SHIPS
SHEEP
SHEKELS

Ten ocean-going ships are now afloat, the major parts of which were built in mile-high Denver. That is illustrative of Denver's diversified wartime industrial activity.

Sheep, for which Denver is the world's greatest market, helped to give Colorado farmers their best income year in two decades.

Both industry and agriculture are pouring shekels into the pockets of KLZ listeners as never before. KLZ listeners are spending their shekels with KLZ advertisers as never before.
RESULTS

23,452 LETTERS

A cracker company, advertising on WLS, offered daily prizes for jingles used on their program. In 11 weeks they received 23,452 entries—all with proof of purchase! A breakdown of 12,000 of these letters revealed that 30% of the mail came from Metropolitan Chicago. It proves again that WLS is listened to, that WLS listeners respond . . . . and in Chicago, too!
We have just completed a series of truly startling Super-Sound Effect records, making available to radio for the first time, the authentic sounds of warfare as it is fought today.

There are highly dramatic airplane effects, including Spitfires, Messerschmitts, the P-38, P-39, P-47 and other modern fighters and bombers in various flight maneuvers, dog-fights, dives, etc., new ground battle effects with tanks, falling bombs, machine-gunning and cannon fire, all amazingly realistic; the official British air raid alarm and all-clear.

The release includes, in addition to 12 sides of warfare sounds, 2 sides of new train effects and 2 featuring a Midway crowd and a crowd of natives.

These remarkable new effects, like all Standard Super-Sound Effects, are pressed on genuine Victrolac, guaranteeing lowest surface reproduction, something no longer to be expected from records made of reclaimed shellac.

A catalog supplement giving complete descriptions of these new effects is now in the mail. Write for your copy at once, if you do not soon receive it.

* Standard Radio

45 WEST 45th STREET
NEW YORK, N. Y.

360 N. MICHIGAN AVENUE
CHICAGO, ILLINOIS

6404 HOLLYWOOD BOULEVARD
HOLLYWOOD, CAL.
Annapolis of the Air
AT PENSACOLA, FLORIDA
IS IN WWL-LAND
and so are 10,000,000 customers from five different states

THREE STATES AWAY from New Orleans, yet the Naval Air Training Center at Pensacola, Florida, is in WWL's primary listening area! Just one more example of how WWL blankets the Deep South.

NO OTHER STATION for hundreds of miles can compete with WWL's 50,000 watt, clear channel signal. For complete coverage of the prosperous Deep South, you need—

WWL NEW ORLEANS
50,000 WATTS—CLEAR CHANNEL
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.
and Quaker Oats sells both at once
with SPOT BROADCASTING*

With so many products to sell, in all markets, under all conditions . . . tough advertising problems are a regular diet at Quaker Oats. Breakfast appetites change swiftly as seasons shift, from Winter to Summer, from North to South . . . and advertising must keep pace. Where some important brands are regional, advertising must fit the area without gaps and without waste. And on every product, budgets must be sensibly planned to get the most in sales for every dollar spent.

It's no wonder then that Quaker Oats relies so heavily on Spot Broadcasting. They know how easily this fast, flexible medium is arranged to match each season . . . to fit each region . . . to coincide with potential volume in every market. And they know that everywhere Spot Radio gives their advertising maximum effectiveness by giving them free choice of the best stations and of the best times with ready-made audiences.

Because of its complete adaptability to all of today's rapidly changing conditions, Spot Broadcasting has now become the fastest-growing form of radio advertising.

Is there a lesson for you in the way Quaker Oats makes flexible Spot Broadcasting pay? Then talk to your John Blair man. He will supplement your thinking with his merchandising experience, his knowledge of radio and his familiarity with leading radio stations.

* Spot Broadcasting is radio advertising of any type (from 25-word announcements to full-hour shows) planned and placed on a flexible market-by-market basis.

* An interesting, informative booklet, "Spot Broadcasting," will be sent on request to advertisers and their agencies together with a list of John Blair markets and radio stations.

*EXCLUSIVELY REPRESENTING LEADING RADIO STATIONS THROUGHOUT THE UNITED STATES

John Blair & Company
Chicago
New York
St. Louis
Los Angeles
San Francisco

February 15, 1943 • Page 5
The world and most that we know about it is the gift of our eyes and ears. Listen, and Behold, are the earliest admonitions for knowledge. Could any mission be higher, then, than that of expanding the scope of human sight and hearing? Even when the means is modest, as an incandescent lamp, or fluorescent lamps and equipment, or radio and electronic tubes? Everyday things these, of critical value now, that we work upon here at Sylvania. Yet they are keys to whole new worlds of boon and blessing. Already flaring in the vacuum tubes are prophetic miracles, from television to aircraft landing beams, from making germ structure visible to killing bacteria by light, from measuring ocean depths to penetrating fog and storm. Small wonder we approach our work humbly. Or that we set for ourselves the highest standards known.

NAME TO REMEMBER. You may find the Sylvania name and mark on radio tubes, incandescent lamps and fluorescent lamps and equipment already in your service. It is a name to remember—to hold in mind and seek out when time comes to make necessary replacements. If you then find it less easy than formerly to locate Sylvania Tubes and Lamps—just remember that war needs must come first. We are doing all we can to fill civilian needs in view of wartime necessities that must be met.
“For extreme gallantry in conduct under fire.”
“Courage typical of representatives of a free press fighting for a free world.”

Henry T. Gorrell
of the United Press
is awarded the Air Medal

THE CITATION ACCOMPANYING THE AWARD:

“To Henry T. Gorrell, civilian representative of the United Press, serving with the American Army Air Force in the Middle East.

“While participating in a bombing mission, Mr. Gorrell displayed extreme gallantry in conduct under fire. During his mission, enemy aircraft were encountered and in combat two enemy aircraft were shot down. For several hours Mr. Gorrell rendered vital aid to a seriously wounded member of the crew. Mr. Gorrell’s action undoubtedly saved the life of this soldier.”

In a bombing raid, the last plane in the flight runs the greatest risks. By the time it comes over the target, enemy anti-aircraft has had full opportunity to get the range, enemy fighters have had time to rise to the attack.

United Press Staff Correspondent Henry T. Gorrell knew this when he gained permission to fly with U. S. bombers raiding Navarino Bay, on the Greek coast. He had his choice of planes and he chose to go with the last one because, despite greater danger, it offered “the best view of the show.”

Gorrell’s outstanding coverage of that show involved every danger he had foreseen. The bomber in which he rode was riddled by fighter-plane and anti-aircraft fire. It reached its base with two superchargers shot away, the automatic steering gear knocked out, an aileron ripped away and several members of the crew wounded. To one of the dangerously wounded Gorrell rendered first aid on the flight home. His conduct won for him the Air Medal.

Major-General Lewis H. Brereton, commander of the U. S. Army Air Force in the Middle East, in presenting the award to Gorrell, declared his courage “typical of representatives of a free press fighting for a free world.”
Take a look at Karl Koerper’s thumbnail biography above, and you’ll discover that he’s been obviously successful in almost every kind of advertising work there is. But what doesn’t show is that Karl is a successful citizen, too, and a real civic leader in Kansas City. That’s practically another page-full, all by itself.

Speaking of doing well at many different jobs, we’ve always been rather proud of the variety of businesses in which our individual men have made good, too (and then brought their experience here to F&P!). Our staff includes many who were successful agency men, publication men, radio station men—market analysis men, manufacturers, merchants, lawyers, food-specialists (but as yet no butchers, or bakers, or candlestick makers!).

We mention all this just to prove one point: To us, your business, or your clients’, isn’t very “different”—because at least one or two of us have probably worked in it! Why not let us see if we have any ideas for you, here in this pioneer group of radio-station representatives?

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

EXCLUSIVE REPRESENTATIVES:

CHICAGO: 180 N. Michigan
Franklin 6175
NEW YORK: 247 Park Ave.
Plaza 5-1131
SAN FRANCISCO: 113 Sutter
Sutter 4553
HOLLYWOOD: 1552 N. Garden
Gardelle 5949
ATLANTA: 122 Palmer Bldg.
Main 5667

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Broadcasting • Broadcast Advertising
AFM Proposes Fixed Fee For Recordings

Manufacturers Would Pay Extra Cost To Union; Radio Not Mentioned

PROPOSALS for settlement of the American Federation of Musicians’ ban on recorded music, which do not mention radio but which call for fees to be paid by the manufacturers and distributors of such music into a union fund for reducing unemployment and inroads of “canned music” upon the employment of musicians, the AFM statement says that “continuation of this situation must of necessity destroy the incentive for the study of music and eventually would destroy the entire music industry and music culture.”

The union proposes: “A fund shall be created by the payment of a fixed fee to be agreed upon, for each reproduction of records, transcriptions, mechanical devices, and library service, the master of which was made by members of the American Federation of Musicians. This fund shall be used by the Federation for the purpose of reducing unemployment which has been created in the main by the use of the above-mentioned mechanical devices, and for fostering and maintaining symphonic, entertainment and culture and music appreciation; and for furnishing free, live music to the public by means of symphony orchestras, bands and other instrumental musical combinations.”

Stating that “canned music” includes records, transcriptions, library services, wired music and juke-boxes, AFM makes the following proposals for each type:

**RECORDINGS:** The Federation shall receive from the manufacturer of recordings a fixed fee for each side of musical recordings made by members of the union to be agreed upon by negotiation.

**TRANSCRIPTIONS AND LIBRARY SERVICE OF TRANSCRIPTIONS:** Members of the Federation will make copies of transcriptions without additional fee to the Federation providing they are played one time only. (The number of copies made of transcriptions to be determined by agreement). With respect to other transcriptions used on a rental basis, the Federation shall receive from the company engaged in the business of renting transcriptions a percentage of the rental charge such percentage to be agreed upon by negotiation.

**WIRED MUSIC:** The Federation shall receive from the company engaged in the business of selling wired music a percentage of the price charged, such percentage to be agreed upon by negotiation.

**JUKE BOXES:** The Federation shall receive annually for each juke box used, a fixed fee, such fee to be agreed upon by negotiation.

Chief drawback to the recording industry’s acceptance to the plan, according to industry spokesmen, is that it empowers a labor union to collect funds for private unemployments to be distributed by the union, contrary to previous practice that all such moneys should be collected and distributed by the Government.

Three spokesmen also said that in their opinion the plan would work against the Government’s anti-inflation program by increasing the cost of recordings; that it would oppose the work of the War
Blue Clarifies Stand on Commentators

House Group to Probe Winchell Status
At Hearing

MUZZLING commentators is not the intent of the BLUE, developments in the wake of the Walter Winchell "damn" slip a fortnight ago, indicated last week. Misinterpretation of a memorandum to BLUE news editors led to published charges that the network had forbidden criticism of Congressmen and government officials and employees, according to Mark Woods, BLUE president. It was indicated that the whole thing was a "tempest in a teapot" and would blow over quickly.

Meanwhile Chairman Vinson (D-Ga.) of the House Naval Affairs Committee, announced Friday that his Committee was to consider the case of Mr. Winchell as a Naval Reserve officer in executive session Monday, Feb. 15, with public hearings scheduled to begin Tuesday or Wednesday. Secretary of the Navy Knox, Mr. Woods, Mr. Winchell and others are expected to be called to testify as to the commentator's status.

"Healthy Sign"

While discussion was aroused over the controversy, which also involved Drew Pearson, Washington columnist and BLUE commentator, Mr. Woods made it clear that there were no issuing or restrictions of the air involved. There was considerable discussion about new "rules" issued by the BLUE tending to gag its commentators, but it developed that the so-called "rules" merely were memoranda designed to cover a specific situation thought likely to occur.

Mr. Woods emphasized that there had been no new rules issued and that the standards governing news broadcasts invoked for several years by the network, was a part of NBC, still stand. The brief instructions following the Winchell incident were simply for the information of commentators and established no new policy. They covered only "derogatory remarks" as against "fair criticism," which always has prevailed not only for BLUE but for all networks and for the industry as a whole.

"The discussion now in progress is a healthy sign," Mr. Woods asserted later. He believe that the views expressed by the commentators themselves will help to draw the line clearer between the fair and factual, and the unfair and unfair which would really destroy the freedom of the air.

Long recognized as an advocate of freedom of the air, Mr. Woods was influential in the drafting of the original industry code provisions and the NBC and BLUE requirements covering handling of news on the air, because of reverberations in Congress and general agitation. It was felt that insofar as the BLUE's news commentaries are concerned, there would be no discernible change in handling and no change whatever in overall policy.

In Woods took the position that the open discussion would cause no controversy and would help all concerned in an understanding of the situation. The BLUE's position then stated should be a forum between derogatory remarks and fair criticism follows policies prevailing in the newspaper field generally.

Following the Winchell broadcast of Jan. 31, which caused the introduction of a resolution (HRes-95) by Rep. Hoffman (R-Mich.) for a report on the status of the commentator as a lieutenant commander in the Naval Reserve [BROADCASTING, Feb. 8] the BLUE notified its news editors to beware of "derogatory remarks". This was done simply to keep them on their toes, it was stated. This memorandum, which Mr. Woods explained as an interpretation of existing rules, follows:

"No remarks shall be made which are derogatory of any member of the House of Congress, member of the President's Cabinet or any other person holding any public office.

"No derogatory or insulting remarks about either House of Congress or any group of members in either House or any Federal agency or employe thereof."

(Continued on page 15)

FEC to Act Soon On Rebate Inquiry

Ewin Davis Promises House Quick Decision on Report

PROME of early action by the Federal Trade Commission on its preliminary inquiry into radio discount and rebate policies was made by Commissioner Ewin L. Davis to a subcommittee of the House Appropriation Committee, records of hearings on the Independent Offices Appropriations Bill revealed last week.

Replying to inquiries from Rep. Wigglesworth (R-Mass.) on the progress of the investigation, Commissioner Davis stated that "a thorough investigation" had been made of the whole industry and that the Commission would act just as soon as it gets a report.

Report Ready

The investigation has already been finished, and the report is now apparently ready for the Commissioners. The late Samuel Williams, chief examiner in charge of the case, is known to have cleaned up his work for leaving for military service General William Kelley some time ago promised the House committee that Mr. Williams would finish the radio case before leaving.

Active Congressional interest, if not inspiration for the case, was also revealed at the Appropriation Committee hearings. Congressman Wigglesworth, in questioning FTC counsel offered the status of the radio inquiry "promised us a year ago."

Inquiries of this nature, FTC has reportedly warned, are purely routine, and broadcasters have been cautioned against assuming that complaints will inevitably result.

LaRoche to Ad Council

CHESTER J. LA ROCHE, chairman of the board of Young & Rubicam, received a vote of confidence from the agency effective immediately to devote all of his time to the post of chairman of the Advertising Council, which has lacked a fulltime operating head since the resignation of Miller McClinton as executive director to become president of MBS. The council has abolished the position of executive director. One of the founders of the council and an active leader in its activities since its inception, Mr. LaRoche emphasized the increased responsibilities of business in advancing the war effort on the home front and the demand for mobilization of the people and in keeping them informed and inspired.

Elgin Starts March 7

ELGIN NATIONAL Watch Co., Elgin, Ill. (institutional) on March 7 starts The Man Behind the Gun on 55 CBS stations Sundays, 10:30-11 p.m. Program has been sustaining Wednesdays, 10:30-11 p.m. by J. Walter Thompson Co., Chicago.

1903 Irvin Ray Baker 1943

IRVIN R. BAKER, one of radio's best-known pioneers, died suddenly early last Tuesday in Camden of a cerebal hemorrhage. He was 39.

Mr. Baker was at his office at RCA Mfg. Co. in Camden when the attack came. While he was in an illmentt intermitently for several months, he had lost little time from his work. Immediate cause of Mr. Baker's death was a hemorrhage, presumably induced by high blood pressure. He had undergone treatment for a streptococcus infection in his thigh and recently had been under doctor's care.

Joined G-E in 1927

Formerly head of RCA's broadcast transmitter sales, Mr. Baker last year was assigned to develop the applications of electronic applications to war industries and to post-war planning. He was one of the best-known and best-liked figures in radio, television and electronics fields.

Born on a farm in Freedom Township, Adams County, Pa., on Oct. 6, 1903, Mr. Baker attended the public and high schools of the township and later attended Gettysburg College. He had become interested as a boy in "wiresless". After he received his B.S. degree, he continued his studies toward another degree in electrical engineering.

Shortly following his graduation, Mr. Baker entered the employ of General Electric Co., Schenectady, in 1927. He was placed in charge of operations of the famous Schenectady high-powered station, WGY, one of the first stations in the country. Such figures as Andrew D. Ring, former FCC broadcast engineering chief; Lt. Com. Joseph A. Chambers, now in the Navy, who built the WLY 800,000-watt transmitter; Lt. Com. A. B. Chamberlain, former CBS chief engineer, and Harold Vance, who is with RCA in Camden, all served their radio apprenticeship with "Bake" at Schenectady.

In 1929 "Bake" joined RCA and within a few days his qualities of leadership and pioneering knowledge led to his appointment as head of broadcast transmitter sales at the Camden plant. He was a familiar figure at NAB conventions, as head of RCA's technical contingent. He was responsible for many innovations in design and construction of broadcast transmitters.

With the war's outbreak, Mr. Baker devoted most of his time to research in the use of high-frequency radio current, to speed war production. He remained the actual head of broadcast equipment operations.

Mr. Baker is survived by his wife, the former Eleanor Oland, of Ewan, N. J., whom he married two years ago, and their first child, Robert Oland, born last Jan. 4. Interment was at Gettysburg Feb. 12.

I. R. BAKER

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BROADCASTING • Broadcast Advertising
When you come right down to it, NBC provides a daily and nightly dish of entertainment that's awfully hard to approach—much less beat! So when we say WHO is the only NBC outlet in Iowa, we're also going a long way toward proving that we've hardly any competition in program service!

But that's only about half of our program-service story! WHO local live talent programs are definite additions to our entertainment menu. Under the direction of Harold Fair, WHO has built the largest talent and production staff to be found in any city of comparable size in the entire United States.

Besides that, WHO maintains the most elaborate news-broadcasting facilities in Iowa, and renders such unique service that our news is followed by millions of fans from Coast to Coast.

That's Plus No. 4 for WHO. You want to surround your commercials with the best programs heard in Iowa. You can do it at WHO, and only at WHO! Write us for all the other Plusses, or ask Free & Peters!

WHO for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
Censorship Centralized Under New Code


Text of revised code on page 24.

CENTRALIZATION of all domestic censorship, a few limited restrictions, more stringent supervision of foreign language broadcasts and definitions of "appropriate authority" are provided in the revised Code of War Time Practices for American Broadcasters. The new Code was released last Wednesday by Byron Price, Director of the Office of Censorship. Dated Feb. 1, 1943, the new Code, effective immediately, supersedes the original Code of Jan. 15, 1942 as well as the first revision dated June 15, 1942. It clarifies many questions which have arisen since the last revision eight months ago, adding sections relating to simulated air raids and blackouts and others.

Foreign Tongues

Most stringent regulation provided in the new Code covers foreign language broadcasts. Under new provisions the Office of Censorship, by direction of the President, is charged with the responsibility of examining from the air all persons engaged in foreign language broadcasting who, in the opinion of Censorship, "endanger the war effort of the United Nations by their connections, direct or indirect, with the medium."

Bases of judgment in exercising this function will be two-fold: "Current material written for broadcast or broadcast over American facilities, and past and/or present conduct of the individual, including evidence substantiating his sympathies with the regimes of our enemies."

The Code makes it clear, however, that the individual management is not relieved of the responsibility of reporting any personnel who might be suspected to the Office of Censorship.

Praise From Ryan

J. Harold Ryan, assistant Director of Censorship in charge of radio, asserted that some 150 foreign-language stations are broadcasting more than 1,500 hours weekly in 29 or 30 languages and the job of policing such broadcasts couldn't possibly be carried on in one office.

He commended the station operators who are cooperating fully with Censorship. He emphasized that the Broadcasting Division had set up a separate section for foreign language operations.

"Censorship broadcasting of news generally parallels the press Code except in weather information, where broadcasting restrictions still are severe. Sportscasters may not question. whose broadcasts are not question."

As in the game called because of weather, "green tops", "muddy field". Terms such as "clear", "rain", "windy", "overcast" are an index to weather conditions over a large area and should not be employed," says the Code.

Although the Office of Censorship was established shortly after the U. S. entered the war, individuals of several Government agencies have exercised their own censorship in the past, while others redistribute information, calling it the "newspaper Code" or the "game dictionaries", to the Code. In emphasizing there is but one Office of Censorship, to which all queries regarding such problems should be routed, Mr. Price pointed to a foreward in both the broadcasters Code and press Code which reads:

Basis of Authority

"The Code of Wartime Practices is issued pursuant to instructions by the President, who commissioned the Office of Censorship to supervise domestic voluntary censorship. You are reminded that whenever anyone, in any part of the country, makes a request which appears unreasonable or out of harmony with the Code, you are at liberty to appeal at once to the Office of Censorship. Much confusion would be avoided if such appeals were first forwarded."

In the last war postmasters, sheriffs, county chairmen and other semi-public officials were instructing others of these matters as they could be published and what couldn't, Mr. Price recalled. Some of that has been true in the present war, but more and more both radio and the press have taken their censorship problems to the Office of Censorship and by-passed other officials.

"You'd be surprised," he said, "to know how many unreasonable requests we have been able to squash because publishers and broadcasters appealed to us. There is but one Office of Censorship. We ask you to call us if you have any doubts." In the overall Washington operation steps have been taken to channel information through public relations offices and to diversify the function of censorship to Mr. Price's Office.

Referring to the revised Code as representing the "progress of the Administration through the progress of the war," Mr. Price said greater emphasis has been placed on the protection of military units overseas. Relaxations have been allowed in information regarding war production because "war production is pretty good now!"

He paid tribute to both broadcasters and publishers for their cooperation with the Government in applying the voluntary Code. "Newspapers and broadcasters have been singularly cooperative," he declared.

The Director of Censorship explained that his office is not responsible for censorship of news from combat zones, including North Africa. "Censorship is handled by the military."

Referring to suppression of news after it has once been published, Mr. Price said his organization had taken the position that information could be suppressed after publication. In rare exceptions, some small paper with limited circulation published a story, he said, efforts might be made to keep the information confined to the local area.

Censorship position on the priority of publication is contrary to a past War Dept. policy that even though a story had been published in a metropolitan newspaper, like the New York Times, it should be suppressed in all other media. The "special note" which sets out that the Office of Censorship was created by Presidential order places full responsibility in such instances on the shoulders of Censorship and not other Government agencies. Mr. Price explained, however, that his office is cooperating with other Governmental functions.

Legislative Problem

Most of the new provisions in both Codes already are outstanding in several respects. Reports have it that Mr. Davis' health is such as to make a rest necessary in the near future.

In any case he may be expected to take up the changes in the Code which he has anticipated. The new Code has been designed to meet the "probable need for a larger and more nearly complete Code."

One question still remains to be settled—the status of State Legislatures or individual legislators as "appropriate authorities" when they deal with information restricted by the Code. Censorship has ruled that a Congressman is "appropriate authority" but the problem of State Legislatures is still under consideration, according to Mr. Ryan.

With reference to news about the Armed Forces, the new Code elaborates the government's present position, making heavier restrictions in some instances and relaxations in others. The Code lists information which may not be used concerning troops both at home and abroad.

In the Action at Sea section the new Code restricts information about the sinking or damaging from war causes of war or merchant marines. The new Code has ruled that all restrictions may be used in areas outside the United States could be used, with the origin specified.

A new clause in the Code covers accredited military and naval correspondents as follows: "The War Office, Navy Department, War, or Navy Departments to visit restricted areas in the United States. Censorship exercises no control over such correspondents, inasmuch as the enemy would be placed under military control immediately and censorship would be handled by the armed forces. The Code is applicable, however, to broadcast operations outside the declared area."

Sabotage Provisions

Sabotage, which was included under Production in the old Code, now is set aside in a separate section. Restricted are specifications (including information) which saboteurs could use to damage war production plants, transportation lines, public utilities, or other industries, and any information indicating sabotage. No mention of sabotage should be made in reporting accidents, unless authorized by the military (Continued on page 25)
In business it is intelligence that guides safely through clouded situations.
Half-Million Cut From Funds for FCC

Bill Also Recommends Deletion of Another Quarter Million

CUT OF a half-million dollars in the FCC appropriation for the 1943 fiscal year, along with a recommendation that another quarter-million be lopped off, was made to the House Appropriations Committee by its chairman, Rep. Sam Pickard, among others. It was disclosed for the first time, under persistent questioning of committee members, that the Commission was about $10,000 short of the amount it was seeking for the inquiry and that it appeared to be a dead issue. Chairman Pickard brought out that the Department of Justice was not inclined to take action either in that case or in another proceeding into which inferred allegations of bribery entered (see article on this page).

