A million a year—for thirteen successive years. Again in 1942, listeners sent WLS 1,172,220 letters, making it 13 million letters in 13 years—13,882,685 to be exact! Yes, another year—a another million letters at WLS! That's a lot of mail, representing a lot of listening . . . by listeners loyal and responsive to WLS programs and to the advertisers who present them. You, too, can be one of the lucky advertisers sharing this confidence. Just ask the John Blair man.
KLZ — "The Friendly Station"

That's more than a slogan... it's a reputation. That's the way listeners have felt about and talked about KLZ for years. And KLZ has adopted the phrase, "The Friendly Station", because it regards this public expression both as a compliment and a challenge.

Since broadcasting its first commercial program 23 years ago, KLZ has managed to remain "one of the folks", nor without sacrificing either its own dignity or that of its listeners. Through all these years, KLZ has maintained a keen interest in the thoughts, activities, and problems of the people it serves, rubbing shoulders with them at every opportunity, on their farms, in all their civic, educational, religious activities.

KLZ speaks to its listeners as a friend, is regarded as a friend by its listeners. Isn't that the way you want your selling message put over... just between friends?
When It's Groundhog Day Down South

Around Feb. 2 people down South begin to feel the urge of Spring—and advertising hits its high months of the year. It's time to spring those spring schedules down this way!

To cover Middle Tennessee, the rich Nashville market, you need only one medium—WSIX, "the voice of Nashville". Get the facts and figures here before you make out ANY schedule pertaining to this part of the country.

Member Station, The Blue Network and Mutual Broadcasting System
Spot Sales, Inc., National Representatives

WSIX
5000 WATTS 980 KILOCYCLES
"The Voice of Nashville"
NASHVILLE, TENN.
The Skyscraper Capitol
at Baton Rouge, Louisiana

IS IN WWL-LAND

and so are 10,000,000 Customers from 5 States

CAPITAL of prosperous Louisiana, Baton Rouge is right in the heart of 59,508 square miles of WWL-land.

THIS GREAT Deep South Market is dominated by just one station—50,000 watt, clear channel WWL—five times more powerful than any station for hundreds of miles.

WWL

NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL

The Greatest Selling POWER in the South's Greatest City
CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.
"They awaken the sponsor to the realization of the commercial value of good music properly presented."

If you are an ASCAP-licensed station, and you are not taking fullest advantage of these sales-worthy programs, write or wire at once. They are without cost to you.

**ASCAP RADIO PROGRAM SERVICE**
30 Rockefeller Plaza, New York City

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**KGER**

5000 WATTS DAY & NIGHT

LOS ANGELES - LONG BEACH

640 S. OLIVE - 435 PINE AVE.

C. MERWIN DOBYS, President and General Manager

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December 19-1942

Robert L. Murray
Director of Radio Program Service
American Society of Composers, Authors and Publishers
Thirty Rockefeller Plaza
New York City

Dear Mr. Murray:

We have been very pleased with the writing skill displayed in your Radio Programs Service. These excellent scripts are a valuable contribution to the programming of an independent station, in our opinion, for two important reasons:

A - They turn a recorded program into a piece of finished showmanship; not a makeshift music filler put on by a "disc jockey" while he is busy with six other things.

B - They awaken the sponsor to the realization of the commercial value of good music properly presented.

You have our congratulations on your efforts to change music costs into music profits, and we wish you continued success.

Sincerely yours,

O. Merwin Dobyns, President

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KGER's New RCA 5E 5,000 Watts.
Southern California's Most Strategically Located Transmitter in the Heart of Los Angeles County.

**STUDIO A,** Los Angeles studios, incorporates every latest feature for perfect broadcasting.

"NEWS ON THE HOUR—Every Hour"—16 newscasts per day at easily remembered times via Associated Press, Transradio Press and the KGER News Bureau.

$35,000 WURLITZER studio organ symbolizes the fine musical offerings enjoyed by the KGER audience.
IN 16 YEARS...

OVER 12 CENTURIES OF

SINCE the birth of NBC—16 short, history-packed years ago—the total number of years that NBC-affiliated stations have broadcast to the people would, if laid end to end, reach back to 743 A.D.—the year in which another lusty infant was born—Charlemagne.

During these 1200 years of broadcasting, each of these NBC stations has earned the loyalty and confidence of the people of its community; has established itself as a progressive force of enlightenment, as well as a popular source of entertainment.

When war struck, NBC moved immediately to aid the government in every way possible and to maintain at the same time the high calibre of radio service the people have come to expect from NBC stations. It was upon this foundation that NBC established radio's first War Clinic in 1942.

Today, as NBC affiliates and network executives meet for their 1943 War Clinic, they have behind them a proud record of war-service achievements... before them the goal of even greater contributions to traditional American broadcasting and to the nation's successful prosecution of the war.
NEVER” wrote Robert E. Bausman in sending us his thumb-nail biography — “never have I seen a more vivid case of a country boy remaining a country boy”! . . . But Abe Lincoln was a country boy too, and modest as Bob Bausman is, he isn’t fooling anybody about his business ability. Bob knows as much about human contacts as about radio contracts — and therefore has plenty of both!

Ever consider that radio stations, too, succeed by the quality of their human contacts — that the nature of these contacts determines the size, type and receptivity of their audiences? Well, how else do you explain the fact that no two stations ever consistently produce equal results — no matter how well-matched as to power, location, time-of-broadcast, etc.?

"Management makes the radio station" because it’s management that sets the quality of its station’s contacts, and hence sets the size, type and receptivity of your audience. The stations at the right are well-managed stations. They give you larger, better, more receptive audiences for every dollar. We'd like a chance to prove it to you, here in this pioneer group of radio-station representatives.
Revised Manpower List Aids Radio

Ten New Critical Occupations Named

IMPORTANT manpower relief for radio results from a revised list of critical occupations within the communications services, including broadcasting, announced last Friday by National Selective Service headquarters. This represents an amended and final version of Occupational Bulletin No. 27, first issued in October [BROADCASTING, Oct. 19, 1942].

Ten new occupational titles have been added to the list which is dated Jan. 23, and is currently in the hands of draft boards throughout the country. These new “necessary occupations” include station manager; program director; news editor, managing editor, news, special events, or public affairs; traffic manager; radio broadcast technician (all around), and maintenance mechanic. (See complete list of critical occupations below).

New List More Liberal
The new list results from the efforts of an industry committee composed of Frank M. Russell, NBC Washington vice-president; Kenneth Yourd, CBS Washington counsel, and Howard Frazier, NAB director of engineering, who worked closely with representatives of the Board of War Communications, the FCC and the War Manpower Commission.

Far more liberal than the first, the revised list includes most of the key personnel essential to the operation of small stations. At the same time, industry leaders in Washington felt that it is more than adequate to care for the vital personnel of larger stations as well as networks.

Criteria for deferment under the new list remain the same. First, all occupations covered require a “reasonable degree of training, qualification, or skill to perform the duties involved,” the bulletin points out. Second, the list is intended to cover those occupations “which must be filled by persons capable of performing the duties involved” to insure efficient maintenance. Lastly, all occupations listed require “six months or more of training and preparation”.

The bulletin advises draft boards to “cover those critical or skills factors in the classification of registrants employed in broadcasting as well as in other communications services: training, qualification, or skill required for the proper discharge of the duties involved in his occupation; the training, qualification, or skill by which he may engage in his occupation; and the availability of persons with his qualifications or skill, or who can be trained to his qualification, to replace the registrant and the time in which such replacement can be made.”

The list does not provide blanket deferment for all occupations listed but is rather intended to serve draft boards with a guide to the key occupations.

It will be seen in the complete list below that the occupations in the broadcasting field are named specifically by reference to domestic or international broadcasting or both. Other occupations named are specifically labelled radio communications if not broadcasting.

Communications services covered are divided in seven sections: radio broadcasting, radio communications and television services; magazines of general circulation; production of motion pictures; protective signal systems; submarine cable services; telephone services; television services.

Local Boards Autonomous
Specific titles in the list covering broadcasting include: director of operations, radio broadcasting; electrician (all around); engineer, professional or technical; engineering draftsman, design; instructor, training program; maintenance mechanic; manager, employment or personnel; station manager; managing editor, news, special events or public affairs; news editor (domestic or international broadcasting); news editor-announcer (international broadcasting); program director; radio broadcast technician (all around); rigger radio; television engineer; traffic manager and translator.

The development of the revised list is the final step in the definition of the industry’s essentiality. In October last year the first list covering key occupations was issued. At that time it was pointed out in BROADCASTING that there was a strong likelihood of a revision.

The only remaining development in manpower is that the manpower picture will come in two or three weeks when a detailed “dictionary” breakdown of the new list will be issued by the WMC to its local offices to aid draft boards.

Local boards remain autonomous in their decisions. Furthermore a local Selective Service spokes- man warned that forms known as 42-A as last amended Sept. 15, 1942 must be filed for all men in the broadcasting industry considered essential by their employers, even though their job titles are contained in the revised list.

List of Critical Occupations for Communications...

FOLLOWING is the list of critical occupations* contained in Selective Service Occupations Bulletin No. 27 (Amended Jan. 23), pertaining to radio broadcasting; radio communications (radio-telephone, radiotelegraph and telegraph); and television services:

Radio Broadcasting: Radio Communications (Radiotelephone and Radiotelegraph); and Television Services.

Director of Operations, Radio Broadcasting (Domestic or International). (This title includes those persons who are in charge directly, or through subordinates, of the activities of the various operating departments of a network. It also includes assistants who are directly responsible to the director of operations for the efficient functioning of the various operating departments of a network. It does not include any directors or assistants concerned with sales, promotional, legal, tax, clerical and other non-operating aspects of a network.) Dispatchers, Radio Communications. Electrician (All Around.)

Engineer, Professional or Technical. (This title covers persons who are actually engaged in engineering in the operating or research phases of this activity regardless of educational background.) Engineering Draftsman, Design.

Foreman, Radio Communications (Communications & Repair). Inspector, Radio Communications Equipment. Inspector, Training Program (Radio Communications). (This title covers only those persons engaged in the occupations included in this list who, because of their skill and experience, are detailed as instructors in an established training program.) Instrument Maker (All Around). Machinist (All Around). Maintenance Mechanic (Domestic or International Broadcasting, and Radio Communications).

Manager, Employment or Personnel. Manager or Superintendent, Radio Communications System or Station. (This title covers those persons who are actively engaged in supervising directly, or through subordinates, various technical and operating departments of a system or station in the radio communications industry. This title covers, also, assistants who are directly responsible to such managers for the efficient functioning of the various technical and operating departments. It does not cover managers or their assistants concerned with promotional, sales, legal, clerical, tax rate structure, or other segments of a nonoperating character.)


Program Director (Domestic or International Broadcasting). Radio Broadcast Technician (All Around) (Domestic or International Broadcasting). Radio Communications Technician (All Around). Radio Telegrapher (This title covers radiotelegrapher of both stationary and mobile radio services.)


Storekeeper, Chief (Radio Communications). Television Engineer. Traffic Manager (Domestic or International Broadcasting). Television Technician (Radio Communications).

Translator (International Broadcasting, Shortwave Monitoring Service, or radio communications).

BROADCASTING • Broadcast Advertising

February 1, 1943 • Page 9
WJWC Operation To Be Suspended
Chicago Station Blames Loss Of Revenue Due to War

WJWC, Chicago, using 5,000 watts on 1620 kc, and operated by John W. Clarke, Chicago investment broker, last week notified the FCC it was surrendering its license and will discontinue operation within the next few days. Marshall Field 3d, owner of the Chicago Sun, is a minority stockholder in the station.

The entire physical facilities and transmission equipment of the station have been offered to the Government by Mr. Clarke. The employees were notified of the dissolution last Thursday by William R. Cline, general manager.

Losing Money

In a letter to FCC Chairman James L. Fly, Mr. Clarke stated that the operation was losing money and that wartime conditions made the development of wider coverage impossible.

"We have discussed the problem of carrying on in the face of constant and regular operating losses. We have considered our possible duty of continuing the service, regardless of cost. While the public of Chicago is not now receiving the type and kind of service which we intended to give that public, we have reached the conclusion that the service now received by the public from the existing facilities will be adequate under present conditions."

Liquidation of WJWC closes a chapter in Chicago radio started just one year ago with Mr. Clarke, Mr. Field, Dr. George F. Courrier, minister of Elgin, Ill., and original owner of the station and Doris Kann, present president and general manager, as the principals. Last January Mr. Field acquired 30% interest in the station (then operating with the call letters, WHIP) for $60,000, and Mr. Clarke, a 15% interest for $25,000. Mr. Clarke last May purchased 26% of the stock from Mr. Field and 10% of the stock from Dr. Courrier, obtaining 51% or control of the station.

The Hammond-Calumet Broadcasting Corp., licensee of the station, will be kept alive according to Mr. Clarke, who wrote Chairman Fly "we hope when the time is propitious to again ask the permission of the FCC to be the grantee of a license and to render the service of the public in our area."

The present stock alignment of the corporation is: Mr. Clarke, 51%; Dr. Courrier, 41%; Doris Kann, 10%. Mr. Field 4%. Outstanding debenture bonds of the licensee corporation in the principal sum of $150,000, issued for station expansion last June, are held by Mr. Clarke and Mr. Field in the amount of $75,000 each.

DELUCE of pennies was the result of a Staten Island housewife's wrong answer to a question asked her by Ralph Edwards (above) on the Jan. 23 Truth or Consequences, sponsored by Froster & Gamble Co., Cincinnati, on NBC.

Mrs. Dennis Mullane was asked, "How many kings of England possessed the name of Henry" and when she mistakenly guessed five, Edwards suggested as her "consequences" that listeners send her one-cent contributions to buy War Bonds for her son Harold, a 17-year-old Marine.

Mrs. Mullane received 200,000 letters by last Wednesday with no let-up in sight. Although NBC has sent to her house a staff of 15 persons to help her open the mail and count the cash—the average seems to run 3 to 4 cents per letter—it doesn't look as though the official total, either of individual letters or amount collected, could possibly be added up for another week or so.

Besides the letters, packages by the score have been arriving. Post office regulations provide that they must be delivered to Mrs. Mullane's home in West Brighton, Staten Island, N. Y., so huge mail trucks, filled with packages containing gifts for her son, roll up to her door. One radio listener sent a bank with 304 pennies; another sent 186 coppers and a grandmother of 13 children sent a penny for each grandchild. Some letters contained quarters, half dollars and currency.

750 kw. Authorized for WLW Adjunt at Request of OWI

EVEN THOUGH the FCC ordered termination of the 500,000-watt operation of WLW's developmental transmitter effective the first of the year, that transmitter, using the call letters W8XO, has been authorized to continue operation with power up to 750,000 watts for experimental purposes. The plant—highest powered in the continent and probably in the world—is earmarked for psychological warfare service at points unknown sometime in the future.

At the request of OWI, it was learned last week, the WLW transmitter was authorized by the FCC to continue engineering tests with peak power, which probably will reach 750,000 watts. In the near future, it is thought, the transmitter will be sent abroad as part of the psychological warfare effort, probably to be used for longwave, rather than international shortwave broadcasting. If it is used for shortwave, the transmitter may be split up into several 250,000 watt units.

Ligation Pending

After the FCC denied the application of the WLW adjunct for authority to experiment with 750,000 watts during early morning hours and had terminated its authorization to operate with 500,000 watts during the early morning, Crosley Corp., licensee, appealed last month to the Court of Appeals. That litigation now is pending.

The new authorization, presumably for the purpose of getting the "bugs" out of the 750,000-watt operation preparatory to war shipment, was said to have no bearing whatsoever on the Commission's denial of the formal applications. It was regarded entirely as a matter having to do with the war effort. The station continues to use the developmental call letters W8XO, rather than a new set of call letters which might have been assigned for the experimental operation.

It was pointed out that the tests are purely of an engineering or technical character, and have no bearing on program operations. Crosley engineers were instructed to report the results, so that coverage and related data on peak power performance could be ascertained.

Operation with 750,000 watts, according to engineering opinion, would constitute the highest power used for broadcast transmissions. While power of that order is reported to have been used in Europe—notably Russia—engineers point out that methods of measurement are employed. In this country power is rated off the antenna, rather than input.

A&P STORES PLAN
CBS FOOD SERIES

GREAT ATLANTIC & Pacific Tea Co., New York (retail grocers), on Feb. 17 begins a twice-weekly program at 11 a.m. on 32 CBS stations as far west as Kansas City, area most intensively covered by A&P's retail outlets. The quarter-hour series, Wednesday and Fridays, will be based on food talks by a CBS newsman, as yet unannounced, with advice to housewives on how to buy food by a woman commentator.

Material will be made up in Washington with all food reports given as seen from the nation's capital. Guest stars will appear and occasional restaurant pickups from commissaries of Army camps are planned. Agency is Paris & Pearl, New York.

Knight on Leave

VICK KNIGHT, executive radio producer of Biow Co. in the agency's New York office, is on a two-weeks' leave of absence because of illness, according to Milton H. Biow, president of the agency. Bernard Froenker, Biow radio director in the New York offices, is now in Hollywood to handle Mr. Knight's duties for the time being.

It has been rumored that Mr. Knight had handed in his resignation, no confirmation could be obtained from Mr. Biow.

Kaltenborn Tour

H. V. KALTENBORN, NBC news correspondent, has just returned from a trip to Cuba, Puerto Rico, Brazil, Trinidad, Panama and Mexico to a three-week tour, returning to New York for his March 15 broadcast on NBC. He will also make periodic broadcasts from Mexico City during the March 15-29 period five-weekly 7:45 p.m. news spot will be filled by a substitute program.
FCC Ripper Bill Revived in House

Old Sanders Measure Reintroduced by Holmes

REVIVAL of the Sanders Bill, to reorganize the FCC and spell out many of its functions, with the possibility of legislative action at the current session, was seen last week with the reintroduction of the measure by Rep. Pehr G. Hofsas (D-Minn.) in the House.

The new bill (HR 1490) was offered last Monday and promptly was referred to the House Interstate & Foreign Commerce Committee, which held hearings on the original measure last session. With completion of the organization of the committee for the new term, it was indicated that Chairman Lea (D-Cal.) shortly would appoint a subcommittee to study the voluminous testimony and perhaps draft a new committee bill.

Action Significant

It was indicated in Chairman Lea's behalf that he had no concrete plan of action and that the first step was the naming of a subcommittee—probably of five or seven—to evaluate the evidence and make recommendations on revision of the new bill or drafting of a committee bill. Chairman Lea himself, it was thought, probably would undertake the chairmanship of the subcommittee.

The action last week was regarded as significant, in the light of the overwhelming vote of the House on the Cox Resolution (HRes 21) for a far-reaching inquiry into the FCC and the stewardship of its personnel [Broadcasting, Jan. 25]. Just prior to that action, question was raised on the House floor regarding a full-scale industry inquiry and broadening of the scope of the Cox Resolution. This was met with the observation by Interstate Commerce Committee members that they had already conducted the inquiry, having heard representa-

Just Back from Australia, where he served as MBS correspondent, Frank J. Cubel (left) was tendered a luncheon Jan. 15. Miller Clinctoak, recently installed MBS president, is greeting Mr. Cubel.

tives of the industry and of the FCC, pro and con, on the original Sanders Bill. The FCC opposed the Sanders measure in 1942 when it was first introduced, while the NAB gave it full support.

Keen observers that thought the outcome of the Cox inquiry would have a significant bearing on related matters, and that of private communications over services in the common carrier field. Each division would have its own counsel, with the chairman of the full commission to serve on a division only when there is a vacancy.

Only dated in the bill would be provisions for hearing (Continued on page 51)

SEP Plans Drive

CURTIS PUBLISHING Co., Philadelphia, has appointed MacFauland, Averyard & Co., Chicago, to handle promotion on the Saturday Evening Post. Special announcements on an extensive list of stations to start Feb. 16 is planned.

Bank Group Adds

SAVINGS BANKS of New York state, during their statewide campaign to promote thrift and savings during 1943, will complement an intensive newspaper drive with two announcements weekly on 10 women's participation programs in nine New York titles. This is a continuation augments the newspaper and radio advertising through distribution to war industry employees. An exhibit and booklet Sucker, Spend, and a film titled "Your Dollars—in Uniform," Agency is Ruthrauff & Ryan, New York.

Grove Extends

GROVE LABS., St. Louis (Bromo-Quinine, Daily Vitamins) has extended its schedules three to four weeks over 100 stations currently carrying announcements and programs. Commitments were to expire February. Simultaneously, another 25 radio stations will be scheduled on most of the stations with copy emphasis placed on Daily Vitamins. Russell M. Seeds Co., Chicago, is agency.

Cox House Committee Asks $60,000 For Probe of FCC

AN INITIAL fund of $60,000 to launch its investigation into the FCC will be sought by the five-man subcommittee of the House to conduct the inquiry, Rep. E. E. Cox (D-Ga.), chairman, announced last Wednesday following the committee's organization meeting.

Approval of the budget is seen without serious opposition, in view of the overwhelming vote of the House in support of the Cox resolution, with only two discernible dissenters. The budget request will go to the House Appropriations Committee prior to floor action—probably this week.

The committee, according to Chairman Cox, will appoint its staff of attorneys and investigators as soon as funds are available, preparatory to launching the public hearings, now scheduled to get under way about mid-March.

Selection of counsel will be one of the first actions of the committee, Chairman Cox said, with the likelihood that one or more appointments will be announced during the next few weeks. A number of names are under consideration for the key post of chief counsel, he asserted.

Questioned regarding suggestions that the inquiry, aimed at purporting "bureaucracy and Communism" on the FCC, be broadened to encompass the whole industry, Judge Cox said the committee proposes at this time only to carry out the mandate of the House, which covers an investigation of the FCC and the stewardship of its executives and personnel. Chairman James Lawrence Fly has been Judge Cox's principal target, though he indicated the investigation would go into all phases of FCC operation since its creation in 1934.

There is no present plan, Judge Cox said, to open up the inquiry into a general industry investigation. The committee's findings, however, will be with a view to remedial legislation, he said. The House Interstate & Foreign Commerce Committee was charged with the origination of radio legislation and now has before it the modified Sanders bill, reintroduced last week by Rep. Holmes (R-Mass.). At its organization meeting last Tuesday, Judge Cox declared, his five-man committee discussed generally the preliminary plans for the inquiry. He indicated frequent meetings would be held in connection with selection of personnel and in preparing material for the opening of the investigation.

That the probe will go beyond routine FCC activities was made clear by Judge Cox. He said attention will be given its war activities and relationship with the Board of War Communications, also headed by Chairman Fly. Effect of BWC's operations upon Army and Navy communications will be studied, he said, by handpicked committee hands.

