Dear Willie:

Four weeks ago this man paid $390.00 for the WOR time to talk to people with. He talked about a (ugh!) book on taxes.

What happened? Dear Willie! Why, 12 brief WOR announcements sold $1,000.00 worth of the book on taxes. And the orders are still coming in . . .

AMPLIFYING NOTE—The orders came from all over. From the majority of the 16 great, war-active cities, WOR covers; i.e., New Haven, Conn.; Bridgeport, 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.

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WOR does not argue the point that each of the cities mentioned 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.

our address is—

—WOR

—that power-full station at 1140 Broadway, in New York

P. S. People who prefer to use the telephone can get us pronto by calling PE 6-8600
A general mail order business offered a Christmas catalog. They used 54 WLS announcements, all daytime, in two and one-half weeks—and received 14,262 requests! . . . And talk about intensive coverage of Midwest America! Mail came from 99 of 102 counties in Illinois, 83 of 92 in Indiana, 57 of 71 in Wisconsin and 71 of 83 in Michigan—as well as from 28 other states and Canada! And Chicago: 34.5% of the mail came from Metropolitan Chicago—which contains only 25.8% of the radio homes in the WLS Coverage Area! . . . That's one result story.

We'll be telling others. If you want the others now . . . or any facts and figures on WLS . . . ask your John Blair man.
If you had a Magic Carpet

... you still couldn't cover the vast Rocky Mountain and Plains States region as effectively as KOA can do it for you! All major centers of population shown in this area are in KOA's primary listening zone!

Only KOA - among all Colorado stations - has the power to reach these ears. No other two or three stations can give you the single-station coverage that KOA delivers.
Barber Jones has business to attend to...

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

Nowadays, when a good spot opens up on KFAB, there's no time to waste. Outstandingly productive in normal times, KFAB is a gold mine today, when farm men and women are spending the largest income in their history. This income is doubled and tripled by the cycle of its spending... from farmer to merchant to grocer to farmer, ad infinitum. KFAB governs the buying habits throughout the farm areas of Nebraska and neighboring states. Its listeners buy what KFAB recommends. And they'll buy the things you sell, if they hear your message over this station.
There is spendable income in the rich oil and gas producing area of East Texas, North Louisiana and South Arkansas... money that circulates, buys the products that you have to sell. That's why many alert advertisers have gauged this market for greater profits... are reaching the area's more than 300,000 radio families* with one of the most potent sales media of the south—50 kw KWKH. Include KWKH on your "A" schedule... for more sales in the world's richest oil and gas fields—a market gauged for greater profits for scores of KWKH advertisers.

* CBS sets net daytime circulation of 313,000 radio homes; net nighttime at 425,000.
Member South Central Quality network. Ask Branham Company for details.
WE HAVEN'T TIME TO REST ON

Two years ago PA was organized for the purpose of producing a distinctive AP news report for radio. It began in one room with a wire “to nowhere”. Then it added its first New York station. Soon an Atlanta Station joined and the wire “to nowhere” began to go places. Now it is transcontinental, serving more than 350 stations.

But we haven’t time to rest on our laurels.

The year 1943 presents new opportunities, new obligations, new determination. During 1943 PA will further improve the high quality of its radio news report . . . will first test and then introduce new techniques in radio writing . . . will develop and inaugurate new profit-making Telescripts . . . will establish more regional radio bureaus for the exclusive purpose of providing more state and regional news.

PA’s performance during its first two years is a promise to all affiliated stations of even bigger and better things in 1943.
BRINGING YOU UP TO DATE

PA ORIGINATED the first regular 24-hour radio wire exactly two years and two weeks ago.

PA ORIGINATED separately staffed radio bureaus (in addition to AP's 100 regular news bureaus) for the sole purpose of writing state and regional AP news for radio.

PA ORIGINATED Telescripts and other radio feature continuities which have proved highly-salable to affiliated stations.

PA ORIGINATED the extra service of the only press association Station Relations Department.

PA ORIGINATED a new service to acquaint national advertisers with the special news and feature scripts offered by affiliated stations.

PA ORIGINATED the first news association Press Relations Department for the sole purpose of promoting affiliated stations.

PA ORIGINATED the first news staff composed exclusively of experienced radio news writers ... people who know radio and news.

THESE SIGNIFICANT INNOVATIONS HAVE MADE PA THE PACE-MAKER AMONG ALL WHO SUPPLY NEWS FOR RADIO

AP News for radio is available exclusively through

PRESS ASSOCIATION, INC.

50 Rockefeller Plaza
New York, N.Y.
The only practical solution to any advertising problem in Mexico. R. P. M. stand for the largest radio organization South of Rio Grande.

A Network

of more than sixty broadcasting stations covering the Mexican market from coast to coast.
He thinks he's getting COMPLETE coverage, too...

The Ostrich is a magnificent bird. He furnishes plumes for milady's hats, food and transportation for the natives... but he doesn't know a thing about coverage. When you buy radio coverage on the Pacific Coast, make certain you're not buying Ostrich coverage. Make sure your radio message is released not only to the 6 major markets (Los Angeles, San Francisco, Portland, Seattle, Spokane and San Diego) but also in the extremely wealthy secondary markets, whose 1,000,000 families (only eight states in the country have more) spent over $1,500,000,000 last year. Surveys show that only one network completely covers the Pacific Coast... Don Lee. Most of the Pacific Coast's important cities are surrounded by mountains, which make long-range broadcasting unreliable... and in many cases impossible. With 33 stations, Don Lee delivers local primary coverage. More than 9 out of every 10 families on the Pacific Coast own radios, and more than 9 out of every 10 of these families live within 25 miles of a Don Lee station. If your message is important enough for all the radio families on the Pacific Coast to hear, use the only network with enough stations to do the job... Don Lee.

THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-President, General Manager
5515 MELROSE AVE., HOLLYWOOD, CALIF.
REPRESENTED NATIONALLY BY JOHN BLAIR AND CO.

Mutual
DON LEE

THE NATION'S GREATEST REGIONAL NETWORK
IF YOU'RE one of those people who think you can judge a man by his appearance, you're wrong about Fred Palmer! Because regardless of appearances, Fred isn't a deacon! Matter of fact, Fred is a salesman—a super salesman in that he has the happy faculty of selling you only those things that time will prove you wanted!

And that, say we, is the smartest goal that any salesman can have. It's been our goal, here at F&P, during all the years we've been in business. Occasionally, we know, we've slipped up and conscientiously recommended things that we (and our customers) later regretted. But at such times we believe we have booted ourselves far harder than the customer himself has wished to boot us!

All of which isn't a matter of mere "honesty". We believe it's just plain stupid to purvey bad bargains, and just good business to offer the sort of merchandise that "repeats". And maybe that's why you in turn will like to repeat with us, here in this pioneer group of radio-station representatives.
Cox Calls for House Investigation of Fly Charges ‘Gestapo’ Is Operated in Commission

RESURGENCE of Congressional sentiment for an investigation of the FCC, aimed largely at the stewardship of FCC Chairman James Lawrence Fly, developed the first day of the new session last Wednesday, with the prediction by Rep. Cox (D-Ga.), a majority Starkwart, that authorizing legislation will be enacted.

Reintroducing his resolution of last year for a select five-man committee inquiry, Rep. Cox loosed a short but vitriolic tirade against Mr. Fly and charged the FCC with maintenance of a “gestapo” and establishment of “terroristic control” of all media of communications. Senior majority member of the all-powerful House Rules Committee, to which the resolution (HRes-21) was referred, Rep. Cox appeared to have committee support for his resolution.

Last February, after Rep. Cox had introduced his original resolution, efforts were ‘made by the FCC majority to thwart the inquiry. Linked with Chairman Fly in this effort was Commissioner C. Durr, newest member. It finally was blocked, presumably through Administration moves.

Change in Sentiment

A change in Congressional sentiment, however, widely heralded with the convening of the 83rd Congress, was believed to have sufficient momentum to carry the resolution through. The House leadership, including Speaker Sam Rayburn, was said to have no opposition to inquiries into independent agencies, and particularly the FCC, which has been under fire repeatedly.

Reintroduction of the Cox resolution came a day after the FCC, in executive session, had given its law department the green light on a hearing to begin Monday (Jan. 11) involving renewal of the license of WALB, Albany, Ga., in which Rep. Cox allegedly is implicated, and which embraced a Dept. of Justice investigation made at the instance of Chairman Fly last April.

At that time it was revealed the department had been asked to investigate with exchange of $2,500 checks between Rep. Cox and the Herald Broadcasting Co., licensee of WALB. The Commission, it is understood, authorized its legal staff to conduct the renewal proceedings in judicial fashion, after it had been advised by the Dept. of Justice that it would not be embarrassed if such procedure is followed.

Old Probe Dropped

Although not directly related to the Congressional eruption, it also was announced last week that the Attorney General had notified the FCC his department did not intend to pursue charges purportedly made by the FCC involving Sam Pickard, former member of the old Radio Commission and a former vice-president of CBS. Chairman Fly is said to have instigated this inquiry also, having been instrumental in retaining John D. Farnham, Midwest attorney, as special investigator to look into old charges of purported improprieties in FCC affairs.

It was learned authoritatively that the department had notified the Commission the statute of limitations made moot any questions involving Mr. Pickard’s stewardship. He left the Commission in 1929. Nor was the Dept. of Justice disposed to pursue an investigation of inferred acceptance of gratuities by members of the former Commission from a station owner through his attorney, evidently concluding that the weight of testimony, adduced at a secret hearing in Chicago several months ago, did not warrant action. This implied allegation placed all members of the Commission under a cloud, it was thought in some quarters, but the department’s reaction is believed to dispel this doubt.

The Pickard inquiry, along with many other allegations, were dealt with in Congressional debates last year during the heat of the Cox resolution consideration.

In a statement accompanying introduction of his resolution, Rep. Cox expressed his confidence the measure will be adopted at an early date. In the operation of the Commission under the chairmanship of Mr. Fly will prove shocking,” he said. “It has almost completely established ter- roristic control of all media of communications. It maintains a Gestapo, the equal of which has never been seen in free government, and has developed the smear business into a fine art. Of all abuse of power by bureaucrats, nothing approaches the record of this Commission.’

Rep. Cox said passage of the resolution would carry with it authority to retain an investigating staff and special counsel. The resolution provides for an investigation of the "organization, personnel and activities" of the FCC, with a view to determining whether or not the Commission in its organization, selection of personnel and conduct has been and is acting in accordance with the law and public interest. The committee would be required to report to the House during the present session, with recommendations for remedial action. The committee would be empowered to subpoena witnesses and books, papers and documents it deems necessary.

Economy Sentiment

With the current Congress economy-bent, it is expected the House Appropriations Subcommit- tee for independent offices will delve deeply into the FCC’s justifi- cation for appropriations. Against a normal peacetime appropriation of approximately $2,000,000, the FCC now is seeking in excess of $8,000,000, most of it for war ac- tivities, including its war-born Foreign Broadcast Intelligence Ser- vice and its Radio Intelligence Division.

Some question has been raised about the desirability of these operations in a non-war agency. The peacetime personnel of the FCC, before the formation of these services, totaled about 700, both in the field and in Washington. The last personnel figures show an aggregate of 2,262 employees as of Oct. 1, of whom all but 145 were permanent. Of the latter, 130

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RADIO'S FIRST DSC HERO

BY DIRECTION of President Roosevelt, First Lt. Thomas E. Knodle, former Washington newswriter and editor of NBC, has been awarded the Distinguished Service Cross for extraordinary heroism in action, the War Dept. announced last Friday.

Newly recovering in a military hospital in Australia from wounds received Dec. 5 [broadcasting, Dec. 21] Lt. Knodle, on recommendation of Gen. MacArthur, has been given the second highest honor this country bestows on its soldiers. It is topped only by the Congressional Medal of Honor.

Radio's First Hero

Thus Lt. Knodle, who was called to active duty last March as a reserve second lieutenant, becomes radio's first man to be decorated with the distinguished service cross. The citation follows:

"The Award of the Distinguished Service Cross, by direction of the President. Thomas E. Knodle, 1st Lt, 128th Inf., USA, for extraordinary heroism in action near Buna, New Guinea, on Dec. 5, 1942.

"During an attack on Buna Village, Lt. Knodle led his platoon with conspicuous bravery. When wounded in the leg he disregarded the wound and continued to lead his platoon in the attack. When he was again wounded the platoon was unable to go on, he refused to be evacuated until he had given final instructions to his platoon."

With the citation for heroism, it was disclosed that Lt. Knodle refused to accept appointment to a desk job in Washington when he was called to active duty. Because of the wide expense in radio news field, Lt. Col. E. M. Kirby, chief of the War Dept. Bureau of Public Relations radio branch, recommended him to the War Dept. for duty in the radio branch.

Knodle, however, rejected the offer with the remark, "I'm a soldier and I want to fight this war on the battlefield, not at a desk in Washington."

Later, when he arrived in Australia, Lt. Knodle turned down an assignment to the public relations staff of Gen. MacArthur. He preferred to go into battle with his men.

Just two days before the War Dept. notified his wife, Mrs. Catharine Knodle, former Washington NBC employee, of the citation, Mrs. Knodle received a letter from her husband in Australia. He said nothing about his exploits in action, but told his wife that he had been shot in the right foot. The bullet entered at the ankle and came out through the sole of the foot, shattering the bones. His optimism is reflected in his ad

Award to Du Pont

E. I. DU PONT DE NEMOURS & Co., Wilmington, Del., has received a special wartime award for "Distinguished Service to Safety" from the National Safety Council, currently engaged in a "Save Manpower for Warpower" campaign.

Presentation was made Jan. 4 during a broadcast of the company's NBC program, Cavalcade of America. BDDO, New York, handles the account.

Cameel Change

COINCIDENT with the shift from one hour program to a 45-minute show, effective Jan. 8, Cameel Caravan, sponsored on CBS by R. J. Reynolds Tobacco Co., Winston-Salem, has changed its name to Comedy Caravan, in line with its recent announcement to feature guest comedians. Program is now heard Fridays, 10-10:45 p.m. on the full CBS network. Agency is Wm. Eddy & Co., New York.

Paper Rationing and 'Broadcasting'

IN CONFORMITY with the WPB order curtailing by 10% the supply of print paper of all magazines, Broadcasting is glad to make its contribution to the war effort by way of saving manpower and transportation facilities involved in the production and delivery of paper. Broadcasting will continue to provide full coverage of essential industry developments without detracting from interest and appearance since no alteration of basic format is necessary at present.
Retail Sales Up During N. Y. Strike

Federal Reserve Report Refutes Newspaper Charges

REFUTING certain newspaper charges that radio "failed to do a job" for advertisers during New York's newspaper delivery strike in mid-December, advertising and station executives pointed to Federal Reserve figures which showed a handsome gain in department store sales in New York during the week of the strike over the same week in 1941.

Due to a 4% increase holds for store sales in the whole of the New York Federal Reserve district, including Buffalo, Rochester, Syracuse and Newark, all of which had regular newspaper delivery. But New York dependent almost entirely on radio during the strike for news and advertising (BROADCASTING, Dec. 21), kept pace with the rest of the district in increased sales.

No Fall-off in Business

Among New York retailers who used radio time were Bloomingdale's, a regular client of WQXR, and R. H. Macy & Co. Bloomingdale's added an extra quarter full to its schedule the second day of the strike while Macy's took a quarter-hour of the Pegeen Fitzgibbons show, in addition to one-minute and five-minute spots on the same station.

Frances Carey, in charge of Bloomingdale's radio programs, told Broadcasting that sales of certain items advertised only on the air had been good, indicating that radio was responsible. Business at Bloomingdale's did not fall off, she added. Macy's advertising department expressed a similar thought, adding that business was at least as good as on the same days in 1941 when newspaper space was used.

For three days during the strike New York broadcasters success-fully kept the public informed on news developments and did a pinch-hit advertising job for space-buyers who normally depend chiefly on newspapers. In fact, radio co-operated with New York newspapers in broadcasting local news, gathered by staff reporters, in addition to the usual world affairs.

Radio, particularly those who reaped benefits from broadcasts during the strike, were shocked when Royal F. Munger, financial editor of the Chicago Daily News, singled out radio for a bitter attack. Reporting the strike's effect on department store business, Mr. Munger's story said on Monday the store was full of shoppers, due to the "momentum furnished by the advertising of the previous week". On Tuesday, his article stated, "there was a faint thinning of the buying stream" and "by Wednesday a buying slump was in full blast."

"The crowds had fallen off," his story continued, "and the attempts to use radio in place of the missing advertising were getting nowhere rapidly. In fact, even through their anguish the newspaper advertising men grinned at the job radio didn't do."

Following Mr. Munger's story, the Chicago Daily News, editorially called the strike a "laboratory test of the necessity of newspaper advertising to retail trade," and added: "Radio didn't do the job. Wartime prosperity didn't do it. The enviable and deserved reputations of famous stores didn't do it. The slump came, as every newspaperman knew it would, and New York's Christmas was curtailed."

These newspaper reports and comments were published prior to the release of the Federal Reserve District department store sales figures.

A reprint of the Munger article as a half-page display ad in the Jan. 24 issue (N. Y.) provoked their evoked a response from Simon Goldman, manager, WTJN, James-town, who wrote Mr. Munger in part as follows:

Cites Newspaper Ownership

"After I finished the article, the first thought that came to my mind was that here was a newspaperman who is surprised that newspaper advertising works. We in radio recognize the newspaper's place in the advertising world, and a great number of newspapermen recognize radio's place in the advertising world. (As a matter of fact, an analysis of radio stations shows that newspapers own more stations than any other group. If my memory serves me correctly, I believe one-third of the radio stations in the United States are newspaper-owned.)"

"I might mention that all the observations in your article were made not by the retail merchandisers themselves but by New York newspaper observers. To the contrary, those advertisers who were able to turn to radio did get outstanding results. For example, the movie industry, who are heavy newspaper advertisers in New York, reported no loss of business and found that radio was an excellent method of reaching moviegoers. As a result, a number of them are negotiating or have negotiated year-round radio contracts."

Pointing out that radio advertising is built on consistency, Mr. Goldman continued: "The observations made by reporters concerning this strike showed a volume of radio activity, but in the main most retailers were trying to plan their radio advertising, rather than to jump in for the sake of jumping in, and the strike was over before most of these plans materialized."

"Story Unfair"

Replying to Mr. Goldman's letter, Mr. Munger wrote, in part: "As a piece of reporting I have no particular apologies to make for the story. The facts were as stated. While I am glad to have your comments, the whole matter is somewhat remote for me at the moment, as I am leaving immediately for active military service with the United States Marines."

When the Munger story was re-printed in the Buffalo Evening News, John A. Bacon, director of sales, Buffalo Broadcasting Corp. (WGR-WKBW), wrote to nine New York stations asking for definite information regarding the experiences of New York advertisers during the newspaper strike. Ex-

(Continued on page 46)

New York Papers Hike Radio Rates

More Mention of Program in Regular Copy Costs Double

NEW YORK newspapers last week put into effect a ruling that any advertising of a radio program will be accepted only at the general or national rate (4% to 8%) and applies not only to radio page advertisements of programs, but also to mention of programs inserted into display advertising for merchandise, or advertising with which the paper is connected.

If, for instance, a department store were to insert into a page ad one line asking readers to tune in to a particular radio program, the whole page would be billed at the national rate, in most cases about twice the rate normally charged for department store advertising.

"Short-Sighted Policy"

Retail advertising men, queried by Broadcasting last week, were unanimous in their condemnation of the move. Ira Hirschmann, vice-president of Bloomingdale Bros., which last week used space in a number of newspapers to advertise a new radio course in sewing, to be conducted during the store's broadcasts on WQXR, New York, expressed the feeling that Bloomingdale's could have gone all of their newspaper advertising, regardless of subject matter, and said he did not intend to accept the ruling.

Terming the move a "short-sighted policy," Mr. Hirschmann said that newspapers should utilize radio instead of opposing it, citing the many examples of wise newspapers that "have used radio, bought radio and worked with radio instead of adopting defensive tactics against it."

Denying that the move represented any antagonism toward radio on the part of the newspapers, Richard Murray, in charge of department store advertising for the New York World-Telegram, said that the new rule is merely an extension of various limitations the papers have found it necessary to put on department store advertising from time to time.

Terming the rates given to department stores as "absurdly low" in relation to the general rates (37 cents a line to 78 cents is the World-Telegram's ratio), Mr. Murray explained that "the papers won't advertise to department stores in the near future" and "over the years we have had to clamp down on various types of advertising to protect our rate structure. This new move does not represent any discrimination against radio."

While the new ruling applies to New York only, its effect will undoubtedly soon be felt by other newspapers and department stores throughout the country and it is expected to receive considerable attention during the advertising sessions of the National Retail Dry Goods Assn. meeting at the Hotel Pennsylvania, New York, early this week.

ROAST DUCK was served staff members of KLZ, Denver, at their recent annual banquet after the station's four ninemods went hunting. When Station Manager Hugh B. Terry sat down at the head of the table his four employees literally gave the boss the bird. Serving roast duck to Mr. Terry (center) are (1 to r): Jack Ross, bookkeeper; Les Waterman, engineer; Harvey Wehrman, chief engineer; Fred Mueller, sales chief.
As the 1943 curtain goes up on war-time Detroit, far-sighted advertisers will see here the most promising sales opportunities that time has yet revealed. And just as surely as Detroit’s accelerated, roaring production lines spell doom for Hitler and Tojo, so also do conditions in this great market assure safety for advertising investment to all who have merchandise to sell, or a good name to uphold. Here are contributing factors:

1. Detroit’s population is now at an all-time high. Estimates show a gain of 336,000 between April 1, 1940, and May 1, 1942, with newcomers still pouring into Detroit at the rate of 20,000 each month!

2. Factory employment, too, is at an all-time high. Latest authoritative estimate (November 30, 1942) showed more than 510,000 hourly paid factory workers, alone, in the Detroit industrial area, and that figure grows daily!

3. Wage scales in Detroit are the highest ever. Latest estimates place the average weekly earnings of Detroit factory workers at $56. That places the present factory payroll in this area at more than $28,500,000 a week!