Allotment of Funds

The full Appropriations Committee, in its report to the House, described the proposal as a cut of $2,000,000 for regular activities, which was the amount of the 1943 appropriation, and had allowed the total amount provided for the current year for national defense activities plus such sums as are necessary to place the Commission in good standing with the law department on a full-year basis. The committee said it had added $227,000 to the 1943 appropriation for this purpose, but had deleted additional funds requested for “the expansion of other services.”

Chairman Fly, in his Jan. 15 appearance behind closed doors, told the subcommittee that of the Commission’s aggregate requested budget only $260,000, or about 3%, actually would be devoted to regulation of broadcasting. The remaining 97% is utilized for “highly important but much less known activities,” he said.

Much money was devoted by Chairman

(Continued on page 50)

FCC Drops Ancient Inquiries Conducted at Cost of $10,000

AFTER A year of secret inquiry and expenditure of approximately $10,000, the FCC has about unwound its own “skeletone-rattling” investigation of former Commissioner Sam Pickard as well as inquiries into other purported improprieties in the earlier days of radio regulation.

That was revealed by FCC Chairman James Lawrence Fly and General Counsel Charles R. Denny Jr., in testimony before the House Appropriations Subcommittee on Independent Offices, made public last Tuesday, coincident with the introduction of the new appropriations bill for the FCC and other independent agencies.

A slash of about a half-million dollars in the Commission’s appropriation was recommended by the Committee, along with the supposition that another quarter-million be lopped off for activities it regarded as of dubious value.

Secret Hearing

Closely questioned by Rep. Wigglesworth (R-Mass.), a member of the special committee to inquire into FCC’s activities, the former Commissioner Pickard’s “secret hearing” was held in Minneapolis. John D. Farnham, of St. Paul, had been retained as special counsel for this inquiry but was assisted by five other members of the Commission’s staff, including Commissioner Wakefield, who presided over a secret hearing in Chicago several months ago.

The story of the inquiry was unfolded under the prodding of the Committee members.

When Chairman Fly sought to explain the Commission’s decision “off the record”, Mr. Wigglesworth insisted to have a “answer” on the record.

Mr. Fly explained that the entire record of the investigation and related incidents had been referred to the Attorney General, but that the department recently concluded it did not contemplate taking any action on the basis of that record. He alluded to the conclusions by the department that the statute of limitations barred action and denied that the statements said to have been reported by Mr. Farnham had been “refuted and disproved.”

After Mr. Wigglesworth had asserted he felt the matter should be cleared up since the charges were of a “most serious character”, Mr. Fly said he thought the Commission had delayed too long and was anxious to make it out to devote to that matter “at this time.”

Describing what he understood to be the scope of the inquiry, Mr. Wigglesworth said he understood Mr. Farnham reported that Commissioner Pickard’s conduct had been “grossly improper” while in office and that he also reported that charges had been made against another “former member” of receiving “financial gratuities from a licensee or licensees”. It was also reported, he said, that one of the licensees in question had seriously turned over to his attorney some $4,000 worth of Government bonds, “in order to acquire the facilities he had asked the Commission to give him”.

The case involved Pickard’s removal of five members of the Commission who would or had voted favorably in this case.” He asked pointedly whether those charges had been “disproved”.

Declaring he had given the best answer he could on the Pickard investigation, Mr. Fly said he did not know the particular details of the inquiries and commented that Mr. Farnham had submitted a more lengthy report.

Justice Dept. Rejection

“At any rate,” he continued, “I do know and will tell the committee, frankly, he did raise serious questions of character referring to that one station in Minneapolis. By the way, the statements which you refer to there, Mr. Wigglesworth, were not under oath and, when the station’s records had been made the statements were put under oath, they did not pan out as indicated by that language.

“So that the testimony in the investigation did not meet up, and did not have the same grave quality or the extent which Mr. Farnham thought it probably would have, based upon the conversations which he had had with those men. Nevertheless, and despite the absence of such a convincing record, we forwarded that file to the Depart- ment of Justice, and the last of a lot of papers studied that file, reported back that, on the basis of that record, they were not prepared to proceed in the matter.”

Asked by Mr. Wigglesworth whether the investigation now was closed, Mr. Denny first commented that it was unless something new opened up. Mr. Fly closed the interrogation with the observation “It’s in the hands of the present Administration, and if any further evidence on the subject, I assume so; yes, sir.”
WOR is like a pony...

We mean—WOR can take you today for a smooth and economical canter into 16 of the nation's greatest war-active cities of more than 100,000 people each.

WOR, to be quite explicit about it, will hoof along blithely with your message into Jersey City and Camden and New Haven. It will pad gaily down the road to Bridgeport for you, too. Not to mention Hartford and even Wilmington—which is in Delaware—and ten other dynamic eastern war centers which we will be delighted to rattle off for you at the drop of a request.

WOR may even sell your product for you in Boston—though WOR does not attempt to cover Boston. It just so happens that WOR did sell a lot of a product called "Press-On" in Boston; or so the maker tells us.

We hate to sound vain about it, but this WOR is an extraordinary proposition. At, we might add, an extraordinarily low price.

our address is—

WOR

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

WOR does not argue the point that each of the cities mentioned is served in a very special way by one or more local stations. Their job is an important and unique one. So, too, we feel is WOR's collective 16-city impact.
Supreme Court Net Ruling Seen by Spring

Economic Survival Issue Argued At Length

THE FIGHT for economic survival by NBC and CBS, growing out of the four-year effort of the FCC to assume regulatory control over the contractual relations between networks and their affiliates, was placed in the lap of the Supreme Court last week in the final phase of the litigation over the FCC’s chain-monopoly regulations.

The court listened four hours to argument by counsel representing the FCC, NBC, CBS and Mutual. Summarized in this discussion was the ponderous testimony gathered by the FCC in its chain-monopoly inquiry which began in 1938, along with the resultant federal court and administrative judicial reviews—one of them in the Supreme Court itself. Few new notes were struck, but the court listened closely in the final phase, and there were questions from six of the seven judges who sat.

Decision Challenged

NBC and CBS seeks to overturn the opinion of the statutory three-judge court in New York, which held that the FCC has authority under the Communications Act to regulate contractual relations of networks with their affiliates, through the stations as licensees. The FCC, through solicitor General Charles Fahy, steadfastly held it had accorded a full and free hearing to all of the parties and that they were on notice from the start that the intent was to ferret out the purported monopolistic tendencies of the major networks and introduce competition.

Sitting on the court were Chief Justice Stone and Associate Justices Roberts, Reed, Frankfurter, Douglas, Murphy and Jackson. Associate Justice Black did not participate, presumably because of his illness. C. J. Durr, his brother-in-law, is a member of the FCC. The ninth member, Justice Wiley R. Rutledge, who was confirmed by the Senate last week, had not yet taken his seat.

On June 1 of last year, the same court sent the FCC’s chain monopoly regulations back to the Federal District Court in New York for full review on the merits, holding in a 5-3 opinion that the lower court had jurisdiction. The majority opinion in that case was written by Chief Justice Stone. Fahy was joined by Associate Justices Roberts, Murphy, Byrnes, and Jackson. Associate Justice Frankfurter wrote a detailed dissenting opinion, upholding the lower court's action which previously had sustained the FCC’s motion to dismiss for want of jurisdiction.

Arguing against the contentions of the Solicitor General were John T. Cahill, chief counsel for NBC; Charles Evans Hughes Jr., chief counsel for CBS, and E. Willoughby Middleton, representing Stromberg-Carlson, licensee of WHAM, Rochester, NBC affiliate which was a participant in the original appeals. Louis G. Caldwell, chief counsel for Mutual, argued in defense of the Government’s position, utilizing the history of the Government's two hours of time.

While NBC directed its argument principally against Regulation 3.104, banning time options, CBS protested virtually all of the regulations, but attached no weight to the time option ban and the elimination of exclusive network affiliation, which it contended in effect would make all stations free agents insofar as network affiliation is concerned.

The Solicitor General insisted that option time would be permitted on a “non-exclusive” basis, while Mr. Caldwell held that the lack of available outlets in many important markets frustrated the effort of Mutual or any other network enterprise to compete effectively with the old-line networks, which had affiliates in these essential markets.

Mr. Middleton told the court Stromberg had no idea that the purpose of the Commission’s original inquiry was to rule out network affiliation contracts. He pointed to the satisfactory relationship between his station and NBC and Mr. Cahill reminded the court that something should have been conducted on the basis of economic regulation, rather than as a legislative inquiry. The facts adduced, he held, would have been geared toward that end.

See Spring Action

Court observers expected the court to act by mid-March, in view of the fact that the NBC-CBS appeals were brought under the Urgent Procedure Act, and all issues will have right of way. The arguments began last Wednesday and carried over through Thursday. A considerable portion of the time was consumed by questions from the bench, notably during the Solicitor General’s argument.

Without the time option contract, the attorney contended, there would be no continuous supply of programs and no network would be in a position to attract the necessary economic support. He called commercial programs the “economic foundation” of a free American radio.

Calling attention to the antitrust suit brought by the Dept. of Justice against NBC and CBS, he pointed out that the two separate separations were made and scheduled for trial in April, Mr. Cahill argued that this procceeding, in his judgment, constituted the proper course. He questioned the right of the FCC to invoke the anti-trust statutes.

Recalls Old Laws

Solicitor General Fahy dug back into the legislative archives of 1927 and 1935 to prove the Government contention that Congress meant to have the networks regulated, pointing to Section 301 (i) of the Communications Act, which authorized it to make “special regulations” applicable to stations engaged in chain broadcasting.

This contention, however, was strongly questioned by CBS Counsel. He pointed out that same Congressional debates support his contention that the provision dealt only with physical aspects and not the means of eliminating duplication of chain programs in radio's earlier days.

He pointed to other provisions of Section 301, all of which, he said, dealt with technical and physical rather than contract or business matters. His argument resulted in close questioning.

Answering the contention of Mr. Middleton, Mr. Fahy said that the Commission had given full notice of the coming time options. It contended that the FCC was concerned with technical matters and that there was ample evidence of this in the more than one million words of testimony and in the voluminous exhibits introduced during the proceeding.

Holding that the networks had had a full and fair hearing and had not sought to introduce any new evidence, the Solicitor General said there was no possible reason for a new hearing.

Within the Act?

Mr. Fahy dismissed the free speech contention with the observation that the networks are licensed, due to the crowded condition of the radio spectrum, this issue is not present. The regulation do not deal with what anyone may say at any time, he added, he said. The question is whether the regulations come within the statute, and not whether the statute is constitutional in its extension.

When Chief Justice Stone inquired whether the provision relied upon in the law dealt only with “scientific or mechanical” matters rather than “business broadcasting”, Mr. Fahy said it obviously covered business aspects but had no relation to sponsorship of programs. Mr. Fahy added the Senate committee in its report on the original Radio Act in 1927 did not touch upon the network regulation factor.

The Chief Justice observed that he understood both networks were free to run their business “any way they choose.” He asked what the repercussions of the regulations might be to the existing system of broadcasting.

Mr. Fahy enumerated the regulations and held that on the most controverted one, dealing with option time, he was confident there would be no hardship and that the medium would “survive these regulations”. Declaring that there was no criticism of the program service of the networks implicit in his argument, he said that as a citizen he enjoyed the programs and regarded radio as the “best advertising medium known to man.”

On behalf of CBS, Mr. Hughes declared that many points remained to be covered, but that aside from the time option regulations, CBS feels the “disastrous impact” of the other regulations, too. He pointed out that the FCC relied both on its “ruling power” and its “licensing power”, declaring that it had no power to do either of the other since they are incomparable.

Mr. Hughes laid great stress upon the revision of the regulations as finally agreed upon and which specify that no station shall “enter into” (Continued on page 54)
When the Japs hit Pearl Harbor and blasted us into total war, the 900-odd radio stations of America leapt as one man into the service of their country. Facing a multitude of new and difficult problems, networks, big stations and small stations alike have shown remarkable ability and versatility in helping Uncle Sam to get on with winning the war.

Probably no one will ever know just how many thousands of hours the radio stations of America devoted to war broadcasts during the year starting December 7, 1941. Certainly no one can even attempt to measure the effect of these broadcasts on the 130,000,000 people of the country.

But no one can doubt that radio, along with other media, has played an outstanding part in speeding the transformation of a nation at peace into a nation at war.

Radio has helped to make Americans the best informed people on earth. It has sold them many millions of dollars' worth of War Bonds and Stamps. It has speeded enlistments, helped conserve precious materials, gathered scrap, explained rationing, aided civilian defense, spiked rumors, raised money for our allies, entertained our soldiers and sailors, improved our foreign relations, increased the number of Axis-occupied territories in spite of Hitler's best efforts to keep the truth from them.

Through all the difficulties of radio's first year at war, the industry has kept its head, censored and controlled itself and hung up a record that everyone in radio may well be proud of. During its second year at war—and until the day of final victory—radio will play a part of ever increasing importance in helping to keep America free.

**Look Out, Tojo! Here Come the Tornadoes!**

In Milwaukee, WTMJ is looking forward to the day when the Navy's "Pearl Harbor Flying Tornadoes" squadron dives into action. This squadron of 90 men was enrolled as a special token group during an outstanding enlistment drive in which WTMJ's "Fly for Navy" series of 15-minute broadcasts played an important part. The program featured on-the-spot interviews with young men being inducted into service, daily summaries of enlistments and highlights of Navy history.

**What's NEW with YOU?**

If your station has developed a novel idea for selling bonds, for getting in the scrap, or for otherwise promoting victory—if you're proud of results you've gotten in backing up the war effort—tell us, so we can spread the news! Write to Radio War-Gram Editor, Western Electric Co., Room 928, 195 Broadway, New York, N.Y.

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**For Extraordinary Heroism in Action**

A special salute to Thomas E. Knodle—former NBC Washington news editor and first broadcasting man to be decorated in this war! He has been awarded the Distinguished Service Cross for extraordinary heroism in action near Buna, New Guinea. Twice wounded, he is now recovering in a hospital somewhere in Australia.

**WWL and WLW-WSAI Are Out for Blood!**

Way down yonder in New Orleans, WWL broadcast a corpuscle-by-corpuscle account showing how easy it is to donate a pint of blood that may save the life of a wounded service man. This remote originated at the Red Cross-Army Blood Bank.

In Cincinnati, WLW-WSAI are doing a fine job in the interest of the Hamilton County Blood Bank's drive for donors. Besides acquainting radio listeners with the vital need for blood, the program includes a campaign to get all WLW-WSAI employees to give some of their own.

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**Fighting Words from World's Highest Studios**

High above every battle front, Army planes fly and fight with radio command sets, vital in coordinating warfare in the air. Western Electric is making vast quantities of this equipment, as well as other communications apparatus for the armed forces.
Arnold Nominated To Federal Bench
Pending Radio Litigation Not To Be Affected by Shift

APPOINTMENT of Thurman Arnold, "trust-busting" Assistant Attorney General to the U. S. Court of Appeals, D. C. District of Columbia, will have no immediate or direct bearing on pending antitrust suits involving broadcasting operations.

Mr. Arnold's nomination for the appellate court, which handles practically all radio appeals, had been generally predicted in Washington since elevation of Associate Justice Wiley B. Rutledge to the Supreme Court. Justice Rutledge's nomination was confirmed last week by Senate. Mr. Arnold's nomination was sent to the Senate last Thursday by President Roosevelt. Confirmation is expected without difficulty.

PENDING CASES

Among radio cases pending brought by Mr. Arnold are antitrust proceedings against the American Federation of Musicians, now awaiting decision by the Federal District Court in Chicago, after the Government had lost its original case on a motion to dismiss. The anti-trust suits brought last year against NBC and CBS, alleging violations of the statutes because of exclusive control of programs, and in fact covering all of the original issues raised by the FCC in the drafting of its highly-controversial chain-monopoly regulations. These latter cases, however, have been in suspension awaiting Supreme Court decision on virtually parallel issues on appeals brought by the FCC from the Commission decisions.

In charge of the Litigation Section of the Anti-Trust Division is Holmes Baldrige, who has assisted Mr. Arnold in the preparation of these and other cases. It is expected Mr. Baldrige will follow through on handling of these cases upon Mr. Arnold's retirement from the Dept. of Justice.

Mr. Arnold, nemesis of the labor unions and of "big business," has indicated he will accept the nomination to the appellate tribunal. Mentioned prominently as his successor are Hugh Cox, of the Board of Economic Warfare, formerly his chief assistant, and Tom C. Clark, also on the Anti-Trust Division staff.

Newspaper Spots

THE Philadelphia News (newspaper), in a national circulation drive starting Feb. 15 has placed four one-minute programs over a ten-day period on WARM WWVA WBLA WIBC WRNL WAMU WFLB WRUS WMAZ WWL WICL WAAT WCLE WSBA WIS WNPC WMCU WWA WMUR WSPR WDFW WSVA WSBG. Agency is First United Broadcaster, Chicago.

WCKY Heard in Pacific

FEATURE articles in the American and Liberty magazines recently mentioned the reception of WCKY, Cincinnati, early morning programs by Marinos on Guadalcanal. Lt. Col. Richard C. Mangrum in the American writes that his squadron heard the Cincinnati station with clarity on two portable receiving sets. As told by Allyn Hynd in Liberty, also tells of repeated reception of WCKY on Guadalcanal.

NEW PABST SERIES STARTS MARCH 27

PABST BREWING Co., Chicago (beer), on March 27 starts sponsoring a weekly half-hour variety show, Blue Ribbon Town, on CBS stations, Saturday, 10:15-10:45 p.m. (EWT). Contract is for 28 weeks, with series featuring Groucho Marx, film comedian.

Warwick & Legler packaged the show with talent being lined up by Paul Warwick, President of the New York Agency, in collaboration with Dick Mack, Hollywood producer, who will handle production of the series. Robert Armstrong is musical director. Other scheduled talent includes Donald Dickerson and Virginia O'Brien, vocalists. Latter being under contract to MGM, her appearance on the program remains subject to approval by the film studio.

Format calls for weekly change of guest stars. Mr. Mack, in addition to his new weekly show duties, also is producer of McKee & Albright on the weekly NBC Rudy Vallee Show, sponsored by Sealtest Inc. It is believed he will continue to handle the latter weekly program.

Pep to Expand

KELLOGG Co., Battle Creek, Mich., which has been sponsoring Superman as a Saturday morning serial on 31 Mutual stations for Pep cereal, is planning to increase the list to the full Mutual network of 204 stations probably the first week in April. Program is heard 5:45-6 p.m. The Agency is Kenyon & Eckhardt, New York.

NEW TO THE STAFF

WGAR Presents Replacements

In Bulletin

NEW FACES on the staff of WGAR, Cleveland, are revealed to men in the armed services in the station's February Service Bulletin, dedicated to Valentine's Day. The bulletin, which has grown month by month, achieves a tour de force through publication of the staff picture, with names and new faces clearly indicated.

With the February edition Ted Hanna becomes editor, replacing Maurice (Mr. Amplistat) Condon, now in service. In fact the mimeographed magazine of station activities now counts Mr. Condon among its readers. In the present issue, WGAR staffers in service will find a note from John F. Patte, general manager, describing changes on Cleveland's home front and wishes for speedy victory.
Congratulations Niles Trammell and NBC

The "Tale of 412 Cities," revealing that NBC leads by more than 3 to 1 in "Listened to Most" at night, is a tribute to you, Mr. Trammell, the National Broadcasting Company and all NBC stations.

and may KSD take a bow for this?

KSD has scored a double distinction in "The Tale of 412 Cities," the most comprehensive survey in radio history! In answer to the question "What radio station do you listen to most at night?," KSD scored two important firsts.

In St. Louis, KSD was named by 70% of those who replied as the favorite night-time station.

Nationally, no other radio station in any of the major markets (cities over 600,000) equalled this percentage dominance of the night-time listening audience. Cost and coverage considered, KSD is one of America's top-ranking night-time radio buys.

OWNED AND OPERATED BY THE ST. LOUIS POST-DISPATCH
Nationally Represented By Free and Peters
Golden Age of Advertising Forecast

Premiers Out But War Develops Hard-Selling Copy Technique

By WESTON HILL
Copy Director, Sherman & Marquette, Chicago

A FEW short years ago the premium was a pint-sized pygmy tugging at the hem of radio, seeking a lift. And then, with the startling suddenness characteristic of radio trends, that "lift" matured into an amorous embrace, after which the premium settled comfortably on the shoulders of radio like some benisoned greenling gurgling "Happy Days Are Here Again!" to the tuneful accompaniment of pyramiding box-tops and towering cash registers.

But the times are not the war. And under the current impact of priorities, shipping shortage and such, the box-top once again threatens to become merely the top of a box rather than the open sesame to fabulous advertising gains.

Terrific Sales Stimulant

Yes, men, there’s a war on, and premium merchandising seems to be one of the first casualties. Not a fatality but nonetheless a badly wounded and out of commission of radio. Too bad, too; a hot premium was such a swell way of getting everybody excited or re-excited, all along the line. The copywriter got a kick out of it, because a premium deal gave him a chance to see some actual, traceable, honest-to-God results.

The client sales force had something to go out and wow the trade with. The distributor and jobber salesmen got a shot-in-the-arm that sent them out on the street with something to talk about besides what happened in the sixth.

The agency got a little more solid (temporarily at any rate) with the client. Was everybody happy? You said it. Well, now that the war, priorities and such things have (in the sentiment of Ring Lardner) knocked premium merchandising for a double round, we try to hold a little tenth inning bull session for future reference.

Form of Showmanship

There isn’t much doubt that premium merchandising, properly conducted, was and still can be a terrific sales stimulant. It has been frowned on, viewed with alarm, and belaunched by many an advertising conservative; yet advertisers and agencies who have taken the trouble to discover and use its technique often have been swept to enormous success.

They have found that premium merchandising, especially when put on a self-liquidating basis, has been not (as so many have claimed) a form of bribery; actually, it has been a form of showmanship which offers extra, added value and buying-inducement to the customer, plus an operating profit to the advertiser as well.

Used with the average five- to six-week daytime serial, premium merchandising has been a smash. Yet—just as soap opera itself falls within the strictest limitations which, when violated, penalizes the advertiser severely—premium merchandising forces the advertiser to conform to very strict rules and these rules simply cannot be tampered with.

Time and again, an advertiser who deluded himself into believing that "something different" meant something better, found he was operating at a loss, and had to go back to the ABC’s of premium merchandising to get on safe ground again. Here are two actual examples within my own experience:

Ten-Cent Items Best

Advertiser A, operating a across-the-board quarter-hour day-time serial offered a pair of good quality silk stockings for 25c and a box top, and got rid of more than a million pairs of stockings with a million consequent product sales, at an advertising cost of 2c per return.

Advertiser B (another client, incidentally, of the same agency) overruled the agency and offered a pair of stockings, of far better quality than the 25c pair, for 50c and a box-top. He got rid of only about 200,000 pairs of stockings, at advertising cost of something like 67c per return.

This seems to be Rule 1 of premium merchandising. This one agency alone, from an experience with over 150 million box-top returns, found that a 10c self-liquidating premium box-top offer has the best chances of hure returns; a 25c offer has the next best. An odd-amount offer like 15c, or a higher-priced offer like 50c, just didn’t get by at all.

Advantages and disadvantages will have many beneficial long-range effects on industry, advertising and business in general. The transportation situation is already making itself felt in the trend to space-saving dehydrated and frozen foods, capsule soups and the like. Plastics, already well on their way before Pearl Harbor, promise to be a basic material in millions of premiums of the future. Automoative design is in for almost shocking changes which will obsolete almost every now on the road. Synthetic rubber will probably be a better product than the original article.

I’ll even go out on a limb and predict tidal changes in advertising agency functions, operations and basis of compensation. And not the least of all these benefits will be better skill on the part of copywriters, designers, media men and radio commercials that stand on their own hind legs and sell all by themselves, without benefit of showmanship, premiums or any other gimmickery. It is self-selling-power. The “premium” will be just good copy—nothing else.

What has made premium merchandising tick? Those who from the very towers frown down on the practice, claim that the self-liquidating box-top offer is simply a method of buying back your own customers. Without going into the right side of the account book, the premium is a stimulus to the copy, in the form of the bracelet. The copywriter, who has had to restrain himself from knocking the door beside the bracelet (he simply can’t afford to do this anymore), is now free to write the words that are to be printed on the bracelet. The words must be attractive, convincing, work.”

