WOR is not an Albany station
*(we mean Albany, N. Y.—not Georgia, really)*

He was rather impatient. He was a manufacturer.
The product was a war-substitute for mending
clothes, shades, soft goods . . .
(Please be patient and read on — there is some
very important meat in this.)
WOR was the only station this man could afford;
we mean, big station. And he had — what some
people would think — peculiar ideas.
"Sell my product," he said. "Sell it in Albany,
N. Y., and Boston, which is in Massachusetts, and
Philadelphia — as well as (hold tight) Maryland."

We could try.
WOR jumped this man's Albany sales 190%. In
Boston and such surrounding territory as Con-
necticut, Rhode Island, WOR sold 75% more
of this man's product than ever before. Maryland?
Up, too. About 100%.

And so the story went — in practically all the
16 great war-active cities WOR platters its power
down on.

WOR even persuaded 43 department stores
which had never handled the product to handle it.
Would you, perhaps, like to have WOR do maybe
this kind of job for you? In cities like Paterson,
Newark, Trenton, Bridgeport, New Haven, and
even — well, maybe Albany, N. Y., or Boston?

our address is WOR

—that power-full station,
at 1440 Broadway, in New York

* 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.
A fruit jar maker used 65 announcements on WLS, and 60,268 women wrote in asking for the home canning book he offered! A breakdown of one week's mail—11,783 letters—disclosed that 25.8% came from Cook County (Chicago), though that area contains only 22% of the radio homes in the WLS Major Coverage Area! There it is again: Results! Half again as many inquiries as the year previous! 60,268 more letters—to prove WLS is listened to in Midwest America. And one-fourth of these to show further that WLS is listened to in Chicago! The John Blair man will tell you more...about how WLS Gets Results. Just ask him!
FOLKS in New England are co-operating in gas saving, using their cars for "essential shopping, procuring medical attention, attending religious services," and other occupational or emergency purposes defined by the OPA. For entertainment, they are staying at home, listening to the radio.

That's why, to a greater extent than ever before, the great proportion of The Yankee Network's audience of 7,321,796 can be reached in their homes—homes that are completely covered in 21 cities by the friendly, neighborly Yankee Network home-town stations.

Yes, your radio messages are receiving wider attention than ever before in radio history. And with The Yankee Network you reach more prospective customers in centers where they live, work and buy, than through any other station or combination in New England.

Today, The Yankee Network's loyal legion of friends is demonstrating responsiveness with tremendously accelerated tempo.

When you buy time, keep in step with the times—get all-out results through The Yankee Network's home-town, 21-station coverage in New England.

THE YANKEE NETWORK, INC.

21 BROOKLINE AVENUE, BOSTON, MASS.

EDWARD PETRY & CO., INC., Exclusive National Sales Representative
Motorman Botts has discovered the secret of success...

Motorman Botts has discovered the secret of success...

He's gone to buy up time on KFAB...
You, too, can easily learn how to be a Successful Business Man. Simply place your accounts on this station. Here's why! Our listeners, in the farm and small town areas throughout Nebraska and her neighboring states, are spending the largest farm income in their history. Such income is doubled and tripled by the cycle of its spending—from farmer to merchant to doctor to grocer to wholesaler to farmer ad infinitum.

When these people buy, they buy what KFAB recommends. It becomes exceedingly obvious, therefore, which station you need to do a complete selling job for your account.

New AT&T Rates Save Industry $2,145,000
Command Performance Music Costs
Senate Group Awaits AFM Plan
ANA Enters Network Monopoly Case
Cox Promises Searching FCC Probe
Radio Does Big Government Job
Coca Cola Plans Third Blue Series
59,340,000 Radio Sets in the U. S.
Congress Committee Personnel Named
Standard Brands Plans New Drive
Surplus Equipment List Announced
Three Radio Cases in Supreme Court
Educators to Survey College-Level Broadcasting
Ten Years Ago This Month
CBS Shifts Wood to Capital
PEPCO Helps Housewives
Selling Up To Local Stations
Payment Angle on Government Adv. Draws Fire
81 Food and Drug Firms Plug Bonds
Mr. A. Goes to War
Radio Time Donated U. S. Not Deductible

Well-Paid War Workers All Over the Tampa Trade Area Listen to These NBC Programs:

Jack Benny, One Man's Family
Bob Hope, Album of Familiar Music
Charlie McCarthy, Aldrich Family
Lowell Thomas, Hour of Charm
Abbott & Costello, Truth or Consequences
Telephone Hour, Information Please

A major percentage of the 400,000 other folks in the primary service area of WFLA are listening to—and buying the advertised products.
Christmas furlough... on wax!

It's a long way from the South Pacific to the Buckeye state. But the boys of Ohio's 37th came home for Christmas anyhow. Not in person... but on records which arrived at Radio Station WGAR just before the holidays.

When the division sailed for foreign shores, it had packed along modern, portable, record cutting equipment... agreed to ship platters back for broadcasting to the home folks over WGAR. By the time the transcriptions arrived, the War Department had restricted such broadcasting... but said "yes" to our request for a special playing before an approved audience. And so, at a private party held by WGAR for relatives and friends of Ohio's Jap hunters, the boys came home for Christmas... on wax!

Bringing Johnny Doughboy's "hello" to Mom, his plea to "send one of those big chocolate cakes," and his best regards to "the girl with all the freckles"—this may not be the duty of a radio station. But, it was our privilege and our pleasure!

W GAR
THE PRIMARY STATION
Cleveland
Barney J. Lavin
Manager, WDAY, Fargo

Less than eight years ago Barney Lavin was a more or less typical college boy, doing amateur announcing "on the side" for his school-owned radio station. But Barney was one of those kids who seize opportunities and responsibilities faster than most people even recognize them. So getting an opportunity at WDAY in 1935, Barney became Sales Manager one year later—and then, aged 30, was appointed Manager of The Oldest Radio Station in the Northwest!

Speaking of "seizing opportunities and responsibilities"—that's one of the things on which we sort of pride ourselves, too. First in sensing the opportunity for radio-station representation itself, back in 1932—then, over the years, in establishing most of the responsibilities to be assumed by this entire branch of the radio business...

No, we're not demanding your admiration just because we were first in so many of the now standard practices of station representation. What we are really trying to point out is the spirit behind these innovations—the spirit of trying to earn your patronage by increasing the value of our services—a spirit in which we believe we are still pioneering, here in this pioneer group of radio-station representatives.

Free & Peters, Inc.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:

- CHICAGO: 180 N. Michigan; Franklin 6373
- NEW YORK: 247 Park Ave.; Plaza 3-4331
- SAN FRANCISCO: 111 Sutter; Sutter 5133
- HOLLYWOOD: 1775 N. Gordon; Gladstone 5949
- ATLANTA: 322 Palmer Bldg.; Main 3667

Broadcast Advertising
New AT&T Rates Save Industry $2,145,000

More Use of Small Outlets on Nets Foreseen

SAVINGS in network program transmission costs amounting to approximately $2,145,000 will accrue to broadcast stations as the result of rate cuts adopted by the AT&T, as announced last Thursday by the FCC. Under the total cut, AT&T has agreed to reductions in telephone rates which effect an overall reduced revenue of its Long Lines department by an estimated $50,700,000.

The overall savings, included in lower wire and connecting costs, will affect every network outlet, plus non-network stations which are occasional users of wire line service. All radio wire line costs effective Feb. 1 will be paid on a new base of $8 per airline mile, as against the former rate of $8 per airline mile for high fidelity service.

Will Help Small Stations

The $2,145,000 reduction applies to estimated expenditures by national networks of $3,000,000 a year for a Long Line service, and of an additional $2,000,000 spent for regional and other remote service through Associated Bell Companies. The overall reduction runs in the neighborhood of 25%-30%. It was estimated, though the precise figures aren’t down the line must await the adjustment and filing of tariffs by AT&T and the Associated Bell Companies.

It was said at the FCC that one direct effect of this rate reduction will be to promote wider small station use of the networks. Until May 1942 stations wanting to make use of network programming occasionally, were subject to a 30-day contract. In May a one-hour per day rate was introduced for casual users. This served to promote the airing of public interest programs by small stations but the rates were still regarded as high for small operators.

Under the new rate structure, reductions have been effected all along the line, ranging from 40-50% in individual cases covering all schedules. Now small stations will be further encouraged to avail themselves of such public interest programs as the networks are willing to make available, according to FCC sources.

Selling Job Remains

This important step does not relieve the selling and radio station managers, however, for the problems of selling national advertisers on the use of local stations and the willingness of the networks to underwrite their stations still remain.

Revised rates cover Schedule A & B line users whose frequencies range from 100-5,000 cycles, Schedule C users who are limited to a frequency range from 200 to 3,500 cycles, Schedule D users who require special transmission without supervision or special operations for occasional use within the 200-5,000 cycle range, and Schedule E which covers talking circuit users.

Schedule A users may now obtain service for 16 hours per day at the rate of $6 per airline mile instead of the former $8. Each additional hour per day has been reduced from 15 cents per mile per month to 10 cents.

Schedule B Cut 25%

Under Schedule B, hour programs will be transmitted at the rate of 15 cents per mile per hour instead of 20 cents as heretofore.

Each additional 15-minute period or fraction thereof, consecutive with the initial period will be charged at the revised rate of 3 cents instead of the former 5-cent rate.

Rate charges under Schedule C for 24-hour service have been reduced from $5.50 to $4 per airline mile per month. Those using less than 24 hours a day between noon and 9 p.m. have been reduced from $3 to $1.50 per airline mile per month for the first hour. Each additional hour will be charged at the rate of 25 cents per airline mile for hours per day instead of the former 50 cents.

Cost of service for hours between 9 p.m. and 9 a.m. will be charged at the rate of 75 cents per month for the first hour instead of $1.50. Each additional hour will cost 20 cents instead of 25 cents.

Rates of Schedule D call for 10 cents instead of 15 cents for the first hour or fraction thereof and each additional period will be charged at the rate of 3 cents instead of 3 cents. These are all inter-exchange channel per airline mile costs.

Changes in the rates of station connections are as follows: Schedule A users (16 hours per day) must now pay $75 per month instead of the former $125. Each additional hour per day is to be charged at the rate of 15 per airline mile per hour instead of $50 as heretofore.

Hourly connections operating under Schedule B are to be charged at the rate of $20 per month instead of $30.

Under Schedule C, each bridge-

‘Command Performance’ Costs Army $25,480 Year for Music

LATEST application of the AFM recording finds musicians who formerly donated time and talents on Command Performance U. S. A., government-produced weekly shortwave transmitted program for overseas servicemen, now charging the Army $24.50 per man. This is for a three-hour session, including rehearsal time and the 30-minute performance.

During initial 42 weeks, when series was produced by radio branch, Bureau of Public Relations of the War Dept., no charge was made by musicians for their services. Gesture was widely publicized at that time as an AFM contribution to the war effort.

Costs Army $25,480

With production of the program shifting to the Army Special Service Division Nov. 30, the situation took on a different aspect. The AFM cancelled that particular contribution to the war effort and prevailing contract rates were put into effect by Los Angeles Local 47.

With orchestra averaging 20 men, the Army is now paying musicians on Command Performance $25,480 per week, or $25,480 on a yearly basis, to entertain soldiers, sailors and marines overseas.

In cancelling its previous contribution arrangement, Los Angeles Local 47 officials contended that the Army Special Service Division had a budget for production, and pointed out that music and talent on other transmitted shows were being paid. This stand, it is said, was with the approval of AFM national headquarters. Army Special Service Division, in addition to Command Performance, also produces the weekly halfhour variety show Mail Call, which uses a band, and Jubilee, all Negro variety program, built around an orchestra.

It was pointed out though that travelling name bands are permitted to contribute services gratis to Command Performance and other government produced transmitted programs for overseas transmission.

sion. Recent examples include Kay Kyser, Harry James and Benny Carter. Musicians Union also recognizes gratis use of remote bands in production.

Artists on the weekly Command Performance regularly receive air credit in lieu of compensation. In isolated instances, however, where credit is not specifically given, payment is made in accordance with prevailing minimum AFM rates, it was said.

Besides government shortwave programs to men overseas, military bases originating commercial programs are also subject to an AFM ruling which, in many instances, discourages sponsors from sending shows on such tours. Although there are no standby fees for these commercial bands on military-base originating broadcasts, it was pointed out that the sponsor pays a 15% fee on the overall per man, per hour, to the AFM national headquarters when orchestra plays outside the local union jurisdiction. In addition the advertiser pays an extra one-hour rehearsal time fee for travel. For after broadcast off-the-air entertainment for service-men at the military bases, the AFM one-hour overtime charge prevails.
ANA Says FCC Rule Creates Monopoly

Enforcement of Time Option Ban Would Injure Locals

A DEVASTING indictment of the FCC's chain-monopoly regulation based on the petitions that were delivered by the Association of National Advertisers last Thursday in a brief filed with the Supreme Court, it is contended that this national network business would gravitate to the highest powered stations and would tend to create the sort of monopoly the FCC contends it desires to prevent.

The brief, filed by Isaac W. Digges, of New York, ANA counsel, accompanied a motion for leave to intervene as a friend of the court in the NBC and CBS suits against the FCC chain-monopoly regulations. It was revealed by Mr. Digges that plans already are under consideration by many national advertisers to use the 30 most powerful stations (50,000-watt unlimited time outlets) and the 64 stations comprising the best coverage of the United States as a sort of "tailor-made" networks, if the option time regulation becomes effective.

Final Phase of Controversy

ANA buttressed both the NBC and CBS arguments that enforcement of the option time regulation, aside from other rules, would kill network broadcasting as it is known today. The major networks had consistently predicted that enforcement of the regulation would open the way for "fly-by-night" operators and for creation of tailor-made networks by national advertisers or their agencies.

Concurrent with the filing of briefs by the appellants, NBC and CBS, last week, the Supreme Court docket indicated argument of the cases about Feb. 10. This argument constitutes the final phase of the "life and death" controversy with the FCC which began with the issuance of the Commission's chain-monopoly regulations on May 2, 1941.

Obviating the need for Supreme Court action extending the mandate of the statutory three-judge court in New York deferring enforcement of the much-litigated regulations, the FCC last Friday announced it had, on its own motion, suspended the effective date until April 1 or the date of the decision of the Supreme Court, whichever is earlier. The previous deadline, fixed by the lower court which suspended the FCC's action last November, was March 19, upon the argument of the appeal, which was earlier.

Stations Intervene

ANA's brief contended that the regulation was invalid and that there was no finding by the Commission that public interest required its enactment. The brief cited that ANA's membership comprises not only important users of broadcast advertising but many potential users of the medium. It cited compilations made by Publishers Information Bureau and Broadcasting that members of ANA placed with the networks 72% of gross business of the networks in 1940.

ANA brought out that it had procured written consent of all the parties to the litigation for filing of the brief as a friend of the court. The court presumably will act on the motion prior to scheduled argument. Opposing the network appeals are the FCC, as the respondent, and MBS, which has intervened in the Commission's behalf, as it did in the lower courts.

Brie f's in support of NBC's position were filed by Stromberg-Casson, as licensee of WHAM, Rochester, and Woodmen of the World Life Insurance Society, as the then licensee of WOW, Omaha. Both of these networks are Red outlets, respectively, joined in the original NBC litigation in the lower courts.

Nets Depend on Options

Mr. Digges argued that the record is barren not only of substantial evidence but even of a scintilla of evidence to support any finding that "wholesale destruction of radio stations' freedom to contract for time options will not deal a damaging blow to network broadcasting.

To the contrary, said the brief, common knowledge and experience well accepted in advertising, merchandising and distribution, and generally known as a fact in the experiences of the broadcasting industry itself, establish that "the network system of broadcasting is dependent upon the ability of networks to obtain options for radio time from their affiliates".

Despite the fact that these economic considerations, inherent in the placement of advertising contracts, easily could have been ascertained upon inquiry by the Commission, "the Commission nevertheless issued no invitation to the advertising community, as represented by buyers of radio advertising, to present evidence to the Commission," ANA contended.

Practical Impact

ANA argued that comprehension of the facts was essential to an understanding of the "practical impact" of the option rule upon the business of national advertisers. Most significant was the disclosure that business would gravitate to the 30 most powerful stations in the United States—the 50,000 watt outlets— if the option rule became effective, and to the 64 stations which cover 100% of the population most economically. These 64 outlets have a time cost of $12,015 as against $4,778, which would have to be spent for the same time on the air on 160 stations to reach only 84.1% of the population.

Thus, it was pointed out that

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Petrillo Pulls Dance Remotes From Blue Network and CBS

AMERICAN Federation of Musicians last Wednesday ordered all remote dance band pickups off CBS and the BLUE network, which filed their part of their program schedules with a variety of studio programs and, on the BLUE, with some recorded programs. Move was made by the national AFM to speed a settlement of a dispute between the Pittsburgh local of the union and WJAS and KQV, affiliates of CBS and the BLUE respectively, in that city.

The Blue Network's KEZT, Idaho Falls, haduring the KQV's October election, broadcast events of the dance band off the station. Mr. J. B. H. Bremen, it was explained at AFM headquarters in New York that with the expiration of the stations contract with the Pittsburgh local, the union had asked that the staff musicians at KQV and WJAS be employed for more weeks each week three years which were formerly. Mr. Bremen, the union reported, not only did not agree to these demands but presented a counter proposition that the annual term of employment for these musicians be shortened.

Commenting on the AFM action last Thursday, Mark Woods, president of the BLUE, described network as the "innocent but injured party in the current ban against broadcasting of dance bands from remote pickup points issued by the AFM." Pointing out that the dispute is a local one to which the BLUE is not a party, "the network as a matter of fact employing musicians under terms completely agreeable to the union," Mr. Woods said: "Not only is the network penalized by conditions beyond its control, but 145 independent American broadcasting stations, affiliated with the BLUE network are also penalized because one BLUE affiliate has differences with the musicians organization."

Dance Pickups Affected

Only the dance pickups were affected, it was understood, with the BLUE to be permitted to broadcast the Boston Symphony Orchestra, pulled, remote pickup light in the air and CBS to be allowed to broadcast the New York Philharmonic on

New Developments

As Senate Group Awaits AFM Plan

Petrillo Invokes Old Tactics In Denying Net Remotes

THE PETRILLO music situation remained in a state of suspended animation, while the Committee Interstate Commerce Committee awaits receipt of "demands" from the AFM international board for removal of the transcription-money ban.

Two developments during the week, however, were pointed to as additional examples of the arbitrary mailed-fist methods of James C. Petrillo, AFM president, despite his testimony to the Senate committee a fortnight ago to the contrary. Petrillo's action in jarring remote bands from CBS and BLUE is today, because of the controversy of WJAS, Pittsburgh, with the AFM local, and the disclosure in Los Angeles that the Army is planning to use the AFM for the Command Performance program, aroused considerable interest.

Uses Old Tactics

Chairman Clark (D-Idaho), of the Senate committee, said plans for resumption of the broad-scale inquiry into AFM would not be developed or considered until the AFM received the AFM proposal [BROADCASTING, Jan. 18]. Meanwhile, he introduced a resolution in the Senate to continue the life of his subcommittee for the duration of the new Congress. Approval of the resolution is regarded as automatic. All existing resolutions expire Jan. 31 under previous Senate action, unless renewed prior to that date.

Meanwhile, argument was set for today (Jan. 25) on the AFM motion to dismiss the new anti-trust suit filed by the Development of America for broadcast against AFM, based primarily on the recording ban, pending before Federal Judge John P. Barnes in Chico. Petition to dissolve the AFM if the motion is refused, regarded as likely in the light of developments, the case will be heard Feb. 8. Last October, Judge Barnes dismissed the original suit, filed and argued by As-

(Continued on page 44)

Sunday even if the dance bands were still off the network. The CBS remote action, it was reported, developed after Mr. Brennan, he was to come to an agreement with his local on demands for an increased allotment for musicians on the CBS outlet. WJAS, Mr. Brennan, is understood to have contracted a station for $19,000 per year for the station, with the union demanding $22,000. He has paid $10,000 for KQV. The negotiations reached an impasse, with the result that Petrillo ordered the built-in, resorted to customary tactics branded by industry as a secondary boycott.
RUMORS flew thick and fast about impending changes on the FCC in the wake of the almost unanimous action of the House last Tuesday voting out the Cox resolution for an investigation of the organization, personnel and activities of the FCC, with Chairman James Lawrence Fly the principal target, but with the whole Commission branded by Rep. Cox (D-Ga.) as “the nastiest nest of rats in this entire country.”

While confirmation of reorganization plans was lacking in official circles, there cropped up rumors, repeatedly heard in the past, that Chairman Fly might be given another Government assignment. Setting this, however, was the observation in informed circles that such a development was unlikely, now that an inquiry had been ordered.

No comment whatever was heard from Chairman Fly following the almost unprecedented House action and the vitriolic attack upon the chairman and the Commission by Rep. Cox, but the atmosphere around the Commission was charged. While the Commission has been attacked many times before in Congress, there had never been such a sustained denunciation of it since its creation in 1934.

To Name Counsel

The select committee, headed by Rep. Cox himself, probably won't get under way until about mid-March, according to the Georgian.

The first order of business is selection of counsel—whom Judge Cox said would be outstanding—and of a chief investigator. It will be a thorough-going job, he said, and will delve deeply into every aspect of Chairman Fly's stewardship, of FCC operations, of purported "gypsy" tactics, of alleged Governmental taint and, in effect, every charge levelled against that body since its creation.

Chairman Cox said he would call his committee together this week to go over the preliminary matters and determine the size of the initial appropriation. It is thought a fund of about $35,000 to $40,000 will be sought. He asserted the committee was interested in maintaining "free speech, free press and free radio."

In addition to normal functions of the FCC, its war activities will be covered, insofar as they may duplicate functions of the military, which presumably includes such operations as the Domestic Broadcast Intelligence Service.

Judge Cox said a number of attorneys were being considered for the key post of chief counsel but that no final order of business the following day, heard Rep. Cox denounced Chairman Fly as "the worst bureaucrat in Washington." Preceding Rep. Cox (R-N.Y.), ranking minority member of the Rules Committee, had supported the resolution. (Text of speech on page 41.)

The skids were greased and efforts, ascribed to the FCC, to amend the resolution to encompass a broad-gauged investigation of the broadcasting industry, fell completely flat. Only when a member heard when Speaker Rayburn called for the vote and he promptly appointed the committee.

On the committee with Chairman Cox will be Democrats, Hart, of New Jersey, and Magnuson, of Washington; Republicans, Wigglesworth, of Massachusetts and Miller of Missouri (a first-termer). A full staff of attorneys and investigators will be retained, according to Judge Cox.

While the inquiry is directed only against the FCC and the stewardship of its members, it was stressed during the debate in the House, and separate committee hearings have been opened by Rep. Cox, that the inquiry is primarily a facts-finding process, with no intention of singling out individuals or organizations.

The hearing on the FCC's record-breaking 1942 appropriation was held Jan. 15, with Chairman Fly, according to reports, questioned rigorously about such matters as well as normal FCC expenditures. The full Appropriations Committee has served notice that it proposes to slash non-war expenditures and to inquire closely into the war-related activities of Governmental agencies outside the military.

The fact that the FCC seeks an ordinary appropriation for normal activities of $2,000,000—equal to that of last year—has occasioned some comment, particularly in the light of the sharp reduction in normal activities, studies and investigations.

At the last hearing before the appropriations subcommittee, voluminous data and salary and transfers, on other normal expenditures of the Commission, and on draft deferments and personnel was reported by Rep. Cox.

Wigglesworth, it is understood. The report has spread that the FCC has sought and procured as many draft deferments, per capita, as any agency of Government.

Other members of the subcommittee have not been identified particularly with radio matters, but all are attorneys. The committee was regarded as a capable and effective one. It will constitute the only select committee of the House conducting a special inquiry at this time.

Preparatory to getting the inquiry under way, Rep. Cox desires to exchange counsel and investigators who will ferret out material upon which to base the study. The committee has broad powers and the right to subpoena records, books, papers and persons, and is empowered to require testimony under oath. The committee is ordered to report to the House during the present Congress the results of its investigations "together with its findings and recommendations as it deems desirable."

Actually, there were no state.

(Continued on page 46)
Radio Does Big Job for Government

Network Allocation Plan Is Used Effectively to Reach Millions

By SEYMOUR MORRIS
Chief, Allocation Division, Domestic Radio Bureau, OWI

MOST people are probably not aware that this country has just weathered an unprecedentedly highest traffic on the radio and bus systems in large part to the two-week radio campaign on "Don't Travel at Christmas" which was carried on the Air War Information Network, Allocation Plan in the period Dec. 7 to Dec. 20.

Scientifically Scheduled

Many other media were, of course, used in this campaign—some of them quite successfully. But no medium was used as radio was used—with a series of messages scientifically scheduled across all types of programs, hammering away on the same point, and each one of these messages directed to approximately one-third of the homes in the country.

Furthermore, probably no other medium delivered a "Don't Travel at Christmas" message with such impact as radio messages on this subject. For in the great majority of cases this appeal was not simply a bare statification, but either an effective dramatization of the subject or a fervent plea from one of the country's best known radio personalities.

The message reproduced below is a typical example, and is significant because it indicates so clearly how a proven advertising technique lends itself to a Government campaign.