Rep. Vorhis (D-Cal.) on Jan. 22 praised the FCC for its AT&T rate cut [Broadcasting, Jan. 25]. He said the saving was many times the FCC appropriation for all activities.
IRE Meetings Get Reports on War Work

Regional Sessions Linked by Radio

For Fly Talk

USING radio to conserve transportation, the Institute of Radio Engineers last Thursday held simultaneous conferences in New York, Washington, Boston, Chicago, Montreal, Toronto, Cincinnati, St. Louis, Kansas City, Portland, Ore., and San Francisco, with the main addresses delivered in New York by James Lawrence Fly, FCC Chairman, from Washington, brought to all 11 conferences, as well as to thousands of other IRE members in their homes, through a CBS broadcast, 10:30-10:45 p.m.

This broadcast and the local meetings replaced the usual three-day mid-winter convention in New York.

Fly also brought a message from the new IRE president, Dr. Lynde P. Wheeler, chief of technical information division, FCC, who is introduced by the past president, Mr. F. Von Dyck, director of RCA license laboratories.

Chairman Fly's address, delivered from the Washington section banquet in the Willard Hotel before high ranking military communications officers, civilian production officials and research engineers, praised the radio engineers doing the war work, but urged that "the rate of engineering progress must be maintained".

Speed Needed

"The engineering marvel of January may be the obsolete technique of December," Mr. Fly warned. "The enemy, too, has skilled engineers and must not be underrated.

"American forces are advancing in communications equipment, the rate of engineering progress must be maintained and indeed accelerated. If the enemy engineers are good, our own are and must be even better."

The FCC-BWC chairman told the IRE that the merits of radio's job so far in the war, warranted some satisfaction. He reviewed the achievements in converting the industry and congratulated the engineers on "the completeness, efficiency and smoothness with which you have done the job."

Mr. Fly paid tribute to the eagerness with which the engineers faced the technical and manufacturing job, "to accomplish the seemingly impossible, and as demanding in ingenuity and hard work". He described the new electronics tools necessary for the war effort: "After such equipment has been invented and designed, it must be manufactured. It's one thing to invent a new radio circuit or design a new piece of apparatus; it's something else again to put that apparatus into mass production, with a minimum of delay and a maximum saving of scarce raw materials."

"Preceding this nationwide broadcast, the New York meeting heard an address by Sir Noel Ashbridge, chief engineer of the BBC, short- waved from London, also through the cooperation of CBS. Describing the technical difficulties of operation during enemy bombings and air raid alarms, when stations must be taken off the air promptly to prevent their use by enemy aircraft, the repair of bomb damage to stations and to lines, he said that in spite of some close misses the service has never lost a minute at a time when it was vital that it be on the air with information essential to public welfare."

Rapid Expansion

"The technical session in Washington Thursday afternoon was devoted to a study of radio's war work on both military and civilian waves, with speeches by Frank H. McIntosh, WPB Radio Division civilian radio chief; Brig. Gen. Frank E. Stone, director of Civilian Communications; Capt. Carl F. Holden, director of Naval Communications; Roy C. Corderman, OWI Bureau of Communications Facilities.

Mr. McIntosh's speech reviewed WPB's job in directing the production of the vastly expanded electronics industry. "Before the war, he said, "we never dreamed the radio business would be expanded to such an extent, but the Army's production in 1943 will amount to more than the entire output of 1941."

"Vacuum tubes, the contrast is even more marked. The production rate, a century of production would have been required to meet our needs in 1943. Engineers have developed machinery for producing tubes so that some that formerly were made at a rate of 21 a week, are now turned out by the thousands in the same period."

Mr. McIntosh said the program for transmitters and electronic equipment would be $4,000,000,000 this year, four times the figure of 1942. He expressed confidence this would be met, or that "if we don't approach it, we'll come darned close."

Gen. Stoner described the operation of the Army communications system, a worldwide system controlled and coordinated by the Signal Corp. Although his description was seriously hampered by military secrecy, he was able to give a picture of the Signal Corps work. "If you want to guess the number of radio stations we maintain," Gen. Stoner said, "take any number, multiply it by five, and chances are you'll still be only about 25% right."

Types of Equipment

"The Signal Corps uses 4,500 types of communication equipment, Gen. Stoner said, and since this is a secret, he did not say what the Army depends on radio. "Communications have to keep up with the troops," he explained, "so our Army requires equipment that is sturdy, that can be thrown in the water, and meet the thousands of knock's it will get."

"A call for engineers to rush their ideas into production instead of seeking scientific perfection was voiced by Capt. Holden, whose speech was read by Com. G. B. Myers of his staff, after the Naval communications director had been disabled by a cold."

"When you're on Guadalcanal, and you have no equipment, it doesn't do you a bit of good to have a lot on order," the message said. "You are better off with something else a little bit, than nothing at all."

Capt. Holden asked that production engineers and design engineers work together from the moment a new idea is proposed so that manufacturing may be eliminated and the idea rushed into use.

Capt. Holden asked for lighter equipment for new testing machinery, for standardization of parts, and finally for "a Henry Kaiser or Willow Run of radio and electronics manufacturing." He predicted that scientific development would later react to the benefit of commercial radio.

Last talk of the afternoon was by Mr. Corderman, who reviewed the U.S. Signal Corps broadcast outlining OWI's program for new shortwave transmitters. The first of these will be delivered late in February, he said, and the last, early next year.

Production of the transmitters has been so scheduled to avoid interference with military needs, he explained. He said that in 1942, the Germans, despite their general production pinch, were building 12 or more 200,000 watt transmitters.

New officers of the Washington section, installed at the evening banquet before Chairman Fly spoke, are: Clyde M. Hunt, chairman; J. W. Hall, vice chairman; and H. A. Burroughs, secretary-treasurer. Capt. E. M. Webster, Coast Guard, retiring chairman, introduced the new officers.

Chairman Fly of the New York evening meeting, which was a joint session of the IRE with the American Institute of Electrical Engineers, noted that George C. Southworth of Bell Telephone Laboratories speaking on the subject "Beyond the Ultra Shorts", he visualised the use of microwaves—with frequencies above a billion cycles a second—for both television and general communication. With high directivity, having the line of sight and not interfering with signals beyond their useful range, these waves may be conducted from generator to antenna through wave guide tubes instead of in wires or coaxial cables, he said.

After a technical session in the morning, the afternoon meeting opened with the presentation of the new president, followed by the award of the institute's medal of honor to William Wilson, recently awarded an M.S. degree with the Bell System, for "his achievements in the development of modern electronics, including its application to radar apparatus, and for his contributions to the technical work of the institute."

Remainder of the afternoon meeting (Continued on page 40)
Thanks to annual Iowa Radio Audience Survey, question of comparative radio-station popularity in Iowa is a matter of established record. During every one of five years in which this authoritative Summers-Whan poll has been taken, WHO has been overwhelmingly voted the "listened-to-most" station in Iowa. In March, 1942, radio families from every Iowa county voted as follows:

STATIONS "LISTENED-TO-MOST"—DAYTIME
Station WHO . . . by 55.7% of Iowa families
All other Iowa Commercial stations combined . . . by 18.2% of Iowa families

STATIONS "LISTENED-TO-MOST"—NIGHTTIME
Station WHO . . . by 60.4% of Iowa families
All other Iowa Commercial stations combined . . . by 10.9% of Iowa families

This gives you some idea of WHO's popularity in Iowa—especially when you remember that, as indicated in 1941 Survey, the "listened-to-most" station gets SIX hours of listeners' attention, to every ONE hour for No. 2 stations in this State (outside of large metropolitan centers.)

That's Plus No. 3 for WHO. If you want the station that most people listen to most, we'll welcome you here at WHO! Write us for all other Plusses, or just ask Free & Peters!
Senate Probers May Recall Petrillo

Rosenbaum Offers Plan To Apportion Cost Of Records

PROSPECTS for recalling AFM President James C. Petrillo by the Senate Probe Committee, to check discrepancies in testimony previously given by himself and by Joseph A. Padway, AFM general counsel, and also to look into other AFM developments since the initial appearances last month, are being considered by Chairman Clark (D.-Ida.) of the committee. Chairman Clark did not indicate when the hearings would be resumed, asserting the five-committee was awaiting action of the AFM international board on the whole recording situation preparatory to evolving future plans.

Before the committee resumes its hearings, with testimony expected from opponents of the Petrillo position, an analysis will be made of the proposals for an armistice in the recording ban, or for its settlement and the withdrawal of the AFM board. Commitment to this end was made to the committee by Mr. Petrillo in his appearances Jan. 12-13.

Restores Remote

There has been spirited activity on several fronts involving the music recording ban since the Senate hearings recessed. Withdrawal on Jan. 19 by Petrillo of remote name bands from both CBS and the Blue, occasioned by the unwillingness of WJAS and KQV, Pittsburgh, to agree to a demand for an increased budget for musicians, caused considerable consternation. These remote were restored, however, on Jan. 26.

Reports also were received that a controversy had developed in Louisville between the AFM local and both of its CBS and Blue outlets, respectively.

Meanwhile, significance was attached to the action last Monday (Jan. 25) of Federal Judge John P. Barnes in restoring, however, on Jan. 26.

These developments, Mr. Arnold said, were: (1) the extension of the recording ban by James C. Petrillo, AFM president, to include independent radio stations, (2) the Senate hearings investigating Petrillo and the AFM, and (3) the Supreme Court decision upholding the conviction of the American Medical Assn., for violation of the anti-trust laws.

When Mr. Padway told the court that the case will be eventually reviewed in the Supreme Court "so that we know where we stand," Judge Barnes leaned across the bench and said, "With your permission, I will state my opinion as briefly as possible."

Judge Barnes, in taking the case under advisement, said the new complaint made allegations that "gave me pause". He commented he thought he would review the case and that if he didn't "another court will!" The original case, dismissed by Judge Barnes, already has been taken to the Supreme Court by the Department of Justice and awaits trial.

Yet another development, viewed with considerable significance, was a communication issued by the President of the AFM last Tuesday by Samuel R. Rosenbaum, president of WFIL, Philadelphia, former chairman of the Independent Network Affiliates, who stated that he had seen figures in the original negotiations with the AFM in 1937-38. Mr. Rosenbaum steadfastly had opposed the all-out fight of the industry against Petrillo and AFM, holding that there was merit in the unemployment claim of Petrillo.

In his explanatory statement, Mr. Rosenbaum allowed direct quotation from his original statement on the AFM situation at the Senate hearings. He said he wished to make it clear why he felt the position then held by the industry had been "more anti-broadcasters than it was anti-Petrillo". Stating flatly that he thought radio was carrying too much of an AFM load, Mr. Rosenbaum said he proposed that all commercial users of records contribute a fair royalty to an employment fund to be operated under independent control. Credit against such a royalty obligation would necessarily be allowed any commercial user of records for the amount of expenditures he makes for the employment of live musicians.

The jule-box was cited particularly by Mr. Rosenbaum as a user who should be paying a portion of the AFM bill. Motion pictures, too, were drawn in. Whereas larger radio stations now pay approximately 5 1/2% of their gross income for live musicians, he said that under the plan he proposed this expenditure might be reduced to 1% or 2% if other users paid royalties on an equitable basis.

Based on testimony adduced at the hearings, Mr. Rosenbaum estimated that approximately $150,000,000 represents the annual gross of jule-boxes. If a 4% royalty factor for his proposed employment fund were invoked, this would produce about $6,000,000 to operate a system "for the employment and encouragement of live musicians". At an average of $1,000 per annum for part-time employment, he said, this fund would provide work for some 5,800, while at an average of $2,000 for full-time employment, it would provide livelihood for 2,000 skilled musicians.

Mr. Rosenbaum pointed out that amendments to the copyright laws would be necessary to make such royalties collectible. With such legislation, he said, an organization could be set up in which the public and the industry could have adequate representation and confidence. He suggested that the (Continued on page 50)

Federal Court Studies AFM Suit, Reopened in Chicago

AFTER HEARING oral arguments last Monday on the AFM suit to dismiss the anti-trust suit, reopened against the AFM by the Dept. of Justice in Federal District Court in Chicago, Judge John P. Barnes reserved his decision, and asked both Thurman Arnold, Asst. Attorney General, who appeared for the Government, and Joseph A. Padway, AFM counsel, to file briefs in support of their positions by Feb. 1 and reply briefs not later than Feb. 8.

New Developments

"Although I am content that my previous decision of Oct. 12 dismissing this suit covers the case in general I want to think over these new allegations brought by the Department of Justice," Judge Barnes told Mr. Padway, who had sought, in an hour-and-20-minute argument, to prove that the AFM recording ban involved a labor dispute and therefore the union was protected by any antitrust question under the Norris-LaGuardia Act.

Mr. Arnold, in a 15-minute pleading, contended that no labor dispute was involved, that under the new complaint the AFM was charged with conspiracy to drive independent radio stations out of business, Mr. Arnold stressed that certain developments since the Judge Barnes' Oct. 12 decision warranted that the motion to dismiss be denied and that the case be heard on its merits.

These developments, Mr. Arnold said, were: (1) the extension of the recording ban by James C. Petrillo, AFM president, to include independent radio stations in Chicago; (2) the Senate hearings investigating Petrillo and the AFM, and (3) the Supreme Court decision upholding the conviction of the American Medical Assn., for violation of the anti-trust laws.

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BLACKOUT IN DENVER was described recently over KOA from a Civil Air Patrol plane. Loading shortwave equipment aboard the plane, preparatory to 20-minute blackout broadcast are (1 to r): Maj. H. R. Smithhills, news reporting officer, Wing 83 CAP; Lt. J. R. Perkins, pilot; Capt. Robert H. Owen, assistant manager and engineer in charge, KOA, who is CAP wing communication officer.

REMOTES RESTORED TO CBS AND BLUE

REMOTE dance band pickups, withdrawn from CBS and the Blue [Broadcasting, Jan. 25], were restored last Tuesday by the American Federation of Musicians following settlement of differences between the AFM local in Pittsburgh and WJAS and KQV, CBS and Blue outlets, respectively. Stations are owned by H. J. Brennen.

Local break occurred during negotiations for new contract between the stations and the AFM local following expiration of the previous contract. Union asked for increased terms of employment for the staff men; stations countered with a request that the annual period of employment be shortened. In the absence of Mr. Brennen from Pittsburgh, negotiations broke down, following which the national union withdrew the remotes from the two networks.

Settlement represents a compromise, with the terms of the former contracts being continued for the time being. It was understood that this is only a temporary arrangement, with negotiations to be resumed in Pittsburgh in the spring, following the return of Mr. Brennen from Miami.

Continental Continues

CONTINENTAL BAKING Co., New York, which started its 1943 advertising campaign for Wonder Bread this month, has decided to continue the announcements on an average of about 15 per week throughout the year. Station list is not available, although it is understood to be large. Agency is Ted Bates Inc., New York.

Feenham in Hawaii

WHITE LABS., New York (Feenham), on a 39-week contract which started Jan. 21, is sponsoring a transcribed version of the weekly half-hour program Double or Nothing on KGB Honolulu and KHBC Hilo. Firm sponsors the live series on MBS. Agency is William Esty & Co., New York.
WHEN YOU BUY WBAL
YOUR SALES GO UP

AGAIN IN 1943--ONE OF THE
GREATEST RADIO STATION
PROMOTION CAMPAIGNS
OF ALL TIME--BUILDING
MORE AND MORE LISTENERS
FOR YOUR PROGRAMS...

WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S
GREAT RADIO STATIONS

NATIONAL REPRESENTATIVE: EDWARD PETRY & CO., INC.
Freelancer Signs In Compton Test
Robert Sloane to Do Serial In Quest for New Ideas

FIRST AUTHOR to be signed up by Compton Adv. Inc., New York, under the agency's plan to find and develop new talent for the daytime serial field [BROADCASTING, Dec. 21] is Robert Sloane, freelance writer who is currently scripting Commandos, Sunday evening dramatic series on CBS. Program which Sloane will write for Compton is the story of a young minister titled Mr. Jonathan.

Initial contract calls for four weeks scripts, or 20 episodes of the drama, which Compton will purchase at a nominal fee. If these are satisfactory, the agency will offer to renew the contract for another four weeks at the same figure.

If, after several renewals, Compton and the writer are both satisfied that the story sequence can be sustained, the serial will be tested on the air, either on a regional network or via transmissions in selected cities. If this test is successful, Procter & Gamble Co. will sponsor the program on a nationwide network.

Plan to attract writers who have proved their ability in other fields of writing to daytime serials by paying for their experimental scripts was developed by Procter & Gamble, which is underwriting the venture, on the theory that working with writers interested in trying to write serial dramas. Sponsor and agency both hope that the scheme will result in new ideas and techniques that will revitalize this type of program.

Heavy Radio Schedule Planned by Drug Firm
MCKESSION & ROBBINS, New York, to inform its employees and salesmen how the 1943 advertising appropriation of $1,500,000 will be apportioned in six-pager folder including individual schedules for Calox, Bexel, Soretone, Abolene and Yodora.

Spot announcements in 56 cities will be used to promote Calox tooth powder. News programs and spot schedules are planned for 64 stations to advertise Bexel Vitamin B capsules. Plans are under way to add 14 more stations to the latter list during 1943. One-minute dramatic transcriptions are slated for Abolene, and it will be used throughout the year for both Abolene cleansing cream and Yodora deodorant. Agency is J. D. Tarcher & Co., New York.

Hoofer 'E' Special
HOOVER SWEEPER Co., Can-
ton, Q., on Feb. 2 will sponsor a special half-hour broadcast on Mutual to introduce the E.E. model of the Joint Army-Navy "E" award presented to the firm for outstanding achievement in production of M.E. of the program is Mutual commentator Fulton Lewis Jr. Agency is Leo Burnett Co., Chicago.

FARGO PHEASANT FETE brings out smiles of satisfaction from NBC executives attending WDAY banquet held Jan. 27 at Hotel Ambassador, New York, for Free & Peters, station's national representatives, and NBC sales and station relations departments. Seated are Mrs. Barney Lavin, Barney Lavin, manager of WDAY, and H. Preston Peters, president of Free & Peters. NBC officials standing are William S. Hedges, vice-president for station relations; Frank Mullen, vice-president and general manager, and Clarence L. Menser, vice-president in charge of programs. Some 70, including wives of radio men, attended the dinner.

NBC's second annual war clinic series got under way last Thursday at the Waldorf-Astoria, New York, where more than 100 executives of NBC and the network's eastern affiliates gathered in a two-day session to discuss the outlook for 1943, with special emphasis on how the network and the stations can best coordinate their activities with the national war effort.

Arranged by William S. Hedges, NBC vice-president in charge of stations, the New York clinic opened with a welcoming address by Paul W. Morency, eastern district member of the network's planning and advisory committee. Talks on the various aspects of network operation, given by top NBC executives, occupied the first day's meeting, while the Friday sessions were devoted chiefly to general and group discussions. At the conclusion of the New York meeting, the network executives departed for Richmond, Va., where the second clinic begins this morning (Feb. 1).

Broadcaster a Leader
Termed public relations the "perpetual No. 1 problem" of broadcasting, Mr. Hedges stressed the point that "the power of broadcasting to mold public opinion, to arouse emotion, to inspire action, points clearly to the necessity for the ever-pervading shadow of good public relations to be in our consciousness at all times."

"The broadcaster," Mr. Hedges declared, "must take his place alongside of the newspaper publisher as a community leader. To take that place requires a public consciousness which can view broadcasting as a long-lived industry, not as a means of turning a quick dollar, but as a business from which healthy profits will come to support a discriminating schedule of programs. Broadcasting can play an important role in community life."

Stating that the task calls for a proper balance between network and local programs, he continued that: "successful public relations programming requires first, the ability to analyze the community's likes and dislikes, its needs, its shortcomings, and then to build intelligently a schedule of programs that will help the community to grow and prosper and to become a better place to live in, because you had recognized your opportunity to serve your own community."

No Sponsor Control
In addition to dealing with his listening public, the broadcaster's public relations also include dealing with the representatives of the public, notably Congress, Mr. Hedges said. Pointing out that some Congressmen are bothered by vague fears that advertisers are using the commenters they sponsor for "insidious campaigns of propaganda," he declared: "It is the job of broadcasting to make clear to Congress that no commercial sponsors control the thoughts of their commentators; that sponsors are barred from advocating or opposing legislation, state or nation; that if the commentator should get into the realm of controversy the broadcaster will and does provide time to responsible persons who hold opposing views."

"It should be made clear that through commercial sponsorship, whether in news or comment or entertainment, the American public is assured of maintaining its broadcasting system as a fair and impartial medium. Only through commercial sponsorship can broadcasting be kept out of Government ownership and hence the domination of any one political party. Thus, commercial sponsorship is the means of assuring a freedom of the air based upon the guarantee of freedom of speech contained in the Bill of Rights."

Despite wartime conditions, NBC's net revenue in 1942 was 7% ahead of the 1941 figure, Roy C. Witmer, vice-president in charge (Continued on page 49)
Any performer knows that success depends on popularity in the gallery—and that they've got to hear you before they can like you. And any space man knows that there are six million customers in the war-busy industrial area surrounding Pittsburgh, but that the city itself, small geographically, accounts for only 671,000 of them. It takes KDKA to reach Pittsburgh and Allegheny County and the 70 tri-state counties which hold 60 towns of over 10,000 population. It takes 50,000 watts to reach the market you want to sell. It takes KDKA to cover the people and the dealers who matter to you.
BUILDUP GIVEN last week's radio announcement of President Roosevelt's conference with Prime Minister Winston Churchill at Casablanca brought the peoples of the world on masse to their radio sets to catch "immaculate" radio listening seldom surpassed in the history of broadcasting.

Newspaper and radio announcements, both long and shortwave, preceded the revelation of the president's conference. Among the longwave newspapers tuning to President Roosevelt's war message of Dec. 9, 1941, and the 61,365,000 adults recorded by Hopper as hearing Roosevelt's "Three Purposes of the War" speech on Feb. 23, 1942.

All four major networks, or course, carried the announcement at the appointed hour, following up the startling news with reports and analyses from the participants and commentators in this country and abroad. Both Mutual and the BLUE had regular news programs scheduled at 10 a.m., thus for KABC and WOR, coast to coast read the MBS notice, and Raymond Gram Swing built his BLUE program around the North African conference. Then William Huggins with a roundup until 10:30 p.m. by Raymond Clapper and Fulton Lewis, Jr. from Washington; Paul Shubert from New York, and a special comment by Wendell L. Willkie, former President candidate. The 10:15 p.m. program on the BLUE featuring Gracie Fields was repeated, as usual, after Swift, and at 10:30 p.m. the BLUE put Earl Godwin and H. R. Buckhage from Washington, giving actions to the news from the nation's capital. Mr. Huggins himself commented on comments from Senate and house representatives attending a speaking dinner in Washington for Dr. Guani, Uruguay foreign minister. By 11 o'clock. Its review after that hour included H. V. Kaltenborn, John W. Vandercook, W. W. Chaplin, George Putnam, from New York; Morgan Beatty and Elmer Beaton, London, and St. John and Richard Harkness, Washington.