We make this product because we want every customer to have it. We give it away to be able to sell our product. This is a sound theory, as long as it is true, that we make the product because we want our customers to have it.

Both Types Sell

Having written some millions of dollars worth of copy for the agency that I believe invented the self-liquidating premium offer, and also for the agency that I believe pretty much invented the straight-sell commercial, I ought to be able to say the truth without fear. My own experience is worth. One of these agencies has the largest radio billing in the world. The other is the world’s largest user of premiums in the home.

Let’s take a look at one commercial of each type, just to get off on the right foot. Here is a successful self-liquidating premium commercial used in one of the most successful five-a-week soap operas on the air, David Harum, Feb. 10, 1910.

TOO much soap opera in the world, for instance, was almost total since the war. And even the most conservative radio advertiser; yet advertisers and agencies who have taken the trouble to discover and use its technique often have been swept to enormous success.

They have found that premium merchandising, especially when put

IS PREMIUM merchanidis passe? Like many other so-called "institutions" premiums have been almost totally eclipsed by the war. Here Weston Hill, copy director of Sherman & Marquette, Chicago, analyzes radio commercial copy. At the close of the war he foresees a golden age of American business and industry, and with it a golden age of good, hard-sell advertising technique born of wartime ingenuity.

Page 20 • February 15, 1943 • BROADCASTING • Broadcast Advertising

COMMANDING OFFICER of the Coast Guard in the Sixth Naval District, Capt. Michael J. Ryan decribed the Coast Guard’s fight from every war front, in the first of a Friday half-hour series, Men of the Coast Guard, on WTMA, Charleston, S.C. Also at the mike are: Stanley Raymond, announcer (center), and Robert E. Bradham, WTMA general manager.
Build For The Future

Where the Future is assured

WSIX, "the voice of Nashville", covers a market where after-the-war as well as present-day business prospects are as high as anywhere in America. This Nashville market, a large segment of the Tennessee Valley that has grown by leaps and bounds in recent years, has the potentialities for even greater prosperity in the future. Through WSIX you can cover this market both for today and tomorrow.

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

WSIX
5000 WATTS
980 KILOCYCLES

"The Voice of Nashville"
NASHVILLE, TENN.
Page 22 • February 14, 1943

BROADCASTING Broadcast Advertising

I'll repeat that. All you do is to print your name and address on the back of a Bab-O label. Wrap the label around a quart of fruit juice to David Harum, 8-8-8 Fourth Avenue, New York 11.

But don't wait and be left out of this thrilling offer. Women everywhere are ordering these Bab-O labels. So send before our limited supply of labels is exhausted. If you live in the United States, send 35c instead of 25c, with your Bab-O label.

This commercial, and more like it, will make the business of this advertiser in three years, at a very slight increase in per-case advertising appropriation. Now here's a commercial of the type that can be produced in the merchandise can be a minute-spot but as the main commercial in a once-a-week-time 15-minute show. It is projected principally to indicate that a premium offer is not always the only, nor often, the advisable method of successfully promoting a product.


Boy: That's what Tom said you are.

Woman: (Giggles)

Annoyed: Leslie! Why can men eat fat—why not do something about it?

Several women: But what can we do?

Annoyed: Listen! Thousands now follow a safe, pleasant way to reduce—without strict diet lists—strenuous exercises or difficult drudgeries. The Welch way! And listen how easy it is. Many a happy housewife tasted Welch's Grape Juice with 1/2 glass plain water, and drink before meals and after meals has been with them always. First, Welch's curbs your appetite for rich, fattening foods—thus reduces your weight.

Second, the dextrose in Welch's is quickly converted by your body. This result helps nature consume excess fat. Yet—you needn't suffer a hungry moment. You still have something to look forward to. So start reducing the proved Welch way today. Be sure to get genuine Welch's Grape Juice—refurbish your cravings, when you ask for Welch's.

This, and others like it, so increased the sales of this product that its annual net profit is said to be greater today than its total volume ten years ago. It is true that some premium merchandising was also used, but more than they advertised but was used principally as a "loading deal" rather than for consumer effect. It is also true that in both cases, radio was heavily supported by newspaper and magazine advertising. But traceable returns from these media didn't compare with what radio produced.

Rules for Success

One of the best-known users of self-liquidating premium merchandising in America has laid down the following strict requisite for a successful self-liquidating premium box-top offer:

I must have glamour, pride of ownership; must enable the housewife to serve a different-shaped desert, she'll find a miniature china or porcelain bathroom—do something for her personal charm.

2. I must have the crest of a current popularity wave; bridge, income tax, even (if you tread lightly) the war. No premium advertiser in his right mind, for example, would offer a Ming Mop set today.

Page Mr. Hooper

RAYMOND GRAM SWING'S new radio show, "The Forgotten Marriage," in Kansas City area the other night. He had just gone on the air when he telephoned to KCMM's master control room.

A sweet voice informed Charlie Marvin, night operator, that there was a call from Radio Survey calling and would he tell her to what program he might be listening? Charlie got a jolt but seriously replied "Raymond Gram Swing" and added the only station he ever listened to was KCMM.

3. It must be something that she cannot buy at 10c stores or preferably in any store. She has to get it from you.

4. It should be something she doesn't possess now. If it is something she already has, it must have high retail. Stones, Stamps, die-ins, for example, are high repetitions. Clothes pins are not.

5. It must be "head ear appeal," so that it can be made to seem attractive over the air.

6. It must be indigenous to the product itself, and preferably should give an argument for greater use of the product.

7. It must be timed right.

It must call for a one-coin return—preferably 10c and not more than a quarter.

8. If a 10c item, it must go in the mail, stamped and handled, for under 5c. A 5c item, 10c to 10c.

9. It must have high intrinsic value, so that the Mrs. will get her money's worth. I had been with that product. If a familiar article, it must be offered at a considerable reduction from regular retail price. If a new article, it must be offered at far less than the selling price, if it were offered for sale anywhere.

10. It must be easy to mail.

It must require only one label or box-top. This single-proof-of-purchase method results in a large proportion of new customers, as requirement of two, three or four proofs-of-purchase is likely only to buy back old customers.

11. If at all possible, the premium should add profit from your own product, not necessarily to the profit, but be used as an inducement for the product.

12. A red-white-blue Victory Garden should be timed for the 4th of July. If a Christmas card offer should be started after Thanksgiving and continued, it subtracts from the success of Bab-O's Blarney Stone Bracelet offer was partly due to the fact that its final week was timed for St. Patrick's Day.

13. Let's take one or two examples of successful self-liquidating box-top premiums, and how they conform to these rules.

Example 1: For several years, in the spring, David Harum offered a packet of flower seeds in conjunction with Bab-O, with 10c and one Bab-O label. If I remember correctly, over a million of these "Friendship Gardens" were sold within a three-week's time benefiting from a devoted customer service department. I have no record how long this program was continued, but judging by the historical records, it should have continued to develop a useful and decorative item that will crowd your housewife's desk.

Example 2: Oxydol's Ma Perkins was left a widow, a luminum yard and a typical American family, in which was a son who just couldn't seem to get going. The son invented a new type of dish-mop, and the Ma Perkins show ran a contest offering $1,200 in prizes for the best name for the mop accompanied by a box-top.

Some 500,000 entries, with box-tops, showered down on Frester & Gamble. They then manufactured the mop itself and offered it as a premium; they sold, (again I am depending on my memory) something like a million of them at 1.70c each. Another case of using the rules of premium merchandising—not abusing them.

These premiums went in the mail postmarked and all handling included at a cost of 9c to 6c each. Figure out the profit for yourself.

Refer again, please to the rules. Take a look. Rule 1: Good look—it's the most important rule of all. A premium that doesn't have ear appeal—that can't be described on the air so a woman can see in her imagination, even if it has certain to fail miserably. Even a thing like a transparent plastic saw-tooth knife does not get the return that the examine hand-carved, stainless steel kitchen knife will pull.

The average housewife needs only a little imagination to be able to see in her mind's eye something that resembles gold-and-purple orchid broochi, a special edition Book of Etiquette by Emily Post, a Univex candi-type camera, a miniature pearl-studded knife, or a silver Christmas card with her name imprinted on the back.湿地

On the other hand, the mental gyrations necessary for her (or you) to imagine a glove-anchor, a simulated pearl-studded knife, a saw-tooth knife, or a miniature auto-license key chain, is just too much brain effort. It's got to be simple, familiar, general in appeal. A thing that an ordinary good bridge score isn't general enough, because there are still a lot of women who don't play bridge.

Additional Rules

There are five more rules worthy of note. They do not belong in the foregoing list of premium do's and don'ts, because they are still more basic. They are:

1. Frequency of premium offers is subject to the law of diminishing returns. Your dollars are better spent during the year; a premium offer every three months, lasting for three weeks, then one all alone again until three more months have passed.

2. Pre-merchandise the premium offer by building it into your show. Every week, a new premium offer. "Here's our young artist on his doorstep about a month before Christmas. Harum takes three, two, one! A famous artist, he sold, feeds him. The artist awhile the time designing Christmas Cards. And now another young artist. First David sees worth in them, forms a company, "Blarney"..."

3. During the premium offer concentrate your sell on the premium

MBS Billings Off

MBS BILLINGS for January, 1943, totaled $922,104, a decrease of 5% from the corresponding month last year when the total was $1,024,512.
Now is the Time to Sell Things You Can't Wrap Up-

TODAY advertisers have more to sell Detroit than ever before. Tangible goods and services speak for themselves, at least to some extent. But intangibles such as trademarks, good will, corporation names, future plans—these are not so identifiable. In a market as big and as busy as Detroit, as full of post-war potentiality, advertisers should constantly refresh the memory of those who will buy vast quantities of products in this great market when peace comes again.

And there is no refresher quite as effective now as a popular radio station...one to which the great buying audience is already accustomed to listening, not only for authentic war news and comment, but for their favorite musical, novelty and drama programs as well. WWJ in Detroit is such a station, and has such an audience. It was not only the FIRST radio station in Detroit from the standpoint of age, but it is also DETROIT'S FIRST STATION in listener interest—a survey-proven fact.

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

ASSOCIATE STATION
W45D—F. M.
Code of Wartime Practices for American Broadcasters

As Revised Feb. 1, 1943; Released Feb. 10, 1943, Effective Immediately

This is the second revision of the Code of Wartime Practices for American Broadcasters. It combines original regulations with supplements and interpretations which have developed out of our wartime experience. Censorship, as a war weapon, suspends all other releases of the Office of Censorship to the public. The principle of censorship remains the same. It is voluntary and broadcast management is responsible for fulfilling the function in its own medium. The broadcasting industry, to this end, should be constantly aware of the dangers inherent in (1) news broadcasts; (2) routine programming; and (3) commercial advertising.

To combat these dangers effectively, broadcast management must be completely informed on all programming every minute of every day of operation. This responsibility should be delegated to anyone over whom the management does not exercise control.

The purpose of Censorship is to secure the broadcast dissemination of unbiased news and reliable information. Each broadcasting station is responsible for the news it broadcasts. This Code, therefore, will not attempt to lay down rigid rules but to suggest principles of news presentation.

I. NEWS BROADCASTS AND COMMENTARIES

Broadcasters should edit all news in the light of this Code's suggestions and of their own special knowledge, regardless of the medium or means through which such news is obtained.

Special attention is directed to the fact that all of the requests to this Office are made by a proviso that the information listed may properly be broadcast when authorized by the proper authority. News on all of these subjects will be available usually from Government sources but in war, timelessness is an important factor and the Government unquestionably is in the best position when deciding closure is timely.

The facilities of the Office are limited to news in any of the following classifications being kept off the air, unless released or authorized to be broadcast by appropriate authority:

(a) WEATHER

All weather data, either forecasts, summaries, recapitulations, or any details of weather conditions shall be broadcast only when released or authorized to be broadcast by appropriate authority.

(b) ARMED FORCES

(1) Armed forces in the United States: Those in training camps and units assigned to dometic police duty, as regards names, addresses, location and size of all military units of service men on duty on anti-aircraft, coastal or invasion defense or embarkation points, whose unit identifications should not be given.

(2) Movements outside the United States: Names and locations without unit identifications of presence of United States forces in areas has been announced officially.

Names of naval personnel without mention of rank or ship unless said ships have been announced by the Navy as lost or damaged.

(c) SHIPS (CONVOYS, ETC.)

United States Navy, or merchant vessels, or ships or vessels of nations opposing the Axis powers in any waters, including information concerning—

A STATEMENT BY BYRON PRICE

BROADCASTERS should ask themselves, "Is this information of value to the enemy?" If the answer is "Yes," they should not use it. If doubtful, they should measure the material against the Code.

From time to time the Office of Censorship may find it necessary to issue further communications either to interpret certain existing requests, amend or delete them or give other services to cover special emergency conditions. All such communications will be addressed to radio station and networks and should receive preferential attention.

If information concerning any phase of the war effort should be made available anywhere, which seems to come from doubtful authority, or to be in conflict with the general censorship requirements, or if special restraints are imposed by various authorities seem unreasonable or out of harmony with this summary, it is recommended that the question be submitted at once to the Office of Censorship, Washington. Telephone: Executive 3800; Teletype: WA-434.

THE OFFICE OF CENSORSHIP

Byron Price, Director.

February 1, 1943.
"NIX ON PIX!"
SAYS THE OWI — BUT HERE’S A LIST OF THE PLANTS THAT SUPPLY THE PAYROLL TO MAKE THE CHARLESTON, W. VA. MARKET ONE OF THE NATION’S BEST!

Kanawha Manufacturing Company
Trojan Steel Company
Kelly Axe & Tool Works, American Fork & Hoe Company
West Virginia Steel Corporation
Midwest Steel Corporation
Linde Air Products Company
Evans Lead Company
Owens-Illinois Glass Company
Libbey-Owens-Ford Glass Company
Kanawha Rail and Machinery Company
United Carbon Company
McJunkin Supply Company
Columbian Carbon Company
West Virginia Gas Corp.
Hope Natural Gas Co.
United Fuel Gas Co.
Owens, Libbey-Owens Gas Dept.
Carbide & Carbon Chemicals Corp.
Westvaco Chlorine Products Co.
Barium Reduction Corp.
The Prest-O-Lite Co.
General Machinery Ordnance Corp.
Carnegie-Illinois Steel Corp.
Electro Metallurgical Co.
E. I. du Pont de Nemours & Co., Inc.
Belle Alkali Co.
Givaudan Virginia & Company
Reilley Tar & Chemical Company
Fletcher Enamel Company
Dunbar Glass Company
Gravely Motor Plow & Cultivator Co.
Nitro Pencil Company
Monsanto Chemical Co.
Ohio-Apex Inc.
American Viscose Company
United States Rubber Company
Butadiene Plant

5000
on 580

WCHS
CBS Affiliate

John A. Kennedy, President
Howard L. Chernoff, Managing Director

Charleston, West Virginia

represented by the BRANHAM COMPANY
SPECIAL NOTE ON WARTIME CODE

EDITOR'S NOTE: In a forward to the revised Codes of Wartime Practices for both radio and the press the appearance follows the special note, to which Censorship Director Byron Price refers all broadcasters:

The Code of Wartime Practices is issued pursuant to instructions by the President, who commissioned the Office of Censorship to super-

vising domestic voluntary censorship.

"You are reminded that whenever anyone else, in any part of the

country, makes a request which appears unreasonable or out of harmony with this code, you are at liberty to appeal at once to the Office of

Censorship.

"Much confusion would be avoided if such appeals were more frequent."

(a) WAR PRISONERS, IN-

TERNEES, CIVILIAN PRISON-

ERS.

Information as to arrival, move-

ments, confinement, escape or iden-

tity of military prisoners from war

zones; identity of persons arrested or interned as enemy aliens, or of

persons moved to resettlement centers; locations or operations of war pris-

oners, or alien internment camps or resettlement projects; place of con-

finement of civilians convicted of treason, espionage or sabotage.

May not be imparted to the information has ardently to serve the

military agency concerned or any other agency.

(b) PRODUCTION.

(See also Production in plants of war production plants; capacity

of plants; actual or prospective production; millwrights, millmen; ma-

ufacturers; etc.)

Roundups—Collected data on a na-

tionwide scale disclosing progress of production in any zone, including

with ordinance, planes, war vehicles or other munitions.

Secret designs—New or secret mili-

tary weapons, designs, formulas, or experimental data and results of

production.

(b) PRODUCTION.

Floor plans or arrangement of

war production plants; capacity

of plants; actual or prospective production; or manufacture of war ma-

tial produced in such plants.

(c) MILITARY Intelli-

gence.

Information concerning operations,

methods or equipment of war intel-

ligence activities in the United States or its allies; informa-

tion concerning available or captured munitions or ordnance; the devices

from interception of enemy messages; information concerning the secret

use of ink or chemicals or detection of these.

Information concerning secret de-

fence devices.

Information concerning secret Unit-

ed States or its allies; informa-

tion concerning available or captured munitions or ordnance; the devices

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tion concerning available or captured munitions or ordnance; the devices

from interception of enemy messages; information concerning the secret

use of ink or chemicals or detection of these.

Information concerning secret de-

fence devices.
The Taj Mahal, built by Shah Jahan at Agra, India, as a tomb for his wife, required 18 years to complete. It is recognized as the most perfect example of the Mogul style of architecture, and is considered by many to be the most beautiful building in the entire world.

Radio advertisers have, for many years, recognized WTIC as the foremost medium for delivering sales in the Southern New England market. The extremely high per family income and radio ownership in this wealthy area plus WTIC's power, prestige and listener acceptance produce a sales combination difficult to equal.

Include WTIC in your next radio appropriation, and learn for yourself why we continue to insist

"THERE'S NOT ANOTHER LIKE IT!"

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood
connection, the continuity editor should regard his responsibilities as equal to that of the news editor.

III. FOREIGN LANGUAGE BROADCASTING

(a) PERSONNEL

The Office of Censorship, by direction of the President, is charged with the preparation of scripts and the broadcasting from the air all those engaged in foreign language broadcasting who, in the judgment of the Director of the Office of Censorship, endanger the war effort of the United Nations by means of their broadcasts, or who, by the medium of their broadcasts to the United States, engage in any form of communication which is contrary to the policies of the United States. The Office of Censorship is responsible for the conduct of all foreign language stations under its supervision. The responsibility of the Office of Censorship extends to the supervision of all foreign language broadcasts, and the persons responsible for the supervision of all foreign language broadcasts are responsible for the conduct of all foreign language stations under their supervision.

(b) SCRIPTS

Station managers are requested to require all persons who broadcast in a foreign language to submit to the management in advance of broadcast complete scripts or transcriptions of such material, with an English translation. (This procedure does not apply to programs originating and produced by the Office of War Information and distributed to foreign language stations.) The management reserves the right to require that this material be checked "on the air" against the approved script and that any deviations therefrom be permitted. These scripts or transcriptions with the requests contained herein, should be kept on file at the station.

(c) SUBMISSION OF SCRIPTS

From time to time, the Office of Censorship will ask foreign language broadcasters to submit scripts to this office for review. When such requests are received, it is understood that the material submitted need not be in English, but that the material submitted shall be in English, and shall be submitted in such form that the Office of Censorship is enabled to determine whether the material is suitable for broadcast. The Office of Censorship reserves the right to make such changes in the material as it deems necessary, and to require that the material be submitted in a form acceptable to the Office of Censorship.

(d) Station managers are reminded that the regulations of this code, as outlined in Section 11, apply equally to foreign language broadcasting.

J-W-T New Accounts

SINGER SEWING MACHINE CO., Compania Gesy Industrial and Industrias Quinicas Brasileiras, Du- perial S. A., have appointed the Sao Paulo office of J. Walter Thompson Co. to handle their advertising in Brazil. The agency's London office is handling national campaigns for two English companies, for Rayon Hosier Pro- duction Association, and for the use of unfashioned rayon stockings to ease the demand for hosiery using raw materials. A Fire Offi- cers Committee to lessen the inci- dence of fires through civilian careless- ness in factory, warehouse and other structures in the middle west has appointed Sander first-aid dressing, product of A. de St. Dal- mas & Co. Ltd.

Treasury Chided for Asking Stations To Put Bond Mats in Local Newspapers

EDITORIAL BROADCASTING:

Please find enclosed letter received today from Vincent Callahan of the Treasury Dept. and our reply to same.

My feeling is that if enough of us make our thoughts and our po- sition known, some plan may be worked out which will work for all small sta- tions to survive. I am sure others in our category also appreciate the cooperation of you and your staff and your previous cooperation on several hundred of the coun- try's smaller stations.

Morgan Saxton, General Manager, MASONITE, 190 North Iowa. * * *

Mr. Callahan's Letter

Dear Sir:

Enclosed is a proof sheet of an ad which Radio Station WBAL ran in one of the Baltimore newspapers.

This full page advertisement, headlining Secretary Morgenthau's tribute to the radio industry, is one of several newspaper campaigns by that station. WBAL has found this type of advertising very beneficial in the direct sale of War Bonds.

We are sending you a mat of this advertisement without the WBAL call letters so that you may insert your own call letters, in the correct position, to use it in your local newspapers.

Mr. Saxton's Reply

Dear Mr. Callahan:

Thank you for the proof sheet and mat of the WBAL newspaper advertisement. Your suggestion that this station might wish to use a mat similar to yours is under consideration.

Masonic 'E on Blue

MASONITE Corp., Chicago (in- stitutional), will sponsor a single- time half-hour broadcast commemorating the company's Naval-Army-E award, Wednesday, Feb. 24 on 142 BLUE stations. Program broadcast is originated from Laurel, Miss. W. Ayer & Son, Chicago is agency.

Candy Council Series With Lindley on NBC

COUNCIL ON CANDY as Food in the War Effort, Chicago, a group formed by the National Confectioners' Assn., sponsors Ernest K. Lindley, chief of the Washington Bureau of Newswa- ges, in a Sunday one-hour broadcast on NBC, at 3 p.m., starting Feb. 14. Rationing will be the chief broad- cast topic, with Army, Navy and other government officials serving as guest speakers.

The Council tested network radio for the first time Dec. 6, with a one-time broadcast on BLUE, fea- turing Mrs. Franklin D. Roosevelt. Scripts were written by Joseph W. Hicks, public relations and industrial re- lations counsel in Chicago. BDDO, New York, placed the business.

J-W-T New Accounts

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Quiz Do's DON'T's

John Reed King Formulates

Program Rules

DO'S AND DON'TS for handling quiz programs were drawn up re- cently by John Reed King, m.e. of Mutual's Double or Nothing, sponsored by Pharmaico Inc., New- ark, as follows:

DO:

1. Put yourself in the contestant's po- sition.

2. Place the contestant in the best light.

3. Find the contestant's wants about which the contestant is the most humorous.

4. Make sure that the contestant is the star of the show, not the m.e.

5. Ask questions unless there is abso- lute confirmation of facts.

6. Ask ambiguous or multiple ques- tions.

7. Get personal about the contestant.

8. Leave a contestant feeling that he has been unfairly treated.

Favor one contestant over another.
There's a great offensive going on down in the Great Tennessee Valley... an offensive that is paying off in the form of aluminum, and explosives, and bombers. Thousands of men and women are at work in industrial plants studding a vast area that extends for 5,000 miles through six states.

This is TVA at work for America at war. It has created in the Central South, a new era of industrial expansion. It has made TVA-land one of the nation's top markets.

For here there is buying power multiplied many times over that of a few year's back, and in the very center of this territory stands WLAC, the 50,000 watt giant of the Tennessee Valley.

WLAC

Nashville, Tenn.

50,000 Watts

The only CBS Affiliate within 125 miles of Nashville.
The design ideas embodied in Westinghouse transmitters have gained them an enviable reputation among progressive radio stations throughout the country. Air-cooled tubes, fuseless protection, surge-proof metal rectifiers and simplified metal unit design are providing these stations with advantages that are particularly valuable at this time.

Today, the skills and abilities that created the economy, simplicity and operating reliability of these fine transmitters are engaged 100% in war production. Westinghouse radio manufacturing facilities are now building "walkie-talkies", radio locators, aircraft transmitters, and many other types of radio apparatus required for war.

In addition, Westinghouse radio research talents are searching the field of electronics—finding new and better methods that will keep this equipment second to none.

From this, comes our blueprint for tomorrow.

Out of these developments veiled in military secrecy and the new discoveries yet to be made, will come peacetime contributions that will make Westinghouse radio apparatus finer than ever.

