Hmm-m, let me see . . .

WOR covers 16 cities.

The cities include such war arsenals as—Camden, Trenton, Paterson, Jersey City . . .

301,012 people in Jersey City! Quite an assortment of mouths to fill, backs to be clothed, and so forth.

Rochester? Rochester, N. Y., you mean?
No, WOR doesn’t cover Rochester.

Yes, I read that letter from the buyer at National Clothing Company in Rochester.
Yes, interesting what he says. Goes something like, “We are now selling more Gotham Hosiery than any other brand of rayon hose we carry.”

Doesn’t it?

Yes, I know. Gotham used “Pegeen Prefers” on WOR.
First time it had used radio and the only station it used.

Buy WOR? Why, my dear fellow, who wouldn’t! The station’s weird, that’s what! Does the most amazing things for so little.

But, tell me . . . outside of Jersey City, Camden, etc., WOR covers New Haven, doesn’t it? And Hartford and Bridgeport and Wilmington and many other places?
I mean, even though it does sell in Albany, Rochester and even Boston.

Marvelous station that WOR!

—that power-ful station,

WOR

1440 Broadway, in New York
A candy manufacturer, advertising on WLS, offered a billfold for 20c and proof of purchase. He received 14,444 replies in seven weeks! The schedule was daytime announcements only, run at varied times, seven days a week. Part of the time two other advertisers were offering similar premiums on the station—successful for them, too! The way people in Midwest America have responded to these offers shows they have money to spend...and proves again they listen and respond to WLS!
Nothing to sell! What do you mean, we've nothing to sell? Of course, we're not selling rubber boots any more. But why do you think people bought our boots when we could sell them? They bought them because the name "Blank" meant "protection" to them. And where did they get the idea "Blank" boots meant "protection"? From our advertising, of course. It took us 17 years to hammer that idea home. And I don't intend to spend another 17 years pioneering after the war. It's just as important to keep people sold as to sell them.

So, get me a program on WSM. Tell them I want the name, "Blank," to go into every one of their 2,000,000 radio homes. Tell them I want them to produce the show. They're producing seven network programs including the famous Grand Ole Opry, so I guess they know what they're doing. Now get out of here. I'm busy with this war contract. Nothing to sell! Bah!

HARRY L. STONE, Gen'l Mgr.

NASHVILLE, TENNESSEE
Why, Mrs. dePuysterpiddle, you're not there!

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

Time buyers everywhere know KFAB as a station that gets fast, profitable RESULTS. That's why they go into action—fast—when they get a chance to grab a choice spot on this station that has the undivided ear of farm and small town listeners who are enjoying a peek spendable income.

They know from long experience that their client will be tickled pink with the broad, immediate ACTION that KFAB gets all through Nebraska and neighboring states.

Speak up now for some of the time still available on KFAB. Then sit back and confidently expect the speedy, low-cost results that make life worth living.
WOV... for Victory

One of America's IMPORTANT Radio Stations

The four-page article in the current issue of Click Magazine tells the absorbing story of WOV and the job it is doing selling Democracy to New York's two million Italo-Americans.

It's this kind of public service that makes WOV one of America's important radio stations.

WOV... for Victory

One of America's IMPORTANT Radio Stations

National Representative: Joseph Hensley McGillvra

Ralph N. Weil, Gen. Mgr.
"Talk pretty, please—for BROMO-SELTZER!"

Since 'way back in September, the Bromo-Seltzer Talking Train has been a consistent star performer in the famous Emerson Drug Co. "Vox Pop" show (in which Parks Johnson and Warren Hull have been wowing both the general public and army camp audiences all over the nation).

As a matter of fact this loquacious locomotive immediately became so popular that it was also put on Bromo-Seltzer's Ellery Queen show!

So Sonovox scores again! Now to millions of people the familiar chuff of any locomotive says "Bromo-Seltzer"—any distant whistle says "Fight headaches three ways!" . . . What name or slogan do you want dramatized in sound? Let us know—and we'll do the rest!

WRIGHT-SONOVOX, INC.
"Talking and Singing Sound"
CHICAGO . . . NEW YORK . . . HOLLYWOOD
FREE & PETERS, INC., Exclusive National Representatives
Net Time Sales Hit $191,000,000 in 1942

6.1% Gain Over Previous Year Shown
Gross Time Sales $254,800,000

IN THE FACE of wartime dislocations which affected all business, broadcast advertising volume rode through 1942 to a new high of $191,000,000 in net time sales—6.1% ahead of the 1941 peak.

Gross time sales, the "quick figure" comparison with the volume of other media, reached $254,800,000, or an increase of 7.2% ahead of the preceding year. This figure represented the one-time rate of stations and networks multiplied by the number of times the medium was used, without regard to frequency discount or sales expense.

These figures are based upon estimates made by Broadcasting to be released in its 1943 Yearbook number, now on the presses, with distribution to start within a fortnight.

Only Medium Unscathed

These preliminary data reveal that radio was the only medium to come through the first year of the war comparatively unscathed with regard to its economic position. All other media, according to best available records, have experienced losses during the year.

The $191,000,000 net time sales figure (gross billings less frequency and promotional discounts) constitute the gross receipts of the industry from the sale of time. While the dollar volume in net time sales increased in all classifications, the percentage increase was greatest in the national field. Local volume increased dollar-wise slightly, but it showed a percentage decline of 1.6%. All other categories showed percentage increases.

While radio in 1942 did not maintain its past ratio of increase, it nevertheless was the only medium to show an overall increase. In 1941, gross time sales were 14.2% ahead of the preceding year and net time sales 13.2%, as against 7.2% and 6.1%, respectively, for 1942.

Total Near $290,000,000

Newspaper advertising lineage, according to the analysis, decreased about 5% compared to 1941, with the heaviest decline occurring in automotive advertising, which was cut by more than half. General advertising as a whole, however, gained about 1%. Monthly magazine

Willard D. Egolf Is Appointed To New NAB Executive Post

AFTER SEVERAL months of consideration, NAB President Neville Miller last Friday announced the appointment of Willard D. Egolf, for the last decade commercial manager of KVOC, Tulsa, to the NAB executive staff in charge of public and industry relations. He succeeds Lt. Col. E. M. Kirby, chief of the Army's Radio Branch as public relations director but will have additional duties.

Expansion Authorized

Appointment of the Oklahoman to the newly created post was made following consideration of a number of candidates by a committee of the NAB board named by President Miller. The committee comprised Edgar L. Bill, WMWD, Peoria; Eugene O'Fallon, KFEL, Denver, and James W. Woodruff, Jr., WRBL, Columbus, Ga.

Mr. Egolf, active in industry and trade association affairs and currently vice-president of the Advertising Federation of America, will report for duty about March 1. He will organize a staff to carry on the public and industry relations functions, probably to include a publicity-promotion aide and a research assistant. The post of public relations director has been vacant since Col. Kirby joined the War Department early in 1941. The NAB board authorized the enlarged post about a year ago, based (Continued on page 42)
Elmer Davis Plans Air Series
As ‘War Voice’ On All Networks

ELMER DAVIS, director of the Office of War Information, an- nounced last week his intention to take the air in a weekly 15-minute period of comment as the war voice of the Government.

Under plans announced last Fri- day, the weekly radio round-up of war information will be broadcast by Mr. Davis on Friday evenings at 10:45 EWT, over CBS and BTR. It will be rebroadcast by Mutual at 4 p.m. Saturday after- noons for the benefit of night shift workers and others unable to hear the broadcast Friday nights.

Time Cleared

The commencement date, OWI said, would be announced shortly. Since the networks already have cleared the time, it was thought likely the series might be launched this week. Originally, a simulta- neous broadcast over all four net- works was sought, but Mutual was unable to clear for the Friday night period. Mr. Davis has made it clear that his broadcast will be a weekly round-up “intended to place develop- ments in perspective” and give the country a complete understanding of what is done and the reasons behind various Governmental ac- tions. Furthermore he has empha- sized he does not intend to com- pete with commentators in any way and will not use news which has not already been released.

In the role of regular commen- tator, Mr. Davis will assume a po- sition which he relinquished in mid- June, 1941, when he resigned as a CBS news analyst to assume his current Governmental post. Since that time he has not been on the air regu- larly.

The combined facilities of the four networks have been used only once before for a regular program series. In early 1941, This Is War produced by Norman Corwin was aired for 13 weeks on a four-net basis.

OWI Post Unfilled

WITH the resignation of Archibald MacLeish, assistant director of the Office of War Information, to de- vote his full time to the post of Librarian of Congress, one major position disappears from the organ- isation’s administrative struc- ture. Mr. MacLeish originally came into the picture through his position as head of the Office of Facts & Figures and joined the OWI when a vacancy which was created when William B. Lewis resigned as chief of the OWI radio bureau. He was assistant director of the domestic branch, has yet to be filled. Several names are under consideration but no decision has been reached as to the person to be named for the position.

Bill Bailey Appointed
To News Editor Post

J. N. (Bill) BAILEY, who re- signed Jan. 30 as news editor of the War Department, has joined the Washington headquar- ters staff of Broadcasting as news editor. He will work in the new department under J. Frank Beatty, managing editor.

Mr. Bailey had joined the War Bu- dget in June 1941 after several years with Crosley Corp., Cincin- nati, where he had been continuity writer-producer, publicity director, and then news editor of WLW- WSAI. Born June 13, 1901, at Winchester, Ind., he began his radio career as a copy editor and then as a news editor for the Covelli- ville (Kan.) Morning News, later working on a number of metro- politan newspapers and mar- ried and has three children.

Lockheed Guest

FIRST GUEST to appear on Ceiling Unlimited, CBS series spon- sored by Lockheed & Vega Aircraft Corp., will be Ronald Colman, who will be heard Feb. 8 describing the emotions of a pilot in a dive bomber. Policy of presenting guest talent each week was adopted by the sponsors, who have withdrawn from the show of Orson Welles, formerly narrator-producer of the series [BROADCAST- ING, Feb. 1.]

Morton Salt Co., Chicago (table salt) is preparing a four-week cam- paign announcements on 140 stations to start Feb. 16. Agency is J. Walter Thompson Co., Chicago.

FOOD INDUSTRY APPROVES PLANS TO AID GOVERNMENT PROGRAM

THE WEIGHT of the food indus- try’s $100,000,000 annual promo- tion budget will be thrown behind the Government’s six-point food rationing and production campaign under plans finally worked out last week by the affected Govern- ment agencies with leading food producers.

The first important step in evolv- ing a coordinated campaign, which will see leading brand-name manu- facturers devote much of their time and space to the war effort, was evolved at a meeting at the Waldorf-Astoria in New York last Thursday, i.e., why shortages exist dur- ing periods of peak food production.

Dr. Herman S. Hettigter, associ- ate professor of marketing of the U of Pennsylvania and a foremost radio economist, has been design- nated campaign manager of the food drives by OWI. He has been working on preliminaries for several weeks, say Walter Cowsol Jr., assistant director of OWI in charge of domestic operations.

Campaign books prepared by OWI have been sent by GMA to its member companies throughout the war theme. About 500 advertis- ing agencies, handling the accounts of the GMA membership, also have been circulated with the likeli- hood that a general meeting launching the campaign will be held shortly.

The campaign is one of voluntary advertising cooperation. No Gov- ernment budget is contemplated. It is estimated that the concerns repre- sented by GMA, including the biggest manufacturers, processors and distributors in the country, spend about $100,000,000 a year in advertising billing, a substantial portion of which goes to radio.

It is presumed that point racion- ing, scheduled to become initially effective March 1, will be the ob- ject of the OWI drive and that radio will figure prominently in this effort. Because point rationing begins in less than a month, it was indicated that radio will be called upon to do a rush job, as it has done on several other occasions since the war started.

SHORTWAVE OUTLET READY TO OPERATE

FIRST of the new Government shortwave stations in its 22-sta- tion program for additional high- powered units to be used in psy- chological warfare has been com- pleted and awaits approval of the FCC before going on the air. Oper- ated by Associated Broadcast- ing Corp., corporate headquar- ters of which are, addition to the General Electric Co., which owns KEKL, near Belmont, Cal. The 22 new stations decided upon by the Government last fall will be in addition to the 14 existing ones which were leased for opera- tion under direction of the OWI. Although Associated Broadcast- ers applied for specific frequencies at the time; the new Government policy is to specify fre- quencies to be used on a stag- gered schedule for the most effec- tive and balanced coverage both for overseas and for domestic use.

It is expected that a second trans- mutual still being designed in San Francisco, the new unit, with call letters not yet assigned, will be a sister station to the one operated by WORL, operated by WGBS, the owner of KSFO, standard broadcast station in San Francisco. It is expected that a second trans- mutual, also served to design the Pacific and Far Eastern areas, will be completed soon and li- censed to the General Electric Co., which owns KSFO, near Belmont, Cal. The 22 new stations decided upon by the Government last fall will be in addition to the 14 existing ones which were leased for opera- tion under direction of the OWI.

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House May Slash FCC Appropriation

Rep. Cox Prepares Stem to Stern Inquiry

A SLASH in FCC appropriations for the oncoming fiscal year may be the first manifestation of the obviously hostile attitude of the House toward the FCC.

With the Independent Offices Appropriations bill due to be reported this week, carrying the FCC's appropriation, Congress-

ional opponents have altered their plans to might be made either in the Committee of the Whole or on the floor to cut the appropriation. The President's budget message last month recommended $8,089,000 for the FCC, all save $2,500,000 of which would be for war or national defense activities. Whether the Appropriations Committee will approve this recommendation will not be known until the measure is re-
ported.

Committee Approved Meanwhile, Rep. Cox (D-Ga.), has plunged into the task of or-
ganizing an expert staff for his select committee of five to investigate the FCC from the last to making haste slowly, Rep. Cox de-
clared that the committee has sev-
eral names under consideration for appointment as chief counsel but that no announcement would be made until top men had been select-
ed for both the legal and investiga-
tion staff. An initial fund of $600,000 to launch the investigation has been requested, and Judge Cox said the House Accounts Committee probably would report favorably on the request this week. Judge Cox has not yet set a date to get the inquiry underway by mid-
March.

Meanwhile, there were other de-
velopments on the Hill regarded as symptomatic of things to come in connection with functioning of Government agencies. The House Rules Committee, of which Judge Cox is ranking majority member, last Wednesday reported favorably a resolution to set up a committee of five members to investigate any agency of Government.

Introduced by Rep. Howard Smith (D-Va.), the resolution empowered the committee to receive complaints against Government agencies which are acting "beyond scope of power granted by Congress." Because, in-
so far as the FCC is concerned, the same ground will be covered by the Cox Committee, it is expected that the proposed Smith Commit-
tee would cover other agencies of Government in following a course similar to that pursued in the last Congress by the Truman Committee in the Senate.

Of equal significance was the resolution (HRES-69) introduced Jan. 22 by Rep. Cannon (D-Mo.), to authorize the Committee on App-
propriations, or a subcommittee, to study and examine the organi-
zation and operation of any execu-
tive departments or Government agencies with a view toward econom-
ies in operation. This measure promptly was reported favorably by the Rules Committee last Mon-
day. Since it is consistent with the plans of the Cox Committee to Congress, it is expected the measure shortly will pass the House.

It was learned last week that members of the House Appropria-
tions Committee joined the Independent Offices Bill already have inquired into the FCC's war activities, looking toward econom-
ies. Also tying into the efforts to curb Government spending are the functions of the Byrd Committee in the Senate and the Ramspack Commit-
tee of the House, which already are looking into FCC's war activities. These agencies. These committees have not yet covered the smaller commissions and bureaus, such as the FCC, though the pre-
liminary studies already have been undertaken.

There were other activities bear-
ing on FCC operations and person-
nel on Capitol Hill, while the FCC itself concluded hearings involving the application for renewal of li-
cense of WALB, Albany, Ga. The

Daylight Saving Controversy May Bring Presidential Action

PRESIDENTIAL ACTION in the daylight saving problem which threatens to disrupt the nation's war production program was seen by some Washington observers last week, should the move of individual States to abolish Wartime gain mo-
mentum.

All events have been set for the move which has emergency powers to override any State's action which might im-
pede victory. Mr. Roosevelt has fol-
lowed a course of state legislation and legislation by Congress, al-
though it was pointed out that on some occasions he has used his executive powers when he felt it necessary to expedite certain ac-
tions.

WBP Opposes Change

Basically, the Federal Govern-
ment has jurisdiction over inter-
state commerce. Any state legisla-
tion which would result in interfer-
ence with the movement of such commerce would be interpreted, legally, as interfering with the flow of commerce, as unconstitutional.

Meantime the War Production Board entered the daylight saving controversy last week. Chairman Donald M. Nelson, in a statement following conferences with delega-
tions from Ohio and Michigan, who sought to abolish daylight saving in their own states, declared that "to abandon Wartime would result in confusion and would bring about an increase in power requirements".

In a letter to Sen. Ferguson (R-Mich.) Mr. Nelson took the po-
tion that "any change in the pres-
ently operating system may result in serious detriment to war produc-
tion, that the enactment of state legislation by the Legislature of Michigan would have the same detrimental effect.

Mr. Nelson said he would not op-
pose Interstate Commerce Commis-
sion action if the ICC, after investi-
ating the situation, recommended Michigan from the Eastern Zone to the Central Time Zone. He pointed out to Sen. Ferguson that his attitude "with respect to state legislation or anything of the Wartime Statute is in accord with the views expressed . . . by the Chairman of the Federal Power Commission and the Director of the Office of De-
fense Transportation.

Explaining that under Wartime, Michigan alone had effected an an-
nual saving in energy production of 115 million kw. hours, the WFB chairman said that amount amounted to about 10% of total national sav-
ing brought about under Wartime. "Because of the enormous con-
tribution being made by Michigan industry to the production of War materials, this saving is obviously a vital factor in the war against our enemies and any action which operates to the detriment of this saving is obviously a matter of grave concern to the nation in these times," said Mr. Nelson's letter.

A table showing savings effected by Ohio industries under Wartime revealed a cold weather saving of $240 which was not paid since "services pro-
vided had already been covered under an arrangement with Cox."

Furthermore, Mr. Cox, the report cited, understood that Mr. Mc-
Carthy would not be paid since he was an employe of the Congress-
mans.

The hearings, a resumption of proceedings begun a year ago, last-
ed for three days. John W. Crouch, CPA for the station, was ques-
tioned regarding several ownership of WALB.

FCC Counsel McCarthy, then a former FCC employee who had "inves-
tigated" the WALB affair, was put at the stand and during Monday's session to identify various documents which were presented in evidence, including the checks (Continued on page 44)
Procurement of Tubes, Parts Expeditied by New WPB Order

Replacement Without Washington Aid Possible; Red Tape Cut

MOVING to cut red tape and reduce paper work in the administration of P-133, radio maintenance and repair order, WPB last week boosted the priority rating of the order to enable stations to obtain parts and tubes without assistance from Washington.

The immediate rating of P-133 was interpreted as part of the Radio Division's program to maintain as near normal operation of the radio industry as possible. Along this line, it was revealed by Frank H. McIntosh, chief of domestic and foreign broadcasting, that WPB's program to insure vacuum tube production for receiving sets was well under way, with production estimated at 8 to 11 million anticipated for the first quarter of 1943.

Order Amended

Change in maintenance order P-133 was brought about by amending the original order adopted Oct. 5, 1942, raising priority value from A-1-J to AA-2X and at the same time extending P-133 to include recording equipment and recording discs.

Until now, stations have obtained parts by certifying the A-1-J rating on sales slips. However, this priority was inadequate when scarce parts were needed. Stations then had to seek emergency preference ratings from Washington by filing complicated PD-X forms.

With the new AA-2X rating, WPB officials are hoping that the need for PD-X forms will virtually disappear, and that the rating AA-2X will be sufficient to provide all necessary parts.

The order requires stations to certify the AA-2X rating on sales slips, and to keep records of these purchases. Officials at the Radio Division emphasized that purchases must be for maintenance and repair only, and must not represent additions to equipment.

Plans for production of the receiver tubes had been under consideration of the Radio Division for almost three months. As proposed by Mr. McIntosh, the industry would undertake concentrated production of a selected list of fast-selling tube types.