Who Are We? (Doubling) (On filter) Ready with your answer. (Pause) I'll ask you a question in a moment. But first, I want you to know about this Christmas time—knowing that when you do your part, you're doing a great, great service for America, and for your family. Your part is to be our conductor, and may mine a final visit with Duke before he departs for the war. Everyone is doing just such much equipment for transportation. What we have cannot be replaced. It must last us throughout the war. The major portion of that equipment must be reserved for use that is essential to war. Moving troops—shipping tanks—guns—food! Getting workers in vital war industries from one spot to another. The equipment that is left must be rigidly conserved. Conserved for important business trips—emergency speck calls crossing the ocean, the land, and London. Between now and the end of the war. So don't travel this Christmas time unless you must. Remember—some soldier may miss his last visit home, if you're occupying a seat on a bus or a train.

What Can Be Done

The above message is not cited as an "outstanding" example of the kind of messages which network advertisers are regularly delivering for the OWI under the Network Allocation Plan. It is presented rather, as an expert, workmanlike example of what can be expected when the best commercial writing talent in the advertising business tackles the war messages which are regularly assigned their programs by our office.

This particular message was carried on a daytime serial which was broadcast over two different networks the same day to a total audience of 12.1 (coincidental rating). In addition, the OWI got 64 other radio programs within the previously mentioned two-week period. Assuming minimum duplication, every radio family in the country heard a "Don't Travel at Christmas" message somewhere around 4.3 times. In view of this, it is no wonder that on some railroads during the holiday period traffic was actually below the 1940-41 level. And over the country as a whole there were no serious tie-ups and no breakdowns, as had been feared.

The "Don't Travel" campaign will be picked up again in the near future, inasmuch as railroad and bus traffic will be an increasingly serious problem. However, the first major danger point has been successfully met thanks largely to radio's help.

Reaches Large Audiences

The Network Allocation Plan is certainly one of the most remarkable innovations in the use of radio ever devised. And it is interesting that it was suggested by the Government, not urged upon the industry by the outside. Rather, it was conceived, developed, and formally proposed to the Government by a representative group of radio people who have had key positions within the industry for the past decade.

Most of the readers of Broadcasting are aware of the mechanics of the plan. They know that every commercial network program (plus a group of sustaining programs requested by OWI) is regularly carrying war messages assigned by OWI on a certain percentage of its broadcasts.

Essentially, the factor that makes this plan such an innovation is the staggeringly large audiences which it reaches every day.

We estimate that we have a total of about 90 listening units (C. E. Hooper) at our disposal every day through the programs participating in the plan during the big listening months. In general, we schedule only three different campaigns on the plan during a given week. If each of these campaigns had equal weight, they would, of course, divide the 90 points per day among them insofar as possible. In other words, each campaign would have in effect—a 30 rating program every day of the week, or slightly over 200 points in the 7-day period. And important campaigns can be scheduled for three, four or longer.

Best Testimony In Results

Aside from "special events" like a Presidential radio address or a newspaper-story campaign of almost unprecedented proportions, the Government has no other way it can reach upwards of 50% of the population of the country every single day—with subjects of its own choosing, weighted exactly as the needs justify.

But the best testimony to the soundness of the plan is not the people it reaches, but the results it has achieved.

On many of the campaigns which have been scheduled it has been impossible to check results. Many other campaigns have been carried in so many media that it has been impossible to state with finality which one was primarily responsible for the results. If it were not for Mr. Eastman's statement, we would have to put the "Don't Travel at Christmas" campaign in that category. There are some campaigns, however, which were carried on our Allocation Plan exclusively, and these tell an interesting story.

Last June the Civil Aeronautics Administration came to us and told us of their great need for young men to volunteer for their glider pilot schools. The Army was increasingly anxious to get all the glider pilots the CAA could produce, yet there was no way of securing candidates for CAA courses through Selective Service, and the number of volunteers was almost negligible. CAA had studied the problem and knew the reason why—to most young men flying a glider sounded like a rather uninspiring kind of job. If a boy was going to take up flying, he wanted to fly a motor plane or none at all.

Dispelling a Myth

In the Fact Sheet which was sent to all shows to which this message was assigned, we stated: "Let radio . . . through your efforts . . . Dispel the myth that: Although most people haven't given much thought to it, a powered plane is not the only effective type of aviation. Gliders . . . properly directed . . . are equally important: offer air-minded men a bigger opportunity for adventur-ous service.'"

After two weeks on the Network Plan, 30,000 glider pilots had been turned up, and every CAA school in the country packed to capacity. Men in charge of this operation told us later that they were frankly amazed at our ability to fill their needs in record time, since every . . . (Continued on page 42)

THAT RADIO is performing an outstanding job for the Government in disseminating necessary wartime information is graphically told by Seymour Morris, chief of the allocation division, Domestic Radio Bureau, OWI. Upon his graduation from Princeton in 1933, Mr. Morris joined Lord & Thomas and subsequently served with Benton & Bowles and Compton Adv. Inc., until March, 1942, when he became agency liaison for the OFF. The following June when OFF was absorbed by the OWI, Mr. Morris became chief of the allocation division, where he has done an admirable job in channeling Government copy through the nation's broadcasting outlets.
Like a boy and his dog...
Like Flatbush and the Dodgers...
Like Hollywood and the movies...
LIKE CHICAGO AND WGN...

The erudite call it mutuality but we say—"Some things just belong." It's that way with Chicago and WGN.

The people of Chicago are so well aware of WGN as THE Chicago station that in surveys they have chosen WGN "Chicago's outstanding radio station."

The advertisers in the Chicago market have also been aware of this fact for in 1942 they placed more local and national spot time on WGN than on any other two major Chicago stations combined.
Coca Cola Plans Third Blue Series
Local Bottlers to Buy Time For Afternoon Program

A THIRD NETWORK program, sponsored by Coca Cola Co., Atlanta, will be launched Feb. 8 on the BLUE when the company presents Songs by Morton Downey Monday through Friday from 3:30 to 3:15 p.m. The number of stations on which the program will be aired depends on the number of bottlers who arrange to sponsor the shows in their respective cities. Contracts now in their hands will be delivered to the D'Arcy Adv. Co., agency in charge, which in turn will make formal arrangements with the BLUE.

Prior to the start of the new show, which also will feature Ray mond Epstein's as well as two other circuit talks were scheduled last week. On Tuesday, Keith Kiggins, vice-president in charge of stations of the New York division, outlined the future show to BLUE affiliates, explaining to them how Coca Cola was responsible for production and talent, and the bottlers for the time.

Bottlers Enlisted

The second closed circuit talk, unique in that it was a campaign to enlist the bottlers' support of the program, was held Jan. 20 with bottlers in the same cities invited to preview the show by the sponsor and station managers of BLUE affiliates. Talks were presented by Mark Woods, president of the BLUE; Harrison Jones, chairman of the board of Coca Cola; Mrs. Alfred J. Mathes, president of the American Legion Auxiliary in Indiana; and Representative Earl Long of Louisiana. Misses by representative housewives and_rating experts who set forth the necessity for such a new type of afternoon radio show.

Coca Cola also sponsors the Sunday afternoon Pause That Refreshes on the Air on CBS, as well as Victory Parade of Spotlight Bands on nights weekly on the full BLUE network.

Humphrey's Drive
HUMPHREY'S HOMEOPATHIC Medicine Co., New York, which on Jan. 4 started a campaign on five Eastern stations for its drug product, has added three New England outlets. Contract for 24 weeks calls for five announcements from five to seven times weekly on WOR, WNEW WBAL WCAU WBEN WCC WDRK WJJK WCCO WSTP WCAU WRC WBM. Agency is Meann-Erickson, Chicago.

WSAP Opens Feb. 1
WSAP, Portsmouth, Va., which has postponed its opening a number of times due to technical difficulties, expects to open Feb. 1. Wsap will operate with 250 watts on 1490 kc., and will be affiliated with Mutual. Portsmouth Radio Corp. is owner.

4,400,000 Radio Sets Sold in 1942
Bringing U. S. Total to 59,340,000

Despite the fact that the War Production Board ordered the cessation of all radio set production last April when all radio set plants were converted to a production of 2 billion dollar military production program, the total number of radio sets in use as of Jan. 1, 1943 rose to 59,340,000, according to estimates by O. H. Caldwell, editor of Radio Retailing Today. During 1942 the number of radio sets sold totaled 4,400,000, including 350,000 auto radios and 500,000 sets exported.

Mr. Caldwell estimates that the total bill for radio during 1942 amounted to $290,000,000, which included $203,000,000 in time sales by broadcasters, $40,000,000 talent costs, $225,000,000 for electricity, batteries etc. to operate receivers, $136,500,000 for 5,000,000 radios sold at retail. His year-end statistics follow:

CIVILIAN RADIO SALES, 1942

<table>
<thead>
<tr>
<th>Number</th>
<th>Retail Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,400,000</td>
<td>$154,000,000</td>
</tr>
</tbody>
</table>

Total sold, 4,400,000; Auto radios, 350,000; Home radios, U. S., 3,550,000; Total tubes, U. S., 87,700,000; Tubes, 34,700,000; Tubes, replacements, 55,000,000; Phonograph records, 110,000,000.

ANNUAL U. S. RADIO BILL

<table>
<thead>
<tr>
<th>Sales of time by broadcasters</th>
<th>$203,000,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talent costs</td>
<td>40,000,000</td>
</tr>
<tr>
<td>Electricity, batteries, etc</td>
<td>225,000,000</td>
</tr>
<tr>
<td>Radio parts, supplies, etc</td>
<td>58,000,000</td>
</tr>
<tr>
<td>Radio sets exported</td>
<td>70,000,000</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$802,500,000</td>
</tr>
</tbody>
</table>

RADIO SETS IN USE, JAN. 1, 1943

| U. S. homes with radios | 30,800,000 |
| Secondary sets in homes | 16,600,000 |
| Battery portables        | 5,130,000  |
| Auto radios              | 5,700,000  |

Total sets in use, U. S. 59,340,000

Pillsbury Spots
PILLSBURY FLOUR MILLS Co., Minneapolis (flour) has placed participating announcements, two to six weekly, starting Jan. 18 on WCAO WEEI WHEN WGAQ KRLD KXYZ KYMO WTMJ WCCO KSTP WCAU WRC WBGM. Agency is Meann-Erickson, Chicago.

Everglow Extends Spots
EVERGLO VITAMIN Co., New York, which entered radio a few months ago with a spot campaign on WLIR, Brooklyn has extended the announcements for its vitamin product to 15 stations in the Eastern area on a basis of 10-295 times weekly. Agency is Director & Lane, New York.

BLUE BILLINGS UP 22% DURING 1942

GROSS TIME sales for the BLUE during 1942, its first full year of operation as an independent network, has amounted to $82,493,000, representing a 22.74% increase over BLUE billings in 1941 which totaled $65,866,190.

Sales of one-man shipping bills of $1,000,000 or more on the BLUE for their accounts during 1942 are: J. Walter Thompson, $1,423-288; Young & Rubicom, $1,423-288; Wade Adv. Agency, $1,271; J. Walter Thompson, $1,185-219; Maxon Inc., $1,030,288 and Roche Williams & Cunyngham, $1,015,698. The ten leading advertisers last year on the BLUE were:

- Sterling Drug Inc., $1,710,654
- American Home Products, $1,645,883
- Miles Labs, $1,271,077
- Ford Motor Co., $1,171,626
- General Mills, $1,163,935
- Coca Cola Co., $887,274
- Sun Oil Co., $786,219
- Carter Products, $578,191
- American Tobacco, $501,448
- Swift & Co., $404,205

Brisacher in N. Y.

R. T. Van Norden, vice-president of Brisacher, Davis & Staff, San Francisco, has been placed in charge of a New York office for the agency, which will be set up in the near future at an unnamed location. The agency will hereafter be known as Brisacher, Davis & Van Norden, it was announced. According to Mr. Brisacher, the New York office is being opened to facilitate service to the growing number of Pacific Coast manufacturers who are already conducting market research in the hope of national distribution after the war.

Spots for Shreddies
NATIONAL BISCUIT Co., Los Angeles, Calif., in a 10-week campaign which starts Jan. 25 will use a total of 55 dramatized one-minute transcribed announcements on 55 stations. List includes KNX KFI KJH KPO KQW KBS KVIN KIRO KXJ KXJ KXTL KXTV, but a 37-city agency is Botsford, Constantine & Gardner, Los Angeles.

KPAS Boosts Power
KPAS, Pasadena, Cal., on Jan. 14 increased its power from 5,000 to 10,000 watts fulltime on 11,000 kc. Western Electric-equipped studios are located in the Huntington Hotel. J. Frank Burke is president of Pacific Coast Broadcasting Co., operating KPAS. Local King and John L. Akerman are general and commercial managers, respectively.

ANPA Meets April 20
AMERICAN NEWSPAPER Publishers Assn., will hold its 57th annual convention April 20-22 at the Hotel Waldorf-Astoria, New York, preceded, as usual, by a one-day meeting of the Associated Press April 19.

Pabst to Place
PABST SALES Corp., Chicago (beer) will sponsor a half-hour half-hour variety program on NBC. Starting date and time period have not been decided. Agency is Warwick & Legger, New York.
How one radio station dominates its market...

**WSPA**—the Piedmont's station in Spartanburg, S. C.—is ostensibly “ringed in” by outside stations, two of them 50 kw. But people listen to programs in the prosperous Piedmont—to WSPA programs, tailored for our people, balanced by a solid CBS structure.

We knew what kind of job WSPA is doing up and down the Piedmont Plateau; we wanted to prove the kind of job we’re doing in Spartanburg.

Hooper found out. This Fall, they made 5,872 coincidental calls. Here’s what they found:

<table>
<thead>
<tr>
<th>Time Period</th>
<th>WSPA</th>
<th>All outside stations combined</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 A.M. to 12:00 NOON</td>
<td>59.8%</td>
<td>27.6%</td>
</tr>
<tr>
<td>12:00 NOON to 6:00 P.M.</td>
<td>59.0%</td>
<td>22.1%</td>
</tr>
<tr>
<td>6:00 P.M. to 10:30 P.M.</td>
<td>63.8%</td>
<td>16.4%</td>
</tr>
</tbody>
</table>

More listening to WSPA than to all outside stations combined—more on a day-and-night average by over 300%!

In the half-millivolt area of WSPA alone—exclusive of the Army Camps—are 73,670 radio homes. Retail sales exceed $100,000,000.

It’s a big target we aimed at. Thanks for helping us hit the bulls-eye.

**WSPA**

South Carolina’s FIRST station - Spartanburg, S. C.

5000 WATTS DAY * 1000 WATTS NIGHT * 950 KC * REPRESENTED BY HOLLINGBERY
WAR CANCELS OHIO ENGINEERING MEET  

ANNUAL Ohio State Broadcast Engineering Conference, usually held in February, has been cancelled this year due to the war.

Dr. W. L. Everitt, director and originator of the Conference, is on leave from Ohio State to the Signal Corps, and Director of Engineering for the NAB, who cooperated with Dr. Everitt in handling the sessions, is now with Dr. Everitt in the Signal Corps.

It is probable that there will not be another conference until after the war. According to the Ohio State announcement, the conference will probably be resumed as soon as conditions permit.

William B. Ryan Heads KFI-KECA  

William B. Ryan, general manager of San Francisco's KFI and KECA, has been appointed general manager of KFI-KECA, Los Angeles, effective February 15. Earl C. Anthony, head of the Los Angeles stations, announced.

Mr. Ryan succeeds the late Harrison Holliway, who died last Sept. 23. For the past several months, stations have been operating under a three-man board, set up under direction of Mr. Anthony.

Well known in Pacific Coast radio and advertising, Mr. Ryan became manager of KGO after serving as sales manager of NBC, San Francisco. Previously he was with Foster & Kleiser Co., outdoor advertising firm.

Mr. Ryan was one of the first executives named to the BLUE network, and his afternoon program was first heard on February, 1942. He will continue his San Francisco activities until appointment of a successor, Mr. Anthony said.

Richardson on Flight  

EXCLUSIVE story of the night, Jan. 16 was related by Stanley F. Richardson, manager of the NBC London office, in two NBC broadcasts. The following night, Sunday, Mr. Richardson was heard on NBC 11:01-11:05 p.m., reciting his eye-witness account of the flight. He was the only American broadcast to witness the bombing. He re-told the story Jan. 18 on the NBC All-Star program of the night.

Furniture Discs  

CHARLES MICHELSON, New York, radio transcription firm, has been appointed to handle sales of My Prayer Was Answered, program now sponsored on 66 stations by as many furniture stores belonging to the Retail Furniture Assn. Broadcasting department now plans to air the program on a weekly basis for a 39-week period. Other members of the furniture group may assume sponsorship of the program shortly.

Two Join F & P  

DAVID G. JONES and Jones Sevorn have joined the New York sales staff of Free & Peters, station representative for newly formed company from formerly business manager of WLAW, Lawrence, Mass. and account executive of N. W. Aver & Son, Philadelphia, while Mr. Sevorn is a former member of the sales staff of the St. Louis Post-Dispatch and recently at the affiliated station, KSD, St. Louis.
TIED FOR

1

AT IN BOSTON
From 8:30 a.m. to 9 a.m.

PERCENTAGE
OF LISTENERS . . . . 27.5%

According to the Hooper "Continuing Measurement of Radio Listening" report (June 15th through Sept. 1942) of seven Boston stations.

THIS is the story of an independent radio station that is doing a single-handed job in Boston . . . a station that by sheer popularity, and without benefit of network, is a major factor in this market. WORL is the station to watch . . . . WORL is the station to use. It's "Boston's Best Buy."

WORL

THIS LITTLE BUDGET WENT TO THE "920 CLUB"
List of Surplus Equipment Is Made Available to Stations

FCC Catalogs Results of Nationwide Survey of Supplies, With Supplements to Be Issued

SURPLUS equipment held by standard broadcast stations as well as stations which are not currently operating was announced last Friday by the FCC in announcing results of a nationwide survey. Catalog of Surplus and Salvageable Equipment", the bulletin will shortly be distributed to interested Government departments, inspectors-in-charge of regular and sub-field FCC offices as well as to a list of 124 broadcast stations located throughout the United States and its territories to provide the possible geographical distribution.

Since the material assumed greater bulk than anticipated, it will not be possible to distribute one copy of the list to each inspector. Inspectors centrally located stations have been named in each State where the 1,100-page manual is to be kept available to those interested.

Types of Equipment

Equipment covered in the manual appears under the following headings: Antenna Equipment; Transmission Line and Coupling Equipment; Transmitters and Associated Equipment; Audio Equipment (not included in transmitters); Measuring and Maintenance Equipment; Fabricated and Raw Materials; Receiving Equipment; Recording Equipment; Tubes, all kinds; Quartz Crystals; Miscellaneous Equipment.

As soon as the Manuals are ready for distribution a copy will be sent to each inspector-in-charge of each station. It is the hope of each inspector-in-charge of the FCC's radio districts, in the FCC's Washington office and at the stations covered by the list that they will be used. These stations were selected, it was explained, to provide the "best possible geographical distribution". Stations in any given city were determined by the alphabetical order of the standard station in the alphabetic call-letter order.

Stations which do not choose to accept the responsibility for the manual will have it passed on to the next station in that city according to alphabetical order. The FCC urges that those interested in getting actual materials personally instead of attempting to correspond with the stations or the FCC, since this would impose "an unreasonable burden".

Since questionnaires received later than Jan. 12 were not tabulated, the FCC advises owners whose equipment is not listed to wait for the next survey. In fact the FCC recognizes that the value of this type of informational service depends on its being up-to-date and assures that this will be done. Catalogued equipment disposed of through sale or otherwise should be taken off the list and the FCC requests such transactions be reported promptly.

Mr. Lewis

A reading of the results from questionnaires mailed Nov. 20 to the nation's 8,000 licensees including all except ham has been made. These figures are not figures able to show how many standard broadcast stations among others responded.  

Complete Manuals are available at these stations:

Alabama: WAPI, WALA, WCOV; Alaska: KFQD, KMFA, KTVN, Arizona: KOY, KTUA, KYM; Arkansas: KFW, KARK; California: KSHL, KIEM, KARM; Colorado: KKGN, RFJZ, KGHP; Connecticut: WDDC; Florida: WJAX, WDBO, WTA; Georgia: WBFJ, WAPL, WCD; Hawaii: KTOU; Idaho: KIDO, KSEJ; Illinois: WVTC, IWO, WCRI, WQNL; Indiana: WOGC, KRNT; Iowa: KGNO, KELO; Kansas: KSHB, KSPA; Kentucky: WAVE, WPAD; Louisiana: KAL, KQFM, KRMF, WAX, WBF, WABE; Maine: WABI, WJFR; Maryland: WABQ, WMAR; Massachusetts: WMOH, WMB, WBB; Michigan: WABC, WQXR, WBOC; Minnesota: KDAL, Mississipi: WCBI, WJXJ; Missouri: KBBR, WED; Montana: KGGB, KFBB, KGEZ, KJRF; Nebraska: KWMM, KGB, KFAR; New Hampshire: KNOH, KOHL; New Mexico: KQGM, KSFR, KSM; New York: WCBS, WABC, WOR, WOR; North Carolina: WIGE, WJDF, WNCN; Ohio: WCGB, WXW, WNCN; Oklahoma: KFYV, W铕; Oregon: KLBC, WQQR, WQRM; Pennsylvania: WPNP, WRK, KQEN, WKP; Puerto Rico: WPRP; Rhode Island: WPRO, WRI, KQAM; South Carolina: WSCC, WCOB; South Dakota: KGBB, WYX; Tennessee: WAP, WIBR, WBBQ, WLC; Texas: KKL, KBRO, KARA, KUS, KFYO, KGGL, KABC, KFWT; Utah: KUUA, KUS, KUAA; Virginia: WVL, WBV, WVAH, WJLN, WJHT, WDBN, WYAH, WJAX, WCMB, WQUG, WVTB; Wisconsin: WTMQ, WQOA, WGR, WNB; Wyoming: KFIL, KQ NY, WNYO.

Cudahy Sprouts

CUDAHY Packing Co., Chicago, has placed a varying schedule of 400 w. on WBBM WIND WGN WLS WAIT for Old Dutch Cleanser. Agency is Grant Adv., Chicago.

W. B. LEWIS GIVEN NEW POST AT OWI

WILLIAM B. LEWIS, chief of the OWI radio bureau, was promoted to the post of director of the OWI domestic branch, assisting Gardner Cowles Jr., domestic editor, in the formation of plans and production. No successor for Lewis was named to Lewis' post and meanwhile Douglass Epstein will serve as acting chief.

In this capacity, Mr. Lewis will absorb the planning function of the bureau under Drew Dudley becoming chief of the campaigns. James Allen continues as assistant director of the domestic branch except for duties assigned to Mr. Lewis.

UNION PROTESTING AIR TIME DENIAL

DIFFICULTIES encountered by the Transport Workers Union, New York, in attempting to buy time on network TV stations on behalf of higher wages for New York subway workers may lead the organization to take the matter to the FCC, according to Chief of OWI, Admiral William D. Leahy, New York, agency handling the account.

The union started a weekly quarter-hour on WLDB, Brooklyn, Jan. 10 [BROADCASTING, Jan. 18] but so now has been asked to purchase time on other New York stations. Outlets refusing to sell time, on the grounds that the sub-contractor is too commercialized according to the agency, are: WHN WOR WAB WCX WQR WJZ NEW.

WHN however has offered a one-time half-hour broadcast free of charge, on the condition that it be in the form of a debate giving both sides of the issues. The union will probably take advantage of the offer. Negotiations are under way for the two other stations, WEVD and WOVD, neither of which has received the request for the time, and WINS have not so far been approached on the matter.

The union has sought to buy time for a twice-weekly quarter-hour program, preferably in the 7-9 p.m. period. Current series on LPW presents addresses by union officials and representative citizens. Michael Quill, TWU international president appeared on this broadcast.

Buffalo Hearing

HEARINGS on a renewal of license by the Buffalo Broadcasting Corp. operators of WKBW-WGR, Buffalo, were conducted in Washington last Friday by the FCC. No evidence was heard and the Commission was hearing. The record is open until March 1 for further witnesses and exhibits.

New Soup Tested

QUAKER OATS Co., Chicago is testing its new soup in the Milwaukee market with six participating announcements on Nancy Grant on WTMJ, Milwaukee. The product is being packaged in yellow, green pea and navy bean varieties. Agency is Sherman K. Ellis & Co., Chicago.

Standard Brands Plans New Drive

Effort to Plug New Vitamin Product in Midwest States

IN A CHAMPIONSHIP announcement as one of the "most intensive advertising and sales promotion campaigns in the history of the drug industry," Standard Brands, New York, is launching its new (in six states) vitamin and mineral tablet product, recently announced by the company.

Mr. Lewis

In charge of the campaign will be the Charlie McCarthy-Eddy Bergen program, sponsored on NBC by Standard Brands for Chase & Sanborn coffee. Stams will be advertised on the show in the six selected states, effective Feb. 28. Announcements will also be carried daily on the company's NBC serial program The Nutcracker, where special announcements will be placed on leading CBS, Mutual and Blue stations in the area.