Westinghouse
PLANTS IN 25 CITIES... OFFICES EVERYWHERE
Prudent Censorship

"WHEN IN DOUBT, ask the censor first."

Thus did Broadcasting comment editorially last June 29 in announcing the first revised voluntary Code of Wartime Practices for American Broadcasters. When Byron Price, Director of the Office of Censorship, released the second revised Code last Wednesday, he emphasized appeal to the Office of Censorship by pointing to a foreword in the new Code which makes it pretty clear that there is but one censor.

The revised Code, while containing some new restrictions, overall is more liberal than either of the first two. That's due, in a large measure, to the splendid teamwork of Government and industry. Under the voluntary plan, instituted by Mr. Price and his assistant in charge of radio, J. Harold Ryan, every broadcaster is a voluntary censor. Responsibility for adhering to the Code is placed squarely up to station management and without exception there have been no flagrant violations—at least none with malicious intent.

What few violations occurred could be traced, in the main, to ignorance or misinterpretation of the Code or to the release of certain restricted information by persons not designated as "appropriate authority". Those few errors no doubt will be corrected henceforth since the revised Code specifically defines "appropriate authority". As Mr. Price explained, his Office was set up by direction of the President and any broadcaster who has doubts about certain information should immediately get in touch with Censorship.

Restrictions on foreign language broadcasting have been tightened to include supervision of personnel by the Office of Censorship (despite similar functions assumed by the FCC). This new clause does not relieve station management from its responsibilities but by direction of the President it does give Censorship the responsibility of removing from the air any person who "endangers the war effort of the United Nations" by connections, direct or indirect, with foreign language stations.

The new Code embodies several new sections covering various incidents which have arisen since the last revision. One of these deals with simulated blackouts and air raids. With reference to news broadcasts the revised Code parallels the press Code, with exception of weather information which still is more restricted for broadcast.

All in all, however, the Feb. 1, 1943 edition is more simplified. It gives more direct information and fewer generalities which the industry will welcome. In that connection much credit is due Mr. Price and his staff of able assistants. In Mr. Ryan's division every key man is a radio veteran, thoroughly acquainted with the industry's problems so that when questions come up they are discussed and solved in a manner satisfactory to both broadcasters and Government.

Time & Place

NOT in the last decade has there been such a showing of teeth by Congress in its attitude toward Government bureaus and agencies. There is a revolution against "bureaucracy" which is certain to be evidenced in slashed appropriations and curtailed authority.

Just about the No. 1 agency on the Congressional Wrath Parade is the FCC. All radio eyes are turned toward the Cox Select Committee inquiry into the FCC, its personnel and stewardship. Passage of the Cox Resolution almost without opposition was demonstrative of the temper of the new Congress. Those who constant this internment purely a personal controversy between two men are, in our judgment, kidding themselves.

With all this going on, however, there is a tendency to lose sight of the objective. That goal is for corrective legislation, to eliminate shams' work in radio regulation and to frustrate the well-defined effort to put free American radio (and perhaps the other media of expression) into a regulatory straight-jacket. The Cox Inquiry deals with fallacy of man and method, rather than sufficiency of the existing law, enacted in 1927 when radio was but a pup.

The fate of the Cox Inquiry, of course, depends upon the adequacy of its staff and counsel, more than anything else. With courageous and informed counsel, the facts can be ferreted out. Otherwise, it probably will be just another Congressional investigation.

Speaker Rayburn, who was chairman of the House Interstate Commerce Committee when the original Radio Act was drafted in 1927, consistently has contended that the statute is a good one, but that it has been badly administered. We think he is right on both counts.
DOUGLAS WYMAN MESERVEY

FROM programming for NBC to programming war information for the nation's networks and stations. That's the story of Douglas Wyman Meservey, deputy director of the Office of War Information's radio bureau.

His former chief, William B. Lewis, now assistant director of OWI's domestic branch, will tell you that Doug is the balance wheel of the bureau. Once plans are adopted it's up to him to see that they work.

Restless after two years at Harvard Law School, Doug Meservey started his career by visiting Europe in the summer of 1927. He worked his way over as caretaker for a pack of mules aboard a German freighter. In Paris his funds were low and he sought newspaper work in vain.

When things looked darkest, he remembered a letter of introduction to the Paris head of Erwin, Wasey & Co. He got a job and at 22 became an executive in the advertising agency business. For two years Doug was with the international Frigidaire account in France, Belgium and Switzerland; the Carnation Milk account in France and Switzerland and Armo in France.

Returning to the U. S. in the fall of 1929, he became affiliated with Erickson Co., predecessor of McCann-Erickson. In December 1930, he joined the Dupont Callophore Corp. and two years later was named the firm's advertising manager. He became active in the Association of National Advertisers, an activity that eventually led him to radio.

In 1936, Maj. Ken Dyke, then promotion manager of NBC and later chief of OWI's bureau of campaigns, and Doug conceived of a gridiron show of admen. Subsequently Doug became chairman of the ANA Adribber's Club.

That whetted his appetite for the entertainment field and in 1937 he resigned from the Dupont firm to join NBC as assistant to John Royal, vice-president in charge of programs. Later he became assistant to Bertha Brainard, commercial continuity director, and in November 1940 he was made sales manager of the Program and Talent Sales Division.

When Bill Lewis, CBS vice-president in charge of programs, was loaned to the Office of Facts and Figures to head up a radio branch in 1941, Doug Meservey took a leave of absence to become Mr. Lewis' assistant. Both men resigned their private industry jobs in 1942 when the Office of War Information was created. Mr. Lewis became chief of the OWI radio bureau and Mr. Meservey his assistant.

Appraising his job, Doug said he once thought of advertising as three sides of a triangle—agencies, clients and media. Now he sees an important fourth dimension which advertising assumes in wartime—Government.

Born in Kearny, N. J., April 10, 1905, Doug attended public schools there. He passed up a scholarship at a local college to enter Stanford in 1922. He was graduated in 1926 with an A.B. degree, majoring in law. His prime extra-curricular activity was journalism. After graduating from Stanford, he entered Harvard law school, but the romance of travel in Europe ended his formal education.

He is a member of Beta Theta Pi, Sigma Delta Chi and Phi Delta Phi. Doug lives alone in Washington, working usually 10 hours a day and 6 days a week. His hobbies are golf and squash, when he has time.

EDWARD TOMLINSON, BLUE commentator, will soon have two books on the market. One is a text on social, economic and political conditions in 50 Latin American republics; other is second of a series of three general books on 30 countries of South America.

GEORGE M. BENSON has received military leave of absence as eastern sales manager of the BLUE, and reports for duty with the American Theater, stationed in the Naval Reserve. His successor, who takes over Feb. 22, will be D. R. Buckhouse, former sales staff, previously with NBC sales.

PAUL RITTHOUSE, executive manager of NBC's Western stations department, has been appointed manager of the department, replacing W. G. (Jerry) Martin who has resigned to join the Lady Esther Co., Chicago (met.) Mr. Rittenhouse joined NBC in 1934.

ARCH KERR, formerly a radio representative in Chicago, joined to that associated with KGW and KEX, Portland, Ore., has joined the staff of KFRC, San Francisco, as account executive.

GEORGE STANLEY MCALLISTER, CBS director of construction and building, has retired from Ft. Benningworth where he completed the Army Orien-
tation course at the Army Command and General Staff School.

GEORGE ALLEN of the research and promotion department of WOR, New York, has been named chairman of Meetings of the Radio Discussion Group of the American Marketing Assn., of which Mr. Allen is chairman, have been called off until his return.

FOY LOPEZ WILLINGHAM, formerly of WEY, Oklahoma City, has been named KOKI, San Antonio, Tex., as commercial manager. Allen Clark, music director of WSKY, Oklahoma City, has returned, after serving with the Merchant Marine.

BOB MITCHELL, account executive of KXY, Oklahoma City, is father of a girl, born Jan. 31.

STEVE SALLAK, former salesman of KPEL, Denver, has joined the sales staff of KMYR, Denver.

ELIAS GODOFSKY, general manager of WLIB, Brooklyn, on Feb. 5 became the father of a baby girl.

GEORGE DIEFENDRIFER, sales manager of NBC's Chicago station, has been named a lieutenant (j.g.) in Naval Aviation and leaves Feb. 23 for an 8-day, no-nonsense, indoctrination at Quonset Point, R. I. He joins his wife Marguerite in the Navy, George Diefen-
drifer Jr., radio man, third class, stationed on the West Coast.

WILLIAM MacMURRIE has been named assistant general purchasing agent of Philco Corp., Philadelphia. He has been with Philco since 1935.

ARCH ROBB, general manager of WIP, Philadelphia, has resigned to become the eastern program manager.

KEN MARSH, commercial manager of WJHL, Johnson City, Tenn., has been made manager; he will act as administrative assistant to W. Hanes Johnson, president. Marsh will direct sales activities. Carter Wall has been made manager of WJHL's Eliza-
town studio, replacing R. E. Flab-
bert, resigned.

RAY C. WAKEFIELD, FCC commis-
sioner, has been installed as presi-
dent of the California State Society in Washington, D. C.

EUGENE McCARTHY, formerly on the sales staff of several New York newspapers, has become the New York sales manager of WOR, New York, suc-
ceding William Thomas Hamilton, now with Cosmic Weekly.

AL BAMFORD, commercial manager of KROW, Oakland, Cal., has been named serving manager of the station while Monarch Philip G. Lasky has been assigned to an announced war job in San Francisco.

DORIS SLATTON, Dover, New Hampshire, has joined the WHER sales staff.

WILLIAM S. PALEY, president of CHS, is in Hollywood for conferences with Donald W. Thornburgh, Pacific Coast vice-president.

ADELAIDE BREWSTER, transmission chief of Office of Coordinator of Inter-American Affairs, New York, is in Hollywood for conferences with Jack Ruxton, West Coast radio di-
vision manager, on distribution of transmitted shows to Latin-American republics.

RAYMOND RUFF, assistant manager of ROMA, Oklahoma City, was on Jan. 27 called to active duty in the Army Air Forces and stationed at Sheppard Field, Wichita Falls.

FRANK O'LEARY, now to radio, has joined the sales staff of WIL, St. Louis.

CHARLES COFFIN, formerly of the sales staff of WDI, Chicago, has joined the Chicago sales staff of Medaninassouille, published by Street & Smith.

HOWARD L. CHERNOFF, managing director of WCHS, Charleston, has been made president of the Charleston Broadcasting Co.

A. A. CORMIER, radio executive formerly with the Hearst stations, and Marion M. White, former publicity director of Monogram Pictures, were married Feb. 11 in the Little Church of the Good Shepherd in New York. Mrs. Cormier will continue her position with Monogram.

HOWARD J. LONDON, director National Radio Division of the National Foundation for Infantile Paraly-
ysis and former vice-chairman, is father of a girl, born Feb. 6.

ARCH KERR, formerly Chicago ad-
vertising agency executive, has joined KFRC, San Francisco, as account executive.

ROBERT RAISIEK, formerly national advertising manager of the White (Kan.) Eagle, has joined KFRC, Hollywood, as account execu-
tive.

AL B. ULRICH, program director of the BLUE, Chicago, has been ap-
pointed assistant production manager, succeeding J. Clinton Stanley, recently commissioner lieutenant (j.g.), now serving at Fort Indiantown Gap, PA.

FRED KLEIN, former booking agent of the National Concert Artists Corp., Chicago, has joined Artists Service, Chicago, has joined the sales promotion department of the Blue.

DORIS DEEREY, of the program de-
partment of WCFL, Chicago, has joined the WAAOs and is stationed in Georgia.

GEORGE MARTIN, newscaster of KJH, Hollywood, has received a commision as ensign in the Naval Reserve and awaits instructions. Fran-
cise was re-endorsed by Station WHK, Cleveland, has joined KJH.

FORREST W. CLOUGH, traffic man-
ger of the Texas State network and KPJZ, Fort Worth, is the father of 9-pound, 10-ounce girl born Feb. 6. Mrs. Clough is in the former Mildred Wyatt of KNBC, Abilene, Tex.

BROADCASTING • Broadcast Advertising

February 15, 1943 • Page 33
That Savannah (you betcha) stays on Eastern War Time.

Savannah, Georgia
CBS-UP News—5,000 Watts
Rep: the Katz Agency

WLAW
Lawrence, Mass.
5,000 Watts
CBS (C.B.S.)

THE QUICK WAY
TO GET RESULTS IN SAINT LOUIS

630 KC. 5,000 WATTS DAY AND NIGHT—BLUE NETWORK

CHRISTY KIMBALL, formerly of Tucson, Ariz., has joined KOY, Phoenix, and is conducting a weekly morning program.

STEVE ALLEN, announcer of KOY, Phoenix, has joined cast of the five-weekly Love Story Time sponsored on that station by Torres Packing Co. He replaces Jack Wages, now in the Army.

TED BLISS, Hollywood producer of the weekly CBS Don't You Believe It, sponsored by Plough Inc. (St. Joseph, Minn.), has been given a sub-

Love Thwarted

"WILL you please play

Moonlight Becomes You" at exactly 1:50 on Thursday morning,"

a Marine wrote to Ed Fitzgerald, m.c. of Moonlight Saving Time on WOR, New York. "That's my girl's favorite song and I want to tune it in soft and sweet at exactly 1:50, please. That's how I'm going to propose to her." It was Ed who had to say "No," because of wartime restrictions on request numbers.

PARKER GAYMAN, newscaster and announcer of KFRC, San Francisco, recently was commissioned an ensign USAfr, and left for an eastern naval training station.

GEOE KING, production supervisor of WOR, New York, is father of a boy born Feb. 30.

VIRGINIA BRUADER, formerly of KLZ, Denver, is now continuity editor for KMRY, Denver.

SAUL ORNET, formerly with CKOV, Kelowna, B. C., has joined CBS, Vancouver.

BOB BOWMAN, special events chief at Canadian Broadcasting Corp., Toronto, has gone to Australia on special assignment from the Bureau of War Information. Mr. Bowman has spent most of his time since the war began in Britain, as member of the CBC overseas unit.

ANDREW COWAN, formerly with the sales department of Canadian Broadcasting Corp., is to join the CBC overseas unit shortly to report activities of Canadian servicemen in Britain and Africa.

AL ERSKINE has joined the announcing staff at CKMO, Vancouver.

GLADYS BOWDEN, of the continuity staff of KXOK has resigned. She was recently married to Lt. (j.g.) M. W. M., New York.

DWAYNE JOHNS, Bob Churcher and Wally Grigg are new announcers of CKX, Brandon, Man.

PEGGY FIFE, formerly at CBM, Brandon, Man., is reported to have married Lance-Cpl. Wm. F. McCrory.

JIM AIMECHE, radio M. C. and brother of Don Aimeche, has been named permanent announcer on Monitor at Midnight, BLUE series sponsored by Cummer Products Co., New York, and handled by Young & Rubicam, N. Y.

MARGORIE MORROW, former cast director of CBS, who resigned recently to become associate director of Warner Bros.' eastern office, is handling publicity on a free-lance basis for Here Is Tomorrow, transcribed Sun- day afternoon series which started Feb. 14 on 30 stations under sponsorship of the Cooperative League of the U. S. A.

TED HUSING, CBS sports announcer, has been called to become associate director of CBS' eastern office, is handling publicity on a free-lance basis for Here Is Tomorrow, transcribed Sunday afternoon series which started Feb. 14 on 30 stations under sponsorship of the Cooperative League of the U. S. A.

BURLON KLAM, formerly of KDKA, and shortly after of KENY, has joined the announcing staff of WBYN, Brook-

RICHARD EATON, foreign correspondent and newspaper publisher, has started a series of twelve monthly broadcasts on WMCA, New York, covering the presidential press conferences from Washington.

REYNOLD E. THOMAS has resigned as head of the program and production activities of NBC's Recording Bureau. Mr. Thomas has applied for a naval commission. Succeeding him is Oscar C. Turner, who has had charge of the Bureau, and who has been acting as special assistant to C. Lloyd England, vice-president in charge of the Division.

VARNER PAULSON, program director of WCOU, Lewiston, Me., has joined the announcing staff of WIP, Philadelphia.

LAWRENCE (Larry) PUCK, a member of Columbia Broadcasting until that organization was sold to Music Corp. of America, is returning to CBS Feb. 15 to start his own account, according to Douglas Coulter, CBS direc-

EDWARD DENIKE, of National Union Broadcasting, has been named public relations director of the company's advertising, publicity and morale building activities.

GEORGE COPPEDEGGE, formerly of WAYS, Charlotte, N. C., has joined the announcing staff of WSB, Atlanta. Clover Gatling, copy writer of Montgomery Ward & Co., New York, is added to the staff.

EDDIE COWELL, sports and news announcer of WJHL, Johnson City, Tenn., is now in the Army, replacing Louise Woods, resigned.

PAULINE SNAP, formerly of the advertising department of Bamberger's, has been named continuity staff of KOB, Albuquerque.

ERIK BARNOW, assistant script director and announcer, has been named a member of the Writer's War Board.

GORDON JAMES, formerly of WJWC, Chicago, has joined the announcing staff of WBIR, Knoxville.

OZZIE C. WADE, for 10 years chief announcer of WKBE, Keene, N. H., has enlisted in the Navy and is at the Great Lakes, Ill. Naval Training Station. Bill and Bob Stephens. WKBE's twin announcers, have been inducted into the Army. Ted Austin, former sportscaster of WBIG, Greens-

STEVE ALLEN, announcer of KRCO, Kansas City, has joined the announcing staff of WSB, Atlanta. Ed Yorke, copy writer of Montgomery Ward & Co., New York, announced the program.

BLUE HOLLAND has taken over the territory of Armentrout and others in the east.

EDWARD GRINSTEIN, formerly of WSMB, Los Angeles, has been called to active duty with the Army Air Forces.

BEN MORRIS, announcer of WYK, Oklahoma City, has been called to active duty with the Army Air Forces.

BURLON KLAM, formerly of WBYN, New York, is being assigned to the service branch of the War Department, New York, and has been called to active duty with the Army.

BURLON KLAM, formerly of WBYN, New York, is being assigned to the service branch of the War Department, New York, and has been called to active duty with the Army.

JIM BEET, formerly of WOJ, Denver, has been called to active duty with the Army.

DONALD WYTHE, formerly of WBG, Washington, D. C., and head of the announcing staff of WNXR, New York, has been called to active duty with the Army.

CLIFF ANDERSON, Western division manager of the Recording Bureau, has been transferred to WNLZ, Hollywood, Florida, has been assigned to the service branch of the War Department, New York, and has been called to active duty with the Army.

LEE WOODS, writer of WPO, San Francisco, has been transferred to WNLZ, Hollywood, and has been called to active duty with the Army.

Page 34 • February 15, 1943

BROADCASTING • Broadcast Advertising
...Awarded the Maritime M "for Outstanding Development and Production of Radio Equipment"

The new Liberty Ship radio Developed for The Maritime Commission By I. T. & T.'s manufacturing associate Federal Telephone and Radio Corporation Is helping save the manpower hours That build our bridge of ships. Not eight or ten separate parts But one Compact, all-in-one Radiotelegraph Unit— Takes care of Both sending and receiving. Installed in one-fifth the time Normally required— Ready to plug in and tune in— It is freeing skilled craftsmen For other vital jobs.

In recognition of "Outstanding performance In the development and production Of radio equipment" The Maritime Commission has awarded Federal Telephone and Radio Corporation The Maritime "M" Pennant The Victory Fleet Flag And Maritime Merit Badges.

Federal Telephone and Radio Corporation

General Offices: 200 Mt. Pleasant Avenue, Newark, N. J.

AN I T&T ASSOCIATE
HILL WOOSLEY has joined the news staff of KXOK, St. Louis, as announcer, replacing George Bauer, who has joined WTTW, Chicago.

WARREN GIRARD has left the announcing staff of WCAE, Pittsburgh, to join the Army Air Forces at Miami, Fla.

JOHNNY JACOBS, announcer of KMOX, St. Louis, has joined the Marine Service at Boston, the 30th KMOX employe to enter the armed services.

BESSIE BRATTY has been named chairman of the radio committee for the business and professional women's division of the British War Relief Society.

LOWELL C. SMITH has joined the staff of KGVO, Missoula, Mont.

JANET LOBERT has joined the staff of KSOO, Sioux Falls, S. D.

L. DANIEL HARLESS, chief news editor and announcer of WSAY, Savannah, has been appointed announcer for the B. J. Williams True or False show on the BLUE, which originated Feb. 8 at the Para Island Marine Training Base. Ruth Christianson has joined the program staff and will direct the movie gossip program, under the name of June O'Ryan, and various women's features.

WILLIAM J. REDDICK, at one time director of Ford Motor Co. radio programs, has joined NBC's production staff as director, assigned to the NBC orchestra broadcasts.

JOEL CHESNOK, former announcer of WATT, Jersey City, has joined WINS, New York. Jean Gilbert, of逾期文件, Boston, has become secretary to WINS program director, John T. Adams.

DAN BOWERS, formerly of KGB, and later William S. Blady, has par- ticipated in the radio news programs.

DUSTIN RHOADES, formerly of WTMV, St. Louis, has joined the an- nouncing staff of WIL, St. Louis, replacing George Abel, now with KSD, St. Louis.

D. ANE NELSON, former staff announcer of WJSL, Beckley, W. Va., has been commissioned a second lieu- tenant, stationed at Lexington.

FRANCES RICE, contiguity editor of WIL, St. Louis, and publication chairman of the Women's Adv. Club, St. Louis, has sailed in the WAACs and is now stationed on the Coast Guarder.

OLAF SOWARD, formerly of Kansas City stations, has joined the an- nouncing staff of WBIP, Topeka.

ROBERT H. HARTER, former traf- fics director of WHO, Des Moines, has been commissioned a second lieutenant after completing a training course at Harvard University.

MAJ. ERNEST C. SANDERS, an- nouncer of WHO on leave with the Army, is recovering from a fractured arm in the Army hospital at Spring- field, Mo.

To Fete Journalists

TEN JOURNALISTS from Uruguay and Peru, now on a tour of the United States under the auspices of the National Press Club, the State Dept. and the Office of the Coordinator of Inter-American Affairs, will be honored Feb. 23 at a banquet at the Boston Apricot Club. They will participate in a shortwave broadcast to Latin America from NBC studios.

STATE PENITENTIARY, at Hunts- ville, Tex., broadcast Thirty Minutes Behind the Walls every Wednesday beginning at 10:30 on WEAP, Waco.

The program has proved a major success since its first broadcast. Orders for a second program were received immediately after the initial broadcast.

For MILITARY SERVICES especially, WMAQ, Miami, airs Bennett's "Midnight Club," Monday through Saturday, 1:40 to 2:00 a.m., featuring popular recordings and news to servicemen, produced by Pvt. Bruce Wendell of the Army Air Base Command, Miami, Fla.

BUDDY HILDEBRANDT, a former understudy of Martin Block, New York announcer and a.m. men of "On the Air," Fridays, 9:30 p.m., features the 7th Naval District Band and guests from radio and stage.

On a recent program, a dramatic piece was presented in a transcription of a message from a serv- iceman's mother. The message was received in the audience, and the program was transmitted to the service man.

The program has been broadcast weekly on Saturday evenings. Inter- views of naval recruits of Sampson Naval Training Station, Sampson, N. Y., are aired by WSAW, Rochester, N. Y., in a series titled "Blue Jacket Time," on Sundays, 3:30 to 4:00 p.m., conducted by Mort Shubsk, manager, and Harold Kohl, program director. On Mondays, 6:15 to 6:30 p.m., Frank Silva, sports com- mentator of WSAW, interviews Samp- son recruits prominent in sports before entering the service.

TWO SPARs have been add- ed to North Jersey War Production, five-week program started as a special feature on WGBH, Feb. 19, Paterson, N. J., Oct. 15, to procure workers for war industries. In addition to Star Elec- tric Motor Co., Bloomingdale, and Wal- ter Kiddie Co., Belleville, among the first sponsors of the program (Baton- nes, Nov. 10), Beach Air Broth- er Co., Public Service Transportation, and Sinclair-Mech Co. have become spon- sors.

MUSIC Educators National Conference has set up a national committee to conduct the program of the Music Educators National Conference. The program will be presented on NBC's Inter-American Service of the Air. Teachers and students will cooperate in the survey.

As a public service with coopera- tion of WOR, Washington, the weekly, "Washington, the weekly, Congressional Record of the Air," is broadcast to stations in that city. Special reports on_know, Oak- land.