After long negotiation with the vacuum tube advisory committee, Mr. McIntosh adopted a list of 117 tube types, sufficient to meet 90% of radio needs. Production has been allocated to various makers, and the scheduling is controlled in Washington [BROADCASTING, Nov. 30].

Mr. McIntosh has also been working on a standardized list of "Victory Model" replacement parts. Although this line has finally been worked out and approved by American Standards Assn., he said production would probably not be attempted this quarter because of a relatively greater need for tubes, and because the replacement part situation has eased as a result of increased supplies of formerly scarce raw materials.

Chicago Games Sold

BROADCAST rights to the home games of the Chicago Cubs and White Sox for 1943 have again been sold to P. Lorillard Co., New York, for Old Golds on WGN, Chicago. The company will also sponsor this season's baseball games of the Brooklyn Dodgers with Red Barber again handling the play-by-play descriptions on WHN, New York. J. Walter Thompson Co., New York, is agency.

ONE SMILE from Howard Kohl (left), personnel head of J. Walter Thompson Co., and A. Kent (right), president of P. Lorillard Co., N. Y., $1 for the guest appearance recently on the program of Saturday's Old Gold commercials for Old Gold cigarettes of Ed (Archie) Gardner of Duffy's Tavern, Chicago. The commercials were in "BLUE" by Bristol-Myers Co. When Mr. Kent suggested that Mr. Gardner cut his fee, the performer, former J. Walter Thompson producer, quipped: 'I'll work for $999 and one smile from Howard Kohl.' The contract read "$999 and a smile."

FDR Lauds Secrecy

RADIO and the press were commended last week by President Roosevelt for maintaining the secrecy which is so vital to our war purposes. At trips to Europe for war conferences with Prime Minister Churchill. Virtually this week, the Washington newspaper correspondent in Washington knew the President was gone on an important trip abroad. The President said broadcasters and newspapers had lived up faithfully to the Office of Censorship request to keep secret the movements of the Commander-in-Chief and other ranking officials.

12.6 HOOPERATING IS WARTIME PEAK

HIGHEST LEVEL of listening to commercial network programs since the real start of the "shooting war" is reported in the C. E. Hooper Nat-"

WPB Promotion Seen for McIntosh

Proposed Shuffle Would Expedite Civilian Radio Needs

PROMOTION of Frank H. McIntosh, civilian radio's representative with the WPB, to assistant directorship in the Radio & Radar Division is expected shortly in a structural reorgani-
gization as the WPB attempts to insure additional protection for the maintenance needs of broadcasters.

Mr. McIntosh's advancement will come as part of a general reshuffling of the Division described by Ray C. Ellis, Radio & Radar chief, at the IRE convention in New York, Jan. 28 [BROADCASTING, Feb. 1.

Autonomous Groups

In explaining the new Radio & Radar setup, Mr. Ellis pointed out that civilian radio would be handled by an autonomous group, which would be charged with estimating minimum needs for the industry and stewarding production of these essentials.

Although civilian needs have been handled by a separate branch under Mr. McIntosh, jurisdictional "no man's lands" have interfered with operation of any program. As an assistant director, Mr. McIntosh would be able to deal more directly with production and scheduling officials within the Division, and to follow his program from planning board to distributors' shelves.

Under the new arrangement, war production would be in the hands of three groups, composed of existing Radio Division personnel. These three groups are: Planning, to draw the program; Production, to see that critical parts are delivered at the right place at the right time; and Research, to make sure that equipment and facilities are adequate for the schedule. In addition, there would be three other groups: Engineering, to watch developmental work in laboratories; Field Section, which would attempt to connect with raw materials centers, and Mr. McIntosh's Foreign & Domestic Radio Group.

Efforts toward the reorganization occurred two months ago when Frank S. Horning, then chief of priorities, set up the Field Section. Mr. Horning is expected to continue in his post, with a staff of about 40 men working from seven field offices.

The entire Radio & Radar Division will now continue under Ray C. Ellis, who reports directly to Charles E. Wilson, WPB vice-chairman for the critical aircraft, shipping, rubber and radio programs.

Tentative personal lineup places Sidney K. Wolf, present chief of the components branch, in charge of Autonomous Groups. Included on his staff would be Capt. William A. Gray, now chief of vacuum tube branch; Myron E. Whitney, now chief of vacuum facilities & schedule branch; Milton J. Lowenstein, critical materials branch, and Elmer Crane.

Othara Affected

Gerald Miller, now administrative assistant to Mr. Ellis, is scheduled for Program Group assignment. Joseph S. Strober, present chief of priorities, and W. H. Anderson are slated for the Production Group.

The Engineering Group probably will be under Marvin Hobbs, present chief of special electronic application, and radio & radar receiver and transmitter branches.

Wesson Oil & Snowdrift

Daytime Series to CBS

WESSON OIL & Snowdrift Sales Co., New Orleans, which has been using the NRC Pacific Coast network for the last several years with a program titled Hawthorne House, is entering the broadcast market as well on March 1 when it starts a musical program starring Frank Coggin and Julia Sanderson on CBS. Stations, totaling about 40, are located in the South and on the West Coast, and will carry the show Monday through Friday, 3-3:15 p.m.

Products promoted will be Wesson Oils & Snowdrift, with commercials stressing their use in various types of cooking. Agency is Kenyon & Eckhardt, New York. The team of J. Walter Thompson Co., New York, is heard on CBS for Lewis-Howe Medicine Co.'s Saturday evening quiz program for Tuna.

Paul Schubert, MBS commentator sponsored by Benson & Hedges, is writing a syndicated column for the Des Moines Register & Tribune.

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WGN...the Nation's Top Station in SPORTS!

CONSIDER THIS RECORD IN 1942:

★ WGN was the only Chicago station to carry the World’s Series.
★ WGN was the only 50,000 watt Chicago station to broadcast major league baseball.
★ WGN was the only Chicago station to carry the National Professional Football Championship game.
★ WGN was the only Chicago station to carry the All-Star Football Game.
★ WGN was the only Chicago station to carry the World's Championship boxing bouts.
★ WGN was the only Chicago station to carry the Golden Gloves bouts.

And besides these exclusive features, WGN daily offers a Sports Review that is miles ahead of similar programs. Packed with original ideas such as the WGN trophy to the most valuable basketball player of the Western Conference—selection of the "Team of the Year," "Player of the Year," "Coach of the Year," and the "Play of the Year"—all officially approved and recognized by the Western Conference—WGN’s Sports Review at 6:15 P.M. not only reports the news but makes it.

WGN is truly the "Nation's Top Station in Sports"

A Clear Channel Station

50,000 Watts 720 Kilocycles

MUTUAL BROADCASTING SYSTEM
Grade Labeling of 1943 Pack Required Under OPA Orders
Rep. Halleck Seeks Inquiry Into Regulations of WPB and OPA Covering Marketing Methods

GRADE LABELING, a marketing reform urged for many years by consumer groups, will be required on almost all packed fruits and vegetables of the 1943 crop, OPA announced last week in setting maximum prices on citrus fruits, fresh new and canned vegetables.

Ruling was described by officials as the "best mechanical means of instituting equitable, effective, and uniform regulations." Standards have said it was primarily intended to prevent reducing quality in order to avoid price ceilings. Grade labeling has been opposed in many quarters of the food industry as a possible prelude toward wiping out brand selling.

Halleck's Request

Opposition to further marketing regulations was expressed on the House floor Wednesday, when Rep. Halleck (R-Ind.) asked for an inquiry into the plans of WPB and OPA. Specifically, the Congressman asked that a committee determine whether these agencies were considering what he called "abhorring brand names, or standardizing and centralizing production, distribution and marketing.

Presently, a resolution calling for an inquiry by the House Interstate & Foreign Commerce Committee, Rep. Halleck said that Congress should know to what extent such plans were essential to the war effort. His resolution was referred to the Rules Committee.

In announcing the present regulations, OPA declared that the Government's decision was to protect the consumer by insuring "that she is getting what she is paying for.

Program requires canners to print on the label a statement of the quality of contents, in type at least as large as that used to declare war, and the plans have been set by the Agriculture Marketing Administration, which will inspect the pack. Terminology permitted is either "Government A," "B," or "C," or common "Fancy," "Choice" or "Standard.

In offering his resolution for an inquiry into grade labeling plans, Rep. Halleck declared that he was going to have this sort of regulation here, we in Congress must demand that we know in detail what the program is and that our needs just as in 1917 be satisfied.

He said there is much good in standardization but there can be great danger in the regimentation of standards. "Missouri," he said, "they can destroy quality, create mediocrity, stiffen competition, slow up progress, destroy initiative, help the shyster, eliminate brands as consumer guides and regiment production."

Turning to the defense of brand names, Rep. Halleck said: "Brands have a public value. By long experience the housewife and the ordinary citizen have learned that certain brands are satisfactory and these brands guarantee a desired quality.

"It is a disservice to the housewife and to all citizens to deprive them of these guides to intelligent purchasing of goods unless the need therefor is clearly demonstrated. The brands should be protected, therefore, more in the interest of the consumer than in the interest of the owner of a brand who has created public confidence by selling an honest quality of service under that brand."

Avalon on Coast

BROWN & WILLIAMS Tobacco Corp., Louisville, on March 1 will start Floyd Farr in an early morning Monday through Friday schedule, with his list of Pacific Coast stations for Avalon cigarettes. Program, to be broadcast 7:15 a.m. (PST), will be fed by KPO, San Francisco, to KFI, Los Angeles, KMI, Fresno, KNOC, San Diego, KHQ, Spokane, Agency is Russell M. Seeds Co., Chicago.

Current Manpower Attitude Expected to Benefit Radio

Radio in the best possible position to receive what benefits the War Manpower Commission is willing to accord, is an industry official in developments last week on the manpower front indicated.

First the WMC advised local boards that certain activities and occupations were to be considered "critical occupations" in broadcasting men in the 23-60 age group, regardless of dependents. Men subject to military service were advised to seek employment in essential industries. Although some reports indicate that actors, musicians and professional artists are likely to be added to the "non-deferable" list this is not seen immediately. But it was said that the list would be enlarged from time to time.

Radio Unaffected by Freeze

Last Friday, Paul V. McNutt announced a program of local hiring controls designed to solve manpower shortages in essential industries, particularly in areas of critical shortness. In the chain, this program is not likely to affect the industry at first unless there are already conditions existing in certain areas with regard to "necessary occupations" in broadcasting which compare to the shortages in war manufacture plants.

NEW CORPORATION WOULD BUY WKBB

NEW corporation composed of local businessmen and a finance organization has been founded to take over the interests of WKBB, according to Walter A. Klopfer, owner of WKBB, Dubuque, it was revealed Feb. 4 when an application for the listing of the station was filed with the FCC. Sale price would be $25,000.

Mr. Klopfer, president of the KVBB Corporation, which engaged entirely in war work, had revealed his intention to retire from radio. Decisions as to the sale of WKBB would go off the air, but later notified the FCC that he was reconsidering [BROADCASTING, Jan. 11, Dec. 7].

The new corporation was organized by James D. Carpenter, station manager. It is controlled by Interstate Finance Corp., which holds 50% of the stock, and has two members on the board of directors. Others would be: Charles F. Landon, retail furrier, and finance company vice-president; Mr. Carpenter, vice-president, and O. F. Christofferson, controller of Interstate Finance, secretary-treasurer; A. A. Hauptil, president of Northwestern Co.; and D. B. Cassat, general manager of Interstate Finance, director.

The remaining 50%, WKBB stock would be split 32 ways with Mr. Carpenter holding 7.15%. WKBB, a BLUE affiliate operating on 1490, was the participant in the celebrated "free competition" case in the Supreme Court.

Radio Draft Policy Remains Unaltered

Current Procedure Unaffected By Revised 'Necessary' List

RECENT REVISION of the Selective Service Occupational Bulletin listing many draft casualties in broadcasting as essential, including station managers, program directors and technicians, as well as technical personnel [BROADCASTING, Feb. 1], will have little effect on procedure in requesting deferment for key employees, New York station executives and personnel executives said last week. They added that the expanded list might bolster up some of their pleas, however by showing that the Government agrees with the broadcaster that certain individuals are necessary in this essential industry.

Salesmen Held Essential

There was general agreement that in asking deferment more stress was placed on the essentiality of salesmen as a public service in time of war and on the importance of the individual to his station or network than on the presence or absence of his job on the 'necessary' list. The personnel men said that they would neither ask for deferment for any man, just because his job was listed, not refrain from requesting it if his name was not listed, but that his true value to the station or network operation would be the basis of any appeal.

One personnel director pointed out that a good salesman or sales promotion man might readily be as essential to a station's ability to render meritorious service to its communities as a station manager or chief engineer, as long as the American system of broadcasting, supported by revenue from commercial programs, is maintained. He said facetiously, that any attorney who is able to interpret and comply with the numerous Government regulations is often a station's most essential employee, even though lawyers, like sales and sales promotion men, are not included on the official list.

Another station executive reported that everyone seems to realize that the best way to maintain broadcasting service except the draft boards, stating that his station had lost two engineers to the Army within the last week, both went to the station drafted and the station's appeals for their deferment.

It was predicted that the Feb. 2 warning of the War Manpower Commission between 25 and 38 in certain occupations will be drafted, regardless of dependency, by spring unless they found jobs meanwhile in more essential industries, including broadcasting, may result in increased applications for employment at radio stations. No special increase was reported last week in New York.
We Must Be Good

to turn in a performance like this!

We could go about tootin' our own horn,—but it wouldn't make half as pretty music as a couple of plain and simple facts that we've rounded up. Are you listenin'? . . .

From September 15th to December 15th, 1942, WHOM did its darnest to help the War Bond Sale Campaign over the air waves. And—hold on to your hats—here's what happened . . .

Over this 3-month period, WHOM heaped up the phenomenal total of $1,553,675 in direct bond sales (not pledges or phone orders) . . . or over 40 times the average showing of all stations! Exactly 10,571 individuals of foreign extraction—Jewish, Italian, Polish, German, Spanish, Lithuanian, Greek—travelled an average of 15.4 miles (with cash in pocket), passing other bond-selling points galore—to make their purchases direct at WHOM's studio in New York. The amount of the average sale was $141.11 . . . or three times the Federal Reserve average for the country. (One affluent listener toddled in and shelled out $5200 cold cash!) That means one thing: our listeners have confidence in us!

Want MORE Startling Statistics? . . . We've plenty . . .

F'rinstance . . . a few WHOM announcements requesting contributions to the March of Dimes brought in a deluge of jack that totalled over $11,000 in 10 days time.

So—what does it all prove?

It proves that WHOM has the audience . . . that the audience has money to spend . . . and that this huge mass of buying-populace follows WHOM's messages just as eagerly as all those kids followed the Pied Piper.

This kind of listener loyalty has paid big dividends to advertisers using WHOM.

WHOM

AMERICA'S LEADING FOREIGN LANGUAGE STATION

NEW YORK OFFICE AND STUDIOS—29 W. 57th St.; Joseph Lang, Manager
Monopoly Arguments Set for Feb. 10

Final Briefs Are Filed; Mid-March Decision Expected

THE FATE of the FCC’s monopolistic network monopoly regulations, in litigation for nearly two years, probably will be decided by the Supreme Court by mid-March. It was indicated last week with the filing of final briefs and the scheduling of argument for Feb. 10.

Court attaches said that a case of this importance, brought under the Urgent Deficiencies Act, would be given right of way, with the decision forthcoming within a month following argument.

FCC Denies Ruinous Results

Last Wednesday reply briefs were filed in behalf of the FCC and Mutual, which support the Commission’s position. Two additional briefs, filed among a curse (as friends of the court), also were submitted—by the American Assn. of Advertising Agencies, which vigorously opposed the Commission’s regulations and saw dire consequences to commercial broadcasting, and by the American Civil Liberties Union, which upheld the FCC position and called for diversity and increased competition in network operations.

Charles Fahy, the Solicitor General, personally is expected to argue the case for the Government. Charles Evans Hughes Jr., CBS chief counsel, and John T. Cahill, NBC’s head attorney, will argue for those networks.

The FCC, in its reply brief filed by the Solicitor General and Charles R. Denny Jr., FCC general counsel, personally upheld the legality of its regulations and discounted the ruinous results predicted by the appellants. The appeals of NBC and CBS are from the decision of the three-judge statutory court in New York, upholding the FCC’s contention of authority to issue the regulations, touching innumerable phases of network-station business and contractual obligations and in effect making all stations free agents in their network dealings.

Net Crumbling Foreseen

Other Government attorneys on the brief are Robert L. Stern, Victor Brudney, Richard S. Salant, of the Solicitor’s office, and Harry M. Plotkin, Daniel W. Meyer and Max Goldman, FCC attorneys.

Previously, the court was in receipt of the briefs of NBC and CBS, both of which predicted disintegration of network operation as it is known today as the ultimate effect of the proposed rules, and of the Association of National Advertisers opposing the regulations as ruinous of present-day broadcasting and as tending toward creation of the very type of monopoly the FCC majority held it sought to break up [BROADCASTING, Jan. 25].

The FCC brief, covering approximately 150 pages, was the most voluminous of those filed. It recited a case history of the proceedings from the beginning of the network monopoly inquiry in 1938. Claiming not only that the Congressional intent was observed to the letter but that the regulations approved by the FCC within the Communications Act, the FCC disputed every contention made by NBC and CBS of undue interference with the ability of the broadcasting industry to serve public interest. It contended, on the other hand, that greater opportunity would be permitted for stations and networks alike to serve public interest and that the way would be open for additional competition, which would inure to the public good.

AAA Predicts Destruction

In infinite detail, the FCC unfolded the highest tribunal a case history of network broadcasting, setting in the manner in which networks function, a break-down of revenues and profits, and in fact every phase of network-station relations and program service. Even Congressonal debates in 1927 were alluded to in the Commission’s effort to support its contention that the Congressional intent was complied with.

AAA, in its brief filed by George Link Jr. of New York, supported the opposition contention that destruction of the present four-network structure and creation of a single super-network would result from enforcement of the rules, particularly that banning station options. Such a single network would occupy a “powerfully entrenched monopolistic position” contrary to the public convenience, it stated. The vigorously worded brief was filed together with a motion for leave to intervene as a friend of the court. With this action, AAAA, as spokesman for the country’s advertising agencies, joined ANA in protesting application of the regulations.

‘Competition Stifled’—MBS

MBS, in a 20-page brief, contended that the regulations of the Commission were neither arbitrary nor capricious. It was filed by Louis G. Caldwell, chief counsel, and Percy H. Russell, MBS’s associate, and Leon Lauterstein and Emanuel Dannett, of New York, WOR-Mutual counsel.

MBS held it was under severe handicaps due to the restrictive provisions of the contracts held by the other network companies, and, in particular, the exclusive option-time provision and the network exclusivity clause (which NBC since has dropped). It pointed out that many of its affiliates are also affiliates of the other networks and that in a large number of important cities Mutual is “effectively barred” from entry on any terms as a result of CBS contracts which prohibit its stations from carrying programs on another network.

Mutual contends that restrictive features in the major network contracts “effectively stifle competition.” It cited these features as (1) those which bar the affiliate from broadcasting programs of any other network organization; (2) provisions by which the affiliate grants the network an exclusive option exercisable on 28 days’ notice, another network by which the term of such contracts is fixed at a period of five years or more. Moreover, it held the ownership by the other networks of stations in certain cities having less than four full-time stations has the same restrictive effect.

Claims ‘Super-Network’

Attacking the appellants’ position that the regulations would destroy network broadcasting, Mutual claimed that no insuperable obstacles are placed in the way of maintaining network service on a “first call” basis. It stated that BLUE progress might be adversely affected in that it is required to use less than four full-time stations in that network’s holdings would be deprived of its power to prevent its affiliates in such cities from accepting and assuring the continuous broadcasting of commercials provided by stations. Since most of the more desirable hours are already in use over NBC and CBS, it said in most instances the competition would be reduced to that between BLUE and Mutual.

Answering the appellants’ argument that the regulations would have the effect of creating a super-network of high-powered stations, Mutual said such networks already exist, by virtue of the presence of 21 clear channel stations of 50,000-watts on NBC and 20 on CBS. BLUE has six and Mutual two, the brief states.