Bowman Promoted

Coincident with the announcement of the Stams campaign by Ted Bauer, Sales Manager, New York, agency handling the charge, it was reported that the pharmaceutical division of Standard Brands has been reorganized under the direction of Charles L. Bowman. John LaWare, formerly in charge of bulk vitamin sales in Chicago, becomes sales manager of bulk products, while John W. Cis,, sole owner, will continue in charge of bulk products on the Atlantic Coast, becomes sales manager of consumer products. According to Mr. Bowman, other pharmaceutical products will be added to the company's drug line in the near future, while the distribution of Stams, now marketed through chains and service wholesale, of drug stores, will be widened to a national basis in a short time.

KGF Joins Blue

KGF Coffee, New York, has joined the Blue Network as of January 15. The station operates on 690 kc, with 500 w. night and 1000 w. day power.

M. M. BLINK, co-owner of Standard Radio, has left for the West Coast to confer with Jerry King, his partner, concerning future plans of the firm.

Essential Men

PAUL V. McNUTT, War Manpower chief, urged all oc- cupations and functions to take pride in their perform for last week when he said: "Although a great deal of emphasis has been laid on the fact that essential workers are vital to war production they will still much work ahead in registering this fact with the public, and with the workers themselves. Occupational deferment usually indicates that a man is making a more valuable contribution to the war, right now then, if he were in uniform."
The Pacific Coast is one market—in 1943 sell it as one market!

1. COMPLETE COVERAGE: Recent mail patterns show that Pacific Blue's 13 stations deliver primary coverage, day and night, of the counties where 95% of the Coast's retail sales are made.

2. READY-BUILT PROGRAMS: You can buy a sales-proven program on 13 Pacific Blue stations for as little as $246 (time and talent). On nine California stations for only $150 (T and T).

3. GUARANTEED TIME: Pacific Blue protects your program investment by guaranteeing your time against preemption. Many guarantees are on a 52-week basis. You retain the time you buy on Pacific Blue.

4. RATE ECONOMY: Pacific Blue costs 20% less than any other Coast network offering comparable facilities. See Pacific Blue Rate Card No. 2 for new discounts and rebates.

As 1943 opens, 70 accounts are using regional network radio to sell the Pacific Coast the way it can best be sold— as one market.

These 70 advertisers realize that Pacific Coast network radio provides the largest circulation at the lowest cost per thousand of any medium they can buy.

They know that network radio is the medium for instant and complete coverage of the West's highly-paid war industry workers. That network radio is the only regional medium that provides a monthly check on the net circulation of their advertising.

That network radio's priority on the finest available time periods guarantees maximum results from their radio expenditures.

Increasingly, Pacific Blue is the network regional advertisers are buying. Since August 1 more new regional accounts have started on Pacific Blue than on any other two Coast networks combined. These are a few of the reasons—

The Pacific BLUE Network

Hollywood, Sunset and Vine • San Francisco, Taylor and O'Farrell • REPRESENTED BY BLUE SPOT SALES — New York • Chicago • Detroit

BROADCASTING • Broadcast Advertising

January 25, 1943 • Page 17
Thanks, Thanks, Always Those Thanks

Courtesy, Perhaps, Can Be Overdone on the Air

Editor’s Note: Customarily, contributed editorials carry the by-line of the writer. The contributor of this column, a well-known newspaperman and after a radio news editor, prefers to remain anonymous, because of his present government connection.

"THANK YOU Mister! ..."

More and more radio listeners to the courteous side to thank sponsors, commentators, performers and anyone else within mile distance. For what!

This writer is thinking particularly of the vast numbers of news commentators who graciously consent to interpret the news (at a stipulated price, of course) for the multitudes. And when they finish the bit the announcer comes in with: "Thank you So-and-So." Courtesy is good stuff. A bit of it in our daily lives helps to keep the rough edges off war jitters. But on the air mike courtesy goes a long ways.

They Depend on Radio

With a nation fighting for its very existence the people are entitled to know what’s going on. They turn to their radios to hear the commander-in-chief. They listen for news on the war's progress because they know radio comes through. What’s more they depend on radio for war news.

When American forces invaded North Africa Nov. 7 the world was electrified as the first bulletins were broadcast. Regularly scheduled programs were interrupted as developments unfolded. Millions sat up late that night, ears glued to the radio. It was news that bolstered morale back home. It was news a world had been awaiting.

One thing marred the whole occasion for radio listeners. Following a time-worn custom announcers came in with: "We wish to thank the sponsors of Blank, Blank and Blank for relinquishing their share of the night that we might bring you this important news."

A few weeks ago when President Roosevelt’s New York Herald-Tribune Forum talk was aired by NBC a certain pride welled in the hearts of millions as they thrilled to the National Anthem following an inspiring talk. Then came the awful truth! Hardly had the strains of “... the land of the free and the home of the brave” faded when listeners learned that a sponsor had relinquished part of his time that NBC might bring them the President’s voice! At least so the announcer said in thanking the sponsor.

Have we reached the point where an address by our President depends upon the whims of a sponsor or two... where advertisers must be thanked publicly because they “relinquish” their time that important news affecting an entire world might be broadcast ... where commentators deserve a vote of thanks for earning a living?

Darn nice of the sponsors to sacrifice their regular time for the President! Kind of the advertisers to give up their spots for news of utmost importance! Most delightful of the commentators to devote a 15-minute period of their daily lives to interpret the news as they see it!

They'll Gladly Cancel

A consistent listener soon gets the impression that the foregoing is true; that radio and its advertisers are conferring a great favor upon the public by letting them in on what’s going on.

Actually such conditions do not exist. On the contrary there isn’t a radio timebuyer who wouldn’t gladly cancel his program for the President or for important war news. Chances are that he’d gladly cancel his contract if radio carried his show in preference to the President or vital news. And if it were necessary he’d willingly pay for the time consumed by broadcasting such events.

No, the United States of America is not a Republic in which the votes of Democracy are deeply rooted. The answer to this mad scramble to thank this firm and that and individuals lies in radio itself.

We cannot criticize the commentators because they are publicly thanked for doing a job. Don’t forget the announcer reads prepared copy and chances are the agency writer tossed in that “thank you”. Still adhering to hide-bound tradition which originated some years ago radio clings to the format of thanking sponsors, commentators, performers and anyone else on the least pretext.

Let’s look at this mic courtesy from today’s viewpoint. What’s the listener’s reaction? The sponsors who were so lavishly thanked the night of Nov. 7 should thank God that we had an Army capable of invading North Africa and carrying the war to our enemy. They should be thankful that they can advertise their merchandise and enjoy the fruits of a Government of the people, by the people and for the people.

They Want to Listen

Why should announcers thank commentators? The new men should thank the public that commentators are privileged to expound their own interpretations. When a million or so Americans tune in a commentator they don’t do it because they were ordered to listen. They want to listen.

Let’s change the script. Make it read, “The such-and-such program sponsored by So-and-So, which was canceled tonight, will be heard at the usual time next week.”

If we have any thanks to toss around let’s thank God for America and a Free Radio.

“Thank you Mister!”

CN Disc Series

WEST DISINFECTING Co., Long Island City, has signed for a five-minute program on XOK, St. Louis, titled Fact Or Fantasy, for CN Disinfectant. Program features stories of mental and psychic phenomena and is produced by Basch Radio Productions, New York. West will place another program on a station in the New York area in February. Company has used spot broadcasting on a limited basis for several years. Agency is Alfred J. Silverstein Inc., New York.

DR. L. D. LEGERE MEDICINE Co., St. Louis (poultry, livestock remedies), has started a three-weekly quarter-hour series on WLS, Chicago, featuring Doc Hopkins and Karl and Harry. Agency is Pondrom & Collins, Dallas, Texas.

Kyser’s Cutlery

IN RESPONSE to an appeal for knives for soldiers in the Solomons, made by Kay Kyser on a recent NBC College of Musical Knowledge program, a deluge of cutlery of all types and descriptions is pouring into his NBC headquarters in San Francisco. The campaign, titled “Send a Knife and Save a Life”, was suggested by Frank Martellini, San Francisco restaurant man, who thought it might be possible to get many kitchen knives could be put to better use in Guadalcanal.

CONTRACT for CLASSICS to be sponsored by a dry cleaning chain, Blau & Sons, Long Island City, for a daily hour of music for 13 weeks on WLIR, Brooklyn. Approving are WLIR Saleswoman Sylvia Ansen, who handles the account, and Louis W. Berne, WLIR sales promotion manager. Commercialize emphasize wartime conserva-
WE'RE IN THE
Black MARKET
Yes! RIGHT IN THE HEART OF IT!

* BELOW AVERAGE
* AVERAGE
* ABOVE AVERAGE

DECEMBER FORECAST
United Business Service...Boston

Your schedule should be on
the only CBS AFFILIATE in more
than 200 miles.

Ask ANY JOHN BLAIR MAN!

CENTRAL SALES OFFICE
805-806 TOWER PETROLEUM
BLDG., DALLAS
KEN L. SIBSON, GEN. SALES MGR.
Three Radio Cases
In Supreme Court
Network, Clear Channel and Petroillo Ban Are Pending

THREE important radio cases—network monopoly, clear channel breakdown and the Petroillo recording ban—now are before the Supreme Court by virtue of the action of the highest tribunal last Monday in approving the FCC's petition for review of the NBC-KOA clear-channel breakdown case.

Previously the court had accepted for review the appeals of NBC and CBS from the decision of the statutory three-judge court in New York upholding the FCC's network monopoly regulations now tentatively scheduled for argument Feb. 10.

The Dept. of Justice has asked the highest tribunal to review the action of the Federal District Court in Chicago, but this proceeding has been reopened before Federal Judge John P. Barnes.

KOA Hearing

In granting the FCC petition for certiorari in the KOA case, it was indicated argument would be heard during the second week in March. William J. Dempsey, former FCC counsel, has been retained by the Commission to argue the case.

The U. S. Court of Appeals for the District of Columbia, in a split opinion last September, reversed the Commission's decision allowing WHDH, Boston, to operate full-time on the 850 kc. channel, resulting in the breakdown of that frequency through duplicated operation. Subsequently, the Commission assigned WJW, Akron, to the frequency and authorized its removal to Cleveland, but this matter was set down for rehearing by the Commission Jan. 13 on motion of NBC [BROADCASTING, Jan. 13].

New Class of Stations Covers Civil Air Patrol

CIVIL AIR PATROL stations to be used during emergencies were established last week by the FCC, which modified its radio emergency rules. The Civil Air Patrol established by the Director of the Office of Civilian Defense, provides forest patrol, courier service, disaster relief, rescue missions and training aircraft and ground personnel. The new class of stations, designated by the Commission to be used exclusively for its essential communications except when use of such station is under military control, will operate on the ultra-high frequencies now available for War Emergency Radio Service.

All Civil Air Patrol stations will be licensed within a State in the name of a WPA Commander, who supervises the State branch of Civil Air Patrol. A Communications officer will direct actual operation of the stations.

LIPSTICK BARRAGE was bestowed upon Mr. Amplistat's cheeks and forehead by the feminine staff members of WAGA, Cleveland. "Mr. A" is Maurice Condon, publicity and promotion manager of WAGA, whose cracks at radio cliches have amused the readers for many months. Now he is entering the military service and will devote his devastating talents to embarrassing the Axis countries.

Educators Ask Radio to Cooperate
In College-Level Program Analysis

WITH universities and colleges facing curtailment because of the war, the Assn. for Education by Radio and the National Assn. of Educational Broadcasters shortly will survey the industry to determine the extent and effectiveness of "university level" broadcasting.

Little thought has been given to programs in the university level category, according to Maj. Harold W. Kent, president of AER. The two organizations list as college level broadcasts programs dealing with research and interpretation in the fields of Government, music, international affairs and literature which are intended either for listeners whose interest and background are on the college or university level or for the college classroom itself.

Classified as university level programs are Invitation to Learning, The Inter-American University of the Air, Lands of the Free, Of Men and Books, symphony music and others of that nature.

Report Forms Available

In an effort to analyze university level programs now on the air to ascertain their effectiveness in filling the anticipated gap brought about by war conditions, the AER and NAEB will ask broadcasters to fill out report forms which are to be mailed them. Network programs are not listed unless they are originated by the station which makes the report.

Information requested by the educational groups includes program title; whether it is sustaining or commercial; under whose auspices it is presented; what the sponsoring agency hopes to achieve through the broadcast; whether the program is planned jointly by sponsor and station; sources of content; writer, producer, whether professional, students, faculty members or volunteers; program subjects, such as philosophy, music, literature, science, government, etc.; type of presentation, whether dramatic, roundtable, lecture, music; how long program has been on the air, how and by whom is promoted or sponsored; concrete evidence of achievement of purpose, and how it is measured, whether Crosley, registration, mail, phone, student response.

When the results of the survey are tabulated the AER and NAEB believe they will be able to ascertain how educators can utilize present programs to the fullest extent and how radio might be better used for educational broadcasts. The survey will be conducted under the direction of Michael B. Hanna, general manager of WHCU, Ithaca, N. Y., and chairman of the AER survey committee.

Nicht in King Features Post, Includes INS Sales

FRANK J. NICH'T has been promoted to the post of general sales manager of King Features Syndicate, International News Service and International News Photos, according to an announcement this week by J. V. Connolly, President of King Features Syndicate. This appointment consolidates and coordinates the selling activities of the sales staffs of all three syndicates, including the radio division. Erich Brandeis, veteran King Feature promotion manager, was named chief of the promotional department of all three syndicates.

Offering Records

STUDIO RECORDS Inc., new recording firm in New York, has mailed offers to radio stations promising two records per week for $1.50, with no contract necessary. Letters say tunes are played by a CIO orchestra.
Man has created no more productive, no more gigantic constructive project in entire history than TVA. It is a vast fountain-head of power, welling forth its energy in a mighty surge. The materials it has in use would build eight Boulder Dams. Sixty per cent of all the electricity needed to carry on our vital aluminum industry is supplied by TVA.

Here, in this great power generating center, WLAC sits astride the area responsible for its very being. With 50,000 watts, its signal is heard far and wide throughout this industrial mecca ... serving the thousands upon thousands of men and women who are working night and day, turning out the power we need for victory.

That’s why we say ... WLAC is the industrial gateway to the rich Tennessee Valley.
Burch Shot Down by Japs
Details of Radio Engineer's Death in Action
Last Year Just Disclosed

INFORMATION that Maj. Joseph A. Burch, former consulting engineer for RCA, met death in a plane shot down by Japs over Soerabaja, Java, in the Dutch East Indies, has just been received by Broadcasting. Although the War Dept. notified Maj. Burch's family on Feb. 3, 1942, that he had been killed in action details were not available until disclosed by the Rev. W. W. Patterson of Minneapolis, who recently returned from Java.

He was stationed in Java as a communications expert when a wave of Japanese planes attacked the city and shot down the plane in which he and fellow officers were just taking off.

Maj. Burch was commissioned in the Army Specialist Reserve in March, 1941, and was on hand in Tehran, Iran, when that country was occupied by the British and Russians. He restored communications traffic to normalcy within three days. In World War I, Maj. Burch served overseas as sergeant and radio operator in the Signal Corps.

Born at Valley Mills, Tex., in 1899, Maj. Burch became a railroad telegrapher at 14 and at 16 was a radio operator on sea-going vessels. He later took up radio and electrical engineering and built the first highpowered radio transmitter at Halifax, N. S., for United Press.

He is survived by five brothers, two sisters, and his mother, whose home is in Waco, Tex. Three brothers are connected with radio: H. B. Burch, with CBS New York; H. A. Burch, Army Air Forces, McDill Field, Fla., and Leo S. Burch, Office of the Chief Signal Officer, Washington.

Minwax to Expand
MINWAX Co., New York, completing plans for national distribution of Preen floor wax, will expand radio advertising to new markets. Second station to be added Feb. 16, when the company starts a weekly participation in Nancy Booth Craig's Woman of Tomorrow on WJZ, New York. Minwax introduced the product to radio six months ago, using three participations weekly on WTIC, Hartford, in a test campaign. Firm continues on WTIC. Minwax has used some spot broadcasting in the past for other products. R. T. O'Connell Co., New York, handles the account.

Radio Is Allotted Oil For Non-Heating Uses
BROADCASTING and radio communications centers are classified as essential users of fuel oil under Petroleum Administration Order No. 5 issued Jan. 18, and are entitled to unrestricted use of fuel oil for non-heating purposes.

Essential users of oil for non-heating purposes must file a schedule of needs with the Petroleum Administration for War's New York and regional offices. Application under the new regulations, which do not affect oil rations for heating, must be accompanied by a statement that the non-heating allotment will be used exclusively in the essential operation.

Alice Hughes to WMCA
ALICE HUGHES, columnist of King Features Syndicate, and formerly heard on WINS, New York, for Rogers Department Stores, has moved to WMCA, New York, starting off Jan. 25 with two sponsors for a day of a similar program, A Woman's View, Hygrade Food Products, New York, sponsors Miss Hughes Sunday, 7:45-8 p.m., for meat products, while Phil Cooper, New York cleaning establishment, uses the 9-9:15 a.m. period Monday and Tuesday. Series is heard sustaining at that time Wednesday, Thursday and Friday. In addition to news of general interest to women, Miss Hughes will feature "Crusades" relating to various phases of the war effort, such as food prices. Business was placed direct by both accounts.

Latin American Drive
NORWICH PHARMACAL Co., Norwich, N. Y., last week released an extensive Latin-American campaign for Pepto-Bismol and Unib:entine, using transcribed announcements on nine stations in Cuba, Puerto Rico and Panama, in addition to concentrated newspaper advertising in those countries and Bermuda. The radio schedule got under way last week, with announcements on five chain outlets in Cuba, three in Puerto Rico and one in Panama. Norwich has not used radio in Latin America for several years. Export Adv., New York, handles the account. Domestic Advertising, handled by Lawrence C. Gumbiner Adv., New York, may include spot broadcasting early this year.

Westman to ASA
HAROLD P. WESTMAN, formerly secretary of the IRE, resigned last week to devote full time to the American Standards Assn., working on war standards for radio. Mr. Westman had been active in IRE's standardization work for 14 years, and more recently had been on loan to ASA on a part-time basis.

Canadian radio producers, entertainers and artists now in the Canadian Army, include Capt. Geoffrey Whitehead, band leader; Capt. Robert Farnon, arranger and soloist; Capt. R. Purdy, producer, owner of R. Purdy Production Ltd., Toronto; Sgt. Jimmy Shields, tenor; Srgt. Russell Titus, baritone; Srgt. Frank Shuster and Srgt. Johnny Wayne, comedy duo.
It's in the Record...

— For all-round usefulness, NBC THESAURUS has "what it takes": Variety of top-notch talent that the Program Director demands—Ready-built programs that help clinch time sales for the Sales Manager—Recording quality to delight the ears of the Engineer—"big names" that bring smiles and renewals from Sponsors—and Economy that any Station Manager will approve.

—To give new zest to your 1943 program schedule and new enthusiasm to your staff, choose—

NBC THESAURUS
A TREASURE HOUSE OF RECORDED PROGRAMS

Radio-Recording Division • National Broadcasting Co.
New York • Washington, D. C. • Chicago • Hollywood, Cal.
EDWARD PETRY, former manager of the Bulova radio account, has organized Edward Petry & Co., an exclusive national representative of stations, with New York offices headed by Henry Chrislul, Chicago offices by Edward Voswirk and San Francisco offices by J. R. Doig. Mr. Voswirk has resigned as Chicago manager of Scott Howe Bond Inc., and joining him in the new Petry organization is George Kercher, former radio editor of the Chicago Evening Post and later with NBC, Chicago. Mr. Petry announced that his firm will represent the following stations: NFB, Dallas; WBAI, Fort Worth; WWIN, Kansas City; KSU, St. Louis; KPH, Wichita; WMSB, New Orleans; WSM, Nashville; WYR, Bismarck, N. D.; WMJ, Milwaukee; KSL, Salt Lake City; WBRC, Birmingham; KTHS, Hot Springs, Ark.; KLZ, Denver; WSB, Indianapolis; WMC, Memphis; and WWJ, Detroit.

H. L. PETTYE, who was radio director of the Democratic National Campaign Committee, was named chairman of the committee in charge of radio for the Roosevelt inauguration March 4, working under Rear Admiral Cary T. Criswell, the dignitary chairman. Mr. Pettye has been mentioned as a probable successor to the Radio Commission post left vacant by the resignation last summer of Mart. Gen. Charles M. Saltzman, chairman.

FRANK M. RUSSELL, NBC Washington vice-president, has announced the acquisition by NBC of a five-year lease on WMAI, Washington, effective Feb. 1. The deal was made with M. A. Leese, owner of the station, and WMAL, will be linked as the NBC Blue Network outlet. Mr. Russell announced that Vincent F. Callahan, his assistant, has been commercial manager of WRC, and Kenneth H. Speckley, WRC manager, will take full charge of WMAI.

FULFILLING the mandate of the NBC St. Louis convention in November, to engage a man of commanding stature to represent in its copyright fight, the NBC has retained as counsel Newton D. Baker, noted Cleveland attorney and Secretary of War during the Wilson Administration.

FEDERAL Radio Commission records as of Jan. 1, 1933, show that there are 30 stations licensed to educational institutions of which 12 sell time. Of the original 80, some 20 voluntarily assigned their licenses to commercial enterprises, and were deleted because of voluntary abandonment, and about a dozen were deleted for cause.


KGW, Portland, Ore., last week premiered its own "soap opera" House Divided, which tells the story of an average American family in which the mother remains at home to care for young children while the father is in the Army. Program is broadcast Monday through Friday on a sustaining basis. Script is by Henry M. (Hank) Norton, former conflict writer of KGW; producer is Homer Welch.

Emil Brischauer & Staff, claims that the program, which has not missed a single week in ten years, is the oldest continuous radio feature on the air.

A new contract for broadcast purposes, which will reproduce lateral-cut records and transcriptions at either 78 or 33 1/3 r.p.m., is announced by RCA Victor Co. for outright sale to stations. The apparatus was originally developed for NBC.

RADIO SALES Inc. has been formed as a subsidiary of CBS to handle national spot business for stations operated by that network. Roger T. Vernon is in charge at New York offices of CBS, and Robert F. Stephenson is in charge in Chicago.

A test conducted by the Denver Post, which omitted radio program listings for several days, led to such a deluge of telephone inquiries both to the newspaper and local radio stations that those that were reinstated and more space devoted to radio.

WACU, Philadelphia, celebrated the New Year with the opening of new studios and general offices in its own building at 1652 Chestnut St., to be known as the WACU Bldg.

NEGOTIATIONS are underway for the sale of WBO, Baton Rouge, La., to a corporation controlled by Charles P. Mangare, publisher of the Baton Rouge Advocate. Val Jensen is present owner.

DR. ALFRED N. GOLDSMITH, vice-president and general engineer of RCA, and formerly president of the Institute of Radio Engineers, has resigned effective Jan. 24 to enter private consulting engineering practice in New York.

WALTER PRESTON has replaced Keith McLeod in the music department of NBC's program division, Mr. McLeod having resigned.

ARTHUR J. KEMP, formerly an account executive with the Rodney E. Boone Organization, newspaper representatives, has been appointed advertising manager of KFI, Los Angeles.

HASSEL SMITH, formerly with the McCann Erickson and Brannan Loomis agencies, has been appointed commercial manager of KFRC, San Francisco. Rush Hughes and Wm. Louthian are leaving WFRG to join NBC.

CHARLES W. PHELAN, of the Yankee Network, has applied to the Radio Commission for a new station in Portland, Me., to operate with 500 watts on 1340 kc.

WILLIAM ROUX, formerly assigned to the advertising manager of L. Hamblerger & Co., Newark, has joined the sales promotion staff of NBC in New York.

DON BECKER, radio writer, has rejoined WLT, Cincinnati, and is writing a new detective series titled Kent-rod Unolved Mysteries.
Purley Programs

EVA LeGallienné, actress of the British and American stage, starts in a quarter-hour murder-mystery series started on BLUE, Jan. 17, titled Horror Inc. Works of classic authors such as Edgar Allen Poe, Bulwer-Lytton, and others are related by Miss LeGallienné, who dramatizes the more thrilling moments of the tales in monologue style. Mort Lewis, radio writer, collaborates with the actress in preparing the broadcasts.

The Reporting Game
CONTESTANTS are cast as cub reporters in a quiz show now heard on NBC. The "city editor" recites a news story, and then selects a contestant to handle the assignment. Money prizes are awarded to those who show the best powers of observation and memory. Guest star each week is a real reporter, who relates his most interesting story. Additional feature is a musical assignment, requiring participants to piece together a story from the titles and lyrics of music played during the program. Frances Scott conducts the NBC program, named Let's Play Reporter.

Humor in History
DAYS in 1609 when Kingston, New York, was made a trading post by Henry Hudson, come to life in a new weekly quarter-hour comedy skit, Sophie & Josiah, on WKNY, Kingston. Featuring local historical events chiefly of early 1900's, Sophie Miller, script writer of the station and author of the show, dips into ancient newspapers and directories for names and addresses of one-time livery stables, blacksmith shops and old newspaper offices.