None of the nets was able to contact Algiers on Jan. 26 at the prearranged time of the announcement, but NBC made contact with John MacVane at 8 a.m. Jan. 27, repeating his comments via transcriptions at 12:45 p.m. the same day.

CBS, from 10-10:45 p.m., broadcast comment from London and Washington reaction to the news by Edward R. Murrow and Eric Sevareid, respectively, followed by a reading by John Daly of the cable report from its correspondent in Algiers, Charles Collingwood, and talks by Douglas Edwards, William L. Shiber, Maj. George Fielding, and Cecil Brown, all from New York.

The entire world received advance warning of the coming news through the OWI, which used 23 shortwave transmitters from midnight Jan. 25 to 10 p.m. Jan. 27, first for teaser and build-up announcements, followed by the complete story and rebroadcast in all rates and press services.

A breakdown of figures by the OWI shows that during the first 22 hours of this concentrated schedule, the "teaser" and comment transmitters were made 548 times in 21 languages, while the last 24 hours saw the story itself shortened 721 times in 21 languages. The BBC also sent out 400 wires, as well as rebroadcasting on seven wave lengths the OWI's Voice of America program in English, French and German.

One of America's leading distributors of news dispatches, Don Leases of Inter-American Affairs, has been laying the groundwork for the Latin American audience for the Casabianca conclave announce momentous Monday evening meeting of Jan. 26, and after on all programs special announcements, including Tuesday evening report. Throughout Jan. 26, the CIAA press division handled news, commentaries and biographical material in Spanish, Portuguese and English.


drug Industry Leads In Blue Time Bought MORE TIME on the BLUE was purchased by the drug and toilet goods industry than any other industrial group, according to a breakdown of BLUE gross expenditures which totalled $18,782,493 for the year. Of this, drug and toilet goods accounted for $6,071,776, followed by food and beverages with an expenditure of $4,989,264. Other industries spending more than $1,000,000 were confectionery and soft drinks, $1,583,163; lubricants, petroleum products $1,356,752, and automobiles, $1,023,513.

INDUSTRY Praised For Holding Secret cyan, a one-of-a-kind medal, was presented to E. Hooper Inc. for its record radio and press service to the British Broadcasting Corp. opened a 24-hour campaign to inform the world through shortwave.

Working with the BBC, shortwave stations WJP, WJD and WGBO beamed the news to South Eastern Europe, Africa and North Africa and to North and South America, respectively; in addition, broadcasts were carried in 21 languages. In addition, 18 other networks used to relate the story to Latin American listeners in Spanish and Portuguese. West Coast shortwave stations carried the story in Orienta}
Element #4

All news services worthy of their name serve their clients with

SPEED
ACCURACY
COMPLETENESS

But only

INTERNATIONAL NEWS SERVICE

supplies a fourth element which makes newscasts a MUST for every announcer and commentator who wants to do more than just recite.

WHAT IS THIS ELEMENT No. 4?

Write to F. J. Nicht, General Sales Manager, 235 East 45th St., New York
Music While They Work in Factories

British Find That Broadcasts Improve Morale of Industrial Workers

By WYNFORD REYNOLDS

WHEN did Music While You Work begin in Britain? It is really impossible to say. Here, however, is a report referring to an incident that took place 30 years ago--in 1913.

"The employees of an important engineering firm had to march up and down four miles an hour, for two hours at a time, testing breathing apparatus. In order to break the monotony, the management introduced a gramophone and played such stirring marches as "Soldiers of the King". The effect on the men was so marked that the works had had music ever since and now every shop is linked up with radio."

"'Pampering' at First"

This brings me to what we know of the radio development. In 1938 industrialists were testing the reactions of works managers and executives throughout Britain to the introduction of music in factories. It was at that time the response was not too encouraging. In many quarters, indeed, the idea was regarded as fantastic and "pampering"--a matter not to be associated with serious work. By 1937, however, the idea had taken root and installation firms were receiving an increasing flow of orders and inquiries.

It was on June 23, 1940, and after consultations with industrial and welfare organizations, that the British Broadcasting Corp. inaugurated a series of programs intended to meet the special requirements of working conditions, and these programs were given the title now familiar to all British workers--Music While You Work.

For over two years the programs have been broadcast twice daily at 10:50-11 a.m. and 3:30-4 p.m., and on Aug. 2, 1942, a third session was introduced at 10:30-11 p.m. for the night workers.

Music as Mental Tonic

I was appointed Music While You Work organizer in May, 1941, and have found the work to be of absorbing interest, embracing as it does three subjects of particular interest to me--music, social welfare and industrial output.

My research has proved conclusively that music acts as a mental tonic, relieves boredom and encourages the tired worker, promotes happiness, improves health, relieves nervous strain and gives increased production. Here are a few actual extracts from factory reports:

"It is one of the finest things ever introduced into industry for the benefit of the workers."

"For an hour or an hour-and-a-half after a program of music, production is increased by 12 1/2 to 15%.

"The right music is a mental tonic and is especially appreciated by those engaged on monotonous and repetitive work."

It may be of interest if I explain why the level to which the programs are received in workshops in this country. The BBC broadcasts the programs as part of its normal service and on the usual wavelengths. Thus the programs are available for the home or factory listener. The factories are equipped with sound systems usually installed by electrical firms who specialize in this work. The sound system comprises a central amplification equipment which controls loudspeakers suitably located and mounted throughout the area to be covered.

Typical Specifications

A typical technical specification of a central control equipment might read as follows: radio unit, master control panel, air-raid warning speaker, monitor speaker, gramophone and auto--record changer, 50-watt power amplifier, reserve amplifier and pre-amplifier, mike mixer.

With this equipment the factory's control operator can either tune in the radio unit to pick up the BBC's program or, at other times when music is desired, he can operate the gramophone unit. The installation can use only one staff location and air-raid precautions control. It is important to appreciate that for Music While You Work sound reproduction should be treated as a service which has to be arranged to suit the actual work in progress.

To mention two points: Speakers have to be so placed that there is an even distribution and diffusion of sound; and it is usually preferable, for a large area, to have a number of small speakers placed at frequent and correct intervals than to attempt to cover the area with one large speaker.

Anything that affects the proper balance and diffusion of sound, such as structural alterations, changes in the placing of machines or grouping of operatives, should be reported to the installation company so that they may make the necessary modifications or additions.

Tonic not Stimulant

The BBC's program policy is based on the opinion that Music While You Work should not be considered as a means of increasing the rate of working during a program period but rather should be looked upon as a tonic which will improve the morale of the workers that output will be stepped-up during the whole of the work spell. It should be an incentive without becoming a distraction.

If for any reason the workers feel it necessary to stop work to listen, the result is bound to be unsatisfactory from the management's point of view. For this reason the playing of "request" items may often be detrimental to the primary consideration--production.

Though dance music is the most popular and can most easily create an atmosphere of cheerfulness and gaiety, there is a big demand always for other types of music such as Viennese waltzes, selections from light operas and musical comedies, marches and intermezzi.

Want Familiar Tunes

We have found that four essentials are necessary for all program building and playing--familiarity, melody, constant tone level and rhythm. Workers definitely want tunes that they know and the most popular and successful program is one that enables them to "join in" by singing or humming.

Numbers that have no melody or that are so orchestrated or played that the melody is lost are not satisfactory. The workers want to hear the "tune", and this tune has to "ride over" any machine noise.

Any music that can be termed "hot", either rhythmically or melodically, is unsuitable. Lack of a melodic line, involved harmony and complex rhythm all tend to create a confusion of sound under the test of factory amplification.

Extreme of essential is constant tone level. A disparity of volume may hardly be noticeable on an ordinary radiogram, but owing to the amplification in a factory sound system it becomes exaggerated. We hold the view that the fourth essential, rhythm, should not be thought of in terms of "working speeds", but rather should be considered as a means of creating a spirit of cheerfulness and gaiety that can be of benefit to operators engaged on any and all processes.

Dance bands are able to supply most suitable rhythms for creating a bright and cheerful background to work, but all types of bands or orchestras can be satisfactory from the point of view of rhythm if the programs are well chosen and played in a cheerful, bright and lifting manner.

Extremes of tempo should be avoided. Slow items may act as a soporific, fast items as an irritant. The rhythm should not be too strongly accented; drum solos can sound like machine gun fire when amplified. Any numbers that depend for their effect on strongly accented rhythm rather than melody are unsuitable.

No vocal items are included in these specialized programs. Research has proved that vocal items are unsuitable from the managerial point of view. They become intrusions, and tend to distract the attention of the workers. For the same reason, apart from the brief opening and closing announcements, no announcements are made.

THREE TIMES DAILY, the 60-hour-per-week workers in 6,000 of Britain's humming war factories are treated with special half-hour BBC programs titled 'Music While You Work,' which are also highly popular with home audiences. Between times, managements also furnish phonograph music via their loudspeaker systems. How the system works is here told by the organizer and director of the service, a veteran musician and band leader, whose observations might well be useful to station managers in our war factory areas who could urge local managements that it could be done in this country also.
“FIRST TIMERS” from 514 Towns!

Following our first 30 days' operation on 50,000 watts, we asked those listening to WWVA for the first time to write in and tell us so. There was no contest or premium for the effort because we wanted only bona fide replies. . . . We heard from “First Timers” in 514 towns which are indicated with dots in the map below. The numbers contained in the circles represent the number of towns in each state from which we received cards or letters from “First Timers” . . . We submit this phenomenal performance as just one more exhibit of the tremendous force of our increased service.

A FEW OF THE 514 TOWNS

<table>
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<tr>
<th>Town</th>
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<tbody>
<tr>
<td>Burlington, Vt.</td>
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<td>Detroit, Mich.</td>
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<td>Akron, Ohio</td>
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<td>Philadelphia, Pa.</td>
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<td>Columbus, Ohio</td>
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<td>New York City</td>
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<td>Toronto, Can.</td>
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<td>Cleveland, Ohio</td>
<td>17</td>
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JOHN BLAIR & CO. Represents Us
during the 30 minutes playing. The programs are played as far as possible without any break between the items, modulating links being played on any suitable instrument, usually the piano.

It is important to recognize that a musical tonic diminishes in effect if applied in overdoses. It is better to give too little than too much, and for a ten-hour shift 2½ hours music should be sufficient.

Also Use Gramophones

The majority of factory management use their own gramophone records for periods other than the BBC's three-hour daily periods. Programs of records have proved to be extremely beneficial when played as an antidote to nervous strain after air raids or at the commencement of the day's work when employees are depressed by bad news or weather conditions; in fact, at any time when relaxation is necessary.

In general, we find that male and female workers have similar tastes. Workers engaged in light industry, and especially repetitive work, show a preference for dance music.

There is no doubt that the workers who benefit most from musical programs are those employed on monotonous and repetitive tasks. Workers employed on tasks requiring skill and mental concentration also can derive considerable benefit, but mental concentration can easily be disturbed, with resultant irritation, by unsuitable programs or bad reproduction.

Generally speaking, executive and office staff music is unsatisfactory. The normal routine of an office cannot be conducted successfully against a background of music.

There is abundant evidence that music in industry has come to stay. Already more than 6,000 British factories are using programs of music during working hours, but it is safe to say that the movement is only in its infancy. The movement is spreading rapidly.

WOMEN TAKE OVER news and continuity departments of WHK-WCLE, Cleveland. With exception of the chiefs, the staffs are all-girl. Newsroom personnel, above (1 to r): Agnes Vavreck, Dorothy Dawson, Mary Gabriel, Beatrice Purdum, News Editor Ray McCoy.

Continuity department, below, Milli Scanlon, Mae Westfall, Helga Freisman, Doris Endres, Kay Doney, Leslie Biebi, continuity editor.

**Special Type of Music in War Plants Needed to Boost Output, Scientists Say**

PROF. Harold Burris-Meyer, director of research in sound at Stevens Institute of Technology, reporting on researches conducted by himself and R. L. Cardwell, also of Stevens, told the New York section of the American Society of Mechanical Engineers at a recent meeting that a new type of music to be played for factory workers at their jobs must be developed.

After investigations in factories and war plants in the East, he and Mr. Cardwell found that the introduction of music resulted in production rate increases of 1.3 to 11.1%.

Program Planning

"A carefully selected and planned program," he stated, "boosted production 6.8% in a typical plant already employing music." He concluded that, "What industry can do for music may be as important when the record of this civilization is written as anything music can do for industry.

"We believe," he said, "that programming must ultimately be undertaken for the factory, if not for the specific operation. Fatigue curves (statistical charts) vary in shape and amplitude and it is difficult to find one remedy for dips occurring at different times in different operations.

"The leisure music is not in the idiom of the modern industrial plant, and yet the industrial audience will at the present rate soon be the largest audience for the musician. When the composer starts to write for his audience, be it first and foremost in the factory, before people who are working while they listen, we may well have a musical ideal which is something new on the face of the earth."

**FCC Eases Video Rules Due to War Shortages**

THE FCC, recognizing the difficulties imposed on commercial television stations by wartime freezing and restrictions on materials, on Jan. 29 granted WCBW, CBS outlet in New York, to reduce power, reflecting the policy of the FCC to allow television firms to operate with whatever facilities are available.

Also granted were renewals of licenses for 13 experimental television broadcast stations for period ending Feb. 1, 1944.

**BOARD TO ASSIST FARM-HOME HOUR**

A BOARD of strategy has been created by the Agriculture Dept. to aid in planning the National Farm & Home Hour. BLUE network program aired on 107 stations, which is described by the department as the "most important medium through which it can serve the nation on the home front in war-time."

Appointed to the board are: M. L. DuMars of the Radio Service, Agriculture Dept.; Gove Hambridge, representing the Agricultural Research Admin.; Ray Heinen of the Food Production Admin. and Elway B. Bell of the Food Distribution Admin.

Weekly conferences will be held to schedule specific subjects, and to coordinate research and governmental rulings into well-organized programs which are presented daily 12:30-1:00 p.m. (EWT).

A new feature of the Farm & Home Hour scheduled to begin Feb. 8 is titled Victory Gardens, to be presented Monday in the last half of the program, 12:45-1:01 p.m. It is expected the new quarter-hour series will be aired by stations in metropolitan areas at present unable to present the entire half-hour programs.

Benjamin G. Moore, of the Agricultural Research Admin., who is in charge of the Victory Garden campaign for the Agriculture Dept. will write the programs. He will describe his own experiences and will have as guest speakers representatives of the Bureaus of Plant Industry, Entomology and Home Economics.

Popular features to be continued on the Farm & Home Hour are the Friday talks by Secretary Wickard, Wednesday transcriptions of conversations with farmers, and talks by Wallace Kadreddy, chief of the Agriculture Dept. Radio Service, and Ruth Van Denom, editor, Bureau of Home Economics. The program is under the direction of William E. Drips, Chicago director of public service programs of the BLUE.

**Together in Army**

Eight Former Announcers

In Morale Division

SEVEN former announcers, now on duty with the Army Air Forces, worked under Lt. Myron J. Bennett, former announcer of KWK, St. Louis, now chief of the Morale Division, Army Air Force Technical School at Shreveport, La., to pipe six daily fifteen-minute news and special feature programs as a diversion for students 'sweating out' three half-hour sessions of copying Morse Code.

The local business men who own and operate WISH know what it takes to GET RESULTS in Indiana and they go ALL OUT to get those results for YOU!

WISH Never Outpromises
BUT Always Outperforms

Growing with the BLUE NETWORK
Amos 'n' Andy Leave the Air Feb. 13 After 15 Years of Unbroken Programs

"AMOS 'N' ANDY will charm families from the Bronx to Walla Walla Walla one year or five years or ten." Thus spoke Harlow P. Roberts, one-time advertising manager of Pepsodent Co., back in February, 1929, just three years and six months after the company had become the first sponsor of the radio team. Mr. Roberts would have been closer the truth if he had guessed 15 years, for Amos 'n' Andy, who leave CBS Feb. 19, 1943, made their first appearance as radio characters on March 19, 1928.

Started Quarter-Hour

Freeman Gosden and Charles Correll, creators respectively of Amos and Andy, first tried radio in the fall of 1928 when an amateur operator asked them to test his transmitter in New Orleans. Their next entry into broadcasting was in Chicago in 1925 when they appeared as Sam and Henry on WEBH and WGN, finally switching to WMAQ, that city, in 1929 as Amos 'n' Andy. A year later they were heard via transcriptions on 45 stations, and on Aug. 19, 1929, Pepsodent placed them on NBC.

Right there, Amos 'n' Andy began to chalk up radio "firsts". To put it Mr. Roberts' own words, when Pepsodent took the 15-minute dialog act to NBC... "They (NBC) sold time exclusively, they told us, in units of hours and half-hours. They had never broadcast any quarter-hour programs and they weren't sure they wanted to start doing so. It might make a bad precedent. Also there was no other advertiser putting on a program six times a week. Once a week was the customary procedure."

"When I look at the number of quarter-hour, six-times-a-week broadcasts on the air today it does not seem possible that we had such a hard time starting the movement, but we did. It was nearly nine months after we broached the subject NBC lined things up to put Pepsodent on the air."

Pepsodent found its troubles had just begun, however, when it got NBC to clear the early time of 7 p.m. for the program's presentation in the East. This caught the listeners in the Midwest on their way from work or shopping downtown. A deluge of complaints forced Pepsodent to blaze another trail. A re-broadcast was instituted, making another "first" for Amos 'n' Andy.

Even that didn't satisfy some listeners. When WJR, Detroit, was forced to take the program at 10:30 p.m., for instance, the Toledo News Bee asked its readers for opinions of the time shift and got 9,000 protests in 10 days. The paper notified NBC and Pepsodent, asking them to change the time back again. The tremendous following built up by the comedy pair is well known—how their program started the nation in the habit of listening to the radio at a fixed time every night. The public grew to love them so that when Andy needed a type-writer, a dealer in Buffalo sent him an L.C. Smith of about 1880 vintage, which now reposes in the Rosenwald museum. Later, when Andy wrote a letter with a nickel because he couldn't find a pencil, nearly five gross of pencils came in from devoted followers. They have even sent in dollar bills to help swell the funds of a bank set up by Andy and the Kingfish.

Over 4,000 Broadcasts

On Jan. 3, 1938, Campbell Soup Co., the second of the only two sponsors the team has ever had, took over the series on NBC, now on a five-time weekly basis. A year later, in April, the company shifted the program intact to CBS, where it has remained ever since.

When Amos 'n' Andy go off the air Feb. 19, they will have appeared over 4,000 broadcasts (not including repeats), and will have portrayed approximately 550 different characters in their mythical Harlem. It took the problem of World War II to break the relationship between Campbell and the comedians, reputedly earning over $1,800,000 yearly for their broadcasts. Difficulties in obtaining canceling priorities for its soup products led Campbell to the decision that a half-hour weekly show would be more feasible in these war years. Such a period on CBS was of...
WHEN the torpedo speeds on its destructive way, it has been sent on no hit-or-miss errand. Too much is at stake. Only the hits count, and when the objective is in the cross hairs, it’s a hit every time. It’s the same in radio broadcasting...only the hits count. The effectiveness of the message is measured by the number of homes it reaches. On the Pacific Coast, most of the important markets are surrounded by high mountains. Long-range broadcasting becomes hit-or-miss broadcasting. To completely cover the Pacific Coast, use the only network that has outlets within the important markets. The Don Lee network has 33 stations which can release an advertiser’s message locally. More than 9 out of every 10 families on the Pacific Coast have radios. More than 9 out of every 10 radio homes are within 25 miles of a Don Lee station. If your message is important enough for all the radio families on the Pacific Coast to hear, use the only network with enough stations to do the job—Don Lee.

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

THE NATION’S GREATEST REGIONAL NETWORK

**TARGET!**
TO POINT the need for advertising even though many products are now on the priorities list, Dr. John Drake, promotion manager of KSO-KRNT, Des Moines, has issued a promotion piece Faith in the Future, containing optimistic quotations from leading industrialists and national leaders, and announcing a quiz for Des Moines merchants and radio time-buyers. A prize is offered to sponsors and future advertisers who can answer questions about public officials and landmarks of bygone days. Purpose of the quiz is to demonstrate that people and objects usually are forgotten when they pass from public view.

* * *

Country Sheet

ISSUED as a promotion piece on behalf of the Thursday night program, Newbridge, a four-page brochure The Newbridge Bugle, printed in the style of a country weekly newspaper, has been sent to Canadian stations by the Canadian Broadcasting Corp. The paper is complete with editorials, local news, women’s columns, church notices, advertising and a serial thriller by Alan Sullivan, who writes the weekly broadcast scripts. Items are about imaginary life in Newbridge.

* * *

Dept. Store Promotion

INSTRUCTION guides for listeners are furnished by Bloomingdale’s Department Store and McCall Corp., pattern publisher, to participants in their School, a weekly feature recently resumed on WQXR, New York. The sponsors also offer prizes of War Bonds and Stamps for those submitting the three best dresses completed at the end of the course. The accounts are billed direct.

* * *

Listeners Survey

A SURVEY of listening habits in the Philadelphia area, made under the supervision of Dr. Sidney Roslow, director of The Pulse of New York, has been published by WCAU, Philadelphia.

KMOX House Organ

KMOX, St. Louis, has started publishing a monthly house organ The KMOX Mike, a four-page news folder containing stories and photographs of people on CBS programs, a schedule of daily KMOX newscasts, a gossip column about personalities, programs and sponsors and new program listings. Margaret Hart of the sales promotion staff is in charge of the publication which goes to St. Louis retailers.

* * *

Hard to Match

"THE WORLD’S LARGEST" match book" 16" x 1 ½", over 230 matches strikingly colored in gold and black and making an attractive desk piece, proclaims to agencies, local accounts, and other station contacts: "For results that are hard to match—WGBI (Scranton, Pa.) is your best buy." The match book is enclosed in a fire-proof container and contains institutional plugs.

* * *

Plugs Operas

TO PROMOTE its Saturday night operas, the Brooklyn Academy of Music, during its spot announcements on WLIB, Brooklyn, is offering pairs of box opera seats to the first persons appearing at the box office, stating they heard the announcement. On the first day of the offer, an opera fan claimed the prize six minutes after the commercial was aired.

* * *

Railroad, Drug Co. Tie-In

A RAILROAD AD headed "The Kid in Upper 4" is featured in a promotional piece tying in the advertiser, New York, New Haven and Hartford Road Co. and Mutual. Pleased, to be hung in H. & H. trains, urged readers to tune in on a broadcast of The American Melody Hour, sponsored by Sterling Drug Inc., to hear a song inspired by and titled after the ad.

LEAVING THE inner sanctum of San Francisco for the first time, the BLUE Chamber Music Society of Lower Basin Street on Feb. 3 opens a two-week engagement at the Roxy Theatre, New York.