American Civil Liberties Union, in brief filed by Homer S. Cummings, former Attorney General; Morris L. Ernst, Benjamin S. Kirsh, William Draper Lewis and Harriet F. Filpil, urged the court to sustain the lower court holding that the intent of the regulations requires removal of “artificial impediments to diversity over the radio.” The attorneys held the challenged regulations are appropriate to that end.

Calls for Competition

Citing the importance of radio as a medium of communication, the Union said that because of the overwhelming coverage of radio, diversity of control over what goes over the airwaves is particularly vital. Bad as it might be for 10 or 12 or 20 men to have the absolute power (Continued on page 45).
People are not in the habit of trusting someone else with a highly prized possession unless they have faith in that someone else.

That is why we are proud of the fact that practically every organization in this area which has won the Army-Navy Production Award has bought time on WGAR exclusively to broadcast the ceremonies.

Recently, upon helping employees of The Bryant Heater Company (and the famed Bryant pup) raise the "E" flag on their mast, we chalked up the sixteenth such ceremony which WGAR has been chosen to air.

All of these broadcasts are pointed to aid the war effort...to turn workers from nonessential labor toward the war plants, to encourage war bond purchases by the public through demonstrating how invested dollars are being turned into arms.

These WGAR programs may not win the war, but they will help.

P.S.—Six other Cleveland industrial firms are sponsoring regular broadcasts over WGAR to recruit man power, aid in employee and public relations, keep alive product names.
Nazi Decree
DEATH has been ordered for any person in German occupied Southern Greece found with radio sets, or transporting radio parts, the Greek Office of Information said last week. Frequent acts of sabotage instigated the Nazi edict.

W-E Co. Acan Feat
WESTERN ELECTRIC Co., New York, achieved a miracle last autumn when it produced 14 tons of intricate communications equipment for the new Alaska-Canada Army Highway in 26 days instead of the 26 weeks normally required. A 442-mile telephone circuit was completed in record time for the Alcan project between Edmonton, Alberta, and Dawson Creek, B. C., the southern terminus of the highway.

New Soap Series
HASKINS BROS. & Co., Omaha, for its soap is presenting Foster May, recently defeated Nebraska Democratic candidate for the Senate, in a new show for the midwest, News, Views and Interviews on WOW, Omaha and KSO, Des Moines, Sundays 1 p.m. and on WMT, Cedar Rapids, Ia., Sundays 6:30 p.m. The first broadcast featured an interview with the Governor of Nebraska welcoming the new Governor of Iowa. Sidney Gar-inkel Ad. Agency, San Francisco, handles the account.

Score: 301,464 Pennies
301,464 WAS the total count Feb. 8 of pennies received by Mrs. Dennis Mullan, Staten Island housewife who muffed a Truth or Consequences question Jan. 23 on NBC and was told to bear the consequences of pennies from listeners who wished to send them to help buy War Bonds for her son Harold, a 17-year-old Marine.

Committee Named To Guide Ad Study
Progress Group to Supervise Business Leader's Survey
HOWARD HUSTON, assistant to the president, American Cyanamid Co., has been appointed chairman of the recently organized progress committee of the Advertising in the New Economy, Study, an appraisal of advertising as an instrument of American economic development, sponsored by a group of leading business executives who have engaged the National Industrial Conference Board to conduct the research in connection with the project [broadcasting, Jan. 4].

Other members of the Progress Committee, which will act for the sponsoring group in supervising the course of the survey, are: Karl W. Fischer, land and tax commisioner, Burlington Lines; Harold Hall, business manager, New York Times; Fred Hasley, vice-president and director of advertising, Curtis Page Publishing Co.; Arthur W. Page, vice-president, American Telephone & Telegraph Co.; G. Edward Pendray, assistant to the president, Westinghouse Electric & Mfg. Co.; Barry Rumble, research director, NBC; Don Smith, advertising and publicity manager, Wilson & Co.; Dr. Alonzo E. Taylor, General Mills.

Killer is Secretary
D. H. Killifer, public relations counsel, has been appointed executive secretary of the committee, which has established headquarters at 60 E. 42nd St., New York.

Sponsors of the advertising study are planning to expend approximately $200,000 for the project, half for the research and the remainder for the presentation of the results in popular form. More than one-third of the required funds have already been pledged, it was announced last week, with advertisers, agencies and advertising media all contributing. Announcement stated that "small contributions, roughly proportioned to advertising expenditures in comes, are preferred to large sums in order to insure the complete independence of the study from dominance."

Top Tunes Listed
LAST WEEK'S top tunes from the standpoint of network performances were: There Are Such Things, You'd Be So Nice to Come Home To, I Had the Craziest Dream, Brazil, and Moonlight Becomes You, according to the audience coverage report of the radio division of the Office of Research, headed by Dr. John F. Patman. The Index of performances is based on total number of performances heard and reported in New York, Chicago and Los Angeles during the week; the estimated number of additional station-uses on network programs, and the relative size of listening audiences as estimated from sets-in-use ratings per program and per time period.
... but They Can’t
Imitate an American!

Political and industrial leaders in recent months have been making great use of the phrase, “Know-How.” But no one has bothered to explain it.

American Know-How is a combination of things. It is our conglomeration of races, welded together by a great national spirit. It is American training in mechanics; it is the millions of American boys who drive automobiles and work with tools, who play with electric trains and make model airplanes. It is our system of education, giving to each boy the training needed to enable him to take his part in our national industrial economy. It is that economy itself ... an economy of free enterprise wherein every boy has a chance to become a Henry Ford, a Walter Chrysler, a Thomas Edison. It is the American system of incentive, which permits even the lowest laborer to become foreman, superintendent, or president of his company. It is the ability of the man in the American factory to do things just a little bit better than any other man in the world can do them.

And it is American industrial management, fitting into their proper niches the men of the country, determining who shall direct the operation, surrounding itself with engineers and chemists and tool designers and purchasing agents and specifications clerks, each with a definite job to do. It is the ability of American management to select the right man for the right job, whether that man come from our technical colleges or from the rank and file of factory employees.

In time of peace—because of American Know-How—Detroit and Pittsburgh and Akron supplied the world with automobiles and steel and tires. No other country could compete successfully against American maker of airplanes, washing machines, radios or mechanical refrigerators.

Our scientists and engineers out-designed our competition in foreign fields, our sales departments outsold them, our factory men out-produced them.

This is a mechanical war. American Know-How which placed this country far ahead of its competitors in peacetime mechanical production, will turn out more war materials per man and per factory and will win the war. Our enemies had a big start on us. But the imitators never can equal the originators.

And our foes are imitators ... Germans and Japs alike. In peacetime they imitated all our mechanical goods. The best automobile Germany had was one designed in Detroit. The company producing it was a Detroit-owned company. The best airplane engine they had was one designed in Hartford five years ago. Because they froze production of it ... didn’t change the model ... they were able to turn out these motors in great quantities. Today we have reached and passed their highest production with an improved model. And we are just starting!

It is the Hitler creed that no one not a German can be a good chemist or a good engineer. He limits his Know-How to people of the German race alone. In America we are a mixed race. The adventurous of all the peoples of Europe have come to this country because they believe in the American system of free enterprise. We have assimilated them and made them Americans. We have granted them the same opportunities to advance that belong to us who have long lived here.

This is American Know-How. This and the flaming spirit of freedom which democracy begets ... the spirit which makes our boys in uniform better than any other soldiers in the world ... because they are fighting for freedom.

With this spirit, backed by American industry’s Know-How, we shall win this war!

W. O. Neil
President
THE GENERAL TIRE & RUBBER COMPANY, AKRON, O. and THE YANKEE NETWORK, INC.
$500,000 Campaign Is Started by Wise
Publishing Firm Promoting In Participating Programs

AFTER EXTENSIVE testing of radio for 2½ years, Wm. Wise & Sons, New York publisher, has decided to spend $500,000 during 1943, using five-minute quarter-hour and women's participation programs for its various publications. Huber Hope & Sons, New York, is placing the entire campaign.


Station list for Modern Home Physician follows:

**CKLW KALE KBFK KGK KCM KLEW KRF KM KRM KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KRF KFR
The war has cost broadcasters many trained news editors and writers. For their news programs, they often must get along as best they can with inexperienced men. They are caught green-handed.

But with United Press radio news copy to rely upon, this is no handicap. For United Press gives its clients the benefit of all the know-how of radio news writing and editing that seven years of experience have developed. The United Press radio wire gives broadcasters daily nine 5-minute news digests and seven 15-minute news summaries—sixteen complete newscasts, delivered on fixed schedule, ready for broadcast without rehandling.

So long as it receives United Press service, any station—even though green-handed—can assure its listeners of radio's foremost news coverage.

United Press

FOREMOST BECAUSE IT OFFERS MOST
Good Taste Copy Is CBC Standard
Thomson Rules Commercials Must Be Inoffensive

GOOD TASTE is emphasized in a new standard for radio advertising announced recently by the Canadian Broadcasting Corporation. All advertising matter and commercial announcements shall be of such character that they can be freely introduced into a mixed company of adults and children as a subject of ordinary conversation," said Dr. James S. Thomson, CBC general manager, who urged private stations also accept the new standards.

"The distinctive character of radio," he added, "has determined the adoption of this ruling. Radio is principally a medium of communication directed in the Canadian home; the family circle is the normal listening group. We have therefore to maintain canons of good taste that are in line with the finest standards of home life."

Dr. Thomson pointed out that under the Canadian Broadcasting Act, stations were also made to make regulations to determine the proportion devoted to advertising in programs broadcast by stations of the corporation or by private stations, and to control the character of such advertising."

Announcement is in line with Dr. Thomson’s views on advertising as expressed in a paper, "The New Policy for Radio," which he presented to the CBC Board of Governors while a member of the Board and in line with his first statement following his appointment [BROADCASTING, Sept. 7, 1942], in which he said "the whole question of advertising in radio should be reviewed and perhaps overhauled."

Canadian WIB Shifts

SEVERAL changes in executive personnel of the Canadian War Information Bureau have been announced by Charles L. Vining, chairman. John Grierson, Canadian film commissioner, has been appointed general manager of WIB. Campbell L. Smart, formerly with Cockfield Brown & Co., Ltd., Montreal advertising agency, has resigned as head of the external branch. Before joining the WIB he was with the British Ministry of Information, New York. Frank Ryan, on loan from Hudson’s Bay Co., which he served as public relations director, has been placed in temporary charge of Canada’s foreign propaganda. Mr. Ryan is also president of KCLW, Windsor. Chairman Vining is expected to resign shortly because of ill health.

WPB Releasing Instruments

MORE than 50% of musical instruments frozen by WPB Jan. 1, 1942, have been released for civilian consumption. Nearly 10,000 B-flat clarinets, 7,000 violins, and 4,000 trumpets were included among the 40,000 instruments sold between early September and Jan. 1, 1943. Non-metal instruments—violas, guitars, ukuleles—were not included in the freeze.

THE 20 BEST RADIO ADS

Kansas State Professor Lists His Choices of Best Copy Last Year

The survey of which this is a summary was undertaken by Prof. Heberer of his own accord and without any previous arrangement with, or knowledge of, the publication. He advised us that it covered all trade journals in which radio stations and networks placed advertising last year. Prof. Heberer made a similar survey last year [BRADCASTING, March 30, 1942].

By H. M. HEBERER

Professor of Radio Advertising
Kansas State College of Agriculture and Applied Science

UNLIKE many another advertiser, radio stations during 1942 still had plenty to sell. Priorities and rationing have not cut into radio time. "Time for Sale" was the predominant theme used to promote stations in their trade journal advertising program the past year. Coverage, public service success stories, local program availabilities, and available markets also served as copy. And there was some "war effort" copy. But for the most part stations used comparatively little space telling what they were doing to sell radio.

These conclusions were reached in attempting to find the 20 best station advertisements which appeared during 1942 in the various trade papers.

In order to give equal opportunity to all stations and networks in the networks of the "best" ads the networks were divided into two groups: National and Regional; the stations into three groups, according to power: Those using over 10,000 watts, those using between 5,000 and 10,000 watts, and those using less than 5,000 watts.

In this way the advertisements which were finally selected represent three national networks, two regional networks, seven stations over 10,000 watts, four stations using between 5,000 and 10,000 watts, and three stations using less than 5,000 watts. In addition, Special Mention was paid an ad which fell into none of these classifications. It was used to advertise two stations which are not a network but which are under one management.

No attempt was made to limit the number of ads in any group, but it was decided not to use more than one ad representing any network or station. No comparison was made of the ads in any group or between those in the various groups.

The following ads have been selected:

NATIONAL NETWORKS

Columbia Broadcasting System... It’s Right in His Lap. Effective use of a photograph to illustrate the copy which deals with the Average American and his relation to radio. Mutual Broadcasting System... Oh, To Be on Mutual!... Clever cartoon and headline to attract good copy. Copied some advertisers on the network. National Broadcasting Co. ... NBC Announces a 10% Full Network Discount. Using rod and black, this formalized ad was a straightforward presentation of the network’s discount plan.

REGIONAL NETWORKS

Westinghouse Radio Stations... Drawing Made Easy. Simple colored drawing used as eye-catcher. Copied with network’s ability to draw customers. Yankeloff Network... There’s Nothing Like It! A bar of “Home Sweet Home” superimposed on a photograph illustrated effectively the copy’s “acceptance in New England homes” appeal.

REPRESENTING STATIONS OVER 10,000 WATTS

KFI... Do Not Twist the Dial, Mother. Clever headline and poem gave unusual presentation of station’s results. WOR... There’s No Place Like Home. Dated cartoon and headline to illustrate potential summer audience. WCCO... What Is That Northwest Flavor? Illustration of Paul Bunyan power, and station’s acceptance by northwestern audience.

WGY... I Understand You’re Interested in the Catskills. Cartoon and headline eye-catchers used to punch across colloquial copy concerning station’s coverage.

WLW... Morning Merchandise-Able Area. Colored coverage map combined with nostalgic rural scene and copy about potential morning listeners.

WOR... Map of Guaranteed Area. "In the manner of Treasure Island" coverage map. Copy consists of brief notations what ad is not "smart" and forty word statement of coverage.

WSM... The Fifth Estate. A series of simple ads using the same format but with changed copy on the theme of radio’s place in American today.

STATIONS FROM 5,000 TO 10,000 WATTS

WPBR... Bomb Sight To Hit Baltimore. Enormous with photograph of bomber laying egg. Copy emphasizes local coverage.

WNAX... Defense Plants’ Sure... Colored illustration of “Big at one time” picture. CLKW, Windsor. Chairman Vining is expected to resign shortly because of ill health.

THE 20 BEST RADIO ADS

KPRU... Name It and Win. Effective small ad using question and answer to emphasize station’s location.

WHIZ... An effective ad using copy interspersed with small cartoons to point out value of 256 watt station.

WROI... Everything Points to Rockford. Good display of opportunities in local market.

SPECIAL MENTION

WJR and WGAR... Controllieren Sie das Mikrophon! Dramatic headline and illustration with copy urging radio’s usefulness in the war.

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BROADCASTING • Broadcast Advertising
PICK YOUR BIRD

. . . DON'T TRY TO COVER THE WHOLE SKY!

In radio, too, it's usually wasteful to cover the whole countryside when you can hit the big market with one economical station.

The big market we're talking about is Baltimore. Today the nation's 6th largest city. You can take a bead on it...and not miss!

You do it by loading your sales gun with WFBR. When you pull the trigger...smart advertisers have learned something happens:

You cover Baltimore with a radio intensity known to few cities so big. You don't waste your shot all over Pennsylvania, New Jersey, Virginia, Delaware and West Virginia with stepped-up wattage.

In the first place, hopped-up signals cost you money. In the second place, you may not have sales in those surrounding states. And in the third place, if your goods are available in those scattered states...you're probably buying economical time on those local radio stations that have their own loyal listeners.

Baltimore, with WFBR, is always good hunting. Now more than ever...with payrolls at a new peak...WFBR is your buy.

WFBR
RADIO STATION
BALTIMORE

NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.
Florida Broadcaster Criticizes OWI For Sending Lengthy Wire of Thanks

EDITOR'S NOTE: The following letter was sent by S. O. Ward, owner of Ward's Lakeland, Fla., local, to Elmer Davis, Director of OWI Jan. 29, after the broadcaster received OWI's form "thank you" telegram of a fortnight ago. Mr. Ward wrote it because that the smaller stations did not want the Government to buy time — even though it may buy newspaper space — but asks that station manpower should not be drafted indiscriminately.

Here is Mr. Ward's letter in full:

Dear Mr. Davis:

This letter will acknowledge receipt of your long telegram of thanks for our cooperation in connection with the broadcasting of the various war information activities.

This station is giving all the time requested of us to Government announcements and programs. This will continue to be available to our Government. We are indeed happy to be living in a country where we can do this.

Costly Message

In spite of our desire to be of service to our country, it is most galling to us to receive a long, 90-word telegram that cost from $1.50 to $2 to send, the sole purpose of which was to thank us for our cooperation and time. A 3-cent letter would have carried the message and the Government prints the stamps. You spent $1.50 or more with Western Union to thank us for carrying free transcribed programs that you paid the transcription companies to make and the express company to deliver to us. We run them free, fill in a lot of forms, pay the transcription costs to the proper sources, everyone is paid for their part except the radio station.

We, the radio stations of USA, give and give free radio time for Government messages and our competitors, the newspapers, receive pay advertisement for many of the same messages. The selective system drafts every available employee we have of draft age — we are classified as an essential industry, yet all our men are drafted without any consideration as to whether or not we can continue operation. The draft boards take our engineers and act as though they think others can be picked up off the streets as you would a grocery store clerk. It takes training for a radio man. Even an announcer must have experience and training to be acceptable to our advertisers, who keep us in business.

No, I do not want pay from our Government for its messages. All I want is some consideration and recognition from our draft system in the way of permitting us to keep men essential to our continued operation. (1) We, the small radio stations, would appreciate thanks for our cooperation and service exchanged by letter and not an expensive telegram. (Our personnel must be left alone or we will be forced out of business.) Spend Government money for newspaper advertisements and we will still give our Government free radio time, but don't pay everybody else and then rub it in by thanking us with a long telegram.

(Signed) S. O. WARD

Army Show on CBS

RADIO PREMIERE of Irving Berlin's Broadway hit "This Is the Army" has been scheduled on CBS as the dramatic offering on the Feb. 12 broadcast of "Lux Radio Theatre," sponsored by Lever Bros. Co., New York.

The performance will be presented to the listeners in the following cities by the New York affiliate of CBS, WNBC.

We hope that all of our stations will cooperate in the presentation of this program and that we will hear it broadcast from each of you.

U. S.-British Service

DIRECT radiotelegraph service between the United States and Great Britain was opened Feb. 1 by Mackay Radio & Telegraph Co., New York, and Cable & Wireless Ltd., London. Admiral Luke McNamara, president of Mackay, exchanged greetings with Sir Edward Milward, managing director of Cable & Wireless, to open the service. All types of commercial telegraph services will be handled on the circuit, the 14th international radiotelegraph circuit to be established by Mackay since the United States entered the war.
RADIONICS
THE MIRACLE INDUSTRY
Goes full speed ahead for Victory

Exactly what Zenith is making is a military secret, but we can tell you we are dealing with the thing we know best, Radionics exclusively.

* * *

It should be a source of real satisfaction to Zenith dealers to know that Zenith is producing war radio and Radionic apparatus in great quantity for our armed forces; learning and perfecting much that will mean a real contribution to post-war radio.

* * *

Zenith prefers to speak conservatively of this war experience, and to promise conservatively for the future. But Zenith does promise that every ounce of energy, ingenuity and inventiveness that has been put forth to create war radionic devices, will later be channeled into the making of a superb peacetime Zenith Radio line, once the war is won and civilian production resumed.

ZENITH RADIO CORPORATION
Chicago, Illinois

BETTER THAN CASH
U.S. WAR SAVINGS
STAMPS AND BONDS
A & S Gold Medal Awarded LaRoche
Crossley, Two Agencies Cited
For 1942 Contributions
FOR DISTINGUISHED services to advertising and for his efforts on behalf of advertising in wartime through the Advertising Council, Chester J. LaRoche, chairman of the board of Young & Rubicam, was awarded a gold medal at the annual advertising awards dinner last Friday at the Waldorf-Astoria, given by Advertising & Selling magazine.

