Agency time buyers and production men who have used a Fort Industry Station know that the words of that headline are no dreamed up myth. They’ve found that a Fort Industry Station is long on results and short on headaches.

Long on results because Fort Industry Stations are strategically located in the nation’s richest industrial and agricultural areas. Each one does a bang-up selling job. Each station operation is based on a long and continuous study of the maximum audience preference in the area covered. This results in powerful response.

Short on headaches because commercials are announced exactly according to instructions.

These merits stem from the fact that these stations are operated by men of long radio experience.

The next time you have a schedule to make up, check into the performance and reliability advantages of this all-radio organization. You'll find—as others have—that "If it's a Fort Industry Station, You Can Bank On It"... every inch of the way!
Mr. Time Buyer

Here's the Map You Asked For

The First "Standard" Coverage Map Ever Issued!

This is the FIRST station coverage map, we believe, to conform completely to standards recommended by the following groups:

- The Time-Buyers Committee of the American Association of Advertising Agencies;
- The Radio Executives Club;
- The Dept. of Broadcast Advertising and the Research Division of the National Association of Broadcasters.

This map is based on an analysis of 120,000 pieces of audience mail (10,000 a month for a year) in conformity with the new recommended standards. Copies mailed you will contain a detailed explanation of the methods used in determining coverage and field intensity. Complete WOW-land statistics, with breakdowns by Primary and Secondary areas, will be included... ALL the facts you should have before buying time in the Omaha-Great Plains area.

Write for your copy today!

What a Market!
WOW-land contains 333 counties with a population of nearly 5,000,000 and 1,144,299 Radio Families.

590 K.C. * 5000 WATTS

The only NBC Station in Nebraska
John J. Gillin, Jr., Pres. and Gen'l. Mgr.
John Blair & Co., Representatives
AT LEAST TWO MEN HAVE CROSSED THE ATLANTIC IN ROW-BOATS—

BUT NOBODY HAS EVER COMPLETELY "COVERED" THE GRAND RAPIDS-KALAMAZOO AREA—FROM CHICAGO OR DETROIT!

The center of the Western Michigan market is 170 miles from Chicago—150 miles from Detroit. That in itself is an effective "barrier" to outside stations. But in addition, the rapid fading conditions in this area, from both Detroit and Chicago, are among the worst in the entire United States...

WKZO is the dominant station in the Kalamazoo-Grand Rapids Market. No other station, regardless of power, can furnish more than a mere fraction of the WKZO coverage... If you want Western Michigan, write for all the facts—or just ask Free & Peters!

WKZO covers all Western Michigan, with studios in KALAMAZOO and GRAND RAPIDS

5000 WATTS · 590 KC · CBS

JOHN E. FETZER, President and General Manager

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
"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.
They pick WSIX to do the Job in Nashville!

93 ADDITIONAL commercial network programs PER WEEK have been added to the WSIX schedule in the past five months. These advertisers, sensing a golden opportunity to cover the flourishing Nashville market, are picking WSIX.

ADVERTISERS looking for available media to carry their message to the masses of the people, have a ready-made solution in radio.

WSIX IS typical of those stations doing a mass-coverage job when most needed.

MEMBER STATION THE BLUE NETWORK AND MUTUAL BROADCASTING SYSTEM SPOT SALES, INC., NATIONAL REPRESENTATIVES

WSIX "The Voice of Nashville"
NASHVILLE, TENN.

5000 WATTS 980 KILOCYCLES
Within the limits of all-out war production, General Electric television broadcast equipment is undergoing rigid testing at G.E.'s own proving-ground Station WRGB, Schenectady. Flexibility of equipment is constantly being analyzed. Many improvements and changes are taking shape.

New television programming arts and skill are being studied and developed. Three times weekly live talent shows — such as boxing matches, menu planning, style shows, and operettas with full orchestral accompaniment — are being televised.
Techniques in staging, lighting, and make-up are being tried. The carefully checked results are providing a vast fund of practical experience for you to draw upon when television is again available to the broadcasting industry. This development of television at WRGB is greatly helped by a co-operative home television audience organized to criticize the programs broadcast.

And the G-E post-war television receiver for the home will come out of the same vast fund of television experience. It will be a receiver that will get the most out of the latest developments, in television broadcasting.

G-E television broadcast equipment, program experience and receivers are working together for your future television success. We are doing the experimenting so that you won't have to.

General Electric cordially invites you when in Schenectady to visit Station WRGB for a preview of your future television system. Radio, Television, and Electronics Department, General Electric, Schenectady, N. Y.
Beyond Sight and
Transcending Hearing

Two of the simplest words in the English language make up the phrase, "I see." Yet in that phrase is wrapped up most of the progress man has made. It spells understanding—which, whether gained through eye or ear, is the key to all things good. It is the beginning of knowledge, the source of progress, the interpreter of beauty, the keystone of civilization. That is why the everyday things we build—radio and electronic tubes, incandescent lamps, fluorescent lamps and equipment—are to our mind more than they physically seem. They might be called the Means to the Future, since they enter areas beyond sight and transcending hearing. So regarded, they become not merely a present means to Victory, but precious implements in the forward march of mankind. It is only natural that in their production we set for ourselves the highest standards known.