War Weapon No. 1
TO INCREASE understanding of the place of food in the war, CBS has started a new series, Food and the War, Wednesdays 4:30-4:45 p.m. Interviews with authorities on food production, shopping, marketing, rationing and other consumer food problems are scheduled. Recently interviewed were Roy Hendrickson, director of the Food Distribution Administration, and C. W. Kitchen, assistant director of FDA.

To Point the Way
PRESENT TREND toward religion and the part spiritual life takes in the war emergency is recognized in a new 16-minute weekly series on WOSH, Oshkosh, Wis., Books That Point the Way, featuring reviews of religious books by Rev. Jesse Findall Peirce of the local Congregational Church. The Oshkosh Library is cooperating with the project.

Eyewitnesses
EYEWITNESS accounts of servicemen on the war fronts will be aired on Jerry Belcher's interview programs Tuesdays and Saturdays, 6:30 p.m. on WCKY, Cincinnati.

Final Exams
GRADUATION of the radio class in nutrition, an experiment in public education added last November to Carlton Frederic's program, Living Should Be Fun, on WMCA, New York, is scheduled early in February. Enrollment has jumped from 300 to 5,400. Listeners were invited to enroll as regular students. Tests based on the broadcasts of the five-weekly series have been mailed each week to students. Their answers are graded and these tests, plus a final examination this month, determine those who will receive the special diplomas issued by the station.

Safety in Industry
TO BUILD listener interest among war workers, to whom Men, Machines and Victory on BLUE is largely directed, a feature has been added whereby a "Safety Ace" is selected each week as one who has made an outstanding contribution to the safety of his fellow plant workers. Poster picture of the first winner will be distributed widely throughout war industries. Series, which is presented by the War Production Fund of the National Safety Council, has been extended for another 13-week run, the fourth since its inception early last year.

Air Cadet Show
FEATURING Army Air Forces cadets in training at Minter Field, Calif., weekly half-hour musical program titled Flying High was started on Don Lee network Jan. 20, Wednesdays 4:30-5 p.m. (PWT). Under supervision of Col. Pyle, commanding officer, show will be written by Corp. Howard Baum, with Pvt. Dave Sodfeld, formerly of KFRC, San Francisco, as announcer. Warrant Officer Harold Hines is musical director, with Corp. Paul Frey as vocalist. Program is to be shortwaved via KWID, San Francisco, to the AEF.

Musical Quiz
A MUSICAL QUIZ for soldiers, What's Your Name, Soldier? weekly feature of War Bond Section of the Eighth Service Command on WFAP-WBAP, Dallas - Fort Worth, WOAI, San Antonio and other Texas Quality network stations, gives soldier audiences a chance to identify song titles. Prizes of War Stamps are offered. Music is provided by the Fifth Ferrying Group Orchestra from Love Field under the direction of Master Sgt. Frank Malone.

Home Ec Series
HOME ECONOMICS problems in war are considered in a Saturday morning program on KYW, Philadelphia, titled Living in Wartime. Leading home economists of the nation will participate in discussions of dehydrated foods, make-over meals, rationing and the rubber situation. Series is under the direction of Dr. Holman White, of the Pennsylvania State Education Assn., and William C. Galleher, educational director of KYW.
**CBS SHIFT SENDS WOOD TO CAPITAL**

ROBERT S. WOOD, assistant director of CBS news broadcasts in New York, joined CBS Washington last week as director of public affairs in the capital city, Paul W. White, CBS director of news broadcasts, announced.

Mr. Wood will direct all news, public affairs and special events broadcasting which originate in Washington. Effective Feb. 1, Ann Gillis, director of CBS special events in Washington, will resign. Eric Sevareid remains as chief correspondent of the CBS Washington bureau, relinquishing his administrative work owing to the pressure of broadcast duties.

To replace Mr. Wood, Everett Holles, CBS night news editor, has been named. Harry Welting becomes night news editor.

Mr. Wood is a native New Yorker, educated at Cornell U and graduating from the U of Toronto. After service in World War I with the Royal Air Force, he remained on the continent as a newsman with the London Times. Returning to the U. S., he joined the New York World, successively becoming reporter, rewrite man, copy reader, foreign correspondent and assistant managing editor. When the Evening World expired, he started Radio Guide in 1931, remaining until the start of the New York World’s Fair in 1933, when he became assistant director of radio.

**Fry Leaves NBC Feb. 1; Ray Named Successor**

WILLIAM B. RAY, manager of the press department of NBC-Chicago has been appointed news and special events director of the central division to succeed Kenneth D. Fry, who has resigned, effective Feb. 1, to join the Overseas Branch of the OWI. John F. Ryan, NBC news editor, will take over his duties as press department manager.

Mr. Ray joined NBC in 1934, coming from the news staff of the Chicago Evening Post. In 1937 he was named press department manager. Mr. Ryan, formerly with the Chicago Times has been in the NBC press department for the last four years.

**Linkletter Pleads**

PLEADING GUILTY to charges of falsely claiming U.S. citizenship, Arthur G. Linkletter, San Francisco freelance announcer and m.c., is at liberty on $2,500 bail while his case has been referred to a probation officer at his request. Linkletter was indicted last Dec. 9 by a Federal grand jury [BROADCASTING, Dec. 21]. At that time he issued a statement that he was an adopted child and hadn’t learned of his Canadian birth until Aug. 16, 1942. Department of Immigration officials testified, however, that his college enrollment records showed his Canadian birth several years ago.

**NOTICE: Radio Station Managers!**

**“NAME THE TUNE CONTEST”**

and

**“NAME THE BAND CONTEST”**

Copyrighted in detail and available for use only in certain localities

apply to

Holder of Copyrights

HOWARD W. DAVIS, Smith-Young Tower, San Antonio, Tex.
Operator's Rules Are Eased by FCC

Radiotheory Test Waived For Limited License Holders

HOLDERS of restricted radiotelephone licenses may operate stations of 1000 watts maximum power without passing examinations in radiotheory, the FCC ruled Jan. 19 in adopting Order 91-C, further relaxing wartime standards for broadcast technicians.

The order, adopted at the recommendation of BWC, will remain in effect until further notice, the Commission said, indicating that emergency technicians may be employed at least until the manpower problem is overcome.

FCC's latest action waives the compulsory theory examination that previously had limited tenure of emergency permits to six months. It also widens the field of operations for limited permit holders, allowing them to work at any 1,000-watt outlet in addition to Class IV (local) stations.

The order also provides that holders of any commercial license may be employed at any broadcast station so long as at least one first class radiotelephone license holder is on the staff, and that holders of restricted license may be similarly employed, provided that they pass a special radiotheory test similar to the examination for a Class A (the most difficult) amateur license.

In issuing the order, which superseded the earlier Order 91, 91-A, 91-B, FCC explained that military needs has decreased the number of operators qualified for station posts, and that a shortage had resulted.

Movement for revision of Order 91-B, adopted in May, 1942, authorizing employment of limited permit holders at Class IV stations, arose at the 17th District NAB meeting Nov. 19-20, at Portland, Ore. Marshall H. Pengra, manager of KRNK, Roseburg, Ore., told the session that very few part-time technicians would be able to pass the theory test. A petition was adopted by the 17th District, and subsequently at other NAB meetings, urging BWC to drop the theory requirement.

KROY Transfer Approved

TRANSFER of license of KROY, Sacramento, was approved by the FCC Jan. 12, under an agreement whereby Royal Miller, the owner, makes a voluntary assignment of license to a partnership comprising himself, his wife, Marion Miller, Mr. and Mrs. L. H. Penny, certified public accountants, and Will Thompson Jr., doing business as Royal Miller Radio. Mr. Thompson is general manager of the station, while Mrs. Miller has heretofore been supervisor of operations. Under the agreement, Miller and his wife each retain 22 $\%$ of the stock; Mr. and Mrs. Penny acquire 22 $\%$ of the stock for $8,750 each; Mr. Thompson purchased 10 $\%$ for $5,000.

RCA Dept. of Information has published a 20-page booklet, "Radio and Electronics," explaining in simple, non-technical language the scientific and historical background of the Electronic Age predicted for the post-war world.

Even if you add $2 + 2$ with your fingers you can quickly prove this fact: KPO has more power than all (11) Bay Area stations combined! Then add KPO's low-cost-per-listener and complete market coverage and you'll have four good reasons why KPO is the number 1 station in Northern California.

Get the facts...and you’ll buy

KPO

50,000 HIGH FIDELITY WATTS

NATIONAL BROADCASTING COMPANY • RADIO CITY • SAN FRANCISCO
SERVICES is keynote of Home Service Daily featuring Elinor Lee, WJSV director of women's programs, scheduled for 26 weeks on Washington's CBS station by Potomac Electric Power Co. Signing the contract is A. G. Neal, president of PEPCO, with Carl J. Burkland, WJSV general manager, also seated. Standing are (l to r) H. A. Brooks, PEPCO vice-president and commercial manager; Mrs. Lee; Miss Mary Turner, director of PEPCO's home service; J. T. Terry, PEPCO vice-president.

DICK MACK, Hollywood manager of McKee & Albright and director of the weekly NBC Your Valet Show sponsored by Sentest Inc., has written a new song "When the WAACS Go Marching Along," premiered on that program Jan. 22.

GEORGE KING, co-director of Student Workshop on WLIB, Brooklyn, is author of a dramatic script, Young in Heart selected by the War Writer's Board for nationwide distribution to high schools and colleges for performance.

WARTIME PROBLEMS form a three-way basis for Home Service Daily, service-type program scheduled to begin Jan. 26 on WJSV, Washington (9:45-10 a.m.), daily except Sunday, under sponsorship of the Potomac Electric Power Co. Henry J. Kaufman, advertising agency handling the account, placed it for a 26-week period.

Menu Suggestions
Featuring Elinor Lee, WJSV's director of women's programs, Home Service Daily will be divided into three sections, an electrical equipment registry or trading post, latest rationing news and food and nutrition suggestions. Increasing scarcity of electrical appliances and replacement parts is responsible for the trading post idea. Persons who want to sell any extra devices such as irons, washing machines and such, are invited to register them with Mrs. Lee. Potential purchasers also will register their wants and the information gleaned from both lists will be correlated by a special staff at PEPCO.

In connection with broadcasting late rationing news developments, Mrs. Lee will offer suggestions for menus using foods available in Washington and vicinity the day of broadcast. When point rationing becomes effective she will announce points required for items in each day's menus. From time to time special menus tested and prepared by the PEPCO Home Service division, headed by Miss Mary Turner, will be broadcast. These will be sent in booklet form to listeners who write for them.

Special promotional tie-ins with the program are planned by the power company. A series of newspaper ads will run daily in the four Washington papers the first week the program is on the air and at intervals following. Special inserts will be mailed with electrical service bills to 200,000 customers, and announcements will be printed on the backs of bills.

Promotion Tie-ins
Counter cards calling attention to the Home Service Daily with Elinor Lee will be distributed to all electrical stores for windows and counters. Besides a street window display, planned for the entire run of the broadcast, a booth featuring pictures of Mrs. Lee will be maintained in the show-rooms of the power company, where booklets...
Local Stations Must Sell Advertisers On Ability to Do Job, Says KTSW Head

EDITOR, BROADCASTING:

Without attempting to argue a "cause", I should like to express an opinion regarding your editorial entitled "It Would Help", appearing in the Jan. 4 issue of BROADCASTING.

While your suggestion that the government supply programs for local sponsorship applies to local non-network stations, I believe many local network stations fall into the same curtained revenue classification. Such stations, for example, as those whose network contracts do not equal either their network contract time commitment or their cash outlay for network lines. To these stations, network affiliation is merely a source of program material. Their condition is not improved by the national "institutional" advertisers' policy of restricting the war-time budget to the larger markets on the perhaps justified theory that if the name is kept alive in the metropolitan market it can re-spread to the hinterlands.

Admittedly, this is a "selling" problem of the smaller stations—and we have good selling ammunition in a recent Hooper survey which showed that, on an average, local stations in a single station community can triple the national rating of a network program.

But this same selling problem would apply to any program produced by the government for local sale. We have programs with good followings for sale right now, but there just aren't the retail advertising budgets to handle these programs. No, I'm afraid additional programs "for sale" wouldn't help.

We have too many of those now. Our problem, though more acute now, is no different than it was before Pearl Harbor or will be after victory. We in the local market have got to convince the institutional advertisers today and the merchandise advertisers tomorrow to maintain their names and sell their products through the stations that serve their local customers, the owners and operators of their local outlets—broadcast their church services, high school sports contests, and community events—report their local news—help put over their community chest drives—in fact are an active part of the community. The bigger stations are doing this in their "local markets"; and the advertisers know it. The local stations are doing the same job (on a smaller scale and with a lower rate card) in their communities; the advertisers must be told about it!

J. NELSON RUPARD,
General Manager,
KTSW, Emporia, Kan.
The Bell Tolls

A LONG step toward supplying outlying stations with "casual" or intermittent network service was taken jointly by the FCC and the AT&T in effecting long lines rate reductions which would amount to 25% on network line service. The savings, it is estimated, will amount to $2,000,000 on a $10,000,000 base, which will mean correspondingly reduced overhead for network outlets generally, covering both wire and connecting costs.

Most significant is the reduction by some 50% in the cost of service for "casual" users of lines, either for one-hour or contract service. Regular network outlets benefit from $8 to $6 per air line mile. There are about 200 small stations now removed from network circuits by an average of 45 miles. It seems reasonable that some of the $2,000,000 in line costs saved could be diverted to providing intermittent service to some, perhaps all, of those outlying stations. Perhaps it wouldn't entail more than $100,000 of the savings.

Here is an instance where industry and Government have worked harmoniously for the public's benefit.

Cox's Round

IT WAS IN THE CARDS for the Cox Resolution to pass the House. The FCC has run a reckless course under the chairmanship of James Lawrence Fly. He has brooked no opposition, and went out of his way to engage in a controversy with the fiery Georgian. Now Mr. Fly must face the music, along with his majority colleagues who have rubber-stamped these unrelenting grabs for power.

We would have preferred a fact-finding inquiry looking toward new legislation that would spell out the Commission's functions and leave no room for doubt. Such a study was undertaken last year on the Sanders Bill by the House Interstate Commerce Committee. A vast amount of valuable testimony was adduced. But it got nowhere—largely because of Mr. Fly's steadfast opposition.

Dead cats aplenty will be thrown during the Cox Committee inquiry, if past performances are any criterion. That's inevitable in this kind of inquiry, which has no definite legislative objective. Members of the House have been predicting such an investigation for at least two years.

We are not sanguine enough to believe the inquiry will be confined to an investigation solely of the FCC. Brickbats will hit the industry, too. But Mr. Fly may not be able to trot out his "two New York corporation" technique, or blame it all on the NAB, as he has done so adroitly in the past.

To indulge in personalities is distasteful. We don't agree with Mr. Cox that the FCC houses the "nastiest nest of rats in the country". But we do know, by dint of years of contact and observation, that the relationship between the operators and licensees has been anything but what Cox intended and that the FCC, by slow degrees, was arrogating to itself complete control over all aspects of communications.

The temper of the House was reflected in the speed with which it approved the Cox measure. There were only two dissenting voices of some 300-odd votes. Last year the identical resolution was stymied in the Rules Committee. The Administration was against it and the House leadership thereby was impelled to withhold its support.

This time, however, it was just as apparent that the Administration did not intercede and that Mr. Fly was on his own. Evidently there had been too much complaint and Mr. Fly has been navigating in too much hot water for the White House to step in. Or perhaps the House leadership felt there was no way of holding the resolution back.

One need but look back over Chairman Fly's three years tenure to glean the reasons for the House action. The Cox incident capped the climax. Network-monopoly, newspaper divestment and the rifling of station-newspaper files, the television stockage, multiple ownership, the NAB fight, internecine strife on the FCC—all have caught up with the Commission. It has been too much of a one-man show.

Even at the eleventh hour efforts were made to head off the Cox Resolution through introduction of another proposal by Rep Sparkman, Alabama Democrat, to divert the investigation to cover the industry. It was blocked. Obviously the move had its origin within the FCC, for it dealt too intimately with industry affairs to have been born on the Hill. Moreover, Rep. Sparkman never before had interested himself in radio, as far as we are aware.

The Cox subcommittee appears to be competently manned. All are attorneys—and all but one—Miller of Missouri—are House veterans. Judge Cox is a commanding House figure and a former State jurist. Rep. Wigglesworth (R-Mass.) is well-known to radio, for he has been the most persistent Congressional critic of the FCC and the industry.

Most important is selection of competent committee counsel. A reputable and fearless attorney should be selected, one who will accept such a call from his Government.

Results, Unlimited

WITH THE NATION well into its second year of war, radio has forged ahead as perhaps the most powerful medium on the home front. In this issue, Seymour Morris, chief of the allocation division, Radio Bureau, OWI, gives a concise picture of what radio is doing [see page 10]. To quote Mr. Morris: "The best testimony of soundness of the (network allocation) plan is not the people it reaches, but the results it has achieved."

The Network Allocation Plan, now used by OWI and which had its beginning in the industry even before the war, is recognized in many quarters in Washington as "the most effective information vehicle the Government has at its disposal," writes Mr. Morris. And he pays tribute to the "imagination, technical skills and hard work of the writers, producers, sponsors and network officials."

Radio has gone along, doing its job without any thought of personal aggrandizement, interested only in winning the war. In spite of authentic statements and definite evidence that broadcasting has become a most potent medium of spreading information, a few disgruntled members of the press, living in the past, have made every effort to create disunity by ridiculing the industry. For example:

An attempt was made not long ago to discredit radio with reference to the news that American troops had landed in North Africa. A newspaper trade journal commented: "Those who are inclined to think of radio first in the field of war reporting must have been charged with first broadcasts direct from the radio correspondents with American forces in North Africa came trailing through the ether nearly a week behind the first stories filed by war correspondents representing U. S. news services."

What the trade journal failed to say was that radio gave first news of the landing to Americans and the world a few minutes after official announcements were issued at 9 p.m. Nov. 7. Major networks and individual stations interrupted scheduled programs to broadcast the White House statement and War Dept. communiqué. During the remainder of the evening commercial broadcasts were interrupted—some canceled—while radio reported developments from both Washington and abroad. The trade journal failed, also, to mention that the broadcasts heard "a week late" were not, in any sense, newscasts. Rather they were special events pickups from Africa.

We commend these facts to our newspaper colleagues, along with Mr. Morris' article. Both radio and newspapers have a definite job to do. Radio is doing its task.
A MAN FITTED to his time and to his task, a student, a philosopher, at heart a poet of mankind and, therefore, a great reporter—these were the words used by William S. Paley, CBS president, to describe Edward R. Murrow, CBS European chief, at the dinner in Murrow’s honor on his return from Europe in December, 1941.

Elmer Davis, head of the OWI, when he was a CBS news analyst, paid Murrow this tribute in an introduction to Murrow’s book, This Is London: “We who work with Murrow are keenly aware of his excellence as a reporter of pure news.”

Archibald MacLeish, Librarian of Congress, at the Murrow dinner told Murrow, “Because you told them the truth and because you destroyed the superstition of distance and of time which makes the truth turn false you have earned the admiration of your countrymen.”

All this must be deserved. It is. In the five years since Murrow became chief of the CBS European staff, stationed in London, his voice has entered into the homes and public places of the American people giving a picture of life in Great Britain during wartime that earned, and is earning, such high encomiums.

Tall, slim and dark, with an expression both keen and cultured, Murrow is perhaps the only foreign correspondent who could play a foreign correspondent in the movies and give the role all the glamour Hollywood wants. Though Murrow’s looks are a bit on the ascetic side, this is misleading as he is famous for his conviviality and for his down-to-earth love of people. The almost poetic insight into the feelings of the war stricken English that his broadcasts often evoke, is due to his spending every available moment, day and night, talking to the clerks, shopgirls, munitions workers, pub sitter’s, raid wardens and housewives all over the British Isles.

His acquaintance among the molders of Empire policy has become so great that he has been described as the best-informed American in London outside the American Embassy. The Murrow capacity for making friends has become almost legendary.

Twice bombs fell on Columbia’s London offices as Murrow was broadcasting his famous “This is London.” But he sticks to his post, for he is an almost uncontrollable daredevil. His New York superiors positively forbade him to take a cruise on a minesweeper, but he did it anyway and broadcast a description of his experiences. During the blitz on London, he spent night after night atop the roof of BBC’s Broadcasting House practicing ad lib descriptions of the flaming raids. He wanted to broadcast an eyewitness account, but the censors refused for fear his words, heard in Berlin, might be wave-baked back to the high-flying Nazi planes. So he practiced descriptions which would give nothing away and finally won permission to make ad lib broadcast.

Although Murrow is high in the esteem of the British people, many of whom have often expressed a wish that BBC had an “Ed Murrow” in America, his actions, typically American, sometimes astonish them. For instance, Paul White, CBS director of public affairs, tells of the time Murrow decided to buy a car. He window-shopped until he found a long, low-slung rakish model in a London salesroom. He simply walked in, and astonished the placid salesman by saying, “I want that car.” The salesman protested that he’d be glad to arrange a demonstration, but Murrow, in typical fashion, got in the car and drove off—“until the awed Briton finallly consented to sell it to him, untried!

Paul White also tells of Elmer Davis’ return from England after staying with Murrow during part of the blitz; Davis reported that he had never fully understood the horrors of war until he had driven with Murrow.

Ed Murrow returned to the United States in November, 1941, for a vacation and then embarked on a lecture tour of the country, speaking before workers in war plants and gatherings from coast-to-coast. At the conclusion of his lecture tour last April, he returned to London and began broadcasting regularly once again.

Always generous, Murrow donated the fee for a recent Sunday night broadcast to the Community Chest of London, C., his home town. The National Com. (Continued on page 35)

EDWARD ROSCOE MURROW
ROBERT B. STONE, program production department of GE television station WRGB, Schenectady, has been promoted to program manager, replacing John G. T. Gilmour, who has entered the Army as a first lieutenant of the Signal Corps.

CHARLES BALTIN, assistant war activities director of WHOM, Jersey City, is the father of a boy.

ALAN FREED, formerly of WKST, New Castle, Pa., has joined the announcing staff of WHG, Philadelphia, and Clare McCutcheon has joined the program department.

ALVIN BRAMSTEDT has returned to the announcing staff of KFAR, Fairbanks, Alaska, after serving with KSPO-KWID, San Francisco.

RICHARD HUBBELL, RN, and his RN, have enlisted in the Royal Canadian Air Force, stationed as radio representative at RCAF headquarters in London.

FRANK McGLOGAN, staff announcer of KSUP, St. Paul, has enlisted in the Army Air Forces.

NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBGNX is the FOREIGN LANGUAGE STATION of GREATER NEW YORK.

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

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

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

Your Best National Spot Buy . . .

CBS Script Shift

CBS' script department has been renamed the department of program writing and coming under the jurisdiction of Robert J. Landry, recently appointed director of program writing. Albert Perkins assumes the title of manager of writing staff and John C. Turner is script editor. Joseph Ruscoli, who has been writing "Our Land and Town," sketches for Camel Caravan program, last week joined the department.

JACK WAGES, announcer-producer of KOP, Phoenix, has been inducted into the Army and assigned to Fort Lewis, Wash.

CARLTON KADELL, Hollywood announcer, has been assigned to the weekly CBS Game Limited, sponsored by Lockheed and Vign Aircraft lines.

J. CLINTON STANLEY, assistant production manager of the BLUE Chicago, has been commissioned lieutenant in the Navy and reported for active duty last week.

HERBERT CHITICK, formerly of KFAR, Salt Lake City, and other Western stations, has joined the announcing staff of WDFD, Flint, Mich.

PAT FLANHARTY, announcer of WGN, San Antonio, has been assigned to handle the announcing and public relations duties for the Golden Gloves tournament on Jan. 27 and 28.

ROBERT WILLIAMS, newscaster at KSPO, San Francisco, formerly with Grant Adv., Chicago, and announcer at WGN, Chicago, has joined the announcing staff of NBC.

JACK HARRISON, formerly program manager of the WGN Chicago station, has been promoted to the new program writing role in the new program flying high which originates at the Army Air Forces Training Center at Minter Field.

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Fred Thomas to WCKY

FRED R. THOMAS, for eight years newsreader and night news editor of WLW-R. Cincinnati, on Jan. 18 joined WCKY, Cincinnati, as news editor. One of the first writers in the Crosley newsroom when it was created in 1935, Thomas had written the 11 p.m. news copy for several years. He wrote Paul Sullivan's copy until Sullivan left WLW in 1939 and subsequently wrote for Peter Grant, Jay Sims and Arthur Reilly, who have done the 11 p.m. news.

JIM VAN KUREN, announcer of OKLW, Windsor-Detroit, married Catherine Bolton, Windsor, Ont., Jan. 23.

JACK MALLOY has joined the announcing staff of WOWO-WGL, Fort Wayne.

MARCUS HARTLETT, production manager of WSB, Atlanta, has entered the services department of WSB, Boston, succeeding Dorothy Barber, who joined the WAVES.

WALT DENNIS, sales promotion manager of KVOO, Tulsa, has been ordered to active duty at Chicago, and will be succeeded by Bob Reinholdt.

ENS. W.J. P. MURPHY, production manager of KWIL, Albany, Ore., has been ordered to active duty at Chicago, and will be succeeded by Bob Reinholdt.