Silver medals went to Archibald M. Crossley, president of Crossley Inc., New York radio research firm, and two agencies for their contributions to radio in 1942. Mr. Crossley was cited as “the individual who, by contemporary service, has added to the knowledge of radio advertising.”

Medal for “outstanding skill in commercial program production” went to Young & Rubicam for March of Time, sponsored on NBC by Time Inc. For production of The Secret Weapon, sponsored on CBS by Philco Radio & Television Corp., a silver medal for “a commercially sponsored program which contributes most to the advancement of radio advertising as a social force” went to Sayre M. Ramsdell & Associates. There was no award this year for “excellence of commercial announcements.”

Ten other silver medals and 21 honorable mentions were awarded in five classifications other than radio. In recognition of 1941-1942 “Listener Panel Study.”

Dinner speakers included Sir Godfrey Haggard, British Consul General; Gardner Cowles Jr., O.W.I. Director of Domestic Operations; and William Reydel, partner of Newell-Emmett Co., New York. Presiding at the awards presenta-

HOUSE ORGAN CUT UP TO PRINTERS
PUBLISHERS of house organs, such as station promotion pieces, are being advised by WPB officials in Washington to consult with their printers over the paper shortage which is likely to develop this year.

Although printers have already suffered a 10% cut in their paper allotment for the first quarter of 1943, the WPB does not expect a marked effect on size or number of house organs. However, paper industry representatives are predicting a more severe cut before the year is over.

As a result of paper limitation Order L-241, printers are allowed 90% of their 1941 paper requirements. WPB officials point out that they are free to use this paper as they see fit and that most printers will be able to meet the needs of their regular customers.

BLUE Debate Series
DEBATERS from many of the nation’s colleges are currently readying themselves for the Second Series of National Intercollegiate Radio Prize Debates to be conducted from Feb. 15-April 18 under the auspices of the American Economic Foundation in cooperation with the BLUE. Four finalists from among the 261 entrants will appear in New York April 18 on the Wake Up America radio forum, broadcast by BLUE. The two best speakers will receive War Bond prizes.

Emblem Use Challenged
COMPLAINT charging unlawful use of the name and emblem of the American National Red Cross was filed recently by the Federal Trade Commission against Candy Bros. Mfg. Co. and Universal Match Corp., both of St. Louis. Among other things, FTC said the cough drop firm’s broadcasts implied a connection with American National Red Cross and that its radio continuities failed to make clear that the manufacturer was Candy Bros.

The largest unduplicated coverage in Maine radio
• Centering in Portland where payrolls exceed all records
• Where rate of gain in retail sales exceeds that of any other city in America
• Over 69% of CBS network commercial programs

5000 WATTS - 560 KC
• PORTLAND, MAINE
Army to Set Up Overseas Stations

37 Shortwave Transmitters To Provide AEF Programs

INSTALLATION of 37 shortwave transmitters in foreign countries to provide radio entertainment for American troops overseas is included in plans of the Army's Special Service Division, Maj. Irving Fogel, officer in charge of the New York radio section, disclosed at the Feb. 3 meeting of the Radio Executives Club of New York.

Maj. Fogel explained that through cooperation of the Office of War Information and the Coordinator of Inter-American Affairs, the SSD is sending to the AEF by plane and vessel 20,000 12-inch and 6,000 16-inch recordings and transcriptions a month. A total of 30 domestic commercial programs, with commercial announcements deleted, and 41 half-hour shows are shortwaveed weekly from this country.

Many Difficulties

Addition of the 37 transmitters overseas will enable the SSD to better handle its tremendous task of providing entertainment for our troops, said Maj. Fogel. Tracing the development of SSD in the last 10 months, he declared that many difficulties were encountered in getting proper playback equipment to men in isolated spots. He listed the countries in which American troops are now receiving recorded programs.

Lt. Col. Thomas H. A. Lewis, chief of the radio section, information division, SSD, Washington, was scheduled to speak but was unable to attend.

Out-of-town guests included John T. Carey, WIND, Gary; Fred Germaine, WALL, Middletown, N. Y.; and John E. Thayer, WWNC, Asheville, N. C.

FOOTE, PIERNER & CO., New York, has purchased a half-hour on WOR, New York, Feb. 17, for a broadcast of Army-Navy “E” award ceremonies. Account was handled direct.

BOVINE BAWLS were the objects of both Charles Michelson (left), New York sound effects transcription maker, and Rex Brown, KOA farm editor. Michelson wanted to record a cow’s “moo” for sound effects. The photo accompanied a recent article about Speedy-Q sound effects in American magazine. Mr. Brown had a different idea in mind. He wanted a champion bull at the Denver National Western Stock Show to say “moo” for the KOA audience. Both animals were unobliging reticent.

Hollender to OWI

AL HOLLENDER, assistant to president Ralph Atlass, of WIND-WJJD, Gary-Chicago, has been appointed to a post in the overseas branch of the OWI. He will be stationed in New York City. A graduate of the U of Illinois, Hollender has been with the Atlas stations for eight years. Fred Reed, Edward Humphrey will split his duties.

A TRANSCRIPTION explaining the new plan whereby communities buy their own food for luncheons in neighboring schools instead of food purchased at headquarters in Washington, is available to stations from their nearest Food Distribution Administration regional office.

Cleanser Series

WYANDOTTE Chemicals Corp., Wyandotte, Mich., on Feb. 8 was to start a 20-week campaign for its Wyandotte cleanser, using one-minute transcriptions 10-15 times weekly on 12 stations. A similar campaign will start in New England later this month, but stations are not yet lined up. Scheduled list includes WHIO, WJRE, WFIL, WGR, WCAP, WCOE, WFMJ, WSPD. Agency is N. W. Ayer & Son, New York.

No Tax Gifts

EMPLOYERS may not pay the 5% Victory Tax on behalf of employees without deducting it from their pay envelope, a joint statement by wage stabilization officials of the Bureau of Internal Revenue and the War Labor Board pointed out recently. Payment of such a tax by the employer constitutes a wage or salary increase, the officials said, and thus requires Government approval under the President’s Stabilization order.

Denver Chemical Spots

DENVER CHEMICAL Co., New York, since Jan. 18 has been conducting an intensive campaign for Antiphlogistine, a medicated poultice, using one-minute transcribed announcements in 12 markets throughout the country. Company continues its six-week 10-minute program on WNEW, New York, which began last October. Agency is Bagder, Browning & Hersey, New York.

Tops in Knoxville -- as Usual!

HOOPER REPORT (Nov.-Dec., 1942) Shows WNOX, Now as Always Before, TONS With Knoxville Listeners ...

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Scripps-Howard Radio, Inc. ... affiliated with THE KNOXVILLE NEWS-SENTINEL

CBS Represented By THE BRANHAM COMPANY

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WCKY has the FIFTY GRAND I
"And We Quote..."

"Your signal very strong. I listen to your programs often."
PHILLIP ROCHE
Halifax, N. S., Canada

"Your station comes in evenings better than our locals."
FRANK A. SANLENAS

"WCKY is the most reliable and consistent of out-of-town stations for me."
R. KRIST
New York City

"WCKY puts a strong signal in here all day."
JAMES G. WEDEWER
Dyersville, Iowa

"I hear you better than any other CBS station."
E. L. COX
Winston Salem, N. C.

"Your signal one of the best on the dial day and night."
OLIVER C. LINEBACK
Nelsonville, Tenn.

"WCKY sends the best Cincinnati signal into my radio."
BENNY MILLER
Spring City, Tenn.

"Receive your programs as plain as if I were in Cincinnati."
CARRIE L. MITCHELL
Leesburgh, Fla.

"I am a continuous listener to your station."
AUGUSTIN BENITEZ
Habana, Cuba

"Picked up your 06:00 A. M. broadcast yesterday just before I went to bed last night, at 09:00 P. M. Was surprised to receive your station with such clarity with my ordinary small portable radio, 'way out here in the Solomon Islands, on Guadalcanal."
DON McCAFFERTY, LT., U.S.M.C.
Marine Corps Unit 193
Care A.P.O. San Francisco.

"Your station only American station coming in during summer months."
DESMOND L. LEPIN
New Zealand

"Receive your station on a two tube receiver."
M. ENRIGH
New Zealand

"Listen frequently to your programs and reception usually very good here at East Base, United States Antarctic Service."
ROBERT PALMER
East Base, Antarctic
Points From Pennies

MORE than a mere million pennies have come from the famous crack that Ralph Edwards made when Mrs. Mullen didn’t know how many. It had been a result of a story about the English political year. Inevitably, the false answer that inspired a nation to bury the Mullen household in an avalanche of pennies served also to remind those who frame radio sales messages that it isn’t necessary to swing bludgeons across listeners’ ears.

Mr. Edwards little knew the consequences when he penalized Mrs. Mullen on the Jan. 23 Truth Or Consequences program by suggesting that listeners send her one-cent contributions for her 17-year-old boy in the Marines. And the chances are that Procter & Gamble and NBC promptly forgot the matter.

They were forcibly reminded of it, though, when the first couple of hundred days later. Day by day the pennies came by the bagful and even truckload. Right now the West Brighton postoffice on Staten Island is bulging at the seams with pennies from the public.

To those who adhere to the theory that you’ve got to slug them hard and often to dent the craniums of a hundred million radio followers, Mrs. Mullen has been an interesting study. For Mr. Edwards merely made a quick suggestion and went on to the next contestant.

He didn’t tell listeners 10 times to take a pencil and note carefully that Mrs. Mullen, spelled M-U-L-L-A-N-E, lived at West Brighton, spelled W-E-S-T—well, you get the idea. Nor did he add: “Why not write Mrs. Mullen now (M-U-L-L-A-N-E) and send her a penny, only one tiny penny, and remember the address W-E-S-T etc.”

Curiously, one of radio’s worst public kickbacks is coming right now from a knock-em-out pitch that appeals to all advertising a black eye. All Americans may be chanting about the meritous tunes that are moving to Carnegie Hall. Certainly the American Tobacco Co. is chanting it, and often. But unfortunately the reaction has been brutal. And unfortunately radio is taking the worst rap, though all media catch a share of the socks. Even advertising is chanting too, the edgels against their own profession, yet the chant goes on and on, just like the jingle about chromatic alteration of the Luckies jacket.

If the advertiser has a message, and if he can interest the listener—if he can meet these basic advertising requirements it won’t be necessary to harangue and harrass the great American public.
BELIEVING in a wider use for "reason why" copy, Hassell Wendell Smith, vice-president in charge of radio for Botsford, Constantine & Gardener, West Coast advertising agency, today applies some of the fundamentals to advertising he learned in college more than three decades ago. He is a firm advocate of the student approach to radio and advertising problems.

Born in Princeton, Ind., May 4, 1889, he received his early education in that city's public schools. In high school Hassel was art editor of his school paper, winning a gold medal for one of his cover illustrations. He graduated from Northwestern U in 1911 with an A. B. degree, having majored in economics, business administration and advertising.

The young fellow worked his way through college by a succession of jobs, which ranged from stoking furnaces to supervising selection and purchase of piano player rolls for the music room of the Evanston library. Between work and study, he found time to join the debating team; become business manager of Syllabus, college yearbook, and also university representative at the Washington (D. C.) intercollegiate civic league conference in 1910. His last year brought membership in Deru, senior honor society for men who contributed most to the university during their four years.

Following graduation, Hassel entered the business world as a cub copywriter for Mahin Adv., Chicago, then one of the largest agencies in the country. Hired by Bert Presba, now president of Presba, Fellers & Presba, young Smith had worked as copyist for six months when John Lee Mahin, agency president, named him account executive succeeding Herbert Irving, resigned.

In the spring of 1915 Mr. Smith joined Kirsch Mfg. Co., Sturgis, Mich., as sales and advertising manager. Four years later he moved to Denver and established a sales agency for several eastern dry goods manufacturers. He joined the Buchanan & Recht, San Francisco shoe manufacturers, in 1921, but two years later returned to the Kirsch firm in Michigan as assistant to the president in charge of sales and advertising.

Mr. Smith and his family returned to San Francisco in 1930 and for the next two years he held several posts, including one with Hamman-Lesam Adv. During that period Hassel Smith saw the possibilities of radio as an advertising medium and in January 1932 he joined the Don Lee Broadcasting System as sales manager of KFRC, San Francisco.

He joined Long Adv. Service in December 1935, establishing San Francisco offices, and in December 1941 he became affiliated with Botsford, Constantine & Gardener as radio director. Seven months later he was placed in charge of the Los Angeles office and only last December was elected vice-president in charge of radio. In that capacity he services such accounts as National Biscuit Co. for Western states; Foreman & Clark, chain clothiers, as far east as Kansas City; Tillamook County Creamery Ass'n.; Wellman-Peck Co., food products; and George W. Caswell Co. Co.

Lanky, 6 feet, 2 inches, with brownish grey hair, Hassel Wendell Smith has an easy geniality which has been compared to that of the late Will Rogers. His humor is on the whimsical side.

He married a classmate, Helen Adams, June 24, 1914, at Belvedere, Ill., following a college romance. The Hassel Smiths currently make their home on a 1½ acre garden spot in Montebello, Calif. Their two sons, Hassel Jr., an artist, and Lewis, a commercial photographer now in war work, are both married.

GARDENING—and that not limited to vegetables—is Hassel's admitted hobby. His garden has borne some 250 species of choice roses and every known type of fuchsia. An ardent reader, his tastes follow out college interests and center about social and economic problems of the day. Not a "joiner", Hassel protests that with a strict regimen of work there is little time for recreation outside of reading and plant cultivation, but he admits he loves it.

GEORGE L. MOSKOVICS, Pacific Coast sales manager of CBS Hollywood, as guest speaker of the Fresno (Cal.) Rotary Club on Feb. 19, talked "Radio's Future in the Advertising Picture under War Conditions".

BEN B. SANDERS, time salesman of WNOX, Knoxville, is father of a boy, born Jan. 12.

ADRIAN PLANTER, salesman of WNOX, New York, is the father of a baby girl.

HUGH FELTIS, of blue station relations department of WHN, New York, is engaged to Phoebe Weinstein, of Harrison, N. Y.

RICHARD HARKNESS, a morning newscaster on NBC for the past year, begins a five-weeks program on NBC, 11:30 a.m., originating in Washington. Mr. Harkness came to NBC Nov. 1941 from WINS, New York, and Washington Bureau. He had previously been with United Press, and the Chicago Sun.

TED STEKEL, currently serving in an advisory capacity on music to the Atlantic Coast Network, is conducting his training program of music and songs popular in the 1920's on WOOL, New York. Mr. Stekel, m.c.'s, conducts his own orchestra and plays the Nova chord.

CARL MANNING, a freelance writer who has been doing the Truth or Consequences program on NBC, has replaced Jay Bobo on the advertising section's writer's staff of BLUE. Sommers has been busy with government duties because of commercial out of town, in addition the Blue MGM's BLUE program, The Lion's Roar.

NORMAN BARASCH, BLUE page who did script writing, left last week to join the Army Air Forces.

ROGER BOWMAN, announcer of WHN, New York, has moved to the station's FM outlet, Palisades, N. J. Announcements, of course, for KGW, Portland, W. K. YW, Philadelphia, and Bill Pert, WOR, are heard on the "Air-Where Are You?

JUDY CHATTERTON, former teacher in the English Dept. at Garrison Forest school, Md., has joined the Atlantic Coast Network as receptionist.

JEANNE DOYLE, daughter of J. E. Doyle, WNEW, New York, has joined the WRUN, Women's Coast Guard Auxiliary.

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BROADCASTING • Broadcast Advertising
DOUGLAS YOUNG

Douglas Young, former member of the KMTR Hollywood Matinee Playhouse Guild, was killed in action during the Coral Sea offensive. As a memorial to him, the dramatic group sold enough War Bonds to buy two anti-aircraft guns. Now they are out to sell enough Bonds to buy a bomber, according to Robert Bice, director.

JOSEPH PIATKIEWICZ, news writer, and Charles Cornier, account executive, of WGN, Chicago, have recently joined the Army as aviation editors.

WOODROW MAGNUSON, program manager of WHBF, Rock Island, is delivering a series of four lectures to the radio-speech classes of Augustana College, Rock Island.

CHARLES SEBASTIAN, former staff announcer of WHBF, Rock Island, has been appointed news editor, succeeding Howard Emich, now with United Press, Indianapolis.

ZALA LANPHIRE, former traffic manager of WQIL, Galena, Ill., has joined the program department of WHBF, Rock Island.

LEW MITCHELL, producer of WFTM, Chicago, has been appointed assistant program director of the station.

DANNY DEX, formerly of NBC, has joined WAMC, New York, as announcer.

ELEANOR BOYD WHITELOW, continuity writer and women's program director of WMOR, Mobile, has taken on additional duties as relief announcer. Jim McNamara, announcer, has reported for duty in the Naval Reserve. Frank McKay, a college student, replaces him.

ROB SHINBAUM, announcer of WNOX, Knoxville, Tenn., has joined the staff of WSM, Nashville, newcomers to WNOX Charles Stewart, new to radio and Bill Orlean, formerly of the Chicago Board of Education's educational radio, and announcer on mid-west stations.

FRANK McLOGAN, announcer of WJRE, Detroit, has reported to the army flying school at Miami, Fla.

SAM WOODALL Jr., staff announcer of WYRA, Richmond, Va., is training at the aviation cadet in the Army Air Forces.

JIMMIE BRIDGES, assistant production manager, and Charles Mc- Cumber, merchandising director of WSB, Atlanta, have reported to Miami Beach, Fla., for training in the Army Air Forces.

BLAINE CORNWELL, program director of KLH, San Diego, is father of a girl, born Jan. 17.

JOYCE HALSEY has joined the announcing staff of KPTO, Lubbock, Tex., also replacing her brother, Hop, as announcer of the Halsey drug store those.

HERALD ALLEN, formerly of WBNF, Columbus, is now on active duty in the Air Force. His former announcer, is attending Officers' Candidate School at Camp Davis, N. C.

BERNIE BARTH, announcer of WFL, Philadelphia, and Kathleen Doran, of Sturgis, S. D., have announced their engagement, with the wedding set for June. Annamarie Ehlers of the station's publicity department and Robert Seifert of Detroit, also have announced their engagement.

MALCOLM CHILDR, freelance announcer and producer, has joined WLIB, Brooklyn, as announcer.

Ralph Gould, announcer of WEEI, Boston, will join the announcing staff of CBS New York on Feb. 1.

WILLIAM H. HEISSLER, newscaster of WJO, Charlotte, and one of the WLW commentators who broadcast from the News, a Sunday roundtable discussion of news developments, has received a commission in the U. S. Navy Reserve. He will join the faculty of Dartmouth College where he will serve in military government. But Inglis, of the WLW-WSAI announcing department, is leaving to join the Air Force.

LEW MITCHELL, formerly of WQIL, Galena, Il, where and Mrs. Walker broadcast for the Navy, has joined the announcing staff of CBS New York.

LARRY WALKER, formerly of WJO, Miami, where he and Mrs. Walker broadcast a daily variety program, has joined the announcing staff of WBT, Charlotte, N. C.

RALPH MADDON, production manager of WFAA-KJKO, Dallas, has been made assistant to the program director.

Lowest Cost per Listener in the Tri-City Area

TROY - ALBANY - SCHENECTADY

WIRT

J-24

1,000 Watts at 980 Kc

The Only Basic BLUE Station

In Eastern New York

Represented by RAYMER

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LEONARD DAVIDSON, statistician stationed at WKY, Oklahoma City, has been transferred to CKGB, Twin Falls, Idaho. Former announcer of CKGB, has moved to CKBS, Kingston, Ont.

JANE DAY of the WIBC, Indianapolis, has been appointed traffic manager, replacing Joe Ann Shur, resigned to assume home-making duties. Byron Taggart, announcer, has been promoted to assistant program director.

FRED WILLSON, former continuity editor of WIND, Chicago, has been appointed program director of the station's Gary, Ind., studios succeeding Robert Miller, now in the Army. Florence Polson, former WIND announcer, has taken over.