KEEPING A FINGER in the BLUE’s first anniversary celebration is "nearyest Relation himself" Hill Samuel, co-founder of Milton Samuel, Western division publicity director of that network. Launched as a separate network on January 10, 1942, birthday cake and trimmings marked twelve months of BLUE operation. Young Mr. Samuel consented to cooperate by posing for the picture.

Song Parade Makes Hit, Treasury Official Says

FIRST 100 programs in the Treasury Song Parade, three-minute transcribed series distributed by the War Savings Staff, have been well received by station operators all over the country, Marjorie L. Spriggs, chief of the radio section said last week.

Programs, used by many stations for local sponsorships, feature top vocal artists of stage, screen, opera and radio, and an orchestral background and include a brief War Bond commercial.

Linkletter Fined

BY PAYING a $500 fine, the way was opened for Art Linkletter, San Francisco announcer and m.c., to become a citizen of the United States. Born in Canada, he recently pleaded guilty in Federal court to falsely claiming American citizenship [Broadcasting, Jan. 25].

The court denied his plea for probation because such action would prevent him from becoming a citizen, so Mr. Linkletter paid the fine.

Gallery Names Harkness

RICHARD HARKNESS, NBC commentator, has been named to serve on the executive committee of the Radio Correspondents Gallery in Congress and also fills the post of treasurer. He takes the unexpired term of Earl Godwin, BLUE commentator, who becomes secretary to take the place of Lt. Francis W. Tully Jr., formerly of Yankee Network and now in the Navy.

AP By-Laws Change

ASSOCIATED PRESS has called a special membership meeting for 11 a.m. Feb. 9 in New York headquarters for action on a proposed by-laws amendment affecting newspapers. Adopted Jan. 12 by the AP board, the amendment, provides that publisher-applicants in cities already served by the press wire would pay 10% of the regular assessment paid by other AP members in the city from 1900 to date, but would drop requirements that payment be at least equal to three times the current regular assessment for the city.
FOR MIDDLE-CLASS MARKETS

Women’s Club Program Proves Effective Medium
-For Local Participating Sponsors

Editors Note: One thing led to another in a recent conversation with Howard L. Chernoff, managing director of WCHS, Charleston, W. Va., and the West Virginia Network. So he put them down on paper—the success stories of two programs adaptable for stations in middle-class markets.

By HOWARD L. CHERNOFF
Managing Director
WCHS, Charleston, W. Va.

ONE OF our pet ideas is the broadcasting of news into local theatres. At the end of each newsreel one of our announcers feeds a two-minute newscast of headline stuff into the theatre. There’s no commercial attached, naturally, and the only credit we get is at the start and finish when our announcer simply says, “This is Joe Doakes speaking to you from the WCHS newsroom.” The theatres have plugged the idea in their newspaper ads, on the screen, billboards, marques, etc. We sold the idea to the theatres by telling them it would be the answer to their getting people out at night and still enabling them to keep up on what goes on. We’ve had all kinds of favorable comment on the stunt.

Each week when I go to the Rotary Club, a dozen of my fraternity brothers hail me and ask, “What’s the latest news?” As if I had nothing to do but listen to the newscasts all morning! And the same thing happens to the managers of our other stations. Hence, we made arrangements to feed a two-minute newscast—free of charge—to each luncheon club any time they want it. What do we get out of it? All kinds of good comment!

Women’s Club

One of our pet projects is the “Women’s 580 Club”. Now more than three years old, the club is based on one of the first principles I learned in newspapering—names make news—and listeners as well. Membership in the club is open to anyone who sends in her name. When the club first started we asked women to send in their names. We then sent the prospective member a questionnaire to fill out and return.

That questionnaire was worse than an income tax blank and when we received the completed blank, we knew more about that woman and her family than she did herself. She had to answer every possible question and then we sent her a beautifully engraved card which entitled her “to all the benefits of the Women’s 580 Club”. Benefits? Well, we have a picnic once a year—or did have before the war—a theatre party and a couple of parties in our auditorium. We had 3,000 people at last picnic and we generally have about 1,200 to 1,500 at the other shindigs.

Found: A New Account

Well, after we got up to a membership of 7,500 we discontinued sending out the questionnaires because the clerical work got too cumbersome. But I did break down the statistics county by county and when I showed one agency how his client was faring in our market, we found ourselves with a new flour account on the air. Incidentally, our membership is now more than 32,000.

We mention names, names, names and more names. We congratulate club members on their anniversaries, birthdays, etc. Almost a dozen kids have been named Melva—Miss 580’s correct moniker—and we sent each one a gift at birth. When Mrs. Ike Zabosky wants a recipe for hot biscuits and she writes to Miss 580, why we don’t just send her one. We tell the other club members of Mrs. Zabosky’s request and the next day I’m darned if we don’t get 50 recipes. We read some over the air and acknowledge the rest. Miss 580 is frequently called upon to speak in nearby towns. She fills all speaking engagements. She is likewise called upon to attend weddings, christenings, teas, etc. Obviously she can’t attend them all but she always sends a telegram and this telegram is generally shown to every resident in the town.

We put the show on originally for 45 minutes but it’s down to a half-hour now, due to other commitments. We made no effort to sell any part of the show for one whole year—and then—we let ’em ask for it. One merchant phoned us and asked what a spot announcement would cost. Then we knew we were in and we started to sell participation in the show. We lined up six non-competitive sponsors and they told us result stories that even I didn’t believe. The show continues although we have had to change announcers four times due to the draft. The announcer merely works as a straight man, however, so we have been able to carry on just the same.

THE LONE RANGER rides again!

The National Safety Council has given the Annual Award to the Lone Ranger program for its outstanding and distinguished service to safety.

THE LONE RANGER still remains in the hearts of the Youth of America.
Independent survey shows that 91% of FM radio set owners would recommend them to their friends!

Americans want FM radio. Facts show that FM has what it takes to win public acceptance. An independent, doorbell-ringing consumer survey of hundreds of FM set owners proved this beyond any doubt. Overwhelmingly, FM set owners like FM's better tone quality, its virtual freedom from static, its breath-taking "background of silence"!

For example: That FM reception is better than regular broadcast reception is the conviction of 85% of FM set owners. And more than half of these classified it as a "great improvement"! Some 79% of FM owners expressed full satisfaction with their FM reception quality. And 91% of them would recommend FM to their friends!
Today there are 600,000 FM receivers in use. A good record, considering that from the start the production of FM transmitters and receivers was handicapped by the demands of war production on the radio industry.

These facts about FM indicate a trend which every broadcaster should watch. We believe that the growth of FM will be rapid throughout the United States after the war, replacing many of the present local, regional and possibly a few of the high-power stations. Thus a two-fold benefit can be expected — FM plus better AM reception as a result of fewer and possibly more powerful AM stations broadcasting over clearer channels.

For more detailed information on the FM survey, write for the booklet, "What the Consumer Thinks of FM," to Radio, Television, and Electronics Department, General Electric Company, Schenectady, N. Y.

FM Broadcast Apparatus · FM Broadcasting · FM Receivers · FM Military Radio · FM Police Radio

NO OTHER MANUFACTURER OFFERS SO MUCH FM EXPERIENCE

GENERAL ELECTRIC
Customer's Voice

THAT TIME-WORN adage that the "customer is always right" has never fit radio because the customer usually wants more than the broadcaster will deliver in keeping with program standards and economic interests.

The "customer" came through with a bell-ringer the other day, however, and there's no gainsaying his knowledge of the facts or the validity of his statements. That was when the Assn. of National Advertisers, representing practically all of radio's biggest national advertising customers, filed a brief as a friend of the Supreme Court in the network-monopoly litigation. No more potent argument could have been made, it seems to us, than citation of the fallacy of the proposed regulations. It seems to be proof conclusive that banning of time-options will not be in the public or industry interest.

ANA stated flatly and simply that its business would gravitate from the established networks to loose chains, hand-picked from the 30 fulltime clear-channel 60,000-watt stations, and from the 64 choice stations providing the best coverage of the country, at the lowest rate. Next would be the 180 stations which cover only 84% of the population, and so on. It brought out conclusively that the "cheapest and most conveniently obtainable" network would be comprised of the best stations.

That argument comes from radio's biggest customer. The ANA brief stated that if the option-time regulation is held valid, plans "presently are under consideration to enter into just such time contracts". It completely refutes the FCC majority's contention that the regulation will pave the way for more competition among the networks. Actually, ANA contends, competition will be diminished and a "monopoly" fed because a few powerful national advertisers "would substitute for the four highly competitive existing nationwide network organizations a monopolistic network of the larger stations".

ANA said, moreover, it wasn't concerned with the "fortunes of a particular medium of advertising." The ad industry, it seemed, reached his exact market. Other media will benefit if radio's efficiency is deteriorated. And advertisers could reach their entire audience if radio is eliminated altogether.

That is the sort of challenge presented by the FCC's chain monopoly regulations. When the FCC minority, comprising Commissioners Craven and Case, predicted network broadcasting would be seriously crippled by the regulations, it caused the public (as well as most of the industry) some pause. But these officials were in the minority. When NBC and CBS repeatedly said the regulations would strike a death-blow to the existing radio structure, in the minds of many, they were simply pleading their own cases though the industry (or most of it) was jittery.

ANA words can't be brushed aside. The association knows whereof it speaks. Its argument should remove the last vestige of doubt about the impact of the time-option rule upon national radio advertising.

And heed ANA's final observation that the rule would render a "marked disservice to the public interest generally". The ANA points out that the whole structure of radio, with its emergent value to the people and the Government in wartime, is supported by the advertising dollar. That dollar thus takes on a broader aspect than its purely commercial use. It is radio's herewithal for its war job.

These are potent arguments against the FCC's rules, and more particularly the time-option ban. The stakes are too big to risk a gamble. It isn't too late to change.

Points for Pettrillo

SEVERAL QUESTIONS which need clarification have developed since James Caesar Petrillo appeared three weeks ago before the Senate Interstate Commerce Subcommitte [Broadcasting, Jan. 18], investigating his ban on recorded music.

Perhaps Mr. Petrillo could explain to the Senate investigators why he vent his wrath on both CBS and the BLUE because of a local dispute in Pittsburgh [Broadcasting, Jan. 29], involving WJAS and KQV, owned by H. J. Brennen. Although remote bands have been restored to both networks, the music chieftain didn't hesitate to "punish" millions of listeners of both CBS and the BLUE, to say nothing of the networks, by denying them dance band music simply because his Pittsburgh local and Mr. Brennen hadn't agreed on a new contract affecting two individual stations.

Mr. Petrillo might also clarify his stand on patriotism. When he pounced a Senate table and shouted that the AFM was "second to none in patriotism", he proudly asserted that his organization was spending from $25,000 to $50,000 a year to provide gratis services.

Perhaps Mr. Petrillo would like to explain why he failed to tell the Senators that AFM members are collecting $25,480 annually from the War Dept. for entertaining men in combat zones through Command Performances [Broadcasting, Jan. 28], while other talent, comprised of the top radio, movie, stage and other stars, is donated. Petrillo's New York aide, H. J. Steeper, questioned by Committee Counsel Herbert M. Bingham, said he didn't believe AFM members were charging for Command Performance although he gracioulsly ducked through a loophole by explainning that locals are autonomous where non-traveling bands are concerned. He'd check it, he said.

Officials of Los Angeles Local 47 AFM, whose members are paid $25.50 per man per program, pointed out that the fee, which totals $25,480 a year, had been approved by AFM national headquarters.

Mr. Petrillo and his members could give good example of their patriotism by contributing three hours weekly to Command Performance and asking the War Dept. to use that $25,480 a year to help eradicate the enemy. That $25,480 would pay for 200 Garand rifles, 20,000 rifle bullets, 200 bayonets, 200 helmets, 1,000 hand grenades, 200 trench knives (which our men in the Solomons, Iwo Jima and most useful). 100 37-mm. high explosive shells, 100 anti-tank mines, 75 60-mm. trench mortar shells, 50 3-inch high-explosive shells and 158 20-mm. shells.

This formidable array of materiel could take care of a lot of enemies and the musicians would have the satisfaction of knowing that they not only entertained our fighting men but actually placed munitions in their hands.

Perhaps Senator Clark's subcommittee would like to recall Mr. Petrillo to clarify these questions.
We Pay Our Respects To —

Clement Lloyd Egner

To know the story of the growth of phonograph and record sales is to be familiar with the career of Clement Lloyd Egner, NBC vice-president and manager of the network's radio recording division.

Today, Lloyd heads an elaborate organization with headquarters in Radio City, New York, and principal branches in Chicago, Hollywood, and Washington, which now produces programs heard over 400 stations around the country and in many foreign nations. NBC Recording Division has grown from a tiny staff in 1934 to its present status with 45 in the sales, program and executive departments plus a score of technical personnel.

Born in Philadelphia Nov. 10, 1895, he was educated in the city's school system until he had completed high school education. Business was his immediate objective and his first job brought him to Washington with the executive office of the Panama Pacific Exposition. There he met C. B. Zabri- skie, president of the Pacific Coast Borax Co., and within a year young Lloyd was back in Philadelphia, working for Zabriskie's firm. Starting off as an accountant he was soon advanced to the sales division where he became district sales manager.

In 1917, he left the Borax Co. to join the old Victor Talking Machine Co., Camden, as a salesman. When the U. S. entered the war, Egner was soon a member of the Quartermaster Corps.

After the Armistice he returned to Victor as assistant manager of the traveling department—a sizeable accomplishment for a young man of 23. In 1921, he was named manager of the department, remaining until 1929 when he was shifted to Chicago as Victor central western manager. Two years later, he returned to Camden as assistant general sales manager.

James D. House, vice-president in charge of all broadcasting for WSAI, Cincinnati, Roger Baker, director of public relations, and Lou Sargent, in charge of specialty sales, attended the breakfast at the Drake Hotel in Chicago Jan. 25 which opened the meetings of the National American Grocer's Assn.

Richard Ash, formerly of West End, Boston, Pa., has joined the recording division of WOR, New York, as sales representative.

Donald W. Thorburn, Pacific Coast vice-president of CBS Hollywood, has been re-elected a director of the Los Angeles Chamber of Commerce.

Cornwell Jackson, assistant deputy chief of the Hollywood radio bureau, OWI, is in Washington for three weeks of indoctrination.

Myron K. Elges, account executive of the Blue Hollywood, has recovered from a tonsil operation.

Jack L. Henderson, for the last ten years traffic manager of All American Cables & Radio Inc., Com Cable and Cables Pacific Cable Co., associates of IT&T, was elected vice-president of All American Cable Co. on the board Jan. 21. He will continue in his capacity as traffic head for the three companies, a member of the BWC Cable Committee.

Lee McCane, secretary and assis- tant to general manager of Standard Carlton Tel., Mfg. Co., Rochester, has been elected chairman of the sales managers' club of the Rochester Cham- ber of Commerce. He also has been named vice-president of the Rochester Electrical Advertising Co.

E. L. Fonden, publicity and promotion director of KLZ, Den- ver, on Jan. 26 was named to Army service as a private. He will be on limited service, because of below-normal eyeglance.

Jim Cantwell, after an absence from radio, returned to the staff of CBS Hollywood, as art director. He suc- ceeded William W. Tarb Jr., resigned.

Don E. Laws, commercial manager of CBS Hollywood, has been elected chairman of the advertising and sales committee of the Vancour Board of Trade.

James A. Barber, assistant mana- ger of KGVO, Missoula, Mont., has been appointed to the public relations committee of the newly organized Community Council of Missoula, a coordin- ation organization for all community activities.

Frank D. Johnson, of the commercial department of WFLA, Tampa, has been named the Signal Corp's D. M. Brown, formerly with KLAK, has joined the WFLA commercial department.

Ray Ferguson, new to radio, has joined the staff of WCLE, Cleveland, as a voice announcer. Until recently he was the regular radio, replaces Beatrice Furlanis in the news room of WHK-WCLE.

W. John Dunlop, for the last 3½ years in the sales division of the Canadian Broadcasting Corp., Toronto, has been appointed commercial representative for the CBC in Tor- onto, succeeding Ron Johnson who recently joined the Royal Canadian Air Force, as an administrative officer. Dunlop, before joining the CBC in September, 1939, had been with the U of Toronto administrative staff.

Kramer Promoted

Max Kramer, for many years assistant to Basil Brewer, publisher and radio station owner, has been named general business man- ager of Mr. Brewer's station WNHB, New Bedford, Mass., and his newspapers, The New Bedford Standard- Times, and the Cape Cod Standard-Times.

H. Russ Holt, commercial man- ager of WOLS, Flowood, Miss., re- cently received the distinguished serv- ice award of the Virginia Chil- dren of Commerce for the most out- standing community service during 1942.

Joseph Bloom, manager of For- jee & Co., New York, station representative, is the father of a boy, born Jan. 22.

William A. Fay, general man- ager of WHAM, Rochester, for 14 years, has been appointed to the head of directors of Stromberg-Carlson Tel. Mfg. Co.

Jack M. Simpson, announcer of radio station WBYT, Allentown, is reported for active duty in the Navy. Volunteer- ing for active duty in November, he was placed on active duty until called up Jan. 21. Announcer Bill Houdin has been pro- moted to 1st Lieutenant in the Penn- sylvania State Guard. New announcer is Howard Byrum, formerly of WDMZ, Camden, and WJIR, Bowling Green, Ky.

Henry Morgan, comedian of the well-known Morgan-Williams-Hand- son program on WOR, New York, has joined the Air Corps Reserve. Re- moted to the last, he is a member of the team of Stoopnagle & Build.

Frederick Freedland, former- ly of WOWO, Ft. Wayne and WIBB, Canton, has joined the staff of WJW, Cleveland as program manager.

James Mahoney, for five years with Crossey Inc., New York, has joined the MBS sales promotion department as assistant and freelancing for various Cleveland stations, he is Fred L. Mathias, formerly of the art depart- ment of Ohioana Publishing Co., has joined MBS sales to handle art and production.

Marie Higgins of NBC's traffic department, is the first member of that division to join the WAACs. She was sworn in Jan. 20 and is awaiting call.

Electa Robertson, program co- ordinator and traffic manager of WSAV, Savannah, has been married re- cently to Howard J. Hoffman, former- ly of New York, now in the 55th Coast Artillery Regiment.

George Reeves, former sports announcer of WHX, Nashville, has joined the announcing staff of WYAY, Savannah.

Yernan (Duke) Lidyard, has joined the announcing staff of WHR- WCLE, Cleveland. After working recently with Howard J. Hoffman, formerly of New York, now in the 55th Coast Artillery Regiment, he became president of Lakewood Little Theatre Curtain Club.

Jack Laffer, announcer of WJR, Cleveland, has been appointed to Wichita, Kan., for induction into the Army, Bob Long- well, formerly of WCAR, Pontiac, Mich., replaces him.
OLIN TICE, former staff announcer of WBT, Charlotte, has joined WDSV, Washington, as announcer.

KAY OWSLEY, WBT continuity editor, was married recently to Sgt. Thomas S. Glass, Tulane law school graduate.

CPL FRED HAYWARD, former WBT production man, is attending Officers Candidate School at Ft. Benning, Ga.

NORMAN PAUL, former sports writer, and Francis Forrest, recently with the radio division of the National Foundation for Infantile Paralysis, have joined the CBS publicity department.

MRS. JANET FRANKE, traffic manager of KYA, San Francisco, has been promoted to program manager, replacing Ed Roundtree, who is training for a Naval commission.

Joe Hasel To Army
FIRST of the top network sports announcers to go into the Army is Joe Hasel of WJZ, New York, BLUE outlet, who was inducted Jan. 27. At the time he was called, Mr. Hasel was doing short wave work for the War Dept. and was to be appointed consultant-assistant to the Secretary of War.

CLANCY GREEN has been elevated to transcription department manager of KNX, Hollywood. He succeeds Gene Dilthey, resigned.

NEAL REAGAN, announcer-news editor of KFWB, Hollywood, has been assigned to a Columbia Pictures Corp. contract and will be featured in a Navy background film. He is the brother of Lt. Ronald Reagan, film star and former announcer.

N. RAY KELLY, former NBC producer, has been appointed assistant production manager for the NBC Eastern division in charge of dramatic shows.

TOM MURRAY, farm editor of WHAM, Rochester, is the father of a boy born Jan. 19.

BRUCE GRANT, news commentator of KSO, Des Moines, leaves shortly for military service. Other KSO employees entering the armed services are: Charles McGuen, announcer, and Bill Hulpee, news editor, to the Army; Dick Covey, announcer, to the Air Force.

FLETCHER MARKEE, scriptwriter of the Canadian Broadcasting Corp., Vancouver, who has joined the Royal Canadian Air Force, has been assigned to the public relations staff as scriptwriter and announcer at Ottawa.

GORDON WILLIAMSON, Western Canadian sports announcer, has joined the Royal Canadian Air Force and is attached to the public relations staff at No. 1 Training Command, Toronto, as corporal.

JULIUS LEAVITT, former announcer of the Canadian Broadcasting Corp., Montreal, is now a corporal in the Royal Canadian Air Force, stationed at the Manning Depot, Lachine, Que.

FLYING OFFICER Marcel Beauregard, of the Royal Canadian Air Force, has just returned from overseas where he was French-Canadian public relations officer at RCAF overseas headquarters. He is taking part in the weekly RCAF program En Pleis Viv from Montreal.

CHARLES BATTERS, announcer of WYBC, Syracuse, has joined the staff of WRC, Washington.

DON CORRAY, announcer of WNEW, New York, who recently joined the Army, will attend Officers Candidate School. His wife has joined the WAAC.

HARRY B. FLEETWOOD, formerly of WCAU, Philadelphia, has been promoted to Captain in the Army. He is stationed at Camp Croft, S. C.

ALAN FREED, formerly of WEST, New Castle, Pa., has joined the announcing staff of WIBC, Philadelphia, replacing Fred Wiesing, who reports to the Navy for officer's training.

JACK STECK, public relations director of WFIL, Philadelphia, has been named manager of the Philadelphia Club of Advertising Women's annual show, scheduled for Feb 13.

GRANT HOLCOMB Jr., news editor of KPRO, Riverside, Calif., has been appointed station program director.

We admit this is more than somewhat absurd. But hardly more so than attempting to cover the rich ($350,000-000 in buying power) Roanoke-Southwest Virginia market with "outside" stations. Engineering measurements prove that WDBJ is the only station that "comes in clear" at all times in all of this area's 120,348 radio homes. Try a few spots on WDBJ, and see for yourself what that means in results!

ROANOKE WDBJ VIRGINIA
CBS Affiliate . 960 K.C.
5000 Watts Full Time
Owned and Operated by the TIMES-WORLD CORPORATION

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BROADCASTING • Broadcast Advertising
DODGED TORPEDO

NBC Guide Was Crew Member

Of Freighter

Dodging an enemy live torpedo while awaiting its explosion is an experience through which Harrington Crissey, 23, member of the NBC guide staff in New York, not only lived but escaped unharmed.