New series of interviews titled "Success" is conducted by announcer Gunnar Back every Sunday at 3:45 p.m. on WJYS, Washington. First guest was Frazee Hunt, news com- mitter and former foreign corres- pondent. Prominent Washington personal- ities will appear on the show each week.

Schoolroom use of radio is under way in Ithaca, N. Y., where WHCU has started a 15-minute pro- gram, "Journeys Behind the News," interpreting current events in simple terms. Broadcast Fridays under the supervision of W. Robert Farnsworth, director of radio for the local schools, the program is tied into the established curriculum.

To FIRETIDE the Red Cross re- cruiting campaign for Army and Navy nurses, twice-weekly quarter-hour se- ries dramatizing wartime activities of that organization was begun on WLS, Los Angeles, in late January. Written by William Heider, the program highlights careers of Red Cross nurses.

All-girl Victory Belles, weekly half-hour program for servicemen on WAX, Hollywood, recently expanded to CBS Pacific coast stations, Sat- urday, 6:45-7:30 p.m. (PWT). Cast in- cludes all-girl orchestra. One Munson is producer.

KZ, Denver, climax the Denver P'li B'rih Lodge War Bond drive with a broadcast of events at the $1,000 per seat premier of Tom and Jerry's "Covered Bridge" at the Orpheum Theatre when purchaser- of a ticket for the show had to buy at least a $50 ticket and during the campaign. P'li B'rih presented the $500 weekly prize in an Internal Re- venue with a check for $2,700,000 for War Bonds.

Breaking the pictures at nine o'clock, four Fanchon & Marco theatres in St. Louis, in cooperation with local radio, big audiences news of the Roosevelt-Churchill Africa meeting.

Remote 300-mile broadcast once a week from the Fort Irwin bombing and gunnery range to pick up the post shows the orchestra is originated by KOH, Reno.

Selected to participate in Command Performance S. A. S., is the National Guard Band, from Nashville, Grand Ole Opry. Partici- pants in the broadcast were Roy Acuff and his Smokey Mountain Boys.

WMIN, St. Paul-Minneapolis, has ac- quired the AP radio news wire from Press Assn.

WNEW, New York, has resumed com- ments by J. H. Priestley, British author, who breaks from the London studios of BBC.

KGO, San Francisco, on Feb. 8 started a six-weekly all-night program of negotiated music and special fea- tures to entertain war workers on the swing and daytime shifts.

Point Rationing is subject of daily broadcasts on WNYC, New York.


WLS, Chicago, on Feb. 7 began its Sunday schedule of broadcasting one hour earlier than previously. Station added a special network of stations in Wyoming, Kansas and Colorado, to begin. WLS has started a series of Saturday afternoon quarter-hour programs promot- ing the activities of the SPARS titled "Aho, Coast Guard."
Here's the Prospect Planning List

Advertising Experts Demand Year After Year!

399 advertising budgets $100,000 or more... 771 different brand name budgets... a four year advertising expenditure comparison for Radio, Magazines and Farm Papers.

What happened to advertising in 1942, America's first year at war? Were budgets advanced or slashed? Did market changes cause media shifts? If so, how much?

Where did advertising money go in 1942? How did it compare to 1941... or '40... or '39?

Important? Certainly is! Most advertisers and agency men will go over the tables to compare operations... to check competitive effort. Media men will be checking too, to discover where they succeeded and where they slipped. New sales presentations will be made, others brought up-to-date. All will make adjustments to capitalize on the changing picture.

The annual report "Leading Advertisers and their Expenditures" in the February 5th Printers' Ink is only one of the many services P. I. performs to keep its readers informed... only one of the many reasons top-flight advertising, merchandising, marketing and media men keep renewing their P. I. subscriptions year after year.

To reach the men who build and spend the nation's advertising budgets use Printer's Ink, the magazine that helps these men at their job, the one magazine with penetrating circulation... the one magazine that dominates the field.

Printers' Ink
The Weekly Magazine of Advertising, Management and Sales
205 East 42nd Street • New York, N. Y.

Radio networks, stations and representatives using Printers' Ink during the past year

Blue Network Co., Inc.
Buffalo Broadcasting Co.
Columbia Broadcasting System
Columbia Pacific Network
Cowles Stations
Don Lee Broadcasting System
Mutual Broadcasting Co.
National Broadcasting Co.
N. B. C. Spot and Local Sales
New England Regional Network
Westinghouse Radio Stations
Yankee Network
Free & Peters, Inc.
London Blair & Co.
Kdal, Duluth*
Keka, Pittsburgh
Keka, Los Angeles
Kfis, Denver
Kjr, Seattle
Kmbc, Kansas City
Knox, St. Louis
Knx, Los Angeles
Komo, Seattle
Krnt, Des Moines
Ksdo, Des Moines
Kwkh, Shreveport
Kxok, St. Louis
Kwv, Philadelphia
Wabc, New York
Wbbm, Chicago
Wrt, Charlotte
Wzr, Boston
Wcae, Pittsburgh
Wcau, Philadelphia
Wcco, Minneapolis
Wcky, Cin-Cin Nati*
Wcop, Boston
Wday, Fargo*
Wbrc, Hartford
Wdz, Tuscola
Welf, New York
Wemi, Boston
Weny, New York
Wfis, Philadelphia
Wgar, Cleveland
Wgb, Scranton
Wgl, Fort Wayne
Wgn, Chicago
Wgrp, Buffalo
Wgy, Schenectady
Whbf, Rock Island
Whic, Rochester
Whk, Cleveland
Who, Des Moines
Wish, Indianapolis*
Wjib, Detroit
Wjsv, Washington
Wjwc, Chicago-Hammond*
Wjz, New York
Wkbw, Buffalo
Wkdz, Kalamazoo—Grand Rapids
Wljb, New York
Wls, Chicago
Wmaq, Chicago
Wmb, Peoria
Wmc, Memphis
Wmt, Cedar Rapids—Waterloo
Wmax, Sioux City—Yankton
Wnew, New York
Wor, New York
Wusr, Boston
Wow, Omaha
Wowo, Fort Wayne
Wxw, New York
Wznl, Richmond
Wsgn, Birmingham
Wsm, Nashville
Wstrstr, Syracuse
Wtag, Worcester
Wtam, Cleveland
Wtjr, Norfolk
Wtry, Troy
Wwjl, New Orleans

Printers' Ink reaches advertisers and agencies, the people who buy radio time.
KOH, Reno

Los Angeles Soap Co., Los Angeles (White King, Sierra soap), 6 ac weekly, thru Raymond Egan Co., Los Angeles.

Los Angeles Soap Co., Los Angeles (Scotch cleanser), 6 sp, thru W. A. White Co., San Francisco.

New York, N.Y.

B. J. Davis Sales Co., Hardware, N. J. (Cut-Rite wax paper), 5 ac weekly, thru J. Walter Thompson, N. Y.

Kimbble’s Ink, (ink), 3 ac weekly, thru J. A. Mill, N. Y.

General Motion Corp., Detroit (institutional weekly), thru J. Campbell-Ewald Co., Detroit.

Savings Bank Ass’n, N. Y., State (ac), thru J. H. Rethel, N. Y.


WTOC, Savannah, Ga.

Swift & Co., Chicago (Allwest magazine), 3 ac weekly, thru J. Walter Thompson, N. Y.


Leeman Bros., Cambridge (Riso), 12 ac weekly, thru Young & Rubicam, N. Y.


Cottuline Inc., New York (cough drops), 3 ac weekly, thru Al Paul Leighton Co., N. Y.


KECA, Los Angeles

Pepe Boys of Calif., Los Angeles (auto equipment), 6 ac weekly, thru Million Movers Adv. Los Angeles.


Wov, New York


Sachs Quality Furniture, New York, 260 sp, thru Raymond Spectro Co., N. Y.

San Gabriel Wine Co., L. I. City, N. Y., 312 sp, thru Emil Mogul Co., N. Y.


Macfadden Pub., New York (True Story magazine), 6 sp, thru Raymond Spectro Co., N. Y.

Procter & Gamble, Cincinnati (Lawn sofa), 9 ac weekly, thru The Bow Co., N. Y.

Alameda Country Nursery, Oakland, Cal., thru D. B. Steubin & Co., N. Y.

Martin Firearms Co., New Haven (rare blades), 3 ac weekly, thru Cravens & Hedrick, N. Y.


Arno Brewing Co., San Francisco, 3 sp weekly, thru Briscia, Davis & Staff, San Francisco.

WFLI, Philadelphia

William B. Wine Co., New York (Knitting Guides), 1 ac weekly, thru Huber Hope & Sons, N. Y.

Yager, L initiative N. J., thru Atherton & Cor- rier, N. Y.

Black Dog Co., Jersey City (Gold Medal pur- poses), 6 ac weekly, thru J. Walter Thompson, N. Y.

Standard Bakers, New York (Book League of America), 16 ac weekly, thru Raymond Spectro Co., N. Y.


Philadelphia.


Cooper’s Cooperative League of U.S.A., New York, 1 ac, thru Atherton & Corr., N. Y.

WLB, Brooklyn

Franklin School of Dancing, New York, 12 ac weekly, thru Director & Dailers, N. Y.

Brass Rail Restaurants, New York, 14 ac weekly, thru Blackstone Co., N. Y.

Universal Broadcasting Co., New York, 5 ac weekly, thru Forman, Palmer & Co., N. Y.

Bartlett, N. Y., thru Atherton & Co., 2 ac, 22 ac weekly, thru Blackstone Co., N. Y.

WJZ, New York

Dryden & Palmer, Long Island City, N. Y. (Graymaster), weekly ac, thru Samuel C. Croft Co., N. Y.

KQW, San Francisco

Rainier Brewing Co., San Francisco, 6 ac weekly, thru Buchanan & Co., San Francisco.

Kaiser Shipyards, Richmond, Cal. (housing), thru Hetherington Adv., Oakland.

Californian Baking Co., New York, 8 ac weekly, thru Ted Bates Inc., N. Y.


Procter & Gamble, Cincinnati (Lawn sofa), 9 ac weekly, thru The Bow Co., N. Y. 

ALAMEDA COUNTRY NURSERY

Oakland, Cal., thru D. B. Stuebin & Co., N. Y.


Proctor & Gamble, Cincinnati (Lawn sofa), 9 ac weekly, thru The Bow Co., N. Y.

T. P. B. Co., L. I. City, N. Y., 312 ac weekly, thru Emil Mogul Co., N. Y.


Macfadden Pub., New York (True Story magazine), 6 sp, thru Raymond Spectro Co., N. Y.

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ATTENTION!

Program Directors, Agencies, Transcription Producers . . . are you overlooking a bet? You need this TUNE-DEX service.

This is reprint of TIDE magazine's number two news story . . . current issue. Read it here if you missed it.

TUNE-DEX is the first and only permanent living index of popular music . . . examine this card . . . here's the whole story.

Exact reproduction of a Tune-Dex card. Actual size is 3" x 5". Note completeness of needed information. Each month 50 new, 50 standard songs.

See this index of songs FREE. Send no money. If you don't think it's a service you need after inspecting first month's cards, return without obligation. Cost is only 30¢ a week if you continue the service! Mail coupon today.

TUNE-DEX INC.
1619 Broadway, New York City
PATRIOTIC SIGNOFF
President's Flag Day Prayer
Closes WINX Day

AMERICAN CREED, read by an
announcer, followed by a rebroad-
cast of President Roosevelt's Flag
Day prayer, is the patriotic signoff
now used by WINX, Washington,
from 1-1-04 a.m. The President's
transcribed voice is heard over-
faint music of American The Beauti-
ful.

At conclusion of the prayer the
music is up, then fades quickly for
a brief pause then three dots and
a dash. The announcer concludes
with "V is for victory."

We Thank Our Competition
—for helping publicize the
new Savannah Market. We
sell his market ... at
the lowest per-person cost
of any medium!

INERTIA

E V E R Y plant superintendent knows that an idle
machine uses more power to start up than it
does to keep going. The extra power is needed to
overcome "inertia"—the tendency of a thing to keep
on doing just what it's doing now.

The laws of inertia apply just as much to people as
to machines. Once people stop thinking about your
product, it takes a lot more advertising power to
start them again than it would to keep them. Avoid
paying for public inertia by giving people something
they value—radio entertainment—to remember you by.

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

BROADCASTING • Broadcast Advertising
VICTORY TABERNACLE, Los Angeles (religious), on a 52-week contract started Jan. 23, sponsors a weekly 60-minute live program, Victory Tabernacle Hour, on four California stations, KFWB, KFOX, KGFI, KML, Saturdays, 11 p.m.-12 midnight. Released simultaneously through Radio Central in downtown Los Angeles, program features Rev. Frank Morrison, orator, chorus group and vocalists. Agency is Tom Westwood Adv., Los Angeles.

FIGUEROA BALLROOM, Los Angeles, is sponsoring a thrice-weekly quarter-hour musical program on KHJ, Hollywood. Contract is for 13 weeks, starting Feb. 11. Uil Adv., Los Angeles, has the account.

PHOENIX REAL ESTATE Board, that city, is sponsoring a half-hour Sunday morning round-table program on KFOX, Phoenix. Series covers rent control and real estate listings.

AMERICAN MISSION for Lepers, Los Angeles (religious), in a 23-week fund-raising campaign, started Feb. 9, is sponsoring a thrice-weekly quarter-hour program Mission Hour, on KFAC, that city. Smith & Bull Adv., Los Angeles, is agency.


HILLY ROSE, former secretary to Sydney Gaynor, sales manager of Don Lee Broadcasting System, Hollywood, has been made special messenger of Calavo Growers of California (avocados).

LOTEMAN'S, Nashville department store, is sponsoring Lady From Loveman's weekly radio program on WLAC, that city, a daily musical series, titled Lady From Loveman's with Wednesday-day donated to the Office of War Information for answers to questions on the war effort. Sundays a transcribed series, Soldiers of the Press, is presented. Virginia Mansell is m.e. of the regular programs.

H. C. CAPPELL, Oak., Oakland, Calif. (department store), is sponsoring a weekly half-hour home gardening program featuring Barbara Lee on KROW, that city. Presented in cooperation with Sunset Magazine, series includes landscape improvements as furnished by U of California Agriculture Dept.

It's Free
A COMMERCIAL program without any commercial has been launched on WFIL, Philadelphia, by Harmon Blackburn, owner of Old Bookbinder's, Philadelphia restaurant. Each evening for 10 minutes any recognized group or representative with an important message, can have the period for the asking. The restaurant pays for the time.

Religious Discs
CREW OF THE GOOD SHIP GRACE Inc., Los Angeles (religious), expanding radio activity, on Feb. 22 starts sponsoring a thrice-weekly half-hour transcribed version of Haven of Rest on six Atlantic Coast Network stations with split schedule (WMCA WPEN), Monday, Tuesday, Thursday, Friday, 8-8:30 a.m. (WFBR WWDC WBOC WJEJ), Monday, Wednesday, Friday, 9:30-10 a.m. Contract is for 52 weeks. Continuing on KFAS, KFEL WMBI, the thrice-weekly series also starts March 8 for 52 weeks on WNAC, Boston, with a similar schedule. Religious group in addition sponsors that program with live talent thrice-weekly on Mutual-Don Lee Pacific stations, Tuesday, Thursday, Saturday, 8-8:30 p.m. (PWT). Other regional network will also be utilized. Agency is Broadcast Advertising, Los Angeles.

Religious Series
HEBREW EVANGELIZATION SOCIETY, Los Angeles (religious), on Feb. 15, started for 52 weeks a six-weekly half-hour transcribed program, Hebrew-Christian Hour, on KFBI, KFEL, KOIL, Omaha; KWJJ, Portland; KVJ, Tacoma; KYA, San Francisco; WPEN, Philadelphia. Series is released twice daily on KRTK, Hollywood. Society also sponsors live version of that program featuring Dr. A. U. Mitchell on 6 Golden West Network stations (KFBI KGK KMTS KMW KERN KROH), Monday through Saturday, 6:30-7 a.m. (PWT) for 52 weeks. Tom Westwood Adv. Agency, Los Angeles, has the account.

A Monument to a Monument!
To us there seems to be something solid about folks who give a cemetery monument serious consideration. Its purchase speaks so eloquently of real people.

That 13,519 homes have written in an advertiser's Cemetery Monument Catalogue will give you an idea of the kind of people who make up the immense 50,000-WATT WWVA FAMILY, 70,050 of whom wrote our advertisers in January. Just more proof of our power to pull!

JOHN BLAIR Represents Us

WHEB
Portsmouth, New Hampshire

"WHEB" Smiles—
"I'll see ya in the Yearbook!"

50,000 WATTS

BROADCASTING • Broadcast Advertising
of a Clean Cut Radio "Buy"

Put a frame around this:

30 counties—11 million acres
of farm land as rich as any
in the world... 3 cities thriving
with diversified industry,
plus 29 prosperous urban
communities... 565,000 peo-
ple, buying from 8,114 active
retail stores. That’s the
WTAD area!

Standing out cleanly in the
midst of this picture—is
WTAD... the most power-
ful station within 100 miles
the only network station
within its area... the only
station in Quincy.

In Quincy, 127% more
people say they listen to WTAD
than to any competing station.
Outside the city, WTAD has
50% more "listenership" than
the next station heard in this
area! (According to 4,325 re-
cent survey interviews.)

In this kind of picture your
radio money is smart money—
any time. It will pay its
way—and then some! It is
paying its way for our long
list of consistent advertisers.

You’ll LIKE this picture of a
clean cut radio "buy"—on your
own desk. Why not write for
all the facts you need—today?

A CBS STATION
1000 Watts, Day and Night
930 Kilocycles

WTAD
QUINCY, ILLINOIS
Represented Nationally
by the Katz Agency

SURPRISE LUNCHEON for Elaine Carrington, author of Pepper
Young’s Family, sponsored on NBC by Procter & Gamble Co., Cin-
cinnati, found the following executives on hand Jan. 15 to celebrate be-
ginning of the program’s eighth year on the air (1 to r): Chick Vin-
cent, director of the daytime serial; W. M. Ramsey, radio director of
Procter & Gamble; Mrs. Carrington; Daniel S. Tuthill, vice-president,
and host, and Alfred H. Morton, president of National Concentrations
and Artists Corp., representing the author, and also a luncheon host.

McGill Heads Guild

EARL McGILL, CBS director, was elected president of the Radio
Directors Guild at a meeting held in New York last Monday. McGill,
a member of the Guild council, suc-
ceeds George Zachary, chief of the
OWI Program Service Division. Jerry Devine, producer of Mr.
District Attorney on NBC, and other programs, was elected vice-
president, and Robert Lewis Shayon, CBS director, treasurer, John Mac-
donnell, newly appointed radio di-
rector of the United Nations In-
formation Bureau, was re-elected
secretary.

Ward BBDO V-P

ALAN M. WARD, creative chief of the Buffalo and Cleveland offi-
ces of BBDO, was elected a vice-
president, the agency anoun-
ced last week. Fred Barrett, for-
er spacebuyer of Compton Adv.,
New York, has been named asso-
ciate manager of the media depart-
ment of BBDO, New York.

FERRIN TO BURNETT
IN CHICAGO SHIFT

FRANK W. FERRIN, formerly
vice-president and account execu-
tive of H. W. Kastor & Sons, Chi-
icago, has joined Leo Burnett Co.,
Chicago, as vice-president in charge
of radio. Mr. Ferrin was vice-
and radio director of

Mr. Herrick

Mr. Ferrin

Mr. Ferrin

Mr. Ferrick, Burnett radio director for three years, who has been named
account executive. Under Mr. Fer-
in’s direction will be the Monday-
through Friday quarter-hour H. V.
Kaltenborn program on NBC for
the Procter & Gamble Co. and the Upton
Close weekly quarter-hour com-
mentary on MBS for Lumberman’s
Mutual Casualty Co.

R&R Names Emerson

GEORGE T. EMERSON, account executive of Ruthrauff & Ryan, De-
troit, where he has served since
1932, has been elected a vice-presi-
dent.

OLIVER MORTON, head of NBC
Spot Sales, Chicago, reports that spot
billing out of the Chicago office in
January 1943 is 10% higher than the same
period last year.
WINX Now Operates Booster Outlet Remotely

PETITION of WINX, Washington, to operate a synchronous amplifier by remote control has been granted by the FCC until qualified operators become available, but not beyond June 1, 1943. Further conditions are that meters be read and logged daily and at all times at least one licensed operator at main transmitter control the synchronous amplifier.

The FCC's action in relaxing Sec. 2.50 of its Rules covering such operation follows its policy of assisting broadcast stations to meet wartime manpower emergencies, it was stated.

Toscanini Biography

LIFE of Arturo Toscanini, conductor of the NBC Symphony bro. News, is pictured in Arturo Toscanini — A Photobiography [Island Workshop Press, New York, $2.50, limited edition 95]. Dorothy Thompson, columnlist and BLUE commentator, has written an introduction. Captions and comments are by Mrs. Stefan Zweig. Photographs are by Mrs. Zweig's daughter, Susanne Winternitz Hoeller; others have been contributed by Toscanini himself.

Guesteditorial

(Continued from page 39)

Kay Kyser's recording "Take Your Girlie to the Movies", which added a bit of showmanship the manager liked.

He also used a 15-minute weekly program Hollywood Chatter, which included movie gossip from his press books and our news wire, previews of coming pictures, questions and answers from listeners regarding Hollywood—oh, yes, the theatre manager was the program's commentator.

Our first approach for extra promotional use of radio was in using the splendid transcribed "previews" produced by most of the leading motion picture studios. If we tried to sell him the period, we knew he wouldn't buy—so we split the difference, the previews made fine programs and we sold the theatres the spot preceding and following the transcription to announce his play dates for that particular picture. We got a more than fair price for the two announcements.

However, the theatre manager in question, wasn't wholly satisfied with the usual type of promotion; he wanted something different each time. Our limited production staff went to work.

On musical pictures, we used record hit tunes from the picture and offered free passes to listeners sending in the correct list of announced titles. We received a neat price for the time, and the theatre did a swell business.

Then came the record and transcription ban—now what to do? Again our small production staff went to work! We dramatized the shows.

For "The Navy Comes Through"—really just another picture—we wrote excerpts from the film and made them into a grand 30-minute show. For "Commandos Strike at Dawn" our production staff prepared a series of four 5-minute shows and a 10-minute show.

Other special promotions included hit tunes from a special George M. Cohan album for his "Yankee Doodle Dandy" with the commentator weaving in the story of Cohan's life; and for "Johnny Comes Marching Home" we ran 15 spots in five days asking listeners to write a letter to us, telling what they're going to do when their "Johnny Comes Marching Home" after the war. To the writers of the best 100 letters we sent free passes and to the best letter of them all was awarded a family pass.

These are but a few of the special promotions we've been able to sell the local theatres in the past year. At the present writing, we have scheduled special promotions to the tune of one per week for the next 26 weeks—all this in addition to the regular schedule of spots and Hollywood program.

We also sell patriotic programs like Remember Pearl Harbor on Dec. 7, one of the finest productions ever to come out of a 250-watt station. The program traced the progress of the war since Pearl Harbor and at the end a plea for War Bond sales at the theatre that night was made.

So, the inventive genius of even a small 250-watt station has turned a usually hard-to-get theatre account into a winner, with the station almost doubling its billing with them, and the theatre manager taking Quigley theatre promotion awards right and left.

Make the theatre manager see that he can buy time on the air at the same ratio he can in the newspaper with results that outmeasure the printed page. Ask him to take an active part in planning the special promotions. They get the same kind of "kick" out of taking an active part in their radio promotion as they do from laying out a fine newspaper ad.

It takes time; it takes diplomacy: it takes some extra effort; but it gives a most welcome boost in weedy billings in these times!

Got Her Clocks

JUST because she mentioned that her alarm clock had failed to go off that morning, Frances Scott, who conducts a program on WHN, New York, received a brand new alarm clock from a sympathetic listener, within an hour. Before the day ended, she had received three more.

Here is that high-powered rig you have always wanted to own ... one that you can depend upon for peak operating efficiency. Hallicrafters have built into the HT-4B the result of years of engineering research.

Model HT-4B delivers a carrier output of 325 watts on phone and 450 watts on CW. The preamplifier supplied with the transmitter can be mounted conveniently at the operating position, controlling volume, keying and standby ... once adjusted to any band the rig may be operated remotely.

When, once again, we are permitted to sell communications equipment for civilian use — your HT-4B will be waiting for you.

World's largest exclusive manufacturer of short wave radio communications equipment.