LUCILLE MOSES, commentator and traffic manager of KERN, Bakersfield, Calif., has joined the publicity department of Blue Hollywood. She was educational director of KIRO, Seattle, before joining the WAVES.

FROM EDUCATION to public relations is the transition the woman was making for Lt. (jg) Hazel Kenyon Markel, now on duty in the Navy Public Relations Office, Washington. She was educational director of KIRO, Seattle, before joining the WAVES.

NED LEEFE, former announcer at WNBC, Chicago, now a key Petty Officer in the Coast Guard, has been assigned to the Chicago Coast Guard District.

DICK JOY, Hollywood announcer, has been assigned to the weekly hour program, Harry Warren, publicity manager, sponsored by Platters' Nut & Chocolate Co., on seven CBS Pacific stations.

CLARA GROVES, in charge of program promotion for NBC, Hollywood, has been made a sound effects technician.

GEORGE PROVOL, program director of KDYL, Salt Lake City, has been appointed by the Salt Lake City Junior Chamber of Commerce to handle radio phase of a drive in which all three local stations will participate to secure used athletic equipment for the smaller army camps of that region.

MRS. ESTHER BALDWIN, has joined the publicity staff of WCCO, Minneapolis, replacing Leila Gillis.

NADJA STOKES, formerly of KTUL, Tulsa, has joined the continuity staff of WXY, Oklahoma City, replacing Dave Garrett who entered the Army.

LEONARD DAVIDSON, statistician in the Chicago office of Keystone Broadcasting System, has been granted a leave of absence to join the War Labor Board in Chicago as associate economist.

LEONARD DAVIDSON, statistician in the Chicago office of Keystone Broadcasting System, has been granted a leave of absence to join the War Labor Board in Chicago as associate economist.

Here's why WIBW gets such amazing results. Our 5,000 watts on 580 kc lays down a signal equal to a 100,000 watt station on 1,000 kc.

WIBW The Voice of Kansas in TOPEKA

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Grandpops
A NEW baby granddaughter, Evelyn Elizabeth, has caused Hugh A. Cowham, in charge of CBS traffic in New York, to make an extravagant claim to fame—that he, together with Harold E. Fellers, station manager of WEEI, Boston, are the only grandfathers now active in CBS.

GEORGE PENNMAN, former announcer of KSFQ, San Francisco, has joined KOX, San Francisco, replacing Red Browning, who has been transferred to the Hollywood studios of the BLUE, where he succeeds Abbott Teasman, who recently entered the Army serving command.

WILL ROSS, announcer of KPO, San Francisco, has joined the Merchant Marine as radio operator.

ROBERT GILE, of the guest relations staff of KPO, San Francisco, was recently inducted into the army.

LOOK! WTAR CARRIES ALL 10 of the TOP 10 ALL but 6 of the TOP 25 More of the Nation's FAVORITE Programs than ALL OTHER Stations IN THIS AREA COMBINED

That's why the army of new war-workers (and their families) in the Norfolk Metropolitan Area naturally tune to WTAR for the programs they have always preferred. And these new-comers soon depend on WTAR for most of their radio listening just as old Norfolk residents have been doing for over 19 years.

Top quality programs are one important reason why WTAR regularly influences more listeners in this war-boomming area than all other stations combined. Write, for WTAR's complete story of the sales possibilities for your product in this fabulous market.

5,000 WATTS DAY AND NIGHT * NBC RED NETWORK
San Francisco Ad Men Honor R. T. Van Norden
A SURPRISE farewell luncheon recently was tendered to R. T. Van Norden, vice-president of Brisch & Van Norden, by more than 50 San Francisco advertising men at San Francisco's Palace Hotel, often referred to as the "Belongs On"...
Agency N. Y. Branch
TO AID Eastern clients, including Curtis Publishing Co. (Saturday Evening Post), National Board of Fire Underwriters and Standard Steel Spring Co., MacFarland, Aveyard & Co. has opened a branch office in New York in the RCA building, Rockefeller Center. This continues an expansion program begun by the agency nearly a year ago in which personnel and space of the Chicago home office have been increased 50%. A. E. Aveyard, vice-president, will head the New York office.

ARTHUR J. DALY has resigned as radio director of William H. Wen- trath Co., New York, and leaves the agency soon to join the office of the Coordinator of Inter-American Affairs. He will leave for South America around the first of March, to take charge of the CIAA office in Buenos Aires. Daly has been producer of the Cresta Blanca Carnival on Mutual in behalf of Cresta Blanca Wine.

ED BYRON, director and owner of the program Mr. District Attorney, sponsored on NBC by Bristol Meyers Co., New York, on Feb. 10 reports for duty in the radio division of the Army as a Captain, mustached. Although Mr. Byron will retain ownership rights to the program, Jerry Deane, his script collaborator, will take over production of the show. Mr. Byron will also retain his interest in What’s My Name quiz show, which began Feb. 21 on ABC for San-Nip-Fol Mfg. Co., New York.

RILLY JACKSON, assistant producer of the Wade Adv. Agency, Chicago, and formerly director of WIND, Gary, has been inducted into the Army. He reported to Fort Sheridan recently.

CRYING TOWELS were much in evidence when Walter Bunker recently resigned as western division production manager of NBC Hollywood to join Young & Rubicam as producer of the weekly Jack Benny Show on that network. But Ned Tollinger, producer, was all smiles because he inherited Bunker’s former network duties. Besides the smiling Mr. Tollinger, comrades-in-arms (1 to 1) are Lew Frost, assistant to Sydney N. Strotz, Western division vice-president of NBC; Mr. Bunker; John W. Swallow, Western division program director of the network; Glendall Taylor, Hollywood manager of Young & Rubicam, agency servicing account of General Foods Corp., sponsors of the series.

Beach to B & B
EDWARD R. BEACH, for the last 10 years with Procter & Gamble Co., Cincinnati, most recently as head of the copy section for all P&G brands, on Feb. 1 joined Ben- ton & Bowles, New York, in the newly-created post of assistant to the agency’s president, Clarence B. Goshorn. In addition to his regular duties at P&G, Mr. Beach went abroad at various times in the interests of P&G’s English and Cuban subsidiaries.

WCOL Joins Blue
WCOL, Columbus, O., operating fulltime with 250 watts on 1230 kc., became a member of the basic BLUE network, Feb. 1, making a total of 148 BLUE affiliates. Station is owned by WCOL Inc.

VICK KNIGHT, executive radio producer of Bow Co. in the Hollywood office has returned to his duties after a two weeks rest. Ted Nils, his associate, who has been producing and directing the Eversharp program Take It Or Leave It on CBS for Bow, is understood to have resigned.

New Hollywood Firm
BORIS MORROS Co., new publishing firm headquartered at 1479 N. Vine St., Hollywood, has filed incorporation papers with the Los Angeles County Clerk. Mr. Morros, producer of 20th Century-Fox Film Corp., is president. Abe Frank, formerly manager of Greene & Revel, music publishers recently disbanded, is vice-president and general manager. Samuel Riehler is secretary-treasurer.

DONALD R. DAWSON Joins Wilkins, Cole & Weber
DONALD R. DAWSON, promotion manager of KGW-REX and The Oregonian, Portland, Ore., has joined Mac Wilkins, Cole & Weber advertising agency, that city, Mac Wilkins, senior firm partner, has announced.

His career began in 1929 as production assistant in the Portland office of Botsford, Constantine & Gardner. In 1933 he was transferred to the San Francisco office and later became art director, spacebuyer and account executive. For two years Mr. Dawson has been program director of the Advertising Federation of Portland. Last June he was elected to Alpha Delta Sigma, honorary advertising fraternity.

Mr. Dawson

ALL DAY LONG 3 OTHER CINCINNATI STATIONS COMBINED CAN NOT EQUAL WCPO’S GREAT LISTENING AUDIENCE

CINCINNATI’S NEWS STATION

Affiliated with the Cincinnati Post

Now More Than Ever the Talk of the Agencies
OLSON RUG Co., Chicago, is sponsoring early morning 10-minute program Monday, Wednesday and Friday, on WGN, Chicago. Titled Strange Tales, program features commentator Alexander McQueen. Agency is Press, Fellers & Fress, Chicago.

MEYENBERG MILK Products, Salinas, Cal. (teatowels), is sponsoring a double-quarter-hour quarter-hour-transcribed musical program. Remember Me, on KFWV, Seattle, Washington. Contract is for 52 weeks, having started Jan. 13. M. E. Hurst Adv., San Francisco, has the account.

ANDY LOTSHAW Co., Chicago (Goyna's hair dressing) is starting Feb. 5 will place 14 one-minute announcements a week on WENR, Chicago, and six-weekly on WBRH, Chicago. Agency is Arthur Meyerhoff & Co., Chicago.

INTER-STATE BAKERIES Corp., Kansas City, Mo. (Butternut Bread), has renewed its 15-minute news series. Monday, Wednesday, Friday, 5:15 p.m. (CWT), Tuesday, Thursday, 5:15-5:45 p.m. (CWT), effective Feb. 15, continuing same format.

ROBERTSON'S DEPT. STORE, South Bend, Ind., on Jan. 25 started sponsoring a 15-minute five-weekly newscast, Hott Lindner Reporting, on WSBT, South Bend.


BALL BROS., Muncie, Ind. (fruit jars, cups) has contracted for 54 participations in Household Features on KSTP, Minneapolis-St. Paul, starting in March. Agency is Applegate Adv., Muncie.

VIC CHEMICAL Co. has renewed for 13 weeks Highlights in Headlines, Tuesday-Thursday, 5:45 p.m., on KSTP, Minneapolis-St. Paul.

SNYDER DRUG STORES, Minneapolis, has contracted for a daily spot series on KSTP, Minneapolis-St. Paul.

ROBERTSON BLVD. NURSERY, Los Angeles, in a 13-week Victory garden information campaign which started Jan. 1, is sponsoring a series of spot announcements on KNIC, Beverly Hills, Agency is Gersh-Pacifica Adv., Los Angeles.
KMA Puts a Drug on No. 1 Farm Market

WANT to introduce a new drug product in the No. 1 Farm Market? Or revitalize an old one? KMA, Shenandoah, Iowa, can help you do it, as proved by the case history of the "X" Company, cough syrup manufacturers.

Prior to October, 1941, not a single bottle had ever been sold in this market. Then the "X" Company signed up with KMA for a Monday-through-Friday show at 8:15 A.M., with greeting cards as premiums in return for box-tops.

**Typical KMA Drug Store**

KMA was the only advertising medium used. Yet, within six months, the campaign produced 9,433 box-tops—and the specialty man selling behind the program sold 876 retail druggists $13,000 worth of syrup!

This year the "X" Company is doing a better business than ever, and happily refer to themselves as "a permanent KMA client." Which ought to prove something!

KMA will be glad to tell you more about its big drug market, in which 1,685 drug stores normally do a business of $30,000,000 a year. Simply write for your free copy of the KMA Atlas of Wholesale and Retail Druggists.

**KMA**

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

151 COUNTIES AROUND SHENANDOAH, I. A.

Page 36 • February 8, 1943
AFM Board Meets All Week; No Plan

Recording Ban, Vital Issue

On Agenda, Not Brought Up

EXECUTIVE board of the American Federation of Musicians opened its annual midwinter meeting last Monday in the union's national headquarters in New York and met daily through the week without touching on the most important business of the meeting, the formulation of conditions under which the union would permit its members to resume work on phonograph records and transcriptions.

An AFM official said that the preliminary sessions had been devoted largely to routine union business but that the recording situation would probably come up for consideration before the end of the week.

Senate Awaits Plan

Promise that the board would meet to evolve a plan of settlement for presentation to the broadcasting and recording industries and also to the Senatorial committee designated to investigate the AFM ban on recording was made by James C. PetriU, AFM president, during hearings held by the committee last month in Washington [BROADCASTING, Jan. 18]. Senatorial investigation of AFM practices is being held in abeyance until after the committee has received the AFM proposals.

In addition to Mr. PetriU, attendance at the board meeting included: Charles L. Bagley, vice-president, Los Angeles; Harry E. Brinton, treasurer, Boston; Leo Cluesmann, secretary, New York, and the following members of the union's executive committee: Oscar F. Hild, Cincinnati; Walter M. Murphy, Trenton; John W. Parks, Dallas; A. Rec Ricardi, Philadelphia; Chauncey A. Weaver, Des Moines.

Joseph M. Weber, president emeritus, and William J. Kerrgoud, secretary emeritus, are also present at the midwinter meeting.

Clark Probe Continued

Meanwhile, the Senate last Thursday approved without opposition the Clark Resolution (Res. 81), continuing the life of the PetriU Probe Committee. Under previous Senate action, all resolutions authorizing inquiry committees expired Jan. 31. The measure authorizes the five-man committee, headed by Senator Clark (D-Idaho), to investigate the action of AFM in denying its members the right to play or contract for recording or other forms of mechanical reproduction of music.

Senator Clark told BROADCASTING last Friday that no word had been received from AFM regarding its commitment to offer a plan for settlement. He said the committee would go ahead with its inquiry at an early date, hearing testimony from representatives of industries affected by the arbitrary ban and from public organizations as well as Government officials.

PECANS WANTED

Appointments

TECHNICIANS INSTITUTE of New York City (air conditioning), to J. R. Kupsick, Adv., N. Y. Radio is contemplated.

PERSONNA BLADE Co., New York, to Anna Parish & Co., N. Y., for Personna blades. Radio will be used.

AMERICAN HOME PRODUCTS, Jersey City, to J. Walter Thompson Co., New York, for institutional advertising only. No radio planned, although the company uses it extensively for various drug products.


Pasadena Minister Taken Off the Air Third Time

FOLLOWING REQUESTS by the FCC for copies of talks given by the Rev. Robert (Fighting Bob) Shuler, pastor of Trinity Methodist Church, on KPAS, Pasadena, Cal., J. Frank Burke, station owner and manager, cancelled the weekly broadcast in the "interest of harmony" effective Jan. 31. It was the third time the Rev. Mr. Shuler has been ousted from the air. In 1930 the Federal Radio Commission revoked his license to operate the former KGEF, Los Angeles, from Trinity Methodist Church. The Supreme Court upheld the Commission's action. KXTG, Hollywood, in early April 1942, cancelled its scheduled twice-weekly broadcasts by the pastor following request for script from FCC and Office of Censorship [BROADCASTING, April 20, 1942].

The Rev. Mr. Shuler blamed his latest run-in on "the most communist bunch that has been out to get me for a long time" and further declared that "the Congressional investigation of the FCC, which was ordered recently, will bring out a lot of startling information, especially as to the influence communists have in its function."

HIGH-FREQUENCY radio is being used by the Denver Division of Fairchild Engine & Aviation Corp. to make molded wood and plated wooden airplanes for military use, according to recent reports which stated that although the process is still in the experimental stage it has been successfully employed by the company in producing the AT-14 all-wood Army trainer.

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

WF M J

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

Headley-Reed Co.

National Representative

At the beginning of every new day, Monday through Saturday, Everett Mitchell, famous farm commentator, greets his many friends in the cities, towns, rural communities and on the farms in the great Chicago Market, with rollicking songs, smiles and a bit of cheer in the form of helpful information and suggestions.

He is the Handy Man of the Air—the genial, helpful neighbor whose hearty salutation is welcome in the homes of the early risers all over the vast WMAQ listening area. Radio listeners invite him into their homes because he is such good company—because he renders real assistance to his friends—both men and women.

Everett brings to the men farm news from the various farm organizations, U. S. Department of Agriculture and breed organizations, and Home Economist Lois Schenck, a real farm girl, brings to the women practical help in the preparation of nourishing, inexpensive meals so necessary in these days of conservation and rationing.

This is a program for town and farm people. So, if you have a message for them, whether it be to increase your sales or conserve your output, let Everett Mitchell give it to his millions of friends during his attractive early-morning program.

"Town & Farm" with Everett Mitchell

6:15 - 6:45 A.M.
TWO NEW packaged shows are being tested by CBS. Simpsons of Elm Street, a weekly half-hour comedy-drama centering about problems of a mythical ancient history profes- sor, was started Jan. 25, 6-6:30 p.m. (PWT) on Pacific Coast stations. Scriptwriter is Lane Lustiger of RKO Radio Pictures, Ted Bliss is network producer, and the series features Arthur Q. Bryan, Winner Takes All, a new weekly half-hour quiz show 9:30-10 p.m. (PWT), tested Sundays on CBS Pacific Coast stations, has five contestants bid against one another, winner risking his amount against total lost bids. Perry Ward messes. Paul West is scriptwriter and Paul Pierce, network producer.

Aviation Course AVIATION, its history, science and invention, is featured in a trio of quarter-hour programs titled World of Wings, on WIND, Chicago, under the direction of the radio council of Chicago public schools. Government, military and airline sources furnish Chicago classrooms with supplemental flight maps, North Pole projection maps, and pictures of planes.

War Workers Service DIRECTED to service men and women and war workers, a relig- ious program originating from the Chambers-Wylie Memorial Presby- terian Church, Philadelphia, Sundays began Feb. 7 on WFIL, Phila- delphia. The Rev. Charles J. Mc- Kirachan, church pastor, conducts the broadcast, which is non-denom- inational in appeal.

Air Corps Show PRESENTED from an airplane hangar by the Sixth Ferrying Group of the Air Transport Command, Long Beach, Cal. Wings Over the World started Feb. 3 on BLUE Pacific stations, Wednesday- day, 7:30-8 p.m. (PWT). Series combines music, comedy and dramati- zations based on actual experi- ences. Lt. Mitchell Frankovitch, former sportscaster of KFAC, Los Angeles; Bill Johnson, BLUE, and Pkt. Hank McCune, former m.c. of NBC Hollywood, are producers. Corp. Ed Helwick, formerly of J. Walter Thompson Co., is script- writer; Pvt. Nathan Scott, former BLUE musical director, is in charge of musical arrangements. Other participants include Bill Andrews, former guest relations manager of NBC Hollywood; Lt. Pat Kenin; Pts. Ed-ward A. Cooper, John Beal, Ken Martin- dale; Cor. Alvie Grey and Sg t. Dave Williams.

With United Nations INTERLACED with dramatic se- quences, music and information statistics, a new weekly morale-building program dealing with the United Nations, The Thousand Million, has begun on KOF, Phoenix, series of 15 programs is written and produced by Paul Charles Benard, continuity editor.

Food-for-Freedom Drive COOPERATING with chairmen of Ohio, Indiana and Kentucky War Boards of the Dept. of Agriculture, WLW, Cincinnati, is scheduling as a weekly feature during Every- body's Farm Hour, important de- velopments in the Food-for-Free- dom campaign. New series, You- War Board Reports, is under supervision of Ed Mason, station's farm program director.

* * *

Quiz on Rationing QUIZIZING the audience of the Poli Palace Theatre, Hartford, new weekly WNBC, Hartford, show. Cash awards and theatre tickets are prizes given by United Aircraft Club. Three OPA officials answer questions submitted by the audience.

* * *

Favorite Melodies FAVORITE songs for all ages and an account of today's war hero are featured in Preferred Melodies, a thrice-weekly quarter-hour pro- gram on WCCO, Minneapolis. Pro- ducer-director is Doug McNamara. Series is sponsored by Hamm Brewing Co., St. Paul.

Life of a Saint THE LIFE of a Catholic saint is presented in dramatic form on Sunday morning half-hour broadcast on WIND, Chicago. Series, titled Ave Maria Hour, is sponsored by the Franciscan Priests of the Atonement.

* * *

Children's Newscasts NEWS of the day adapted to children is featured in twice-weekly five-minute newscasts on KGVO, Missoula, Mont. Ruth Greenouch Schleber, education director of the station, directs the News for Chil- dren broadcasts.

* * *

Aids Gardeners TO HELP amateur gardeners grow the most in the smallest space, Cecil Solly, gardening authority, has started a three-weekly quarter- hour series on KJR, Seattle, titled Gardening for Food.

STUDIO 'X' of KXRO, Aberdeen, Wash., would come in handy in the Aberdeen General Hospital, judg- ing by emergency measures taken recently when key staff members were confined for treatment. Christmas morning, Rut Forbes (top), staff announcer, and star of For Women Only, suffered a shattered knee in an auto accident. Remote setup in General Hospital Room No. 1 permitted the show to go on.