A crewman on an American freighter which was torpedoed, Mr. Crissey was on the deck of the sinking ship when a second torpedo landed on the deck and rolled around. He leaped aside, then waited for the inevitable explosion. In a moment, however, he recovered and got in the only sound lifeboat. He was picked up 11 hours later by an American vessel.

His days at sea are over. The Navy discovered that Mr. Crissey is colorblind.

ARE YOU AN OLD FOgy

ABOUT DRUGS?

IF YOU'RE a drug advertiser, do you judge the farm market in terms of metropolitan areas?

Are you overlooking the fact that most people (big-city and small-town alike) spend most of their money right in their own neighborhoods? Are you forgetting that it's in the corner drug store, the neighborhood grocery, where people invariably buy when influenced by advertising?

For example, the farm people in the No. 1 Farm Market prefer shopping in the 1,463 small towns—or "neighborhoods"—where it is easiest for them to go and where they feel most at home.

This is especially true of drug stores. In the KMA area, the local drug store is an institution. The druggist himself is a personal friend of his customers. So it really isn't surprising that the 1,685 KMA drug stores normally do a business of $30,948,000 a year. (Compare that, for example, with Cleveland's 467 drug stores and $14,447,000 in sales, and you'll see how big the KMA drug market really is!)

It's easy to get your share of the big drug business in the KMA area. For complete details, write for your copy of the KMA Atlas of Wholesale and Retail Druggists.
EZIA STONE, formerly star of the weekly NBC "Adrich Family" sponsored by General Foods Corp. and Sara Sevag, also formerly on that program, were married in Washington, D.C. last May, it was revealed recently. Stone, now a master sergeant in the Army, currently is appearing in Irving Berlin's stage production "This Is The Army."

JACK SLATTERY, Hollywood announcer, has been assigned to the new weekly quarter-hour CBS "Harry James & His Music Makers" sponsored by Liggett & Myers Tobacco Co.

DAVID STARRLING, former announcer at KXPI-KEXA, Los Angeles, in the Army, has been commissioned a second lieutenant. He is stationed at Camp Roberts, Cal.

MAURY RIDER, former program director of KIRO, Seattle, has joined the Blue Hollywood, as special events director. He replaces Clete Roberts, who has reported to Phoenix Junior College for training as an air cadet.

ED KUSHINS, announcer of KROW, Oakland, has been induced into the Army.

VIOLÉT CAVETTE, commercial traffic manager of KIYI, Hollywood, and Sheppard's, film writer, were married in that city recently.

VERNE CRAWFORD, former announcer of WPFO, Philadelphia, has joined KHJ, Hollywood, in a similar capacity.

TONY LA PIANO, announcer of KHJ, Hollywood, has been given his assignment on the weekly half hour program, "Portrait of the Highways," sponsored by Pacific Greyhound Bus Lines in San Francisco, Pacific stations.

PETE R. STURSBerg, Canadian broadcasting Corp. reporter, has been posted with the CBC overseas unit in Great Britain. He joined the CBC national news bureau at Vancouver last year, before that he had served on Vancouver and Victoria, B.C. newspapers.

MRS. PAT NEILSON has joined CJOR, Vancouver, as continuity writer.

EVA NELSON has joined the commercial department of CKMO, Vancouver.

FRANK FLEMING, program manager of CIAT, Trail, B.C., formerly with CFAC, Colling, and CJAI, Kamloops, B.C., has been added to the program staff of WEECO on WOEK, Vancouver, recently married Dale Gluck.
gusted commercial copy for “Sure-Grow” hair tonic.

He crumples into their respective folders the broadsides, circulars and advertising material on such diversified subjects as “Woman and the Home”, “Make the Fly at the End of Your Hook Do the Job”, “Diet Problems of the Horse, Man’s Best Friend” and “Are Your Hens Making Shells for Defense”. His desk is cleared for action... and in his creative mind Throckmorton Glitch’s Cockroach Paste becomes the focal objective.

Our continuity writer understands that unless every viewpoint is considered and proper psychology is applied, a commercial “spot” will not produce the desired results. Therefore he slouches from corner to corner on all fours in an attempt to acquaint himself with the environment and psychology of the Cockroach.

That accomplished, our scripster returns to his desk to concentrate on the angles necessary to influence the “discriminating housewife”. After considerable thought in his faletto, the embryonic Chaucer Carefully pulls from his type writer the manuscript that will tell the world about Throckmorton Glitch’s Cockroach Paste... “It fells as it smells.”

Now to the production department. Over four cups of coffee and two orders of doughnuts the production manager, sound effects man, continuity writer and traffic manager (the latter named only because he wanted the coffee) put their heads together for the task of embellishing the script with waves of diffused sound. Finally a series of weird noises are designed to depict the various stages of a cockroach’s approach to the kitchen. These culminate in the sound effect of light being switched on (assuming that the switching on of a light sends the little creatures scurrying across the floor).

The electrical transcriptions are widely distributed. All over America lights are being switched on following which a benevolent deep bass voice sings “It fells as if smell”. Housewives beat a path to the door. The dealer

WPB Official Warns Of Further Paper Cut

WARNING of probable further cuts in newsprint and zinc as war conservation measures, Donald J. Sterling, consultant to the chairman of the WPB newspapers and publishing industries committee, on Jan. 29 told the Kentucky Assn. at Louisville that the Dec. 31 newsprint cut of 10% was “a relatively gentle one”.

“As the war continues there may be a subsequent order, or orders, which will be more drastic,” he declared, adding there “is no chance of maintaining paper production at recent levels, let alone the high levels of 1941-42.” Mr. Sterling estimated a decrease of 20% in paper pulp available in 1943. Referri to suspension last year of 5/3 dailies, he asserted: “This year’s chapter remains to be written”.

Pointing out that effective Feb. 15 zinc will be restricted 50%, Mr. Sterling recommended the use of smaller and thinner cuts.

BROADCASTING CORPORATION

Vote show 51,706 persons, received 25,658 votes, with 18.8% of the votes favoring the roll call. The other leading radio entertainers were: Bob Hope, 334; Shirley Temple, 263; Jack Benny, 174; Erroll Stone, 162; Bing Crosby, 101; Kate Smith, 83; Kay Kyser, 74. Votes were cast for 190 stars, 127 receiving one to two votes.

Ballot was printed in an issue of "Calling All Girls" and covered radio, movies, books, cosmetics, candles, drinks in serials, rating each by brand name.

A Plug-Ugly Is Born

(Continued from page 30)

The Index, quarterly publication of The New York Trust Co.

rushed orders. The continuity writer, production manager and sound effects man are congratulating each other (not by telegram, however, which is strictly prohibited) while Throckmorton Glitch, overcome by the sudden success, sends each of the radio boys a case of "Glitch’s Cockroach Paste".

The world is bright... then from the pages of a well-circulated periodical come the words “Plug Ugly”... mounting in a crescendo of criticism. Although aimed at radio in general, the poisoned darts find their way to those upon whose broad shoulders the responsibility must fall. The gloom is not dispelled even though Mr. Throckmorton Glitch barges in excitedly to announce that the tirade against "Plug Ugly" has upped his sales 200%. An opportunist, Glitch is certain that the time is ripe to launch his "Monkey No Flea" powder. What a "plug ugly" such a product could inspire!

The continuity boys, however, are still smarting under the lash of criticism. They reflect a moment on the "Monkey No Flea" product and its implications. The boys exchange knowing glances and then in a body march to the Navy Recruiting Office. Their draft numbers are coming up next week anyway. And so, a "plug ugly" dies aborning.

There is an oft-quoted moral applicable to this saga. “You don’t have to be crazy to be in radio... but it helps.”

BUFFALO'S MOST POWERFUL TRANSMITTER PLANT

MAKES

WBKW

Buffalo's only

50,000 WATT STATION

Blanketing 11 Eastern Seaboard States

227,000 Square Miles

Over 12,000,000 people
KPO, San Francisco
Acme Bakers, San Francisco, 4 sp weekly, thru Brachler, Davis & Staff, San Francisco.
Meyenberg Milk Products Co., San Francisco, 4 sp weekly, thru M. E. Harlan Adv., San Francisco.
Pan-American Coffee Bureau, New York, 5 sp weekly, thru J. M. Mathes, Inc., N. Y.
Golden State Company Ltd., San Francisco, 10 sp every other week, thru Rutter & Ryan, San Francisco.
Beech-Nut Packing Co., Canalsiorie, N. Y. (cheese), 2 sp weekly, thru Newell Emmett Co., N. Y.
Proctor & Gamble, Cincinnati (Duo), 2 sp weekly, thru Compton Adv., Agency, N. Y.
Vick Chemical Company, Greensboro, N. C. (Vick’s Inhaler), 3 sp weekly, thru Morse International, N. Y.
Continental Baking Corporation, New York, 3 sp weekly, thru Ted Bates Inc., N. Y.
Pure Food Co., Mamaroneck, N. Y. (Herb-Ox bouillon cubes), 3 sp thru J. M. Mathes Inc., N. Y.
National Funding Corp., Los Angeles (Season-nite seasoning), 2 sp weekly, thru Smith & Bull, Los Angeles.
Thomas Leeming & Co., New York (Bonne Bregue), 5 sp weekly, thru William Ray & Co., N. Y.
KECA, Los Angeles
Pico Co., Warren Pa. (proprietary), 2 weekly thru, thru BBQO-Spahn, Memphis.
Continental Casualty Co., Los Angeles (accident insurance), weekly thru, thru Stodel Adv., Co., Los Angeles.
Mural Oil Co., Los Angeles (Love drops), 5 weekly thru, thru BBQO, Chicago.
Goodway Service Stores, Los Angeles (auto accessories), 5 weekly thru, thru auto accessories, 5 weekly thru, thru Dan B. Miner, Co., Los Angeles.

KNX, Hollywood
American Chicle Co., Long Island City, N. Y. (chewing gum), 5 weekly thru, thru Adv Grant, Chicago.
Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 3 sp weekly, thru H. W. Kastor & Sons, Chicago.
Lever Bros. Co., Cambridge, Mass. (Rinso), 6 sp weekly, on Feb. 1 increased to 9 sp weekly, thru Rutherfurd & Ryan Inc., N. Y.
Kettle Products Inc., Los Angeles (Kenu cleaner), 3 sp weekly, thru Little & Co., Los Angeles.

WJEZ, New York
Minwax Co., New York (Prow floor wax), weekly thru, thru R. T. O’Connell Co., N. Y.
Lever Bros., Cambridge, Mass. (Rinso), 13 sp weekly, thru Rutter & Ryan, N. Y.
General Baking Co., New York 6 sp weekly, thru BBQO, N. Y.
WMAQ, Chicago

Sales 37% Higher
On 4 Blue Outlets
Largest Increase Over 1941
After Net Separation

GROSS TIME sales of the four BLUE stations represented by the network’s national spot sales department were 37% higher in 1942 than in 1941. Murray B. Grabhorn, BLUB national spot sales manager, disclosed last week.

The individual increase in billings this year over 1941 for each station was WJZ, New York, 34.5%; WENR, Chicago, 41.5%; WBL, Washington, 18.8%, and KGO, San Francisco, 73%.

Blue Took Over Feb. 1

According to Mr. Grabhorn, the increase in time sales is doubly significant in view of the fact that up until Jan. 31, 1942, the four stations were represented by the national and field by NBC’s local sales department. On Feb. 1, responsibility for national representation was shifted to BLUE spot sales with full cognizance to line with the setting-up of the BLUE as a separate organization from NBC.

The cumulative percentages of increases for the four stations, month by month, in 1942 as compared to 1941 follows: January, 2%; February, 4.6%; March, 8.3%; April, 10.1%; May, 16.3%; June, 22.2%; July, 27.8%; Aug. 35.3%; September, 38.5%; October, 35.3%; November, 35.6%; December, 37%.

Plane Riders Free

"BUY A BOND and receive a free plane trip," listeners to WJMC, Rice Lake, Wis., hear each Sunday on Bond Time Victory Hour aired in collaboration with the Rice Lake Junior Chamber of Commerce. Listeners may purchase a bond or Bond of any denomination at the nearest bank and receive a ticket for a free plane ride. The Civil Air Patrol provides the planes and gas.
Duff Planning Drive

RADIO time to blanket 32 major markets, as well as weekly ads in 200 newspapers are planned by P. Duff & Sons, Inc., for Duff’s Waffle Mix, the company announced last week in describing aggressive plans for promoting Duff’s Mixes as a war food substitute. Station list was not revealed. Bothwell Adv., Pittsburgh, is the agency.

BANK BUYS YOUTH PROGRAM ON WMCA

PARTICIPATION by New York school children features Youthbuilders’ Forum, weekly half-hour program on WMCA, presented in cooperation with Youthbuilders Inc., a national organization, and sponsored by the Modern Industrial Bank. Program is conducted by Dr. Frank Kingdom, educator, who also is sponsored by Modern Industrial Bank in a five-week news commentary.

In addition, the bank has begun a weekly hour of recorded classical music and six-week quarter-hour news commentaries by Sydney Meisler on WMCA.

Station last week also added Sachs Quality Furniture and Argus Optical Co., Sachs sponsoring Alice Hughes in A Woman’s View 9:30 a.m. thrice-weekly, and recorded music programs. Argus signed for five-week quarter-hour news periods by Randall Hargraves and thrice-weekly commentaries by Johannes Steele, in addition to several recorded music broadcasts.

Modern Industrial Bank account is handled by Metropolitan Adv., New York, and Argus Optical by Farman and Feiner, New York. Sachs was placed direct.

SMILING PROUDLY is William Knodel, vice-president and Chicago sales manager of Free & Peters, while James Free, chairman of the board, presents him with a solid gold engraved watch, marking Mr. Knodel’s fifth anniversary with the F&P organization.
KENNETH W. PLUMB, vice-president and director of Federal Adv., New York, on leave of absence for the duration, has been commissioned a lieutenant in the Naval Reserve, assigned to the public relations office, 8d Naval District.

VINCENT (Vick) LAUTSEN, formerly in the production department of McCann-Erickson, New York, has joined Tracy Kent Inc., New York, as production manager. He succeeded C. W. Thomas, now in military service.

HOWARD C. BROWN Co. representative of Australian and New Zealand radio interests, has moved Hollywood offices to 6404 Sunset Blvd. Tel. is Hollywood 6045.

LLOYD HERROLD, professor of advertising at Northwestern U., has been made research director of H. W. Kas-tor & Son, Chicago.

EDWIN M. SCHNEEBEBG has left the radio copy department of Compton Adv., New York, to join the Army.

MAJ. HART IS REPORTED WARMER PRISONER OF JAPAN

REPORTED MISSING in action, Maj. George B. Hart, former executive of Walter W. Ziv agency, Cincinnati, is held prisoner of war by the Japanese in the Philippines, the War Dept. has notified parents. Maj. Hart was a graduate of WLW-WSAI, Cincinnati, and later sales manager of WCPO, Cincinnati, before entering the agency field, was a lieutenant in the Signal Corps Reserve when he was ordered to active duty before the war.

After indoctrination in Washington he was sent to the Philippines in a mission, it is thought, to earn promotion to captain. Later, because of outstanding bravery was made a pilot for his heroism by Gen. MacArthur. Maj. Hart was with Gen. MacArthur on Bataan and later with Gen. Wainwright on Corregidor. He was reported missing just before the fall of Corregidor. The American Legion in Cincinnati has named an auxiliary post the George B. Hart Post in his honor.

GRAY & ROGERS, Philadelphia advertising agency, has added 20% additional space to its offices in the Phila- delphia Saving Fund Society building to accommodate the expanded art and production departments.

E. WARREN BROOKS, former production manager of J. M. Mathes Inc., New York, has been named account executive. Charles Tomlinson, of the production department, succeeds him as production manager.

CLIFFORD FAUST, formerly with Chicago agencies, has joined The McCarty Co., Los Angeles, as account executive.

G. F. MILLS, Toronto, has been elected president of Spitzer & Mills, To- ronto and Montreal, successors to Lord & Thomas of Canada. J. W. Spitzer, Toronto, is executive vice-president and William G. Power, Montreal, vice-president.

ROBERT PAUL SMITH, former script writer of CBS and William Ely & Co., New York, has joined the script staff of Foote, Cone & Belding, New York.

GORDON AUCHINLOSS, director and continuity writer of Hit Parade and the New American Tobacco Show, scheduled to start Feb. 6, who also handles continuity for Kay Kyser’s revue, will return from Foote, Cone & Belding, New York, July 15, to freelance.

F. W. FEDERER, former space buyer of Geyer, Corwell and Newell, and previously associated with J. Sterling Getchel Inc., has been appointed manager of the media department of Broadcast Advertising of Blackett-Sample-Hummert, New York office.

BRUCE RYAN, son of Frederick B. Ryan, president of Ruthrauff & Ryan, New York, has received his wings and commissioned as second lieutenant in the Army Air Forces, assigned to the Flying Fortress advanced training command of the 8th Air Division.

KIRBY HAWKES, radio director of Bentos & Bowles, is expected to join the Marine Corps Intelligence Divis- ion. He has passed his examinations and awaits final action on his application for a commission.

EVANS PLUMMER, formerly on the radio staff of the Cincinnati Enquirer, publicity service, has joined Earl Ferris Agency, that city. He was for sev- eral years West Coast editor of Movie Radio Guide, fan publication.

JOHN M. BRIDGE, formerly creative head of the Minneapolis office of McCann-Erickson, has joined BBDO, Minneapolis, as account representative on the public service department of General Mills.

HELEN LEITHAUSER has left the publicity staff of Foote, Cone & Belding, New York.

JAMES B. FERGUSON, formerly of Knollin Adv. Agency, San Francisco, has been commissioned a lieutenant in the Field Artillery.

TOM HARDT, Hollywood assistant producer of Young & Rubicam on the NBC Time to Smile, has been given production assignment on the CBS Those We Love.

B.S-H Names McNeil

ROBERT A. MCNEIL, account executive and on the timebuying staff of Blackett-Sample-Hummert, New York, for the past seven years, has been appointed vice-president of the agency, as announced last week by Maurice H. Bent, vice-president of the company. Mr. McNeil will continue to make his headquarters in the New York office.

Mr. McNeil. Mr. Bent also announced the appointment of David B. Reps. Cole and Brehm would Repeal Wartime

REPEAL of daylight time and return to standard time is sought in concurrent resolutions (H-Con-Res 9 and H-Con-Res 10) introduced in the House last week by Reps. Brehm (R-O) and Cole (R-Mo.). Declaring he had complaints from mothers of school children, farmers, business and professional men and individuals in all walks of life, Rep. Cole said war time, which became effective Feb. 9, 1942, has resulted in "untold in-conveniences and hardships" with "no material contribution to our war effort." Both resolutions were referred to the Interstate and Foreign Commerce Committee.

Return to standard time again would plunge radio into its semi-annual headaches involving shifting of all programs and general realigning of schedules, since the eastern states adopt daylight saving time from April to September.

NESS OF ADVERTISERS ON

RENEW THEIR CONTRACTS Year After Year

They Wouldn't Do It If They Didn't Get Results! Take a Tip... Put Your Selling Message on This Most Popular Station in the Twin Cities Market.

FREE & PETERS, INC., National Representatives for New York, Chicago, Detroit, Los Angeles, San Francisco, Atlanta.

MINNEAPOLIS BLUE NETWORK ST. PAUL
JAMES SHELBY

A VARIOUS career, including acting, stunt-riding and computing, marks the young life of James Shelby, radio director of McCann-Erickson, Chicago.

He started at 16 with the American Radiator & Sanitary Corp., Chicago, where his chief job was computing heating units in buildings under construction. Counting radiators was a bit dull, so young Jim Shelby struck out for new fields that subsequently led him to a hitch in the Army, radio announcing and acting, the stage and movies.

As a member of the 122d Field Artillery he became adept at stunt riding and later became a hard-riding extra in Gene Autry pictures. Between times he modelled for commercial photos and films, played in stock and did some announcing.

Mr. Shelby entered the agency field as publicity director for Grant Adv., Chicago. He handled public relations for the Dale Carnegie account and took part in writing and producing the NBC Dr. I. Q. show. A year ago he joined McCann-Erickson as assistant to Earl Thomas, then radio director. When Mr. Thomas was commissioned a captain in the Army last November, Mr. Shelby became radio director.

With the McCann-Erickson firm he has written and produced Musical Millwheel on the BLUE, assisted with the NBC Auction Quiz, and supervised production of Clara Lu 'w En on CBS. Currently, he supervises radio for the accounts of Standard Oil Co. of Indiana, Pillsbury Flour Mills, Milk Foundation and American Dairy Assn.

At 22 Mr. Shelby is married and has two children, Jimmy, aged 2½, and Judy, 1. His hobbies include horseback riding, skiing, deep-sea fishing and, unofficially, computing radiators in the homes of friends.

GOP Names Selvage

APPOINTMENT of James P. Selvage, of Princeton, N. J., as an assistant to the chairman of the Republican National Committee in charge of publicity, was announced last week by Chairman Harrison E. Spangler. Mr. Selvage, a former newspaperman, was director of public relations for NAM and later opened his own public relations firm. He organized the Navy "E" program, and was one of the directors of the national salvage campaign.

AGENCY

Appointments


PILSBREY BREWING Co., Cleveland, to Gregory Adv., Cleveland.

RAILWAY EXPRESS AGENCY, New York (Air Express Div.), to Erwin, Wasey & Co., N. Y.

RENT LABS, St. Louis (vitamins), to Gardner Adv. Co., St. Louis.


PERIODENT Co., Chicago, to Joseph J. Jacobs Jewish Market Organizers, Israel, of counsel in the Jewish field. Footes, Cone & Balch, Chicago, continues as agency.

KIRESTRA LABS, New York, to Black et al-Sample-Hummert, N. Y., for Endocreme, a skin cream. Discontinuing program for local station. No radio contemplated till next fall.

PARFUMS L'ORIE, New York, to H. A. Salzman Inc., New York. Radio is being considered.

FISHBACH COSMETIC Co., New York, to Wildick & Miller, N. Y., for Irene Blake Jar of Stockings, a leg lotion; Phantom Glove, protective hand lubrication, and other products. Media plans not disclosed.

DELEHANTY Institute, New York, to D'Arcy Adv., New York, for business, secretarial and war industry courses. Has used radio but none is contemplated at present.

ALEINE Co., New Brunswick, N. J., to Jackson Adv. New Brunswick, for Flem- oyn's cough medicine. Using four eastern and eight midwestern stations, for winter campaign.


PRESTO IS HARD AT WAR WORK

You may never have thought of a sound recorder as a weapon of war. But in this war, fought alike with guns and propaganda, the Presto recorder is in there working on every front, making records that broadcast news and instructions to military and civilian populations, spreading information that combats enemy propaganda, reproducing short wave broadcasts of radio programs that bring music and voices from home to troops in out-of-the-way places, operating in tough climates where the ordinary record player wouldn't last a week.