Yes, Detroit is your BONUS market for ’43, and WWJ is the station through which you can reach it most effectively and economically.

Associate Station
W45D—F.M.

WWJ
America's Pioneer Broadcasting Station—First in Detroit
National Representatives
THE GEORGE P. HOLLINGBERY COMPANY
Owned and Operated by The Detroit News

Boston: 231,000; Chicago: 268,000; New York: 315,000; New Jersey: 304,000; Pennsylvania: 356,000; Maritimes: 38,000; Northwest: 75,000; and South: 200,000.

W45D—F.M.
WGN carries more local and national spot business than any other 2 major Chicago stations combined!

Such a leadership in the highly competitive Chicago market is testimony of WGN's marked ability to produce sales for its advertisers.
**Senate Probers Ready to Quiz Petrillo**

May Ask FDR to End AFM Ban
On Discs

1F ALL OTHER efforts fail, Presi-
dent Roosevelt may be asked by the Senate Interstate Commerce Com-
mittee to invoke his broad wartime powers and terminate the ban on transcriptions and musical recordings as injurious to national mora-
eliberation activity.

This prediction was made by Senator D. Worth Clark (D-
Idaho), chairman of the probe sub-
committee, on the eve of the appearance of James C. Petrillo, AFM
president, before the committee, scheduled for Tuesday, Jan. 12.

After reintroducing his far-
reaching bill last Thursday to bring the musicians union within the scope of antitrust laws as a means of enjoining arbitrary ac-
tions which interfere with the war effort, Senator Clark said that if such legislation becomes law, it is likely his five-man subcommittee will recommend in its report that the President use his broad war-
time powers to protect the national morale.

Seek Prompt Relief

With transcription and record reserves, built in anticipation of the Petrillo ban, about to run out, the broadcasting industry and rel-
ated public performers dependent upon recordings are becoming more and more aroused over the outlook. All eyes are turned toward the Senate Interstate Commerce subcommittee in the hope that some relief will be afforded promptly.

While there are two distinct schools in the broadcasting industry on the Petrillo situation and how it should be handled, no pub-
lic moves toward settlement of a settlement—temporary or perma-
nent—with AFM have been dis-
closed. All sides are agreed that the AFM ban, which blocks record-
ning of a single new trans-
scription or record since Aug. 1, is interfering with wartime morale and is destined to develop into a calamity if remedial measures are not instituted promptly.

Petrillo’s appearance before the Senate Interstate Commerce sub-
committee—his first before a com-
mittee of Congress—was set for 10:30 a.m. Tuesday at the Senate Caucus Room. The commit-
tee has been advised by Joseph A.
Padway, general counsel of AFL
and Petrillo’s counsel, that the AFM head will read a pre-
pared statement of about 45 min-
utes. Mr. Padway himself then pro-
poses to discuss legal aspects of the case. Petrillo and Padway, Petrillo will be cross-examined by the committee. It is expected this tes-

imony and examination will con-
sume two sessions.

In some quarters it was predict-
ed Mr. Petrillo would seek to turn the tables and ask for an investi-
gation of the NAB and the indus-
try.

At the request of Mr. Padway, who has labor business in Florida, the committee proposes to recess for about 10 days, during which it will line up its schedule of future wit-
nesses. Requests for opportunity to appear have been received from such groups as the NAB, probably represented by President
Neville Miller and Counsel Sydney
M. Kaye; leading transcription companies and record manufac-
turers; music publishers and repre-
sentatives of Local 829 (New
York) of AFM, and spokesmen for coin-operated machine companies, and other public performers of re-
cord music.

**Federal Witnesses**

Whether other Government wit-
tnesses will be called upon to tes-
tify, supplementing previous tes-
inomy of such figures as Elmer
Davis, director of the Office of
War Information, and James
Lawrence the Fly, general man-
ager of the FCC, who predicted dire effects on wartime morale and upon small-
er radio stations, was not indi-
cated. Their testimony, given at a
preliminary hearing last Septem-
ber before the original Petrillo
probe committee, will be incor-
porated in the new record, how-
ever.

With Senator Clark on the sub-
committee are Senators Tunneill (Del.) and McFarland (Ariz.), Democrats (Me.) and Tobey (N.H.), Republicans. Her-
bert M. Bingham, Washington at-
torney formerly of Montana, spec-
cial counsel to the subcommittee for the investigation, is handling prep-
paration of the case and presumably will bear the brunt of the cross-
examination.

Reports coming to the commit-
tee’s attention have stressed the crisis ahead. Many dance bands, it was reported, already have dis-
band ed because of lack of engage-
ments for transcription and rec-
ording. NAB President Ne-
ville Miller estimated that regular recording bands already are out of pocket by the extent of $1,000,000
and $2,000,000,000. Also noted were a few new hit tunes have been writ-
ten since the recording ban became effective.

Senator Clark said he would seek approval of his bill to bring the musicians union within the scope of the anti-trust laws at the cur-
rent session. The measure, intro-
duced Oct. 26, died with the ad-


couragement of Congress. It was re-
introduced in identical form last Thursday by Senator Clark, on which the hearings are being held (SRes-
286), remains operative until Jan. 31. Under action taken in the final days of the last session, all pending resolutions authorizing inquiries are killed on Jan. 31 and must be reintroduced.

“If we can’t get anywhere with
this bill in the new Congress,” Senator Clark said, “it is time the sub-
committe, in its report, will request that the President be called upon to use his wartime powers. The President has a duty to take over plants where production has been halted by strikes. I am sure he has wartime power to curb the power of Petrillo to deny popular music to millions of Amer-
icans, including troops at home and abroad.

“So far as I know, Petrillo has not offered any concrete proposal as a compromise to either the NAB or the FCC. It’s up to the record and transcription manufacturers, or others involved,” Senator Clark continued.

“This matter goes far beyond a conflict of interests,” said Elmer Davis, director of the Office of War In-
formation, told our committee re-
cently that a continuance of the ban would force the closing of many small radio stations, essen-
tial to our wartime communica-
tions.

“He also said, and he spoke for the War and Navy Departments, that the withdrawal of popular music from the radio stations and jube boxes would seriously endan-
ger wartime morale on the home front as well as that of our troops on the battlefront. Quite a few stations have already closed or sold out for nominal sums.”


d in addition to those General Tire officials mentioned, were W. E.
Foue, vice-president; H. R. Jen-
kins, secretary, and William O’Neil Jr., assistant to the president and owner of WJW, Akron-Cleveland.

Yankea officials present, aside from those mentioned, included Gerald Harrison, Roger Coakley,
William Eynon, George Steffy,
Robert Myers, Irving T. Robinson,
Clarence Stone, James S. Powers,
Cedric Foster, J. A. Farrar, Jo-
seph Lopez, Malcolm Parker, Dor-
othy Robinson, Fred McLaughlin
and Gertrude Laura.

Assurance was given the FCC
prior to its approval of the sale
of the Yankee Network owned sta-
tions to General Tire and Rubber
Co., for $1,240,000 on Dec. 31
that the company would buy time from Yankee stations and that rates and under condi-
tions available to all other sponsors.

Coincident with the Commission’s
formal action, granting the tran-
sfer by a four-to-two vote, an affi-
davit of William F. O’Neil, presi-
dent of General Tire, emphasized
that the network would not be used

(Continued on page 41)

John Shepard 3d Continues
As Yankee General Manager

O’Neil Elected President; Executive Personnel
Retained in Network Reorganization

MAINTAINING the same execu-
tive management, reorganization of the Yankee Network under its
new ownership, was affected last
Wednesday in Board Meeting.
John Shepard 3d elected chairman of the board and designated general
manager, and William F. O’Neil,
President of General Tire & Rub-
ber Co., elected president.
The board continued Linus Travers as executive vice-president and Rob-
ert T. Bartley as vice-president and
Elected Mr. O’Neil treasurer,
and Robert F. Ide of Yankee, as-
sistant treasurer. Howard F.
Wright, Yankee official, was named
corporation clerk.

Personnel Meet With Owners

The executive committee com-
prises Messrs. O’Neil and Shepard
and James W. Haggerty, Boston
district manager for General Tire.
The board of directors named the
following as the new officers:
Messrs. O’Neil, Shepard, Travers,
Haggerty, Loren Angus McQueen,
General Tire vice-president, Ak-
ron; and Samuel S. Benton, General
Tire vice-president, Akron.

Operating heads of the network
depартments met for the first time
with the new owners Wednesday
afternoon. At the dinner meeting,

Love Aids Petrillo

Eddie Love, secretary of San
Francisco Musicians Local No. 6,
AFM, has been made an assistant
Yankee surrogate. He is presi-
dent. He moves to New York head-
quarters. It is believed on the
Yankee side that he will be assigned to straighten out the situa-
tion brought about by the AFM record-
ing and transcription ban.

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BROADCASTING • Broadcast Advertising
CASH INCOME AND GOV'T PAYMENTS
Source: Department of Agriculture, 1940

IN AGRICULTURE

NORTH CAROLINA

$221.8
(MILLIONS)

AVERAGE OF NINE OTHER SOUTHERN STATES

$1333
(MILLIONS)

VALUE OF MANUFACTURED PRODUCTS
Source: Census of Manufactures, 1939

IN INDUSTRY

NORTH CAROLINA

$14206
(MILLIONS)

AVERAGE OF NINE OTHER SOUTHERN STATES

$353
(MILLIONS)

WPTF

with 50,000 WATTS in RALEIGH is

NORTH CAROLINA'S

No. 1 SALESMAN

NBC 680 KC

FREE & PETERS, INC. National Representatives
MANPOWER TITLES DUE FOR RELEASE

REVISION of specific manpower titles covering the broadcast industry were approved by the Inter-Departmental Committee of the Manpower Commission last week and may be expected to be released to draft boards within the next 10 days. Although the specific titles have not yet been made known it is understood that the new list is a marked improvement over the original list released Oct. 12 and known as Occupational Bulletin No. 27.

Careful consideration was given to the needs of the small stations in particular it is understood, to insure their continued operation. This does not mean, it was pointed out, that the larger station and network personnel have been overlooked but the need for keeping small stations on the air is very much in the forefront of all planning for radio's wartime future.

Although specific administrative

Skelly Adds News

SKELLY OIL Co., Kansas City, on Jan. 2 expanded its network program schedule by adding a Saturday morning quarter-hour newscast at 6:30 a.m. in addition to the Monday through Friday quarter-hour commentary broadcast at the same time on 19 Midwestern NBC stations. Alex Dreier, NBC correspondent recently returned from London, who is commentator on the daily newscast is featured on the Saturday program while Lloyd Burlington, Midwest farm authority, presents the W. G. Skelly award for Superior Achievement in Agriculture to the outstanding farmer of the week. Agency is Henri, Hurst & McDonald, Chicago.

Calavo Spots

CALAVO GROWERS of California, Los Angeles (avocados), on Jan. 6 resumed its scattered spot schedule campaign in selected markets and is utilizing twice-weekly participation in Economy Kitchen, WSBC, Cincinnati; Ruth Montgomery Wells, WGAR, Cleveland; Mrs. Page's Household Economics, WJR, Detroit; Ray Morton, WIL, St. Louis; Hopeful Home, KFRC, Houston; Marilyn Day, KSL, Salt Lake City; Budget Brigade, KLZ, Denver; Beatle Kerney, WENR, Chicago; Bee Beyer, KSTP, St. Paul; Leonard Bender's Woman's Page of the Air, WQAI, San Antonio. Firm also sponsors twice-weekly five-minute participation in Breakfast at Sadie's on 15 BLUE Pacific stations, Wednesday, Fri- day, 9-30-10 a.m. (PWT). Agency is J. Walter Thompson Co., Los Angeles.

Richfield Renews

RICHFIELD OIL Corp., New York, has renewed for the fourth consecutive year Arthur Hale's Confidentially Yours on Mutual, continuing to feature the wartime services offered motorists by local dealers, according to an announcement by B. N. Pollock, sales promotion manager. The network has agreed to continue to cooperate with the Office of War Information in scheduling Government announcements under the network allocation plan. Program is aired thrice-weekly, 7:30-7:45 p.m., repeated at later hours, on 24 Mutual stations.

Recruits for Red Cross

TO HELP the American Red Cross recruit 36,000 graduate nurses, 100,000 nurses' aides, and a million students in home nursing classes, NBC and its affiliated stations will begin a 13-week campaign Jan. 17, using a half-hour dramatic program That They Might Live. Directed by Jane Twenty Wagner, NBC director of women's war activities, the series will be aired Sundays at 12:30 p.m., with stage, screen and radio stars donating their services. In addition to the network series, NBC affiliates will present locally each week two quarter-hour transcribed dramas, March of Mercy.

MBS Billings Up 32% During 1942

All-Time High of $9,636,122

Gross Time Sales Reported

MUTUAL billings for the months of 1942 totalled $9,636,122. The network announced last week, making an all-time high in gross time sales for a year's period reported in 1941. The total for 1942 marks a 32% increase over 1941, when billings were $7,319,848.

In a breakdown of MBS billings by agency and client for the year of 1942, three agencies placed $1,000,000 or more for the following advertisers: Blackett-Sample-Hummert, $1,195,822; Ivey & Ellington, $1,063,946; and Boettcher-Hall, $604,606. The other 33 agencies placed business on MBS for their accounts under the one million mark. The following advertisers placed the largest amount of business on Mutual during the past year:

Gospel Broadcasting Assn. - $1,266,653
Mayo Cigar Co. - $727,977
Coca Cola Co. - $643,847
Gillette Safety Razor Co. - $1,236,760
General Cigar Co. - $1,448,057
Pharmaco Inc. - $1,004,477
R. B. Semler - $438,916
Anacin Co. - $588,738
Whitehall Pharmacal Co. - $301,712
Richfield Oil Corp. - $304,729

Richfield Oil's R. B. Semler to Serve in Pennsylvania

Mr. Semler, who has been serving as the network's sales promotion manager in Philadelphia, will be transferred to the Pennsylvania office of the network to continue his service to the Mutual sales organization in that area.

Nazi-Dominated Screen and Radio Still Sustainied

The news, as well as the motion picture and radio screen, continues to be sustained in a Nazi-dominated territory, will soon be released in Latin-American republics, according to officials of the Office of the Coordinator of Inter-American Affairs. Half-hour program expands the current Latin-American schedule of some 26 shows being released daily in the 20 republics.
That's the experience of smart advertisers. Particularly in Baltimore... today the country's 6th largest market.

If you want to hit this Baltimore trading area target, when you aim at it... here are three reasons why advertisers interested in reducing sales costs... are swinging to Radio Station WFBR:

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

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

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

It's good business to get on the target in Baltimore. WFBR makes it automatic.
21 Food Sponsors On Blue Schedule
Quaker Oats, Warner Latest To Sign With Network

OF THE 50 commercially sponsored programs on the BLUE Network as of Jan. 1, 1943, start of its second year of independent organization, 21 are sponsored by food producers, a larger representation than that of any other industry.

Tetley Tea Co., which launched first consumer advertising for its dehydrated Soup-Mix on the BLUE in November, has indicated expansion of its current schedule in view of increased sales and its confidence in the future of dehydrated products. Produced in six flavors, the Soup-Mix is promoted thrice-weekly on Isabel Manning Hewson's Morning Market Basket.

The same program on the BLUE is used by C. F. Mueller Co. for its macaroni on a thrice-weekly basis, a schedule to be continued indefinitely. Agency for both accounts is Duane Jones Co., New York.

New Kellogg Account

The BLUE adds another advertiser to its food accounts Jan. 4 when Kellogg Co. promotes Pep on 13 Pacific stations five times weekly on Breakfast at Sardi's. Agency is Kenyon & Eckhardt, New York.

Williamson Candy Co., in November, renewed Famous Jury Trials on 64 BLUE stations for 52 weeks. Show is for Oh Henry candy bars and is handled by Aubrey, Moore & Wallace, Chicago.

Swift & Co., sponsor of a segment of the BLUE's Breakfast Club for more than a year, paid tribute to the program's pulling power on Nov. 3 when it increased its quarter-hour participations thrice-weekly on 87 stations to five days weekly in 743 stations. J. Walter Thompson Co., Chicago, handles the account.

Another J. Walter Thompson account contributing to the BLUE's food industry group in 1942 was Libby, McNeill & Libby, using the entire BLUE network Oct. 19 for a special one-time broadcast dramatizing its forthcoming advertising campaign. Introducing a different idea of consumer relations, the food processing company invited consumers, as well as Libby salesmen and dealers to a "sales meeting of the air."

Quaker Oats Co., Chicago, will take over Terry & the Pirates, quarter-hour children's program, effective Feb. 1. The series, based on the comic strip syndicated in 200 newspapers, has been heard on the BLUE since Jan. 4, five times weekly, 6-6:15 p.m., and will continue at that time when Quaker Oats sponsors it for Puffed Wheat and Puffed Rice Sparkles.

The program is written for radio by Al Parker, who has written such children's shows as Don Winslow of the Navy and Orphan Annie. It will be heard on 143 BLUE stations, largest network yet employed by Quaker Oats during its many years of network and spot radio. Agency is Sherman & Marquette, Chicago. Terry & the Pirates is not new to radio listeners, having been sponsored in the past via transcription by Libby, McNeill & Libby, and on NBC by Bowery's Inc. for Dari-Rich.


Coca Cola Plaque

COCA COLA Co., Atlanta, sponsor of Victory Parade of Spotlight Bands on the BLUE, received a silver plaque during a recent broadcast, from Movie-Radio Guide for "outstanding contribution to the morale of the armed forces." Award was presented by Harry Hayden, general manager of the Guide Magazines, to Felix Coste, vice-president of Coca Cola Co. The tribute followed shortly after Coca Cola's nine-hour Christmas Day program for service men, originating from 42 camps throughout the country, and aired on the full BLUE network.

REPRESENTING TWO branches of the fighting forces are these former employees of WGN, Chicago, as they pose before the station's new service flag. Lt. Com. Carl Meyers (left), formerly chief engineer, is stationed with the Navy at Washington. Private Bob Venables, formerly staff announcer, is attached to Camp Grant, Ill.
KRUEGER ACQUIRES REGIONAL HOOKUP

EXPLAINING its radio advertising from a local to a regional basis, G. Krueger Brewing Co., Baltimore, will discontinue Go Get It, audience participation program, on WOR, New York, and on Feb. 3 starts a radio adaptation of Michael Arlen's short story "The Gay Falcon," Wednesday, 7:30-8 p.m. on seven or eight NBC stations in New England.

 Writers for the new series are Gene Wang, scripter of The Thin Man on CBS, and Harry Hermann, author of Mr. and Mrs. North on NBC. Chief character of the story in which the program is based has been featured since 1941 in a series of RKO films, "The Gay Falcon".

 Krueger is discontinuing Go Get It at the conclusion of a year's contract which has been entirely satisfactory, according to a spokesman for Compton Adv., New York, agency in charge. Firm used a regional hook-up several years ago, with a news program on the Yankee Network. New sponsor for Go Get It has not been revealed.

Lindow Made PRO

LT. LESTER W. LINDOW, of Milwaukee, has been appointed public relations officer at Camp Wolters, Texas, succeeding Capt. H. D. Kight, whom he had assisted for six months. In civilian life Lt. Lindow had been active in radio and newspaper work for nine years, serving as manager of WFMB, Indianapolis, assistant manager of WCAE, Pittsburgh, and at one time was associated with Hearst newspapers in New York City. Before assuming public relations duties with the Army he had been assigned to a radio specialist training company at Camp Wolters.

Maj. Borrett's Book

STORIES and legends Sunday afternoons over CHNS, Halifax, Nova Scotia, are compiled in a book titled Tales Told Under the Old Town Clock just published by Imperial Publishing Co. Ltd., Halifax. The narrator and the author of the book is Maj. William Borrett, CHNS manager. Actual continuities of 26 broadcasts are used to put in permanent form the historical tales of Canada's "most storied province." Proceeds from the sale of the first 300 copies are to go to the Queen's Fund for Air Raid Victims in Great Britain.

Resinol in New York

RESINOL CHEMICAL Co., Baltimore, makers of Resinol soap and ointment, using radio for the first time in New York, has started participation in Pegasus Prefer, a six-week program of consumer news heard on WOR, New York, 8:30 a.m. Contract is for 52 weeks. Agency is Cortland D. Ferguson, Baltimore. Series now has eight sponsors.

Zwieback Test

DUTCH TEA RUSK Co., Grand Rapids (zweibach) through Roche, Williams & Cunningham, Chicago, is testing radio in the Milwaukee market with transcribed musical harmonics announcements five days daily on WEMP. If successful, test will be expanded to other markets. Phil Stewart is account executive.
Pinch From Shortage of Discs
To Be Felt Soon, King Claims
Backlog of Transcriptions Is About Exhausted,
He Says, Pointing to Troubles Ahead

WHAT IS the future of recorded music in case the Petrillo-dictated ban on AFM musicians continues. That was the question posed by broadcasters and transcribers on the eve of the Senate inquiry into Petrillo’s bans and edicts, which gets under way Tuesday, Jan. 12.

In the more than five months that have elapsed since the Petrillo ban on transcriptions and recordings became effective, the full force of the production stoppage has not been felt, even though new popular tunes in recorded form have not been available. Transcribers have built up a sufficient backlog of recordings to absorb minimum requirements during that period.

Gerald King, Hollywood partner of Standard Radio, who has acted as spokesman for independent transcribers, asserted last week that prior to the Aug. 1 ban, recordings were made of a sufficient number of the entire present hit list to get by. How stations and other users of recorded music will feel when none of the top tunes will be available in recorded form some 60 days hence is quite another matter, he said. New music will be published and played over the networks so that the publishers get their performance credits, he pointed out, because until recently recorded music did not count in the performance ratings anyway.

Nets Not Seriously Hit

After talking to many broadcasters at the NAB district meetings—which wound up Dec. 10—on the music problem, Mr. King reported that because of the greater interest in war and manpower problems, the music issue became secondary and was taken up when many broadcasters had left or were tired.