A week later, Chief Engineer W. M. (Mac) McGoffin (below) who doubles with a daily toast and coffee get-em-up program, landed in Room 6 down the corridor after this operation. Mac stayed on the air, too, thanks to an extension from the remote setup in Rut Forbes "studio".

Navy Services NAVY church service is broadcast on WOR, New York, each Sunday from the Brooklyn Navy Yard before a congregation of American and British sailors. Service includes the reading of a human in- terest letter received by Navy chaplains from men in active comb- at.

Art Today CONTEMPORARY American art is interpreted for the layman by guest artists, critics, gallery and museum directors on a weekly quarter-hour forum on WLIB, Brooklyn, titled Art for Americans.

NOTICE: Radio Station Managers!

"NAME THE TUNE CONTEST" and

"NAME THE BAND CONTEST"

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apply to

Holder of Copyrights

HOWARD W. DAVIS, Smith-Young Tower, San Antonio, Tex.
FEW CHANGES IN RADIO COLUMNS

WOR-Mutual Survey Indicates Outlook for Radio Publicity During 1943 Is Good

By RICHARD M. PACK
Director of Publicity, WOR, New York

WITH the end of every year, the WOR press department does its annual fall housecleaning. Out to everyone with WOR programs and/or publicity releases, goes a flock of post card questionnaires. The general idea, of course, is to check on newspaper and magazine in our area is getting the kind of publicity service it wants. Sticking our necks out all the way, we added the following leading question to the query card: "Has your paper curtailed radio space during the past year?"

Returns In

Then we sat back and waited—a bit fearfully—for the returns to roll in. All start of the year we had anticipated that war might bring a curtailment of the space newspapers devote to radio columns, listings and pictures. The paper shortage—or at least the talk about it—might result, we had figured, in a general cutting down. Moreover, there was the possibility that, if newspaper advertising lineages dropped, the editorial axes would hack first at the radio columns.

As 1942 rolled ahead, we saw some of the axe start swinging, particularly around New York City. The Daily News dropped its daily radio column and radio pictures; the New York World-Telegram killed practically all of its Sunday radio space except for listings; the Journal-American started using even fewer radio pictures than before and the New York Sun dropped all of its Saturday radio features. The Newark Star-Ledger and the Long Island Daily Press abandoned their radio columns.

But we weren't sure what the picture was outside of metropolitan New York. WOR's press department services several hundred newspapers outside of New York City, and it wasn't so easy to determine to what extent, if at all, the out-of-towners were cutting down. That was the reason for asking that leading question.

When all election districts were finally accounted for, the results were far better than we had dared hope. Out of all the papers in New York, New Jersey, Connecticut, Pennsylvania, and Massachusetts, which answered our curtailment question, only 10% cut radio space during 1942. Moreover, the severe cuts made in metropolitan New York were largely responsible for making the figure this high. Outside of New York, the curtailment figure was less than 5%. Incidentally, two papers reported an increase in space devoted to broadcasting. They were the Wall Street Journal and the Daily Worker.

Mutual Questionnaire

At the time the WOR press department issued its questionnaire, the Mutual press department, headed by Lester Gottlieb, sent out a similar questionnaire which covered the entire country, with the exception of the area reached by WOR.

The war brought about no radical changes in newspaper radio columns throughout the country, according to Gottlieb's extensive survey.

Almost 50% of the publications queried by Mutual reported that the situation remains very much the same as it did a year ago. 10% have added lineages to their columns in the last 12 months, due chiefly to the constantly increasing number of war features and public service programs on the air. 25% of all those queried reported their columns had been eliminated. There was no comment from the remainder of those queried. The WOR and MBS surveys together covered some 750 newspapers and magazines.

In the magazine field generally, there was no curtailment of space devoted to radio. In fact, there was a noticeable increase in the attention given by national magazines of all kinds to broadcasting and broadcasters. The trend to increased magazine radio was particularly apparent in the picture magazines.

Also noticed by both WOR and MBS surveys was the effect of the war on the personnel handling the radio departments of newspapers. Scores of radio editors went into the armed services during 1942 or to Government agencies. In many cases, women replaced them.

Comment from radio editors indicated generally that they want their releases short and like lively anecdotes about radio personalities, brief behind-the-scene features and plenty of straight news.

What about the year ahead? Judging by these surveys of the 1942 radio publicity scene, we can expect that there will not be any considerable curtailment of space in 1943—unless, of course, there is a major paper shortage that would result in newspapers drastically slashing the number of their pages.

By all indications, by all available evidence, newspaper and magazine readers these days more than ever are interested in radio programs and radio personalities. They want not only program listings, but news, features and pictures of their radio favorites. The job radio is doing in the war has increased their interest in broadcasting. Certainly, if the broadcasting industry continues—and expands—its war activities in 1943, radio should be a more newsworthy subject than ever.

HOW YA MAKIN' OUT IN YAMACRAW (Ky.)?

Don't ask us what Yamacraw means—or where it fits in your merchandising picture. All we know is that Yamacraw is another little Kentucky town, typical of dozens of similar Kentucky hamlets which together do far less business than the Louisville Trading Area alone! (This area, for instance, accounts for 17.1% more retail buying than any of the rest of Kentucky combined!)...

When you use WAVE you get complete coverage of the Louisville Trading Area, without paying extra for the back hills and hollows. Isn't that what you really want? If so—well, you know the rest!
mine essentiality in terms of local needs. In other words, the existence of a given broadcasting occupation among the list of essential occupations within the industry's list does not guarantee deferment consideration. The board is served with this list as a guide. If the opinion of any given board is such as to negate the essentiality of one man in any given circumstance, it is likely the man will be drafted.

Listed as "non-deferable" are 29 occupations and 36 entire activities. Examples of "non-deferable" occupations are porters, messengers, errand boys, office boys, doormen and starters, and elevator operators and starters.

For the present the board which establishes "non-deferable" occupations and industries is meant to apply only to those within the 18-38 age group and WMC's plan is to enable men with dependents in this age range to switch to more essential war jobs through cooperation with local USES offices. Although WMC officials admitted the possibility of expanding the age group to include older men in the future, they suggested replacements for "non-deferable" jobs should be sought among women and physically handicapped and over-age men.

**Sterner Measures Seen**

Considerable speculation was given to the possibility of adding actors and musicians to the list of non-deferable occupations, although nothing in that direction is likely to materialize in the immediate future. One WMC spokesman told Broadcasting that he could "appreciate the logic" of such a move but declined to comment on the probability of such a possibility.

Another development seen likely is the inclusion of sales, promotional, clerical, legal and similar personnel among the "non-deferable" occupations. Although Mr. McNutt said last week that 10 of every 14 physically-fit men would be in the services by the close of the year, Congressional opposition has risen against drafting of fathers before the reservoir of single eligibles has been exhausted.

In view of the military manpower needs, it is apparent that stermer deferment practices will increase. Deferment policies have been tightened and only men in strictly essential jobs may look to deferment, despite dependency.

**No Blanket Deferments**

Numerous stories in the press last week pointed out that all men in essential industries, deferred for reasons of dependency, were to be classified 3-B instead of 3-A, whether or not they held essential occupations. These stories made it seem a new development, although actually the directive went out to local boards last April (known as LBR-123) and the failure or tardiness of boards to act on the policy was explained away by National Selective Service officials as "the pressure of increased demands for military service".

WMC officials have stressed the fact that representation of an individual's occupation on the list of essential occupations is in no way a guarantee of deferment. In fact no blanket deferment is possible under the terms of the National Selective Service Act. The only benefit to be derived from the list of critical occupations is the deferment of an essential man for at least six months to allow for the training of a replacement.

Under the system of hiring controls announced last Friday, ma- chinery will be possible in all labor-shortage areas to insure the manpower needs of essential industries. Immediately this system applies to 32 areas in the country where "critical shortages" have been designated. Other areas may be installed in the system if the local needs dictate such a program in the estimate of the Regional WMC Director after determination of needs with the regional management-labor war manpower committees.

**Local "Critical" Tests**

Where the need is felt for such a system, a list of "critical" occupations will be established by a local manpower chief of the area and "critical" hiring, pairing, solicita- tions and recruitment of workers for specified employments shall be conducted solely through the agency designated by the WMC or in accordance with such arrangements as the regional manpower director may approve.

In practice this system is not likely to affect broadcasting for the present. It is primarily intended to solve the manpower quotas of war plants. However, if certain radio occupations, considered essential in Occupational Bulletin No. 27, are considered essential locally in view of the available supply, then they would be appended to the local critical list.

Supply of personnel under circumstances of this kind would be based upon priority in terms of importance to the war effort. In manufacturing industries this would likely be determined on the basis of War Production Board priorities accorded industries. In service industries, such as broadcasting, "common sense" would likely be the determinant, it was learned.

**Areas of critical labor shortage, listed by WMC, are:**

- Akron: Baltimore: Bath, Me.; Beaumont, Brunswick, Ga.; Buffalo; Charleston, S. C.; Cheyenne; Dayton, Ohio; Elkin, Md.; Hampton Roads, Va.; Hartford; Las Vegas; Maco; Manitowoc; Mobile, Ala.; Nome; Ogden, Utah; Panama City, Fla.; Pasco- goula, Miss.; Pittsfield, Mass.; Port- mouth, N. H.; Seattle; Somerville, N. J.; Springfield, Mass.; Sterling, Ill.; Washington; Waterbury, Conn.; Wichita.

**Performing Right Bills Are Offered in House**

REVIVAL of efforts to establish a performing right in transcriptions and recordings, providing for payment of royalties to the per- forming artists, was seen in two measures introduced in the House Jan. 28 by Rep. Scott (R-Pa.). The measures followed in principle simi- lar bills introduced periodically for years by a Pennsylvania Congressman and endorsed by the National Assn. of Performing Art- ists, which essayed to procure a property right in recordings. These efforts subsequently lost out in the Supreme Court.

The Scott bills (HR-1570 and 1571) would amend the Copyright Act of 1909, to encompass record- ings of every character, including commercial public performance. The main bill covers the proposals in infinite detail; a second measure, only one paragraph in length, would amend the 1909 Act and would eliminate the paragraph specifying that the reproduction or rendition of a musical composition by or upon coin-operated machines should not be deemed a public per- formance for profit unless an ad- mission fee is charged.

**Sound Effects** produced by the Curtiss-Wright Helldiver plane have been recorded for broadcasting by the record company.
CBS - BBC Series Aids United Cause

A NEW SERIES of international programs, Transatlantic Call: People to People, started yesterday (Sunday, Feb. 7) on CBS here and the BBC in England. Series, conceived by CBS President William S. Paley during his London visit last year, is designed to bring about a closer relationship between England and America by telling the people of each country how their allies live, work and fight.

Broadcast simultaneously on both sides of the ocean, the programs originate alternately in England and the United States. First program, People With Jobs, came from industrial North England; second will originate in Hollywood.

Norman Corwin will write, produce and direct the American programs. Geoffrey Bridson, BBC producer, produces and directs those from England, under the guidance of Lawrence Gilliam, director of features of BBC, now in the U. S. conferring with CBS executives about the series. Bob Trout, CBS correspondent in London, is narrator of the programs coming westward; Ronald Colman will handle the same assignment on those going east from here.

**NBC Chicago Session**

CLOSER cooperation between press and radio "to defend if necessary the right of free speech" was urged by Niles Trammell, NBC president, at the Chicago sessions of the NBC traveling war clinic last Friday and Saturday. Representatives of 23 NBC midwestern affiliates attended. Stanley Hubbard, president of KSTP, St. Paul, presided. Other speakers included Roy C. Witmer, vice-president in charge of programs; John McKay, Manager of Eastern Division Press Department; Frank M. Russell, vice-president in charge of NBC Washington; John F. Royal, vice-president in charge of International Broadcasting; Charles B. Brown, director of advertising and promotions; and E. Kerst, manager of the television department; Dr. James Rowland Angell, public service counselor; William S. Hedges, vice-president in charge of stations.

**AFM Files Brief**

A SUPPLEMENTAL brief in the Government anti-trust suit before Judge John P. Barnes in Chicago was filed last Monday by AFM Counsel Joseph A. Padway. The brief reviews the oral argument presented by the union two weeks ago before Judge Barnes on the AFM motion to dismiss the suit. After hearing the arguments of both Thorne Arnold, who appeared for the Government, and Mr. Padway, Judge Barnes reserved judgment, asking both parties to file briefs in support of their positions by Feb. 8 (BROADCASTING, Jan. 26). Up to Friday, however, the Dept. of Justice had not submitted any papers since the oral arguments two weeks ago. Decision on the AFM motion to dismiss the suit based on the oral pleadings and the written arguments is expected to be made in writing by Judge Barnes next week.

**UP Promotes Flory**

HARRY R. FLORY, former European news manager of United Press and for the last two years in charge of UP coverage and communications arrangements on various war fronts, has been appointed foreign news manager and director of communications. He will supervise service to UP's 667 newspaper and radio clients outside the continental United States. Mr. Flory also will direct the UP communications facilities, including listening posts at New York, San Francisco, London, Santiago and Buenos Aires.

**WKBV Sale Asked**

TRANSFER of WKBV, Richmond, Ind., from Knox Radio Corp. to Central Broadcasting Corp. is sought in an application filed by William O. Knox with the PCC Jan. 27. All the stock (1,000 shares) would be acquired for $30,000 by the following: Gerald F. Allbright, president, 125 shares; Wilfred Jessup, vice-president, 5 shares; Eugene E. Alden, secretary, 5 shares; Rex Schepp, 125 shares; Central Newspapers Inc., 740 shares. Allbright, Jessup and Alden are directors. Central Newspapers Inc., a subsidiary of Central Broadcasting, owns 100% of WIRE, Indianapolis, WAOV, Vincennes, Ind., and Oklahoma Newspapers Inc., publishers of the El Reno Daily Tribune.

**Rosenbaum Stand Gets Gillin Reply**

WOW Head Sees Objections In Proposed Settlement

JOHN J. GILLIN JR., general manager, WOW, Omaha, in a letter to all broadcasters, dated Feb. 6, answers the recent communication to the industry by Samuel R. Rosenbaum, president of WFIL, Philadelphia, proposing that the AFM ban on recorders be settled by an agreement of all commercial users of recordings to pay performance fees into a musicians unemployment fund (BROADCASTING, Feb. 1).

Letter points out that although James C. Petrillo, AFM president, has agreed to formulate specific demands and to make them public within the next week or ten days, "Mr. Rosenbaum's suggestion is that the broadcasting industry should make a proposal to Mr. Petrillo before Mr. Petrillo keeps his promise."

Describing Mr. Rosebaum's solution as similar to that advanced by Bernard Smith (BROADCASTING, Nov. 30), Mr. Gillin continues: "It calls upon all commercial users of recorded music to pay a percentage of their receipts into a fund for the benefit of unemployed members of Mr. Petrillo's union and suggests that broadcasters should recognize, and should help Mr. Petrillo compel other industries to recognize, an obligation to these members."

**A REAL OPPORTUNITY FOR AN ALERT, AGGRESSIVE SALES MAN**

One of the best-known companies in its field of advertising needs another salesman—a personal fellow who at the same time is the kind of salesman who uses his head to select a good, saleable product, and then uses both his head and his feet to sell it, despite "Hell and high-water".

For such a man who combines real sales ability with intelligence and integrity, we have a permanent, highly-paid job leading to constantly increasing responsibility, authority and income.

Think it over—or pass this advertisement on to somebody you think would fill the bill. Men over 38 with successful experience in selling advertising media will naturally get preference. Our organization knows of this advertisement, so please write fully. Address Box 275, Broadcasting Magazine, 870 National Press Bldg., Washington, D. C.
Dr. Jordan Heads NBC Religious Broadcasts

DR. MAX JORDAN, research assistant to NBC's public service counselor, Dr. James Rowland Angell, was appointed last week to serve as NBC director of religious broadcasts. He will continue his special assignment with Dr. Angell on the Inter-American University of the Air.

Dr. Jordan joined NBC in 1941 as European representative, subsequently covering a number of historical events, including Hitler's march on Austria, the Munich Agreement, the Ethiopian invasion and the first stratosphere ascent by Dr. Pickard. Previously, he had studied religious philosophy abroad. For five years he was foreign editor of INS, later doing freelance writing. He travelled extensively for three years before joining NBC.

HEMISPHERE SOLIDARITY is symbolized by this "Trophy of the Americas" bearing flags of 21 American republics, being distributed to affiliates of Radio Programas de Mexico. Mrs. Gloria Gutierrez de Quintana received one for XEW from Mr. Francisco, Assistant Manager of Radio Programas de Mexico, while Mario Navarro Quintana (left), manager of XEFB, Monterey station, watched the proceedings.

Egolf Joins NAB

(Continued from page 7)

on recommendations made by President Miller.
Mr. Miller asserted that the new NAB official, in addition to general public relations activity, will handle matters incident to relations between the industry and religious, educational, civic and social groups. He also will assist in handling broad industry matters involving Governmental regulation.

Mr. Egolf has had extensive experience in the advertising and radio fields, covering 15 years. Born in Kansas City, he was educated at Muskegon, Okla., and is a graduate of the Law School of the U of Oklahoma.

Agency Background

In both high school and college he took prominent part in students affairs and was editor and co-publisher of a college magazine. Following graduation, he went to Florida and engaged two years in legal work and in editing and advertising as director of publicity of the Rose Investment Co. He returned to Oklahoma to join the Rogers-Gano Advertising Agency of Tulsa and Chicago as account executive and copywriter. For five years in this work, he handled all types of advertising in magazines, newspapers, direct-by-mail, posters and radio. He edited several house organs for agency clients.

Joins KVOO Staff

In 1932 Mr. Egolf became commercial manager of KVOO, then a 5,000-watt station, and was active in its growth to 25,000 watts, under general manager William B. Way. In 1940 he was a member of the Sales Managers' Committee of the NAB and served as president of the Tulsa Advertising Club. He is a member of the Board of the Tulsa Better Business Bureau and of the Market Development Committee of the Tulsa Chamber of Commerce.

In 1941 Mr. Egolf was re-elected president of the Tulsa Federation and treasurer of the Better Business Bureau. He also served as first Lt. Governor of the Tenth District of AFA. In June last year he was elected AFA vice-president and in November as Governor of the Tenth District.

Mr. Egolf is a member of Phi Delta Gamma, is married and the father of two children.
TRAINING WOMEN as announcers, just in case manpower fails, is a precaution taken by WIZE, Springfield, O. With other students watching, Fred Killian, WIZE program director, looks over a novice's shoulder as she tries a high-powered commercial.

**Dr. Berg Claims Daytime Serial Best Medium to Combat Axis Propaganda**

THE DAYTIME serial is the best possible medium to combat Axis propaganda, concludes Dr. Louis Berg, New York psychiatrist, in a 28-page pamphlet published privately recently under the title "Entertainment Programs and Wartime Morale." Coming from one who has made the "soap opera" the subject of scathing attacks, notably in the pamphlet, "Radio and Civilian Morale" [Broadcasting, Dec. 7], the statement creates surprise, but is not at variance with Dr. Berg's previously expressed views on the subject.

Continuing in his disapproval of the actual content of many current daytime dramas, "still permeated with the despair and the destructive mental set of the 1930's," he now emphasizes the potentials of the form itself. The NBC Peabody prize winner, Against the Storm, now off the air, is cited as an example of a program which achieved most of the objectives needed to inspire in listeners the "will to win."

**Selects Morale Builders**

The four goals for the "soap operas" outlined by Dr. Berg are in brief: 1) Through dramas, to show the enemy as he is; 2) to anticipate Axis propaganda; 3) to give an accurate portrayal of the American way of life, demonstrating its values by showing the consequences of their loss; 4) to present wartime needs in dramatic form, incidentally recruiting larger audiences.