In addition to recording equipment, the Presto plant (tripled in size since 1941) is now making a variety of mechanical and electronic equipment for the armed forces, working overtime and booked to capacity for months to come.

Presto is hard at work making its contribution toward winning the war.

BROADCASTING • Broadcast Advertising

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IRE Probes Radio in War

(Continued from page 12)

ing was devoted to papers dealing with the production and use of radio facilities for the armed services. Rear Admiral Stanford C. Hooper, U. S. Navy, pointed out that "communications within the armed forces, detection and location of the enemy, identification and radio control are essential to nearly every mobile unit." He stressed the need for American radio engineers, both on and out of work, to out-produce the Axis competition in the production of radio facilities.

Harold F. Westman, secretary, war committee on radio, American Standards Assn., described the work of the committee in setting up standards for military radio equipment, that, as far as possible, can be used "anywhere on the surface of the earth, below the sea, or in the sky above. This is a global war and our fighting forces will be found in every climate. Any component which is limited to one extreme service, as in the Arctic or in the tropics, presents a serious problem." In the manufacture of equipment, he said, "there can be only one economy in wartime. Each item must be produced in the shortest time with the least expenditure of materials and manpower."

Pointing out that the ranks of radio engineers increased by more than 10 per cent during 1942, with thousands of newcomers to radio in war services, Dr. Van Dyck looked ahead to a radio-minded post-war world. "Engineers and scientists have the opportunity now," he said, "to decide to do something in the future which will encourage happier results and safer progress in the development of civilization. Something must be done in the future which will give saner judgment and more scientific control of the forces unleashed by science. Such control is now impossible, for scientists as well as for nations."

**TRANSRADIO ACTION LED TO RATE CUT**

PROCEEDINGS against AT & T which brought about a 25-50 per cent reduction in the cost of radio broadcasting transmission lines [BROADCASTING, Jan. 25] were initiated by Transradio-Press two years ago, according to a statement by Transradio last week.

"Seeking specifically to obtain a press rate reduction, which had never been made since the mileage rate was established in 1917," the statement said, "Transradio petitioned for an investigation of the AT & T rate structure." The FCC set a date for the hearing, later enlarging the scope of the hearings to the cut in rates, announced by AT & T as effective Feb. 1.

The original Transradio action, out of which the investigation grew, the news service stated, is "still not completely settled, since Transradio was seeking a change in certain of AT & T's rate-making principles as well as the reduction that was agreed to." Final action may come after Feb. 15 when the new AT & T tariff schedules are filed, according to Herbert Moore, Transradio president.

**HOUSE GIVEN BILL ON QUESTIONNAIRES**

CENTRALIZATION of Government reports and questionnaires in the Dept. of Commerce was proposed in a bill (HR-15755) introduced in the House last Thursday by Rep. Harman (R-Ind.) to alleviate the "paper work" deluge long criticized in Congress. The bill would prohibit Federal agencies from requiring persons to furnish "burdensome and non-essential information" and to require the Commerce Cen- ter to be an agency for questionnaires.

Rep. Harman alluded to the wave of Government reports and questionnaires "now swamping American free enterprise" and commented that the Census Bureau to be an agency for questionnaires.

"Self-important little bureaucrats in a dozen different Washington agencies have been running riot in red tape and so overburdening businesses with paper work that thousands of enterprises simply will not be able to keep up with the demands," he said. The task was particularly difficult for smaller firms, he added, calling the questionaire deluge one of the "most flagrant abuses of administrative law."

Frank Zdarzsky

FRANK ZDARSKY, for 13 years musical director for WATC, Muncie, Ind., died from a heart attack at the studios Jan. 24 following a program. Mr. Zdarzsky had been leader of pit orchestras in Twin Cities' theatres for many years.
Golenpaul Denied Jingle Injunction

*Motion* for preliminary injunction to restrain American Tobacco Co. from repetitious use of the jingle—"The best tunes of all move to Carnegie Hall"—in the final two broadcasts of *Information Please* under that company's sponsorship was denied Dan Golenpaul, owner-producer of the program, last Thursday by Justice Bernard L. Shientag in New York Supreme Court. Jingle is a "teaser" announcement for *Your-All-Time Hit Parade*, which American Tobacco will sponsor in the Friday evening period on NBC now occupied by *Information Please*, beginning Feb. 12.

Golenpaul had asked that the sponsor be prohibited from "presenting the broadcast in such a manner as unlawfully to injure the property rights of the producers", holding that the jingles as used are "low, vulgar and offensive". The court's findings did not uphold this charge, the decision stated, although Judge Shientag continued that the repetition of the jingle is "apt to be irritating and annoying to radio listeners". He said, however, that "the irritation of the radio audience would naturally tend to be directed not so much against the producers of the program as against its sponsor."

Court points out that only two broadcasts are affected since American Tobacco sponsorship ends with the program of Feb. 5 and that *Information Please* has already been sold to a new sponsor, H. J. Heinz Co. "at a price said to be in excess of that paid by American Tobacco". No malice was charged by the plaintiff who also conceded that the time taken up by the jingles and all other advertising for Lucky Strikes does not exceed 10% of the total program time in accordance with NBC's regulations.

Decision continues that "it would undoubtedly have been in much better taste" for American Tobacco to have acceded to the request of the producer to cut down the number of repetitions of the jingle per program, but that this does not warrant a court of equity in granting a preliminary injunction.

**Station Maintenance Promised By Ellis as Wartime Necessity**

**Asserting** that maintenance of broadcasting stations and home radios is a wartime necessity, Ray C. Ellis, director of the WPB Radio & Radar Division, promised the IRE convention in New York Jan. 28 that "the radio set is going to get its proper allotment of tubes and condensers."

To insure this, in the light of military needs, Mr. Ellis described a new Radio & Radar Division setup which includes an expanded group dealing with all civilian radio equipment.

**Must Maintain Sets**

Pointing out that the radio division is primarily concerned with war production, the radio & radar chief said, "It is vital that the broadcasting stations and radio sets in our homes be maintained."

Mr. Ellis warned that there could not be supplies of all civilian replacement parts. "Civilian radio is in approximately the same position as domestic housekeeping," he said. "The great variety of designs for each component is not feasible in wartime" but economic use of our resources should "insure that the radio sets in our homes will be adequately nourished."

It is true that stations may no longer expand their facilities, and manufacturers may not introduce new sets, Mr. Ellis said, but "to keep existing broadcasting and receiving apparatus in working order requires some part of the output of the radio industry; it is the division's responsibility to determine what this part is and to see that its efforts are properly allocated."

Under the Radio & Radar Division organization described by Mr. Ellis, the war production program for radio will be handled by three new groups, which will be made up in part from existing branches or sections. There will also be a special group to care for all civilian needs; a field section to assist manufacturers, and an engineering advisory section to watch developmental work in laboratories.

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**What about WOL?**

*WOL* serves the Nation's
- Market — over
- 1,000,000 people

*Get the facts from WOL—WASHINGTON, D.C.*
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives:
SPOT SALES, Inc.

**ASCAP**

Radio Program Service
30 Rockefeller Plaza • New York

---

"We find these programs to be ideally suited to our particular needs."

**WSDC**

FARGO, N.D.—5000 WATTS—N.B.C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

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**February 1, 1943 • Page 41**
Adolescence in Action

TEEN-AGE caprices of "Corliss Archer", played by Priscilla Lyon, 14-year-old actress known to radio listeners as "Fluffy" in the former CBS Junior Miss series, are the center of a Thursday evening series started on CBS last week. Each episode is a complete story itself, revolving around the young lady's household. Character was introduced in the January issue of Good Housekeeping, by F. Hugh Herbert.

* * *

For Housewives HIGHLIGHTED by interviews with prominent members of Governmental, State or civic committees such as the Red Cross, Office of Price Administration or a nurses' school, At Your Service, five-week series on KFBK, Sacramento, informs housewives of new regulations affecting the home and gives stories of women in the news. Local response has been favorable.

* * *

Hitting Careless Talk RUMOR SQUELCHER campaign started by WTAG, Worcester, includes announcements and dramatized skits throughout the day to show "careless talk costs lives." Listeners are invited to contribute rumor squelcher slogans of 10 words. Winning slogans are broadcast.

ISAAC'S APPLE

THEY say a falling apple started Sir Isaac Newton thinking about the Law of Gravity. But the Law was there, whether anybody thought of it or not. The Law of Supply and Demand also is always with us. And many a business will drop into the red when the props of artificial wartime restrictions are pulled out from under.

Don't wait till the apple hits you on the head. Building a firm foundation of goodwill now will help to sustain your business when the 'buyers' market' comes back again. Give people something they value—radio entertainment—to remember you by.

CFRB

860 KILOCYCLES

Surveys prove at least one quarter of all radios in Canada's richest market are always tuned to CFRB.

Page 42 • February 1, 1943 BROADCASTING • Broadcast Advertising

Alertness of Listeners

ATTENTIVE LISTENING to programs on WIBG, Philadelphia, pays dividends in theatre duets in the new program "The Family Quiz," at 5 p.m. daily on that station. Four questions, one each on news, movies, sports and music, must be answered by mail. Prize for answering all questions correctly is a pair of movie tickets. Lloyd Thompson of WIBG staff directs the program.

* * *

Evolution of a Tune

A PROGRAM showing how new popular dance tunes ideas have been borrowed from the classics is heard on KWK, St. Louis, nightly at 5:15. Titled "Cutting the Heart from the Classics," the series features a new dance record, followed by a record of the classics from which the popular tune has been "lifted." Rush Hughes directs the programs.

* * *

Observation Quiz

ALERTNESS rather than general knowledge is tested in a weekly, half-hour quiz titled "Good Listening," on CBS. Miniature dramas, blackout and various incidents on the studio stage provide the basis for questions. Five contestants are chosen but any member of the audience is likely to be quizzed without warning. Cash prizes are awarded for correct answers.

* * *

For War Brides

ADVICE TO BRIDES on troussseau, etiquette, traditions and procedure is offered by the Philadelphia Bridal Secretariat in a 10-minute program, Getting Married, Thursdays at 3:20 p.m. on WCAU, Philadelphia. Mrs. Logan Bentley, head of the Secretariat, and consultant on many of Philadelphia's society weddings, conducts the program.

* * *

FBI in Wartime

SABOTAGE, espionage and other FBI wartime problems are discussed in a weekly series of weekly interviews on WOAI, San Antonio, between Corwin Riddell, of WOAI, and M. W. Acra special agent in charge of San Antonio branch of FBI.

John W. Moore Heads Canadian Advertisers

JOHN W. MOORE, advertising and sales promotion manager of the Maple Leaf Milling Co., Ltd., Toronto, has been elected president of the Assn. of Canadian Advertisers, succeeding Paul K. Abrahamson of the Borden Co. Mr. Abrahamson has been made district sales manager of the Borden Co. in Chicago after six years in Canada. Previously he was product advertising manager for the company's New York offices.

L. E. Phemmer, president of Canadian Cellucotton Products Co., Toronto, has been named ACA vice-president, succeeding John W. Moore.

C. W. Chamberlin, advertising manager of Shell Oil Co. of Canada Ltd., Toronto, has been elected to the ACA board of directors.

SEARS, ROEBUCK & CO., to promote Sears Altalite Time Store, Nashville, will sponsor the Sports Spotatto WNSX, Nashville, six nights weekly at 6:45.
30% License Fee Reduction For January Voted by BMI

A REDUCTION of 30% in the BMI license fees for January was voted by the board of directors at its meeting in New York last Tuesday. Letter notifying stations of this saving points out that it is in line with the BMI policy to keep costs at a minimum, and that those who have already enjoyed substantial reductions under previous contracts. BMI warns that the 30% cut in fees is for January only and is not to be taken as a precedent as future reductions will be determined on a month-to-month basis.

Board also voted to establish a monthly series of two-day meetings of groups of about 20 station program managers each month at BMI headquarters in New York. These executives, from stations selected by a scientific sampling system, BMI reports, will be BMI's guests with all expenses paid in transit and during their stay in New York.

Test Meetings Held
"Plan," BMI announced, "has two broad aims: to inform BMI more completely of its aims: to inform BMI more completely of BMI's catalog and services. Affiliated publishers are also afforded an opportunity of meeting station personnel for discussion of mutual problems."

Before being adopted as standard practice, the plan was carefully tested by Merrit E. Tompkins, BMI vice-president and general manager, and two groups of program men from eastern stations at preliminary meetings in November and December. These sessions were so successful that the original plan was amplified for larger and more frequent meetings. Roy Harlow, who recently joined BMI as manager of program relations, is working closely with Mr. Tompkins in preparation for the next meeting, tentatively scheduled for the third week in February.

Attendance at the earlier meetings included: Herbert C. Rice, WKW; James C. Begley, KYW; A. O. Coggeshall, WGY; Charles H. Jensen, WHN; James T. Milne, WEL; Sam Lawder, WINX; Miss Marie Wilk, WWSW; Walter Haase, WDRB; Thomas C. McCray, WTC; John Lee, WOWO; WABY; Todd Williams, WSPD; William J. Adams, WCHS; George C. Biggar, WLW; Jack Stapp, WSM; John Wahlstedt, WBB; Al Hollander, WIND-WJUD; William McGrath, WNEW; Miss C. A. Porreca, WOV; Edward J. Lord, WLOF.

Broad Plans for Expansion
BMI board meeting, in addition to authorizing the reduction in January license fees and the new service, was devoted to routine organization affairs. Present were: Neville Miller, president of BMI and NAB; Paul Morey, WTIC; John Elmer, WCBM; William S. Hedges, NBC; Frank White, CBS.

Letter notifying stations of the board's actions follows:
"Plan" brings you news from BMI of both increased service and a reduction in your January license fee. BMI's 1942 plans included a balanced program of sessions and activities, a new 100,000 entry index, shortly to be published, etc. Already launched is a new project of inviting program managers to New York, as the guests of BMI, for two-day meetings in the mutual interests of the station and of BMI. Preliminary meetings already have indicated the great value of these contacts. Roy Harlow, long program manager of the Yankee and Colonial Networks, has been engaged by BMI in connection with this work.

Despite these added activities, increased revenues from new licensees and economies from the streamlining of the organization make it possible to effect reductions in cost for all BMI licensees.

You will recollect that all license agreements since the beginning of BMI have stipulated that the license fees agreed to be paid are maximum, subject to reduction by BMI in its discretion. Preliminary meetings already have indicated substantial reductions under previous contracts.

The Board of Directors has now voted a deduction of 30% in the January fee, which is payable on Feb. 20. This means that you will figure out your January payment, payable on Feb. 20, in the same manner as usual, but will make a 30% reduction in the final figure before making payment. We ask that you will promptly notify your accounting department of this deduction.

Because it is necessary that we leave our financial position sufficiently flexible so that we can continue to render a uniform service to you, the Board of Directors is determining reductions on a monthly basis. This reduction should not, therefore, be considered a precedent for the future, and you should continue to pay on the contract terms without reduction unless you receive specific notification to the contrary. Too may be sure that these reductions will be made which will affect the service you are receiving from BMI.

CARL HAVERLIN
Vice-President

TOPPING sales of any previous monthly Bond drive by more than six million dollars, radio stations in the state of Washington in December sold $19,286,189.25 worth of War Bonds and Stamps in a "Radio Bond Month" campaign supported by the state's 38 stations. Highest previous month's sales was recorded last September, when retailers conducted the drive.

Described by state War Savings Staff officials as "the best organized and most enthusiastically supported campaign," held in Washington, "Radio Bond Month" included six statewide programs, individual program competition, special events and closed circuit meetings. Taking part were:
KFFY, KPQI, KIQ and KGA, Spokane; KUJ, Walla Walla; KPQ, Wenatchee; KIT, Yakima; KVAN, Vancouver; KWLC, Longview; KXRO, Aberdeen; KELA, Chelan; KWSO, Pullman; KGY, Olympia; KMO, KVI and KTBI, Tacoma; KVOS, Bellingham; KRKO and KEVE, Everett; KEVY, KKA, KOL, KOMO, KJR and KIRO, Seattle.

MCA Band Spots
MARKING what is probably a precedent in promoting the personal appearance in a theatre of a name band, Music Corp. of America, New York, last week placed a two-day campaign on WABC, CBS New York outlet, to plug the current appearance of Guy Lombardo's orchestra at the Roxy Theatre, New York. Time purchased included a participation on the Jan. 22 broadcast of Personality's "It's Off the Record," as well as a spot announcement adjacent to the regular midnight news on Jan. 25. Account was handled direct.

Racing Ban Urged
A BILL to prevent broadcasting of horse races in California, as an additional penalty for gambling, has been introduced in the State Assembly now in session. Lee T. Basham, who presented the bill, stated it would add radio to the existing bans on telephones and telegraph communications from tracks while races are being run.

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UNAWARE OF TRAGEDY
Woollcott Fataly Stricken During Broadcast
But Audience Not Told

LISTENERS to CBS's The People's Platform Jan. 28 perhaps noticed that Alexander Woollcott, "the Town Crier of the Air" since 1930, was not heard toward the end of the discussion, but they had no other indication that the author-critic—and reputed inspiration of the stage and motion picture hit, "The Man Who Came to Dinner,"—had suffered a heart attack at the microphone. He died a few hours later at Roosevelt Hospital.

Program Went On
Mr. Woollcott, together with Rex Stout, author; Dr. George N. Shuster, president of Hunter College, and Mrs. Marcia Davenport, novelist, had been the guests of Dr. Harry D. Gideonese, president of Brooklyn College in the CBS building, the 20th floor dining room from which The People's Platform originated in New York. The group had been discussing "Is Germany Invincible?", when Mr. Woollcott passed a message to Dr. Gideonese stating that he felt ill.

Signaling the others to continue, the roundtable chairman helped the stricken author out of the studio, and summoned a physician. Mr. Woollcott was removed to the hospital.

Mr. Woollcott, 56, was first sponsored on WABC as "the Town Crier" from September to December, 1930 by Gruen Watch Co., Cincinnati. His program consisted of 15 minutes of story telling, in which he drew on a world-wide reservoir of friendships.

It was the opinion of some of his friends, such as Walter Lippmann, that friendships and contacts with well-known persons, were Mr. Woollcott's deepest interest in life, although he had been included among the country's greatest dramatic critics.

From October, 1934 to March, 1935, he was sponsored by Cream of Wheat Corp., Chicago on a half-hour Sunday evening program as a critic-racoonter on CBS. He resumed from October to December, 1935, and in 1937 The Town Crier was heard a quarter-hour twice-weekly for Liggett & Myers Tobacco Co., New York.

Except for numerous guest appearances, Mr. Woollcott's radio career suffered a lull on a regular basis after 1937 until 1941 when he went to England, resuming his role of "Town Crier" to broadcast on CBS encouraging reports on the endurance and courage of the British under Nazi bombings.

SAYING IT WITH FLOURS is Paul Gerot, midwestern division sales manager of Pillsbury Flour Mills Co., Minneapolis, as he thrusts another Pillsbury product into the arms of Harold Jabel. The heavily-laden Mr. Jabel is m.c. of the three-weekly quarter-hour program, Meet the Muses on WBBM, Chicago now being sponsored by Pillsbury, Agency is McCann-Erickson, Chicago.

WEAF Provides Talent for Radio Executives
ANOTHER in the group of "station days" at the Radio Executives Club of New York was devoted last Wednesday when WEAF, New York, presented a variety of talent. Ralph Dumke, the early morning "Two-Minute Man," was m.c. Entertainment included jokes by Ben Brady, songs by Gloria Estefan, Cuban guitarist, and Marcia Neil, concluding with sketches by the Reviewers.

Out-of-town guests included Walter Johnson and Paul Morency, WTIC Hartford; Hal Sevills, WJW Hagerstown, Md.; Lew Avery, NAB; Dorothy Starbuck, Courtland D. Ferguson, Baltimore; James Flahback, WOL Washington; Charles Denny, WERC Erie; John Laux WSTV Steubenville, O.; W. A. Wilson, WQO Bristol, Tenn.; Jess Swicegood, WKPT Kingsport, Tenn., Harold Thomas, WISE Asheville, N.C., and Jim Wilks, Broadcast Advertising, Boston.

Blue Names Hillman
WILLIAM HILLMAN, former European manager for Colliers, has been appointed Washington correspondent for the BLUE, it was announced last week. At one time, Mr. Hillman was a chief of the INS London Bureau, and worked overseas for AP. He has been heard frequently on BLUE programs.

KFQD
ANCHORAGE
Alaska
- Alaska's Oldest Station
- Still doing a swell job
- Always appreciative of Accounts
- Hdqts. Alaska Armed Forces

790 KC

BROADCASTING • Broadcast Advertising

STUDIO RECORDS Co., which recently circularized stations by personal appointment and supply them with records of new popular music played by CIO orchestras, is holding its plans in abeyance pending the outcome of this week's all-wage board of the American Federation of Musicians to formulate a statement of the conditions under which it will permit new discs to resume work for recording companies.

Michael Hoffman, in charge of the Studio office in New York, declined to reveal how many stations had ordered or to discuss any details of the plan, stating he did not want to stir up any trouble or to get broadcasters involved in arguments with the AFM if they were unable to get new discs from the AMF. Mr. Hoffman also refused to talk about the present status of the CIO musicians union.

Tunes from New Show
Meanwhile, music shops last week were selling orchestral records of the tunes from the new Cole Porter show, "Something for the Boys," which opened on Broadway early in January. Labeled "Hayward's Records," the discs identified the band leaders by such supposedly fictional names as "Hal Goodman," "Johnny Jones," and "Peter Stein."...
McKellar Bill for Of Top-Pay Jobs

AT LEAST 135 FCC staff appointments would be subject to Senate approval, under a bill introduced by Senator McKellar (D-Tenn.) last week, calling for Senate ratification of all Federal officeholders receiving more than $4,500 a year.

Although similar bills have been introduced in previous years, the McKellar measure is conceded a good chance of passing in the light of Congressional feelings about recent dealings with officials of Government agencies. Rep. Ramspeck (D-Ga.), a former FCC spokesman and exponent of Civil Service extension, has warned that he "saw no chance of stopping it" in the House.

4-Year Tenure Proposed

Sen. McKellar will explain his bill to the Senate Judiciary Committee at a hearing set for today (Feb. 1). According to Chairman Van Nuys (D-Ind.), it will then go to a subcommittee for further study.

Sen. McKellar’s bill would affect new appointees and all persons now in Government jobs which pay more than $4,500. It also limits tenure of these positions to four years, except where a different term is set by statute.

According to 1944 budget requests, FCC has 73 positions in its regular organization paying above $4,500, and 62 more in its “national defense” organizations. Altogether, the Commission had approximately 2,260 employees in Oct., 1942.