The problem, according to Mr. King, is essentially that of the independent station rather than the network, which he said has little to lose in a controversy over recorded music with the exception of some spot business and the effect, in the case of NBC, upon thesaurus. And he poses the question: “In the long run has not recorded programming been a competitor of network broadcasting?”

The primary interest of the networks, Mr. King points out, is maintenance of their network schedules. Consequently, he said, it is only logical and evident that they should seek to avoid any quarrel with AFM, through moves that might entail use of non-AFM musicians or perhaps musicians identified with CIO. A dispute with AFM might result in strike or secondary boycotts, it has been pointed out.

Looking toward the immediate future, Mr. King said most of the backlog of recorded music already is in the hands of stations. Some transcribing companies, and in several instances phonograph recorders, have recorded choral groups a capella, or without instrumental accompaniment. Some music, he said, lends itself admirably to such groups, but in the field of popular music, which surveys show uses up at least 60% of the time devoted to music on the air, it is difficult to make satisfactory renditions. So-called “bounced” tunes do not lend themselves to vocal treatment of this sort.

Consequently, Mr. King said, lack of suitable groups for popular tunes is bound to prove a restrictive influence on music. As NAB President Neville Miller has pointed out, it is just as restrictive on patriotic music, as evidenced by fact that not a single work while patriotic song has been permitted since the ban Aug. 1.

While stations have the privilege of recording music outside the United States and Canada, Mr. King pointed out that much of this recording always has been done, but most of it has emanated from points where it is not now possible to record because of the war. England, Italy, Germany and Austria were the main sources of imported music before the war, with Latin America contributing only typical music.

Even if music other than this could be recorded outside the United States, he reported the cost is very high and few studios and mechanical setups are available for high quality transcriptions. Moreover, he said, musician’s unions in some South and Central American countries, anticipating a windfall, have increased their rates by as much as 100% and by restrictions on the use of conductors. While possible supply of instrumental music from these countries is not bright, he predicted much of it would begin flowing from

Mrs. Ethel Bell, well-known in West Coast broadcasting, has been appointed radio coordinator of the Southern California Broadcasters Assn., according to Lawrence W. McDowell, association president and commercial manager of KFOX, Long Beach, Calif. Headquarters in Los Angeles she succeeds Richard F. Connor who resigned in early December to become chief of station relations, Radio Bureau, Office of War Information. Mrs. Bell joined the SCBA in February, 1942, as assistant to Mr. Connor. She continues as assistant radio coordinator of the Pacific Coast War Emergency Broadcast Plan set up by Mr. Connor under supervision of the IV Fighter Command in early 1942. She is the wife of Howard Bell, program director of KPAS.

SINGIN’ THE BLUES ABOUT CERULEAN (Ky.)?

Don’t feel gray if mileage rationing is keeping your salesmen from calling on a lot of little towns like Cerulean (Ky.). They can still do a whopping big business in the Louisville Trading Area—which, after all, has 35.5% more buying power than the rest of Kentucky combined! . . . If that gives you a rosy-hued thought, here’s another: WAVE covers the entire Louisville Trading Area at lowest cost—delivers listeners because it’s the only Red station for 100 miles around! See what a spectrum we’re offering!
them if the current situation continues for many months.

A third possible outcome, according to Mr. King, is the use of non-AFM musicians. Pointing out that CIO has a musicians’ union in New York, Mr. King declared a survey made by one of the transcription companies indicated 99% of stations interviewed had no objection to use of non-AFM musicians. Many of them demanded music of this character as an invitation for Mr. Petrillo to do his worst.

However, the industry heads as a whole, he declared, have felt it unwise to use non-AFM music, although no one has yet given any adequate reason why CIO unions could not be used without the stigma of “scab.” While transcription companies have delivered their regular releases to stations for the half-year since the ban became effective, due largely to recordings made in advance of that date, Mr. King emphasized this backlog is practically exhausted.

All transcribers have experimented with vocal groups without instrumental accompaniment, he said. Some of these results have been good, but on popular tunes “we cannot hope to equal Bob Crosby’s band with four kazoo and an ocarina. He pointed out that ocarina players, in fact, are on the union list in Los Angeles.

Trouble Ahead

In the case of Standard Radio, Mr. King announced that his company had just recorded the famous Don Cox’s Chorus, one of the world’s outstanding male vocal groups. He predicted the vocal sections of the transcription libraries generally will be greatly enriched.

“But in a month or so, if the present situation continues, stations will find their library released cut and popular tune renditions only by non-instrumental groups,” he declared.

“Up to this time, no one has felt the pinch; the top tunes of the most played numbers were all recorded in some fashion before Aug. 1. We recorded White Christmas in June, as an example of why this pinch has not yet been felt.

“Those of us who attended the NAB district meetings just concluded feel that we have the support and goodwill of the broadcasters, who recognize the fact that the fight is theirs with the

Barney’s Big Slate

BARNEY’S, New York men’s clothing store, has signed for six quarter-hour news periods, six 10-minute musical programs, and 35 announcements weekly on WMCA, New York. Barney’s recently completed a cycle of 12 news periods weekly on WMCA. With the new contract, firm now uses a total of 1,450 announcements, 654 quarter-hour periods, 722 ten-minute periods, and 32 half-hour programs on seven stations in the New York area: WNEW, WMCA, WAAT, WVON, WINS, WLBH, WHOM. Agency is Emil Mogul Co., New York.

transcription companies being the gun which Mr. Petrillo and the AFM are holding to their heads. We are going along, therefore, secure in our belief and desire to do our best and with the knowledge that radio can and will solve this problem, perhaps not to Mr. Petrillo’s liking but to the best interest of the American public in wartime.”

NEW SALES MANAGER of Radio Programs de Mexico, S. A., is Juan M. Duran Casaboneda (right), a well-known advertising man, who will assist Clemente Serna Martinez, general manager of the organization.

We hear that the newly assembled Congress WHON President Roosevelt addressed the nearly assembled Congress Jan. 7, his speech was broadcast by Mutual. WNBC, the BLUE and CBS, as well as independent stations.


Two New Partnerships Formed From Law Firm

DISSOLUTION of the New York law firm of Rosenberg, Goldmark & Colin and formation of new separate partnerships was announced in New York last week. Godfrey Goldmark, Ralph F. Colin and Sydney M. Kaye, members of the original firm, are partners in the new firm of Goldmark, Colin & Kaye. James N. Rosenberg continues as counsel to the firm. Other members of the firm are Walter J. Patscheck and Max Freund. The firm will continue at 160 Broadway.

Formation of the firm of Berg- erman & Hourwich simultaneously was announced, with offices at 14 Wall St. Members of the firm are George Kennan Hourwich, Milton M. Bergerman and Herman Jervis.

The latest report of Crisley Co-operative Analysis of Broadcasting lists the ten most popular radio programs in the order of their listener preference.

Top-ranking popular programs are heard in St. Louis over Station KSD

KSD has carried the NBC programs leading in "Firsts" since 1935 in Nation-wide Star-program popularity polls.

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

Represented by SPOT SALES, Inc.

NEW YORK • CHICAGO • ATLANTA • SAN FRANCISCO • HOLLYWOOD
Special Peabody Award Group To Scan Entries for Judges

Preliminary Digest to Be Ready for Final Study By Advisory Board in New York on Jan. 15

ENTRIES for the George Foster Peabody Radio Awards will be reviewed by a special University of Georgia faculty committee, according to Dean John E. Drewry of the Henry W. Grady School of Journalism, which in conjunction with the NAB administers these awards. The committee’s report will be considered by the advisory board in New York Jan. 15. The board makes final selections.

Committee members are: Tyus Butler, chairman; Hugh Hodgson, music; Carolyn Vance, radio and speech; L. M. Ballew, drama; B. O. Williams, sociology; and Warren Jones, journalism, clerk.

The board report is to be ready by March. Members of this board are: Bruce Barton, BBDO, New York; John H. Benson, AAAA, New York; Dr. Ralph Casey, U of Minnesota; Jonathan Daniels, Raleigh News & Observer; Mark Ethridge, Louisville Courier-Journal and Times; Joseph Henry Jackson, San Francisco Chronicle; Waldemar Kaempfert, New York Times; Alfred A. Knopf, publisher, New York; Mrs. Beatrice Sawyer Rosell, Chicago; Dr. I. Keith Tyler, Ohio State U; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody; Edward Weeks, Atlantic Monthly, Boston; S. V. Sanford, Chancellor, University System of Georgia; Earl J. Glade, chairman, NAB Code Compliance Committee.

Entries for 1942 are more numerous and more varied than in former years, according to Dean Drewry. Response from small stations has been greater and more nominations have come from outside groups such as schools, colleges, and listener groups. Although several network programs have been entered by outsiders, NBC, CBS, and BLUE did not submit individual entries. Dr. James R. Angell, public service counselor of NBC, Douglas Coulter, director of broadcasts of CBS and Dr. H. B. Summers, manager of public service of the BLUE, explained they would be glad to supply data on any programs in which the Peabody board is interested.

The CBS 1941 presentation required “more than 1,000 man-hours of thinking, planning, and production,” Mr. Coulter wrote. “Even if we could take the time, it would be grossly out of character to sidetrack our war work and give right-of-way to a prize-seeking presentation.” The CBS official, however, lists two network programs which he said “merit the attention of the judges.”

NBC, CBS and BLUE programs will be considered, according to Dean Drewry, under a board regulation which reads: “The board in its selections will not necessarily be restricted to entries, but may on its own initiative select a program or a station for an award.”

Six Types of Awards

The Peabody awards last year went primarily to programs. The year before stations and networks were recognized. For 1942, both programs and stations are to be cited.

As originally set up, the Peabody awards were designed to recognize the most interested and meritorious public service rendered each year by the broadcasting industry, and to “perpetuate the memory of George Foster Peabody, benefactor and life trustee of the University of Georgia, and friend of educational progress everywhere.”

This year the awards will be made in at least six categories:

1. That program or series of programs inaugurated and broadcast during 1942 by a regional station which made an outstanding contribution to the welfare of the community the station serves.
2. That program or series of programs inaugurated and broadcast during 1942 by a local station which made an outstanding contribution to the welfare of the community the station serves.
3. Outstanding reporting of the news.
4. Outstanding entertainment in drama.
5. Outstanding entertainment in music.
6. Outstanding educational program. The awards under reporting, drama, music and education may go to either a station or a network program.

Everyone knows that Rushmore Memorial is in South Dakota’s beautiful Black Hills... 325 miles from Bismarck. But in terms of listening habits and sales results, it’s in Bismarck’s front yard!

No other station covers the wealthy Black Hills market, as does KFYR... in fact, KFYR is DOMINANT in dozens of similarly rich markets in the Great Northwest.

May we show the proof?... there’s plenty of it.

Ask any John Blair man.

KFYR Bismarck
550 Kilocycles N. Dak. 5000 Watts

Right Medium

WHEN shortages of stenographic help occurred lately in the offices of WKRC, Cincinnati, General Manager Ken Church decided to use his own medium in securing replacement. One day’s announcements provided an over-supply of available girls, war widows who would not generally be reading the help wanted columns.

Columbia’s Station for the SOUTHWEST

KFH

WICHITA KANSAS

Call Any Edward Petry Office
LEADERS in the allied cause will contribute their views on war and peace aims in a Sunday feature scheduled to start on BLUE Feb. 14 under direction of Arch Oboler. Statements especially requested from high ranking figures, such as Wendell Willkie, General DeGaulle and General MacArthur, who have already responded to the idea, will be dramatized by various members of the Screen Writers and Radio Writers Guild, and presented under the title Free World Theatre, in the 6:05 - 6:30 p.m. period on the BLUE.

President Roosevelt, Winston Churchill, and Josef Stalin are among those who have already been contacted. Idea for the series originated with the OWI and was suggested to Oboler at the conclusion of his recent BLUE series, To the Presidents.

For Graveyard Shifters
TO REACH the thousands of San Francisco bay district war plant workers on their 3 a.m. "lunch period" during the graveyard shift, the new quarter-hour six-weekly Graveyard Galities is on KGO, San Francisco. The program is sponsored by Roos Bros. clothing store chain. Arrangements have been made in several war plants to pipe the program over the plant public address systems. The commercial announcements are short and institutional in type. Lord & Thomas is the agency handling the account.

State Legislature Reports
FOR THE fourth consecutive year, and as a public service, CBS on Jan. 4 began a series of five-weekly quarter-hour reports on progress of the 56th session of the California State Legislature, meeting in Sacramento. Released to California CBS stations, the programs emanate from the State Capitol through facilities of KROY, Sacramento. First four minutes of the daily broadcast features worldwide news and originates from KNX, Hollywood, under supervision of Fox Case, Western division public relations director of the network.

Regional Farm News
MERTON V. EMMERT, who on Jan. 1 joined NBC as farm program director of WEAF, New York outlet of the network [BROADCASTING, Dec. 25], started a five-weekly series at 6:30 a.m. on WEAF Jan. 4 under the title of The Modern Farm. According to C. L. Menger, NBC vice-president in charge of programs, this series by Mr. Emmert "is the first step in the development of a general plan for making NBC's farm presentation on a regional network plan. Using the program as a model, we hope eventually to organize four regional farm programs for regional networks in the four time zones."

Birthday Party
TO CELEBRATE the second anniversary of its weekly transatlantic program, Answering You, the BBC presented a special broadcast on Jan. 8 from a cocktail party at the Waldorf-Astoria, New York, with Elsa Maxwell as hostess and Peter Donald as m.c. Prominent speakers, who were heard during the past year, spoke from both sides of the Atlantic during the birthday program. Series is normally heard Sundays, 5:30 - 6 p.m. (EWT) and is broadcast locally in New York on WNYC, municipal station.

Women's Role
MOBILIZATION of women for war work is discussed by guests on Sunday afternoon half-hour program, Women in the War, on WJJD, Chicago, Series, conducted by American Women's Voluntary Service, is produced and directed by W. Ward Dorrell, radio director of Henri, Hurst & McDonald, Chicago, who is voluntarily serving as radio director of the AWVS.

By Students
QUARTER - HOUR Saturday morning program on WJWC, Chicago, titled Kid Commentator is completed, written, directed and presented by high school students. News of teachers, schools and activities is discussed by the student participants and student aid in the war effort is stressed.

She earns $59.28 a week
She shops in Norfolk
She listens to WTAR

She earns $59.28 a week, and there are thousands more like her in the Norfolk Market.

More than 1,098,720 people now live and work and buy in the Norfolk Metropolitan Market. Thousands of these folks are highly paid war production workers, many of whom are earning and spending more than they ever dreamed of before.

For nearly twenty years folks in Norfolk, Portsmouth and Newport News have been depending on Station WTAR for their news and entertainment. New-comers quickly learn that WTAR brings them more of the Nation's favorite programs than all the other stations in this area combined.

Foods, drugs, cosmetics, household products—in fact anything that folks need and want will "sell like hot-cakes" when you tell your story on WTAR. Contact Edward Petry & Co. or write to us for complete information.

To reach Southern California, most rapidly growing market in the West, use KMPC, most powerful independent in the West. Maximum coverage at lowest cost!

Regional Farm News
MERTON V. EMMERT, who on Jan. 1 joined NBC as farm program director of WEAF, New York outlet of the network [BROADCASTING, Dec. 25], started a five-weekly series at 6:30 a.m. on WEAF Jan. 4 under the title of The Modern Farm. According to C. L. Menger, NBC vice-president in charge of programs, this series by Mr. Emmert "is the first step in the development of a general plan for making NBC's farm presentation on a regional network plan. Using the program as a model, we hope eventually to organize four regional farm programs for regional networks in the four time zones."

Birthday Party
TO CELEBRATE the second anniversary of its weekly transatlantic program, Answering You, the BBC presented a special broadcast on Jan. 8 from a cocktail party at the Waldorf-Astoria, New York, with Elsa Maxwell as hostess and Peter Donald as m.c. Prominent speakers, who were heard during the past year, spoke from both sides of the Atlantic during the birthday program. Series is normally heard Sundays, 5:30 - 6 p.m. (EWT) and is broadcast locally in New York on WNYC, municipal station.

Women's Role
MOBILIZATION of women for war work is discussed by guests on Sunday afternoon half-hour program, Women in the War, on WJJD, Chicago, Series, conducted by American Women's Voluntary Service, is produced and directed by W. Ward Dorrell, radio director of Henri, Hurst & McDonald, Chicago, who is voluntarily serving as radio director of the AWVS.

By Students
QUARTER - HOUR Saturday morning program on WJWC, Chicago, titled Kid Commentator is completed, written, directed and presented by high school students. News of teachers, schools and activities is discussed by the student participants and student aid in the war effort is stressed.

She earns $59.28 a week
She shops in Norfolk
She listens to WTAR

She earns $59.28 a week, and there are thousands more like her in the Norfolk Market.

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Foods, drugs, cosmetics, household products—in fact anything that folks need and want will "sell like hot-cakes" when you tell your story on WTAR. Contact Edward Petry & Co. or write to us for complete information.

To reach Southern California, most rapidly growing market in the West, use KMPC, most powerful independent in the West. Maximum coverage at lowest cost!
Deacon Ruetz

IT'S Deacon now! J. Franklin Ruetz, announcer of WELI, New Haven, was ordained Dec. 29 in the Episcopal Church and now will serve as assistant in the Christ Church, West Haven, until March 15, when his studies at Berkeley Divinity School, Yale U., will be completed. Until then he will continue his announcing duties at WELI in addition to his religious responsibilities. Before joining WELI, Deacon Ruetz was an announcer at WACO, Waco, and KNOW, Austin.

Planters Adds News

PLANTERS NUT & CHOCOLATE Co., San Francisco (peanuts), on Jan. 19 starts sponsoring Harry W. Flannery, news analyst, on 7 CBS Pacific Coast stations (KNX KARM KROY KGDM KQW KOIN KIRO) Tuesday, Thursday, 6:30-5:45 p.m. (PWT). Contract is for 52 weeks. Firm on Jan. 10 started for 52 weeks sponsoring William Winter, news analyst on 11 CBS Western stations, Sunday, 5:30-5:45 p.m. (PWT). Planters Edible Oil Co., San Francisco (peanut oil), also sponsors William Winter on 7 CBS Pacific Coast stations, Monday through Friday, 12:30-12:45 p.m. (PWT). Agency is Raymond R. Morgan Co., Hollywood.

Announcing

5000 WATTS Day and Night

KFEQ
St. Joseph, Mo.*

Twenty years of broadcasting service to responsive audiences in Northern Missouri, Southern Iowa, Southeastern Nebraska and Northeastern Kansas. (KFEQ's original license was granted Feb. 16, 1923)

National Representatives

Headley-Reed Co.
New York  Chicago  Atlanta  Detroit
San Francisco


Paper Reduction Ordered by WPB

Newspapers, Magazines to Get 10% Less This Year

PAPER reductions face newspapers and magazines in 1943 as the result of limitation orders governing the use of paper in these media, issued by the War Production Board. Newspapers will be limited to 100% of the amount used to produce net paid circulation in 1941 plus a 3% spoilage allowance and magazines are restricted to 90% of the tonnage used by each publisher during 1942.

The difference in bases for the two media results from the attempts made to be most equitable, it was explained. Whereas newspapers, owing to voluntary restrictions, used less paper in 1942, while magazines used more paper than in 1941. In explaining the selection of 3% for spoilage, W. G. Chandler, director of the printing and publishing division, said this was found to be a satisfactory average for all papers over a period of years.

10% Reduction

Under Limitation Order L-240 governing newspapers, it is estimated by the WPB's printing and publishing division that the effect will be a reduction "approximately 10% in current consumption" for the industry generally but will not mean a 10% reduction to each publisher. Weeklies and small dailies using eight or less pages per issue, amounting to 25 tons or less of print paper during any one quarter, are exempt from this order.

Magazines may in any calendar quarter, the order states, use up to 15% more than the quarterly quota, the excess to be subtracted from the quota of the succeeding calendar quarter.

WPB officials, indicating that this order was not likely to stand for a year, said that there would be at least one revision applied to both magazines and newspapers and possibly more. Provision has been made for consideration of individual cases in terms of appeal where "undue hardships" result.

Reasons for the curtailment were given as lack of production resulting from shortages in manpower, tires and trucks. Increased military demands for pulp wood made the move advisable in the light of production uncertainties, it was said.

New WE Contract

CONTRACTUAL notice has been given by Western Electric Co., New York, of its intention to terminate the present license contract with motion picture producers in the United States operating under Bell System sound recording patents, the Western Electric sound system, it has been announced by T. K. Stevenson, vice-president of the company. Scheduled to run to the end of 1946, the new contract, a draft of which will soon be presented to licensees, will continue to make available Bell System patents for sound recording in the motion picture field and recording fees will be substantially lower.

AT THE ANNUAL CONFAB of the sales staff of WGN, Chicago, (Prof.) Bill McGuines (center, seated), WGN sales manager, gives the boys a few pointers on the art of selling. They are (1 to r), Joseph Speyer, George Dietrich, New York office; James Anderson (on table), Norman Boggs, manager New York office; Mr. McGuiness, Reed Myers, Ben Berentson, promotion; George Harvey, Charles Coffin, Charles Gates.
WILL you help this child ... and thousands like her? Here is another victory we must win ... the conquest of that dread, crippling disease — Infantile Paralysis! Under the leadership of President Roosevelt, every American can help in the 1943 Fight Against Infantile Paralysis!

The Campaign officially opens on January 15th ... it concludes with the Celebration of President Roosevelt’s Birthday, Saturday, January 30th.

Will you volunteer your facilities ... your services? Everyone can help — radio stations, sponsors, advertising agencies, musicians, actors, singers, writers. Many have already joined us but more are needed — everyone should be enrolled in this fight!

Said our President: “The fight against Infantile Paralysis is an essential part of the main struggle in which we are all engaged — a struggle to make this world a better place in which to live.”

Join President Roosevelt: Fight Infantile Paralysis!
WCKY's PUBLIC SERVICE

Playing State and County Fairs

More than One Million People wonder at its Magnificence
ICE STUDIO PLANE

the only one of its kind in the world!