Walt Dennis, sales promotion manager of KVOO, Tulsa, has been ordered to active duty at Chicago, and will be succeeded by Bob Reinholdt.

ROBERT DeLANEY, new to radio, has joined the announcing staff of WFL, Syracuse.

WALTER BUNKER Jr., production manager of NBC's western division, has resigned to become assistant of the Jack Benny show for Young & Rubicam, agency placing the NBC show for General Foods Corp. He succeeds Robert L. Welch, who left last week to join the Army.

Bob Hawk, quizmaster of the CBS Thanks to the Yanks program, sponsored by R. J. Reynolds Tobacco Co., Winston-Salem, for Cornets, on Feb. 23 will become guest editor of the quiz feature in Look Magazine.

THOMAS M. BELVILO, manager of the Music Library Division of NBC, on Jan. 24 was awarded the honorary degree of Doctor of Music at the first mid-year commencement of Bethany College, Bethany, W. Va.

VALUE OF MANUFACTURED PRODUCTS

NORTH CAROLINA AVERAGE OF NINE OTHER SOUTHERN STATES

<table>
<thead>
<tr>
<th>Product</th>
<th>Value ($)</th>
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</thead>
<tbody>
<tr>
<td>Manufactured Products</td>
<td>$1420.6</td>
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<tr>
<td>(in Millions)</td>
<td>($536.5)</td>
</tr>
</tbody>
</table>

Source: Census of Manufactures, 1939

WPTF

with 50,000 Watts in Raleigh is NORTH CAROLINA's No. 1 SALES MAN

NBC - 680 KEC

FREE & PETERS, INC. National Representatives

SEND FOR THIS BOOK TODAY!

You'll want it for Facts on the big Iowa market

Here's a survey conducted by the P.D. Whon, Udo, of Wabo, covering 21 Iowa families in all 99 counties, conducted in 200 families covering 99 counties. Every executive needs it. Write for your free copy. But hurry!

Address Dept. RS,
CENTRAL BROADCASTING CO.
Des Moines, Iowa

BROADCASTING • Broadcast Advertising
January 25, 1943 • Page 33
FRANK WALSH has resigned as copy chief of Nelson Chesman Co., Chattanooga, Tenn., to become assisting advertising manager of the Chattanooga Medicine Co. Nelson Chesman will continue to handle the medicine company account, with Henry Tricehirt, agency president, and John Fontaine, vice-president, acting as media director and account executive, respectively.

WALTER KANE Agency, Los Angeles, Cal., talent service, has been renamed the Kane-Armstrong Agency. Sam Armstrong now is a partner with Walter Kane.

DIANA CARLSON, script assistant of Dick Mack, producer of McKee & Albright, on the weekly NBC Rudy Vallee Show, has joined the WAAEs and reports within six weeks.

DONALD A. BREYER, vice-president of Hillman-Shane-Breyer, Los Angeles agency, is the father of a girl born Jan. 10.


BERNICE E. NEWARK, for the past six months in the copy department of Director & Lane, New York, and previously copy writer for Halpern Adv., New York, has been named director of the copy department of Edw. Lane, who has left the agency, Samuel Howitt, freelance copywriter, has joined the copy department to handle radio continuity.

JAMES T. GALLAGHER, formerly of Gallagher & Quin and Young & Burton, has joined the copy staff of Grey & Rogers, Philadelphia.

GEORGE McGARRETT of the radio department of Young & Rubicam, New York, has been named program supervisor of that division of the agency, succeeding Harry Ackerman, who has been promoted to production chief.

JOHN M. FARRELL, account executive of Santa Fe Trailsways Bus System, has moved with the account from Ferry-Hansly Adv., Chicago, to Calkins & Holden, Chicago.

CALVIN WOOD, formerly Southwestern manager of Miller-Freeman Publications, Los Angeles, has been appointed copywriter and media director of Buchanan & Co., that city. He succeeds Margaret McDermott, former national representative.

AUSTIN PETERSON, formerly radio supervisor of Young & Rubicam, Hollywood, who has been civilian liaison between OWI and radio section of the Army Special Services Division, has been commissioned a captain and assigned to the latter organization.

GLENHALL TAYLOR, manager of Young & Rubicam, Hollywood, is in New York for conferences with home office executives.

JAMES S. MacVICKER, assistant account executive of Ruthrauff & Ayer, New York, has been commissioned an ensign in the aviation division of the Navy.

ROBERT HUEBNER, formerly of Free & Peters, Chicago, station representatives, has joined N. W. Ayer & Son, New York, as account executive.

ARTHUR KUDNER, president of Artistic Kudner, New York, has been commissioned a captain and attached to the Office of War Information in Washington.


Mr. Price insists that present experience in Canada and England does not support the belief that improved results follow where Government advertising is paid for. He believes it is hurt under our present system there is no apparent lack of advertising sufficient for the Government's purposes, and calls attention to the danger to the media inherent in the spending of vast sums for Government advertising.

Strongest protest against such a paid program is Mr. Coghlan, who points to the subsidized press of France as the horrible example of lost freedom of expression under a system where a media accepts "government continuing funds" from the State, and warns against that danger here.

Basing his opinion on a different viewpoint, Mr. La Roche believes that the Government should not pay for advertising until it has used available facilities more completely and has analyzed the total effect more fully.

Paid campaigns such as that for Army recruiting and others, he reminds, drew heavy contributions from local advertisers, and he suggests that more use be made of radio sustaining time, newspapers, prominent public figures for "exploitation purposes" and the possibility of distributing information through the house-to-house organization being set up by the OCD. Concerning freedom of the press, he believes that the press, with public support, can take care of itself. Futureresults are encouraging, he feels, because of the demonstrated willingness of the various advertising media to help, as well as advertisers who may have no goods to sell, but have brand names and good will to keep alive.

Mr. Robb, noting that the Army and Navy and their subordinate branches have employed paid campaigns, concludes that the matter of Government advertising involves only a question of why, what and how.

With a realistic approach, advertising can be applied to all Government plans and programs, he concludes and should be carried out in the same manner used by any successful business firm.

With a strictly business attitude toward the task, there would be no question of a subsidy which might be used to influence editorial expression, thinks Mr. Robb.

FIVE businessmen agree that the Government should advertise, but disagree sharply as to whether the Government should pay for it, according to a symposium in the current issue of Public Opinion Quarterly.

Supporting the view that the Government should not buy advertising are Chester J. La Roche, chairman of the Advertising Council and chairman of the board of

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49 NBC Top Commercials

Guarantee Audience

KSEI

POCATELLO, IDAHO

National Representatives

The Walker Co.

Homer Griffith Co.

In business it is intelligence that guides safely through clouded situations.

The Guiding LIGHT

Cloudy Weather it is the Beacon that Guides.

Page 34 • January 25, 1943

BROADCASTING • Broadcast Advertising
Howard Grover Gardner

New to the timebuying field but experienced in network and spot radio, Howard Grover Gardner, who recently joined Pedlar & Ryan, New York, has enjoyed a wide assignment of jobs.

During his college days at Colgate, he ran a shooting gallery, managed a miniature golf course and was messboy aboard a tramp freighter to Belgium. He was graduated in 1934 with a B.A. degree.

For the next three years young Gardner was on the auditing staff of Prudential Life Ins. Co., New York. In June, 1937, he joined NBC as page boy and six months later was transferred to the research department, where he delved into radio statistics.

In 1939 Mr. Gardner moved into the newly-created circulation department under Jack Greene, where he assisted in NBC's all-county survey studies. His colleagues included Mort Bassett, now timebuyer for Morse Internation-

Edward R. Murrow
(Continued from page 31)

community Chest had asked for a plug on Murrow's program and this was his answer.

Immediately following his graduation from Washington State College in 1930, Murrow became president of the National Student Federation. He visited some 300 American colleges and universities and travelled extensively in Europe in the two years he was with the Federation, organizing a special student travel bureau and arranging for the first international debates between American and European universities. In 1932 he joined the Institute of International Education as assistant director. He left the foundation to join CBS.

He was born April 25, 1905, in Greensboro, moving to Washington State with his family in 1916. He attended Stanford, the U of Washington and Washington State College, earning an A.B. and an M.A. with honors. He majored in political science, speech and international relations. In 1935 he married Janet Brewster, of Connecticutt, who is now with him in England.

Since his appointment as CBS European chief in 1937, Murrow's reporting has brought him much praise and many prizes. He was selected for the Overseas Press Club's first award for best foreign news coverage; his book *This Is London*, was a best seller; Kappa Sigma, his college fraternity voted him "Man-of-Year" in 1941. London After Dark, which he produced for CBS, won first award of the Fifth American Exhibition of Recordings of Educational Programs for European News held by the Ohio State Institute for Education by Radio in 1941. And the recent, highly successful CBS series from London with Norman Corwin, *An American in England*, was produced by Ed Murrow.
IREHOFF BAKING Co., Philadelphia, has launched a test spot campaign on WFIL, Philadelphia, which uses 15 live spot announcements scheduled for 13 weeks, a total of 256 spots. It is planned to extend the campaign to additional stations in the Philadelphia market. Agency is Richard A. Foley Adv. Agency, Philadelphia.

ALBERT BROWN, advertising director of Best Foods Inc., New York [Broadcasting, Jan. 18], has named J. L. Callahan to be assistant in charge of sales promotion, production, and principals of all products of the company. George H. Hageman takes over consumer media, kitchens, offices, recipe developments in charge of public relations for Best Foods.

ABBOTT DIAMINES, Philadelphia, has started a special test to see three Philadelphia stations. A series of announcements has been placed on WFL, WITW, and WCAU and, depending upon wartime conditions, will continue at least 12 weeks, along with a commentary program. Agency is Richard A. Foley Adv. Agency, Philadelphia.

SERUTAN Co., Jersey City, on Jan. 4 started a 12-week series, "Donaug," endorsed to Don Lee California stations, and in Philadelphia, on Monday through Friday, 6:45 a.m. (SPT). Agency is Raymond Specter Co., N. Y.

ALTA WINERY, Dinuba, Cal. (St. Charles wine), on Jan. 18 started sponsoring the nightly quarter-hour "Sports Page" on January WMP, Beverly Hills, Cal., at 6 p.m. with a repeat broadcast at 6:30 p.m. directed to defense industry workers. Contract is for 12 weeks. Agency is Barton A. Stebbins Adv., Los Angeles.

SEARS, ROEBUCK & Co., Los Angeles, supplementing its regular spot announcement campaign on Southern California stations, on Jan. 12 started sponsoring a five-week, three-hour week quarter-hour program, "A Week with the Air Force," to WOR, New York, and WOR, New York, at noon. No limit has been placed on the campaign. Pioneer Adv. Corp., New York, is agency.

STERRING DRUG Inc., directors' last week elected six new vice-presidents of the company which, in December proposed, 16 subsidiaries to simplify the corporate structure. Vice-presidents and their divisions are: Joseph B. Bohn, Centaur Division, New York; N. B. Maxwell, Bell Division; W. B. Caldwell Division, Monticello, II.; James N. Cott, Cottam Products Division, Bedford, Ohio; Alfred J. Burns, the Phillips Division, New York; David H. Williams, R. L. Watkins Division, Lowell, Mass.

BERKINS V. & STORAGE Co., Los Angeles, in early January increased its daily spot announcement schedule to include KZK KON KROKO/EOO as well as WKN and KOW. Firm also started sponsoring the "Blue" Stovin "Baking story," on "Blue" Star KSD, San Diego. Berkins also sponsors the three-hour, quarter-hour program of J. W. Flanagan, news analyst, on 2 CBS California stations (KNX, KFKE, KFKE, KXO, KFKE, KXO, KFKE, KXO, KFKE, KXO). Agency is Tandy Adv. Agency, Toronto.

EMPIRE GOLD & Diamond Buying Service, New York, is conducting a campaign on five New York stations, using 35 to 70 announcements weekly, for a 12-week period ending October, 1943. Agency is Carl Calman Inc., New York.

BEST YEAST Co., Toronto (Hi-De-De), on Jan. 25 started daily transcribed flash announcements on 20 eastern Canadian stations. Agency is Tandy Adv. Agency, Toronto.

W. & J. SLOANE, Beverly Hills, Cal. (chain home furnishings), placing direct, on Feb. 1 starts sponsoring a daily early morning quarter-hour newscast on KFPO, that city. Contract is for 13 weeks.

GOLDEN AGE Corp., Los Angeles (tobacco), after several weeks lay-off, on Jan. 14 resumed four times signal announcements daily on KEOA, that city. Agency is Bresnaker, Davis & Staff, Los Angeles.

PRESS GALLERIES FOR RADIO NEWSMEN AIR
MAIL CONTRACTS FOR FIVE TONS
5 YEARS OF OUTSTANDING ACCOMPLISHMENT
F. P. M. S. INC.
ARMY PAYMENT LITE
WAR DEPARTMENT
DESTRUCTION
DESTRUCTION
FUEL & T. S.
TELESCOPE IN GEAR FOR THE NAVY
REVIEW OF MILITARY PRODUCTION
L D DEMANDED

FULTON LEWIS, JR. America's most famous radio name Now on 180 Mutual Stations nightly

Five years ago Fulton Lewis, jr., stepped from his role as a Washington newspaper correspondent to the microphone at WOL. In a few months he was featured on the Mutual Network, and in a few years he has "upset more political applecarts" than any other radio personality! Congratulations to you, Fulton Lewis, jr., for a good job well done ... but not only from your millions of listeners ... but from your many sponsors for whom you have brought extraordinary results.

Fulton Lewis, jr., is still available for sponsorship in a few "open" cities at the one time quarter hour rate per week! Phone, wire, or write at once for full details to... W M. DOLPH, WOL, WASH., D. C.

ORIGINATING FROM WOL WASHINGTON, D. C. Affiliated with the MUTUAL BROADCASTING SYSTEM

BROADCASTING • Broadcast Advertising January 25, 1943 • Page 37
HITTING ON ALL EIGHT despite nationwide gasoline curtailment are these five network, agency and Union Oil Co. executives who met recently to hold a discussion of that California firm's weekly NBC Point Sublime series. Half-hour program recently entered its third consecutive year on 11 NBC Pacific Coast stations. Confabbers are (1 to r): Theodore L. Stromberger, advertising manager of Union Oil Co.; John W. Swallow, western division program director of NBC; Jack Smock, account executive of Lord & Thomas; Ed Barker, network sales executive; Alex Robb, package sales manager of NBC western division.

CARTER COAL Co., Washington, D.C. (coal), has renewed its sponsoring of the half-hour mystery drama, "The Hermit's Cave," for 13 weeks. Other Southern California radio is contemplated. Agency is W. B. Ross & Assoc., Los Angeles.

KELITE Co., Los Angeles, was placed through weeks drama, radio and television. Ralph H. Jones, manager of KQW, San Francisco, was placed through Ralph H. Jones Co., Cincinnati.

ELECTROLUX was placed with Foote Cone & Belding, New York. During Winchell’s absence his sponsor, Andrew Jergens Co., Cincinnati, substituted a three-commentator program, "Three-Thirds of the News," on Mutual Network. Confabbers are (1 to r): John Falkner Arndt, account executive, Philadelphia; Fulton H. Jones, network sales manager, New York; Robert Arndt, account executive, Philadelphia; H. Thomas, program director, NBC West Coast.

B. Jergens & Co., N.Y., is sponsoring thrice weekly Solid Safety Razor commercials. Campaign has been curtailed since the recent banning of such commercials. Agency is Neff-Rogow & Peet, New York.

MUTUAL Life Insurance Co., Chicago, has placed a five-minute series on radio, "The Old Mutual Network," in 13 time-buyers, Los Angeles, on Jan. 18. The program is under the direction of Alex Sublime series.

CLEANEIGHT, national advertising agency, Chicago, is employing thousands of sales message ring sellers in such cities as the Watts plant and depot in Los Angeles, for the promotion of Dextra detergent for bath, resurfacing, and floor care. Dextra detergents are being distributed by Neff-Rogow & Peet, New York, while the sales promotion is handled by C. B. Semler. This is in addition to the 10-hour mystery drama, "The Hermit's Cave," on Mutual Network today at 9:15 AM, Pacific, and at 12 noon, Eastern. Confabbers are (1 to r): Theodore L. Stromberger, advertising manager of Union Oil Co.; John W. Swallow, western division program director of NBC; Jack Smock, account executive of Lord & Thomas; Ed Barker, network sales executive; Alex Robb, package sales manager of NBC western division.

CANADIAN RED CROSS, Toronto (financial drive) starts on March 1 daily dramatized spot announcements on all Canadian stations. Account is placed through A. McKim Ltd., Toronto, which is one of four agencies placing advertising for the campaign.

WINCHELL RETURNS WALTER WINCHELL resumed his Sunday program, "Jergens' Journal on BLUE Jan. 24, following his return from a special assignment in Brazil. During Winchell’s absence his sponsor, Andrew Jergens Co., Cincinnati, substituted a three-commentator program, "Three-Thirds of the News," on Mutual Network. Confabbers are (1 to r): John Falkner Arndt, account executive, Philadelphia; Fulton H. Jones, network sales manager, New York; Robert Arndt, account executive, Philadelphia; H. Thomas, program director, NBC West Coast.

BRANDON RE sadly, "The Branham Journal" has been turned over to Neff-Rogow & Peet, New York, to devoting efforts to furthering the sales of the "old-fashioned" detergent. Confabbers are (1 to r): Theodore L. Stromberger, advertising manager of Union Oil Co.; John W. Swallow, western division program director of NBC; Jack Smock, account executive of Lord & Thomas; Ed Barker, network sales executive; Alex Robb, package sales manager of NBC western division.

IT'S A LITTLE KNOWN facts about business trends and how they affect the public, and is directed to employees as well as employers.

IMPERIAL MUTUAL Life Insurance Co., Los Angeles, on Jan. 18 started a six-weeks quarter-hour newscast on KFWB, Hollywood, for 13 weeks. Other Southern California radio is contemplated. Agency is W. B. Ross & Assoc., Los Angeles.

KELITE PRODUCTS Inc., Los Angeles (cement), through Little & Co., that city, on Jan. 25 starts sponsoring a three-week five-minute program "The Name in the News," on KNX, Hollywood, with transcribed version on KGW, San Francisco. Dave Valle is featured as commentator. Account is placed direct.

UNION LIFE Insurance Co., Chicago, is sponsoring a five-minute series of organ recitals by Herb Feote on WBBM, Chicago. Account was placed through Irving Rocklin & Assoc., Chicago.

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Radio Station WTJS Jackson, Tenn.

1000 Watts
1390 Kc.

A. B. ROBINSON, Commercial Mgr.

In The Sweet Buy and Buy

If you’d like that grand and glorious feeling that comes from seeing your merchandise move almost like magic, put WARR to work in this great American market. You’ll learn quickly why WARR is famous for its sales-shipping ability.

WAR

Winston-Salem, North Carolina

81 Food and Drug Firms Plug Bonds

5% of Advertising Budgets Devoted to Treasury

REVISED LIST of food, drug and other firms cooperating with the Treasury War Savings Trust, released last week by Lee H. Brit- tol, chairman of the Industry Pol- icy Committee, names 81 companies now devoting approximately 5% of their advertising budgets exclusively to War Bonds.

Campaign has been under way several weeks, Mr. Bristol said, but the number of participating companies is still expanding. He stated that space and money already contributed by the food and drug in- dustry under the plan are in a volume comparable with some of the most extensive business cam- paigns in the nation.

All Media Used

In addition to spot and network radio time, the firms include new- paper, magazine, billboard and other media in the schedule. In most cases companies are placing the War Bond advertising through their own agencies, but all copy is prepared by agencies chosen by the Industry Policy Council to insure integration of the appeal.


Sterling Products, Serlatana, Helen Ruthostin, Sales Builders (Max- Factor), Shulman, Vosco Sales, Vix Chemical, Weco Products, William R. Woods, (Schulte’s lima), Willard Table Co., White Labs, Zonite Products Corp.

Radio for ‘Marginal Americans’

ITALIAN broadcasting in Boston, says Jeannette Sayre Smith in an ar- ticle in the current Public Opinion Quarterly titled “Broadcasting for Marginal Americans," does little to help the local Italian population ad- just itself to the American way of life and to its role in the war effort, since no specific information is given on the nature of the world today and the struggle of the Democracies against Fascism. About one-fifth of the Ital- ians in the Italian North End community speak no English, and since the recent banning of newscasts in Italian short- wave broadcasting for their informa- tion, the article points out.

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Joseph Creamer, sales promotion manager. Representing films of the RKO Crossley continuing study, a recent RADIO DIRECTORS of Hollywood, the programs were sponsored by the Army-Navy Corp, for outstanding war production activities. Newly-elected Rep. Henderson H. Carson acted as m.c.

WITH proceeds being donated to Warm Springs (Ga.) Foundation, infantile paralysis fund, KOY, Phoenix, in late January released a play-by-play description of rugby match between cadets of the nearby RAF training unit. Match decided in favor of a three-game series between Scottish and English players stationed there.

SCRIPTS of Democracy's Workshop, recent series designed as report on Los Angeles school activities and presented on KNX, Hollywood, have been turned over to U. S. Office of Education for distribution nationally. Originated by Frances Farmer Walker, director of education of CBS Hollywood, the programs were written and produced by Chester Hartley of that network's special events department.

TO HIGHLIGHT its Sunday night schedule, KMTH, Hollywood, is pres- enting a series of half-hour dramatized playlets, Portraits for Amer- ica, written by Arch Oboler. Using young motion picture name talent as well as members of the station's Matinee Playhouse players, the half-hour dramatic programs are produced by Robert L. Bice.

KSO & KRNT gave Tenderoni a flying start

—Chas. H. Flanders, Jr.

As broker for Tenderoni, Charles H. Flanders, Jr., has a right to be proud of the complete distribution achieved in a very short time. Commenting on radio's part in that job, Mr. Flanders says:

"Rarely have I seen a new product take such rapid strides in Iowa as Van Camp's Tenderoni has made since last June.

"We know we have an outstanding product, but surely a good share of the applause goes to spot broadcasting on KSO and KRNT, which gave Tenderoni a flying start in Iowa.

"We cover 53 Counties and find the spot broadcasts were effective in all of them. Your stations did a lot toward getting the wholesale trade to tie up with our introductory campaign so I am sure the results for these first six months are as pleasing to you as they are to me."

KSO & KRNT
BASIC COLUMBIA 5000 WATTS
The Cowles Stations in DES MOINES

Affiliated with the Des Moines Register & Tribune
Represented by The Katz Agency

KOEX, Portland, Oregon, is to have a new home and studio.

W. Elwood, general manager, announced that the station has purchased property at 1425 SE Division Street, Portland, and that the new studio will be equipped with the latest equipment.

The move is expected to be completed within the next few months.

ADDITION OF two new programs was announced by WJWC, Chicago, Hammond this month. Features are an early-morning half-hour, broadcast six times weekly, titled "The Farm Hour," and quarter-hour newscast, five-nights weekly with Edward D. Flynn as commentator.

WHEN A HEAVY New Year's snow storm gave Brockville, Ont., a ten- day blackout because of broken electric power lines, CFLC, Brockville, was off the air. The station moved to Brockville some months ago from Prescott, Ont.

WEAKLY talks by Gov. Robert E. Baldwin will be broadcast to the people of Connecticut on WTI, Hartford and WICC, Bridgeport, while the state legislature is in session. Practice originated during the Governor's first term of office, and talks are devoted to analyzing various measures before the legislature.

A SERIES of lectures before college students in the San Francisco Bay area has been launched by NBC-KPO department heads under the direction of John W. Elwood, KPO general manager.

WLW Appointments

TWO appointments in the trade extension department, Cincinnati, have been announced by John E. Rudolph, director. John A. Tippin becomes manager of the grocery and refrigerated food industry, and Robert F. Badger heads the drug field. Trade extension department is studying ways to better service retailers and wholesalers with a view of aiding dealers in merchandising.

Radio Stars in Films

EDGAR BERGEN and his Charlie McCarthy, featured on the weekly NBC Chase & Sanborn Show, have been signed for a role in the RKO film, "Keep 'Em Singing," which goes into production during mid-January. They will be teamed with Kay Kyser, star of the weekly NBC Network program, "Paul Whiteman's Knowledge." Kyser will also be starred in the MGM film, "Right About Face," now in production. Bud Abbott and Lou Costello, on NBC, signed a new two-picture contract with MGM.

KSO & KRNT
BASIC BLUE AND MUTUAL 5000 WATTS

Represented by The Katz Agency

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WPTF's NEW STUDIOS
Station Located in Durham
Life Bldg., Raleigh

MODERN and well-planned studios have just been opened by WPTF, Raleigh, N. C., on the mezzanine and second floors of the new Durham Life Ins. Co. Bldg., a 16-story structure just completed. The station set-up includes audition rooms, audience-participation studios, a special musical studio for orchestras, and a master control room that resembles the Ritz Grill Room in its appointments. The station, an NBC affiliate, 50,000 watts on 568 kc., is managed by Richard H. Mason.