Ten "psychiatrically sound" programs have been selected from five categories, as the "best morale builders in radio." They are: Pure Entertainment—Elkie McGee & Molly, NBC (S. C. Johnson & Son, floor wax); Fred Allen, CBS (Texas Co.); Entertainment Drama, Evening—One Man's Family, NBC (Standard Brands, yeast); Amos 'n' Andy, CBS (Campbell Soup Co.); Daytime Programs—Against the Storm, NBC (Procter & Gamble, Duz); The Goldbergs, CBS (Procter & Gamble, Duz). Entertainment with a Purpose—Cavalcade of America, NBC (E. I. Du Pont de Nemours Co., institutional); The Commandos, CBS (sustaining). Military Life Programs—Army Hour, NBC (sustaining); The Man Behind the Gun, CBS (sustaining).

**Relaxation Needed**

Music and laughter rank high as desirable ingredients for a good "morale builder", while out-and-out propaganda dramas, and certain types of message-burdened radio programs, designated as "amusement programs with a purpose," come in for considerable criticism.

"Because we are prone to think of war in terms of emotions," writes Dr. Berg, "we have a great need for radio programs which will distract us from our dark thoughts at times when we are resting from our exertions. Truly, there are times when the 'belly laugh' is incomparably more effective than the more aesthetically named vehicles for building public morale."

Music programs have the same nerve-relaxing and inspiring effect, he points out, but there should be more songs in two-four or marching time, although "swinging" has a definite value of its own.

Cited as an example of the best kind of radio drama designed to amuse and at the same time create attitudes that will facilitate our victory, is Cavalcade of America. Radio plays dealing with the American spirit of fair play, our sense of family and neighborliness, such as One Man's Family and The Aldrich Family, are especially commended.

Atrocities propaganda dramas are highly over-estimated in their effectiveness, according to Dr. Berg. He points out that through picturing Italy, Hungary and other Axis partners as unwilling accomplices, there is a tendency to "make our enemies." Declaring that propaganda dramas are "ineffectually written and produced," he calls upon advertisers, agencies and others to correct this condition.

The need for a sound and unified strategy in defensive psychological warfare, and for the education of officials regarding the power of radio, are the two findings of paramount importance revealed by his survey, concludes Dr. Berg. He summarizes:

"Official America has developed no adequate unity of plan, or even conception, of strategy for conducting defensive psychological warfare with unrivaled effectiveness. Civilian and military leaders alike appear to have no more complete understanding of our psychological air power—radio—than they had of military air power before the war." Radio, he says, is "by far the best medium" we possess for mobilizing morale: it reaches the greatest number of people, estimated at 90 million. Day st, day out, listening requires much less effort and concentration than reading: receiving sets are often available to homes cut off from other media."
House May Slash FCC Fund

(Continued from page 9)

to and from Rep. Cox. Edward J. Lord, formerly general manager of WALB, testified Tuesday regarding operation of the station during his period of tenure. Prior to Lord, the testimony centered on the character of the station’s operation and Mr. Lord was required to submit considerable personal papers belonging to his files concerning his association with the station.

Will Seek Transfer

Mr. Allen, station counsel, questioned Mr. Lord’s legal right to possession of some of the papers and finally threatened the witness with larceny charges before a Georgia grand jury. FCC Counsel Cohn objected and the Commission’s Examiner, Donald M. Harris, finally cautioned Mr. Allen that he would ignore such comments in considering the facts of the case since it represented an attempt to intimidate the witness.

At close of Wednesday’s session the Commission ordered resumption of the hearing in Washington Feb. 25 when C. D. Tounsley is scheduled to resume his direct testimony which was interrupted Jan. 16 by the witness' ill health. Mr. Allen expressed his intention of filing for transfer to Alabama. If this is denied he said he would seek the right to further depositions and finally would ask postponement of the hearing in Washington to later in March if both other maneuvers fail.

Meanwhile on Capitol Hill, Rep. Martin Dies (D-Tex.), chairman of the House Special Committee to Investigate un-American activities, reiterated charges that three members of the FCC staff are “communists” and promised to hand over his evidence to the Cox committee if those named are attached to the Commission’s Federal Broadcast Intelligence Service.

The charges against FCC personnel were leveled during an hour long hearing in the House floor Tuesday, in which the Texan named about 40 Government employees. At the same time, Mr. Dies called on Congress to demand strict accountability from agency heads “for their acts and their conduct.”

FCC employees, named in the speech as staff members of the Foreign Broadcast Intelligence Service, include Frederick L. Schuman, Goodwin B. Watson and William E. Dodd Jr.

Mr. Dies branded Mr. Schuman, the FBIS Chief Political Analyst whose salary is $6,000, “a man of violent political views.” The Congressman read from a campaign pamphlet for Communist candidates Foster and Ford, signed by Schuman, calling on workers in the professions and arts “to join in the revolutionary struggle against Capitalism.” Mr. Schuman, professor of Political Science, on leave from Williams College, Williamstown, Mass., is the author of several standard text books used in University political science courses.

Dr. Watson, Chief Broadcast Analyst at $6,500, was the center of bitter controversy when the Commission’s appropriation bill came before the House this week. Mr. Dies said he warned Chairman Fly about Watson in November, 1941.

The House version of the FCC appropriation for 1943 provided that none of the fund should go to Watson, but this was later deleted by the Senate. Mr. Dies said Tuesday that Watson has been raised since that time from $6,400 to $6,500.

Third target of the Dies’ attack, Mr. Dodd, son of the former U. S. ambassador to Germany, has a $5,600 PBIB job. Mr. Dies said Dodd had recently, on advice of his committee and the FBI, been denied a State Department visa to go abroad. Dodd was accused of being a member of the American League for Peace and Democracy, which Rep. Dies said “had been branded as subversive” by the Attorney General.

Rep. Woodruff (B-Mich.) in extending his remarks in the Congressional Record last Wednesday called attention to the Dies charges and mentioned again the names of the three FBI employees. He contended this sort of influence in Government “must be rooted out” and Rep. Dies’ demand that such people be “ousted from the Government payroll” should be heeded.

In the House last Thursday, Rep. Hendricks (D-Fla.) proposed an amendment to the Post Office and Treasury appropriation bill, providing that no part of the appropriation contained in the act should be used to pay the compensation of the Government officials and employees enumerated by Chairman Dies. The names included are Messrs. Schuman, Watson and Dodd. Last session, the FCC appropriation bill carried a rider specifying in effect that Dr. Watson be released, through the “no appropriation” provision.
Monopoly Hearing Is Set for Feb. 10

(Continued from page 14)

to determine what we may hear in local meeting halls, the brief said it would be “far more pernicious for a like number to dominate what goes over the airwaves”.

Calling for greater competition, the brief held that the percentage of profit made by the networks “is so large as to indicate still further that a truly competitive situation does not exist.” Alluding to the “radio poisoning” argument that it seemed reasonable that unless the Commission steps in now, the American people will have to choose “between control over the airwaves by a few corporate officials and control over the airways by a few Government officials.”

The AAAA brief, pointing out that the American system is made possible by advertising revenue, declares: “It is essential to the needs of advertising practitioners and of all their clients that there be no reduction in the number of radio stations which are now available outlets for the national advertiser in each community, and that there be no impairment of the present availability of these stations for the needs of the national advertiser of these stations.”

Nets at Disadvantage

Argument is focused on the regulation forbidding exclusive options of station time by the networks which, the AAAA contends, “places the networks at a serious competitive disadvantage. . . . In most instances, space and circulation can be purchased in any quantity for firm delivery. In broadcasting, under the proposed order, no assurances of any kind can be given the advertising practitioner as to the time and stations available within a reasonable negotiating period, giving due consideration to all the elements which go into the making of a commercial broadcasting program.”

Brief states that “no station un-
der the proposed order could agree in advance to make any time available when and if ordered on behalf of a network advertiser. . . . It places the purchase of commercial broadcasting from the listener circulation standpoint on a ‘what-is-left’ basis, rather than on an assured-in-advance basis such as is sold by the competitors of network broadcasting.”

Competition Endangered

Arguing that “the maintenance of vigorous competition among the networks is in the public interest,” the brief continues: “The advertising practitioners fear that the effect of the Commission’s order will be the extinction of this vigorous competition by the order’s tendency to promote a network of the strongest individual stations, leaving the weaker stations without adequate financial support.”

The present networks grew through program popularity, building audiences for all their affiliate stations, strong and weak alike, the AAAA contends, so that when the network is sold as a unit, “the stronger stations carry the weaker stations of the network.” But under the proposed rules “an advertising practitioner or its client or any other party in control of top-ranking programs could set up a network comprised of the stronger stations in each locality” which would “command the most desirable commercial broadcasting business, to the injury—in financial returns and listening audience—of the weaker stations.”

Would Injure Locals

“The result would be that all but the strongest stations would become more and more undesirable for use by advertising practitioners whose clients are national advertisers. The effect upon network broadcasting would probably be that instead of having four national networks, now actively competing among themselves, with the best audience building programs, there would be one all-powerful network competing to a single group of the strongest stations of the country.

“The weakening of the present networks, through the loss of influential stations and of top-rank-
ing programs, would lessen their ability to serve the smaller stations with audience building programs. A vicious circle might thus be developed injurious to the great bulk of advertising practitioners, advertisers and weaker stations.”

The AAAA also points out that advertisers and agencies were not invited to testify at the investigation on which the FCC based its network-monopoly regulations, adding: “It may be that if the Commission had secured the testimony of the principal commercial users of broadcasting the majority would have come to a conclusion other than that set forth in their opinion.”

Brief concludes with a request that the authority of the FCC “be sustained by the Trial Court after hearing the testimony.”

Advertising Aids Rating Of Cresta Blanca Show

NEW YORK—The MBS Cresta Blanca program reveals an increase of some five points in the show’s audience rating, according to a survey made by C. E. Hooper Inc., New York, for William H. Weintraub & Co., New York, agency handling the broadcast for Schenley Import Corp., New York.

The advertisements placed in 68 cities in 27 states, carried a total lineage of 153,600 from Jan. 13, when the show’s format was changed, through Wednesday of last week. They appeared for the most part next to radio program listings in 128 papers, and served as promotion for the newly-reorganized program, starring George S. Kaufman and Oscar Levant.

Stanley for Douglas

JOHN STANLEY, New England news commentator, has been selected as commentator for the Sunday evening 10:30-11:05 period on 11 Mutual stations, which W. L. Douglas Shoe Co., Boston, starts March 7. Other Mutual outlets will carry the news series on a sustaining basis. Agency is Harold Cabot & Co., Boston.

Hilda Lucey Leaves

HILDA LUCEY, radio timebuyer of Kenyon & Eckhardt, New York, on March 1 is leaving to join her husband, Ensign John C. Harley, stationed at Quonset Point, R. I.

KGO’s 11 P.M. NEWSCAST HAS 51% OF THE LISTENERS at that hour...more tune-ins than the combined audience of 4 other newscasts at this period.

FIVE YEARS ON THE AIR...7 NIGHTS A WEEK...ask your Blue Spot Representative or write direct for data on sponsoring KGO’s late evening news.
Net Time Sales $191,000,000 in 1942

6.1% Gain Over Prior Year; Gross Hits $254,800,000

(Continued from page 7)

45.3%, constituted national network business. Local business, aggregating $52,000,000, represented 27.2%, while national and regional non-network spot, totalling $49,400,000 accounted for 26.9%. Regional network business, aggregating $3,000,000, represented 1.6% of the total.

Thus, with the exception of weakness in the local sponsor field, gains on the part of various portions of the medium were about equal. Net time sales of national networks rose approximately 8.5% above the 1941 level, while regional network advertising increased in the neighborhood of 9%. For the first time in several years, the gain in national and regional non-network advertising was less than that in the national network field. Net time sales to national and regional spot advertisers in 1942 were 8.1% above the 1941 level as compared to an increase of 22.9% in 1941 over 1940.

The weak showing in the local field undoubtedly was due to dislocations of retail trade and service industries, as well as problems confronting smaller distributors, all of which constitute important segments of local radio advertising volume.

While limitations of sample do not permit detailed analysis of the trend as to radio advertising volume by class of station, without less a number of significant factors appear. The majority of stations situated in primary and secondary markets of any importance seem to have enjoyed gains in net time sales volume. On the other hand, losses probably have been experienced by a large number of limited, day and part-time stations situated in uneconomic markets. These marginal stations lead a continuously precarious existence and are the first to suffer when advertising volume either begins to grow more slowly or to show an actual decline.

National non-network advertising appears to have grown relative more rapidly over local and unlimited time stations than over any other class during the past year, increasing between 10% and 15% as against 1941. Advertising by this type of sponsor seems to have increased between 7% and 10% over clear-channel and regional fulltime stations. Fairly heavy declines in national and regional non-network business probably have occurred for many limited time, part-time and daytime stations.

Little Basic Type Changes

Local advertising volume appears to have increased to a somewhat greater degree over clear-channel stations than over stations of any other class, although trends in this respect are not entirely clear at this writing. Local sponsorship has decreased in regional stations held its own, while there has been a slight decline in such business over local stations. Daytime stations have also been heavy in the case of limited and daytime stations.

There has been little change in the relative importance of the various basic types of radio advertising. The proportion of total net time sales represented by national network advertising rose from 44.3% in 1941 to 45.3% in 1942. This is a usual concomitant of periods in which radio advertising growth slows up or declines, due to greater stability of national network advertising sponsorship.

The percentage of total net time sales represented by national and regional non-network advertising rose from 25.4% in 1941 to 25.9% in 1942, while that represented by local advertising declined from 28.8% to 27.2% over the same period.

**Volume to Be Stable**

On the basis of trends in recent years, it is ventured that radio advertising volume in 1943 will be comparatively stable, with important increases will occur during the year. The effect of wartime operations, with shortages of many products and rationing all down the line, however, makes prog- nostication hazardous. Net time sales over the last six years are set forth in the following table:

| Year | Net time sales previous yr. | % Change | Estimate
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1937</td>
<td>7,907,972</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1938</td>
<td>117,775,459</td>
<td>-0.4%</td>
<td></td>
</tr>
<tr>
<td>1939</td>
<td>125,559,947</td>
<td>+1.6%</td>
<td></td>
</tr>
<tr>
<td>1940</td>
<td>156,884,247</td>
<td>+19.7%</td>
<td></td>
</tr>
<tr>
<td>1941</td>
<td>175,705,017</td>
<td>+10.4%</td>
<td></td>
</tr>
<tr>
<td>1942</td>
<td>191,000,000</td>
<td>+8.1%</td>
<td>(Estimated)</td>
</tr>
</tbody>
</table>

**Estimates of the Gross Billings**

Estimates of the gross billings of the major networks have been made more difficult during the last two years by the fact that NBC has discontinued issuing figures of this type. Other estimates available show CBS with an aggregate of $44,567,125 as compared to $44,584,978 in 1941; Blue Network Co. with $15,782,493 as against $11,385,169 in 1941 (the BLUE was separated from NBC at the beginning of 1942); and Mutual $9,630,122 as against $7,300,955 in 1941.

Because of the lack of comparable figures among the networks, it is difficult to determine trends in different classes of business. Based on data available, the following table, projected from estimated gross billings for national network advertising by type of sponsoring business for 1942, is computed as a guide on this important phase of radio advertising.

**Estimated National Network Gross Billings by Product Groups (1942)**

<table>
<thead>
<tr>
<th>Product group</th>
<th>Gross billings $</th>
<th>% of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>2,770,000</td>
<td>4.2%</td>
</tr>
<tr>
<td>Food &amp; beverage</td>
<td>1,410,000</td>
<td>2.1%</td>
</tr>
<tr>
<td>Tobacco</td>
<td>964,000</td>
<td>1.4%</td>
</tr>
<tr>
<td>Drugs</td>
<td>558,000</td>
<td>0.8%</td>
</tr>
<tr>
<td>Fin. &amp; insur.</td>
<td>324,000</td>
<td>0.5%</td>
</tr>
<tr>
<td>Household supplies</td>
<td>108,000</td>
<td>0.1%</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>2,010,000</td>
<td>3.0%</td>
</tr>
<tr>
<td>Total gross billings $110,880,000 100.0%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Probably the most significant disclosure in this table is the great stability shown by the principal network sponsors during 1942. Cigars, cigarettes and smoking tobacco, drugs and toilet goods, food and food beverages, and soaps and household supplies account for slightly more than three-quarters of national network advertising. As far as can be determined, the advertising of the two most important of these groups—food and drug and cosmetics—remained comparatively unchanged. Network gross billings of the drug and cosmetic group seem to have risen about 2% over the 1941 level, while those of the food group increased between 1.5% and 2%. Soaps and household equipment advertising over national networks seems to have remained unchanged in volume during the past year. Of the

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four groups mentioned above, only tobacco showed any material increase in national network expenditures, valued in this instance rising between 15% and 20%.

Automotive advertising over national networks increased about 15% during the year, probably due mainly to the increased use of the medium for good will and institutional purposes.

Confectionery Advertising Up Confectionery and soft drink advertising showed one of the most important gains of all product groups, rising from approximately one-third above the 1941 level. Publications advertising also rose in the neighborhood of one-third during the year.

National restrictions on non-essential driving for the purpose of conserving the nation's rubber supply were reflected in the marked decline of gasoline company advertising over the major networks. Advertising volume for this product group decreased about 45% from the 1941 level.

Network financial advertising probably increased 10%, while travel advertising, a comparatively minor item, rose about 15%. Jewelry and silversware advertising, on the other hand, dropped off about one-fifth. House furnishing and equipment advertising, reflecting limited stocks of consumers' goods in this field, dropped off about one-fifth from the 1941 level.

Estimated gross billings for the industry as a whole, based on calculations by Dr. Hettinger and Paul F. Peter, NAB director of research, for the years 1927-41, and Broadcasting's estimates for 1942 are as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>National</th>
<th>Network</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1927</td>
<td>$3,883,000</td>
<td>$987,000</td>
<td>$4,300,000</td>
<td></td>
</tr>
<tr>
<td>1928</td>
<td>10,227,000</td>
<td>3,878,000</td>
<td>14,105,000</td>
<td></td>
</tr>
<tr>
<td>1929</td>
<td>19,196,000</td>
<td>7,604,000</td>
<td>26,800,000</td>
<td></td>
</tr>
<tr>
<td>1930</td>
<td>27,694,000</td>
<td>12,804,000</td>
<td>40,500,000</td>
<td></td>
</tr>
<tr>
<td>1931</td>
<td>57,602,000</td>
<td>18,498,000</td>
<td>76,000,000</td>
<td></td>
</tr>
<tr>
<td>1932</td>
<td>59,107,000</td>
<td>25,484,000</td>
<td>84,500,000</td>
<td></td>
</tr>
<tr>
<td>1933</td>
<td>51,616,000</td>
<td>25,484,000</td>
<td>77,000,000</td>
<td></td>
</tr>
<tr>
<td>1934</td>
<td>43,600,000</td>
<td>25,484,000</td>
<td>69,000,000</td>
<td></td>
</tr>
<tr>
<td>1935</td>
<td>49,318,000</td>
<td>28,299,000</td>
<td>77,600,000</td>
<td></td>
</tr>
<tr>
<td>1936</td>
<td>58,370,000</td>
<td>47,830,000</td>
<td>106,200,000</td>
<td></td>
</tr>
<tr>
<td>1937</td>
<td>68,310,000</td>
<td>62,410,000</td>
<td>130,700,000</td>
<td></td>
</tr>
<tr>
<td>1938</td>
<td>71,725,000</td>
<td>73,390,000</td>
<td>145,100,000</td>
<td></td>
</tr>
<tr>
<td>1939</td>
<td>82,114,000</td>
<td>85,600,000</td>
<td>167,700,000</td>
<td></td>
</tr>
<tr>
<td>1940</td>
<td>96,456,000</td>
<td>115,600,000</td>
<td>212,000,000</td>
<td></td>
</tr>
<tr>
<td>1941</td>
<td>104,660,000</td>
<td>130,700,000</td>
<td>235,300,000</td>
<td></td>
</tr>
<tr>
<td>1942</td>
<td>118,200,000</td>
<td>136,600,000</td>
<td>254,800,000</td>
<td></td>
</tr>
</tbody>
</table>

Small Stations File Fewer Complaints In Last Month About Revenue Losses

DECIDEDly down in the complaint about losses in revenues of small stations has been detected during the last month, with indications that some revival of business has taken place and the situation may not be nearly as bad as was thought several months ago when the Government began looking into the picture.