L. B. Wilson

WCKY • CBS

CINCINNATI

FIFTY GRAND IN POWER
Pleasure Listening

THE BAN on pleasure driving involved last week by OPA because of the critical gasoline situation, perforce adds to radio's ever-growing public service obligation. Listening, already at unequalled levels, will hit new highs.

There will be less movie-going, night-clubbing and partying generally in the 17 Eastern States and in Washington, the most densely populated section of the country. Thus there will be a corresponding increase in listening, early and late.

Broadcasters in these States may find it expedient to revise program schedules somewhat to accommodate this new audience segment. All evening time up to midnight is destined to become the equivalent of Class A time. There will be a corresponding increase in listener reaction, too, but radio, schooled as it is in the changing tempo dictated by the war, is prepared to handle the load.

Caesar's Secret

THE GREAT Petrillo mystery (why he banned transcriptions and recordings) may be cleared up before the week is out. For the great Petrillo himself is slated to appear before the Senate Interstate Commerce Subcommittee in answer to the Clark Resolution which has become the interim equivalent of Class A time. There will be a corresponding increase in listener reaction, too, but radio, schooled as it is in the changing tempo dictated by the war, is prepared to handle the load.

Aside from a few meaningless and futile ejaculations about how "canned music" has caused "unemployment" in musicians' ranks, the AFM head has never explained why he ordered some 34,000 AFM members to quit "producing" last Aug. 1. He has practically ignored entreaties from the nation's war leaders that the ukases be lifted in the war interest, so our armed forces abroad as well as at home can hear popular music when they want it. He has turned a deaf ear to the plea that the restrictions be relaxed so small broadcasting stations vital to the war effort can continue full playing of records. He just hasn't uttered anything beyond his unemployment line, which falls flat with manpower shortage stories in the headlines daily.

Mr. Petrillo gets his opportunity to explain all this and many other things in his Senate Committee testimony. He can tell about stand-by orchestras which must be hired at public benefit performances, about the banning of amateur orchestras from the air and about unionized platter-turners, at regular professional scales. He can't disclaim knowledge of these as isolated incidents, because he perhaps more than any other union czar controls the operations of his locals from his own front office.

Chairman Clark of the subcommittee is fully aware of the seriousness of the recording ban and its effects upon the public, in and out of uniform. If legislative relief is not forthcoming, he proposes to go to the President with the suggestion that his broad wartime powers be invoked to force a cessation of the recording "strike".

Because recording companies had built up a substantial backlog before the Aug. 1 ban, stations haven't yet felt the real pinch. That is destined to come from now on, however, because the backlog has been consumed as a result of the ban. It is significant, too, that no new hits have been developed since the ban became effective; that important bands have been broken up because of reported lack of recording dates, and that union musicians who used to make recordings have lost between $1,000,000 and $2,000,000 in fees. We imagine Mr. Petrillo has the answers.

There's one thing we hope won't happen during the Petrillo hearings, and that's the temptation for committee members to go off on a tangent and inquire into unrelated matters. This hearing, as we understand the resolution, has to do with the arbitrary bans on recorded music performance and their relation to the war effort. It is not an investigation of the FCC, its licensing policy or the sufficiency of the radio law, or the adequacy of the industry. Those matters, if they require legislative attention (and we heartily believe some of them do) should be handled under legislative authorization specifically drawn to cover them.

Jewelry Trade

ODDLY ENOUGH, despite curtailing supplies, the jewelry trade seems to be flourishing in many localities these days. Though some of its stock cannot be replaced and though deliveries of some goods such as watches are dwindling, its short-term business outlook appears good. Last year, according to the Wall Street Journal, sales rose to approximately $750,000,000, up $200,000,000 from the best previous year on record.

This is a phenomenon also perceptible in England, where the silversmiths of London, and especially the antique shops, which handle metallic gadgets beloved by women, are doing a brisker trade than ever in years of war. There money is also plentiful and factory workers and other lower income groups, favored by good wages and anti-inflation price ceilings on nearly all necessities, have few luxury goods to buy.

Bill Gillespie, operator of KTUL, Tulsa, whose station has been one of the most aggressive developers of department store accounts, reported last week that his local jewelry store business is in a fair way to offset other local business losses, though he added that his station has not yet felt the diminution of local business perceptible in so many other areas. He suggests—and we are glad to pass on the suggestion—that now is the time to cultivate and extend the use of radio by jewelry establishments.

Ownership Policy

PURCHASE of the Yankee Network by General Tire, an important manufacturing entity now engaged in war work, poses an interesting policy question concerning radio ownership. Two members of the FCC—Walker and Durr—opposed the granting of the transfer without hearing the views of licenses of the Yankee-owned stations largely because of policy precedent governing transfer of station ownership to another industry.

Actually, the transfer constituted no precedent. Many broadcast stations are owned by companies and individuals engaged in other business pursuits. The broadcasting industry would not have enjoyed its meteoric development if outside capital had not been attracted to this intriguing but definitely hazardous field in its earlier days. Newspapers are abundantly represented in station ownership, although admittedly they are much more closely allied in function than the tire business.

We heartily agree that radio can't become subservient to other fields of endeavor. Because of its intimate contact with all the public, it must maintain independent policy of operation. But the real test is not ownership but operating practice and experience. General Tire, for example, could but shouldn't call Yankee the "Good Buy" and say it probably won't. Yankee was purchased as an investment, as we understand it, and its facilities will be open to General Tire and its competitors on the same terms. That is as it should be and must be.

Stations (or networks) can't be used as the prize possessions of their owners. There is ample legal precedent for that. Brinkley and Baker and the Rev. Bob Shuler saw their stations silenced because they used their microphones in that way. The same fate finally be-fell the late "Hello World" Henderson of Shreveport.

Under existing law, the FCC is not authorized to bar ownership of stations as such. Moreover, it can't do anything about station ownership so long as the proposed owners are citizens of good reputation and are financially responsible. It's up to Congress to establish any other policy.

In the final analysis, there's no problem at all so long as the privilege of licensed operation is not abused. Should that happen, there are adequate remedies under the existing statutes and court precedents.
JOHN HASKELL MacDONALD

MEET NBC's newest vice-president, John Haskell Macdonald. Elected by the board of directors at its meeting last Dec. 4, the vice-presidency was conferred in recognition of his many contributions to the financial and administrative problems of the network.

Although able to make a bunch of statistics sit up and say “Uncle”, Mr. MacDonald has no love of figures for their own sake.

“Figures,” he said, “are valuable only when they give management information which enables it to operate its business more effectively. That means, at NBC, that those who prepare the budgets and operating statements for the various departments must know enough about the operations of those departments to make the figures easily translatable into terms of programs, sales, profit, engineering and other network activities.”

In addition to his financial responsibilities, Mr. MacDonald also is supervisory head of the company's personnel relations, representing NBC in its dealings with unions and directing its policies with regard to its organized employees. He has a hand in the development of the salary schedule which, after a year of research, has just been put into operation, constituting a major step toward putting NBC's personnel relations on a scientific basis.

To his host of friends in all ranks of the industry, Mr. MacDonald's outstanding characteristic is the unusual warmth of his personality. His close associates, however, probably would name as his chief asset his ability to cut, with hesitation, through the verbal trappings of an argument to its essential truth or error. It is probably the combination of the two qualities which has enabled him, a comparative newcomer to NBC, to crash the ranks of its vice-presidential hierarchy with such celerity.

Mr. MacDonald hails from Brunswick, Maine, where he was born Sept. 1, 1896. At 46, he can look back on two decades of broad and diversified experience which began when he was graduated from New York University's School of Business Administration in 1922. His degree of bachelor of commercial science was followed a year later, with a master's degree. Thereafter for four years he pursued academic work as a member of the NYU faculty. When he forsook that field he held an assistant professorship in the School of Commerce.

In the half dozen years which followed, Mr. MacDonald was associated successively with McGraw-Hill Publishing Co. as office and personnel manager, and with A. I. Namn & Sons and Walker & Heisler Inc., as controller.

His first-hand knowledge of radio dates from 1932 when he joined Trade Ways, an organization formed to study business problems and management. In the three years which followed, he was buried deep in research and the preparation of reports pertaining to the affairs of NBC, one of the firm's clients. His work led to an offer from NBC to install a cost accounting system based on surveys he had made while with Trade Ways. The system was duly in put in operation and Mr. MacDonald thereupon was made NBC budget officer. Three years later he was assigned to the Radio-Recording Division as business manager.

The proposed separation of the Red and Blue networks a year ago presented many complex problems and Mr. MacDonald was moved up to the executive floor in Radio City to assist the NBC management in their solution. The value of his work was speedily recognized, and he became right-hand man to Frank E. Mullen, vice-president and general manager.

In the recently announced organizational realignment of NBC, Mr. MacDonald became financial officer, now carrying with it the title of vice-president.

While acquiring one office after another, he has found time to write three authoritative volumes on his favorite subjects, Office Management, Practical Budget Procedure and Cost Control—Its Functions and Technique.

Since leaving the NYU faculty, Mr. MacDonald has been active in the affairs of the Controllers' Institute of America. He was president of the institute's New York chapter in 1938, a member of the National Board of Directors 1940-1942, and vice-president and chairman of the executive committee in 1941-1942. He is a member of Delta Sigma Pi, a national professional fraternity.

Mr. MacDonald married the former Victoria Zukowsky, and is the father of Mothers, Jeanette, born Nov. 20, and Helene, 14. Jeanette is a student at Wellesley College, while Helene attends Northfield Seminary. He lives in Pelham, N. Y., and spends his summer vacations at Lake Tahoe. For recreation, the new NBC vice-president plays golf and bridge.
THOMAS R. ELVIDGE, formerly assistant office manager, University of Chicago Press, has been appointed director of the continuity editing department of WBBM, Chicago, replacing Bob Hartman, who has joined the Army. George Ronell, former WBBM staff producer, becomes manager of the department. Thelma Caille, succeeding Ward Caille, now with J. Walter Thompson Co., Chicago.

BILL DEAN, former publicity director of WIGZ, Fargo, N. D., who joined WIRE, Indianapolis, in the same capacity several months ago, has been promoted to program director.

JOSEPH O. MEYERS, formerly head of the news staff of KSTP, Minneapolis-St. Paul, has joined NBC's department of news and special events as a writer. Meyers has worked on the Detroit News and the St. Paul Daily News.

GROVER COBB, announcer of KSAL, Salina, Kan., has joined the Air Corps in the U. S. Naval Reserve. Robert Misselton's announcement has reported for duty with the armed forces. Mrs. McCrery, of the continuity department, has returned to her home at Hingerstown, Md. Mrs. Letha Ritter of McAllen, Tex., replaces her.

RUTH LYNSTEN handles the announcing staff of WHAM, Rochester, as Rochester's first woman announcer. Former radio experience includes writing, directing and acting.

HARVEY FRITSCH, of St. Petersburg, Fla., has joined the announcing staff of WJNO, West Palm Beach.

ARTHUR MILLER, Eastern editor of Movie-Radio Guide, has joined the KTA staff of KTA, Kansas City, Mo.

The station's staff has been expanded, it has been announced by Arthur H. Herr, general manager of the CBS New York City outlet. C. R. Swift, formerly in charge of operations in the WABC program department, has been appointed as account executive. Replacing him is Gordon Graham, an assistant director. PAUL McFERRY, of the CBS television staff, has been named an assistant in the WABC program department, and John Torney, formerly of Esquire and WFAA, White Plains, N. Y., joins WABC as an account executive.

AGRICULTURAL WEALTH... thousands of dollars from newly sold burley tobacco... INDUSTRIAL WEALTH... thousands of dollars in payrolls from big-time war industries... BOTH make the area served by WJHL... and WJHL alone... one of the richest markets in the South.
GEORGE MATTAR, new to radio, has joined KGJ, Los Angeles, as announcer.

GEORGE G. SKINNER, announcer of KGJ, Los Angeles, and Pearl Therese Marcovici, were married in Glendale, Calif., Dec. 23.

JOHN CARLSON, of the publicity staff of WBBM, Chicago, has joined the Army.

EDWARD S. KING, of the NBC Chicago production staff, has joined the Army. Mr. King formerly directed Vie & Vade and Author's Playhouse.

ROBERT M. FLANIGAN, salesman of the spot and local sales department of NBC Chicago, has joined the Army.

JOY REID Jr. and Trent Christian of the NBC Hollywood maintenance department have been inducted into the Army.

RUSS WIDOE, formerly of WHC, Cetoro, Ill., has joined the announcing staff of WIND, Chicago.

JEROME J. KARPFF Jr., former news editor of WINS, New York, is now an Army private, stationed at Fort McClellan, Ala.

BOB MARKS, professionally known as Marc Roberts, former musical director of KFMB, San Diego, recently joined the Navy and is stationed at Alameda, Calif.


FRANK O'LEARY, formerly of WNAX, Yankton, S. D., has joined KTR, Phoenix, as announcer-news- caster.

ELNA ERICKSON of the KQO, Phoenix, news staff, has joined the WAAO, Peggy Brennan, KQO continuity department, has resigned to join her husband in Salt Lake City where he is in advanced training in the Army Air Forces.

IRVIN S. ATKINS, formerly in the radio department of Dan B. Miner Co., Los Angeles agency, has been appointed writer and business manager of Art Baker, network announcer, newsman and m.e.

MATTHEW GETTINS, formerly of WULR, Lowell, and WBML,Merc., has joined the staff of WPTQ, Jack- sonville, as production manager. Bob Trmom, former program director of WTRW, Los Angeles, has joined the program department.

CHARLES S. MONROE, of the CBS department of program writing, Dec. 31 married Evangeline Owen, consultant at the Junior League.

GLENN WALKER, sometime manager of KFXD, Nampa, Idaho, is now an Army aviation cadet at West Coast Air Corps Training Center, Santa Ana, Calif.

CREAN PATTERSON, former announcer of WNBC, Hartford, the first WNBC staffman to be sent overseas, recently arrived at an unannounced foreign port, according to a cable to the studio. Jack Lage, former chief announcer, has been inducted into the Army and is stationed at Ft. Jackson, S. C. James Howard, identified with WNBC variety musical productions, has the announcing staff.

RALPH KLEIN, continuity director of WBIR, Knoxville, has reported to Fort Devens, Mass., for Army service. Successor in his post is Miss Almina Kodes, of Worcester.

AIDAN FITZPATRICK, formerly of WSM, Nashville, and Don Gordon, Chicago financial officer, have joined the announcing staff of NBC Chicago. Richard Irving, guide, and William Riley, district secretary, have joined the Navy, and Alvin Carver, formerly of the music library, has been inducted into the AFV.

GEORGE STALLMAN, new to radio, has joined the announcing staff of WBIDA, York, Pa.

WBBM Appoints Women to Announcing Staff

APPOINTMENT of two women announcers to the staff of WBBM, Greensboro, N. C., has brought congratulations from the Greensboro office, U. S. Employment Service.

In a letter to Maj. Edney Ridge, general manager, Waldo Porter, head of the Greensboro employment office, wrote:

"I have noticed recently the addition of two lady announcers to your staff. I want to congratulate you on this move, as I think it good business on your part. The time is fast approaching when men are going to replace men in many occupations, and it is the smart thing to make this change while qualified women are still available. I might add that the young lady announcers are doing a fine job."

Mr. Porter also thanked WBBM for the time it had devoted to recruiting workers for war industries, adding, "the results obtained from your announcements have already been excellent."

Zifp Joins WLW

APPOINTMENT of William H. Zifp as assistant to Ed Mason, program announcer for WLW, Cincinnati, has been announced. He succeeds Merton V. Emmert, who resigned Jan. 1 to join WEAF, New York, as farm program director [BROADCASTING, Dec. 26].

A native of Columbus, O., Mr. Zifp was graduated from the College of Agriculture, Ohio State U in 1935. During his college days he conducted the program, Campus Mirror, on WSOU, and after graduation he became chief editor of the American Fruit Grower and later was appointed agriculture extension director of Delaware U. Mr. Zifp goes to the Crosley station from the Consolidated Tobacco Co., where he was the information agent for the Farm Credit Administration.


RAY LEWIS, free lance announcer and m.e., who conducts several commercial programs on KFRC, San Francisco, was slightly injured New Year's Eve while riding in a taxi cab.

Program Executive

WMBI Staff Move

"MIKE WOMEN"

"Employment Office Comments"

"WBIG Staff Move"

TIMELY NEW PROGRAM FOR AND ABOUT WOMEN

TO bring practical help and guidance to thousands of conservation-conscious women, to stimulate the exchange of ideas on ways to save food, fuel and clothing... the WMAQ Woman's Home Council was organized with Elizabeth Hart, chairwoman, and Marie Pert, director, and mistress of ceremonies.

Response to this 15-minute Friday morning feature was immediate, enthusiastic and heart-warming! And each week's mail brings more enthusiastic letters from housewives anxious to do their part on the home front.

Here's an up-to-the-minute woman's program reaching the largest and most responsive audience of women buyers in the Nation's Second Market... ready for an alert local sponsor.

In the WMAQ primary area, you have a total potential listening audience of 855,700 radio families who spend $3,353,975,000 every year.

Place your radio advertising campaign where it will do you the most good... on WMAQ.

For facts and figures about this great station and this great sales opportunity... write or phone...

* * *

BROADCASTING • Broadcast Advertising

January 11, 1943 • Page 33
TO A PUBLICITY AND PROMOTION MAN—
Who Is On The Way Up

SOMEWHERE, there is an "up-and-coming" young man, thoroughly schooled in radio publicity and promotion, who is probably now doing a splendid job for a reputable station, agency or advertiser. He is perfectly happy and is not a "shifters"—but, his present opportunities are limited, and he feels the urge to "spread his wings" in a larger organization where his talents can be more profitably utilized.

This man is adequately educated, well versed in media promotion, trade journal and newspaper advertising, direct mail, sales presentations—and the mechanics of all phases of publicity. And he is tremendously enthusiastic about radio.

He is a family man who enjoys his home, wants to settle down permanently in a community and become a part of it. He possesses the judgment and stability to direct the activities of others under him.

For such a man, there is a place at Radio Station KMBC of Kansas City. Under the leadership of Arthur B. Church, President, KMBC has earned an enviable reputation in this major market as well as in the radio industry as a whole.

If you are interested, write us, giving detailed information about yourself—age, exact draft status, educational background, employment record, salary, religious, etc. Apply in writing only. Your reply will be held in strict confidence. This advertisement is with the full knowledge of our staff and our present Publicity Director who is going to work for Uncle Sam. Address Karl Kerper, Managing Director, KMBC, Pickwick Hotel, Kansas City, Mo.

IN THE RADIO LIMELIGHT
a series of informative articles for radio advertisers and time buyers, prepared by The Branham Company

RADIO STATION KTBS SHREVEPORT, LA.
a SHREVEPORT TIMES Station
1000 Watts 1490 Kc.
JOHN C. MCCORMACK. General Manager

Shreveport, trading center of over 360,000 radio families of the KTBS area, today has a resident population of 109,028 (sugar ration registrations) — a gain of 10,861 over the last census.

Coupled with that, Shreveport's buying power is greater by $17,190,000 than in 1941; Effective Buying Income was $35,404,000 for 12 months ending Sept. 30, 1942 ("Sales Management" estimate).

Aim your spot sales messages at this money-making market. Lovers Bros., Beech-Nut, Standard Brands, Sterling products, General Foods, Standard Oil, Procter & Gamble and other leading accounts air their advertising on this popular NBC outlet—you'll find it pays too!

For Spots that SELL Call a Branham-man

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

GRANT EXPANDING STAFF IN CHICAGO
GRANT ADV. Chicago, with announcement of the addition of Howard Jones, formerly vice-president of Lord & Thomas, Chicago, who has joined the agency as account executive on the Folger account, is expanding personnel and facilities of the Chicago office.

An additional floor in the Palomville Bldg. has been added to the present space on the 23d floor.

Mr. Jones, who joined the agency last Monday was formerly account executive of Blackett-Sample-Hum- mert and Ruthrauff & Ryan, Chicago. James Whipple, radio producer, Frank Newton, Margaret Carson, copywriters and Fred Norman, contact man, all formerly of Lord & Thomas, Chicago, have also joined the agency.

The agency is conducting marketing tests for Vitamar, a new oleomargarine manufactured by Cudahy. Grant has been appointed the agency for the entire Cudahy account which includes Old Dutch Cleanser, All-Purpose Mineral Feed, Puritan Meat products, carpet cleaning and processed meats, as well as the American Salt Co., a subsidiary of Cudahy.

Club Heears Buck

BEFORE the largest crowd of the season, talent from the National Concerts & Artists Corp. New York, entertained the Radio Executives Club of New York on Jan. 6. Frank "Bring 'Em Back Alive" Buck talked, Ellen Mitchell, NBC, sang, and Pat Barnes acted as mc.

Out-of-town guests included Don Stratton, WATM, Cleveland; A. N. Armstrong Jr., WCOP, Boston; George Jacobs, WATF, Paterson; Hal Seville and George McIntyre, WEJ, Hagerstown; Mary Carpen- ter, WHK, Cleveland; Charles Stahl, WDAS, Philadelphia; Lew Avery, NAB-Washington; Harry Jacobs of Harry Jacobs Productions, Hollywood; Aaron Bloom, Kasper-Gordon Productions, Boston; Shirley Holland, John H. Pearson Co. Chicago; Fred Palmer, WCKY, Cincinnati; and Jack Rose, advertising manager of Busch Credit Jewelers, New York.

CJGX, Yorkton, Sask., has announced Joseph Hershey McGillvra Inc. exclusive national sales representatives throughout the U. S.

The armed forces. He will assist W. E. Jackson, general sales manager of the Westinghouse group. Mr. Jackson has been given the added responsibility of advertising and promotion.

Before going to WOWO-WGL Mr. Webb managed KTMS, Santa Barbara, Cal., and prior to that was with the Steak Barbara Newspaper and an assistant advertising and promotion manager. He was born in Mexico City where his father, Frank V. Webb Sr., was publisher of the American newspaper in the capital. He entered the advertising business as a salesman for the Arizona Republic-Gazette in Phoenix.