B & W Change
BROWN & WILLIAMSON TOBACCO Corp., Louisville, on Jan. 22 discontinued Plantation Party heard Fridays at 9:30 p.m. for Bugler & Sir Walter Raleigh tobacco on 66 NBC stations. The period vacated by this program will be filled Jan. 29 by the B & W program, People Are Funny (Wings King Size cigarettes), formerly heard 10-10:30 p.m. Plantation Party is a five-year-old program, having made its rounds of the air on WLW in 1938. Agency is Russel M. Seeds Co., Chicago.

Turco on Coast
TURCO PRODUCTS Inc., Los Angeles (cleaning compound), on Feb. 9 renews for 13 weeks Smile in the Morning on KECA, that city. Featured is Mark Brenerman as commentator, with Wilson Ed- wards, announcer. Firm also sponsors participation in Art Baker's Notebook on KFI, that city. Hav- ing increased its advertising budget, Turco Products will use other Southern California radio during 1943. Warren P. Fehlman Adv. Co., Huntington Park, Cal., has the account.

Record GE Orders
WAR orders totaling $2,003,083, 000 were received in 1942 including heavy demands for electronic and communications equipment by General Electric Co. compared with $1,135,837,000 in orders during 1941. The orders for 1942 represent an increase of 77% over the previous year.

AGREEMENT for NBC affiliates to expand and intensify promotional activities for public service programs was made at the first quarterly meeting of the 1943 NBC Stations Planning & Advisory Committee at Radio City (BROADCASTING, Jan. 16). Members of the committee are (standing, 1 to r): Stanley E. Hubbard, KSTP, St. Paul; S. S. Fox, KDYL, Salt Lake City; James D. Shouse (chairman for 1943), WLW, Cincinnati; Paul W. Morency, WYIC, Hartford. Seated: G. Richard Shafr, WIS, Columbus, S. C.; Arden X. Pangborn, KGW, Portland, Ore.; Harry Stone, WSM, Nashville; G. E. Zimmerman, KARK, Little Rock.

NBC Officials to Resume War Clinics
In Series of Meetings During Spring

NBC's "radio war clinics", held last year between March 16 and April 1 [BROADCASTING, March 9], proved so successful in giving network officials and NBC affiliate stations an opportunity to discuss broadcasting problems brought about by the war, that a second series has been scheduled to start Jan. 28, with 13 NBC executives making a tour of seven cities from coast to coast.

Arranged by William S. Hedges, NBC vice-president in charge of stations, the clinics will be conduct- ed as two-day sessions in selected geographical sections of the country. Full sanction of the tour has been given by the Office of Defense Transportation, although NBC is urging affiliated station officials to attend the clinic held nearest to their city to keep traveling at a minimum.

Post-War Plans
The first meeting will be held Jan. 28-29 at the Hotel Waldorf-Astoria, New York, with subse- quent sessions scheduled as follows: Feb. 1-2, Hotel John Marshall, Richmond; Feb. 3-4, Nether- land Plaza Hotel, Cincinnati; Feb. 5-6, Drake Hotel, Chicago; Feb. 9-10, Hotel Roosevelt, New Orleans; Feb. 11-12, Hotel Rice, Houston; Feb. 16-17, Hotel Ambassador, Los Angeles.

Discussions will center around increasing radio's usefulness in the war effort. Technical developments in the broadcasting field, including television and FM, will be high- lighted along with planning radio's place in the new industrial and economic post-war world.

NBC officials making the trip, in addition to Mr. Hedges, will be Niles Trammell, president; Roy C. Witmer, vice-president in charge of sales; Clarence L. Menser, vice-president in charge of programs; Dr. James Rowland Angell, public service counselor; Frank M. Rus- sell, vice-president in charge of the Washington office; O. B. Hansen, vice-president and chief engineer; John F. Royal, vice president in charge of international broadcast- ing; Charles B. Brown, promotion and advertising director; John Mc- Kay, manager of the price depart- ment; Sheldon B. Hickox Jr., man- ager of station relations depart- ment; Noran E. Kersta, director of television, and James M. Gaines of station relations.

Sanctioned by ODT
In announcing the second annual group of clinics, Mr. Hedges said: "Last year's meeting throughout the country were highly successful in producing a better understanding by network officials of the daily problems of affiliated stations comprising the network. In renewing the war clinics again this year in the face of diminishing civilian transportation facilities, it is our feeling that the stations and the network will be able to better serve the war effort, our communities and our nation as a result. We are happy that in this decision we have the sanction of the ODT."
Producers Clamor for Stars of the Air
To Build Up Box Office Pull of Films

THEORIZING that persons living great distances from theatres know more about radio personalities than they do screen stars, Hollywood film studios are spotting well-known personalities in pictures in an effort to bolster box-office receipts.

Although such radio stars as Jack Benny, Bing Crosby, Al Jolson, Bob Hope, Red Skelton, the Andrews Sisters, Abbott and Costello and others are well known in both radio and films, the new Hollywood trend is to use more radio personalities and portions of well-established programs in forthcoming pictures. Producers believe that radio listeners will go to theatres to see their favorite air stars on the screen.

Program to Be Filmed

Among radio talent to be paired in pictures are Ginny Simms and Freddie Martin's orchestra of the Philip Morris program, Johnny Present's Ginny Simms, New York. They will be featured with Harold Peary, star of the NBC Great Gildersleeve, sponsored by Kraft Cheese Co., in the RKO production, "Seven Days Leave," which will go with NBC Truth or Consequences, sponsored by Procter & Gamble Co.

Bill Stern, NBC sportscaster, and Bill Walker, NBC announcer, will be seen in the Universal film, "We've Never Been Licked." Dick Joy, another announcer, portrays a newscaster in the film, "Corregidor," produced by Dixon R. Harwin for Producers Releasing Corp.

Phil Baker m.c. of the CBS Take It or Leave It, sponsored by Eversharp Inc. and O'Shea, New York radio actor; Bill Goodwin, announcer-actor of the CBS Burns & Allen show, and Frank Graham, Hollywood CBS announcer-narrator, also will be in pictures. Graham's Cosmo Jones program, formerly heard on CBS Pacific stations, is being filmed in a series of 22 releases by Monogram.

Ken Niles, Hollywood announcer, is in demand at film studios, while John W. Vandercook, NBC news commentator, does the narration in Columbia's short, "Our Second Front." Vera Vague, comedienne of the NBC Bob Hope show, sponsored by Pepsodent, has signed a two-picture contract with Republic. Her first film, scheduled for production in February, will include Lulu Belle and Scotty of the Alka-Seltzer National Barn Dance, NBC, and the Tennessee Pluckers of WBT, Charlotte, N. C. Lulu Belle and Scotty have made several pictures for Republic.

The NBC Tempo to Smile, sponsored by Bristol-Myers Co., is used in sequences of the Warner Bros. film, "Thank Your Lucky Stars," featuring Eddie Cantor, Dinah Shore, Harry Von Zell, Bert Gordon, the Mad Russian and Edgar Fairchild's orchestra. Miss Shore also stars in her own BLUE network program, In Person, Dinah Shore, sponsored by Carter Products Inc.

Other radio personalities, scheduled for film debut, are Conrad Burnett and Milt Machen of the NBC One Man's Family, sponsored by Standard Brands, and Phil Spitalny and his all-girl orchestra of the General Electric Hour of Charm, NBC.

New Disc Regulations Adopted by CBC Board

A CHANGE in the regulations for the use of transcriptions was made at the last meeting of the Canadian Broadcasting Corp. board of governors [BROADCASTING, Dec. 14] and has now been announced as a new regulation 7(m) replacing old 18(4). The new regulation is in a circular letter over the signature of J. R. Radford, CBC supervisor of television stations, and dated Toronto, Jan. 8, reads:

"7. one shall broadcast: (m) any program or speech by means of mechanical reproductions or in any other manner so as to achieve indirectly or by an evasion of a regulation or any provision of the Corporation's by-laws or the general management of the Corporation shall be the sole judge of what constitutes an evasion under this regulation and his ruling shall be final and binding with respect to any such matter.

"No Arrests"

USING recording equipment, Dave Driscoll and John Whitmore of war services and news division, WOR, New York, recently caught the city four nights looking for accidents. They recorded on-the-scene traffic violations and brought the transcriptions in program Death on Wheels Jan. 17, in which Driscoll remarked "we didn't encounter a policeman making any traffic violations." Program drew a statement from Police Commissioner Valentine, police were laggard, and an inquiry from Globe Indemnity Co., on possibility of using the radio material in the company's safety campaigns.

BILL GOODWIN, announcer-comedian on the CBS Burns & Allen show, has started working in the Paramount film, "Riding High".

ARGENTINE CHAIN HAS 18 STATIONS

LA PRIMERA Cadena Argentina de Broadcastings, South America's oldest network, opens the 1943 season with 18 member stations, a record total that includes outlets in Paraguay and Uruguay as well as Argentina, according to a year-end statement made by Sr. Jaime Yanklevitch, director of the network and owner of its key station, Radio Belgrano — LR3 — Buenos Aires, to the United Press.

For its programs, which are relayed nightly to member stations by wire lines and shortwave radio, the network has a 1943 budget of $625,000, the story reported. Feruccio Calusio, recently returned from the United States where he acted as guest conductor of the NBC Symphony, will organize and conduct a symphony orchestra for the Primera network. Other top talent for the year includes the Argentina movie star, Libertad Lamarque, who will star in a dramatic series; Los Rancheros, Mexican singing trio; Mercedes Simone, Amanda Ledeema, Agustín Irusta, Fernando Borel and Francisco Canaro.

Featuring a mobile show arrangement, the network does not keep its permanent staff at Belgrano all year, but shifts it from station to station so that each member of the network becomes in turn the origin point for the major network broadcasts. The Primera chain also receives CBS programs via the Continental chain. Radio Belgrano is served with regular news broadcasts by UP.

What's Power?

Power is people in great numbers, who listen to WHN's entertaining and informative programs.

Power is millions of advertising impressions on the ears and minds of listeners, with increased purchases of clients' products therefrom.

The power of WHN only begins with 50,000 watts on a clear channel in America's largest market.

And the complete power of Station WHN assures a profitable campaign...at the lowest possible cost!
Radio Does Job for Government

(Continued from page 10)

February by a considerable margin, and the Red Cross attributed it entirely to the three-week radio drive.

There are similar stories on all recruitment campaigns we have undertaken. Candidates for Marine officers' schools jumped 40 percent after two weeks on the Network Plan. Mechanics for three branches of the Army were solicited in late September, and by mid-October they were increased. The particular achievement, in view of the enormous pressure from industry for this very type of skilled technical personnel.

104,000 More for CAA

In mid-November the CAA called us again, this time asking for our help in getting non-combat pilots. It was decided that applicants should be told to write to Washington and they would then be referred to the proper branch of the military in their neighborhoods. The CAA stated they believed they could get the right number of qualified applicants if 50,000 worth of advertising were spent.

In view of the great pressure for manpower from many directions, we knew this would not be an easy job. We did some pretty long guessing to decide what total circulation would be necessary in order to turn up 50,000 returns. We finally decided upon 150 points of audience within a 7-day period as a campaign of sufficient impact.

Fifty thousand inquiries are by no means difficult to get on an ordinary commercial radio offer. But it must be remembered that asking a man to change the whole future course of his life, becoming a non-combat pilot—particularly in the face of other pressure from Army and Navy sources, together with lucrative offers from all branches of industry—made the securing of these 50,000 inquiries a vastly different matter from the ordinary "box-top" operation.

But despite the anticipated difficulties, we overshot our mark and a total of 104,000 inquiries was secured. This, of course, met all CAA's immediate needs. They are now making every effort to keep in regular touch with the "surplus applicants" in order to reserve space for them when future training courses open up.

Heating Crisis Averted

Even though the fuel oil situation is extremely serious at the present time, the fact is, it might have been much worse. September at the time fuel oil rationing was announced, we launched a three-week campaign in which listeners were urged to do two things: (1) Make their homes "heat-tight" by installing insulation, storm windows, weather stripping, etc. (2) In areas where fuel oil was rationed, all oil users should convert to coal where possible.

Actually, we were later advised that every insulating and weather-stripping company in the East and midwest was working at capacity speed, and that many home owners who had tried to weatherstrip their houses found themselves unsuccessful because of labor and materials shortages.

Cooperation Brings Results

When we first launched the Network Allocation Plan we shared with everyone who had agreed to cooperate in it a skepticism as to its ability to handle certain types of subjects.

We knew that as the war heightened and as more and more restrictions were placed on the type of war message which this vehicle would be asked to handle would be increasingly serious. Nevertheless, in the past 40 weeks we have seen messages like "Get a War Job", "Mileage Rationing", and "Share the Meat" carried on some of the top programs on the air—comedy programs, variety shows, dramas, musical shows, etc.—almost all of which have handled these subjects with a blend of entertainment and seriousness more skillful than anything we dared hope.

That the plan is now recognized in so many quarters in Washington as the most effective information vehicle that it is at disposal is due to the imagination, technical skills and hard work of the writers, producers, sponsors and network officials who are responsible for the shows to which these messages are assigned.

These people have proved that the radio can take the lead in bringing the truth to the public at the true facts on the hard realities of the war. At the same time they have also proved they can keep entertaining the public to the end that their spirits will not fall, and their determination not falter to prosecute the war until victory.

A year ago this double job seemed like an arduous task. Today it is an accomplished fact.

Luncheon for Cuhel

FRANK CULLEN, former MBS foreign correspondent in Australia and the Dutch East Indies, who returned to this country in December, 1941, was honored Jan. 15 at a luncheon at Toot's Shor's, New York, tendered him by Miller McClellan, Mutual presi-

dent.

Lowest Cost per Listener in the Entire Area

WTRY - ALBANY-SCHENECTADY

TROY, NEW YORK

1000 Watts at 980 Kc.

The ONLY Basic Blue Station

In Eastern New York

Represented by RAYMER

BROADCASTING • Broadcast Advertising

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BROADCASTING
Press Aims Heavy Barrage at Petrillo

AFM Czar Gets Rough Treatment for His 'Mullarkey'

A torrent of editorial criticism of James C. Petrillo and his AFM has been loosed by the nation's leading newspapers, in the wake of his appearance before the Senate Interstate Commerce subcommittee Jan. 12-14.

Even though Petrillo, in the opinion of observers, made a far better impression than was expected, the editorial reaction not only condemned Petrillo and his dictatorial practices, but, in one of two instances, chided the committee for "exchanging jokes" with the union leader. His plea of technological unemployment was branded as "so much mullarkey" in another editorial, while there was general condemnation of his admission that $90-a-week "pancake turners" would not have been forced on stations if the stations had not capitulated.

'Times' Rebuke

In a lead editorial, the New York Times held that the testimony of Petrillo and his counsel, Joseph A. Peadaway, who is also general counsel of AFM, did not put their policies in any better light. Their excuses, the newspaper said, have been offered hundreds of times before, and none of them holds water.

The Times held intolerable the "kind of private dictatorship" Petrillo is permitted to exercise and pointed to his admission that he might attack the motion pictures next because of purported unemployment. In addition to telling the American public what music it can or cannot hear, "he may soon be telling it what motion pictures it can and cannot see."

Petrillo's promise to "negotiate" was branded meaningless by the newspaper, which took Congress to task for the "tyrannical economic life-and-death powers" which allow Petrillo to impose "the most extravagant demands on the industry." It urged legislative action, advising both Congress and the administration to "look at Mr. Petrillo well and with distrust."

As long as Congress acquiesces in the Supreme Court decision that labor unions enjoy sweeping immunity from antitrust acts and from the Clayton Act's anti-trust-creating act, "we shall have Petrillos."

The New York Herald-Tribune commented editorially on Petrillo's commitment with delight, saying the board should lift the ban on recordings if the President asked him to. It pointed out that the implications are (1) that he need not consult his union with respect to new programs, and (2) one of "lordly condescension."

This newspaper also criticized the labor policy of the administration and the more than 300 edits of the Supreme Court which, it held, have persuaded labor leaders that they need not consult public convenience even in wartime. Because of these policies and decision, it stated, the union leader in his magnanimity, he comes forth: "I, James Petrillo, will withdraw my request if the President requests it."

Purity of Motives

The Washington Post said Petrillo made several "damaging admissions" in his testimony, among them that his motives "were neither pious nor so lofty as they have been made out." All he wanted was simply "a larger cut in the profits for the musicians employed in the bands which make these records," said the newspaper.

Alluding to his admission that the $90-a-week pancake turner edict was "a mistake," the Post said Mr. Petrillo "must have felt this for a week of his speeches was an admission. It is bad enough when a dictator admits, as Mr. Petrillo did, that he is not an angel, but, when he confesses a mistake—that is well-nigh fatal. No wonder he is now ready and even eager to negotiate with almost anybody about anything."

The Spartanburg (S.C.) Journal also flayed Petrillo's "slip of the tongue." Alluding to Petrillo's iron grip on the union and the requirement that the permit to play can be obtained only by paying dues to AFM, the Journal said "pirates used to use the same system."

The newspaper predicted that Petrillo's pancake turner slip may be used against him by the broadcasters and recorders when he starts dealing with them about the matter of making records.

Pegler's Comment

Westbound Pegler, hard-hitting Scripps-Howard columnist, alluded to the "ribald spectacle of Jimmy Petrillo, a rich and rowdy unionier, kidding the Senators and defying them to interfere with his make-work and mock-work program, even at a time when Paul McNutt is proceeding to squeeze nonessential businesses out of business, because there is said to be a shortage of vital manpower."

Pegler commented that Petrillo was "in the right" and knew it and that they (the Senators), not Petrillo, are to blame. He pointed out, as did other newspapers, that the Supreme Court delivered to Congress "two insulting challenges within the last couple of years" in opinions from which Petrillo derives his power. The court said "unions could do no wrong, and gave approval to systematic and outrageous waste, monopoly under standby system, which is the whole cause of the controversy with Petrillo's union of musicians."

The Philadelphia Inquirer re- sumed its editorial tirade against Petrillo, citing particularly the pancake-turner faux pas and the need for Congress to revise the labor laws. "This is only one instance of the way Petrillo works. He has got away with many things during his career as dictator of music for the American people. It's time to call a halt. Extensive programs for labor organizations, provided by the laws and their interpretation by the courts, have prevented remedial action. The new Congress can and should do something about it."

Radiothermic Process Opens New Power Field

A new use for radio frequency power in industry is indicated in an article by I. R. Baker of RCA Victor Division in the January issue of RCA's Radio Age, in an article which predicts that the process will shortly require equipment with an output greater than all the U. S. broadcasting stations. Process, known as radiothermics, was developed in the laboratories last year, Mr. Baker says, but will prove of such importance in the war effort that equipment rated at more than 5,000 kilowatts will be needed in 1943. Radiothermics will "shorten production cycles, improve products and accommodate manufacturing schedules, which were previously impractical," he writes, pointing out that it can be used to heat, glue, dry, anneal, rivet, weld, and reactivate enzymes.
Announcer Lauded

AN INVENTION by Bill Robbins, WCKY, Cincinnati, converting the Thompson submachine gun from 45 to 22 caliber for training is subject of an article in the current issue of Army Ordnance, official publication of the Army Ordnance Assn., Washington. Unit perfected by Robbins is regarded by Government officials as an economical feature in training men, says article by Lt. Col. Calvin Goddard. Also in the same issue is a story by Robbins on simplified spark photography in which he describes his experiments with what he terms a "sparkograph".

Williamson to London

LT. GREGORY WILLIAMSON, former radio director of Pedlar & Ryan and for the last year with the Navy in a radio capacity, has taken up new duties in London as assistant public relations officer in charge of radio on the staff of Admiral Harold R. Stark, commander of U.S. Naval forces in European waters. Lt. Williamson, formerly with NBC, joined the Navy January 1, 1942, and was assigned to the Industrial Incentive Section in the office of the Undersecretary of the Navy.

FOX CASE. Western division public relations director of CBS, Hollywood, has been re-elected chairman of legislative committee by the NAACP, the district and Southern California Broadcasters Assn.

Norris-LaGuardia act the court has not the jurisdiction to grant an injunction against the AFM. It was on this latter point that Judge Barnes dismissed the original suit three months ago. However, the AMA made the same allegation in its suit—that a labor dispute was involved. It broadcast a Health program on the Norris-LaGuardia act, but the court refused to hold the association immune from prosecution under the anti-trust laws.

The Department of Justice original suit against Petrolio, dismissed by Judge Barnes, is an appeal to the Supreme Court and its status remains unchanged by the new case before that same judge on Monday. If the motion to dismiss is denied, the case will be heard Feb. 8. For a temporary injunction. If the injunction is granted, the case will be closed as far as the Federal District Court is concerned.

The AFM filed a last minute short memorandum brief last Friday in support of its motion to dismiss the anti-trust suit. The memorandum, filed by David Katz, local counsel of AFM, before Judge Barnes, expands the allegations set forth by the AFM dismissal motion filed last Monday: 1. That the case is a labor dispute; 2. That it is covered by section 20 of the Clayton act; 3. That there is no difference between this new action and the one dismissed by Judge Barnes Oct. 12.
**Mr. A Goes to War**

**BY MAURICE CONDON**

In which Mr. K. W. Amplistat, an ingrate if ever there was one, turns on his creator and exposes him as a cliche-ridden promotion man. The author of this series, sales promotion director of WGAR, Cleveland, is now in the Army and this is his last contribution for the duration.

Q. Well! You’re Condon, aren’t you?
A. Yes, and you’re K. W. Amplistat, the nebulous collector of radio cliches. Please get the hell out of here because I’m in a hurry.

Q. I thought you’d recognize me. What are you doing in such haste?
A. I’m writing a letter to be sent to the Cleveland food chain executives and to 950 selected retail grocers.

Q. Interesting. Why are you writing this letter?
A. Because Boswell’s Birdseed, “A song in every seed, a melody in every mouthful”, has purchased a schedule of Class “D” spots on WGAR.

Q. And you are acquainting the various grocers of this advertising expenditure?
A. That’s right. Now please go devil John Patt or Harry Camp while I get this out. Gotta make this fast.

Q. No, I’ll stay and assist you. For instance, how are you going to describe this schedule?
A. Why, a schedule is big, substantial, impressive, elaborate, terrific, unusually aggressive, considerable, fine, ample, excellent. Sometimes if the agency is insistent, I describe the schedule as thumping big, unprecedentedly large.

Q. That should impress the grocer. How do you describe the announcements?
A. They’re sparkling, effective, carefully-worded, persuasive, friendly, action-compelling, sales-stimulating, impelling.

Q. And when are these announcements scheduled?
A. You’ll be pleased to know that Boswell’s Birdseed announcements are scheduled between programs having large, steady audiences, proven audiences. Yes, these spots are scheduled advantageousely, where buying audiences are assured.

Q. What does your coverage do?
A. Our coverage embraces half a million radio homes.

Q. And each listener is what?
A. Each listener is a potential customer.

Q. Therefore this coverage is—
A. Gilt-edged.

Q. Do you appeal to the avarice that is in all men?
A. I appeal to their larceny.

Q. In what way?
A. I hint at more sales, greater profits.

Q. For instance?
A. When radio goes to work for you—goods move, sales skyrocket, there’s a greater turnover.

Q. I see. Results shower in—more dollars and cents in the cash register—customers come back again and again—it’s like an unexpected legacy—you reap the benefits of radio’s unparalleled sales potency.

Q. This, in turn, has some effect on the cash register?
A. Your cash register will ring like a carillon—tinkle merrily—play a happy, profitable tune—or, in the words of the popular song, the cash register goes jingle, jangle, jingle.

Q. Timely, timely.
A. And, I point out, that tune “ain’t so very far from wrong” when you’re selling Boswell’s Birdseed.

Q. Therefore the grocer stands to be what?
A. The gainer.

Q. And this campaign merits what?
A. Your closest cooperation.

Q. It will what?
A. Boost your sales.

Q. All this, if you—Mr. Grocer—
A. Capitalize on this outstanding campaign.

Q. By—
A. Displaying Boswell’s Birdseed where the customers can see it. Put some right on the counter, next to the cash register. Make an “island” in the main aisle. Put in a window display. Remind your customers. Talk it up!

Q. These cooperative helps will do what?
A. They will help you realize the full possibilities of this campaign.

Q. The response will be—
A. Quickly noted. A definite, cumulative response.

Q. So you urge the grocer to give the campaign—
A. That extra push.

Q. You end the letter with a clever little something?
A. Oh, it’s nothing. Maybe I’ll close with “Hoist sales!”

Q. Ingenious indeed.
A. And now, Mr. Amplistat, will you please take it on the Arthur D. Duffy? I knew very well why

**SPEAKERS at a meeting of the American Marketing Assn., in New York, Jan. 14, were (1 to r): George H. Allen, chairman of the radio group of the New York section of AMA; Dr. W. R. C. Baker, vice-president in charge of radio, television and electronics of General Electric Co., Schenectady; Dr. Herman S. Hettinger, marketing research authority of the OWI.**

**Sat. Afternoon Audience**

**SUNDAY afternoon** listening in the New York market is larger than is generally considered in radio circles, according to the Pulse of New York Inc., which has completed a survey of a radio audience on four Saturdays, one in each month, October through January. Measuring listening between 12 noon and 6 p.m. through personal house-to-house interviews, both roster and coincidental methods revealed that on the average 18.2% of the homes were listening to the radio during each quarter-hour. Women comprised 60% of those listening.


you’ve quizzed me. Undoubtedly it is to lampoon promotion letter writing in one of your future articles.