SYLVANIA
ELECTRIC PRODUCTS INC.
formerly Hygrade Sylvania Corporation
Emporium, Pa.

Established 1901... Makers of Incandescent Lamps, Fluorescent Lamps, Fixtures and Accessories, Radio Tubes and Electronic Devices

GOOD WARES DESERVE GOOD CARE. Sylvania Radio Tubes, Sylvania Incandescent Lamps and Sylvania Fluorescent Lamps and Equipment are all made to serve you well. But the first need of wartime is to save and conserve, both to free men and material for necessary wartime purposes and because of inescapable shortages. So take good care of your Sylvania products, not because they need coddling, but because they are good tubes and lamps, and deserve good handling. And also because you may find it less easy to lay hands on these top-quality products when replacement finally does become necessary.
Priority on Portland
Center of Maine’s War-Boomed Spending Power

75% of Portland’s Radio Families listen most at night-time to NBC-WCSH. The remaining 25% to all other networks and outlets.

56% of Portland’s Radio Families listen most in day-time to NBC-WCSH. To the next ranking network 23%.

That’s how NBC’s “Tale of 412 Cities” tells the story

Here’s more market data for your Maine files:

1. 67% of Maine’s population resides within the WCSH service area.

2. *The population of the Greater Portland area has increased between 40% and 50% since the 1940 census.

3. **Portland retail sales increased 65% to 70% in 1942 over 1941 and are estimated due for an additional 15% increase this Spring.

(* Estimate of publishers of Portland City Directory)
(**Report of the Babson Institute)

5000 Watts

WCSH

970 Kilocycles

Represented by
Weed and Company
Bertha Bannon (Boston)

Affiliated with
National Broadcasting Company (Basic)
New England Regional Network
Yankee Network
Some agencies and advertisers, however, did buy and are enjoying the results of most successful campaigns and are well satisfied. Instead of surveys indicating potential audience, NCBS shows actual results in mail response, with box tops included, in enormous amounts. Instead of potential listeners, we offer buyers for your products, and that's what counts.

Seven NCBS stations pulled 39,976 pieces of mail for the Manchester Biscuit Company. Cost 9/10 of one cent per letter. IN EVERY LETTER THERE WAS A BOX TOP FROM A PACKAGE OF WALDORF CRACKERS. We publish herein copies of letters from client and agency to confirm our boast. It proves beyond doubt that NCBS stations give the best results at the lowest cost per thousand radio homes.

Retail purchases in the North Central states last year . . . . . . . . . $2,186,631,000
Total population served by North Central stations . . . . . . . . . . . . . 7,284,815
Total radio homes . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . 1,571,203

NORTH CENTRAL BROADCASTING SYSTEM, INC.
JOHN W. BOLER, President
Commodore Hotel, St. Paul, Minnesota • LaSalle-Wacker Building, Chicago, Illinois
To sell
people
things today
...to keep
them sold for
TOMORROW

TALKS TO 12%
OF THE NATION

50,000 WATTS
660 KILOCYCLES
NBC NETWORK
NEW YORK CITY
MAYBE this does sound like a double-jointed plug—but regardless of that, there's no better way to tell you how much we like and admire Hugh Boice than to tell you that from 1938 to 1941, Hugh was one of our own "F&P Colonels". Then WMBD got greedy and lured him away from us, which proved in this case at least that the customer is always right!—because Hugh would be a real acquisition in anybody's business!

At this point it seems advisable to say that we do not by any means court any more of such commercial cannibalism and that we wish to lose absolutely no more of our men, to any station whatsoever! But to us it does seem significant that Free & Peters men are probably the most sought-after sales-executives in the radio business—and that the very stations we represent are constantly after them too!!

Or is that nothing more than you'd expect to hear about the men who comprise this "pioneer group of radio-station representatives"?

**Free & Peters, Inc.**

*Pioneer Radio Station Representatives*

_Since May, 1932_
NAB War Conference Slated April 27-29

Chicago Selected; Name Speakers Promised

RADIO'S ANNUAL foregathering—a war conference instead of the customary convention—will be held April 27, 28 and 29 (Tuesday through Thursday) at the Palmer House in Chicago, under plans announced last Thursday by NAB President Neville Miller.

Devoid of customary embellishments and competitions, the meeting will have only one theme—radio's war interest. Headline speakers representing Government agencies identified with the war effort will feature the business sessions and luncheons, with roundtables, seminars and symposiums on vital war topics to occupy virtually the entire agenda.