Paul E. Mills has been promoted from the WOWO-WGL sales staff to succeed Mr. Webb as commercial manager.

Carl Ohnyder Promoted
CARL F. OHLINGER has been elected vice-president of McCann-Erickson Adv. Agency, New York. Mr. Ohlinger, who has been associated with the agency since 1935, was formerly advertising manager of H. J. Heinz Co. and is at present lecturer in advertising at Stanford U. School of Business. He has also held various offices in advertising associations, both in the East and on the Coast.

Agency House Organ
A MONTHLY house organ with a format modeled after the popular NBC newspapers, will be published by the Philip Klein Adv. Agency, Philadelphia. The four page agency paper, to be called PK, will contain news stories and pictures of the agency's clients. A radio column will tell what the agency and its clients are doing in radio, and one column, "The Listening Post" will report on business trends. The paper will be sent to the agency's clients, business managers and editors of newspapers and to the radio industry.

H. V. KALtenborn, NBC commentator, reveals his predictions for 1943 in the current issue of Look magazine.

BROADCASTING • Broadcast Advertising

GRANT IS APPOINTED
By Westinghouse

NANED by Advertising Post at Philadelphia, Mills succeeds FRANK V. WEBB, sales manager of WOWO-WGL, Fort Wayne, for two years, has joined the headquarters staff of Westinghouse Radio Stations Inc. in Philadelphia as assistant advertising and sales promotion manager. The appointment was announced by Lee B. Wails, manager of Westinghouse Radio.

Transfer of Mr. Webb followed induction of George A. Harder into
TRANSCRIBED VOICES of twelve Indiana and Kentucky women in training or stationed at the WAAC Training Center at Fort Des Moines were heard over WGBF-WEOA, Evansville, Ind., recently. Prior to airing of the transcriptions, families and friends of participating WAACs were notified of date and time of broadcast. The show, conducted by Glen Law, news commentator for the Iowa Broadcasting System, was in the form of interviews. Similar recordings are planned for other stations by the Public Relations Office of the First WAAC Training Center at Fort Des Moines.

KROW, Oakland, Calif., broadcast the ceremonies when the Army-Navy "E" award was presented to Heinz Gerwick Inc., contractors, for their ef-ficient construction work at the Oakland port of embarkation. A repeat broadcast was released for the bene-fit of the employees who were unable to hear the original program.

WDPW, Panama City, Fla., set up mikes for launching ceremonies, Dec. 30, of the S. S. E. Kirby Smith, first Liberty ship to take the ways from the Wainwright Shipyard. Highlights was reading of telegram from wife of Lt. Gen. Jonathan Wainwright, for whom the yard is named.

Radio Plays of 1941
EDITED by Norman S. Weiser, The Writer's Radio Theatre, 1941, presents a selection of the ten outstanding radio plays of the last year, in which, as in its companion volume The Writer's Radio Theatre, 1940-41, is illustrated the more successful techniques worked out for radio plays. Included are aids for the study of radio drama in the introduction, notes on plays and writers, glossary of terms and list of agents. Published by Harper & Bros.—$2.00.

RETURNING to the air after a brief absence, Green Valley, UZA has been resumed on CBS Monday through Friday, 4:15-5:30 p.m. Program dramatizes the life of typical homespun folk who are bending every effort to speed the nation's war program. Hiram Brown is creator, producer and director.

MASS donation by 29 staff members of Don Lee Broadcasting System, Hollywood, was made to the local Red Cross Blood Bank in early January.

MARKING the New Year, Centlivre Brewing Corp., St. Louis, bought the Skyline Club, 11:30 p.m.-12:30 a.m. over WOWO, Ft. Wayne, for holiday institutional advertising from Dec. 27 through Dec. 30. The company topped off its 1942 activity on the station with a New Year's Eve party beginning at 10:15 p.m., Dec. 31, continuing until 2:30 a.m. Agency is Westheimer & Co., St. Louis.

RECOGNITION of the Allen County salvage committee's scrap efforts was made recently with the presentation of a WPB pennant by Dudley Smith, executive chairman of the WPB in Indiana, in the studios of WOWO-WGL, Ft. Wayne. Broadcast over WGL, the program was arranged by Jack O'Mara, station promotion manager and a member of the local committee.

BROADCAST MUSIC, Inc.
580 Fifth Ave. • New York City

Blue Network Co., Inc.
Buffalo Broadcasting Co.
Columbia Broadcasting System
Columbia Pacific Network
Cowles Stations
Don Lee Broadcasting System
Mutual Broadcasting Co.
National Broadcasting Co.
N.B.C. Spot and Local Sales
New England Regional Network
Westminster Radio Stations
Yanke Network
KDAL, Duluth*
KDKA, Pittsburgh
KFEL, Denver
KJR, Seattle
KMBC, Kansas City
KMOX, St. Louis
KNX, Los Angeles
KOMO, Seattle
KRTN, Des Moines
KSO, Des Moines
KWKH, Shreveport
KWW, Philadelphia
WABC, New York
WBMM, Chicago
WBT, Charlotte
WBZ-WBZA, Boston
WCAC, Pittsburgh
WCAU, Philadelphia
WCCO, Minneapolis
WCKY, Cincinnati*
WCOP, Cleveland
WDAY, Fargo*
WDR, Hartford
WDZ, Tuscola
WEAF, New York
WEI, Boston
WEVD, New York
WFIL, Philadelphia
WGAR, Cleveland
WGBI, Scranton
WGL, Fort Wayne
WGN, Chicago
WGR, Buffalo
WGY, Schenectady
WHFB, Rock Island
WHEC, Rochester
WHK, Cleveland
WOR, New York
WORL, Boston
WOW, Omaha
WOWO, Fort Wayne
WRNL, Richmond
WSBN, Birmingham
WSM, Nashville
WSYR, Syracuse
WTAM, Cleveland
WTAR, Norfolk
WTRY, Troy
WWL, New Orleans
WBBM, Chicago
WBT, Charlotte
WBZ-WBZA, Boston
WCAC, Pittsburgh
WCAU, Philadelphia
WCCO, Minneapolis
WCKY, Cincinnati*
WCOP, Cleveland
WDAY, Fargo*
WDR, Hartford
WDZ, Tuscola
WEAF, New York
WEI, Boston
WEVD, New York
WFIL, Philadelphia
WGAR, Cleveland
WGBI, Scranton
WGL, Fort Wayne
WGN, Chicago
WGR, Buffalo
WGY, Schenectady
WHFB, Rock Island
WHEC, Rochester
WHK, Cleveland
WHO, Des Moines
WJR, Detroit
WJSV, Washington
WJJC, Chicago-Hammond*
WJZ, New York
WKBW, Buffalo
WLBI, New York
WLS, Chicago
WMBD, Peoria
WMCC, Memphis
WMT, Cedar Rapids-Waterloo
WNAX, Sioux City-Yankton
WNEX, New York
WOR, New York
WORL, Boston
WOW, Omaha
WOWO, Fort Wayne
WRNL, Richmond
WSBN, Birmingham
WSM, Nashville
WSYR, Syracuse
WTAM, Cleveland
WTAR, Norfolk
WTRY, Troy
WWL, New Orleans

*Space placed by FREE & PETERS, INC.

MOHAWK SERENADE
Loudspeaker Cheers Rodents— Marooned By River

STRAINS of "Bob Burns The Arkansas Traveler" from the loud-speaker entertained more than a score of big rats marooned on the balustrade of the steps to the transmitter house of WBJX, Utica, Columbia's Mohawk valley station. Marooned with the rats when five inches of water crept into the transmitter room was engineer Paul Dixon.

So swift was the stream that rescuers with provisions for the Dixon larder had only to steer their boat without rowing when snow and increasing cold caused a recession of the record high level of the Mohawk river.

MADELINE CARROLL star of motion pictures and radio, is scheduled to conduct the Radio Reader quarterly program, when it returns to CBS Jan. 11 for another series.

Is your station here?

Radio networks and stations advertising in PRINTERS' INK during 1942.
NEW PARTICIPANTS TAKE WEAF SPOTS

Programs Added by Station as Inducements to Sponsors

FIVE ADVERTISERS signing with WEAF, New York, for participation spots on various programs on the line. The last spotlet was announced last week by Sherman D. Gregory, WEAF general manager.

Continental Baking Co., New York, for Wonder Bread, has taken 32 announcements on Ralph Dunke's The Two Minute Man, which replaced Studio X Jan. 4. Ted Bates Bros., New York, is agency.

Lever Bros. Co., Cambridge, for Rinso, will also use the Rinso show as well as the 6-6:15 p.m. Family Time with Don Lang as m.c., on a five-weekly basis, through Ruthrauff & Ryan, New York.

Tax Book Promoted

To advertise a new income tax book, Doubleday Doran Co., New York publisher, is using Family Time on Thursdays for 10 weeks, in addition to six "Most Popular" spots in Manhattan on Mondays and Wednesdays. Agency is Huber Hoge & Sons, New York.


Two new programs built for local sponsorship started recently. They are Just Between Us; Family Time, for quarter-hour groups; farm program with Merton V. Emmer, Spokesman-Recorder, Reedsport, Ore., for All Agriculture Record, Robert St. John from Washington; news by W. W. Chaplin, former INS war correspondent who has joined NBC as a newscaster.

Chaplin Joins NBC

WILLIAM W. CHAPLIN, former war correspondent of INS, has joined NBC's staff of news commentators, and last week started a six-weekly series of newscasts in the 6-6:30 p.m. period. Chaplin served in the INS Rome and Paris Bureaus, later covering the war in Europe. Subsequent assignments included the British Ex- piration Zone in France, where he remained until just before Dunkirk; a survey of war theatres of the Middle East in the fall, and a return to Moscow where he remained until November. Chaplin is the author of two books, Blood and Ink, and When War Comes.

JOHN J. ANTHONY celebrated the start of his seventh year as analyst of human problems on the Good Will Hour, Blue Sunday program, on Jan. 10. Son of Chicago's Ty Anderson, who served in France in 1937. Ironized Yeast Co., Atlanta, has been sponsor since 1938. Ruthrauff & Ryan, New York, is agency.
Pacific Ad Session
WITH presidents of affiliated clubs and board of director members from the 11 western states attending, the Pacific Adv. Assn. will hold its annual mid-Winter Conference in San Francisco Jan. 22 and 23. Sessions will be held in the Mark Hopkins Hotel with President Larry Lane presiding. Work by organized advertising in the war effort will be among the major subjects discussed.

B. F. FEW, director and vice-president of Liggett & Myers Tobacco Co., New York, has been named to handle advertising for the company, succeeding W. D. Carmichael, vice-president and director, retired. W. A. Boulou, a director, is in charge of production and purchase of leaf tobacco, has been elected vice-president, and G. W. Thompson, assistant to G. W. Whicker, vice-president, has been elected a director.

B. F. GOODRICH Silvertowne Stores recently began sponsoring "Sing For Victory" every Sunday at 1:30 p.m. Show, a community sing, is staged on Friday nights at the Paramount Theatre and transcribed.

RADIO COLLEGE OF CANADA, Toronto (commercial radio), has started a weekly-quarter-hour series of talks on the use of the medium in the present war on CFRB, Toronto. Account was placed by R. C. Smith & Son, Toronto.

O'CONNOR, MOFFATT & Co., San Francisco (department store), has renewed for 13 weeks its six-times weekly "Last Minute News" presented by Ruth Anderson on KFRC, San Francisco. Agency is Ruthbrauff & Ryan, San Francisco.

NATIONAL Shoe Stores, New York, 70-stores chain using radio advertising locally for several years, has purchased six-hour-period, six ten-minute periods and 35 announcements weekly on WMCA, New York. Firm has renewed for the third consecutive year a 52-week contract for segments on Martin Block's "Make Believe Believes" on WNEW, New York, and plans to add other stations shortly. Agency, Emil Mogol Co., New York.

J. T. FRED WILMIAR, former time-buyer of J. Walter Thompson Co., San Francisco, is assigned to the Army Air Forces gymnastic school at Las Vegas, Nev., as Special Service Officer.

W. R. GERSTENBERGER, former of the copy department of Brooke-Smith, French and Dorrance Inc., Detroit, has joined the copy staff of Gardner Adv. Co., St. Louis.

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Sports Open at WHEC Rochester!

DAILY 6:15 to 6:30 P.M.

These sports periods have been sponsored uninterrupted for 8 years by one of America's largest corporations, known everywhere for its keen merchandising ability.

The product of this firm is now a "war casualty"—forcing reluctant cancellation of sponsorship as of February 1st.

These programs are enthusiastically recommended to any prospective sponsor by this firm for whom they have done an outstanding job in direct returns.

An unusual opportunity to inherit the soundly established top sports program in a community that's really sports conscious,—and at a most favorable price, too! Write, wire or phone for complete story.

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Mrs. Dalton Sues

CHARGING that the late Victor E. Dalton, capitalist and owner of KMTR, Hollywood, had attempted to deprive her of community property rights of time at their 1940 divorce, Mrs. Gloria Dalton in late December started legal action in Los Angeles Superior Court to recover half interest in the station. Named as defendants are K. L. Banning, office manager and secretary to the late Mr. Dalton, and Reed E. Gallieart, his attorney.

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RICHARD EDWARD BAYFORD (Joe to you) MESSER wishes to thank all his friends in the radio industry for their Xmas and New Year greetings.

I feel flattered and honored to have so many friends.

Joe.
HARRY M. COLEMAN, publicity director, of MacFarland, Ayward & Co., Chicago, has been appointed vice-president in charge of public relations.

ROBERT F. ELLISON, former research director of Hathaway & Ryan, Chicago, has joined Quaker Oats Co. as research director of advertising and marketing.

GEORGE H. STELLMAN, director of General Mills radio at Blackett-Moore-Hummert, Chicago, is the father of a girl born Jan. 4.

JOHN M. LYDEN, former director of copy and plans at Atherton & Call, New York, has joined Ted Bates Inc. New York, as an account executive on the Standard Brands accounts. Mr. Lyden will probably work on advertising plans for that company's new vitamin products, Staina and Stan B.


ERNST WERNER has resigned as market analyst of Mutual, Transcriptions, Inc., to join Christian Frenklau Co., Newark, as market research assistant.

W. R. JOHNSTON, for the last three years commercial representative of the Canadian Broadcasting Corp., Toronto, and well-known to American agency executives and network officials, on Jan. 11 joined the Royal Canadian Air Force as an administrative officer. Before coming to CBC, Mr. Johnston was a one-year advertising agency.

JAMES E. CECIL, president of Cecil & PRESSREY, New York, has accepted the chairmanship of the committee on public information for the 1943 Red Cross War Fund of New York City. He held the post during the 1942 campaign.

L. C. PEAVY, controller of the New York agency, has been transferred to the agency's Los Angeles office.

CLARK A. (Fritz) SNYDER, former advertising manager of J. Stirling Getchell, New York agency to be liquidated on Feb. 1, joined the Blue Cross relations department Jan. 4.

LESLIE J. WOODS, recently representing the Mutual Radio Network in Washington, has been made vice-president and general manager of the National Union Radio Corp., Newark, affiliated with Philips.

CARLOS FRANCO, manager of the radio timebuying division of Young & Rubicam, New York, has been made a stockholder of the agency.

G. F. MILLS and J. W. Spitzer, managing directors of Lord & Thomas of Canada, Toronto and Montreal, have announced that with the retirement of A. D. Lasker of Lord & Thomas (Broadcasting, Jan. 4), arrangements are now being made whereby full ownership of the Canadian company will be taken over by them. Both Mills and Spitzer have been with Lord & Thomas of Canada since its inception in 1920, serving in all capacities of agency operation and working up to the management a year ago. Details of the change of ownership are to be announced later.

EDWIN COX, vice-president of Kenyon & Eckhardt, New York, has been in Hollywood in interest of the Kellogg Co. (Pep) accounts. The firm on Jan. 4 started for 22 weeks' daily participation in Kellogg's on 13 BLUE Pacific stations. Monday through Friday, 9-10 a.m. (PST).

RUSSELL R. ROLLINSON, account executive of the Caples Co., Omaha, has been commissioned ensign in the Navy Air Force and is stationed at Lewis School of Aeronautics, Anacost, Ill.

HANS S. SMITH, West Coast radio director and Los Angeles manager of Botsford, Constantine & Gardner, has been elected a vice-president of the agency. Mrs. Elizabeth Evamy, New York manager, and Burton Durkee, associate executive of the Eastern office, have also been elected vice-presidents. Agency has moved its Los Angeles office to 1731 West 1st St. Telephone is Michigan 1427.

THOMAS FIOREBARN-SMITH, producer of Hathaway & Ryan, Hollywood, has joined IAC & Thomas, the city, and is assigned to the weekly CBS Ceiling Unlimited, sponsored by Lockheed & Vega Aircraft Corps. He replaces Bill Gay, who recently joined the Army.

JAMES E. CECIL, president of Cecil & PRESSREY, New York, has accepted the chairmanship of the committee on public information for the 1943 Red Cross War Fund of New York City. He held the post during the 1942 campaign.

JACK PRIVETT, account executive of J. W. Walker & Co., San Francisco, has been transferred to the agency's Los Angeles office.

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CARLOS FRANCO, manager of the radio timebuying division of Young & Rubicam, New York, has been made a stockholder of the agency.

JAY CLARK, former free lance director of network programs, including Fred Waring, Mrs. Layton and Back Stage Wife, on NBC, has joined the radio department of Ted Bates Inc. New York. Clark has also been associated with Pierre Haus news programs.

HARRY C. WATERSTON, former account executive of DeWitt & Siren, New York, has joined S. Dunn Lyon Inc., New York, in a similar capacity.


MILFORD J. BAKER, account executive of Young & Rubicam, New York, for the past 15 years, has joined Frank Foran, account executive of the same agency, as a second account executive for the week of New York, succeeding Frederick McDowell, now executive of the merchandising department, have both been elected vice-presidents and account supervisors of Y & R.

E. BEWITT HILL, vice-president of McCoys-Ericson, New York, has joined the Army Air Forces as a captain.

JAMES COMINOS, timebuyer of BBDO, Chicago, has joined the Marines as a second lieutenant and will report for training Jan. 15 at New River, N. C.

CHARLES PINKHAM, author of numerous articles on advertising, mailing and marketing and active in the development of a yardstick for measuring quantitative value of radio stations, has been appointed vice-president and chairman of plans board of Ervin, Wasey & Co., New York.

J. R. Hamilton

J. R. HAMILTON, 65, president of the J. R. Hamilton Adv. Agency, died Jan. 2 in Chicago. He is survived by his widow, Mrs. Charles W. Cushman, and a nephew, John Steinbeck. A former editor of the San Francisco Wasp, he organized the J. R. Hamilton Agency 25 years ago, but has been inactive in the management since 1939. The agency will continue operation with no change in personnel or facilities.

Raymond L. Hurst

RAYMOND L. HURST, former vice-president in charge of the San Francisco office of BBDO, died at his home at Laguna Beach, Calif., Dec. 30, following a three months' illness. He is survived by his widow, two sons and his parents.

David E. Bloch

DAVID E. BLOCH, 56, vice-president of Peck Adv., New York, died in Boca Raton, Fla., Jan. 3. Prior to joining Peck Adv. in 1930, Mr. Bloch had an agency of his own, the Dave Bloch Co.
All Lord & Thomas Accounts Go to Foote, Cone & Belding

New Agency Starts Business With Total Billings of More Than $20,000,000 Covering 50 Accounts

PRINCIPAL officers of Foote, Cone & Belding, new agency created from the interests of Lord & Thomas [BROADCASTING, Jan. 4], were announced last week by the agency. Emerson Foote has been elected president and will continue in charge of the New York office; Fairfax M. Cone, in charge of Chicago operations, will be chairman of the executive committee, and Don Belding of the Los Angeles office will be in charge of Pacific Coast activities for the agency and will serve as chairman of the board. The San Francisco office will continue to be directly managed by Eugene I. Harrington.

To carry out the firm’s conception of “central direction”, frequent meetings of the principal officers will be held in Chicago and New York, the first to take place Jan. 16 in Chicago when other officers will be elected. Plans are under way for an expansion of personnel, although no changes are contemplated in the present personnel as it functions under the name of Lord & Thomas.

$20,000,000 in Billings

The new agency starts business with total billings well in excess of $20,000,000 annually. It will definitely handle a total of 50 accounts, all formerly placed by Lord & Thomas, and belief was expressed by the agency last week that it could shortly be announced that

“no account which was handled by the former agency at the time of its dissolution will have failed to signify its intention to remain with the new agency.”

Born in Alabama in 1906, Emerson Foote has had a varied career since his schooling in California. His first business experience was in the wholesale end of the automobile industry. He was also associated with the Pacific Mutual Life Insurance Co. and served as secretary of the Western Statistical Assn. before joining the Leon Livingston Adv. Agency, San Francisco, at the age of 24.

He stayed there three and a half years before starting his own agency, Yeomans & Foote, in partnership with Lewis H. Yeomans. In 1936, he joined the research department of J. Stirling Getchell, New York, selling out his interests in the agency to Mr. Yeomans.

Research director, account executive and general executive at Getchell, Mr. Foote then joined Lord & Thomas to handle printed advertising for the American Tobacco Co. account, later taking over the entire account including radio. In 1940, he was elected a vice-president of the agency, a member of the board of directors in May, 1942. Two months later, he was elected executive vice-president and placed in charge of all New York operations.

Varied Career

Fairfax M. Cone attended the U. of California in his native state, and upon graduation joined the art department of the San Francisco Examiner, where he remained three years. In 1939, he was offered a job as copywriter in the San Francisco office of Lord & Thomas, and after ten years, became manager of that branch, as well as vice-president.

In 1941, Mr. Cone came to New York to take charge of all creative work at Lord & Thomas, and in 1942 was sent to Chicago in the same capacity, later becoming general manager in charge of all Chicago operations.