Q. You guess correctly. I will leave now.
A. Oh—just a moment, Mr. Amplistat.

Q. Yes, Condon?
A. I know where there is a great fertile field of cliches for you.

Q. You do? Where?
A. In the armed forces of the United States Army, Mr. A.

But, Condon, I’m not in the Army!

A. The hell you’re not, Mr. A! We’re both in! Forward—march!

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**KSD—The Post-Dispatch Station**

**ST. LOUIS 550 KC • NBC**

**FREY & PETERS, Inc., National Representatives**

**BROADCASTING • Broadcast Advertising**

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**Canadian Broadcasters Pay Higher Music Fees**

CANADIAN broadcasting stations during 1943 will pay $146,113 for use of copyright music to the Canadian Performing Rights Society (Canadian ARSCAP) and to BMI Canada Ltd. This is an increase of more than $15,000 above the 1942 payments, due to an increased number of radio receivers licensed in the last fiscal year. The Canadian Copyright Appeal Board announced the schedules in the Canada Gazette Jan. 18.

Under the approved schedule, CPRS collects in 1943 $129,879 as against $116,377 in 1942, based on the rate of 8 cents per licensed receiver; BMI Canada Ltd. will receive $16,546 in 1943 as against $14,547 in 1942, based on the rate of 1 cent per licensed receiver. In connection with the Petrollo fight against juke boxes, the Canadian Copyright Appeal Board deleted a proposed license fee for coin music machines from the original schedule submitted by CPRS.

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**WIRES May Be WAACs**

**QUALIFIED members of the WIRES (Women in Radio & Electrical Services), technical course for women given by the Army Signal Corps at schools and colleges throughout the country, are now eligible for membership in the WAAC. Women training in the WIRES may have inactive status as WAACs until their communications training is finished.**

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**To Simplify Your Problems!**

**GET THE BEST**

**Cut the Wires. Market at a Lower Cost than any other Radio Station!**

**5000 WATTS BASIC BLUE**

**CVR 1943**

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

**United Press**
Searching Probe of FCC Seen As Cox Resolution Is Passed

(Continued from page 9)

ments in opposition to the Cox resolution on the House floor. Reps. Sparkman (D-Ala.) and Rankin (R-Miss.) both sought amendment of the Cox proposal to cover an industry investigation, but under House rules, clearly pronounced by Speaker Rayburn and Rep. Michter (D-Mich.), assistant majority leader, the Cox resolution went through intact, like greased lightning.

Since Chairman Fly assumed the FCC helm in 1939, he has been in the storm-center of repeated controversies, largely pertaining to broadcasting. He succeeded Frank R. McNinch as FCC chairman, when the North Carolina's health broke under pressure of Commission operations.

Mr. Fly has been in controversy not only with the industry but with members of the House and Senate and with others in public life. A courageous and deft witness, however, he has successfully weathered every Congressional storm, including one at the last session precipitated at the outset of the Cox controversy.

There has been some talk of possible “ripper” legislation at this session to reduce the size and operations of non-war agencies. Linked with the FCC has been talk of curtailing the Press and radio networks, but this has not reached the form of a legislative proposal. That is one possible outcropping of the Cox inquiry.

The only scheduled legislative matter, aside from the Cox inquiry, dealing with the FCC is that of confirmation of one commissioner. The term of George H. Payne, Republican, of New York, expires June 30. In the Commission's ear-lier history he has been as active as Fly, but he has not been openly involved in any controversies during the last year or two.

The attack appears to be levied largely against the FCC majority, which on most policy matters has comprised Chairman Fly and Commissioners Paul A. Walker, Ray C. Wakefield, Durr and Payne. Commissioners T. A. M. Craven and Norman S. Case usually have been in the minority on policy matters, including such transcendental con-cepts as whether a network monopol- ously report, newspaper ownership, and clear channel breakdowns.

On His Own Now

Last year the Cox resolution was before the Rules Committee and hearings were conducted before that body, but White House intervention blocked action. This session it appeared quite evident the White House either had no interest in or thought it futile to attempt to block the resolution. Later, when it was reported the White House had advised Chairman Fly he was on his own.

Strenuous efforts to thwart passage of the resolution in its original form were made even up to the eleventh hour, it was reported, with the Sparkman proposal regarded as on the move in that direction. Several House members, including the Sparkman proposal had all the earmarks of having been han- dled within the FCC. Mr. Sparkman network had his staff identify with field with radio legislation, though he has served in Congress since 1936. His home state of Alabama also has a chair state of Commis-sioner Durr.

Rep. Sparkman's address to the House last Monday, following the favorable Rules Committee report on the resolution, cited the need for an investigation of the whole subject of radio. He talked intimately of the plight of small stations, their inability to get network service, the recording situation, the outlook for the transcription com-panies as a result of the Petrillo ban, the Cooperative League controversy, and other controversial phases of commercial radio. He quoted magazine and other articles dealing with purported indecency in network programs and dealing with network operations and services.

Observers pointed out that ob-viously Mr. Sparkman had either made an intensive study of the whole subject quite recently, or had been supplied the information.

All of these matters have been cov-ered in recent Commission activi- ty and have been drawn out in comment from Chairman Fly at his press conferences.

Rep. Fish vigorously supported the sparkman point of view. Chairman Fly was heard by the committee at the last session on a similar resolution and that there-fore no new testimony had to be taken. Though the House seldom appoints select committees, in con-trast to the Senate which has a half-dozen of them, Rep. Fish said there is involved the freedom of the press, a question in the current FCC activity.

Cites Watson Case

He cited the case of Goodwin Watson, chief of the broadcast division of the Foreign Broadcast Intelligence Service, and alluded to his purported Communicative leav-ings. He urged that a complete in- vestigation be made, but said that while he was in sympathy with the Sparkman proposal he felt it was not a solution to the whole field and that a separate commis-sion of Congress should undertake it.

Rep. Halliche (R-Ind.), member of the House Interstate Commerce Committee, pointed out that this committee had conducted an ex- haustive inquiry into radio gener-ally last session, pursuant to the tidings bill, and that the phase of the inquiry already had been covered. He said he did not profess to speak for the committee, but instead that it was a major problem and that separate steps might be taken at this session pur-su ant to that study.

In his address, Rep. Cox said he talked about a matter that was of "deeper personal interest." He reviewed the Albany Herald-WALB case and explained his activities on behalf of the newspaper applicants to secure a license for needed service in the Albany area. Before he had talked with Chairman Fly, Commissioner Paul A. Walker, Andrew D. King, former assistant to the FCC, and Rep. Dempsey, then general counsel of the Commission, regarding the application, and that a license sub- sequently was granted. Because Mr. Dempsey felt that the Com-mission’s hostile attitude toward newspaper ownership and opera-tion of stations might prove a de-territorial, a new corporate was set up, divorced from the newspaper. There was much correspondence on this. Allowing to the $2,500 item, for which stock later was issued, Judge Cox explained that his money was turned over to a local charity.

Sees ‘Dictatorship’

Last March, after the station had operated for a year, an application for transfer to the new company was set for hearing. Judge Cox telegraphed Secretary of Commerce to protest the resolution originally last year as a result of representations made to him by many small stations, newspapers, people in Government, and official of the Army and Navy.

and because of what he called the general bad reputation of the Commission. He said he thought Chairman Fly was trying to “set up a despotic dictatorship.”

After the resolution had been introduced, Judge Cox charged “Fly sent out his gestapo” like a pack of wolves” and ruffled the files of all parties and individuals in any wise identified with the Albany Herald operations. He said his own income tax returns were checked, both Federal and State, and that even Post Office Dept. records were examined for registered communications. Moreover, he charged that Chairman Fly had sat on the “doorstep” of the Department, about to goad the Attorney General into instituting criminal charges against him, and that the WALB hearing had been deferred several times apparently to give him more time to accomplish that result.

Charging that “of all the bureau- crats in town who seek to smear Congress, this man Fly is the worst,” Judge Cox unleased as bitter an attack as has been heard in many a day in the House. He said that as to the $2,500 item the stock later had been given him as “a gift and without my knowledge”. (The FCC had sought to prosecute Governor Cox on the ground that he had violated the Federal statute preventing federal members of Congress from accepting fees for practice before Govern- ment department."

The FCC was charged with being a "nest of Reds" and Chairman Fly’s former activities as general counsel of TVA were branded as having the purported taint of Com- munism.

Watches for Russia

IN RESPONSE to a plea for watches for the Russian Army, made by Lisa Sergio, commentator, over WQXR, New York, listeners sent in more than 150 timepieces in three days. Watches will be forwarded to Russia through the Ambivalent Com-mittee for Emergency Aid to the Soviet Union.

The Time to Buy in Central Pennsylvania

WSBA reaches thousands of listeners in Central Pennsyl-vania and Northern Maryland every day. With WSBA cover-age of this 25th industrial and agricultural territory YOU CAN put YOUR product on . . .

PORTLAND, OREGON

"KEY TO THE GREAT WEST" 5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by EDWARD PETRY & CO., Inc.
FOLLOWING is the text of the speech made in the House Jan. 19 by Rep. Cox (D-Ga.), when he called for an investigation of the FCC:

Mr. Speaker, I am this morning bringing to your attention an issue that has the deepest possible personal interest. If the resolution I am offering is adopted, it will bring to public attention an issue that has been of concern to me for a number of years, and I think it is of concern to the vast majority of Americans. 

The issue is the operation of the Federal Communications Commission (FCC), which has been set up to regulate all aspects of broadcasting, including the allocation of radio spectrum, the licensing of radio stations, and the enforcement of regulations governing the operation of radio stations.

The FCC was created in 1934, and has been in operation ever since. It has been criticized for its lack of transparency, its lack of accountability, and its failure to serve the public interest.

I am calling for an investigation of the FCC because I believe it is not fulfilling its role as an independent agency that serves the public interest. The FCC has been criticized for its failure to consider the public interest in its decisions, and for its reliance on industry input.

I believe that the FCC should be held accountable for its decisions, and that it should be subject to greater public scrutiny. I therefore call on my colleagues to support my resolution, so that we can hold the FCC accountable for its actions.

Thank you.
ANA Says FCC Creates Monopoly

(Continued from page 8)

Inevitably competition among purchasers would be keenest for the use of the 30 most powerful stations, or for the 64 stations comprising the best coverage of the country "for the simple reason that at present the only possibility of combinations for nationwide coverage above set forth, the cheapest and most conveniently obtainable would be comprised of the best stations."

ANA continued it was "common knowledge" in the advertising business that plans are "presently under consideration into just such time contracts if Regulation 3.104 is to be held valid." The brief continued:

"The reason for such a trend is quite apparent. Many large national advertisers have a great interest in goodwill represented by consumer acceptance of given programs at any stations throughout the country "for the apparent. The cheapest and at the same time, destroy the incentive of the national advertiser, and result quantitatively in a marked deterioration of the listening audience." While the FCC majority pays "lip service to the network concept," it proceeds, by the option time regulation, "to destroy the very thing it so enunciates." The court was asked to set aside the Commission's order.

CBS Argument

CBS devotes more than three-quarters of its brief of over 100 printed pages to technical legal argument supporting the network's contention that the FCC regulations exceed its authority and are based on an "erroneous interpretation of the Commission of the Act" and that the networks reserved in the Act were constructed to authorize conduct of the FCC orders it would be unconstitutional; that the regulations are arbitrary and capricious, that the District Court erred in disposing of the complaint without a trial.

The brief was filed by Charles E. Hughes Jr., who argued the case in the lower court, Allen S. Hubbell, special assistant to the Attorney General, and Wright Tisdale, of his firm.

CBS points out that the effect of the regulations "would be to destroy the network as a joint enterprise, control of the medium, and all its affiliated stations are cooperating members, and to compel a condition whereby, regardless of affiliation relations, every network is available to every station and every station to every network on a 'first come, first served' basis. This strikes at the root of the existing affiliation system." CBS would also be required to dispose of WBT, Charlotte, N.C., and possibly of WCCO, Minneapolis, and WJSV, Washington.

Apart from impairment of Columbia's economic ability to continue to render its costly sustaining service and to maintain its high commercial standards, it would be highly inequitable to make the circulation and goodwill which Columbia has built up for its affiliated stations salable by competing network organizations which had condemned nothing to such circulation and goodwill."

NBC in its 100-page brief, sup-

ASCAP Ban Lifted

BILL REPEALING all sections of the 1937 Anti-ASCAP statute of the State of Tennessee was passed by the state legislature and became a law last Tuesday. John G. Paine, general manager of ASCAP, announced Jan. 21. Similar bills were introduced in the Senate by Senator J. H. Ballew and in the House by Representative Fred S. Powell.

A 100-page appendix, entitled the proper forum for the trial upon the validity of its contracts with stations is the District Court in Chicago. There is pending before that court the anti-trust suit of the Department of Justice against RCA-ASCAP and CBS). If that contention is denied, NBC held, "appellants are nonetheless entitled to a full and fair trial in the District Court in New York.

Sees Irreparable Injury

John T. Cahill, chief counsel for NBC, asked the highest tribunal to review the District Judge's action and remand with instructions for a permanent injunction against the FCC's order, or, in the alternative, for issuance of a temporary injunction and a new trial before that court on the issues raised. Like the ADA brief, NBC contended that the national advertiser, under the FCC regulations, would seek to broadcast his program "over the largest and most powerful stations in each area without regard to their network affiliation."

Instead of four competing networks, the best stations in each area will absorb a disproportionate share of available advertising time, "to irreparable injury of the present radio service.

On the NBC Counsel with Mr. Cahill were James D. Wise, A. L. Wise, NBC vice-president and general counsel; Harold S. Glendenning and John W. Nields. For WOW, David M. Wood and John B. Dawson of counsel held the district court's commissioner's decision in the NBC complaint without trial, and that the FCC acted beyond its authority. E. Willoughby Middleton and J. Howard Middleton, of counsel for WHAM, asked the Supreme Court to reverse the lower court and remand the case for issuance of a permanent injunction against enforcement of the Commission's order.
FTC CLOSES PROBE OF NETS' CHARGES
WITH no clear indication that any irregularities had been uncovered in network rate and discount practices, Samuel L. Williams, staff investigator of the Federal Trade Commission returned to Washington last week to prepare his report on a preliminary investigation of the four major radio chains.

Officials of the FTC expect Mr. Williams' report to set recommendations within a month, as the investigator has announced that he will be seeking to accept a Navy Commission.

Investigations of this type are common FTC procedure, Commission Executive E. F. Carr, explaining the probe last month [Broadcasting, Dec. 17]. He pointed out that in a majority of the cases, they are routine checks, and never lead to formal complaint.

Chevrolet to Sponsor CBS Kennedy Series
CHEVROLET MOTOR Division of General Motors Corp., Detroit, which has used extensive transcribed announcement campaigns in its past years' turn on network radio Feb. 2 with twice-weekly sponsorship of news by John L. Anderson of CBS Program, presented on an institutional basis, will be heard Tuesdays and Thursdays, 8:30-6:45 p.m., on an undisclosed list of stations. Agency is Campbell-Ewald Co., Detroit.

Mr. Kennedy already is doing twice-weekly sponsorship for Barbasol, Mondays and Fridays at 6 p.m., and will continue this series as well as his broadcasts on

LITTLE CROW MILLING Co., Warsaw, Ind. (Coco Wheats), on Jan. 12 began sponsorship of five quarter-hour periods a week on WLS, Chicago. Accidents was placed by Rogers & Smith, Chicago.

SELL CAR-BUY RIDE West Coast Dealer Uses Novel—N.Y. Campaign—
AN EFFORT to solve two wartime problems—individual transportation and what to do with a useless auto—has brought the Smiling Irishman, Los Angeles used car dealer, to the New York radio market. By the beginning of current week, his ads will have been purchased on 14 New York outlets, according to Tony Holzer, dealer representative.

Spot campaign began Jan. 16 with 150 announcements a week on WPAT, Paterson, N.J., and seven weeks on WCAU and WWRL, New York. The Smiling Irishman offers to buy used cars then invites the buyer to "take a ride" to the West Coast or points between in the used cars acquired by the dealer in New York. Mr. Holzer and his company also have been granted for motor fuel for the project as partial solution to transportation problem.

The used car-transportation radio campaign will continue for three months, Mr. Holzer said. Account is handled by Advertising Bureau of America.

Two Suits Filed in N. Y. Challenge ASCAP Control, Copyright Tenure
TWO SUITS were brought against ASCAP in the New York Supreme Court last week, one charging the society's directors and officers with mismanagement of funds and demanding a complete accounting of financial transactions since ASCAP's founding in 1914, the other seeking to determine the ownership of public performance rights in musical compositions in 1951, following the expiration of the current contracts assigning these rights to ASCAP.

 Plaintiffs in both suits are Gem Music Corp. and Denton & Hawksins Corp., music publishers, who are publisher members of ASCAP. In the second suit they are the only plaintiffs and ASCAP the sole defendant. In the first suit George Whiting, ASCAP writer member, and a listed has been acting and the trio is described as "suing on behalf of themselves and all other members of ASCAP similarly situated who may desire to join this action and contribute to the expenses thereof."

Complaints Served
Both complaints were prepared by Andrew D. Weinberger, attorney for the plaintiffs, and were served last week on the defendants, who have been notified and listed as an additional defendant and the trio is described as "suing on behalf of themselves and all other members of ASCAP similarly situated who may desire to join this action and contribute to the expenses thereof."

Citing the requirement of ASCAP's articles of association that "each member shall, upon election to membership execute an assignment ... vesting in the society the right to license the non-dramatic public performance of the member's works for the period of any then existing agreement between the society and its members", the brief filed by the plaintiffs has made such an assignment to ASCAP, both agreements expiring Dec. 31, 1960.

OWI Chief Telegraphs Appreciation to Radio
IN TELEGRAMS addressed to all station managers last week Elmer Davis, director of the Office of War Information, thanked radio and sponsors for their cooperation with the various wartime information activities. The telegram, dispatched Jan. 21, follows: "For the United States Government may you and your program manager and staff for your cooperation with the various wartime information activities so important to America's prosecution of this war and particularly for recognition you are giving new OWI annoucement and transcription plans. Our thanks to those sponsors who are so willingly aiding you to assure good time and regular audiences by giving their time for these important war efforts. (Signed) Elmer Davis, Director, Office of War Information."

OPA May Act Tuesday
On Extra Gas Rations
DECISION may be made this Tuesday on OPA's appeal for relaxation of OPA's ban on extra gas rations for radio technicians working on wartime installations, according to Thursday, Jan. 11. Richardson C. Harrison, chairman of OPA Eligibility Committee, spoke on deadline said Friday.

Neville Miller, NAB president, had written two letters complaining that OPA regulations discriminate against radio, since "C" books are distributed to photographers using bulky equipment. Mr. Miller pointed out that radio is an essential service and that broadcasts from temporary remote locations involve transportation of heavy equipment. "C" books have already been issued to engineers employed at permanent isolated radio transmitters. [Broadcasting, Jan. 4].

Ballantine on CBS
B. BALLANTINE & SONS, New York, out of network radio since last summer when it sponsored "Trio Tonight," by the Blue, returned to the air March 8 on CBS with a musical program featuring Guy Lombardo and His Royal Canadians and guest artists, Monday evenings 10:30-11 on a large group of Eastern stations. Agency is J. Walter Thompson Co., New York.

Fury Honored
JAMES H. FURAY, vice-president and member of the board of directors of the American Broadcasting Co., has been awarded a citation for his contribution to Pan-American unity, by Rodolfo P. U. Alvarez, Mexican Foreign Minister. The distinguished service will be presented to him Wednesday, Jan. 27 at the University of Chicago's Law School, in appreciation and recognition of his notable contributions to mutual understanding between the republics of North and South America and to the fostering among them of true friendship and in a sense of common purpose. Mr. Furay has just returned from his 10th tour of South American countries, where he has been active for the past 25 years in extending U.S. service to the newspapers of that continent.

For Paralysis Fund
MINUTE RECORDINGS by radio talent have been made and distributed to more than 300 stations in counties "with the aid of Against Infantile Paralysis," which raised this climax to the Piano's birthday Jan. 30. Transcriptions were made by WBS.

MICHAEL J. MANSFIELD, formerly station manager of WCPA and WING, Minn., was elected to Congress in November and has this month assumed his seat in the 78th Congress.

WJHL, Johnson City, Tenn., has appointed Howard H. Wilson Co. exclusive national representatives.

Quaker on CBS
QUAKER OATS Co., Chicago (Aunt Jemima Pancake flour) has announced a series of 30 one-minute announcements for Feb. 7 will start a five-minute Sunday musical program featuring Aunt Jemima and the Old Plantation Program originating in Chicago, will be broadcast at 2:55-3 p.m. on 34 CBS stations following World News Today. The network series is in addition to the five-minute transcribed Aunt Jemima program currently running on 50 stations three to six times a week. Agency is Sherman K. Ellis & Co., Chicago.

BROADCASTING • Broadcast Advertising January 25, 1943 • Page 49
HEAVY SCHEDULES FOR UNCUT BROADCAST

AS THE Government order restricting the production of sliced bread went into effect last Monday, General Baking Co., New York, started a heavy schedule of spot broadcasting on 27 stations in New York City and the Boston-Buffalo area, to explain the order to consumers, and to promote the company's uncut bread toaves.

Sudden activity on the part of General Baking was indicated last week (BROADCASTING, Jan. 18) with announcement that the company was using 29 stations from Tren- ton to New Orleans, through Ivey & Ellington, Philadelphia agency handling the Mid-Atlantic and Southern divisions.

In New York City General Baking started an average of five transcribed announcements weekly and some participations on WSAF WMCA WJZ WNEW WOR WQXR. Upstate New York and New England stations received a heavier allotment of transcribed announcements, varying from eight to 24 times weekly, with Buffalo the center of the most concentrated ad- vertising. Using WBTB, WBTA WBEN WGR WKBW WLB WYSR. In New Eng- land General is using WBZ WBZB WEEI WHIND WMBC WDR WTI C WFBI WGR WPRO WSR WBTY WORC WTAG.

BRID, New York, handles Gen- eral's East and Northeastern advertising.

New Tolls to Effect Savings
(Continued from page 7)

The Perfect Place to Spend Your Vacation

MODERN LODGE

Write for free booklet and rates: Wakulla Springs Lodge, Wakulla, Florida

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

If not, visit beautiful WAKULLA SPRINGS, 20 miles south of Tallahassee, Florida. See enchanting underwater scenes and thousands of rare fish through the glass bottom boat. Enjoy a boat cruise through primeval Florida jungles. See the new home of underwater photography. Swim in the crystal clear 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

Tribute to Lombard

HALF-HOUR tribute to the late Carole Lombard, screen star killed last year while on a War Bond selling tour, was broadcast Jan. 15 by a special network of Indiana stations, with WENR, Chicago, and WLW, Cincinnati. Program originated at WIRE, and was m.c’d by Eugene C. Pulliam, WIRE presi- dent, and Indiana War Savings Staff chief; Indiana stations participating in addition to WIRE, were: BWA, West Lafayette; WLC, Muncie; WSBT, South Bend; WAOV, Vincennes; WBOI, Evansville. Transcriptions were re-broadcast by: WIBC, Indianapolis; WENR, Chicago; WLF, Cincinnati; WIND, Gary; WOWO, Ft. Wayne.

‘Three Squares’ on Air

WESTMINSTER TOBACCO Co., a subsidiary of Rup & Maple To- bacco Corp., New York, in Febra- ry is starting a series of one-week radio campaigns, offering listeners free samples of its “Three Squares” pipe mixture, which retails for 15 cents a package. One-minute an- nouncements will be used inten- sely for at least the first four-times-a-year basis, according to Raymond Spector Co., New York, agency in charge.

Sexton to Army

VINCENT Sexton, night editor of the CBS publicity department, has been appointed a captain in the War Information, War Department. He reported for duty in Washington last week. Sexton joined CBS three years ago, after 15 years as City Hall report- er and legislative correspondent of the New York Journal American.

Small Typical Station

Savings

Some Overlapping Rates are effective Feb. 1 for long lines and Mar. 1 for the As- sociated Companies’ interstate ser- vices. The reductions are applied to the following existing rates of the Long Lines Dept.: $11,900,000 to private line tele- phone and telegraph as well as pro- gram rates; $11,200,000, which is the increased share of connecting carriers’ (Assoc. Cos. and indepen- dent Cos.) divisions of long lines revenue on the present board-to- board basis, retroactive Jan. 1; $13,700,000 covering in- creased rate carriers connecting carriers’ divisions of interstate toll revenue on sta- tionary car terms, effective the date of tariff filing (in two or three weeks); $22,800,000 reduction in overtime rate per minute from approximately one-third the initial peak rate (initial peak rates of over 30 cents to a fourth on Long Lines and Assoc. Cos. interstate business, effective Feb. 15 for Long Lines and March 1 for the Assoc. Cos.).