Hallicrafters
CHICAGO, U. S. A.
House 7-Man Inquiry
(Continued from page 8)

eecutive board of CIO at its meeting in Washington Feb. 7 denounced the Cox investigation and calling on Attorney General Biddle to "investigate the charges of improper activities of Rep. Cox and take appropriate action immediately."

A second development was the transmission, to Speaker Sam Rayburn of the House, of a letter by John W. Boler, midwestern broadcast and president of North Central Broadcasting System Inc., condemning the Cox inquiry and urging an investigation of the Congressman's "motive and reason for the FCC investigation." Both obviously related to current Commission consideration of allegations that Judge Cox improperly had represented WALB, Albany, Ga., and had accepted a $2,500 fee. Judge Cox, in an address to the House prior to the passage of his resolution last month, had asserted that this money had been paid unknown to him and that it had been contributed to a local charity.

Meanwhile, mixed emotions were evidenced in both industry and official circles over the Cox inquiry. The main topic was whether the inquiry actually was the outgrowth of a feud between FCC Chairman James Lawrance F. Fly and Rep. Cox, or extended beyond that. Most stations, and notably the networks, adhered to a hands-off and "wait and see" policy.

The Smith resolution, introduced Feb. 5 and reported favorably by the Rules Committee a few days later, passed the House last Thursday by the overwhelming vote of 294 to 50. The Cox resolution had been adopted by a virtually unanimous vote with 45 shares or 15%; Wm. F. Johns Jr., Chicago, vice-president, and Sam F. Johns, Chicago, treasurer, each holding 45 shares. All are directors. Three hundred shares have been issued for the 15,000 shares.

The measure authorizes the seven-man committee to determine whether any department or independent agency of the Federal Government has taken steps beyond the scope of the power or authority granted it by Congress or by executive order, whether the constitutional rights, privileges or immunities of citizens have been invaded, and whether penalties have been inflicted for failure to comply with such edicts without affording the accused opportunity to present defense before impartial tribunals. The Committee was instructed to report to Congress from time to time the results of its investigations and to make such recommendations, if necessary, for legislation or amendment of existing acts.

The CIO resolution cited that the sponsors of the FCC investigation passed by the House "under the guise of investigating 'bureaucracy'," had launched an attack upon President Roosevelt and the administrative branches of the Government designed to discredit the conduct of the war in the eyes of the American people. The investigation can only have the effect of hindering development of a war program for the communications industry and disrupting the functioning of a vital war agency, it continued. It pointed out further that evidence had been offered that Rep. Cox "improperly rendered services for certain broadcasting stations and therefore is not qualified to conduct such an investigation."

The CIO Executive Board expressed its "profound disapproval of the use by appeasement Congressmen" of the floor of Congress and special Congressional commit-

Food Group to Meet
KEY advertisers in the food industry will meet at New York Times Theatre in New York, Friday to discuss plans for a voluntary food industry advertising campaign in connection with the government's war programs. A budget of nearly $100,000,000 is visualized. Meeting was called by Gardner Cowles Jr., assistant director in charge of domestic activities. Herman H. Seltzer, manager of OWI food drives, said it would be attended by representatives of Advertising Council, Grocery Mfrs. of America, OWI, GPA, Dept. of Agriculture, Nutrition Division of the Office of Defense Health & Welfare Services and WMC.

MAGIC VALLEY
an Agricultural Paradise served by
KTFI
TWIN FALLS, IDAHO
NBC
National Representatives
The Walker Co.
Homer Griffith Co.

WHERE X DOES NOT MARK THE SPOT

There's a lot of new business in WHAM- land these days... but the extent of that business and the exact location are military secrets. Training camps and construction projects have boosted the buying power of any number of communities in the primary area of WHAM's 50,000 watt clear channel signal. Many of these new buying areas can be reached through localized coverage of the section in which they are located... but all can be reached at once, for approximately one-third the cost of localized coverage of the same area, with WHAM. And WHAM is the station to which these work-tired construction experts and trainees turn for entertainment and news on their off-hours. This is the bonus coverage WHAM offers you today.

National Representatives:
GEORGE P. HOLLINGBERY CO.
50,000 Watts... Clear Channel... 1180 Kilocycles... Full Time... Affiliated with the National Broadcasting Co., and The Blue Network, Inc.

CINCINNATI'S MOST POPULAR NEWSPAPER
AL. BLAND AND MOSE WAGN
WCTY

Page 44 • February 15, 1943
pute guilt to individuals or organizations not already outlawed by the Government.

In a statement made on Feb. 9 Mr. Woods said that although the BLUE's policies prohibit the discussion of controversial issues on commercial programs, the network's correspondents have dealt in these standards and from their prepared scripts to discuss controversial issues in a biased and inflammatory manner.

No names were mentioned by Mr. Woods in his statement, but in an interview with an AP correspondent in Miami on Wednesday, Winchell said that "one of the most powerful executives of the BLUE Network sat down with me and guided me" in his broadcast of Feb. 7. BLUE officials declined to comment, but it was learned that Phil Carlin, vice-president in charge of programs, was in Miami at that time.

The BLUE Network has been very liberal and generous and I can't squawk," Winchell told the AP. "They reminded me that there were certain rules that must be followed. They told me they knew I wanted to stay on the radio and they wanted to help me stay.

"Fangs Removed"

"However, the facts remain that certain people would like to stop Drew Pearson and me, and my fangs have been removed and my typewriter fingers rapped with the butt of a gun.

"I'd like to say this—which I can't say on the radio any more—the fathers and mothers of this country who have sons and others killing and fighting and dying to preserve freedom of speech and press should realize that the war is already lost back home. The only thing left is the newspaper. I hope the newspapers will fight harder for the freedom which radio has so meekly surrendered."

In a statement last week Mr. Pearson said:

"Up until just last Sunday (Feb. 7) the BLUE network in all my dealings with it has been a champion of truth and fairness on the air. I feel sure that after future deliberations the network will come to continue and will eventually agree that free and fair criticism is essential in a Democracy and will not again go so far as to bar the quotations of a Supreme Court decision criticizing an important aide in the Navy Department, as it did last Sunday."

It was learned, however, that the reference to the Supreme Court decision was deleted from Mr. Pearson's broadcast due to misinterpretation of the BLUE memorandum.

The full text of Mr. Woods' statement follows:

The policies of the BLUE Network are similar to those generally adopted by the industry, and to which networks and a majority of American broadcasting stations adhere. These policies prohibit the discussion of controversial issues on commercially sponsored programs.

"Ample time is offered free of charge to recognized groups and individuals for the discussion of subjects concerning which people hold divergent views. The BLUE Network freely gives time to representatives of various governmental, civic and social organizations, and to individuals, for fair discussion of issues of public interest. At the same time, the BLUE Network demands that all broadcasts must be in good taste.

"The BLUE Network news editors have always kept these standards in mind. However, several commentators recently have departed from these standards and from their prepared scripts to discuss controversial issues in a biased and inflammatory manner.

"This week the BLUE Network, in a memorandum to network news editors, again emphasized these policies, and insisted that all news broadcasts conform to these regulations."

In announcing the Naval Affairs Committee investigation into Winchell's status, Chairman Vinson said that "at a public hearing, no closed door," his group proposed to call before it proper officials to "ascertain the full status of the Reserve Officer, Walter Winchell."

George Mazzacane

GEORGE MAZZACANE, 66, dean of Italian announcers at WELI, New Haven, died of a heart attack Feb. 8 in New Haven. Mr. Mazzacane, co-producer of L'ova Italiana, was heard on WELI for seven years and previous to that on WICC, Bridgeport, was a retired druggist and very well-known in Italian-American circles.

Satisfied Sponsors

wrote this ad to prove his ranking as one of America's top Newscasters...
MBS Program Clinics Slated To Open in New York Shorty

McClintock Outlines Expansion Plans Under 1943 Budget at Industry and Press Dinner

KEY STATION program directors of Mutual will meet in New York within the month to examine the network's program schedules and plan new shows, it was announced last Wednesday by Miller McClintock, MBS president, at a dinner given by the network for the industry and members of the press.

First of a series of proposed monthly clinics to be held in key cities throughout the country, the New York conference will put into action a program of expansion announced Jan. 29 at a meeting of the Mutual board in Chicago [BROADCASTING, Feb. 1]. At that time the Board approved an increased budget for 1943.

Outline Major Points

Anncouncing plans to increase and improve Mutual's service to members, affiliates, advertisers and listeners, Mr. McClintock said the 1943 budget, up 25% from last year's, is the largest in Mutual's history and indicative of the complete support given expansion policies by MBS stockholders.

Major points in the new plans, said Mr. McClintock, include increased network program and production service to Mutual stations with regular program clinics of key originating stations; enlarged research and sales departments; and sales policies stressing equally the major market and the small-town coverage of the 211 MBS stations.

Describing the basic Mutual policy of getting most of its sustaining programs from its member and affiliate stations as "particularly American," Mr. McClintock said that this will be continued, "but with more help in ideas and participation from network program officials."

Stating that radio research has barely scratched the surface, he expressed the determination of Mutual to "be second to none" in providing the advertiser with all the data he needs to enable him to make an intelligent selection of the kind of advertising best suited to his needs. The expanded research staff activities of MBS will be geared to supply "sound, factual information" to advertisers about facilities and programs, he said.

A question about the effect of the reduction in line charges on Mutual operations was referred by Mr. McClintock to the general manager of the network, who replied that these reductions "will result in an improvement in service and may make it possible to extend Mutual's coverage into some new markets."

WWSW-AFRA Accord; New Pact Set for WLB

AMERICAN Federation of Radio Artists has signed a contract with WWSW, Pittsburgh, covering staff announcers, the union announced last week. Contract, containing the standard AFRA provisions, was negotiated for the union by Vic Conners, field representative.

AFRA expects to submit its recently revised sustaining contracts to the War Labor Board early this week. Necessity for filing five copies and a detailed form for each of 40 individual contracts with the WLB prevented earlier submission, the union explained. Demands for increases in commercial scale minimums for network and transcription programs corresponding to the 19.7 point rise in the cost-of-living from Dec. 15, 1940 to Dec. 15, 1942, will be presented to advertisers and agencies as soon as work on the sustaining contracts is completed.

AAA Names Three

THREE members of the staff of the American Assn. of Advertising Agencies have been given special positions, it was announced last week by the 4 A's executive board. Robinson and station line-up have not been determined, but the program will probably be aired Monday, Wednesday and Friday in the 8-9:15 p.m. period. This is the first regular network advertising for the firm, which has used spot radio for a number of years. Dunne Jones Co., New York, is agency.
BROADCASTING

SHOE ADVERTISING IS NOT DISTURBED

A MODIFIED SURVEY by BROADCASTING last week of shoe companies currently using radio showed no indication of an immediate curtailment in radio advertising by the individual companies involved in the shoe rationing order. Although the O'Sullivan Rubber Co., Winchester, Va., has cancelled all radio advertising for 1942 except for a renewal of its schedule on WOV, New York, this is not believed to be a direct result of the shoe rationing order, which went into effect Feb. 9.

Agency executives queried stated in most cases that it was too early to predict the effect of the order on current campaigns, but they expected no immediate curtailment by their shoe clients.

The 1943 O'Sullivan campaign on WOV starts Feb. 15 with daily announcements for 13 weeks, followed by a 13-week campaign in the fall. A continuing survey by the company of listener reaction to its radio advertising, as well as the check of shoe repairmen and wholesalers, reveals a definite tieup in brand identification with the campaign on WOV, a station specializing in coverage of the Italian market in New York. O'Sullivan last year used about 40 stations for its transcribed announcements promoting its rubber heels. Account is handled by Adv. & Sales Council Inc., New York.

Klein Leaves D'Arcy

HENRY C. KLEIN, former radio director of D'Arcy Adv. Co., New York, on Feb. 8 joined the newly-established New York office of MacFarland, Aveyard Co. as radio director. Well known in the agency field, Mr. Klein has done production and scriptwriting for Walter Thompson Co., Chicago was radio director of both Charles Daniel Frey and BBDO, Chicago, and at one time was continuity director of the Western Division of CBS. Before joining D'Arcy, Mr. Klein was handling program and talent at BBDO, New York.

Lava Spots Curtailed

SHORTAGE of raw materials, including coffee, sugar, and oil supplies, the latter frozen last week by order of the War Production Board, has resulted in the cancellation of one of Procter & Gamble's spot announcements campaigns for Lava, scheduled to get under way on selected markets throughout the country Feb. 15. Lava drive on another group of stations, lined up starting Jan. 24, continues. Agency is Blow Co., New York.

Columbia's Station for the SOUTHWEST

KTH
WICHITA KANSAS

Call Any Edward Petry Office

RADIO BREAKS SHOE NEWS

OWI Credits Industry With Effective Job of About Rationing

RADIO brought the American consumers first word of shoe rationing, it was revealed last week at the Radio Bureau of the Office of War Information.

Commenting on the manner in which the job was done, Douglas Meservy, acting chief of the Radio Bureau, said "the job could not have been done without radio". Furthermore, he said "it was a neat proof of the emergency character of radio".

Although the news was not actually released by the White House until shortly before 3 p.m., Sunday, Feb. 9, several OWI executives were informed 15 days earlier that an important announcement was pending. Since the news was for Sunday afternoon release, radio was the only possible medium.

Three Methods

To deliver the message instantly three modes were conceived—commentators, the Army Hour, and popular commercial programs. This was essential to the success of the shoe rationing campaign since the consumer had to understand the need for rationing and retailers had to be informed that the program was effective immediately.

At first, commercial sponsors were approached by the Radio Bureau with an unidentified announcement of importance, known as "oyster rationing". The sponsors approached all accepted, awaiting the actual news which came on Saturday, the day before the release of the news. This was necessary to allow the material to be worked into the scripts of the shows concerned. The Army Hour was allowed several days of advance notice to work the material into their program pattern owing to the necessity for remote pickups.

Through OWI field offices, word was transmitted Sunday to the local stations for insertion of spot announcements in their local station announcement plan beginning Tuesday. This was part of the continuing campaign to explain the need for rationing shoes to each consumer.

Commercial programs utilized for the Sunday announcements were: Phil Baker's Take It or Leave It, The Album of Familiar Music, The Great Gildersleeve, The Good-Will Hour, Wheeling Steel, Prudential Family Hour and First Nighter.

"HOW'S YER PERSPECTIVE OF RED RIVER VALLEY SALES POSSIBILITIES? PER THE RIGHTS reclaimed on this HALF-BILLION DOLLAR MARKET, GIT IN TOUCH WITH WDAY!"

Gunnar Back for A&P

GUNNAR BACK, CBS Washington reporter, will be featured in the twice-weekly CBS food talks starting under sponsorship of Great Atlantic & Pacific Tea Co. Feb. 17 (BROADCASTING, Feb. 1). Guests will be interviewed by Ruth Hadley, director of the A & P Information Service, Paris & Pearl, New York, is agency.

Philco Floats Loan

V-LOAN for $30,000,000, covering a three-year period has been arranged by Philco Corp., to provide additional capital to finance production of electronic equipment for the Army and Navy. The credit, largest V-loan to date in the Third Federal Reserve District, has been extended by 21 banks.

WDAY

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

BROADCASTING • Broadcast Advertising

February 15, 1943 • Page 47
Industry Supports Way Control Plan

Tulsa Broadcaster Says 'Declaration' Offers Protection

WIDESPREAD industry support for his "Broadcasters' Declaration of Independence" to insure control of its microphones was reported last Friday by William B. Way, vice-president and general manager of KVOK, Tulsa, and a member of the NAB Board.

In an identical letter to stations, members of the FCC, Government leaders and other interested parties last Friday, Mr. Way answered questions raised by the industry regarding the Declaration, now pending before the NAB Board. Last month Mr. Way had addressed broadcasters regarding his proposal to provide further discussion and ultimate action. Mr. Way has held that control of the medium by broadcasters has been "slipping away through a combination of pressures and circumstances still within the capacity of the industry to correct."

The original Declaration was presented to the NAB Board last October by Mr. Way. He said the response has been so favorable that he has gained "confidence in the success of the idea". Stating the questions posed by broadcasters and providing the answers, Mr. Way concluded that the plan could be put in operation by the industry through appointment of a commit-tee to perfect it, after the majority of the stations had signed the Declaration.

Asked why the project could not be the function of the present NAB Code Committee, Mr. Way said it could. When the plan was considered, it provides for a code committee which would function all year with a full-time paid code authority backed by the industry. He asserted the present code is a "masterpiece of ethics" but that it could not administer itself.

Declaring that broadcasting is a fast-moving, fast-growth business, Mr. Way pointed out that someone has a new idea for radio almost every day. Any code, to be "self-administrative", would have to embrace ideas which are "different".

Spot Problems Important

Responding to the highly-con- ventioned question whether the net-works could be "trusted with the broad policy-making decisions" for the industry, Mr. Way said of course they could be trusted, but that such a delegation of responsi- bility is impossible if stations are to operate under their licenses. Networks as such are not licensed. Moreover, he said that if the industry took the position that the networks were better able to operate in the public interest, "we would be inviting the Government to license networks instead of stations".

Moreover, the spot broadcasting problems are just as important as those of the networks, he said. No one can handle these but the broadcasters. Network policies do not necessarily impress or concern spot broadcasters, so there would be no valid precedent.

"The networks are fine and trust-worthily," said Mr. Way, "but the broadcasters are not looking for a guardian, nor have the networks asked for such a dubious assignment."

Could Cover All Classes

Alluding to the network ad visory boards as the arbiters, Mr. Way said that if such boards made hard and fast policies and their respective networks observed them, it unquestionably would have "slightly varying policies for each network", therefore that events be a "battle of policies, with the industry gaining nothing but a headache".

The plan could cover all classes of stations, Mr. Way said, since the code authority would be in a position to handle problems limited ex-clusively to single stations in single localities but, for the most part, it would be dealing with broad, na-tional problem in choosing mem-ber to all stations alike and therefore could be solved for all alike. Under the plan any station operator would have an opportunity to sit on the commit-tee before the final decision was made, because the plan would require that every participating sta-tion must operate, in choosing mem-
bers to all commit-tees, "as being representative of the single stations, the majority of which could be acceptable to one or a few stations because of location, while repug-nant to all others, or vice versa, he said.

Responding to the query whether it would not be dangerous to have a "small group of men setting the policies for the entire industry", Mr. Way asserted that precaution should be taken that the committee be-at large, independent to avoid the possibility of eternal membership of the committee because their responsibilities would be great. The men should be experi-enced in station operation represent-
ing a cross-section of the industry-
each of the major networks for one or more non-network operators. Each decision made by the commit-tee would affect the operation of each member's own station, as well as all others. Each decision would require confirmation by a majority of the stations to make it effective.

"Honest Independence"

The code authority would be a paid representative. He would be an experienced broadcaster who had developed a "reasonable sensitivity to the various forces, situations, and sales impact of every moment of the air", he would not have to be a lawyer.

Asked how networks, advertisers and agencies would be made to re spect and decisions of such a code authority, Mr. Way said decisions would be announced as an indus-try. As operators, broadcasters control their respective transmitters. The code authority and committee would be available for consultation. "Ours would be a friendly but honest independence," he said.

The code committee would not jointly fix rates and would not be a constraint or restraint of trade. He pointed out that acting as a combination does not, in itself, violate the anti-trust laws. The Declaration provides that the broadcasters shall be of one mind and act with one accord in the "interpretation of contracts, rates and discounts", but does not specify the "determination" thereof. Such a combination in the public interest, wherein no rates are fixed, would not be held in restraint of trade.

Mr. Way said this was the opinion of the form as asked how the plan would operate, Mr. Way said:

"Assume that Blanck Co., makers of a remedy for burns, through its ad-
vertising operates a series of one-minute transcriptions, each of which opens with a terrifying noise and question to an actual case, past or present is indicated.

"One or more station managers reject the transcription on the Code Authority. After a quick consultation with the NAB Board, all Authority issues to all stations a "hold" order, delaying the use of these transcriptions anywhere until the Code Committee can hear the records and issue a recommendation."

"Within the possible time, each station manager operating under the plan receives the recommendation from the code authority that do not accept these transcriptions. Accompanying this is a "confirmation form" which the station manager fills in and signs, as an individual operator, formally refusing to accept said ma-
terial as being contrary to the public interest, convenience and necessity," he said.

If the station is not immediately to the Code Authority, the Code Authori-
ity Sharia, speaking for the stations in-dividually as well as an industry, advises the agency for the Blanck. That said to the station manager that the code authority, because they are not contrary to the public interest, convenience and necessity."

"The above is the ideal case, in which no differences of opinion are ex-
pressed. Differences might delay the final decision, when the final decision, when finally made, still must come as the majority opinion of the industry, the re-
ponsibility for obtaining that opinion resting squarely upon the Code Com-mittee and Code Authority."

"After a few such cases, advertisers and agencies would be educated to sub-ject questions material to the Code Authori-ty first and ask for a decision, thereby saving valuable time and re-
cordings, etc."

"Economies of operation would de-
mand upon the Code Authority while in many cases, originating from stations, in routine fashion, even though some of them, in the air before it could be discontinued. Sta-
tions still would retain the right, and upon a fact or obvious facts, under their licenses, to reject objectionable ma-
terial individually, according to their own opinions."
Radio in Doubt As to 48-Hour Week

NAB Labor, Wage-Hour Groups Summoned To Confer

DOUBT blanketed radio's position last week, as a result of President Roosevelt's Order establishing a "minimum work week of 48 hours". Industry leaders were attempting to determine the exact status of the 73 stations situated in the 32 cities affected by the mandatory application to all fulltime employment.

Although few questions were answered, recognized that the War Manpower Commission is the key agency in the administration of this new edict. Whether all stations situated in any of the 32 cities would be required to have all fulltime employees work a 48-hour week was an open question. WMC officials believed that all stations' administration would be cared for locally and exemptions were possible at the discretion of the regional or area WMC director. Specifically they were not prepared to determine upon broadcasting's position.

NAB Calls Meeting

Union leaders questioned were likewise dubious of their positions under last current. They pointed out that the Executive Order was obviously elastic since it did not allude to the Federal, State or local law limiting hours of work or conflict "with the provisions of any individual or collective bargaining agreement with respect to the pay for hours worked in excess of the agreed or customary work week." Then the Order added that it was not intended to "modify the terms of the Wage Hour Act.

To clarify radio's position the NAB has wired members of its National Labor Executive Committee and members of its Wage & Hour Committee to attend a special conference in Washington Feb. 23 at the Mayflower Hotel for the purpose of discussing the effect of the regulation upon the industry.

Absent from the group of 32 cities subject to this control are radio key centers, New York, Chicago and Los Angeles, with Washington the only major city included. Within the few months it is likely that Chicago and Los Angeles may come within this classification because they were included in a secondary classification of 53 cities, termed "labor stringency" areas. Within the second group are 156 stations which might be affected.

Talent Question Unanswered

The 32 cities were originally selected as areas subject to local hiring controls which had little effect upon the radio industry [Broadcasting, Feb. 8]. The latest edict places all employment within these 32 cities subject to a 48-hour week immediately and provides for overtime rates as instituted. Whether each of these areas will decide that broadcasting is subject to the regulations is moot. Reasons offered against the trend of thought exist in the fact that while it may be necessary to place engineers and other technical help on a 48-hour week, it might be impractical, if not foolish, to attempt to cut out a 48-hour week for clerical personal. The question of working hours for actors, announcers and other talent was left in the air.

One thought which has been advanced in some industry circles is the fact that it would be well to put all essential occupations on a 48-hour week basis. The reasoning behind this is in the fact that the filing of Form 42-A for essential men calls for a statement of the hours worked by the individual employee. Consequently, if a man is essential and the purpose of the 48-hour week is to insure manpower needs through extension of work hours, it would be well to prove to local draft boards that the man considered essential is doing his utmost in the performance of his job.

In any case, the plan, as it now stands, calls for setting in operation the 48-hour week wherever possible. Parttime workers are not affected by the new regulation. Employees such as broadcast stations have until March 31 to extend their work week or to report to the WMC how much longer it will take them to do so. This applies only in the critical areas.

Voluntary Adoption Urged

In all other regions WMC advises employers to assume their responsibility in the war effort by adoption of the program voluntarily. If adoption of the program were not made, reduced labor requirements, and yet would not mean the discharge of workers now on the payroll, WMC advises adoption. Furthermore this is advised as a protection against the draft's drain. However, WMC cautions the measure is intended only to increase the release of workers for war jobs and essential jobs but not to intended to merely increase hours.