A graduate of the U. of Oregon with a B.S. degree, Don Belding became manager for Western Union in Klamath Falls, Ore., for two years, also running a daily newspaper in that town. He joined Lord & Thomas in 1923, working up from office boy to space buyer to copywriter. During the ten years from 1927-37, Belding handled practically every account of the agency’s Los Angeles office, and in 1938, when Don Francisco came East to become president of the agency, he was named vice-president and manager of the office. Three years later, he became one of the firm’s three executive vice-presidents. One of the original members of the Advertising Council, Mr. Belding is also a director of the Los Angeles Chamber of Commerce, and Merchants and Mfrs. Assn.
A NEW department store-radio link, presaging a closer relationship between the two industries, has resulted from the recent NAB District meeting in Boston, with signing by Gilchrist department store, that city, for nine-five-minute newscasts daily on WORL, Boston.

The store's decision to utilize radio for institutional and goodwill advertising came about after the station's sales department presented to Gilchrist executives the opportunities inherent in such an alliance. A sound stage has been equipped on the fourth floor of the department, and broadcasts run every hour on the hour from 8 a.m. to 5 p.m.

The news is fed directly by United Press ticker service, installed in a newsroom adjoining the sound stage. The broadcasts will also be used for recruiting messages of Army, Navy, Marines, and War Bond Sales talks.

Customers and visitors are invited to visit the newsroom, read the news flashes and headlines which are posted on bulletin boards, and attend the broadcasts. With news becoming more and more important to the public, it is expected that Gilchrist's news service will be of increasing value to listeners in New England.

WORL's manager, George Lauer, was responsible for the department store plan. He attended the first district NAB meeting in Boston Dec. 9-10 at which Lew Avery, chairman of the NAB sales division, outlined the retail promotion plan for department store use of radio. He made an intensive study of his station's setup of department store advertising, held conferences with store executives and agency heads and outlined a plan for radio programs which resulted in Gilchrist's WORL campaign.

Coast Oil Expansion

STANDARD OIL Co. of California, San Francisco, oldest consistent user of West Coast radio, on Jan. 24 increases its weekly 45-minute Standard Symphony on 6 NBC Pacific stations (KFI KPO KGW KOMO KHQ KJMY), to a full hour and shifts from Sunday, 9-9:45 p.m. (PST), to Sunday, 8:30-9:30 p.m. (PST). With name conductors in charge, program will continue to originate through Feb. 14 from Earl Carroll's Theate-Restaurant in Hollywood. Balance of the series will emanate from NBC studios in that city and San Francisco. Agency is BBDO, San Francisco.

Theatre Chain Series

TO ASSIST war relief agencies and philanthropic groups in the New York area, Skouras Theatres Corp., New York, has started a series of half-hour Sunday afternoon programs on WINS, New York, titled This Is Our Cause. Contract is on a 9-week basis, and was placed direct.

Schenley Division

FIRST broadcast in the revised edition of The Cresta Bianca Crown, sponsored this Mutual by Schenley Distillers, New York, will be heard Jan. 13 with noted guest star Comedian Jack Pearl [Broadcasting, Jan. 4]. Pearl, according to William H. Weintrath & Co., New York, agency for the show, is leaving the series to take a role in a new Broadway play. Highlight of the Jan. 13 program will be a specially-written tallent drama "2043" by Norman Corwin, CBS writer-producer.
Shepard Continues as Yankee Head
(Continued from page 18)
as a vehicle to promote the tire business, was revealed as having been filed with the Commission.

Two members of the Commission — Walker and Durr—dissented from the approval, holding that the transfer should have been set for hearing. Both raised the question of policy on transfer of broadcast stations to another industry and the precedent thus established. Commissioner Durr also cited absentee ownership and control and questioned whether it would be in the public interest to have large business establishments in a position to mold public opinion, which is inherent in the operation of broadcasting stations.

Colonial Net Acquired

The FCC approved the transfer of the four standard broadcast, four relay stations, two experimental and two PM stations to General Tire at a special meeting Dec. 31 [BROADCASTING, Jan. 4]. Commissioners Fly, Craven, Case and Wakefield voted affirmatively. Commissioner Payne was absent.

The price was given as $1,240,000, plus an additional amount to be determined equal to 94% of the aggregate net book assets of Yankee over $100,000. General Tire also acquired, in a separate transaction, the stock of Colonial Network Inc., which is not a licensee, and whose value derives from the sale of stations and wired transcription service (Muzak) to subscribers.

The O'Neill affidavit recited that General Tire believed that postwar America "is going to be an entirely new America, with increased manufacturing capacity and facilities, entirely changed methods of merchandising and advertising, a tremendous buying power and an even higher standard of living." The affidavit added General Tire believed radio has the potential for a tremendous contribution to this new pattern by employment of technological advances and new program techniques not only to entertain and inform listeners, but to become an important cog in our system of economy by aiding in the widest possible long-cost distribution of the commercial produce of the nation's productive genius and capacity.

General Tire said it believed advertising techniques that depreciate the public acceptance of broadcasting programs constitute not only bad programming but very bad merchandising. The affidavit stated General Tire intended to buy some time on stations in the New England area and would use the Yankee Network stations to some extent for that purpose.

"It will buy time, facilities and services from Yankee at rates and under conditions that are available to all other sponsors who seek to buy time on the Yankee Network and its stations. No better deal for facilities, time or services will be made to General Tire than is made to any other user of time. It recognizes and will meet the necessity for it, as a broadcast licensee, to use the time sparingly to promote or advertise its own manufactured products and never, in any manner, form or practice that will give it an unfair advantage over any competitor or convert the stations and the network into a mere advertising or merchandising medium of the General Tire & Rubber Co."

To Reserve Net Decision

"Furthermore, as the transferee has agreed in its employment contract with John Shepard 3d, copies of which were furnished to the law department of the Commission, the 'advertising programs and announcements of the General Tire & Rubber Co., its affiliates or distributors will be subject to change in time when the time can be sold commercially to other sponsors.'

"The program policies and structure of the Yankee Network Inc. will be continued, but every effort will be expended to increase the public acceptance of these programs by keeping abreast of new techniques in program building and by the recognition of new interests of the listeners.'

Apropos affiliation with any other network organization, the O'Neill affidavit said that Yankee now has an affiliation contract with Mutual that runs for approximately two years.

"No negotiations have been initiated or plans formed for the affiliation of the Yankee Network Inc. with any other national network. The present intention of the transferee, actually, is to fulfill its obligations specified in its affiliation contract with the Mutual Broadcasting System and to reserve decision on an extension thereof or affiliation with some other national network until facts and circumstances warrant consideration of such a program."

Two Dissents

The dissenting statements of Commissioners Walker and Durr follow:

Commissioner Walker: The application should be set for hearing. A finding that a transfer shall be in the public interest is mandatory to the application herein does not show on its face to contain therein, convincing facts that the public interest would be served by the proposed transfer. A public hearingwould therefore, seem advisable.

The application should, in any event, be set for hearing on the issue of transferring broadcast stations to another industry. The instant application involves not only the transfer of certain broadcast stations but also of The Yankee Network Inc.

Broadcasting is of such public interest and importance that an effort should be made to keep it from other businesses. If a transfer of chain broadcasting interests, as herein proposed, may be granted to a tire and rubber company, may it not likewise be granted to a motor company or to a public utility? The precedent having once been established of transferring licenses controlling a network to other interests, where can the line be drawn? Chain broadcasting is of such vital public interest that it should be a business in nil of itself, and dissociated from any other business.

Commissioner Durr: I think the application should be set for hearing.

First, a question of absentee ownership and control is presented. The stations involved in the transfer are located in New England. The control is now in the hands of people who are residents of New England and familiar...
with its problems and needs. Transference is an Ohio corporation with its principal place of business in Akron. Its officers and directors are residents of Ohio with the exception of one who resides in Florida. With the exception of two brokerage houses in New York City, all stockholders owning 1% or more of the outstanding capital stock are residents of Ohio. You do not know that sufficient showing has been made to warrant a finding that the transfer of control would be in the public interest. Second, the transference is a large manufacturing concern whose products have a nationwide distribution. By this transfer it will acquire, as an adjunct to its private business operations, a number of broadcasting stations which together serve a major portion of the New England states. With the networks to be acquired as a part of the same transaction, it will have access by radio to virtually the entire New England area. The issue presented here is not whether interests engaged in other lines of business should be prevented from owning any broadcasting station, but rather the extent to which they should be permitted to go in the acquisition of such stations. Unless some limitation is imposed, they may embark upon a program of station acquisition which would force them to face the issue in order to survive. Such a course would tend to make radio broadcasting an adjunct of private commercial enterprise instead of the independent medium of entertainment and expression which it must be if it is really to serve the public interest. Moreover, the war has greatly emphasized the tendency toward bigness in industrial concerns which has long been under way. Will it be in the public interest to conduct a number of broadcasting stations which together serve a major portion of the New England states? These are questions which I believe should be carefully investigated before the application is granted.

WILLIAM G. RAMBEAU Co., national sales representative of WDGY, Minneapolis, for the last three years, has been reappointed.

Harry Hosford
Harry Hosford (Uncle Harry), 58, for many years m.c. of children’s programs in Chicago, on the staff of WGN, Chicago, for the last four years, died last Wednesday at his home there of a heart attack. He conducted Uncle Harry’s Jamboree and Uncle Harry’s ABC Club on WGN. In 1934 he organized the children’s Safety Legion, a radio club numbering 1,700,000 children. He was survived by his wife, Agnes, who was his radio partner.

James Tierney
James Tierney, radio representative for the Texas Co., New York, handling the Fred Allen and Don Ameche shows for the past eight years, died January 6 of heart trouble at his home in Brooklyn. He is survived by his wife and two sons.

SCROLL IS PRESENTED by Lt. Walter J. Schwalb, public relations officer at the U.S. Maritime Service Training station, Brooklyn, to E. R. Squibb & Sons, New York, in appreciation for a broadcast of the company’s CBS series Keep Working, Keep Singing, America, from the training center. Schwalb, who was formerly associated with Squibb, gives the scroll to the firm’s advertising manager, Lauren Ashe, in presence of program’s former singing star, Frank Parker (left), now in the Maritime Service, and Eleanor Larsen, who directs the broadcasts for Geyer, Cornel & Newell, New York, agency in charge.

Harry Hosford
Harry Hosford (Uncle Harry), 58, for many years m.c. of children’s programs in Chicago, on the staff of WGN, Chicago, for the last four years, died last Wednesday at his home there of a heart attack. He conducted Uncle Harry’s Jamboree and Uncle Harry’s ABC Club on WGN. In 1934 he organized the children’s Safety Legion, a radio club numbering 1,700,000 children. He was survived by his wife, Agnes, who was his radio partner.

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Foiler Reply to FTC
J. A. FOLGER & Co., San Francisco and Kansas City, having been charged by the FTC with misleading misrepresentation in claims that its coffees are mountain grown and possess a richer flavor and, in the case of the latter firm, that its coffee benefits nerves and digestion, have filed answers to the complaints. The Kansas City company states that the complaint does not fully or fairly reflect its representations, and that when considered together they are not misleading. The California firm denies the allegations as to its claims for the health producing qualities of its coffee.

Roy E. Dodge
Roy E. DODGE, 65, vice-president of First United Broadcasters, Chicago, died Jan. 4 of a heart attack. Mr. Dodge was formerly an account executive of the Albert W. Kercher Co., Chicago, before joining First United 2½ years ago. He was an expert on the use of radio for mail order accounts, and had previously been associated with a number of mail order publications, including People’s Popular Monthly.
LOCAL GROUP SEEKS WKBB, IN DUBUQUE

WKBB, Dubuque, which four weeks ago had considered shutting down for the duration, has decided to remain on the air, according to Manager James Carpenter. Under the erroneous assumption that the FCC had decided to permit stations to suspend operation without prejudice during the war, Waltz Klauer, president and majority stockholder, decided to cease operation Dec. 31 [BROADCASTING, Dec. 7].

Announcements were broadcast on the station to that effect. This resulted, according to Mr. Carpenter, in the receipt of large quantities of telegrams, letters and petitions asking the station to remain on the air. A few days later Mr. Klauer notified the FCC he was reconsidering.

Mr. Klauer is understood to have been anxious to withdraw from the station to devote all his time to his manufacturing concern engaged in war production. Negotiations for purchase of the station by Mr. Carpenter and a group of local businessmen are under way.

WKBB operates on 1490 kc. with 250 watts. It is a Blue Network affiliate. It was involved in litigation against FCC licensing of KFTH, Dubuque, during the grant on economic grounds. The case went to the Supreme Court where the FCC was upheld.

**CHILDREN OF WTIC, Hartford, personnel, literally took over the station on a recent December morning when Nan Clarke played hostess to WTIC's younger generation during her women's Radio Bazaar. The youngsters, who welcomed Santa Claus to Hartford, are back row (1 to r), Joan Patricelli, daughter of Leonard J. Patricelli, assistant program manager; Judy and Fred Wade Jr., children of Fred Wade, hostess Zeke Peck on the Wrightville Clarion and assistant production chief of WTIC; Paul Lucas Jr., son of Production Chief Lucas.**

**Vetters Heads WFTL**

S. A. (Steve) Vetter, commercial manager of WIOD, Miami, and a veteran in Florida radio, has resigned to become general manager of WFTL, Fort Lauderdale, according to an announcement last week. Mr. Vetter will establish offices and a staff in Miami supplementing those in Fort Lauderdale in preparation for the operation of the station on 710 kc. with 10,000 watts scheduled about Feb. 1. Miami quarters will be at Bil- 

cayne Blvd. at 16th St. Mr. Vetter succeeds R. M. Tigert, who resigned several weeks ago. WFTL, an MBS outlet, now operates with 250 watts on 1460 kc., and is owned by Ralph A. Horton, local business man.

**H ave 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 waters 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

**E very Day is "V" Day in WHAMland**

In WHAMland's 45 county primary area before the war were 5,000 factories with 37,865 workers — one of the factors helping them to make WHAMland a stable round market. TODAY those figures have been vastly increased. In Rochester alone 1942 employment was more than 50% higher than in '41. WHAMland is wholeheartedly in the war, turning out the tools of Victory.

WHAMland folks are prosperous. They are buying WHAM advertised essentials — and War Bonds, too. Bonds they need to some day rebuild the products the names of which WHAM makes familiar to them today.

For sales today and for your sales of tomorrow, use WHAM's 5,000-watt, clear-channel coverage.

**N ational Representatives:**

GEORGE P. HOLLINGBERY CO.

50,000 Watts • Clear Channel • 1180 Kilocycles • Full Time • Affiliated with the National Broadcasting Co., and The Blue Network, Inc.

"The Stromberg-Carlson Station"

**BROADCASTING • Broadcast Advertising** January 11, 1943 • Page 43
War Broadcasting Extended by CCBS

Clear Channel Group Devotes 10% of Time to Government

THE GROWING scope of radio’s war functions is recorded in a survey of one year’s broadcasting since Pearl Harbor by the IA Clear Channel stations.

The report, prepared by the Clear Channel Broadcasting Service, embraces the broadcast schedules of KDKA, Pittsburgh; KFI, Los Angeles; WBAF, Fort Worth; AMW, Dallas; KMRB, Chicago; WHAM, Rochester; WHAS, Louisville; WHD, Des Moines; WJR, Detroit; WLS, Chicago; WLM, Cincinnati; WOAI, San Antonio; WSB, Atlanta; WSM, Nashville; WWL, New Orleans. The survey covers the period from Dec. 7, 1941, to Dec. 7, 1942.

War Programs Increase

At the beginning of this country’s active participation in the war, station programming was devoted primarily to spot announcements, news broadcasts and a limited degree of educational work on the background of war developments. By the end of the year, stations gradually began putting more and more showmanship and individual management into their war programs. This is illustrated by the different methods now employed by Clear Channel stations in the sale of War Bonds, scrap metal and rubber salvage collections, new stunts and shows for servicemen and in creating organizations of listeners to do many other activities for the war effort.

With the second year of war now under way, broadcasts related to the war have become one of the largest single types of programming on Clear Channel stations’ schedules. Figures for the first year reveal a total of 65,606 spot announcements, news broadcasts and a limited degree of educational work on the background of war developments. By the end of the year, stations gradually began putting more and more showmanship and individual management into their war programs. This is illustrated by the different methods now employed by Clear Channel stations in the sale of War Bonds, scrap metal and rubber salvage collections, new stunts and shows for servicemen and in creating organizations of listeners to do many other activities for the war effort.

Where Sales Multiply

Although war programming is just a necessary function of radio in wartime, the hours devoted to war broadcasts by each station were more than 10% of its total broadcasting time. The total value of all time dedicated to the war effort, estimated on the basis of each station’s card rates and discounts, but making no allowance for production and talent costs, runs over $4,400,000.

Programs and announcements used in the compilation of this survey were broadcast on a sustained basis. No newscasts, sports programs and late-hour orchestra music, if interest and for the entertainment of practically all listeners, were included.

NAB Head Calls Petrillo Ban a Blow To Morale; Patriotic Music Stymied

By NEVILLE MILLER

President, NAB

FULLY five months have elapsed since James C. Petrillo put into effect his ban on electrical transmissions and other types of musical recordings. Since Aug. 1, no new recordings have been made; in fact, few songs have been written during the intervening five months. Such inspiring events as the Battle of the Solomons, the North African campaign and the settling of the French fleet at Toulon, which ordinarily would have been celebrated in song, have gone unnoticed by the composers, and the inspirational values of new patriotic music have been lost to the people. The result is a distinct blow to the morale of the American people; and consequently to the war effort.

Industry Employed Thousands

The passage of time has made the claim on which Mr. Petrillo went to the public, namely, a claim of unemployment, even more patently absurd than it was on Aug. 1. It is recognized that the country at the present time faces manpower shortages. Even before 1942, however, the American Federation of Musicians had no legitimate issue of unemployment outside of a few large centers of population, and there is no evidence to show that recordings have ever been thrown musicians out of work. The NAB has repeatedly pointed out that the radio industry, far from reducing employment of musicians, has provided continually expanding opportunities for their employment; and that musicians today have more employment in radio at better wages than ever before.

From the broad social and economic viewpoint, it can be demonstrated that the invention of the phonograph and radio not only brought distinct cultural gains to all the people, but made possible the employment of several hundred thousand persons and hundreds of millions of dollars of capital. NAB has demonstrated the speciousness of the argument that the record is responsible for unemployment among musicians. It is, of course, obvious that in many industries, machines have been invented which have caused men and women to lose their jobs. The phonograph, however, was invented more than half a century ago, before any union musician now alive had decided upon music as a career. The industries which make use of the phonograph or record can hardly be expected to assume a responsibility in perpetuity of providing jobs men and women who elect instrumental music as a career.

Mr. Petrillo, on June 25, made public his order banning the making of recordings and recordings, beginning Aug. 1. At no time has he made any demands on the affected industries which they might accept or reject. Indeed it is possible that he has not even formulated the terms and conditions upon which he would permit his men to return to work.

The various points of view, as well as all the facts in the situation, are expected to be thoroughly explored by the subcommittee of the Senate Interstate Commerce Committee, headed by Senator D. Worth Clark (D-Idaho), whose investigation is scheduled to begin on Jan. 12.

Five months have seen no change in the ban; have emphasized the absurdity of Mr. Petrillo’s claim of unemployment. And the musicians who used to make recordings are already out of pocket in the sum of $1,000,000 to $2,000,000.

To Film ‘Command’

FILM VERSION of Command Performances, Army program shortcaved to the AES, will be produced by a new Hollywood independent company now being formed. Headed by Myron S. Marks, formerly partner of Marks Bros. Theatre Circuit, Chicago, and Jule Myne, songwriter, the firm acquired film rights to the shortwave radio program June 28, it was said. Picture will combine with drama and music. It will relate story of the program from Its inception, dramatizing the wartime conditions under which the ARF receives the show. Actual pro- ducers will be Mr. Marks with Government officials.
1887  Ira L. Grimshaw  1943

IRA L. GRIMSHAW, 55, assistant general counsel of NBC, died suddenly of a heart attack at his home in Searsdale, suburb of New York City, on New Year’s Day. He had been with NBC for 10 years, located in the company’s New York offices, with A. L. Adams vice-president and general counsel.

Born May 31, 1887, in Denver, he moved to San Francisco at an early age and in his teens, to Santa Fe. Graduated from the U of Michigan with the degrees of A.B. and L.L.B., he returned to New Mexico to practice law, later becoming clerk for the Supreme Court of New Mexico.

Moving east, Mr. Grimshaw was associated with the late Stephen Brooks Davis, formerly Justice of the Supreme Court of New Mexico, as assistant counsel for the National Electric Light Assn. He was also assistant to Judge Davis when the latter had charge of radio licenses when these were administered by the Department of Commerce. He was subsequently associated with Judge Davis in general law practice in New York until the Judge’s death in 1935, following which he became a member of the legal staff of NBC.

During his decade at NBC, Mr. Grimshaw devoted himself chiefly to legal problems arising in the network’s sales and program talent divisions and he was also in close touch with legislative matters per-
taining to radio and with the industry’s union negotiations.

Mr. Grimshaw served as a major in the Army in World War I.

He is survived by his widow, Mrs. Beatrice Grimshaw, and by two sons, Robert and Thomas, both students at the U of Michigan.

Funeral services were held at Searsdale on Jan. 3 and were in part conducted by the Masonic Lodge of which Mr. Grimshaw was a high ranking member.

P & G Adds Stations

PROCTER & GAMBLE Co., Cincinnati, on Jan. 18 will increase the station lineup for four of its programs handled by the firm—serials to the full NBC network of 128 outlets. Programs affected are: Road of Life (Dix), 11-11:15 a.m., currently on 80 stations; Vic and Sade (Crisco), 11-11:30 a.m., on 80 stations; Right to Happiness (Ivy Soap), 3:45-4 p.m., on 81 stations, handled by Compton Adv., New York. Also Ma Perkins, (Oxydyol), 3:15-3:30 p.m., now on 84 stations, placed by Blackett-Sample-Hummmert, Chicago.