There is some overlapping in the foregoing figures owing to the re-
'STEPPER DOWNER'
Voltage Step-Switch Devised
To Save WCKY Tubes

NECESSITY MOTHERED another invention in prolonging the life of the valuable tubes of WCKY, Cincinnati, and a voltage step-down switch was devised by H. B. Glatstein, transmitter supervisor, and William Heitman, transmitter engi-

er, under the direction of Charles H. Topmiller, chief engineer. Switch was constructed from parts of an electric fan, a gear pan, a camera tripod, and other scrap brass and bale-

lite. It reduces voltage to tubes in three stages, each of a two-minute period. Here Glatstein points to the new switch, which eliminates destructive stresses in the filaments of the tubes when they are turned off.

CBS to Hold Classes In Radio Operations

MEN and women engaged in radio, advertising, department store and allied activities will be offered a new evening course in "The Business Side of Radio," to be held Feb. 4 through May 20 at CBS head-

quarters in New York under auspices of V. John Karol, CBS market research counsel, and former manager of Cross-

ey Inc., will conduct classes, which will analyze functions of all im-

portant departments of individual station and network operation.

Application of promotion and re-

search will be discussed as will the relationships of FCC, ASCAP, BMI and NAB to station and net-

work operation, in addition to a re-

view of recent developments and progress in FM, television and fac-

simile broadcasting.

Darlington Stays with ACA

RESIGNATION of Edgar T. Dar-

lington as national vice-president of the American Communications Assn. and head of the Broadcast District Local No. 1, comprising the Eastern seaboard with central offices in Phila-

delphia, was rejected by the union's national executive committee. Mr. Dar-

lington, an engineer of WFIL, Phila-

delphia, resigned over differences with the local union's board of directors over policy in station negotiations.

CECIL L. SUITT has been appointed chief engineer of KTHS, Hot Springs, succeeding J. Clinton Norman.

GEORGE RITCHIE and Gordon Burton of WCKY, Win-

nipeg, have joined the Royal Canadian Air Force.

HOWARD C. WAGAR, technician of KBEC, Hollywood, has been com-

missioned a lieutenant in the Navy.

DEAN WICKSTROM and N. Vin-

cent Parsons, former technicians of KBEC, are now on active duty for the CBS, Hollywood, in a similar capac-

ity.

ALICE CARLEY and Eleanor Bredenmuhl have joined the control room staff of WDAY, Fargo.

C. W. JONES, engineer and control room operator of WTMS, Jackson, Tenn., is father of a boy.

CLEON MCKNIGHT, formerly of KFAC, Los Angeles, has joined the Television and Radio section of VCRP.

MEREDITH E. THOMPSON, chief engineer of WSAV, Savannah, is co-

operating with Dr. H. L. Swigert, state director of the Engineering Sci-

cence Management War Training Pro-

gram for Georgia, in giving a train-

ning course in Savannah using facilities of WSAV.

HAROLD BECKHOFT has been ap-

pointed chief technician of WPAQ, Spartanburg, Sc., and Murray Cole-

man as chief engineer of WORD, Spartanburg.

RALPH BENNETT, former chief en-

gineer for the Spartanburg, S. C., Ad-

ver Co., has joined the engineering department of WNYC, New York.

LT. LORAN WICKER, former en-

gineer of WPAF-WBAP, Dallas-Fort

Worth, has been appointed assistant Regional Control Officer, Airways

Communication Squadron (somewhere in Australia).

ALVA SMITH, chief engineer of WWO, WGL and W49FW, Fort Way-

ne, Ind., recently spoke to the American Institute of Electrical En-

gineers in Fort Wayne on subject of frequency modulation.

GLEN CLARK, formerly of the engineering staff of KOA, Denver, now stationed in San Francisco, has been

promoted to Lt. Com. in the Navy.

IRENE WAHL, new to radio, has joined the engineering staff of WFYF, Fredericksburg.

SAM ROTH has joined the engineering staff of KSIP, St. Paul.

ELVY C. SCULL, formerly of the Merchant Marine, has been added to the engineering department of WHEB,

Portsmouth, N. H., partly replacing Fred Loven, now on half-time duty. BERNARD SCHNEPS, previously engi-

neer of WNYC, New York, has joined WLIB, Brooklyn, as studio control engineer.

WALTER LARDNER, transmission engineer of WTRY, Troy, N. Y., was inducted into the Navy Jan. 12.

WILLIAM WATSON, former en-

gineer of WTRY, Troy, has joined the Armistice Control Branch in New

York City as control engineer.

GAYLE PEARSON is the first girl

operator for the Tri-City Network, a new system which will replace WEA and WATF, Lynchburg, Va., Maynard M. Duval, maintenance engineer for the network, left Jan. 20 for Army Signal Corps officers cad-

idate school.

S. SOMERS SMITH, former engineer of WBT, Charlotte, now with the Army somewhere in the Pacific, has been promoted to major.

Loudspeakers' Quality Measured in ASA Test

EXPLANATION of tests conducted by a committee of the American Standards Assn. for loudspeaker volume measurements appears in the December 1942 is-

sue of Industrial Standardization, ASA house organ.

Written by Alfred N. Goldsmith, chairman of the ASA sectional committee on radio the following declare that although speakers are common to every home and theatre, no standards have yet existed to judge their quality. He says such measurements must in-

clude physical and psychological studies and must overcome such problems as acoustic qualities of the room.

LESLEY J. WOODS, representing National Union Radio Corp. (Newark), in Washington on war orders, has been named vice-president and general manager of the company. Woods joined National Union in 1923, becoming general manager of its auto radio division in 1941.

STANTON D. BENNETT, chief en-

gineer of KFAR, Falstaff, Colo., has left to accept a position on the research staff of the Mass. Institute of Technology.

FRANK KERN, engineer of WFIL, Philadelphia, has been added to the teaching staff of Drexel Institute of Technology, his sibs mat.

WALTER STONER, control room supervisor of WFBF, Syracuse, has returned to duty, after recovering from being suffering a broken leg three weeks ago while skiing.

HAROLD R. HIGGINS, former master control operator of WCAU, Phila-

delphia, has been appointed a warrant officer in the Naval Reserve and is currently stationed at Washington.

DONALD A. WELLER, chief en-

gineer of WISN, Milwaukee, has been commissioned a first lieutenant in the Army Signal Corps and is now on active duty.

FRED U. WAMBLE, formerly of WCBS, Greenwood, S. C., has joined KGNO, Alamogordo, N. M., as chief en-

gineer. Gene Nalley and Laurence Smith are assistant engineers.

SGT. CLARK CASEY and Pvt. Cliff Thomson, recently assigned to the Air Force, are now stationed at the Air Force Academy, Colorado Springs.

IRENE HENNING of the Naval Reserve and general orders, has been made chief engineer of W49FW, Missoula, Mont.

CLARK CASEY and Pvt. Cliff Thoms-

son, formerly WCBS, and Richard of CBS Hollywood, are now stationed at the Air Force Academy, Colorado Springs.

K. WHEELER, technician of CBS Hollywood, has been commissioned a lieuten-

ant (jg.) of the Navy and reports for duty Jan. 23.

BUD BOREN, chief engineer of KYO, Merced, Calif., recently became the father of a girl.

LLOYD KNIGHT and Bob Cline, soundmen of WGN, Chicago, have been inducted into the Army.

MARGARET LOWE, of Moundville, W. Va., new to radio, has joined the control room staff of WWVA, Wheeling.

Cecil S. L. SYTT, comptroller of Universal Microphone Co., Inglewood, Calif., has been made a master sergeant. He has been ordered back to duty.

M. S. ADAMS, field engineer of NBC Hollywood, has been commissioned a first lieutenant in the Marines.

JOSEPH E. KAYS, field engineer of NBC Hollywood, is the father of a girl born Jan. 5.

DARLE HEMPHILL and Glen Flassig, en-

gineers of WWZ, Chicago, have joined the Army.

CHARLES BARNHART, formerly of WIND, Chicago, has joined the en-

gineering staff of WBBM, Chicago.

"Just because her husband ad-

 vertises on WDFD, everybody in Flint Michigan thinks she's so important!"

162 Advertising Agency Account Executives

Space Buyers & Officers

(Ross Federal Research & Sales Management)

P L C K

Utica, N. Y.'s ONLY Radio Station!

3RD. In Middle Atlantic Test Market

Columbia's Middle Link in Central New York

WHERE THEY'LL DO THE MOST GOOD!

Complete coverage of the rich Gulf coast area . . . teaming with war industries and a new listening public.

Blue Net work

KFDM

BAUMONT

REPRESENTED BY HOWARD M. WILSON CO.

"Another WCKY Star"

DAVID CARSON DEANS

WCKY ORGANIST

THE L. B. WILSON STATION

BROADCASTING • Broadcast Advertising

January 25, 1943 • Page 51
Decisions

JANUARY 19

WDEL, Wilmington, Del.—Granted modi-
fications of Call sign, license and operating
authorization to change DA-dates, and ex-
tension of commencement and completion
dates for local station to April 4, 1943. The
Commission assigns full responsibility for in-
terference due to the licensee.

KWTO, KGEX, Springfield, Mo.—Grant-
ed modification of Call sign, license and op-
terating authorization to change DA-dates, and ex-
tension of commencement and completion
dates for local station to April 4, 1943. The
Commission assigns full responsibility for in-
terference due to the licensee.

January 19

Applications

JANUARY 20

KFOM, Beaumont, Tex.—License to operate
is renewed. The plan to make changes in equip-
ment, relay, and extension of commencement and
completion dates.

Tentative Calendar

New, Wilkes-Barre Broadcasting Corp.,
Corporation, 123 S. 6th St., Wilkes-Barre, Pa.; For
CFP on 1240 kc, 300 w, unlimited; unlimited fac-
ilities of WSAX. (Further hearing—Jan. 26.)

WNYT, New York—Modification of Call
sign for 45 kc, 5000 square-mile area, un-
limited, time (Jan. 28).

COMMISSION NEEDS
RADIO INSPECTORS

AN APPEAL for radio inspectors at annual salaries of $2,500 and $2,000 has been issued by the Fed-
eral Communications Commission.

Under modified requirements ap-
rlicants will not now be required to take written tests. They will be
rated on education and experience. If
an applicant applies as a radio
inspector at $2500 applications must have had a full four-year course
in engineering or physics, or five
years engineering or physics for
sta
eering at a recognized college or
university, a full four-year col-

Network Accounts

All Time Eastern Time unless indicated

New Business

BARIPOLO Co., Indianapolis (shaving cream) starts Feb. 11, 1943. Nelsen Pringle—Newspaper analyst, on 7 CBS stations from 3 to 6 p.m. (PST), KQW KIOO KFPPY. Wed., Thu., Fri., 7:30-8 p.m. (PDT). Agency is Erwin,

British-American Oil Co., Ltd. To-
wards Advertising, 3 Washington St.,
New York—Starting Feb. 15, 1943, will launch a
campaign on 25 NBC stations thru Jan.
Toronto.

Coca-Cola Co. of Canada Ltd., Toronto (beverages) on Feb. 1, starts Victory Pal-
ace campaign thru Jan. 31, 1943, on 7 Canadian Broadcasting
Corp. stations, Thurs., 7:30-8 p.m. (PDT). Agency: D’Arcy Advertising Co., Toronto.

Douglas Sho Co., Boston, on March
1, adds to its San Francisco operation, for
the period Feb. 2 to Mar. 1, 1943.
Agency: Harold Cabot Agency.

Breast Food Co., New York (Force and
R-Q Data) on Feb. 4, renewed The Morgan Sisters, on 14 blue stations, shifting from
Thu., 8:00-9:00 p.m. to Sat., 8:00-9:00 p.m. (PDT). Agency: Arthur Kudner Inc., N. Y.

Sun Oil Co., Philadelphia, on Jan. 25, 1943, extended the Vandersteen program thru
25 blue stations, Mon. thru Fri., 6:45-
7:00 p.m. (PDT). Agency: O. M. Russell

Wireless—Canadian Broadcasting
Corporation, Toronto, Ont.—Inc., 25
stations thru Jan. 31, 1943. Agency:
Walter Winchell's Jergen's Journal in that
Toronto area.

Standard Brands Inc., New York
Co., 564 e. 57th st., extended Chase & Sanborn Pro-
gram, to run Jan. 28, 1943, to Feb. 21, 1943.
Agency: Chase & Sanborn. (Sun., 7:00-8:00.
Agency: J. Walter Thompson Co. of
New York and 

Changes at WNOX

SEVERAL changes have been an-
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WNOX, Knoxville, Joseph B. Epp-
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has been chief engineer of Scrib-
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appointed technical adviser, by
George Smith, formerly of WAPQ, Chattanooga. Ad-
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Evens, recently with WPFO, Knox-
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OWI Additions

Four radio men have been added to the Office of War Information’s
Western Division, George D. Keim, assistant midwestern director of news and special events, will head an out-
put unit (see page 26). John M. Mc-
Tigue, formerly of BLUE, is in charge of teletype operations in the field. Ralph J. Gleason, trade
show manager, Adlon Advertising
agency, is production editor in the field. Bill Miller, formerly of NBC, is headed for a field operation.

Cbs coast nets

The general activity of radio advertising on the West
Coast, three regional network pro-
grams are currently on the air with CBS.

January 20

During the past week through San
Francisco agencies, it was an-
ounced by Charles E. Morin, Western
Manager of CBS.

Washington State Apples Ad

Agency, Wenatchee, on Jan. 18
started for 18 weeks sponsoring Bob and Defo, a 3 CBS Pacific and Arizona stations.

Network News

Andrew Jergens Co., Cincinnati (PWT) on Jan. 13, discon-
tinues their Three-Thirds of the Neve campaign. Starting Friday, 9:00-9:15 p.m., through Friday, 9:00-9:15 p.m., for three
weeks.

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HELP WANTED

Situations Wanted

ANNOUNCER—For regular studio work. $40 or more. Write fully. WLLH, Lowell, Massachusetts.

IN CALIFORNIA

BROADCASTING.

WILLIAM T. BRACE, 51, vice-president of A. McKim Ltd., advertising agency and manager of its Montreal office, died in 31, New York, Jan. 17 after a two-day illness. He had been with the agency more than 20 years and from 1920 to 1934 was manager of its London office. Born in Brockville, Ont., he is survived by his wife, three children and two brothers.

BROADCASTING.

Situations Wanted (Cont'd)

Director-Announcer-Writer—Ten years major networks. Seven years small station experience. Interested in permanent position or station opportunity. Draft exempt. Box 225, BROADCASTING.

Excellent Radio Comedy—Experienced writer. Donnelly, 147, Moreno Avenue, Brooklyn.

VASSAR—Radio, publicity experience. Address Box 239, BROADCASTING.


PROGRAM-PROMOTION MANAGER—Network and local experience. Excellent background. Seeking Midwest. Address Box 235, BROADCASTING.

Chief Engineer—Desires change to more modern progressive station. Former RCA Engineer, seven years' broadcasting experience. Desires regional. Station size immaterial if position compatible with opportunity. Box 232, BROADCASTING.

Designed Woman—Program director, copywriter, writer, air women's programs and news. Prefer Midwest, state salary. Address Box 248, BROADCASTING.

Engineer—Desires employment with progressive station. Fourteen years' experience in maintenance, operation, installation. College graduate, 38, married. Located in Southern or West Coast. Box 241, BROADCASTING.

Twenty-Two Years Experience—Selling syn- dicated features and advertising services over entire U.S.A. and parts of Canada. Married with family, age 45. Free at once, willing to sell on drawing account and commission—salary known all over. Ed. Doleby, 14 Echo Lane, Larch- mond, N. Y.

Experienced Radio Engineer—Desires responsible position with broadcast station. Box 242, BROADCASTING.

ANNOUNCER—For 250 W. N.E.C. station in city of 90,000. Good production man who can deliver. Prefer man now working in Florida. Radio Station WLAK, Lakeland, Florida.

BROADCASTING.

George C. Davis Consulting Radio Engineer Munsey Bldg. District 8456 Washington, D. C.


Paul F. Godley Consulting Radio Engineers MONTCLAIR, N. J.

MO 2-7859

Hector R. Skiffer Consulting Radio Engineer

Field Intensity Surveys Station Location Surveys Custom Built Equipment Saint Paul, Minnesota

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


R. J. Clark Consulting Radio Engineers WASHINGTON, D. C.

66 Broad St., New York, N. Y.

NEGLECT OF MAJOR BUSINESS DUTIES TERMINATION OF EMPLOYMENT

Ring & Clark Consulting Radio Engineers

Munsey Bldg. Republic 2347

January 25, 1943
Radio Time Donated to U. S.
Not Deductible From Taxes

Treasury Holds War Bond Plugs and Broadcast Of Government Needs Function of Industry

TIME DONATED to the armed forces and other government agencies is not deductible from federal tax, U. S. Government printing, Internal Revenue Commissioner, ruled last week, answering an inquiry from Russel P. Place, NAB counsel.

The ruling was the second explanation issued by Place to clarify broadcasters’ rights under Section 23 (q) of the Internal Revenue Code which provides for deductions up to 5% for contributions to Governmental purposes.

Credit for Operations

Answering an earlier inquiry from the NAB, Mr. Helvering ruled that actual costs of producing government shows may be credited from taxes as a necessary business expense [BROADCASTING, Dec. 14].

Mr. Place’s second letter asked whether radio time could be considered a deductible gift, with published card rates as a measure. The Commissioner’s answer last week declared that radio time could not be considered a gift within the meaning of the Code, but repeated that operating expenses could be credited.

He letter follows:

Further reference is made to your letter of Dec. 14, 1942, stating that radio stations at the request of the Treasury, War and Navy Departments and other Governmental agencies, have contributed the use of their broadcasting facilities without charge to the Government to broadcast various programs and announcements designed by the agencies for the purpose of raising money or in defense of the sale of war bonds and stamps, the recruitment of the forces through the agencies for other Governmental purposes.

You requested to know whether radio stations so contributing the use of their facilities to the Federal Government are entitled to deduct in their Federal income tax returns under section 23(q) of the Internal Revenue Code, as amended, the value of the radio broadcast ‘time contributed, using as a measure of value the published card rates customarily charged advertisers for similar use of the station’s facilities.

Section 23(q) of the Internal Revenue Code, as amended effective for the taxable years beginning after Dec. 31, 1941 states in section 125 of the Revenue Act of 1942 approved Oct. 21, 1942, provides for the deduction in the case of contributions or gifts, payment of which is made within the taxable year to or for the use of:

1. The United States, any State, Territory or any political subdivision thereof or the District of Columbia, or any possession of the United States, for executive or public service; . . . to an amount which does not exceed 5% per centum of the taxpayer’s net income as computed without benefit of the deduction.

The record of the Bureau disclose that the question presented in your letter was raised in the 1937 Congress on communication addressed to you by the Bureau on Dec. 9, 1942, I. T. 5035, I.R.B. 1942-Jan. 4, 1943, which was subsequently issued on the subject under Section 23(q) of the Code, as amended.

“The business of a radio broadcasting station includes, among other things, the broadcasting of news, advertising of products, and dissemination of other matters of interest to the public. In broadcasting information with respect to the purchase of United States War Bonds, radio broadcasting stations are carrying on one of the functions for which they are licensed, and the expenses incurred in connection therewith are deductible as ordinary and necessary business expenses under section 23(a) of the Internal Revenue Code, as amended.”

This is the opinion that the value of the radio broadcast time does not represent a payment made to the United States within the meaning of section 23(q) of the Internal Revenue Code as amended, and no deduction on account thereof is allowable. However, expenses incurred by a broadcasting station in connection with the broadcasting information regarding the purchase of United States War Bonds, recruiting men for the armed forces etc., are deductible as ordinary and necessary business expenses under section 23(a) of the Internal Revenue Code as amended.

WDAY Fete Nets PBC

PHEASANT DINNER will be given in New York Monday, Jan. 25 by WDAY, Fargo, N. D., for the sales and executive staff of NBC, parent network, and for Free & Peters, New York representatives of the station. Barney Lavin, general manager, is arranging the dining and entertainment at the Hotel Ambassador. Pheasants served to the party will come from North Dakota, famed pheasant country.

Birch Gets Coast Post

RAY BIRCH, formerly radio engineer of the Army Signal Corps, has been appointed to the staff of KPRO, Riverside, Cal., where he is active in other defense work.

Boler Secures Control
Of North Central Chain

JOHN W. BOLER, president and general manager of the North Central Broadcasting System, has acquired all common stock in the regional network from his associates, David C. Shepard and Howard S. Johnson. He is also understood to have purchased Mr. Shepard’s interest in the Jamestown (N. D.) Broadcasting Co., operators of KSBJ, in which Mr. Johnson also has an interest.

Mr. Boler, a former sales manager of radio stations in Minneapolis, North Dakota, South Dakota, Wisconsin, Iowa and northern Michigan, is active in broadcasting since 1929 and serves as president of the Jamestown Broadcasting Co. He has been active in broadcasting since 1929 and serves as president of the Jamestown Broadcasting Co.

COCILANA INC., New York, this month is expending its spot broadcasting with “Bond Plugs and Broadcast Function,” in addition to the seven stations it has been using since last October in New York, Boston, Philadelphia, Washington, D. C., Chicago, and St. Louis.

The company’s advertising, under the direction of Roy S. Averill, is designed to be used to attract potential buyers of war bonds.

WBP Advisors

LAWRENCE VALENTINE, president and treasurer, and Joseph Lorin, vice-president and account executive of Grey Adv., New York, have taken on additional duties as members of the staff of the campaign and media branch of the division of Information of the War Production Board. They will serve as advisors and consultants in the campaign to explain the WBP’s Inventory Limitation Order L-219.

Capt. Thompson Now

JOSEPH F. THOMPSON, former NBC production man on duty with the War Dept. radio branch, has been promoted to captain. He is assigned to field duty, assisting in production of programs for Army service and other programs on which the War Dept. is interested.

MRS. ROOSEVELT LATE
First Lady walks to WMAL–Dimes Broadcast

MRS. ELEANOR ROOSEVELT, the nation’s First Lady, became radio-victim of the “no pleasure” driving edict of OPA last week, when forced to walk more than four blocks from The White House to a broadcast of WMAL in a sidewalk booth, she was five minutes late for a 6:30 show in concert with the “Mile O’ Dimes” campaign.

Brian Rash, director of special features of WMAL, Washington, filled in the First-Lady’s tardiness with music programs, and, after her brief address, Mrs. Roosevelt retraced her steps to The White House, four blocks away, on foot.

Ceciliana Expanding

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New Canadian Group

AN ADVISORY committee on interdepartmental advertising has been set up under the wartime information board, Ottawa, with John C. Porter, advertising manager of Robert Simpson Co., Toronto, national department store chain, as chairman. The new group replaces a committee which was appointed by the T. C. Board of Trade. The new board is being headed by John S. Rash, former deputy minister of the National War Services Dept., and on the board are Erwin, Wasey & Co., Toronto, coordinated by Government advertising. Mr. Martin has returned to private business.

Air Express Names Agency

AIR EXPRESS division of Railway Express Agency, New York, has appointed Erwin, Wasey & Co., New York, as its agency effective March 1. Advertising will be coordinated more closely than before with Air Transport Assn., an account handled by Wasey. The possibility of resuming radio advertising by the Air Express division has been considered, but has been dismissed for the present.

Brinkerhoff in Marines

E. V. BRINKERHOFF, president of General Sound Corp., New York, recently as a new member of the Marine Corps. Capt. Brinkerhoff will take a leave of absence from his duties, without pay for the duration, and reports for active duty Feb. 5. Miss Dorothy Vanson, vice-president of General Sound will take over his duties.
The chart below contains more detailed results of the "State Fairs Survey." The KMBC audience in each program classification is compared with audiences of the next three highest-ranking stations. Percentage figures indicate what portion of the entire rural Heart of America audience habitually tunes to each station.

For years KMBC's listener-leadership in Greater Kansas City has been a well-recognized fact. It took visits, however, to both the Missouri and Kansas Fairs of 1942 (Sedalia, Mo., August—Topeka, Kans., September) to establish the margin of preference for KMBC in the rural sectors of the Heart of America Area—the region encircled by KMBC's half-millivolt daytime contour.

This is the story: An independent market-analysis organization sent its trained, professional interviewers to both State Fairs. There, they conducted personal-interview surveys of persons living in this 78-county Heart of America Area.

They asked specifically to what stations these listeners tune for "service programs"... News, Markets, Farm Talks, Farm Programs, and Home Service Features. These, we believe, are the features best calculated to contribute to rural listening habits.

Results of these studies, based on nearly 5,000 interviews, show that:

In the Heart of America Area, KMBC audiences outrank those of all other stations in each of the five "service program" classifications!

And for "service programs" in general:

KMBC has 350% more regular listeners than the nearest competing station... virtually as many listeners as 25 other stations combined—all that were mentioned!

Here, at last, is reliable evidence that in rural as well as urban portions of the Heart of America, listeners definitely prefer KMBC.

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SEATING CAPACITY: 2,000

... doesn't mean a thing!

- How many people come to your show? That's the important thing!

When your act is on the stage, how many people are in the seats? It's the audience that counts.

"Seating capacity" doesn't mean a thing.

WKY in Oklahoma City has the seating capacity ... and packs 'em in. WKY not only rents you the hall ... it gives you an AUDIENCE!

No other Oklahoma City station has the coverage capacity of WKY. No other Oklahoma City station delivers so many LISTENERS in Oklahoma, nor so many listeners per dollar.

WKY • OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgm.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.