Commissioners Unaffected

Not affected by the McKellar bill would be the seven Commissioners, who term is set at seven years, and whose appointment already is made by the President with concurrence of the Senate. An FCC Commissioner’s salary is set at $10,000.

Other FCC executives, such as the heads of the engineering, law and accounting departments—all $9,000 jobs—are named by the Commission.

FCC’s proposed budget for 1944 provides for 17 “executives” on the engineering staff in Washington, 14 in the legal dept. and 11 in accounting. Altogether, there are 32 “executives” classified as professional; 21 as administrative, including the Commissioners, and 20 in the field service. Field service includes three principal engineers.

Senate Approval Would Affect FCC

12 senior engineers, an accountant in charge and four head accountants.

FCC war activities groups call for 62 “executive” jobs, topped by the director of the Foreign Broadcast Intelligence Service, the FCC monitoring unit for foreign broadcasts, at $9,000. FBIS also has a state engineer, engineers, attorneys and accountants. Included are a head attorney at $6,500; a principal attorney, at $5,600; eight senior attorneys at $4,600 each; an assistant to the chief engineer at $5,600; 12 senior engineers and head accountant at $4,800 each, and several executive editors and social scientists.

George Ludlam Joins Radio Bureau of OWI

GEORGE LUDLAM, former assistant radio director of the Office of Civilian Defense, joins the Office of War Information radio bureau Feb. 1 as chief of the special assignment section replacing Leonard Levinson, who resigned because of ill health. Under Mr. Levinson, the special assignment plan has been tested several months, providing war information to a limited number of network programs.

Mr. Ludlam hopes to set the program in operation on a fulltime basis about Feb. 15. At present 56 programs per week are used with an average of two per network per day.

Pioneer Returns

OFFICIAL SPOKESMAN for the Atlantic Coast Network from Washington now is Norman Brokenshire, pioneer announcer who returned to Capital radio last week after an absence of nearly 20 years. Mr. Brokenshire, who has appeared on all major networks and many independent stations during his career, will also handle the WWDC, Washington, morning show, 7-10 a.m.

WASHINGTON, Feb. 3—WAGA, Atlanta, has appointed Headley-Reed Co. as national representative, effective Feb. 1.

5000 WATTS

600 Kilocycles

Full Time

Ever try to build a new transmitter in wartime? Take our advice and DON'T! However, after plenty of sweat and quite a few tears (the latter over a series of disappoiting but unavoidable delays), we believe the job is about done! We hope to be on the air with that new increased coverage of "The Heart of the Piedmont" in a very short time. Meantime, thanks for bearing with us as you have.

Harold Essex, Director

BY THE WAY—have you seen NBC's "A Tale of 412 Cities", the new nationwide survey of nighttime radio listening habits? WSJS comes through with 76% of the listeners in the Winston-Salem area! For a 250 watter, is that bad?
PLATONIC PLUGS 'DOWN UNDER'

Commercials for Rationed Goods in Australia

May Direct Attention, But Not Sell!

ADVERTISING of rationed goods in Australia has been curtailed by Government orders to merely announce items that are available, according to an article in Foreign Commerce Weekly for January 23, by Elinor F. Sylvester of the Department of Commerce.

Goods "can no longer be advertised as 'glamorous' or the 'value of the year', nor can rationed services be described as 'super-special,'" the article states. All forms of advertising such goods and services are now under strict Government control, and copy must be of purely directive nature—a guide to goods in stock rather than an incentive to buy.

Items included in the rationing system at the time the Australian government moved to regulate advertising were: yarns, cloth (woven, felted, knitted, netted, crocheted) made from textile other than jute; wearing apparel; blankets; bed and table linens; towels; handkerchiefs; foot wear; tea; sugar.

Advertising is permitted by radio scripts of a purely directive nature, and in periodicals and other media, with strict limitations on letter sizes and illustrations.

Copy may include the name and address of the firm; an established slogan; a statement that the goods are available; the price in cash and ration coupons; a description of the methods in which they can be used economically; and an account of the contributions the advertiser is making toward successful prosecution of the war.

"Extravagantly worded copy is forbidden," the article declares. "Such familiar adjectives as 'glamorous,' 'exciting,' and 'stimulating' and such appealing phrases as 'Blessed foot-bliss in superbly styled slippers' or 'definitely a must-have for your wardrobe' cannot be used.'

References to 'latest fashions' or 'new spring styles'—irresistible to women shoppers—must be forgotten, according to Miss Sylvester, and since there can be no bargain sales of rationed goods, copy suggesting reduced prices or limited supplies is taboo.

Denied Sales Appeal

Radio copy is governed by the same restrictions as other media, and can be denied sales appeal. The only additional requirement is that radio commercials must be from prepared scripts with no 'ad libbing' and that scripts must be held for a month after the broadcast.

Even more stringent rules may be put in force soon, Miss Sylvester says, for the Australian Government has made repeated pleas for austerity and has sought to discourage luxury spending. Included in future rules may be one prohibiting reference to special holidays and celebrations.
MERLE PETERSON, technician, formerly of KJBS, San Francisco, has joined the Navy as warrant officer.

DOUG CARD, engineer of CIAT, Trail, B.C., formerly with CFAC, Calgary, has been commissioned a Flying Officer to the Royal Canadian Air Force. John Hepburn, of CIAT, has also joined the RCAF. He has been succeeded by Dick Kendall of Vancouver. Bob Grey, chief operator of CJOR, Vancouver, has joined the Royal Canadian Signal Corps.

FRANCIS A. FILMORE, formerly of KMOX, St. Louis, has joined the staff of WKF, St. Louis, as transmitter engineer.

ED CLOWES, formerly with KVAS, Pasadena, Calif., has joined the engineering staff of KPRO, Riverside, Calif.

NELSON NICOLLS, former engineer of WCAI in its West Coast transcribed repeat, is beginning his day in the Warner Bros. Artists Department. He is moving to the East Coast to continue his work.

WILLIAM WUNDERLICK, control room engineer of WJZ, has been reassigned to the Nautical Air Corps, stationed at Jacksonville, Fla.

JOHN A. BAIRD, formerly with WCRD, Du Bois, Pa., has joined the engineering staff of WJW, Akron.

OFCI MASON, of Williamstown, Mass., has joined the staff of WITU, Troy, N.Y., as first fullline woman control room engineer. Miss Mason has had previous radio experience.

PROFESSIONAL NOW is Betty Boyle, first woman graduate from the NBC Hollywood staff. Betty effects class recently begun for feminine members of the staff. She assumed the post on Jan. 18 and is assigned to the weekly half-hour NBC Eyes Aloft, endorsed by the IV Fighter Command. Watching Betty "do her stuff" is John W. Swallow, western division program director; Harry Saz, sound effects chief, and Robert L. Redd, writer-producer of the program.

Canada's RMA on Air

CANADA'S RADIO manufacturers are starting a Sunday afternoon network program to tell Canadians why they are not able to obtain new radio receivers, to tell of the vital part radio is playing in war communication, and to give a look into future radio reception. The program, Yesterday, Today and Tomorrow, will tell of the story of radio with a dramatic cast and a large orchestra, 5:30-6 p.m., on 32 stations of the CBC national network. Program starts Feb. 21, and was placed by MacLaren Adv. Co. Ltd., Toronto, for the Radio Manufacturers Assn. of Canada, Toronto.

Army Asks to Buy Used Equipment of Amateurs

NEW for 25 to 450-watt short-wave transmitters, receivers and other radio components was announced by the Army last week, with a request that radio amateurs sell such items to a special Signal Corps purchasing mission now on tour of major cities.

Especially needed for training and operation work, the Army said, are radio-frequency and radio-frequency signal generators and oscilloscopes, precision AC and DC voltmeters, ammeters, milliammeters and other testing equipment. The mission also will purchase motion picture cameras and photographic equipment.

Novy Praised

JOSEPH NOVY, assistant chief engineer of CBS, Chicago, was commended last week by the Army Signal Corps for organizing, setting up and putting into operation a radar school in the Sixth Service Command. Mr. Novy, who rejoined the network in Chicago two weeks ago, was granted a leave of absence last May to do the job. Praise came from Col. C. N. Sawyer, Commandant of Signal Schools in the Sixth Service Command.

New Firm Repairs W-E Reproducers

REPAIR of Western Electric 9-A Reproducers is a specialty offered stations by Broadcast Repair Service Co., 354 Arcade Bldg., St. Louis, new organization set up by engineers of KMOX to ease maintenance problems raised by Western Electric's war production activities.

L. W. Burrows, KMOX maintenance supervisor, and Gordon Sherman, station recording engineer, set up the firm after successfully repairing equipment at KMOX, and other midwestern stations.

Service offers several types of work, including a complete service and repair, rebuilding switch assemblers, meter repairs, cleaning and rescaling coils. Delivery generally requires one week.

A. J. (Niek) Carter

A. J. (Niek) CARTER, founder and former director of Radio Manufacturer's Assn., and president of the Carter Motor Co., Chicago, died suddenly at his home Jan. 14. An RMA organiser and member of the first governing board, 1924-25, Mr. Carter was a pioneer in television, and among the promoters of the first television exhibitions in Chicago, 1926-27.

It's Better to Have the Right Introduction

Cooperation—not sales resistance—is what you want in any market you sell. Let WMBD carry your message into the homes of rich Peoria area—it's the right introduction.

WMBD influences Peoria area because it is Peoria's own and only radio station. This rich market depends on WMBD for news, sports, entertainment.

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Increased Budget Approved for MBS

President McClintock Tells Officials of Expansion

A SUBSTANTIAL increase in the 1943 MBS budget was approved by the board of directors and the executive committee at the conclusion of a three-day meeting in Chicago last Friday. The budget increase will be used to carry out a definite plan of network expansion, outlined to the board of directors by Miller McClintock, new president of MBS.

Two stock transactions were reported. The General Tire and Rubber Co., owner of the Yankee network, purchased 7½ additional shares of MBS stock, bringing its total to 13½ shares. William O. O'Neill, president of General Tire, attended the meetings. WIP, Philadelphia, exercising its option, became a Mutual stockholder to the extent of six shares as of Jan. 1.

Effects on Mutual operation of the reduction of Long Lines costs by the AT&T were discussed. Economies will be immediately applied to improving operation and service, it was said, and the reductions will be studied for further advantages accruing to the network and to the stations.

Presiding over executive committee meetings Wednesday was W. E. MacFarlane, WGN, Chicago. Alfred J. McCosker of WOR New York, presided over the board meetings Thursday and Friday. Members of the executive committee who attended were: Messrs. McClintock, MacFarlane, McCosker, H. K. Carpenter, WHK-WCLE Cleveland, John Shepard 3d, Yankee network, and T. C. Streibert, WOR New York.

At the directors' meeting, in addition to the foregoing, were: E. M. Antrim, WGN; H. H. Barroll Jr.; H. W. Batchelder, WBFR Baltimore; J. E. Champagne, CKLW Detroit; Herman Fast, WKRC Cincinnati; Ben Gimbel, WIP Philadelphia; I. R. Lounsberry, WGR Buffalo; Fred Weber, MBS general manager, and Lewis Allen Weiss, Don Lee network.

TALENT POOL in panel discussion of radio broadcasting featured Radio Day program of St. Louis Advertising Club Jan. 26. Representatives of St. Louis' seven commercial stations, with Arthur Casey, KMOX program director, as m.c., spoke on topics affecting the industry. Seated (1 to r) are Nicholas Pagliara, WBO; George Burbach, KSL; Arthur Casey, KMOX; David Pasternak, WIL, Standing, Merle Jones, KMOX; Robert Convey, KWK; Michael Henry, WTVM; C. L. Thomas, KOK.

Nets Are Quiet On Line Rates

NO widespread addition of stations to the nationwide networks will follow the reduction in line charges which the AT&T is putting into effect Feb. 1, in the opinion of station relations executives of the major networks who were queried last week by Broadcasting. New rates will be $6 per airline mile, instead of $8, resulting in an annual saving of approximately $2,145,000 for the radio industry. [Broadcasting, Jan. 26].

Reduced line charges were viewed by MBS at its three-day board of directors meeting in Chicago last week as "a great opportunity for the network to improve its service." The board approved plans soon to be announced whereby economies effected through the reductions will be applied to improving the MBS operation and service. Whether the MBS station list will be expanded as result of the reduced line charges was not revealed.

Agreeing that the line charges may result in increased requests for network affiliation from stations with no present network connections, the station relations men pointed out that line charges are only one of a number of factors to be considered in adding outlets to the present network line-up.

The national advertisers, from whom the networks derive their support, are usually interested only
Hedges Stresses Publicity Value

(Continued from page 14)

of sales, told the station men.

Every month of the year showed an increase over the same month of 1941, he said, adding that this trend is continuing and that the first three months of NBC network business in 1943 will be at least 3% ahead of the same period of 1942.

A year ago, Mr. Witmer said, he had somewhat hesitantly predicted that business would not fall off below 1941. Since “95% of our network business came from four basic industries—food, drugs, soap and tobacco”, he said he felt that “because the American people would eat as much, keep just as clean, smoke as many cigarettes and probably have even more aches and pains than ever before—which they certainly have—the chances were that customers like General Foods, American Tobacco, Procter & Gamble and Sterling Products would not give up their prime periods of time in which to use radios extraordinary force as a public service under war conditions, to see nothing of the added service they could render in cooperation with the war effort, so long as their own gross volume of business did not fall off.”

Lauds Advertisers

For the same reasons, he continued, he could make the same prediction for 1943, that it ought to equal last year’s total. “There is still no reason why the great quartet—soap, drugs, tobacco and food—shouldn’t hold up with us just about as before,” he said. Certainly there is no sign of any change in their picture now. Their gross income seems to be on the upswing, their place in post-war life is obvious and their desire to aid in the war effort and at the same time maintain their own prestige is even greater now than ever.”

Calling attention to “what I think was the great phenomenon of 1942 as it is”, Mr. Witmer declared: “It is the way in which so many advertisers have used their time and programs to slow down the sale of their products to the ordinary citizens—their listeners—and give them the war effort right-of-way over their own advertising interests.

“IT takes the finest kind of courage for an advertiser to reverse his whole field and ask his customers to buy his products and patronize him in a way that will come to them from their millions of friends in the radio audience after the war.”

C. L. Menser, vice-president in charge of programs, said that NBC’s “first imperative in programming is to serve the war effort and yet insure a program structure which will hold the listener.” Summarizing statistically the network’s war programming, he stated that the network sent out three to five hours of war efforts programs, or two hours a day.

Of these, about one-third or 264 hours were sponsored, 476 hours were sustaining. There were 2,174 programs, 926 commercial, 585 sustaining, one-hundred and 44 special on-time broadcasts. In addition, NBC put out almost 5,000 announcements for War Bonds, recruiting, etc.

“But,” Mr. Menser stated, “there are only quantitative figures. If you multiply these figures on frequency, by the ratings of the audience to which these announcements came, you get something of the real picture of NBC’s war effort.”

Commenting on the recent criticism of daytime serials, Mr. Menser said that “without posing as a prophet, I stated nine months ago that if the writers of daytime serials got too far into the business of developing themes in place of stories, they might expect trouble. The only thing I can say now that it has happened is that we hope what has been accomplished by the propaganda themes has been more important to the war effort even to smaller audience than the entertainment type of story might have been to additional listeners.”

Declaring that the government includes many intelligent and experienced men who realize they appreciate the wartime job that the broadcasting industry is doing, Frank M. Russell, NBC Washington vice-president, reiterated the statement he made at the first War Clinic last spring that “Government is fully cognizant of the necessity of maintaining our radio audience and of seeing that the impact of war upon us does not cripple the industry or prevent its return to peaceful pursuits at the close of the war.”

Dr. James Rowland Angell, NBC’s public service counselor, was the featured speaker at the dinner on Thursday evening. Niles Trammell, NBC president, made the opening address Friday morning.

John F. Royal, vice-president in charge of international broadcasting, discussed “NBC in the International Picture”, Charles B. Brown, director of advertising and promotion spoke on promotional plans for 1943, John McKay, manager of the press department, reviewed the network’s reactions, and Noran E. Kerata, manager of the television department, talked on “Post-War Television.”

Attending the NBC clinic were: Clifford M. Cheafe, WEEV; WRAV; A. C. Baltimore, WBRD; Harold C. Hurke, Ed Harvey, WDAL; Maf. E. M. Stoez, Heart Radio; George Keiley, William H. Rines, WCWH; Clair R. McCullough, Mason Dixon Group; J. Gordon Walsh, WDEL; C. G. Moss, WKBO; Harold E. Miller, WKH; Walter O. Miller, WGL; J. Robert Guile, Mason Dixon Group; Roy Thompson, WFGF; D. F. Shurtleff, WFEA; Harold O. Thomas, WISE; Vernon Pribble, WTAM; H. C. Wilger, F. K. Ripley, R. S. Boyd, WSBY; B. H. Musselman, George Snyder, WSN; Jean Swirzepood, WKPT; Hugh Short, Jr., WHIS; E. H. Bill, WTAG; R. F. Talley, WJAC; Harold Coulter, Leslie Joy, KWX; Peter T., Joe Baratino, D. A. Myer, Lee Wailes, Bill Jackson, Gordon Hawkins, Westinghouse; C. Young, WICZ; Paul S. Morency, L. J. (Pat) Patriellci, WTIC; Joseph M. Nanana, WOR; Ed Twemlow, WITN; S. B. Gregory, WEPW; G. E. Jr., WRAK; W. I. M. Mason, WJF; T. F. Rowan, Kolin Hager, Alex MacDonald, WGY.

UP THE AISLE with his bride goes Lt. E. P. H. James, Army Air Forces, on leave as director of promotion and publicity for the BLUE. The bride is the former Laura Wyatt-Brown, daughter of the Episcopal Bishop of Harrisburg, Pa., where Lt. James has been stationed for the past two months.

Two Facts

YOU CAN "TIE TO" WHO IS THE DAYTON MARKET

Dayton is a great war market, but that is because Dayton has the basic business, industrial and agricultural characteristics that have ALWAYS made it a good market—in war or peace.

And this market—always a good buy—is most easily and economically influenced through the station that serves it best.
Probers May Recall Petrillo
(Continued from page 14)

Public might be represented through the public school system and the funds could be expended for employment of live musicians to perform in conjunction with the educational system of each state. This would provide employment for live musicians without unfair competition with present commercial musical interests. Moreover, it would provide “a great inspiration and stimulus for the young people of America and for the art of music.”

Not an Unfair Burden
Breaking down the manner in which the royalty system would function and its applicability to the broadcasting industry, Mr. Rosenbaum said:

Such a royalty would not impose an unfair burden on the juke-box industry. Mr. Bingham’s (committee counsel) figures include an estimate that the net return to the average operator is $40 a week on $12,000 invested capital. He estimates the average operator runs 40 machines with an average gross of $12 or a total gross of $480 per week. On this figure a royalty of 4% would cost $19.20. Half of this could well be paid by the proprietors of the taverns or establishments where the juke-boxes are in operation, and the other half by the juke-box syndicate. On this basis, the juke-box operator would earn $30 per week instead of $40 and, if his invested capital is $12,000, he would still earn approximately $1,000 per annum, or 12% on invested capital.

On the other hand, this new source of revenue for the employment of live musicians should, and in fairness ought to, enable the union to reduce the burden now being voluntarily borne by the radio networks, the network-affiliated stations and many of the non-affiliated stations of their entire gross of $20,000 per annum and employ live musicians. As before, it is probable that many competent musicians to increase live employment by $3,000 on a full-time basis, so that the radio stations which are now paying approximately 10.5% of their gross for live musicians should under this plan be permitted, if they choose, to reduce their expenditure in this manner in order to be on a uniform basis with the juke-box industry.

The same factor of 4%, applicable to the entire juke-box and radio industries, is purely an estimate. It may be that a factor of 3% or 2% would provide sufficient revenue over the entire country to create employment for every competent musician available for employment. These figures can be accurately determined by an impartial national survey in which I am sure the juke-box and radio industries and the union would be glad to cooperate.

I am not unmindful of the fact that the motion picture industry contributes to the unemployment of live musicians to a far greater extent than the radio industry and, I contend that before this entire controversy is settled finally and completely, the motion picture industry must contribute a fair proportion of the revenue necessary to provide adequate employment for live musicians. If this is done, the present burden on the radio industry could be even further reduced, possibly to a figure of 1% or 2% of our gross.

It appears there are some of the television radio stations which employ no musicians, and precisely those stations are the most remote from any public interest. It is a beautiful but illogical act of generosity if these stations are permitted to ride in this use of music at the expense of those stations that do pay for it. If the desired object is to protect agreements of employment over the country, it is obvious that any contrivance to go against the wishes of such stations, will, to the same extent, enable the other stations to pay less.

It has been said these smaller stations cannot afford it. It is also argued they must go out of business if they are denied the use of records. By this logic it could also be argued that they should be provided free with electric power for their transmitters, or coal to heat their studios, or any other essential element of their business.

Under the formula here proposed, a reasonable royalty for the use of the reproduced music, to be paid in to an employment fund if not expended for live musicians, is a fair and equitable charge and spreads the burden over all commercial users of music instead of lumping it on one class.

Since 1935 the radio industry alone has been carrying the load. It is a part of it being shifted to other commercial users of music. Doing so will also enable all other radio users—live stations, the complaint of the musicians. They are entitled to fair protection against exploitation by commercial users of records made for home use and which, when used for profit, thrusts the further employment of the very men who made them. They happen to be well enough organized to discourage performance for records if some such protection is not proposed.

If we do not propose it, and further demands are imposed on the radio industry alone, we have only ourselves to blame.

Court Studies Suit
(Continued from page 11)

whether it takes a few minutes or years. In his argument, Mr. Padway pleaded that no issues were involved that had not been previously passed upon by the court and the added allegation in the new bill of complaint that the union was conspiring to force independent radio stations off the air” could not be isolated or a decision granted soley on the basis of that allegation. Whereupon Judge Barnes remarked, “If I don’t isolate that charge, some other reviewing court will.

“What kind of injunction would you grant”, Mr. Padway rhetorically asked the court. “The fact that stations will have to go off the air is incidental. Our argument is with the transcriptions and record manufacturers. And suppose you do grant an injunction, the stations won’t get relief, they won’t get music and a major labor controversy will develop.”

Mr. Padway maintained that stations had recognized musicians’ unemployment problem when the industry agreed to hire non-musicians in 1934. “This agreement,” he said, “was in effect from 1937 until 1939 when Mr. Arnold announced that these contracts were in violation of the anti-trust laws and the states withdrew. Mr. Arnold attempts to proscribe the activities of trade associations and unions contrary to his own economic concepts.”

Mr. Padway referred to possible negotiations between AFM and the broadcasters. “The only way to solve the problem”, he concluded, “was for the broadcasters and the union to sit around the conference table. There are a number of possible solutions that can be considered such as increase in hourly personnel, or an amendment to the copyright laws restricting the use of recordings. The burden for settlement has shifted to the broadcasting industry. The union has made a forceful and specific demand before the Senate Investigating Committee.”