Recognizing that the 32 areas originally established were not the only regions of difficulty, WMC is

sued a supplementary list later in the week comprising areas known as one where "labor stringency" prevailed. Immediately, this list was not important but it is well understood that additions to the basic list of 32 would be made from the supplementary list. Among this list of cities many are found representing major radio centers such as Los Angeles, Chicago, Pittsburgh, Cleveland, Milwaukee, Des Moines, San Francisco, Salt Lake City and Tulsa. A complete list of cities in both lists follows.

Areas of critical labor shortage:


Areas of "labor stringency" are:


Evansville, Ft. Wayne, Gary, Indianapolis, Michigan City, Richmond South Bend, Terre Haute, Ind.; Joliet, Moline, Rockford, Springfield, Ill.; Madison, Milwaukee, Racine, Wau- \[...\]
Bumper Baby Harvest at WSUP, Toledo, where six staff members had visits from the stork in two months, resulted in this lesson in the care and hygiene of infants, with apron-clad Al Snyder, station newsmen-announcer, presiding. Five fathers attending are (1 to 7): Johnny White, chief maintenance engineer; Al Rolfe, continuity editor; Jim Groves, studio engineer; Glenn Jackson, chief announcer; Frank Hilbert, studio engineer. Jim Uebelhart, news editor, missed class, being at the moment busy pacing hospital corridors in anticipation.

Many rural sets need batteries, says Stefan

THOUSANDS of radio listeners are threatened with loss of broadcasting service. Rep. Karl Stefan (R-Neb.) warned Congress last week, that as a shortage of batteries has already crippled hundreds of receiving sets in his district.

Should stations lose hundreds of thousands of listeners, he said, Government departments and the entire war effort would be the loser, since "a very great number of families depend solely on radio for news and information."

Rep. Stefan, a former commentator of WJAG, Norfolk, Neb., was recently reelected to the House for his fifth term.


FCC Fund Cut

(Continued from page 14)

Mr. Fly in his direct statement to the work of Radio Intelligence Division, headed by George E. Sterling, assistant chief engineer, and to FBIS. He said the Commission is the nation's "radio detective" and constantly patrols the ether. He said this country has control and surveillance of the air as good as any nation, perhaps better. Apropos functions of FBIS, Mr. Fly said its work was for other Government agencies, notably the military. Approximately 1,600,000 words are intercepted every day in the week, he said.

The War Problems Division, for which $20,100 is sought and which received an unfavorable recommendation from the committee though it did not delete the funds, was described by Mr. Fly as the agency handling personnel and program service of foreign language stations and functions in connection with other wartime activities. This unit is headed by Nathan David, assistant general counsel.

It was revealed for the first time that this division, created in January 1942 to handle legal and investigatory problems arising out of the war emergency, has offices in a number of cities. These include New York, Chicago, San Francisco, Atlanta, Dallas, Los Angeles, and Portland. Its principal function, the Commission stated, is to assemble facts in the field and prepare reports on matters requiring action by the Commission or the Board of War Communications.

Describing functions of the broadcasting division, Chairman Fly said that it is now especially concerned with international broadcasting facilities. He described in detail how international broadcast stations are programmed jointly by WJI and CIAA as an integral part of psychological warfare. The FCC, he said, has under continuous study the most desirable frequencies for use by particular stations at particular times of the day and seasons of the year, and is also concerned with preventing accidental interference and with avoiding purposeful interference or "jamming" by foreign countries.

Station Transfers

Following annual custom, Chairman Fly placed in the record a breakdown of station sales and transfer of licenses from Dec. 9, 1941 to Dec. 31, 1942. Such data has been requested annually by Rep. Wigglesworth (R-Mass.), who also is a member of the Cox select committee to inquire into personnel and functions of the FCC. The breakdown shows the stations, as well as percentage of cost, replacement costs, station earnings or losses, price paid, and date granted. The list covered 72 separate transactions by station call letters.

Mr. Fly estimated that the Commission handles about 100 such transactions annually. Mr. Wigglesworth asked specifically for information on the "WGST" (Atlanta) transaction, the FOS sale and the sale of the Yankee Network to General Tire & Rubber Co.

Apropos Washington of FCC personnel, Mr. Fly said in response to Rep. Wigglesworth that 442 members of the Commission's staff have received deferments and that 301 in the deferment status are still on the Commission rolls. (Reports have circulated that the FCC has received more deferments per capita than any other non-military agency). Mr. Fly said he hoped that all these deferments would be for the duration. He said that most of the group are specialists in a most essential field of activity. He added that he was satisfied that they would do a more significant war job with the FCC than they could in the military services.

Questioned by Rep. Case (R-S.D.) about duplication of monitoring service performed by the FCC with work of the military services, Mr. Fly, however, contended there was a very clear differential but said that the Army at one time had advised that it did not require particular types of reports. Those were discontinued and others inaugurated. Later, Mr. Fly said that by and large there was practically no duplication.

Considerable testimony was elicited on the status and background of Frederick L. Schumann, of the FBIS staff, mentioned by Chairman Dies (D-Tex.) as one of three FBIS employees of purportedly undesirable background. Mr. Fly said, however, that an investigation failed to reveal that he was not desirable and lauded his ability.

Apropos William E. Dodd, son of the former Ambassador to Germany, also on the FBIS staff, Mr. Fly said the Civil Service Commission had approved his appointment.
FTC Asks Court to Dismiss Miles Laboratories Complaint

Claims Firm's Attempt to Restrain Impending Action by Appeal to Tribunal Is Irregular

ASSERTING that Miles Laboratories, Elkhart, Ind., resorted to an irregular course of redress in seeking a declaratory judgment to restrain an impending action, the Federal Trade Commission last week notified the U. S. District Court for the District of Columbia that it was moving dismissal of the complaint filed by Miles on Dec. 14 [Broadcasting, Dec. 21].

The action had been brought by Miles Labs. after FTC mailed the firm an agreement stipulating certain modifications in either the labels or the advertising for each of three Miles products. Miles appealed to the court for aid, declaring that FTC was assuming jurisdiction belonging to the Federal Food & Drug Administration, and that the firm was threatened with loss and other damage.

Challenges Jurisdiction

Although no radio advertising was involved in these cases, Miles' appeal to the court aroused interest among broadcasters, because it was felt that the act challenged FTC's jurisdiction in several current cases against large manufacturers of medicinal remedies, in many cases involving radio scripts.

PTC's answer for the most part argued that the Federal District Court has no jurisdiction, but in addition it shed considerable light on PTC's interpretation of its functions.

According to the argument, the U. S. Circuit Court of Appeals has exclusive jurisdiction to affirm, nullify, or set aside PTC orders. But Miles would have no right to resort to this court until the FTC itself had issued a cease and desist order, the Trade Commission asserted, in moving for dismissal.

According to procedure under the Federal Trade Commission Act, the motion said, there can be no resort to the court until a controversy exists. A request for a stipulation, or notice that a complaint is about to be issued does not constitute a controversy, FTC said.

"A complaint," according to the FTC motion, "is, in operation, nothing more than notice of hearings which will be held for the purpose of taking evidence on charges stated, and giving the respondent opportunity to show cause why a cease and desist order should not be issued."

The complaint itself, FTC said, is only preliminary and procedural. "If the respondent chooses to disregard the order and does not answer the complaint or appear at the hearings before the Commission, it is subject to no penalty, and does not waive its right to obtain judicial review of any final order which may be entered against it."

Until a cease and desist order is actually issued, FTC stated, the Commission "is not directing the plaintiff to do anything, or cease from doing anything, and is not threatening to do so."

FTC described itself as "a law enforcement agency" whose only job is to issue a complaint to determine certain things. "Issuance of a complaint creates no adverse legal interest because the proceeding is not for and cannot result in a judgment or decision in favor of the Commission, but is brought only to determine whether a cease and desist order would be in the public interest."

After completing arguments on jurisdiction, FTC nevertheless took up Miles challenge that the Commission was assuming powers of the Federal Food and Drug Administration over labeling.

FTC explained that its stipulation did not require changes in the label, but offered that as an optional alternative to adjustments in advertising. "It is certainly within the province of the Commission to determine the legality of the plaintiff's advertisements in the light of the contents of the labeling of the products advertised, FTC concluded.

BIG LOCAL department store provided "biggest single order since its beginning" for WHJB, Greensburg, Pa., when Don Ten decided to use two 15-minute news programs daily, five-minute newscast daily and 38 time announcements weekly, all for 26 weeks. At the contract-signing session were (1 to r): George Podeyn, WHJB manager; Jim Smeltzer, station representative; Howard Hoffman, program director.

AP By-Laws Change

A SPECIAL membership meeting of the Associated Press in New York last Tuesday ratified an amendment to the by-laws, eliminating the requirement that new members must pay a fee of not less than three times the current annual assessment for the community. By-law now requires applicants for AP membership to pay 10% of the regular AP assessments in the community since 1940, which in most large cities would be considerably less than fees figured on the basis of three times the current assessments.

BRANDBORG NAMED EGOLF SUCCESSOR

GUSTAV BRANDBORG, for 10 years sales executive of KVOO, Tulsa, has been promoted to commercial manager replacing Willard D. Egolf, who has joined the NAB, according to William E. Way, vice-president and general manager. Hills Bell comes up from KVSO, Ardmore, Okla., to fill Brandborg's post.

Mr. Brandborg went to Tulsa in Mr. Brandborg 1909. A background as a professional singer enabled him to transfer to radio from the construction field.

Mr. Bell's radio background includes KTUL and KOME, Tulsa; KHGB, Okmulgee, Okla.; KADA, Ada, Okla., and WORD-WSPA, Spartanburg, S. C. He is also a concert pianist and composer.

LISTENED; BOUGHT

NINE out of ten persons who had heard "Can You Top This" on WOR, New York, rated it "good" or "very good", and there is evidence of their approval in purchases of the sponsor's product, according to a survey prepared by Newell-Emmett Co., New York, for the sponsor, Kirkman & Son Division of Colgate-Palmolive-Feet Co., Jersey City.
AFM Fee
(Continued from page 9)

Manpower Commission in attempting to get as many people as possible into essential war work by retaining presently unemployed AFM members as musicians, and that it would impose an impossible situation on record manufacturers who are prevented by Government price freezing from increasing the price of their records to the public or transcriptions to radio stations.

In answer to questions about conflicts of the AFM plan with the Government programs, Mr. Petrillo stated that the union's lawyers had examined it carefully and found it to be completely lawful.

The AFM proposals and invitation to negotiate were sent to the following list: Decca Records, RCA Victor, Columbia Recording Corp., Muzak Corp., World Broadcasting System, Victor, Columbia Recording Corp., Minoco Studios (makers of juke-boxes with picture attachments), and the National Assn. of Coin-Operated Phonograph Manufacturers.

No explanation was advanced for the omission of other transcription and recording companies from the list.

Chairman D. Worth Clark (D-Idaho), of the Senate Petrello Probe Committee, said last Friday he had received from the AFM president the text of the proposals, along with a covering letter. Mr. Petrillo advised him that the international board had devoted considerable time to the matter and that they were submitted at the earliest date possible.

Senator Clark said that he and members of his five-man subcommittee were studying the proposals. He made no comment as to their reception.

The proposals were released last month after the committee had heard the AFM witnesses. Chairman Clark stated they would be reviewed after the next meeting. The probe proposals had been submitted, with representatives of public organizations, affected industries and other groups, who have asked for an opportunity to testify, to the committee. It is presumed a date shortly will be fixed for resumption of the proceedings.

Meanwhile no word whatever was forthcoming from NAB President Neville Miller nor his chief music counselor, Sidney M. Kaye, regarding the AFM proposals. The fact that broadcasting directly was left untouched in the demands, occasioned no real surprise.

Both the AFM president and his counsel, Joseph A. Padway, had told the Senate committee they had no direct grievances against broadcasters but were interested in relieving unemployment through revenue derived from recording and transcription companies and juke-box owners.

Question naturally arose, however, as to whether the proposed Petrillo terms could be invoked without amendment of the copyright laws. If the terms were

CHOSEN as the young man who did the most from a civic standpoint for Columbus, Ga., in 1942, J. W. Woodruff Jr. (right), executive manager of WRBL, Columbus, WATL, Atlanta, and WGFC, Albany, Ga., receives the Columbus Chamber of Commerce Distinguished Service Key from U. C. Moyer. Mr. Woodruff is NAB director-at-large and retiring head of the Georgia Assn. of Broadcasters. He has many civic affiliations.

worked out and accepted by the industries affected, the status of the statute presumably would not be involved. This would be tantamount to the method used by the Music Publishers Protective Assn., whereby royalties voluntarily are paid for manufacture of transmissions, both sustaining and commercial.

Decision on Jurisdiction

EXPECTED in AFM Suit

A SUPPLEMENTAL Government brief in the Dept. of Justice antitrust suit against the AFM was filed last Monday before Judge John P. Barnes in the Federal District Court of Chicago by Dan Brit, special assistant attorney general, for the U.S. Dept. of Justice, and in Chicago. In addition to legal citations, the brief reviews oral arguments made by Thurman Arnold before Judge Barnes three weeks ago, asking that the AFM motion to dismiss be denied.

Mr. Brit charged that James C. Petrillo and the AFM were conspiring through the recording ban to put independent record producers out of business [BROADCASTING, Jan. 25]. Judge Barnes is expected to hand a decision within the next few days on whether the anti-trust suit should be heard in the Chicago Federal Court or dismissed.

Philo Repair Plan

DISTRIBUTORS and district representatives will cooperate to set up a repair service for maintenance of home radios, under a plan put into effect last week by Philo Radio & Television Corp.

Program involves an "active partnership" between Philo distributor and corporation's staff of district representatives to make optimum use of available equipment and manpower.

First step in this wartime radio service involved setting up repair shops in all Philo distributor cities. Tests have already been made in two cities.
9 CBS Members On Advisory Board

New Group Scheduled to Meet With Network Executives

FIRST MEETING of the new "Columbia Affiliates Advisory Board" is expected to be scheduled shortly with CBS officials in New York. Stations in each of nine geographical districts, corresponding roughly to the network's operational setup, are voting a district representative to the nine-man board.

Similar to the advisory and planning committees of NBC and the BLUE, the board will hold frequent meetings with CBS executives to confer on problems of policy and programming. Meeting the network and its affiliates.

Idea was suggested in a letter to CBS affiliates from Herbert V. Akerberg, vice-president in charge of station relations. Plans for the organization were formulated at a meeting in New York Jan. 15 of CBS officials with a group of station men appointed to direct the election of the permanent board.

Network was represented at the meeting by William S. Paley, president; Paul W. Resten, vice-president and general manager; Joseph H. Ream, vice-president and secretary; Mr. Akerberg and J. G. Gude, William S. Schutt Jr. and C. Howard Lane of the station relations department. Similar to the advisory committee comprises Leo Fitzpatrick, WJR, Detroit, chairman; Cecil Mastin, WNBF, Binghamton; O. L. Taylor, KTSA, San Antonio; Hugh Terry, KLZ, Denver; James Woodruff, WBRL, Columbus, Ga.

At the conclusion of the meeting the station committee appointed the New York accounting firm of Lybrand, Ross Bros. & Montgomery to conduct the election of board members. Ballots were mailed to all CBS affiliates on Jan. 25 and as soon as possible after the election has been completed the advisory board will hold its first meeting.

Rohm & Haas Spots

ROHM & HAAS Co., Philadelphia, on March 1 is starting a 13-week campaign for its insecticide, using weekly and thrice-weekly spot announcements on 25 to 30 stations in selected agricultural areas. Campaign will go off for the summer months, and plans are to resume a similar schedule this fall. Agency is Newell-Emmett Co., New York.

KWKH

CBS-50 KW

The Selling Power in the Buying Market

A Shreveport Times Station

SHREVEPORT, LA.
The Brachman Company

FOR OUTSTANDING public service in promoting Nebraska's war salvage campaign, WOW, Omaha, was awarded the "Righteous Scrap-Salvage" plaque, presented to WOW General Manager John J. Gillin, Jr. (right) by the Rev. Paul F. Smith, S.J., English Dept. director of Creighton.

NET OF $4,100,000 IN 1942 FOR CBS

CBS had consolidated net earnings of approximately $4,100,000 for the year 1942, equivalent to $2.39 per share, according to a preliminary statement issued last week by Frank K. White, treasurer. Earnings in 1941 were $4,804,700, or $2.80 per share, although the figures are not exactly comparable as the 1942 figures are for the 52 weeks ended Jan. 2, 1943, while the 1941 figures covered a 53-week period.

1942 earnings are after provision was made for $4,850,000 for estimated Federal income and excess profit taxes, an increase of $550,000 over the $3,800,000 provided for such taxes during 1941. The $4,450,000 is after deduction of the 10% excess profits post-war credit ($210,000) from 1942 taxes payable.

At a CBS board meeting last Tuesday the directors declared a cash dividend of 30 cents per share of Class A and Class B stock of $2.50 par value, payable March 5 to stockholders of record at the close of business Feb. 19.

Vick Extension

VICK CHEMICAL Co., New York, has extended its spot campaign for Vapo-Rub and Vatralon for an additional 13 weeks on some stations. Vick's seasonal 26-week campaign got under way last fall on a large group of stations, using news and music programs. Agency is Morse International, New York.

Manpower, Priority Problems Featured In Agenda of Canadian Broadcasters

CANADIAN broadcasters met at Toronto this week, Monday to Wednesday, to discuss wartime problems of manpower, priorities, cooperation with Government departments on war problems, and to hear reports from representative American broadcasters at the ninth annual convention of the Canadian Assn. of Broadcasters.

With the exception of the Monday afternoon and Tuesday morning sessions, all meetings this year are closed. Open luncheons are scheduled the three days of the conference, open breakfast meetings Tuesday and Wednesday, and the annual dinner on Tuesday, when Max Jordan, former NCB European correspondent, will be guest speaker.

Miller, Gillin to Speak

Neville Miller, NAB president, is to be the Tuesday luncheon speaker, and John J. Gillin, Jr., WOW, Omaha, the Wednesday luncheon speaker on "The Future of Broadcasting As I See It". Lewis Avery, NAB director of broadcast sales, and Mrs. Dorothy Lewis, NAB coordinator of listener activity, are to address various sessions of the convention.

Canadian speakers include Dr. J. S. Thomson, recently appointed general manager of the Canadian Broadcasting Corp., who will meet most of the independent broadcasters at the convention for the first time; and a number of Government officials from wartime departments along with radio public relations officers of the three armed services.

A dinner was given by the CAB directors to American broadcasters on Sunday evening. Stations represented by Stovin & Wright Ltd., were to hold a sales clinic and dinner Monday evening. Stations represented by All-Canada Radio Facilities planned a dinner on Wednesday evening, and on Thursday the CBC is holding a meeting of CBC network affiliated stations in the morning and with the Western Assn. of Broadcasters in the afternoon.

CBC Board Session

A MEETING of the Board of Governors of the Canadian Broadcasting Corp., was held at Ottawa Feb. 8-9. Political broadcasts prior to elections were discussed and it was decided to keep the present policy with adequate representation of all political parties on the CBC sustaining networks. No other topics were announced as having been discussed in the official statement issued by the general manager, Dr. J. S. Thomson, but it is thought the CBC employee pension scheme and Gladstone Murray's resignation as director-general of broadcasting were on the agenda.

UNITED STATES TREASURY T AWARD

(Second in the Nation)

to

ILION, N. Y.

Saturday, January 23, 1943

ILION—home of Remington Arms (Du Pont) and Remington Rand

ILION—Just eight miles from WIBX, "Voice of the Mohawk Valley"

and

UTICA, N. Y. (home of WIBX) once more receives the distinction of THIRD (in New York State) SPOT CITY for March, 1943 with an index of 114.3 and 6.05 million in Retail Sales.

WIBX

"The Middle Link in Columbia's Chain from the Hudson to Great Lakes"

broadcasting • broadcast advertising

February 15, 1943 • Page 53
agreements with the networks, as distinguished from the regulations as originally drafted. He emphasized that as now written, the regulations are general and the business station which has a contract with a network controlling the regulations, assuming they are held valid, automatically would be subject to them. There is no provision in the law which “comes within gunshot” of giving the FCC such power, he argued.

Citing the “free competition” aspect of the Sanders Case decided two years ago by the Supreme Court, Mr. Hughes pointed out the same tribunal said Congress did not give to the Commission control over the business operations of stations. Radio was an industry which Congress intended to “let alone” because it is subject to physical limitations, he said.

Questioned by Justice Jackson about Paragraph 303 (i), Mr. Hughes said that the word “special” was the key. He alluded to the Congressional debates and quoted Senator Dill, author of the bill, to buttress his contention that the provision dealt only with duplication of chain programs and with “technical engineering problems.”

Right to Coerce

Asserting he did not believe Congress gave the Commission such a “weapon to coerce stations,” Mr. Hughes said that under the regulations as proposed, some 300 to 400 network stations would be deleted if they did not promptly accede to the new rules. Relying to Justice Frankfurter, he said the Commission could not establish such a general policy, though it can refuse licenses on renewals individually and take into account past performances. After the lunch-hour recess, he elaborated on that observation, asserting that the Commission has the power in adversary proceedings, and based on the record and past performances, to refuse to renew licenses.

In his rebuttal of the CBS argument, Mr. Fahy again alluded to the Congressional debates to support his contention that the Commission had full authority to regulate network-affiliate contracts. As Justice Frankfurter commented that the five-year contract itself appeared to “preclude competition.”

Mr. Fahy contended that the Commission had been most lenient in its negotiations with the industry, and inferred that requests for relief in particular cases would be considered. All that was left of the case, he contended, was the question of reasonableness of the regulation. The issue has been raised, he said, whether the regulations could be imposed generally or whether they could be invoked by having each affiliate’s case handled individually. He argued that while the regulations constituted a “general policy,” each case could be decided individually.

In closing the argument, Mr. Caldwell traced the history of the monopoly provisions of the statute from the start. He said no one in those days dreamed of the development of national broadcasting to its present point, and that Congress simply had in mind avoidance of monopolies in the receiving set and equipment fields.

Struggle of MBS

He outlined the struggle of Mutual, as the youngest and smallest of the networks, in procuring outlets in important markets, asserting it was blocked because of exclusive contracts, time options and the lack of available additional outlets.

Mr. Caldwell related how the time option regulations would function, pointing out that blocks of time would be available to individual networks in segments throughout the day. He claimed that virtually the same rights would be available to the networks.

In this condition, three networks tie up the time of some 36 important markets. Under the new regulations, he declared, that available time on the stations not optioned to the other networks could be used by Mutual or other network organizations. He asserted it was not solely a network problem, since, on an individual value basis, only 22% of the time is sold, which could be utilized in part for other network service.

Disc Sponsors

LATEST accounts for Hymn Time, transcribed program featuring strings by Ed McConnell, and produced and ..... by Charles Michelson, New York, are Pillsbury Flour Mills (feed division) on KROS, Clinton, Iowa, and Jacksonville Public Co., on WMVE, Jacksonville, Fla. My Prayer Was Answered will be sponsor of six time slots a week on WBNX, Nashville, by Brown Furniture Co. The Shadow has acquired the following sponsor and stations: Goudie Drug Store, WBNO, Baton Rouge, La.; Duquesne Brewing Co., WCAE, Pittsburgh; Groves Bros., Wheeling, W.Va.; BK, Columbus; Four-Way Cold Tablets, KWK, St. Louis; Unigoton Brewery, WMBU, Uniontown, and F & I Products Co., WLOL, Minneapolis.

RCA Dividend

QUARTERLY dividend of 87 1/2 cents per share on the outstanding shares of RCA $3.50 first preferred stock and a dividend of 8% per share on the company’s “B” preferred stock was declared recently following the regular meeting of the board of directors. According to David Sarnoff, president of RCA, these dividends are for the period from Jan. 1, 1943, to March 31, 1943, and will be paid April 1, 1943 to stockholders of record at the close of business March 5.

OPA Gives Rules For Price Quotes

General Figures May Be Used

If Dealers Are Not Listed

RADIO SCRIPTS may advertise a general retail price for a product without violating price control regulations, OPA explained last week, but prices must be offered and qualified if a specific list of dealers is mentioned in the broadcast.

Two rules governing advertising responsibilities under price ceilings were interpreted by OPA to prevent national or regional advertising from misrepresenting prices charged by individual storekeepers or to require dealers who advertise under ceilings lower than the advertised price.

Rule Explained

The rulings stated that in instances where radio copy mentions price but no dealers, no other safety measures are necessary. When price and dealers are listed, however, the script must state that the prices do not apply in stores operating under lower maximum prices.