While no official reports yet are available, industry surveys reveal that the number of losers probably is little larger than it was in 1941. There were an estimated 150 stations in the red ink category in 1941, the majority of them in secondary markets or in outlying areas.

Tentative Report Drafted

There are about two dozen stations in New York alone in larger markets that have been chronic losers, most of them subsidiaries of other businesses. Words spread last fall that many stations were faced with closure because of loss of both national and local business. The majority of these stations were without network affiliations. The number, however, apparently has tapered off during the last quarter.

FCC Chairman James Lawrence Fly, who has authorized a study into the financial status of stations, said at a new conference last Monday that a tentative report had been drafted, based on an FCC financial survey. He added, however, that a fairly substantial number of stations had been lagged in submitting material and that the analysis was not yet complete.

Chairman Fly said he considered his job in the matter as an advisory one, that the Commission would not “intrude” on business transactions which may be involved. He has been in collaboration with the Office of War Information, to encourage national advertisers to buy time on smaller stations.

Advertiser-Station Problem

“I consider my job,” Mr. Fly said, “simply to help the stations in any way I can and incidentally I think to help the advertisers in getting their teeth into the problem and into the potential of this mode of advertising. I do hope to stimulate some responsible advertising in the field of the small and remote stations.

I expect to simply furnish whatever information we might have available to the various stations, classes of stations, and move into the background with the thought that the whole matter would be one of private relations between the advertiser and the stations. All we would expect to do is to furnish needed information as far as it is available to us. In other words, we want to help in any way we can without intruding on the business transactions that may be involved.”

New French Series

SOME 200 stations plan to carry the half-hour transcribed series “France Eternelle” just released by the newly-organized French-American Congress for Democracy. Consisting of dramatizations, French songs and talks by Fighting French leaders, the program is intended to promote democratic peace and, in the American public’s view, the cause of French birth and ancestry. It is distributed free to stations in cooperation with the Voix de France, French newspaper published in this country.

Commonwealth Council for Democracy, which issues the transcribed series “We Did it Before” (Broadcasting, July 13, Aug. 17, 1943), has been given the official seal of the Office of War Information, Jacques Ferrand, radio chairman of the two groups announced.

Sweeney’s Work Grows

KEVIN B. SWEENEY, Western division sales manager of Sweeney Electronics, Hollywood, has been assigned additional duties in the sales department, according to Don E. Gilman, West Coast vice-president. Working with Sweeney out of his Hollywood office are two area managers, Mr. Sweeney will develop eastern business for the network’s Pacific Coast stations. In the latter capacity he will report to Tracy Moore, Western division sales manager. As sales promotion manager he works under direction of Mr. Gilman.

Marcantonio Bill

BILLS prohibiting abandonment without FCC permission of “safe line, office or other physical facility” of a communications industry, including telegraph and radiotelephone, was introduced in the House by Rep. Vito Marcantonio (AL-NY). The bill would eliminate alien control from companies engaged in international communications by cable or radio.

Fireproofing Radios

NEW standards for fire prevention in electrical radios are expected to be a reality for the industry, according to H. B. Smith, associate electrical engineer of Underwriters Labs., Inc., in the January 1943 issue of Industrial Standards. The move was made to meet the growing demand of the American Standards Assn. Standards set by Underwriters Labs., and approved by ASA, will be used in post-war radio production.

ZENITH RADIO Corp., Chicago, has announced formation of a subsidiary, Zenith Radiations Corp., to conduct laboratory research work formerly carried on in the parent organization’s research division.

KPO, San Francisco, Cal.

... up to the usual high standards usually associated with your service ... as full as we could possibly desire.

Don F. Martin, Director, News Special Events.

“We like the scripts ... we like the ideas ... we like the program”

WAGM

Radio Program Service

30 Rockefeller Plaza • New York

“Listening habit of Central New England”

ASCAP

“I call the shots...we do the ideas...we do the program”

KSP

50,000 WATTS CLEAR CHANNEL

Exclusive A.B.C. Outlet

MINNEAPOLIS • SAINT PAUL

BROADCASTING • Broadcast Advertising

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Applications

FEBRUARY 3

KYOO, Tulea—Mod. CP for power increase, change hours, new transmitter, N. extension of completion date from Feb. 2, 1943, to April 4, 1943; extension of completion date from April 4, 1943, to limited time, 5 kw, N. 50 kw, D, to April 1944.

KGFI Richmond, Ind.—Transfer control from William C. Knox to Central Broadcasting Corp. (Tulsa).

WHJO, Opelika, Ala.—Voluntary assignment of license to Dudley C. Maxton, Cov., Ky., d/b/a Dudley-Auburn Broadcasting Co.

NEW Associated Broadcasters, San Francisco—CP new international broadcast station 50 kw, share WBOS and KWD.

FEBRUARY 2

WLW, Cincinnati—Hearing postponed on application for mod. license use 500 kw, Feb. 8 to March 9.

WGR, New Albany, Ind.—WKTW, Kingsport, Tenn.—Dismissed without prejudice application for CP; canceled oral argument.

RJR, Seattle—Dismissed without prejudice application for mod. CP to operate on 1000 kw, DA, unlimited.

WERC, Erie, Pa.—Continue hearing on application for mod. of license Feb. 10 to April 12.

FEBRUARY 3


KFGQ, St. Joseph, Mo.—Granted license for new transmitter, DA, power increase, change hours of operation, move transmitter.

Tennyson on Loan To OWI From FCC

TO SET UP uniform accounting methods for the international shortwave broadcast stations here by the Government last fall, Harry Tennyson, setting head broadcast accountant of the FCC, last week was loaned to the Overseas Branch of the Office of War Information for an indefinite period and shortly will leave for a tour of the stations.

Mr. Tennyson, with the FCC since its organization in 1924, was borrowed by Murry Brophy, chief of the Communications Facilities Bureau, with the approval of FCC Chairman James Lawrence Flynn and chief accountant William J. Norfleet.

Mr. Tennyson’s first assignment is in San Francisco, where he will audit the operations of KWID, the Valery F. Dunn station, with Lincoln Dellor, former KSFO general manager, appointed last month as radio division chief of OWI’s Pacific Coast section. He also will visit OWI’s local stations on both coasts, according to Mr. Brophy, in setting up uniform accounting methods.

Mr. Tennyson, before joining the FCC, was with the Signal Corps as an examiner. He has been acting head broadcast accountant since last April, when Capt. deQuigley V. Sutton joined the Signal Corps.

M. D. GROUP URGES PROGRAM STUDIES

EFFETS of daytime serials in featuring problems which are essentially those of ordinary American home life are helpful rather than harmful to radio listeners, according to a report issued by a special committee of three well-known physicians appointed by NBC to study the morale qualities of serials, reported by Dr. Morris Fishbein, editor of the Journal of the American Medical Assn., the committee includes Dr. Henry R. Golub, pediatrician, and Dr. Winfred Overholser, professor of psychiatry at George Washington U School of Medicine, and is supervised by Dr. James Bowhian, NBC public service counselor.

"By the very nature of the daytime serial drama," the report states, "the pace is relatively slow, duplicating therefore much more nearly the pace of ordinary life than do the dramas of stage or motion picture or the single incidents of one-act plays. Each single episode of the serial drama must be considered, therefore, as a whole and not related to the effects of a single incident.

"The place of radio in our culture and civilization is obviously well established and significant. The radio serial drama is the principal attraction of the program schedule. They seem to fill a real demand for a public of considerable size and their shortcomings are usually outweighed by their virtues. Obviously, they can be much improved by a more sensitive and intelligent appreciation on the part of the writers of the scripts of certain dangers inherent in the nature of these programs.

Wine Co. Expands

BISCAGLIA WINE CO., L. I. City, which entered the New York market for the first time last season by entering into a contract for six quarterly-hour music programs weekly on WMON, Huntington, had a January audience of a total of 312 scores of listeners on WOV, New York. Paradise Wines are featured in the New York advertising campaign handled by Petrella, while the Greystone brand is featured in Pennsylvania markets throughout the year by WCAU, Philadelphia [BROADCASTING, May 18].

Higgins New Manager

GEORGE HIGGINS, for many years head of the sports department of WTCN, Minneapolis-St. Paul, and well known as a sports announcer, has been appointed manager of the station’s St. Paul office. Mr. Higgins, in addition to his new duties, will continue his announcements which have been with WTCN for 11 years.

ELGIN NATIONAL WATCH CO., Elgin, Ill., has purchased THE HAT Men Behind the Gun on CBS dramatizing the accomplishments of war workers. Programs are currently being aired daily 10:30-11 a.m. Sponsorship will start in March. Date and time have not been decided, Agency is J. Walter Thompson Co., Chicago.

New Business

COUNCIL ON CANDY as Food in the Diet, the first diet council to be organized in this country, now, for 12 weeks Ernest K. Lindley, commissioner, on Wednesdays and Fridays at 5:30 p.m. Agency: BBDN, N. Y.

ADAM HAT STORES, New York, on Tues., Jan. 30, and Feb. 13, for sponsors Jimmy Sabato and D murdering host on WTMS. Agency: Cathcart & Ady, N. Y.

GROSIFIC SAFETY RAZOR CORP., Boston, on Feb. 13 only sponsors Ray Robinson-Fachner-Charter program on MBS. Agency: Maxon Inc. N. Y.

HOOVER SWEEPER CO., Canton, O. (In- ternational), Jan. 30 and Feb. 6, only sponsor of special broadcast of Army-Navy "E" award ceremonies on WIP, Newark, and WJOH, Columbus, 1:30-1:36 p.m. Agency: Leo Burnett Co., Chicago.

P. BALLANTINE SONS, New York, on March 3 starts Guy Lombardo and His Royal Canadians on 24 CBS stations, Mon. 10:30-11 p.m. Agency: Walter Thompson Co. N. Y.

WILLIAMS IMPORT CORP., New York (Dubonnet wine), on March 1 starts Alec Templeton Time on 8 BLUE stations, Mon., Wed., Fri. 10:30-10:35 p.m. Agency: William Weintraub & Co., N. Y.

Renewal Accounts

GULF OIL CORP., Pittsburgh, on Feb. 14, appoints Ray Brophy agency to handle on CBS stations, Sun., 7:30-8 p.m. Agency: Young & Rubicam, N. Y.

NAVY AFM DETAILS HALT MILK SERIES

SEVERAL HITCHES which marred the Jan. 26 opening of a 30-minute program of WFGP, Atlantic City, sponsored by the Southern Dairy, Wills-Jones Milk Co., Philadelphia, resulted in cancellation of the second broadcast, scheduled for Feb. 2, only a few hours before air time.

Placed through N. W. Ayer & Sons, Philadelphia, the program, scheduled for 7:30 p.m. Tuesday, was to feature Coast Guard talent and the Philadelphia Coast Guard Band. First program, which originated from studios of KYW, Philadelphia, and was fed to WFGP, finally was approved as a sustaining show by Navy Public Relations officers after the Philadelphia Local of the AFM protested that the Coast Guard band was competing with civilian musicians.

On the opening program the sponsor received no mention. Navy officials said the Coast Guard band had not been properly cleared but because arrangements had gone forward the initial program was permitted as a sustainer. Rules forbid Navy, Coast Guard or Marine bands from participating as talent in sponsored and syndicated broadcasts in competition with civilians.

Plans then went forward to use Coast Guard talent in a quiz portion of the second program, with sponsor arranging for a civilian band. The Philadelphia City Local of the AFM, protesting on the ground that WFGP had been declared unfair. Consequently the second program was cancelled at noon Feb. 2.

Supplee-Wills-Jones Co., which was entering radio for the first time in recent years, has announced no definite plans for the future.
MGM Adds WWJ

AFTER a successful experiment on WGN, Chicago-Metro-Goldwyn-Mayer Co., Inc., is now putting WWJ on the air in Detroit, a similar quarter-hour three-times weekly program titled THE MAN WITH HER- schel Hart, WWJ commentator, as m.c., program gives advance build-up to MGM pictures. MGM also sponsors a half-hour turn of the same title on 65 BLUE stations Monday through Friday, in addition to the daily half hour on WGN, Agency is Donahue & Co., New York.

**RADIO GUEST BAN RELAXED BY FILMS**

WITH an added proviso, Hollywood film studios have relaxed their policy of no radio guest appearances for film star and forbidding contract players to appear on network sponsored shows. Provision specifies that all movies earning a minimum of $250,000 in motion picture companies to be placed in escrow pending further clarification of $25,000 wage ceiling. Principles of film talent working out allowable income within the motion picture industry first would thus be retained. Talent, however, was reported as balancing at the set-up. In several instances, it was said, players had turned down radio bookings rather than let payment pass beyond their control pending official Congressional action.

Meanwhile, advertising agency executives find they are able to obtain sufficient name talent to meet the need, with radio stars booked to exchange guest appearances. In addition, they declare there are more than enough freelance name players for guest spots. Talent supply, it was said, is ample to offset radio's loss of film studio contract players.

**LICENSED OPERATOR WANTED**

Call or Write WDRC, Hartford, Conn. • Basic CBS

**PROFESSIONAL DIRECTORY**

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

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

PAUL F. GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.

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GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8546
Washington, D. C.

CLIFFORD YEWDA LL
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NEW YORK CITY
An Accounting Service Particularly Adapted to Radio

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

Food Co. Adds Time
LOMA LINDA Food Co., Arlington, Cal., recently started sponsoring three-times-weekly participation in Norma Young's Happy Homes on KHJ, Los Angeles. Contract is for 13 weeks. Plans also is sponsoring weekly participation in Ann Holden's Home Forum on KGO, San Francisco, and in addition utilizes other California radio. Agency is Gethert-Pacific Adv., Los Angeles.

We cordially invite you, Mr. American Advertiser, to try out network facilities and cover a promising market. 65 leading radio stations ready to serve you in Mexico.
Post-War Growth In Television Seen
Sarnoff Hails Opportunity for Period of Prosperity

TELEVISION is the most spectacular development in the field of communication to which we look forward in the post-war era, David Sarnoff, president of RCA, stated at a meeting of the Chamber of Commerce of the State of New York last Thursday.

Speaking on "Post-War Horizons," Mr. Sarnoff first dealt with recent scientific progress in particular in the field of radio and electronics. He then went on to point out that while science offers the post-war world a "promissory note" of a more abundant life, "payment is contingent upon social and economic forces over which science has no control.

"The achievements of science and industry," he said, "hold out for us the promise of a great post-war prosperity—but only if the individual enterprise of our citizens makes it a prosperity for all our people. Peace will make possible the globe and prosperity for only a section of our people will not be enough. Our constant efforts must be to make them universal.

Government's Chance

"Neither industry alone nor labor alone nor agriculture alone can provide prosperity or security for all. But it is the responsibility of all of us, can, in cooperation with industry, labor and agriculture, help to make the entire nation prosperous and secure.

Pleasing for "an American charter for American business," Mr. Sarnoff urged that the Government should not usurp the function of private enterprise, which represents all of us, can, in cooperation with industry, labor and agriculture, help to make the entire nation prosperous and secure.

"Laws should be changed by legislation, not by bureaucratic fiat," he stated. "What is declared lawful at one time should not at another time be upset by the caprice of bureaucracy.

Speaking of television, Mr. Sarnoff said that "when the war started, television had barely taken its first steps as a public service. From an engineering viewpoint, it was practical, and the public was eager for it. The necessities for war production made commercial progress out of the question. However, it is gratifying to those who labored many years to bring television out of the laboratory to know that the experience gained from television research is proving of vital importance in the war.

"When the curtain of war is lifted, television will be ready scientifically to go forward as a new service of public information and entertainment. We can expect to have

intercity networks of stations as we have them in sound broadcasting. Eventually they will become nationwide. We look forward to television programs in theatres as well as in the home. Thanks to war research, these television pictures will be technically much better than they were before the war."

THIS IS A FACSIMILE of WEAF's latest program schedule, showing morning and afternoon availabilities. And is WEAF's face cerise! As conceived by WEAF, the plan involved a series of bi-weekly program schedules listing all programs carried by the NBC New York key. As executed by the printer, the second and third pages of the schedule, intended to show morning and afternoon availabilities, were blank on part of the press run. These blank schedules got into the mails and WEAF now has a collection of earing cracks from agency executives. Typical crack: "Glad to know that WEAF has all that time open. Think we can do business." Good sports, WEAF put out a press release.

McCray Granted Leave For Censorship Post
THOMAS C. McCRAY, assistant general manager of WITC, Hartford, in charge of programs and news, has been granted a leave of absence to join the broadcasting division of the Office of Censorship, J. H. Ryan, assistant director in charge of radio, announced last week. Reporting Feb. 8 to the Washington office, he will take a brief instruction course, then be stationed in New York where his duties will include censoring shortwave material for export.

Leonard J. Patrieelli, assistant program manager of WTIC, will succeed Mr. McCray, according to Paul W. Laroncy, station general manager. Mr. McCray, who has been with the Travelers Insurance Co., owners of WTIC, since 1929, will remain in charge of programs and news since 1926.

KEITH KIGGINS, BLUE vice-president in charge of stations, left Feb. 6 for a month's visit to West Coast stations.

Granik Honored
RADIO as one of the expressions of public opinion can be used "as a means of winning the peace" after World War II, according to Theodore Granik, founder and chairman of the board of the American Society of Deejays, who recently visited the Far East as special advisor to Maj. Nelson, chairman of the WFB in a commencement address delivered at the John's U, last Thursday afternoon. Mr. Granik was awarded the honorary degree of doctor of laws.

Keller a Major
JOSEPH E. KELLER, formerly secretary to FCC Commissioner Thad H. Brown and more recently engaged in radio practice with the Washington office of Horace L. Lohnes, has been commissioned a major, assigned to the Army Transportation Corps, Highway Division, under Col. Frederick C. Horner. Maj. Keller has been serving for some time as assistant to the director of petroleum and other liquid transportation at the Office of Defense Transportation, and will retain an office at OD.

Authors File Suit
JAMES F. WATERS and Alfred Shebel, authors and producers of Court of Missing Heirs, filed suit last Tuesday in New York Federal Court against Herbert Dorsey Fields, Michael Todd, 20th Century Fox Film Corp, and prominent actors in the Broadway show "Something for the Boys," claiming infringement of copyright and appropriation of property rights to the idea and material belonging to the plaintiffs. The program was on CBS under sponsorship of Ironed Yeast until September of last year.

Col. Russell Brunner Of Air Corps Missing
LT. COL. RUSSELL R. BRUNNER, former chief of engineering sales for Bendix Radio, last week was reported missing by the War Dept. while on active duty with the Directorate of Communications, Air Corps.

Col. Brunner, a professional radio operator since he was 16, went on active duty as a captain in May 1942, and was promoted to lieutenant colonel less than a month ago. A graduate of Purdue U, he had managed WBAA, the famous station for three years, and later had done research in television at W9XU, the Purdue experimental station. In 1934 he went with United Airlines communications labs., joining Bendix when the firm was formed in 1936.
Chin Lee Wing, kind and gentle patriarch, waits patiently for better days in war-torn Kiang Province where the Kau Kiang and Fu Ho Rivers meet.

In southernmost Bolivia, Carlos Perez, lowly peon, quietly prays for peace.

Jan Germanic, Czech guerilla leader, dreams of a friendly world in his mountain hideaway under the stars.

Ray Smith, aircraft welder of Wichita, hoists a glass to a gallant Russian pilot near Rostov.

World neighbors!

The world grows smaller. Distance and time have changed values. The old concept of "neighbor" moves past the house next door, past towns, past states, past countries to envelop the world.

Many forces contribute to this new concept of "neighbor". Radio, conqueror of time and space, high among them.
IT DOESN'T MEAN A THING

if they don't answer YOUR ring!

- The existence of "coverage" is no proof whatever of the existence of "listeners", yet advertisers must have BOTH.

WKY delivers both. WKY delivers more coverage in Oklahoma on its 930 kilocycles than any other Oklahoma City station and, according to its Hooperatings, delivers from two-and-a-half to three-and-a-half times as many listeners, morning, afternoon, and night.

Advertisers, therefore, who have something to say or to sell to Oklahomans can not only ring more bells, but can get more listeners on the line over WKY than over any other Oklahoma City station.

WKY - OKLAHOMA CITY

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