Quaker Oats Newscast

QUAKER OATS Co., Chicago, has purchased Prescott Robinson’s five-minute early morning news cast on WOR, New York, six days a week with commercials for Quaker Oats and Aunt Jemima Pancake Flour on alternating days. Agency for Quaker Oats is Ruthrauff & Ryan, Chicago; for Aunt Jemima, Sherman K. Ellis & Co., Chicago.

More Stern Shorts

HILL STERN, NBC sportscaster who recently renewed his contract with Columbia Pictures Corp. for a series of shorts, has signed two additional contracts with film companies. He has been with the company for two more years. One of M-G-M’s “News of the Day,” and will do a Universal feature to be produced by Walter Wanger under the title “They’ve Never Been Licked.”

In Radio...nothing succeeds like RESULTS!

and in New York, no station has ever so quickly and firmly established itself with alert advertisers— both local and national—as WLB. The answer is RESULTS—checkable, irrefutable, demonstrable RESULTS in volume out of all proportion to the extremely low cost!

And WLB is still maintaining the lowest rate for effective coverage of the New York Buying Market.

WLB Building, New York
Chicago Representative—THE WALKER CO.

NEW YORK'S

“THE VOICE OF LIBERTY”

Clear Channel 1190 on your dial

Special Programs For Overseas Men

NAVY-OWI Broadcasts Beamed to All War Theatres

HOME TOWN news is featured in two new programs beamed to Navy and Marine personnel overseas and begun recently through cooperation of the Navy’s Public Relations radio branch, headed by J. Harrison Hartley, and the OWI Overseas Forces Division, of which Louis G. Cowan is chief.

The Navy program, Calling the Navy, is a daily quarter-hour, recorded by the OWI and transmitted at various times on shortwave stations to all theaters of operations. It contains local news items and notes of interest to naval personnel.

Designed for the Southwest Pacific area only, Tell It to the Marines is aired by KGEI, San Francisco, at 1:06 a.m. (F.WT), immediately following KGEI’s regular newscast, Tues., Thurs., and Sat. This program follows the Navy show in format, although Marine combat correspondents have been asked to prepare material and keep Washington headquarters posted on the type of news the Marines want.

Greetings from Adm. Ernest J. King, Commander-in-Chief and Chief of Naval Operations, the Hon. Ralph A. Bard, Assistant Secretary of the Navy, and Lt. Gen. Thomas Holcomb, USMC, commander, were broadcast on all Navy programs Jan. 1 and 2. The Calling the Marines broadcast started Jan. 5.

Pall Mall Changes

AMERICAN CIGARETTE & Cigar Co., New York (Pall Mall), with broadcast of Jan. 11 increases to quarter-hour and shifts the Gracie Prattle program on 126 BLUE stations, Monday through Friday, 9:56-10 p.m. to 10:15-10:20 p.m. Besides Miss Fields and Harry Somiski’s orchestra, program features the Sportamen Quartet. Don Hancock announces. Sam Pierrot, Variety wood producer of Ruthrauff & Ryan, agency servicing the account. Chuck Lewin represents the network.

CBS Signs With Radio Writers

RADIO WRITERS GUILD, Chicago, has signed a contract with CBS covering the continuance and news writers providing for wage increases ranging from ten to 15% over present salaries. Contract, pending approval of the War Labor Board, is retroactive to Oct. 1.
LA PALINAS IN HAND, these three gentlemen go over the contract which appoints Schimwimmer & Scott, Chicago, as agency for the Congress Cigar Co. (La Palina) account. They are (I to r), David A. Jenks, vice-president of Congress Cigar Co., Newark; R. J. Scott, partner of Schimwimmer & Scott, Chicago; Lou Colen, treasurer of Congress. Company is currently using one-minute spot announcements on midwestern stations.

Sales Up in Strike
(Continued from page 11)

Bernard Estes, director of public relations, WINS: "This story is as unfair as it is inaccurate... to my knowledge no radio station in New York deliberately went out and solicited accounts that were currently running in the newspapers—thereby taking advantage of a fellow advertising medium in distress. The amusement field (restaurants, theatres and movies) which did increase its use of radio, found it to be so successful that a good portion of the temporary business has become permanent without affecting the amount being done with the newspapers; in other words, the amusement field is spending more money for advertising without decreasing its newspaper appropriation—so that while radio has gained, newspapers cannot claim that they have lost anything."

Most Stores Sat Tight
Hugh Kendall Boice, vice-president, WQXR: "Bloomington's, which was already on the station on a regular schedule, bought some additional time. But most of the other stores and specialty shops simply sat tight, thinking every morning and afternoon that the strike would be over. We have checked on the effect of the newspaper strike on the theaters and motion picture houses through an agency here which handles a lot of this advertising, Kayton-Spiro Co. The motion picture houses had no falling-off at all; in fact, they were very busy. They were the ones who bought most of the time on stations here. The theatres always note a falling-off in business during the few days before Christmas."

Edgar Kobak, executive vice-president of the BLUE, said that WJZ, BLUE station in New York, made no effort to go after department store advertising during the strike. When one medium is in trouble the other media should help out and not go in competitively, he said, adding he would ignore attacks of the Munger variety as not typical of the views of the newspaper industry.

When William Wallace, WJZ station manager, told his chairman that the enormous $1,000,000,000 annual advertising budget of the department stores was not going to be changed by the strike, he was surprised to hear it. However, he said, that the department-store agencies immediately asked for 15-minute spot rates for 15-minute periods in case the strike went on. "When the strike entered its third day, the New York Herald-Tribune asked WEAF for a 15-minute period in which to inform radio listeners what would be in the next day's issue of the Herald-Tribune. That afternoon the strike was called off, but the Herald-Tribune had been prepared to buy a 15-minute spot, write the copy for this period and have since continued to buy announcements on WEAF. After the first 24 hours three department stores asked for rates for 15-minute periods in case the strike went on."

Sherman D. Gregory, general manager, WEAF, said: "When the strike was called we immediately increased our news periods as much as possible... the amusement industry, plus Curtis Publishing Co., immediately contracted for live spot announcements on a day-to-day basis and have since continued to buy announcements on WEAF. After the first 24 hours three department stores asked for rates for 15-minute periods in case the strike went on."

Our farm-listeners are getting big dough for producing PORK. Our city-listeners are getting likewise for packing PORK. Why don't you be the little piggy that "goes to town" in this market?

HI-LITE FARM PRODUCTS
DIP INTO THE PORK BARREL MARKET
NOW 5000 WATTS
Old 1000 watt rates are still in effect

BROADCASTING • Broadcast Advertising

HI-LITE FARM PRODUCTS
DIP INTO THE PORK BARREL MARKET
NOW 5000 WATTS
Old 1000 watt rates are still in effect
WPB to Get AFRA Pacts This Week
10% Salary Raise Provided; Nets, Union in Accord

AMERICAN Federation of Radio Artists expects to submit its revised network sustaining contracts to the War Labor Board for approval sometime this week. Attorneys for the networks and AFRA, in a meeting last week, agreed on the final form of the new contracts, which were sent out by the union to broadcasters for signatures.

"The alterations were changes of expression and not of content," said Emily Holt, AFRA executive secretary. She added that the meeting adjourned on a note of complete agreement and that signing the contracts is now only a formality.

The four AFRA locals whose members are affected by the contract revision—New York, Chicago, Los Angeles and San Francisco—have approved the new terms, so that when the contracts come in from the broadcasters AFRA will sign them and submit them to the WPB, probably early this week.

This is necessary because the contracts call for a 10% increase in the minimum scales for the employment of radio artists on sustaining programs on the nationwide networks and key stations. All wage increases must be approved by the WPB before they are put into effect, under the Government's wage stabilization program.

AFRA board on Thursday approved contracts negotiated by the union with WCAE, Pittsburgh, and WJWC, Chicago. Both are new contracts and standard AFRA documents with wages and conditions for artists and announcers at each station on a par with other stations of similar rating in their communities. WCAE contract runs for one year, WJWC contract expires New Year, common expiration date of most AFRA contracts with Chicago stations.

Ray Jones, secretary of the AFRA Chicago local and a member of the union's national board, has enlisted in the Army and enters officers' training school Jan. 15. Vic Connors, field representative of AFRA, has been notified to report for induction on Jan. 29.

AIDING in conservation of rubber and gasoline, Du Pont's "Monday Night Rehearsals" of the "Blondie" programs, sponsored by R. J. Reynolds Tobacco Co. on CBS for Camel, has eliminated the Sunday night readings and increased the length of the Monday rehearsals. Saving amounts to 150 miles of driving weekly for the cast of the program.

NEW 52-WEEK CONTRACT for 155 one-minute announcements a week, Monday through Friday, participation in 15-minute live musical program Monday through Saturday, a 15-minute newscast Monday through Saturday was signed recently by (1 to r) Cecil Black, managing director, WINS, New York, and Ben Tucker, president of Hudson Bay Fur Co., contract, which was placed through Sidney Robbins Agency, Brooklyn, is effective Jan. 5. Radio was first used by the Hudson Bay Fur Co. with 70 spots a week on WINS.

RANGER'S TENTH THE COWBOY of the air, the Lone Ranger, celebrates a decade of broadcasting with the Jan. 20 program on 68 BLUE stations. Produced by General Mills Inc., Minneapolis, for Cheerios thrice-weekly 7:30-8:30 p.m. Program was begun in 1933 under the supervision of George W. Trendle, president of the King-Trendle Broadcasting Corp., Detroit, who with John H. King founded WXYZ, in 1929. Fran Striker has written scripts since the series started.

Agency Names Weber GEORGE WEBER, for five years manager of the Seattle office of Mac Wilkins & Co., Portland agency, has been made a partner in the firm, which will be known as Mac Wilkins, Cole & Weber. Mr. Weber has been with the agency since 1930. Arlyn Cole, third partner of the firm, has been appointed a chief specialist in the Navy and is on leave of absence.

Blue Names All-Stars THE All Players All America Football Team for '43, for ten years a feature of Liberty magazine, became a BLUE Network feature for the first time Dec. 30 when Norman Spor presented over a special BLUE broadcast. It was the first time in history that this act has been made a radio network. Each player was presented with a gold football.

for Greater COVERAGE

WIN Z NEW YORK CP 5,000 WATTS 1000 KC NEW YORK'S BEST SPOT BUY!

FREE & PETERS, Inc. National Representatives

BROADCASTING • Broadcast Advertising January 11, 1943 • Page 47
FTC Holds 17,925 Commercial Scripts for Further Scrutiny

Broadcasters Cooperate by Submitting Million Continuities for Review in Fiscal Year

DURING the fiscal year 1942, the Federal Trade Commission's Radio & Periodical Division marked 17,925 commercial broadcast scripts for further study as containing claims that might be false or misleading, according to the FTC's annual report made public Jan. 6. The figure compares with 18,221 periodical advertisements noted as containing claims that appeared to be false or misleading.

Drugs Lead

Broadcasters cooperated with the FTC in submitting continuities for examination, the report states. The Commission staff received 1,053,875 commercial broadcast continuities during the fiscal year and examined 1,001,450. The continuities received amounted to 2,032,417 pages, with 1,912,725 pages examined. These consisted of 1,416,606 pages of individual station script and 15,119 pages of script representing the built-in commercial portions of transcription recording productions destined for broadcast through multiple pressings. An average of 6,230 pages of script was read each working day.

Of the radio and periodical cases, 86.5% resulted from the routine survey of advertising material and 13.5% came from complaints or information received from other Government agencies, competitors and other members of the public.

Breaking down questioned continuities by types of products, the FTC found that 75.6% were in the food, drugs, devices and cosmetics class. These are divided into human food 10.6%; animal food 2.9%; drugs 44.3%; cosmetics 18.4%; devices 2.4%. Other products are: Specialty and novelty goods, 5.4%; auto, radio, refrigerator, and other equipment 1.3%; home study courses 1.5%; tobacco products 1%; gasoline and lubricants .9%; poultry and livestock supplies and equipment .2%; miscellaneous, including apparel, fuels, house furnishings and building materials 14%.

Fewer Pending Cases

During the year the FTC sent questionnaires to advertisers in 432 cases and to advertising agencies in 36 cases, and accepted 219 stipulations involving radio and periodical advertising, of which 27 were amended, substitute or supplemental stipulations.

A total of 451 cases received Commission handling under its methods of procedure. Of this number, 207 cases were considered settled upon receipt of reports showing compliance with previously negotiated stipulations. In 17 cases the FTC waived compliance reports. Of the remaining 227 cases, 208 were closed without prejudice to the right of the Commission to reopen if warranted by the facts.

Of these 208 cases, 99 were for lack of jurisdiction or lack of evidence sufficient to establish a violation of law, 94 because of discontinued business and practices or insufficient public interest, 15 because corrective action by the Post Office Dept. made further action by the Commission unnecessary, and 19 supplemental investigations were filed without action for various reasons.

In addition, the Commission in 42 cases directed issuance of complaints, 31 because advertisers failed to stipulate and 11 because of violations of previous stipulations. Field investigations were ordered in 28 cases and 779 radio and periodical cases were pending July 1, 1941, as against 726 on June 30, 1942.

Among FTC activities last year are included surveys, analyses, summaries and reports to various United States agencies covering advertising having relation to the war effort, armed services, price trends, rationing, priorities and other war-related topics. Possible violations of the Code of Wartime Practices for American Broadcasters as promulgated by the Office of Censorship were transferred to the FTC.

Errors in Morehouse Article

In an article by PGad B. Morehouse, director of the Radio & Periodical Division, Federal Trade Commission, which appeared in the Dec. 28 BROADCASTING, two errors appeared. In a paragraph dealing with Commission procedure, the word "high" appeared instead of "low." This paragraph, at the bottom of the first column, page 15, should have read:

"That the Commission never proceeds except after a careful investigation into the facts and law of the case has been demonstrated by the extremely high percentage of court affirmances of its decisions on appeal therewith."

An entire line of manuscript was omitted from a sentence in the middle of the second column. This sentence should have read:

"About 85% of such advertising cases as are deemed to warrant corrective action are settled after informal conference by voluntary stipulation on the part of the advertiser and his agency to discontinue the unfair and deceptive claims with no expense whatever for litigation."
McCurdy to Capital

ROBERT C. MCCURDY, veteran radio engineer associated with Graybar for nearly two decades, last week joined the Army & Navy Electronic Production Agency in Washington as production engineer. He retired from Graybar by virtue of 37 years' continuous service. Mr. McCurdy was manager of the Western Electric products department of Graybar, at St. Louis, when he joined the government bureau. His superior is Fred R. Lack, director of ANEPA, on leave from his post as vice-president of Western Electric in charge of production and specialty products. Before going to St. Louis, Mr. McCurdy was with Graybar in New York and prior to that was manager of the Western Electric Products Co. in St. Louis.

Engineers' Pay Boost

AFTER several months of negotiation, the National War Labor Board has approved and authorized an agreement between KMPC, Beverly Hills, Calif. with Los Angeles Local No. 40, IBEW, which calls for improved working conditions and a $40 per month salary increase for station technicians, the increase retroactive to Aug. 15. Original agreement between station and union was signed last Oct. 14.

KDKA Post to Kenney

TED KENNEV has been named chief engineer of KDKA, Pittsburgh, to replace Dwight A. Meyer, who has assumed the duties of technical manager of all Westinghouse stations. Mr. Meyer replaces Joseph E. Baudino, assigned to supervise industrial installations for a newly-developed Westinghouse process of electronic tin-plating.

Higgins Joins Navy

HAROLD HIGGINS, for the last ten years master control room engineer of WCAI, Philadelphia, has joined the Navy as a warrant officer. He reported last week to the Naval Research Station at Anacostia.

WTTM Strike Contract Negotiated With IBEW

We are in the DETROIT AREA

...IN THE DETROIT AREA

Western Electric

LISTEN! TO

...IN THE DETROIT AREA

800 kc.

5000 WATTS DAY AND NIGHT

MUTUAL BROADCASTING SYSTEM

Easy Pickin'

WAIR is famous for its quick results. That's because WAIR has the listeners and the listeners' confidence. Add to this the exceptional sense of Winston-Salem workers and you have a golden combination.

WAIR

Winston-Salem, North Carolina

DeWitt to Signal Corps

JACK DEWITT, chief engineer of WSM, Nashville, who has been on loan to the Bell Labs, last week reported to the Army Signal Corps, Washington, as special consultant to the Chief Signal Officer. Two other WSM engineers, John Campbell and Arthur Omberg, already are on duty as civilian consultants with the Signal Corps in Washington. Lt. Col. E. M. Kirby, chief of the War Dept. Bureau of Public relations radio branch, and Capt. Jack Harris, radio branch executive officer, were once at WSM.

ALFRED J. RAPER, formerly of WJAO, Norfolk, N.B., has joined the engineering staff of KLZ, Denver.

NLRB-WOW Ruling

IBEW Local Union B-305 has been named collective bargaining agent for all technical employees of WOWO-WGJ, Ft. Wayne, as a result of an NLRB decision handed down Dec. 29. The action was taken in connection with negotiations under way on a renewal contract for technicians at the station, IBEW representatives in Washington explained.

HAROLD SPENGLER has been named chief engineer of WAIM, Anderson, S. C., succeeding William P. Calahan.

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Cox Asks Probe
(Continued from page 11)

were identified with war service regulations and 15 were temporary. Of the aggregate, 1,093 were in Washington and 1,169 in the field.

Compiling Data
The FCC already is working on its justifications for the new appropriation, compiling data of the character usually requested by members of the Appropriations Subcommittee of which Rep. Woodrum of Oklahoma is chairman. Rep. Wigglesworth of Massachusetts has requested the Commission to furnish the committee with detailed information on station sales and transfers and on certain aspects of network operation.

Last March, Chairman Fly made two appearances before the House Rules Committee and denied knowledge of any effort to block passage of the resolution. There were fireworks aplenty then. It was strongly indicated that the Administration, because of the pressure of war activity and emergency legislation, preferred to avoid an inquiry. Subsequently, hearings were held before the House Interstate and Foreign Commerce Committee on the Sanders bill for reorganization of the FCC, but the measure died with the adjournment of the last session.

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FCC Changes Identification Rules
For Non-Standard Broadcast Stations

APPLYING TO SERVICES other than standard broadcasting, the FCC last Tuesday adopted regulations pertaining to announcements of call letters for station identification. All standard stations, under existing regulations which are in their organization for the selection of personnel to announce call letters at half-hour intervals except under conditions where a continuous program service would be interrupted. The new regulations, applicable to such services as television, FM, developmental, relay and studio-transmitter service require call letter announcements at least every hour. Following is the text of the public notice:

Adopted Section 2.65, relative to the announcement of call letters, which reads as follows:

"Section 2.65. Station Identification. When not required to identify stations by other provision or provisions of the Rules of the Commission, each station shall identify itself by its regularly designated call letters at least every half-hour.

"1. Every station operating in the broadcast service shall transmit its call letters at the beginning and end of each period of operation, and, during operation, at least once every three hours.

"2. Every station used for other than broadcast service shall transmit its call letters at the end of each transmission, and, if in the judgment of the station, there is a need for exchange of communications.

The Commission also adopted Sections 4.27 and 4.38 providing for station identification by relay and ST (studio transmitter) broadcast stations, as follows:

"Section 4.27. Station Identification. Each relay broadcast station shall announce its call letters at the beginning and end of each period of operation, and, during operation, at least once every hour; or if it shall announce its call letters or shall make an announcement which will permit it to be identified.

"Section 4.38. Station Identification. Each ST broadcast station shall announce its call letters at the beginning and end of each period of operation, and, during operation, at least once every hour; and shall announce its call letters or shall make an announcement which will permit it to be identified.

Now Lt. Col. Hill
LUTHER L. HILL, vice-president of the Iowan Broadcasting Co., and station manager of KSO-KRN7, now on leave of absence while in the service, has just been promoted from major to lieutenant-colonel. Col. Hill is now on duty at the Army Air Forces Replacement Center, Miami Beach, Fla. He is a West Point graduate and a veteran of World War I.

Equal Time Issue Debated by House
Control of Air Commentators Urged by Two Members
REVIVAL of the perennial issue of equal time for discussion of questions peculiar with the convening of the new Congress last Wednesday, with two members of the House unburdening on commentators and commercials. Rep. Rankin (D-Miss.) and Mundt (R-S.D.) agreed that legislative steps to control commentators would be desirable, but they offered no precise formula. Variations of the equal time issue have been raised during every recent session of Congress. Mr. Rankin loosed a tirade against "a few flannel-mouthed propagandists". He said Congress is constantly "abused, maligned and vilified over the radio" and asserted this was one of the problems it would have to meet.

"As far as I am concerned, I am in favor of making arrangements whereby we might have a national radio system or time divided between the two sides of both House and Senate, in order that members and senators may go on the radio and speak to the American people on issues that confront the Congress, and thus offset a lot of the propaganda and insinuations that are being spread by a few flannel-mouthed propagandists who are doing more to destroy American institutions than they are to spread public information."

Shaw in U. S. Post
DONALD S. SHAW, general manager of WMCA, New York, has been granted an indefinite leave of absence from the station to go into special Government work, nature of which is undisclosed. Addressing the station, Mr. Shaw's duties will be absorbed by E. E. Anderson, president of the station.

WPAY Manager to Navy
RALPH H. PATT Jr., manager of WPAY, Portsmouth, has been appointed a lieutenant (jg) in the Navy, and reported for duty Jan. 1 at the naval training station at Norfolk, Virginia. Mr. Patt has been promoted from major to lieutenant-colonel, Col. Hill is now on duty at the Army Air Forces Replacement Center, Miami Beach, Fla. He is a West Point graduate and a veteran of World War I.

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WJZM Joins Mutual
WJZM, Clarksville, Tenn., on Feb. 1 will become an affiliate of Mutual, bringing the network's total outlets to 312.

TEXT OF COX RESOLUTION

FOLLOWING is the full text of the resolution (HRes. 21) introduced Jan. 6 by Rep. Eugene E. Cox (D-Ga.) for an investigation of the FCC, which was referred to the House Rules Committee:

"RESOLVED, That there is hereby created a subcommittee of five members of the House to be appointed by the Speaker, one of whom he shall designate as chairman. Any vacancy occurring in the membership of the committee shall be filled in the same manner in which the original appointment was made.