OPA’s rulings also apply to newspaper and magazine advertisements, which must always qualify a national price when dealers’ names are mentioned. Similarly, when a marketer sends copy to a retailer, it must include warning that prices below the local ceiling are not binding.

Ashland Ups Newman

L. D. NEWMAN, formerly manager of the Huntington, W. Va., and studios of WCMI, has been made general manager of the Ashland Broadcasting Co., with headquarters in Ashland, Ky. Mr. Newman will have charge of the tri-state area served by WCMI, which has stations in Huntington, W. Va.; Ashland, Ky.; Ironton, Ohio; and Gallipolis, W. Va.

Brach’s Spots

BRACH’S CANDY SPECIALTIES Co., Chicago (Swing candy bar), has appointed Sherman K. Ellis & Co., Chicago, as agency. One-minute transcribed announcements and five-minute programs will be placed in 11 markets to start Feb. 15. George Bogart is account executive.

Page 54 • February 15, 1943 BROADCASTING • Broadcast Advertising
NEW NBC SURVEY ON DAY LISTENING

SECOND of NBC's two preliminary reports on radio listening habits titled "A Tale of 412 Cities," was released last week by Charles B. Brown, NBC director of advertising and promotion.

Like its predecessor, issued in December [Broadcasting, Dec. 28], the study is based on returns from questionnaires mailed last year to 1,100,000 radio homes in the United States, but listening in 412 cities of more than 20,000 population whereas the first study reported on nighttime listening.

Charts and graphs show tabulation results, and the brochure includes a complete list of the cities involved in the study, together with the percentage figures of the radio families investigated.

The promotion piece breaks down NBC's leadership in ''coverage from within'' (where NBC and the ''second network'' provide local coverage); where neither NBC nor the second network has ''coverage from within,'' NBC has no competition from within, and in the increase of listener preference in 92 of the largest cities.

Spur Campaign

CANADA DRY Ginger Ale, New York, which curtailed radio advertising for Spur early last year because of restrictions on sugar, recently began a 10-week campaign for that beverage on three New York stations - WNY, WMCA and WNEW - using from 6 to 10 transcribed announcements weekly. Announcements are also aired on WBB, WOR, WHN and WOR in Chicago, and have been distributed to dealers throughout the country for use on local stations. Agency, J. M. Mathes Inc., New York.

Everage in Canada

CANADIAN NATIONAL CARBON Co., Toronto (Eveready batteries) on Feb. 11 starts a weekly half-hour radio program through its transcribed program department to run throughout the year on a large number of Canadian stations. Account is handled by Locke Johnson & Co., Toronto.

WAVES Name BBDO

BBDO, New York, which handles recruiting for the Navy, has been named by the Navy's Bureau of Personnel to direct publicity and promotion, excluding advertising, for WAVES recruiting. Agency will serve in an advisory capacity, supervising and producing the drive in various media.

$678,024,000.00

Annual income of WIBW farm families - a market dominated by our six-state signal. Ready to sell for you.

WIBW The Voice of Kansas in TOPEKA

Station Problems as well as selling points engrossed attention of this California-Arizona executive trio during recent Hollywood conferences. Problem-mullers are (1 to r): Harry W. Witt, Southern California sales manager of CBS; Harold A. Safford, general manager of KOF, Phoenix; Lee Little, general manager of KLUE, Tucson, Ariz.

Code Centralizes Censorship

(Continued from page 18)

under the Office of Censorship no longer objects to "local or national war production roundup articles as long as they do not reveal production rate of a specific war product," said Mr. Price. Restricted, however, are collected data on a nationwide scale disclosing production progress or capacity in connection with ordnance, planes, war vehicles, or other munitions.

The section dealing with unconfirmed reports and rumors has been tightened with censorship, under the guise of opinion, speculation, or prediction, any fact which has not been released by appropriate authority.

Letters from servicemen in combat zones are censored at the source for home and family consumption only, the Code points out in a separate clause under Combat Zone Information and Letters. When these letters are used on the air, however, broadcasters are urged to measure the contents in the light of provisions of the Code.

A new clause deals with war prisoners, internees and civilian prisoners. Information is restricted as to the arrival, movements, confinement, escape or identity of military prisoners from war zones. Identity of persons arrested or interned as enemy aliens or of persons moved to resettlement centers also may not be broadcast. Neither may locations or operations of war prisoners or alien internment camps or resettlement projects and place of confinement of civilians convicted of treason, espionage or sabotage, except on appropriate authority.

In this case the War Dept. is authority for information concerning war prisoners or prison camps. For information about resettled persons the project official in charge is authority. The Dept. of Justice is authority for information as to enemy aliens or their camp or civilian prisoners. Broadcasters are urged to make certain whether the individuals involved are military

they may not say from where the President will speak.

Reports of forest fires, descriptions of danger areas, weather conditions, and other information concerning possible sabotage, placement of guards, threat to military objectives and extent of smoke clouds are restricted.

Dealing with programs, the Code has been clarified and some additions made. Mr. Ryan particularly stressed the importance of not broadcasting telephoned, telegraphed or word-of-mouth auction bids, contributions or similar acknowledgments from listeners. He explained that this restriction might work some hardship on legitimate charitable programs on behalf of the Red Cross, Bond sales and such, but the danger of innocently broadcasting information from enemy agents is too great to permit the practice.

Broadcasters are urged not to suggest radio as a means of instruction in case of an actual air raid. In view of military regulations which provide for radio silence at the scene of an actual raid, the Office of Censorship, in concurrence with the Office of Civilian Defense, requests broadcasters not to encourage their listeners, during blackout or air raid tests, to depend on radio for "advice and assistance" in case of enemy attack. No restriction is placed, however, on legitimate news and descriptive material for the simulated incidents are over.

YOU CAN'T SELL MUCH TO FARMERS (Ky.)

Sure, farmers are in the dough these days - but not Farmers (Ky.). That's why Farmers and all such Kentucky villages together are a meel. walk in the corn field compared with the cornfield of the Louisville Trading Area. With Louisville Trading Area $610,000,000 in purchasing and WAVE's 17% power, this area gives the rest of Kentucky combined! .. To fill your silos with sales in the Louisville market, WAVE is the station to see. Canal 3, 10 Rockefeller Plaza - New York.
SCOPHY GRANTS AMERICAN LICENSE

ORGANIZATION of Scophony Corp. of America to handle the “supersonic” system of television developed in England by Scophony Ltd. was announced last week by Arthur Levey, president and general manager of the company in the new firm are General Precision Equipment Corp. and Television Production Inc., the announcement stated.

The latter company is a subsidiary of Paramount Pictures which is also a stockholder in Allen B. Du Mont Laboratories, pioneer television research and organization and operator of an experimental television station, WW XV, New York.

Mr. Levey reported that the entry of the firm into American television had been welcomed by FCC Chairman James Lawrence as being in the public interest as offering an alternate system to the electronic one which all American experimenters have utilized. For this reason, Mr. Levey said, the company will concentrate on the production of sound locators and other military equipment patented by the parent company which has been producing this type of equipment in England.

The new company has enough television apparatus for the construction of several sets of the homing machines of the British models and the theatre projection machines. Mr. Levey said, and will demonstrate its method of sight-and-sound announcements in groups in areas where programs are being televised. S. H. Dodington, chief of the sales department, is here to acquaint American engineers with the company’s apparatus and methods.

FEDERAL COMMUNICATIONS COMMISSION

FEBRUARY 6 TO FEBRUARY 12 INCLUSIVE—Decisions

FEBRUARY 9

WCBR, Peru, Ind., telephone service authorization operate 7 a.m. to local sunrise Dec., Feb., March, 250 w., subject to termination if interference develops.

KHDB, Shreveport—CF, move auxiliary transmitter to new installation subject to proof antenna capable producing effective field over new location.

KHWC, Harwell—Renewal license condition install satisfactory antenna, determine power direct measurement, file report within 30 days.

KPOO, Santa Rosa, Calif.—Involuntary assignment license from Ernest L. Finley (deceased) to Ruth W. Finley.

WJPH, Jacksonville, WCOA, Pensacola—KAST, Astoria, Ore.—Extend license 90 days.

WXIN, Washington—Waive Sec. 2.53 of Rule 71, 74, 82, 83 and 84 to permit direct measurement of interference until March 20, 1944, and also a temporary authorization.

FEBRUARY 10

NEW, The Crewey Corp., Mason, Ohio—CP international broadcast station, 200 kw., 51.4 m.

WIGO, Reed, N. C.—Mod. CP, as mod. for new broadcast station, extend temporary license, move to new location March 9, 1944.

WVL, Fort Lauderdale, Fla.—Mod. CP, as mod. change frequency, increase power, move, complete construction license, file report completion date March 5, 1944 to May 5, 1944.

WJSJ, Winston-Salem—Mod. CP, as mod. new equipment, D.A.DN, change frequency, increase power, move, extend completion date March 22, 1944 to June 22, 1944.

FEBRUARY 12

WPAT, Paterson—Transfer control license Frank Falknor, Rex Schepo to Donald Flans (50%).

WOSH, Oshkosh—Voluntary assignment license Howard W. Wilson to Oshkosh Broadcasting Co.

Tentative Calendar . . . .


IN THE CONTROL ROOM

BOB THOMPSON, chief engineer of KOY, Phoenix, is conducting a refresher course on fundamentals of television at the Electronics Institute in Chicago.

DONALD CALLAHAN and Stanley Kressyolds of the WGN, Chicago, engineering staff, have joined the Signal Corps at Camp Crowder, Mo.

PAUL CLARK, formerly of the engineering staff of NBC central division, now on active duty with the Army in the South Pacific, has been promoted to Major.

CLIFFORD M. CLARKE has joined the engineering staff of WSAY, Savannah.

TONY VACARRO, Engineer of WHE, Portsmouth, N. H. has been appointed to the Air Force.

G. A. (Scotty) MONROE, engineer of WBT, Charlotte, N. C. is in the hospital with injuries received when struck by an automobile Feb. 4. Said to be improving steadily.

DON DANIELS, engineer of KOMA, Oklahoma City, recently enlisted in the Army Air Forces, V. I. Clark, formerly of San Diego, succeeds him.

GEORGE EDWARDS, announcer of KTW, Philadelphia, has resigned his position on the staff of George Steinhardt and joined the engineering staff of WFIL, Philadelphia.

GERARD H. MENGEMAN, engineer of the NBC Chicago studios, has adopted a girl.

PVT. MARYNARD M. DUVALL, of New York City Network’s control room staff, in Lynchburg, Va., has been appointed to the Signal Corps Officer’s Candidate Training Program at Fort Belvoir, Va. Joseph F. Wright, sales manager of WLVA, Lynchburg, has received his first-class mechanic’s badge at Fort Belvoir and joined the engineering staff.

FRANKLIN H. BIBBING has joined the engineering staff of WHB, Philadelphia.

THURMAN DUKE has joined the technical staff of WHMI, Muskegon, Mich.

WPB to Simplify War Radio Parts

Program Reduces the Types Used In Army, Navy Sets

STANDARDIZATION program for Army and Navy radio parts is under way. At the present time, according to the National Radar Division, it was revealed last week, and a plan is being worked out to reduce the component types now in military use. As a result of the program, which is already completed, is expected to serve both a military and a production purpose, WPB officials say. It was provided in the preliminary specification, they point out, it will simplify repair and supply problems in battles zones, since parts would be interchangeable.

More Efficiency

On the production front, standardization will mean greater efficiency, WPB says. Concentrated runs will be possible, and many impediments to swift manufacture- ing of parts, will be eliminated. For instance, single specifications will mean single tests of parts, and the joint Army-Navy program will permit merging previously segregated in- vestigations.

The program is being worked out by the War Committee on Radio, organized for that purpose by WPB, and the Blue Streak board, under the presidency of Wolf, chief of the Radio Division’s components branch. Specifications for the standard parts are worked out through cooperation of Army, Navy, manufacturers, component contractors, IRE and the American Standards Assn.

The committee has already been able to cut out types of miselectric capacitors from 10,000 to 2,000, and to slash indicating instrument types from 9,000 to 2,100, at present. WPB says, it has subcommittees working on 215 classifications and 3,000 capacitors, power units, transformers, and batteries.

Sam’l W. Edwards Dies; Pioneer Radio Engineer

SAMUEL W. EDWARDS, member of the consulting engineering firm of Edwards & Martin, died suddenly of a heart attack at his home in Detroit last Tuesday.

Mr. Edwards, a veteran of 35 years in the radio industry, had been in radio since 1910. He was with the radio division of the Dept. of Commerce before joining the Federal Radio Commission, and afterward served as radio inspector in the 8th District, headquarters in Detroit. He was one of radio’s best-known Government figures. Mr. Edwards was in Government engineering service as an inspector and inspector from 1917 until 1932, when he entered private practice. Associated with him in the firm of Edwards & Martin was Lieut.-Commander in the Navy.

GLEN R. GLASSCOCK, formerly of the engineering staff of KOA, Denver, was recently promoted to Lt. Com- mander in the Navy, and engineer to Lloyd E. Yoder, and former engineer in charge of the transmitters. J. A. Slusser, now holds the rank.
HELP WANTED

Experienced Sales Manager—For New England. Must have ability to produce and direct. Personal contact with established station with network. Possibility of further advancement. Must be the type to take on more than status and salary expected. Box 228, BROADCASTING.

SPLendid OPPORTUNITY FOR EXPERIENCED ANNOUNCER—Seeking more determined, experienced announcer. Preferable: Wire, write, or phone early. Mgr., giving references, date available, starting salary expected. KSYM—1000 watts—NBC—El Paso, Texas.

ANNOUNCER—Copywriter, all around Junior announcer, draft exempt or definitely exempt, $25, New England Network Station. Special Delivery Instructions. Box 299, BROADCASTING.

If you are a good all-around experienced announcer—With a full complement of duties. Prefer draft exempt, a Mutual Station in Massachusetts with 301, Press Director, to start at $35.00 with increase as soon as you prove yourself. Send written application promptly to Box 299, BROADCASTING.

COMBINATION—Commercial morning announcer and studio technician for remote studio of midwest net station. State experience and draft status. Box 301, BROADCASTING.

Two Announcers—News and ad 1/2. Send details including draft status, salary and when available. Permanent. KFYP, Shenandoah, Iowa.

Announcer—State salary requirement and draft status. Apply by letter or in person. WOSH, Oshkosh, Wisconsin.

Announcer—First-Class Engineer-Announcer—For 260, 600, medium size station in growing town. Must be a good musician, have a background of versatile contact and must have a good personality. Box 302, BROADCASTING.

Announcer—Mutual and State network affiliate. Play-by-play sports experience desired. Must be good voice, and there must be a draft status. Box 303, BROADCASTING.

At Once—Salesman with proven record of sales. If you prove your ability, will be made commercial manager. If you can qualify answer at once. Box 396, BROADCASTING.

Capable Announcer—Will-established New York State network affiliate. Permanent position in aggressive commercial organization at $600 plus talent fee. Position, details, draft status and references. Box 311, BROADCASTING.

WANTED—An experienced announcer. WFBC, Greenville, S. C.

Announcer—Experienced—$42 start for regular 43 1/3 hours. Write fully, advising draft status, age, experience, citizenship, and if quality transmission available. Also, need living expense. WPXY, Flint, Michigan.

Announcer—Give experience, abilities. Permanent. Box 317, BROADCASTING.

WANTED—OPERATOR WITH FIRST CLASS TICKET—If considering changing, employer must have a draft status and competitive salary, and opportunity for advancement. Wire, write or phone—status when available, starting salary expected. WSTM—Karl O. Wyler, Gen. Mgr., El Paso, Texas.

AT ONCE—If you are working, have a proven background and ability to sell, and if interested in a proposition that would convince you of opportunity. State facts, answer at once. Box 295, BROADCASTING.
NAB Board Meets Feb. 25-26; Members Attend CAB Sessions

WITH THE Petrollo music situation and other transcendental matters to be considered, the NAB board of directors meets in New York Feb. 25-26 at the call of President Neville Miller. The Roosevelt Hotel is tentatively selected.

Originally a meeting had been expected in mid-February, but the delay in announcement by the American Federation of Musicians of its proposition of prohibiting the recording of "strike" resulted in the delay. Other matters to be considered by the board, aside from the overall legislative picture and wartime operations, include settlement of the issue over the 1943 convention.

New Orleans tentatively was selected for the convention, to be held in latter April or early May, but indications have been that a majority of the board favored Chicago, the second choice. There is some speculation about holding a regular convention at all, in view of difficulties of transportation and of procuring accommodations, and the suggestion of the Office of Defense Transportation that only "must" conventions vital to the war effort be held.

President Miller last Saturday left for Toronto to attend the convention of the Canadian Assn. of Broadcasters Feb. 14-17. Other members of the board who have announced their plan to attend are: John J. Glinn Jr., WOW, Omaha; John E. Fetzer, WKZO, Kalamazoo; E. L. Hayek, KATE, Albert Lea, Minn.; and Kolin Hager, WGY, Schenectady. NAB staff members, aside from President Miller, who will address the convention include Lew Avery, director of the NAB Department of Broadcast Advertising, and Mrs. Dorothy Lewis, NAB Coordinator of Listener Activities.

Maizlish in New Post

HARRY MAIZLISH, for six years general manager of the Diehl Bros. Pictures, has been selected to head a new division of the company. He will continue to manage KFWB, dividing his time between the station and film studios in Burbank. Lo
complete charge of Warner Bros. Pictures division, Mr. Maizlish will act as liaison between the film studios and advertising agencies. His new position is a step in the company's plans to expand its film operations.

Dowd for Coca Cola

WHEN Coca Cola Co.'s new program Songs by Morton Downey started on the BLUE Feb. 17, 117 stations carried the show, indicating that 117 Coca Cola bottlers are sponsoring the series in their respective cities. Arrangement with local bottlers was handled by Dowey Adv. Co., agency in charge [BROADCASTING, Jan 25]. Local bottlers will be added from time to time. Show is heard five times weekly at 5 p.m.

Dairy Co-Op Plans

AMERICAN DAIRY ASSN., Chicago (cooperative), through its newly-appointed agency, Campbell-Mithun, Chicago, is planning a Dairy Co-Op program. A survey is being made of the dairy farmers' contribution to the war effort, on either BLUE or NBC. Jack Rein
trom is account executive. Starting date and time have not been set.

NBC Spot Sales Shifts

IN A realignment of the NBC Spot Sales Department, James V. McConnell, manager, announces the promotion of W. C. Roux to assistant manager of NBC Spot Sales with a special assignment to supervise eastern spot sales and local WEAF sales. Richard H. Close, former supervisor of NBC Spot Traffic in New York, has been named sales service manager of the department.

RCAF Radio Spots

DRAMATIZED spots seeking recruits for the women's division of the Royal Canadian Air Force have been placed six times weekly on 25 Canadian stations, scheduled to start Feb. 15. Campaign is handled by Advertising Agencies of Canada, Toronto.

RKO Official Sees Radio, Movie Unity

A NEW ERA of cooperation between radio and the motion picture industry is seen as a result of the recent joint promotion between WLW, Cincinnati, and RKO Radio Pictures for the RKO release "Hil
ter's Children", according to S. Barret McCormick, advertising manager and publicity director of RKO. Mr. McCormick was one of the speakers last Wednesday at the luncheon meeting of the Radio Executives Club of New York, at which Roger Baker, director of promotion for Crosley Corp., operator of WLW, served as m.c.

Mr. Baker, after outlining the extensive radio promotion used by RKO through WLW prior to the picture's premiere in 33 cities Jan. 16 [BROADCASTING, Jan. 25, Feb. 1], introduced three stars of the picture, Bonita Granville, H. B. Warner and Ken Smith. A short talk was also given by Gregor Zie
er, WLW commentator, and author of Education for Death, book on which the RKO movie is based.

Out-of-town guests at the luncheon included Lt. Col. Tom Lewis, chief of the Radio Section, Information Division, Special Services, Washington; Major Irving Fogel, SSD Radio Section in New York; Owen Sandler, KMA, Shen
dahoe, Ia.; Ken Brown, KOMA, Oklahoma City; William Wyse, KWWB, Hutchinson, Kan.; A. N. Armstrong Jr., WCOP, Boston; Ed Hill, WTAG, Worcester, and Harold Cassel, WGNY, Newburgh, N. Y.

Van der Hoef Raised

MAJ. GEORGE T. VAN DER HOEF, assistant chief of public rela
tions of the Marine Corps, last week was promoted to lieutenant colonel. He continues in his present assignment as assistant to Brig. Gen. Robert L. Denig, director of publicity relations. Col. Van der Hoef joined the Marine Corps on July 1, 1941, after having served as press liaison officer for the Colonel's Office.

Army Shift Sends Major Kent to G-3

Educator, Capt. Horke, Boyd Leave Radio Branch Posts

TWO IMPORTANT moves involving military personnel in the War Dept. Bureau of Public Relations were disclosed last week.

Maj. Harold W. Kent, editorial director and education liaison of the BPR Radio Branch, has been transferred to G-3, training and education division of the General Staff, as War Dept. liaison with the Military Academy.

Capt. Hal B. Horke, Army Air Forces, who has been in Charge
In these 25 major cities
WLW delivers 48.7% of all radio listening*

...and in the rural areas around them, the
listening index averages 2.5% greater

WLW's dominance is familiar wherever the power of radio is known. It is the natural outgrowth of a progressive programming policy (WLW invests three and one-half times as much for programs as the average 50,000 watt station)\(^\#\) ... a clear channel frequency with the third highest radiation per kilowatt in radio\(^\#\) ... constantly improved news, agriculture, and public service programs handled by the ablest staff it is possible to assemble.

This dominance is significant in one of the world's largest markets — over twelve million people who buy more drug and grocery products than are sold in the five boroughs of New York and the City of Chicago combined.

\(\text{\#Based on Hooper Mid-Winter WLW Area Rating, 1942, a weighted average figure which does not represent the size of our audience in any one city. Remainder of the audience is divided among fifty-one other stations identified by call letters in the Hooper report.}\)
\(\text{\# FCC Documents.}\)

WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.

DOMINANCE WITH DEALERS. Implementing your advertising on WLW is a carefully developed plan of merchandising which covers every phase of distribution from manufacturers' representative through consumer — climax by 28,000 personal contacts every year on the wholesale and retail dealers who move your merchandise. This comprehensive merchandising program is controlled and directed by WLW, costs advertisers nothing.

A NEW SALES SERVICE. Answering the problem of the man-power shortage is SPECIALTY SALES, a WLW affiliate. SPECIALTY SALES offers the services of experienced salesmen who cover every grocer and druggist in all cities of our four-state area. SPECIALTY SALES enables you to maintain dealer contacts or introduce new products at a fraction of the cost for man-power.

WLW
THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CRUSLEY RADIO CORPORATION
Now... MANY ADDITIONAL HOURS OF LIFE

BECAUSE OF EXCLUSIVE RCA DESIGN IMPROVEMENTS

RCA engineering scores again—this time with manufacturing improvements which make it possible for the famous RCA-828 Beam Power Amplifier to deliver its 150 watts* with only 2.1 watts of driving power many hours longer than heretofore.

Chief among the improvements has been the incorporation of the RCA zirconium-coated molybdenum anode in this popular tube. Actual service tests over a long period have proved that this construction change increases the life of the tube several fold!

Ordinarily, such a change might well warrant a substantial boost in the performance ratings of a tube—but not under war conditions. Longer and still longer tube life now looms far more essential than high "peak" performance. Thus, always conservatively rated in line with RCA practice, the RCA-828 now comes to you with a safety factor several times greater than ever before—just as similar improvements in other RCA Transmitting Tube types have been reflected, not in spectacular rating increases, but in terms of making the tubes perform better and lasting longer at the ratings at which you are already accustomed to using them.

RADIO CORPORATION OF AMERICA
RCA Victor Division, Camden, N. J.

RATINGS
FILAMENT VOLTAGE, 10 VOLTS
SCREEN VOLTAGE, 400 VOLTS, MAX.*
FILAMENT CURRENT, 3.25 AMPERES
PLATE VOLTAGE, 1250 VOLTS, MAX.*
PLATE DISSIPATION, 70 WATTS.
*CCS rating for class C telegraph service.

HOW TO MAKE YOUR TUBES LAST LONGER
This valuable booklet, based on RCA Transmitting Tube advertising of the past year, contains dozens of helpful tips on getting maximum life from your old tubes. Get your copy today... free.
Address: Radio Corporation of America, Commercial Engineering Section, Harrison, N. J.

RCA TRANSMITTING TUBES
PROVED IN COMMUNICATION'S MOST EXACTING APPLICATIONS