Mr. Arnold in his pleading drew a parallel between the American Medical Assn. case and the current litigation against the AFM. “There is no distinction,” he contended, “between the AMA decision and this case. Both involve, as the case for Group Health, a cooperative for medical care, by forcing physicians from accepting employment in the Group Health organization, while the union is seeking to destroy independent radio stations.”

Judge Barnes said he would hand down a written decision on the case after weighing the arguments and the briefs. The Feb. 8 date set by Judge Barnes two weeks ago for hearing the case on its merits has been postponed until the decision on the motion to dismiss is handed down. The case dismissed Oct. 12 by Judge Barnes is on appeal to the Supreme Court. However, both Mr. Arnold and Mr. Padway indicated last Monday that regardless of how Judge Barnes ruled on the new suit, both cases would be consolidated and appealed to the higher tribunal.

Vano on CBS Coast

CHEMICALS Inc., Oakland, Cal. (Vano household cleaner), has started a weekly show Close-ups of Five at 9:15 p.m. on five CBS Pacific network stations, KGW San Jose; KNX Hollywood; KARM Fresno; KMOC-SF-SACramento; and KDGM Stockton. Sidney Garfinkel Adv. Agency, San Francisco, handles the account.
SITTING PRETTY are plans for Where Do We Stand, Sunday half-hour news program to be sponsored on BLUE by the Pittsburgh candy manufacturers, D. C. Clark Co., starting Feb. 25 [Broadcasting, Jan. 18] are (seated, 1 to r) : David Clark and Charles Clark, vice-presidents of the firm, and Fred M. Thrower. BLUE vice-president in charge of sales. Standing are John Donohue, BLUE Detroit sales staff, and C. P. (Pete) Joorer, manager of BLUE commercial program dept. BLUE commentators John Gunther and John Vandercook will be featured in the series. Agency handling the Clark account is Walker & Downey, Pittsburgh.

FCC Ripper Bill
(Continued from page 11)
on applications for licenses, form of licenses and conditional licenses. The appellate provisions likewise would be liberalized and broadened to assure appeals in all warranted cases.

Subcommittee Probable
Covered in the measure as was the case in the Sanders Bill, are a series of requirements that the FCC shall study and report to Congress by Jan. 1, 1944 recommendations on a number of policy matters. These cover the Commission’s power to regulate contractual relations between stations and networks (aimed at the network-monopoly regulations); whether networks should be licensed; whether Congress should redefine and fix the qualifications of the licenses of any station which is intended to communicate with the public (geared toward the newspaper ownership issue); whether and upon what terms Congress should limit the number of services which may be conducted by a network and the number of stations which may be licensed to a network; that the Commission report to Congress not later than July 1, 1943 standards and principles adopted by it to effectuate the mandate contained in the act requiring the Commission to make and maintain “a fair, efficient and equitable distribution of radio facilities among the several states and communities”, together with its recommendations for further legislation on this; and, finally, that the Commission shall report by July 1 steps taken and policies adopted by it to effectuate the purposes of that section of the Communications Act having application to the “larger and more effective use of radio by stations which are intended to and do communicate with the public”.

Rep. Holmes left town promptly after reintroduction of the bill and could not be reached for any statement as to his intention. At the committee, it was stated that a subcommittee probably would be named by Chairman Lea to study and make recommendations on legislative action.

Last week, formal organization of the Interstate & Foreign Commerce Committee was completed, though there was some talk of impending changes. If Congress decides to create any standing committees to handle aviation matters, it was thought several present members of the committee would elect to serve on the new committee, affected with the war interest. As approved by the House last week, Democratic members of the House Interstate & Foreign Commerce Committee are: Wolverton, N. J.; Holmes, Mass.; Reece, Tenn.; Hallock, Iowa; Hall, New Cal.; Brown, Ohio; Howell, Ill.; Tibbott, Pa.; Hall, N. Y.; Winter, Kan.; O’Hara, Minn.

Republican members are: Lea, Cal.; chairman; Crosser, Ohio; Bulwinkle, N. C.; Chapman, Ky.; Boren, Okla.; Kennedy, N. Y.; O’Toole, N. Y.; Beckworth, Tex.; O’Alejandro, Md.; Myers, Pa.; Priest, Tenn.; Harris, Ark.; Sadowki, Mich.; Harless, Ariz.

Radio Promotes Film
RADIO PROMOTION will continue to be used locally in cities where the new RKO picture “Hitler’s Children” opens, following the record breaking attendance at the picture’s premiere this month in Cincinnati [Broadcasting, Jan. 25]. Advance spot announcements, as well as a half-hour preview broadcast, were used for the premiere. WLW, Cincinnati, and plans call for further promotion through 16 one-minute dramatic transmissions prepared by WOR recording studios, under the supervision of S. Barnett McCormick, Director of Advertising and Publicity of RKO. Recordings feature motion picture and radio talent enacting parts from the picture. RKO is placing the spots in advance of the pictures opening in St. Louis and New Orleans Feb. 4, and will continue the policy during the month.

5 Shows in Tie
FIVE PROGRAMS share first place in the January National daytime report of the top 10 weekday programs by C. E. Hooper Inc., which reports not more than 0.5% separating the shows. Top leaders are Big Sister, Young Widower Brown, Aunt Jenny, Portia Faces Life, and The Romance of Helen Trent. Others following in order are Stella Dallas, When a Girl Marries, Kate Smith Speaks, Our Gal Sunday and Ma Perkins. Heading the list of weekend daytime programs, not included in the aforementioned list, is William L. Shirer and the News, followed by the Prudential Family Hour.

Another Reason
Los Angeles retailers—the boys who check every advertising dollar at the cash register—used more time on KECA in 1942 than on any other Los Angeles network station. That’s ANOTHER REASON proving KECA is really the Bargain Buy.

KECA
OF LOS ANGELES
BROADCASTING • Broadcast Advertising
February 1, 1943 • Page 51
**FEDERAL COMMUNICATIONS COMMISSION**

**January 23 to January 29 Inclusive**

**January 23**

**Decisions**

**January 26**

**Network Accounts**

**New Business**

**Ballard & Ballard, Louisville**

**January 29**

**Renewal Accounts**

**Jeff Wade to OWEI**

**Fishback Leaves WOL**

**Baker Executive VP**

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**Netst Technical Chiefs Ask Gas for Engineers**

MEETING of engineering chiefs of the four major networks, and OPA gas rationing officials was held in Washington Jan. 13. Gas representatives and NBC engineers set the schedule for the basis of Fri's in Repainting broadcasters in the office. The chairman of the OPA eligibility committee were: Russell Place, time, the transportation. NBC engineering and George Milne, chief chief.CBS; Ken Berkeley, Washington Blue manager. Samples of equipment, photos and memoranda on mileage requirements were presented.

**Schenley Wine to Add New Program on BLUE**

SCHENLEY IMPORT Corp., New York, which starts the first time on Wednesday evening "Cresta Blanca Carnival on Mutual," will start a second program on Wednesdays and a fifth feature on Saturdays, starting Jan. 30. It will focus on "Alce Templeton Time." It is a thirty-minute feature, making the Blue's Gracie Fields programs on Mondays, Wednesdays and Saturdays. The new feature will start at 10:30-10:50 p.m. in the interests of Dubonnet wine. The blind pianist, noted for his imitations and musical abilities, is returning from his own half-year program under sponsorship of Miles Labs., Elkhard, Ind., which is scheduled for one hour on Sundays in April. Schenley agency is William Weintraub & Co., New York.

**New RCA Subsidary**

SEPARATE subsidiary of the RCA Victor Co., to handle all technical service activities has been announced by the parent firm. New organization, RCA Victor Service, will be headed by Edward C. Cahill, manager of RCA Victor's sound equipment activities, who will continue in both capacities. Vice-president and general manager of the new company is W. L. Jones, former manager of RCA Victor's Service and Installation Division. The Service organization is incorporated entirely in the new company, with no changes in personnel.

**Pepsodent Special**

PEPSODENT Co., Chicago, will inaugurate the New York Jewish Marshall Plan shows for three weeks from Feb. 26 to April 12.EXCURSING the four-week cancellation clause in his contract, Don Amache, m.c. of the weekly NBC CBS, San Antonio, of the program, has withdrawn his assignment of same; CP for 1 kw. on WZON. KOVE, Santa Ana, Cal., for CP for 1 kw., 1400 kc., unlimited. Hill, B. A., CP for 1 kw., N. 5, d. D., on 790 kc. (Feb. 3).

Amache Leaves

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**Classified Advertisements**

**Situations Wanted, 10c per word. Help Wanted and other classifieds, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple dimension in advance. Count three words for box address forms close one week preceding issue. Seed box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.**

**Help Wanted**

WHO—DESMOINES, IOWA needs men experienced in radio, 25 years or older, married with strong ties, two college years or more, or more years college education, preferably from University. E. S. DESMOINES PROP RESIDENT, write to Hale Bond- erset, TRAFFIC MANAGER, refer him to Hale Bondset. ANNOUNCER, write to Harold Fairclough, REWRITER man, rules to Jack Sheeler.

ANNOUNCER—Wanted by 5000 watt CBS station in Midwest. Please state marital and draft status. Also see picture and date. A steady job for a steady man. Write Box 246, BROADCASTING.

Permanent Position—For draft-exempt licensed operator: wide experience and references. Station WGOR, Louisville, Kentucky.

Experienced Salamans — New England Basic, Network Station, leader in volume. Major market, city of 200,000. State draft status, fully expected, salary requirements in first letter. Box 264, BROADCASTING.

Engineers—Transmitter and control. For Fort Lauderdale and Miami studios. New 10,000 watt power. 710 kilocycles. Rush voice data. Full details and salary required. Write Box 267, BROADCASTING.

ANNOUNCER WE WANT—Is about 25 years of age, or older; preferably married. Has had many years’ experience, but has not yet found the right station with opportunity for advancement. He is perhaps a college graduate, but above all is a man of ability and good character. He is probably located at some local station in a small market. We have a job for this man, if a fine station in a south central state. If you are the man — write full details and salary expected. Box 258, BROADCASTING.

Two Combinations—Announcer operator and salesman announce, some state, real opportunity right man. Write fully, Box 258, BROADCASTING.

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

IN CALIFORNIA—Operator-announcer wanted. Union station. Send transcript. KFRE, Fresno, California.

ANNOUNCER-ENGINEER—Any ticket. Permanent. Box 211, BROADCASTING.

Two Announcers—Must be good on news and all details of announc- ing, including draft and marital status, when available. Write for salary desired. KBIZ, Ottumwa, Iowa.

**Situation Wanted**

BROADCASTER—Mergershipping minded, to utilize services of qualified Sales Promotion-Broadcasting crew, present- ing, producing results for major network affiliate. Available immediately. Interests immediately for eastern connection—preferably in New York or New England. Write Box 268, BROADCASTING.

Technician and Operator—One year radio engineering experience, U.F.H. experi- ence, commercial license and draft dis- closed. Desire to join forces of a pro- gressive station to increase in revenue. Please include location, salary, living conditions, and other pertinent data with reply. Box 267, BROADCASTING.

Auditor—Available. $15.00 weekly salary requirement. Box 265, BROADCASTING.

**Situations Wanted (Cont’d)**

Announcer-Newsmaster—Reliable, not a flash in the pan. 5 years staff work including programming, Congenial family. Box 262, BROADCASTING.

Station or Commercial Manager Available—Regionally and local operations- employed, draft exempt, excellent record. Southern station only. Good references. Box 256, BROADCASTING.

AGENCIES—Big Three graduates, 24 years old, desire connection with New York ad agency. Four months editorial experience on leading daily. One year experience regional station in account, copy writing and servicing accounts. Good references. Box 257, BROADCASTING.

STATION MANAGER—Seeks larger station connection as manager or commercial manager. Outstanding record, 5 years management present station has made a volume increase unequaled by most. Present connection excellent but does not permit in- crease income proportionally. Ambitious, aggressive, can build volume, audience. Good agency contacts. Box 255, BROADCASTING.

ENGINEER—Capable young man, draft de- ferred, with chief engineer and trans- mission installation experience, desires steady position with good living condi- tions, preferably in New England. Immediate opening available. State salary. Box 262, BROADCASTING.

Salesman—Four years’ network experience. Excellent references, draft exempt, with progressive service. Box 259, BROADCASTING.

PLAY BY PLAY SPORTS ANNOUNCER—All sports. Nine years’ experience. Available for 1942 baseball season. Box 256, BROADCASTING.

ANNOUNCER—University graduate. NBC Ann-ouncing School graduate. 4F. NBC network experience. Salary plus benefits desired. Box 261, BROADCASTING.

Experienced Program Director—News, sports, writing, dramatics. Draft exempt. Box 270, BROADCASTING.

Wanted—A chance to do a real job in a managerial capacity—preferably in New. South, now employed by leading clear channel station. Experienced in all phases Thirty-one, family, best of references. Box 259, BROADCASTING.

Attractive Alert Young Woman—Commentator, sales, drama, program arrang- ing, and commercial writer. Due to husband and five brothers in Service, must relocate. Female, University, worked on various Chi- cago stations. Willing to work for war effort. Available after March 1. Box 260, BROADCASTING.

Wanted by Experienced Broadcasting Execu- tive—Position as manager or sales manager in progressive station. Box 256, BROADCASTING.

ANNOUNCER-WRITER—4F. 20. Announc- ing, control board. Three years college writing, production. Box 273, BROADCASTING.

TWO YEARS CHIEF ENGINEER—New em- ployer, draft exempt. Desires change. Box 274, BROADCASTING.

WANTED TO BUY

Two or New or Good Used Turn-Tables—Western Electric or RCA 24B or similar or similar with pick-ups. Station KLO, Ogden, Utah.

Boyle on Coast

A. S. BOYLE Co., Los Angeles (Harmony vitamins, Old English products), on Feb. 1 starts a twice a week quarter-hour news commen- tary featuring Fleetwood Lawson on 6 NBC Pacific stations (KFI KJY KGW KOMO KHQ), Tuesday, Wednesday, Thursday, Friday, 9:30-10 p.m. (PWT). Contract is for 13 weeks. Firm also sponsors five week- ly participation in Breakfast at Saratoga on 35 Blue Pacific stations, Monday through Friday, 9:30-10 a.m. and in addition cur- rently utilize daily spot announce- ments on KNX, Hollywood, and KOMO, Seattle. Agency is J. Wal- ter Thompson Co., Los Angeles.

You Know His Work!

PROGRAM CREATOR AND PRODUCER

Ask what top agency executives, net- work and station heads, radio editors write about this man’s work. Just over draft, just right, with agency contacts. Box 272, BROADCASTING.

**Professional Directory**

**McNARY & WRATHALL**

Consulting Radio Engineers

National Press Bldg. 
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Washington, D. C.

**HENRY R. SKIFTER**

Consulting Radio Engineer

FIELD INVESTIGATE SURVEYS \STATION LOCATION SURVEYS \CUSTOM BUILT EQUIPMENT \SAINT PAUL, MINNESOTA

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An Accounting Service Particularly Adapted to Radio

**RING & CLARK**

Consulting Radio Engineers

WASHINGTON, D. C.

**BROADCASTING** • Broadcast Advertising

February 1, 1943 • Page 53
CONTINUING its unrelenting quest for a high-powered station on a desirable frequency, Carr Collins, head of the Crazy Water Crystals Co., Mineral Wells, Tex., and operator of XEA, Reynosa, Mexico, last week was disclosed as being behind the application of Baylor U, Corpus Christi, for a new 50,000-watt station to operate on 1010 kc. channel. Existing equipment of XEA, now being sold at Reynosa on 1870 kc., would be moved to the college site.

The application seeks assignment on 1010 kc. with fulltime and a directional antenna for day and night use. The transmitter would be located northeast of Gregory, Tex. KLRA, Little Rock, now is assigned to this frequency, a Canadian 1-A channel with Cuba having a secondary outlet on it. KLRA is now completing power tests for 10,000 watts day and 5,000 watts night on the frequency.

The application states that Mr. Collins, who has worked feverishly for the last year to acquire a desirable frequency, has agreed to move XEA to Baylor and would pay all expenses. Mr. Collins would present the facilities as a "gift" to the University, but would have a contract to manage and operate the station for 25 years. He would buy the land and would pay the University $20,000 per year rental.

Last fall, pursuant to protests by this Government the Mexican Government ordered the XEA transmitter, with claimed power of 100,000 watts, to cease operating on 1010 kc. It went back to its regular assignment of 1870 kc. but subsequently was authorized temporarily to operate on 1050 kc., a Mexican 1-A channel. This frequency, however, since has been reassigned to XEG, at Monterrey, where it is being used with 50,000 watts by a Mexican corporation but with James A. Savage, of San Antonio, as the directing head.

In the new application, filed by Thomas B. Love, Mr. Collins' attorney, who was assistant secretary of the Treasury during World War I, states the proposed new station would be the only one serving the entire Texas, Louisiana and Gulf Coast with its primary signal. Moreover, it was said the station would not accept advertising of intoxicants, including beer.

It was contended that removal of the facilities of XEA would be in conformance with the Havana Treaty and that no vital materials would be involved.

In view of KLRA's assignment on the frequency, plus the freeze applicable to wartime operations, it was thought unlikely that any action would be taken by the FCC without the formality of a hearing.

Collins Behind Baylor U Application; Would Use 50 kw. XEAW Transmitter

Mr. Dellar

LINCOLN DELLAR, for several years general manager of KSF0, San Francisco, and KWID, short-wave station owned by Associated Broadcasters Inc., has joined the Overseas Branch of the Office of War Information's Pacific Coast section as radio division chief.

Edward J. Jansen, general manager and part owner of KTBI, Tacoma, has been appointed his successor, effective Feb. 14.

Mr. Jansen has been in radio since 1929 in sales and managerial capacities, most of that time with KVI, Tacoma. He also was sales director of KGU, Honolulu.

Before his affiliation with the Associated stations, Mr. Dellar was general manager of WBT, Charlotte, N. C. He also has been station relations manager for CBS. R. W. Dumm, assistant manager of KSF0 and KWID, leaves soon for a commission in the Navy.

Dellar Leaves KSF0; Jansen New Manager

Mr. Jansen

LeGATE TO WIOD; MOODY PROMOTED

PENDING installation of a new transmitter, WINS, New York was granted special service authorization by the FCC last Tuesday to operate fulltime with 1,000 watts on 1,000 kc., using directional antenna at night. Since June 19, 1934, WINS has been limited to 60,000 watts on 1,000 kc. At the same time the Commission extended a construction permit previously granted for a 60,000 watt transmitter, after WINS had turned over the equipment to the Government for "urgent war service." [Broadcasting, Oct. 12.]

WINS announced that its official program schedule for nighttime operations would go into effect Feb. 15, although it has been operating till 12 midnight since Jan. 27.

WINS Gets Authority For Fulltime With 1 kw.

Mr. Jansen

JOHN ESAU NAMED MANAGER OF KTUL

APPOINTMENT of John Esau, general sales and promotion manager of KTUL, Tulsa, as general manager, succeeding William C. Gillespie, who died last month following an accident in his home, was announced last week by J. T. Griffin, president of the station and of KOMA, Oklahoma City.

Mr. Esau, who came up from the ranks, was chief assistant to Mr. Gillespie. He had served in 1935 with the station. In 1937 and 1938 he managed WBBZ, Ponca City, and KASA, Elk City, Okla.

Mr. Esau immediately announced promotion of R. P. (Bud) Akin, veteran member of the KTUL sales staff, to general sales manager. Eddie McKeen was named program director and Jack Hoffman public relations manager.

Well-known in radio and advertising circles, Mr. Esau is active in the Chamber of Commerce and local business groups. He is a lieutenant in the Civilian Air Patrol.

Mr. Esau

Dillon to Army

ROBERT DILLON, commercial manager of KSO-KRTN, Des Moines, left last week for military service and will be stationed temporarily at Camp Gordon, Des Moines. Prior to his appointment as commercial manager, replacing Craig Lawrence, acting station manager, he was on the sales staff of the station for several years. He had previously been with the advertising department of the Register and Tribune.

Dillon to Army

"She Was a Wall Flower Until We Get Coffee Rationing!!"

Leonard Reisch, director of the U.S. stations, which include WSB, Atlanta, in addition to WIOD and WHIO, announced the promotions following other personnel changes last month. Mr. LeGate, formerly promotion director of the Miami Daily News, returned to his home as head of the NBC outlet after a two-year absence. Mr. Moody started on WHIO in 1935 as a local manager and became program director two years later.

Mr. LeGate

Mr. Moody

LeGATE TO WIOD; MOODY PROMOTED

PROMOTION of James LeGate, manager of WIOD, Miami, and elevation of Robert H. Moody, commercial manager of WHIO station, to its helm, were announced last week.

Mr. LeGate

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Mr. Esau

Mr. Esau
Here's truly one of the world's largest markets: over 12 million souls who buy more drug and food products than are sold in New York's five boroughs and the City of Chicago combined. And WLW has a weighted average of 48.7\% of the audience in 25 major cities of the area.

*Based on Hooper Mid-Winter WLW Area rating 1942; a weighted average figure which does not represent the size of our audience in any one city. 

WLW
The Nation's Most Merchandise-able Station

DIVISION OF THE CROSLEY CORPORATION
THE
YOUNGEST
WARRIOR...

My voice is loud, louder than a thunderclap—even a whisper of mine goes 'round the world.
I travel fast, faster than winged Mercury—only the speed of light is my rival.
I am strong, stronger than the might of Hercules—for I can destroy Fear.
I bind the world together like the oceans.
I cover the earth like the skies.
I speak the language of a thousand tongues.
Men know me everywhere—from the Mississippi to the Volga, from the Yukon to the Nile, and beyond...
For I am the youngest Warrior—riding the murderous skies, the shell-torn earth, the bloody highways of the sea...
I am the Warning—strident, immediate, merciful...
The shaft of Hope to men in darkness,
The Trumpeter of Truth.
My name is universal:
I am the voice of RADIO, deathless and forever.

The Radio Corporation of America has long pioneered in the development of radio, electronics and television. Today, these developments are performing vital war services. And this war-experience will lead to a richer, fuller Tomorrow... for industry, home, and nation.

For outstanding achievement in the production of vital radio equipment, these awards have been given to RCA plants:

Army-Navy "E" to an RCA Victor plant
Army-Navy "E" to an RCA Tube plant
Army-Navy "E" to the RCA Radiomarine Division

RADIO CORPORATION
OF AMERICA

RCA Leads the Way in Radio, Electronics, Television
The Services of RCA: RCA Victor Division • RCA Laboratories
R.C.A. Communications, Inc. • Radiomarine Corporation of America
National Broadcasting Co., Inc. • Blue Network Co., Inc.
RCA Institutes, Inc.