"The subcommittee is authorized and directed to conduct a study and investigation of the organization, personnel, and activities of the Federal Communications Commission with a view to determining whether or not such commission is organized and is carrying on the functions of its activities, and, is, acting in accordance with law and the public interest.

"The committee shall report to the House (or to the Clerk of the House if the House is not in session) at the earliest practicable date during the present Congress the results of its investigation, together with such recommendations as it deems desirable.

"For the purposes of this resolution the committee is authorized to sit and act during the present Congress at such times and places within the United States, whether or not the House is sitting, has recessed, or has adjourned, to hold such hearings, to require the attendance of such witnesses and the production of such books, papers, and documents, and to take such testimony, as it deems necessary. Subpoenas may be issued under the signature of the chairman of the committee or any member designated by such chairman or member.
Radio Alert When Floods Threaten
Ohio Valley Stations Remain On Job as Waters Rise

RECALLING the emergency job radio performed in the disastrous 1937 Ohio valley flood, stations in affected areas during the recent high-water scare were prepared for any eventuality.

In Wheeling, W. Va., WWVA, operating on a 24-hour basis, kept listeners informed on the condition of the swollen Ohio with bulletins at half-hour intervals.

Portsmouth, O., one of the hard hit cities of the 1937 flood, made ready to meet the emergency should the Ohio go over a 62-foot wall which protects the city. Under Acting Manager Paul Wagner, WPAY organized its staff for fulltime duty. Bulletins were broadcast. The station did much to allay fears brought about by unfounded rumors. With no local newspapers published New Year's day, Portsmouth inhabitants turned to WPAY for full information. The swollen waters came within .8 feet of reaching the flood wall top before receding.

Cincinnati

In Cincinnati, Program Director Fred Dodge of WKRC organized for an all-out emergency operation, but when it became apparent that the Ohio river would not reach severe flood proportions there, WKRC devoted its special broadcasts to the city's preparedness campaign. A record library of the WKRC broadcasts will be presented to the city for reference use in future flood control planning.

In New York, the Red Cross needed oil stoves for victims of the Onandaga valley high water. Fred Ripley, whose music and poetry program for Carling's is a feature of WSYR, broadcast the appeal. Within a few minutes the Red Cross had 103 stoves.

Instalment Buying Plan

(Continued from page 11)

The plan is not intended to enlarge the post-war market but rather to preserve goods and services that might otherwise be sacrificed to meet payments for durables.

Some opposition is anticipated from those who will maintain that consumers will be unwilling to buy goods not yet in existence. In answer, the plan points out that mail order houses have had success with sales of merchandise on the basis of catalogues where only descriptions of goods can make a sale. It is pointed out, however, that the consumer is not committing himself to a specific make or brand beforehand. Furthermore consumers are well aware of the performance of goods manufactured by such names as Ford, Chevrolet, Plymouth, Frigidaire, General Electric or any other. The consumer is free to choose among makes and models at the time of delivery.

Gross in Navy

GERALD C. GROSS, veteran FCC engineer and acting chief engineer in charge of common carrier operations, last Tuesday was called to active duty as a lieutenant commander in the Naval Reserve. He has been assigned to the Bureau of Ships, radio division, working under Lt. Com. W. G. H. Finch, former FCC assistant chief engineer and head of the Finch Labs. Com. Gross in December 1941 was transferred from his permanent post as assistant chief engineer in charge of broadcasting to the temporary assignment in the common carrier field. He filled the vacancy created by the call to active duty of Com. Andrew W. Cruse.

Baldwin Promoted

MAJ. JAMES W. BALDWIN, former NAB managing director, now assistant secretary in the office of the Chief Signal Officer, has been promoted to lieutenant colonel. He left an executive post with the Finch Laboratories to accept the commission.


"and when it's Dayton you're after, remember--"
Network Accounts

All Time Eastern Warmth unless indicated

New Business


KELLOGG Co., Battle Creek (Pep), on Jan. 4. Starts for 52 weeks, five-minute insertion in Breakfast at S & L Agency: Kenyon & Eckhardt, N. Y.

KELLOGG Co., Battle Creek, Mich. (Pep cereal), on April 5 starts Breakfast at Sure's on 180 BLUE stations, Mon. thru Fri., 11:15-12:15 a.m. Agency: Kenyon & Eckhardt, N. Y.

Renewal Accounts


LEWIS & CO., Los Angeles (Toots), on Jan. 19. Renewed Treasure Chest on 125 NBC stations, 8:30-9 p.m. Agency: Roche, Williams & Champness, N. Y.


VOICE OF PROPHETIC Inc., Los Angeles (religious) on Jan. 3, renewed 26 weeks Voice of Prophecy on 33 Don Lee FM stations, Mon. 9:45-9:45 p.m. (PWT). Agency is J. C. Hoskins & Associates, N. Y.

Network Changes

CHESSIE ROUGH MFG. Co., New York (Vaseline products), on Jan. 6 started Christian on 66 CBS stations, Wed., 8:30-8:45 p.m. Agency: Consolidated, N. Y.


BAYCO, Inc., New York (Bayer Aspirin), on Jan. 16. Increased to 2 minutes Music on 72 NBC stations, Sun., 9:30-9:30 p.m. Agency: Blackett-Sample-Hum- mert, N. Y.

CITIES SERVICE Co., New York (petroleum), on Jan. 15. Started Service Concert, on 66 NBC stations, Fri., 9:15-9:30 p.m. Agency: Lord & Thomas, N. Y.

Capitol Radio Engineering Institute

Home Study Courses in Practical Radio Engineering for Professional Self-Improvement

DEPT. B, 3224 16th Street, N.W.
Washington, D. C.

Contractors to U. S. Signal Corps and U. S. Coast Guard.
Providers of well-trained Technical Radiomen for Industry

N. Y. Gas Stove

TO SHOW housewives how they can save cooking gas, Consolidated Edison Co. of New York will run an intensive one-week campaign starting Jan. 1, in New York stations WEADE WAR WMCAM NEWIND and WJZ. Institutional advertising will be aired on a three-a-day basis on each outlet. The company ran a similar sched- ule last year, in an attempt to dispel the rumour that this is a cut-down campaign. McCann-Erickson, New York, handles the account.

CUMMER PRODUCTS Co., New York (Energie) on Jan. 5. Renews for 62 weeks on 66 CBS stations, Wed., 8:30-8:30 p.m. Agency: Young & Rubicam, N. Y.


PHILLIP MORRIS & Co., New York (cigarettes, tobacco) has renewed Johnny Fever from 129 NBC stations, Tues., 8:30-9 p.m. (repeat 11:30-12 a.m.) Agency: Humphrey & Co., N. Y.

CENTURY Co., Rahway, N. J. (Molle Shaving Cream), has renewed Ruffle of Breeze for 52 weeks on NBC stations, Tues., Wed., 9-9:30 p.m. Agency: Young & Rubicam, N. Y.

CHARLES H. PHILLIPS CHEMICAL Co. (Phillip's Milk of Magnesia), has renewed 20 stations, 15 minutes, 8:30-8:45 p.m. Agency: Blackett-Sample-Hummert, N. Y.

B. L. WATKINS Co., New York (Dr. Watkins' Hair Treatment), on Jan. 6 renewed Happy Merry-Go-Round on 66 NBC stations, Tues., 9:15-9:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

BAYER Co., New York (Bayer Aspirin), on Jan. 16. Increased to 2 minutes Music on 72 NBC stations, Sun., 9:30-9:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

CITIES SERVICE Co., New York (petroleum), on Jan. 15. Started Service Concert, on 66 NBC stations, Fri., 9:15-9:30 p.m. Agency: Lord & Thomas, N. Y.

Report of Opportunity

Mr. Radioman: Put Yourself in the Picture for a Pay Increase and Better Position

CREI house-study training in practical radio engineering is a proven method for equipping yourself for advancement. For the past 16 years CREI courses have been known and respected throughout the industry. Now, with time so important and the need so urgent, every ambitious radioman should investigate the advantages of the CREI planned program of study for advancement and future security. Write today for free booklet.

CREI STUDENTS AND GRADUATES, ATTENTION!

The CREI Placement Bureau is filled with requests for CREI trained radiomen. Employers in all branches of radio want trained men. Four government wants even mechanical jobs this job, or be placed in the machine shop at maximum productivity. If you are or will be in need of re-employment write CREI Placement Bureau at once.

CREI Engineering Institute

Established 1927

2007 Locust Street, Philadelphia

Home Study Courses in Practical Radio Engineering for Professional Self-Improvement

DEPT. B, 3224 16th Street, N.W.
Washington, D. C.

Contractors to U. S. Signal Corps and U. S. Coast Guard.
Providers of well-trained Technical Radiomen for Industry

Philco Television Survey

A SURVEY of television sets among Philadelphia's television receiving set owners is being conducted by Paul S. Draper, research director, and Joseph Greppi, projects director, for the Philco television station in Philadelphia, WPITZ is conducting experi- ments with a number of translators and three-way television station at Wyndmoor, Pa. Plans contemplate resumption of regular programming for the station in the future.

ATLAS BREWING Co., Chicago (beer), beginning Feb. 15 will sup- port a five-minute news summary 6 nights with announcers appearing 5 nights weekly on WBBM, Chicago. Agency is Arthur Meyerhoff & C., Chicago.

W. A. SHANE for five years engi- neer in charge of the WSYL, Oakland, Calif., has resigned. He is employed in radio on both in the United States and Can- ada.

Broadcasting • Broadcast Advertising

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Help Wanted

SPORTS ANNOUNCER—To do play-by-play and daily sports show on 5 kw, station. Minimum salary paid. Sales ability and inter-ested. Our staff knows of this ad. Box 185, BROADCASTING.

News Re-Write Man—With either radio or newspaper experience. State experience and draft status. Write Jack Shelley. WHO, Des Moines, Iowa.

First or Second Class Operator—Male or female. NBC Outlet. WMVA, Martins-ville, Virginia.

ANNOUNCER—Qilfied to act as program director, preferably over draft age. Local station deep south. Box 185, BROADCASTING.

ANNOUNCERS—Outstanding clear channel New York State station. Give experience, references and draft status. Box 181, BROADCASTING.

Commercial Manager—With executive ability to become general manager of independent full time radio station 100 miles from New York. Give details of past and present position in radio. Box 177, BROADCASTING.

Two or second class operators—Local station in midwest city of 6,000. Excellent living conditions. Write or wire KFPF, Fort Smith, Arkansas.

WCM, Gulfport, Mississippi—Has opening for program director. Single man preferred—age 25 or over.

1000 Watt Network Station—Has opening for experienced draft exempt announcer. Ideal working conditions. Salary expected, complete details first letter. WTJN, Jackson, Missouri.

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

ANNOUNCER-NEWCASTER—Draft exempt, reliable, rounded experience. One seeking permanent with leading Central New York station. Age preferred—25 or over.

1000 Watt Network Station—Has opening for experienced draft exempt announcer, ideal working conditions. Salary expected, complete details first letter. Box 191, BROADCASTING.

ANNOUNCER-NEWCASTER—Draft exempt, reliable, rounded experience. One seeking permanent with leading Central New York station. Age preferred—25 or over.

Experienced Time Salesman—By large regional station in southwest. Must have proven radio sales ability and record must stand careful examination, Excellent opportunity in small town where you can make it big. Box 194, BROADCASTING.

Situations Wanted

Two Announcers—Draft deferred, want better positions. One staff, M. C. and production; one news and sports. Will come separately together. Box 170, BROADCASTING.

Available at once—First phone, deferred. Reliable, conscientious. Seeks permanent position. State salary and living conditions. Face to job must be paid. Box 171, BROADCASTING.

Station Manager—Progressive, young college, now has nine years’ radio experience in programming and also, desire permanent connection with progressive station as manager. Proven sales record. Best business and character references. Family. Box 173, BROADCASTING.

Chief Engineer—5 kilowatt network station. Nine years. Desires change. Experienced Doherty circuit, bridge and field measurements, studios, etc. Draft exempt. Best Box 178, BROADCASTING.

Radio Engineer—Ten years’ experience, first class phone license, desires permanent position. Address Box 179, BROADCASTING.

Writer—Copy, continuity, dramatic script. 156 years’ radio experience. Draft deferred. Wants position with larger station or agency. Relate. Now employed. Box 180, BROADCASTING.

COLLEGE WOMAN—Excellent announcing voice, low pitch. Talented writer, producer-director. Experienced announcing, writing, producing. Box 182, BROADCASTING.

Transmitter Engineer—First phone li-cense, Five years experience, 4F, Network station, permanent. Box 184, BROADCASTING.

Announcer—Experienced—4F, Commercial manager, disc jockey, engineer, New York vicinity. Box 186, BROADCASTING.

Manager—Who produced substantial 1942 program. Desires change because of health. Willn’t play ball. Box 188, BROADCASTING.

First phone class—Some experience. Mention wage scale and town’s living conditions. Deferred. Available immediately. Box 171, BROADCASTING.

Wanted to Buy

Professional Type—Portable or console model playback machine. Must be able to play 13 and 16 inch records at both 78 and 33 1/2 RPM, AC or AC-DC. All additional details including cost. Box 174, BROADCASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pickup. Station KLO, Ogden, Utah.

For Sale

Fresco Equipment: Fair Sale—Two 4D turntables, dressed with time taken infrared scope. 1G cutters, vertical damps. One 8K Amplifier, 66A Radio Tuner, Special 180C Mixer. Included in sale price, mixing table, RCA oscillograph, Clough, Kievsky audio oscillator; RCA, Shure, Brush, medium, for many others. Able to get items. For quick sale, as one unit only $1500. CASH, Harold Ay Laboratory, 14 South Sixth Street, Painesville, Ohio.

TUBES—Five 212R, one 294A, two 342C. All excellent condition. Box 187, BROADCASTING.

**NEW LAW FIRM**

RUPUS G. POOLE, former associate general counsel of the Wage & Hour Division, Dept. of Labor, and Darius F. Prince, tax attorney, recently joined the firm of Vesey & Wheeler, with offices in the Bowen Bldg., Washington. The new firm is Vesey, Wheeler, Poole & Prince. Howard Vesey and Edward Wheeler, son of the Montana Senator, were formerly in the law offices of Louis G. Caldwell, Washington, and established their own practice last year.

STANLEY TALBOT, former merchandising manager of Dr. Pepper Co., Chicago, has been appointed advertising manager for the D. S. H. Co., Chicago, succeeding C. H. Wolfe, who is now assistant executive with Biow Co., New York.

**PROFESSIONAL DIRECTORY**

**JANSKY & BAILEY**

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

National Press Bldg., Wash., D.C.

**McNARY & WRATHALL**

CONSULTING RADIO ENGINEERS

National Press Bldg., D.C. 1205

Washington, D.C.

**HECTOR R. SKIFER**

Consulting Radio Engineer

Feld intensity surveys Station location surveys Custom built equipment

SAINT PAUL, MINNESOTA

**CLIFFORD YEWALL**

Empire State Bldg.

NEW YORK CITY

An Accounting Service Particularly Adapted to Radio

BROADCASTING • Broadcast Advertising

January 11, 1943 • Page 53
OWI Reorganizes Overseas Branch

Barnes is Associate Director in Streamlined Setup

STREAMLINING operations of the Office of War Information Overseas Branch, several personnel changes were announced last week under which Joseph Barnes, chief of the New York headquarters of the Overseas Branch was advanced to the post of associate director of the branch, coming in charge of the New York office; Harold Guinzburg was relieved of his responsibilities in the direction of the outpost setup and promotions to deputy director in charge of recording and transcriptions; and James Linen was advanced to take charge of outpost operations.

Along with changes in personnel, the branch was reorganized on the basis of geographical areas. Under the new arrangement, material will be prepared by areas. Under this decentralization it is expected, officials say, that broadcast operations will be improved through specialization.

Communications With Africa

Last Wednesday new transmission facilities were opened from North Africa directly to Washington, Elmer Davis said at his news conference. Operating one channel of a six-channel transmitter, OWI is sharing time with newspapers and newspapers in the direct transmission of news to this country instead of through London as heretofore.

The new setup will provide for the transmission of news at the rate of about 3,000 words per hour for three or four hours a day, Mr. Davis said. It will be delivered to Washington by Western Union and then transmitted to the news associations in New York, he explained. Censorship will be applied for by the African end, Mr. Davis felt, said that no provision had been made for further censorship at this end.

Brazilian on Tour

CAPT. AMILCAR DUTRA, director of the Brazilian Government department of press and information and in charge of all broadcasting in Brazil, arrived in the United States last week for a month's visit at the invitation of Nelson Rockefeller, Coordinator of Inter-American Affairs. Chief purpose of his visit is to promote a further exchange of programs between the United States and Brazil, he told a press conference in New York, at which he and his belief that radio is one of the most important media for effecting a closer understanding between the peoples of the two republics.

DAUGHTERS of two famous actors, Eddie Cantor and Fred Stone, will start radio careers simultaneously and for the same station, as staff artists of WNEW, New York. Paula Stone will conduct the Broadway Beam, a weekly program of Broadway and Hollywood news, formerly conducted by Bill Bernie. Eddie Cantor's daughter, Marilyn, will be a staff announcer.

OWI ELECTED DIRECTOR OF NBC

FRANK E. MULLEN, vice-president and general manager of NBC, was elected a director of the company at a meeting of the board of directors last Friday.

In a statement following Mr. Mullen's election, Niles Trammell, NBC president, said:

"Mr. Mullen's election to the NBC board is a recognition of his fine service to broadcasting and to his many contributions to the network. During his four years as NBC's general manager, his ability as an organizer of the service has substantially contributed to the progress of the network."

Mr. Mullen has participated in the development of radio since 1923, when he organized the first broadcast service for farmers. He joined NBC in 1926 and for eight years served as its director of agriculture with headquarters in Chicago.

In 1929, he was transferred to New York as manager of the RCA Dept. of Information. Five years later he was elected RCA vice-president in charge of advertising. In 1940 Mr. Mullen was elected to his present position with NBC.

Edward J. Lynett

EDWARD J. Lynett, 86, owner of the only commercially-owned but non-commercially operated broadcasting station in this country, died Jan. 1 in Scranton, Pa., following a short illness. He was an organizer of the Scranton Times, the largest newspaper in northeastern Pennsylvania. His station is WQAN, which operates with 1,000 watts daytime and 500 night on 910 kc., sharing with WGBI, Scranton. WQAN accepts no advertising and operates only 1½ hours per day, not including Sundays—12 noon to 1 p.m. and 4:30 p.m. to 5 p.m., carrying locally news. All the remaining time is allocated to WGBI. Mr. Lynett is survived by two sons, William R. Lynett, assistant publisher of the Times, and Edward J. Lynett Jr., assistant business manager of the newspaper; also by a daughter, Elizabeth Lynett.

14 Million Hear FDR

PRESIDENT ROOSEVELT's address to Congress last Thursday on the State of the Nation reached a total radio audience of 14,290,500, according to a tabulation made by C. E. Hooper Inc. The President's message, carried by all four major networks, was given a 27.7 Hooper rating.

A 24-PAGE book titled Calling All Nations was issued last month by the British Broadcasting Corp. to commemorate the tenth anniversary of its Overseas Service, originated in 1932 as the Empire Service under the direction of the now joint director-general of BBC, Sir Cecil Graves.

NBC's Spot Sales Break All Records

Increase of 12% Is Recorded, According to McConnell

NBC's National Spot Sales Division had the best business in its ten-year history since 1934, James V. McConnell, national spot sales manager, announced last week. Reporting that the division had an increase of more than 12% over 1941, Mr. McConnell also stated that since Jan. 1 of the new year business has continued to be well ahead of a year ago, with new accounts and renewals on all stations represented by national spot sales.


Two Lerer Series

Lever Bros., Cambridge, Mass., has signed for one-minute announcements for Rinso, eight weeks on nine outlets, and has renewed for another 52 weeks Aunt Jennie, five-week quarter-hours on three stations, through Ruthrauff & Ryan, New York. Lever also signed for 52 station breaks on six outlets for Swan Soap through Young & Rubicam, New York.

Procter & Gamble, Cincinnati, has renewed for 52 weeks breaks for Duz on seven stations, and has signed for five outlets on behalf of Lava, through its agency, Cross, New York, Continental Baking Co., New York, has placed a 52-week contract on four stations for Wonder Bread, in addition to 312 announcements on WNEW, New York, through Ted Bates Inc., New York. Another 52-week contract was received from Johnson & Johnson, New Brunswick, N. J., for station breaks on six stations. Agency is Perry & Hanley Co., New York.

Advice to Housewives

Beechnut Packing Co., Canajoharie, N. Y., contracted for 13 weeks of station breaks on seven stations, plus a five-weekly news program on WEFW, New York, through Newell-Emmett Co., New York. Curtis Publishing Co. has increased its announcements on the same station.

Housewives receive instructions on how to save cooking gas through a series of institutional announcements sponsored by Consolidated Edison Co. of New York on three WEFW programs, placed through McCann-Erickson, New York.
Mr. Advertiser...

IN PHILADELPHIA

YOU DON'T NEED A

MIKE-RO-SCOPE

To See: We are all out in producing for victory.
To See: Thousands of new workers with bulging payrolls.
To See: This NEW money is SPENDING money.
But... TO GET YOUR SHARE

You DO Need THIS “Mike”

5000 WATTS • 950 ON THE DIAL

Affiliated station of the Atlantic Coast Network
CAPACITY: ONE GALLON

... Doesn't Mean a Thing!

THE "capacity" is the same whether the jug is full or empty. A radio station's capacity to cover square miles is identical whether or not anyone is listening. And unless people are listening, you can't pour a drop of selling into their ears. No amount of potential listeners can possibly equal one who actually does.

WKY's capacity for covering square miles in Oklahoma exceeds that of any other Oklahoma City station, but what is more important, WKY delivers that coverage with the greatest available volume of actual listeners. Hooper is authority for that.

WKY delivers LISTENERS with its coverage... and decisively more of them per square mile and per dollar than does any other Oklahoma City station.

WKY - OKLAHOMA CITY

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