Attendance Limit Expected

Unlike past meetings, the convention will open on Tuesday rather than Monday because of the Easter holiday. It will run for 2½ days instead of 3 or 4—windupning up after luncheon on Thursday. The final day's session will have no regularly scheduled business meeting, but will be given over to cleanup breakfast conferences and to a luncheon, with some prominent personage as the "curtain" speaker.

Because of transportation difficulties convention attendance is not expected to reach previous peaks. During the last two years, gross attendance has totaled around 1200. No limit is being placed on attendance of station men, though it was felt that in many cases management would not be disposed to send.as large contingents as in past years. In addition to station owners and key executives, it was thought that commercial managers and probably war program directors might attend in substantial numbers.

There are prospects of a meeting with OWI radio officials, to appraise war information broadcasts under the new allocation plan. The last meeting of OWI with its regional consultants was held in Washington in December.

"Radio's role in the war has been of such importance since the beginning that constant contact has been necessary between Government officials and station operators," said President Miller. "Even greater efforts are ahead, which demand perfect correlation and understanding. This can best be accomplished at a central meeting place, where Government officials can talk face to face with station operators, outlining and explaining all objectives."

Registration on Monday

Monday will be given over to preliminary registration. Pre-conference meetings also may be held that day of local, regional and national groups, though no definite plans yet have been made. Because virtually all of the group organizations have been dormant for the last year or so, subsidiary meetings are not indicated now.

C. E. Arney Jr., NAB secretary-treasurer, in charge of convention arrangements, said the agenda for the sessions would not be complete for about a fortnight. Under the tentative plans, the first business session will be held Tuesday morning, probably with roundtable discussions on various war topics that evening. Wednesday, breakfast sessions will be given over to roundtables, a practice begun several years ago and which has worked effectively. It permits broadcasters to attend discussions in which they are primarily interested, on a question-answer basis with Government officials identified with specific operations.

By-Laws Changes Up

At the afternoon session Wednesday, election of directors at large, two each for large, medium and small stations, will take place.

Post-War Plan Fails to Give Direct Consideration to Radio

ALTHOUGH President Roosevelt's National Resources Planning Board last week submitted to Congress its detailed blueprint for adjustment of America's economic system to post-war problems, the planners had nothing to say about commercial broadcasting, the press, or the functions of advertising.

Radio Mention Important

By inference however, the report pictured a new era of close Government supervision of public services as part of such a plan. This was softened to a degree by expression of the understanding that systems would be readjusted and "measures taken to eliminate avoidable uncertainties" and needless burdens affecting enterprise and their administration.

The only direct reference to broadcasting, one which connoted an increasing Government interest in what goes on the air, appeared in a section devoted to the education system of the future. That system, the report said, requires that "correspondence study, forums and educational broadcasting, both a part of the extension services of schools and colleges and under other auspices, should be expanded."

Despite the fact that the report contained this single reference to radio, it appeared destined to have great importance to the industry, since nationwide discussion is likely to suggest heavy discussion via radio.

The Planning Board in general, would rely on the nation's free enterprise system after the war, but strict enforcement of anti-trust laws, and Government participation in utilities, defense industries, and those involving scarce materials would be sanctioned. In addition, a "cradle-to-grave" social security system, financed by employer-workers contributions, was suggested.

Wald Stabilize Income

Proposing "a new Bill of Rights" incorporating the Four Freedoms, the report asserted the Board believes it should be the declared policy of the Government to guaranty "the right to live in a system of free enterprise, free from compulsory labor, irresponsible private

(Continued on page 44). Also to be designated are network directors. Only NBC and CBS now hold NAB membership, though there are indications that both BLUE and Mutual may join the Association prior to the meeting. Each member network is entitled to designate one director.

Several minor changes in by-laws also will be considered and voted. One has to do with the method of electing directors at large, a second involves redistricting, under which Maryland would be shifted from the fourth to the third district, and the third deals with academic amendment of by-laws eliminating the term "executive committee", which is no longer existent.

Thursday morning will be given over to roundtable discussions, with no general business meeting.

Following the luncheon, the conference will adjourn. The customary banquet is dispensed with, as is the golf tournament.

The luncheon speakers will highlight the convention. It is promised that FCC Chairman James Lawrence Fly will be invited to address one of the sessions. An outstanding personage, not necessarily identified with Government or radio, will be invited for an inspirational talk at one of the luncheons.

District Meetings Set

Following the sine die adjournment, the new board of directors will meet Thursday afternoon. Thus far, only two changes on the board have occurred at district meeting elections. There may be changes in directors at large, however. At two district meetings to be held later this month, new district directors are to be designated.

The 5th District (Alabama, Florida, Georgia, Puerto Rico) meets March 20 at the George Washington Hotel, Jacksonville, at the call of Director Frank King, WMBR, Jacksonville. The 3rd district (Delaware, Pennsylvania) meets at the Benning Franklin Hotel, Philadelphia, March 22, at the call of Isaac D. Levy, WCAU, Philadelphia, district director.

New District directors elected at past meetings, who take office April 29, are Nathan Lord, WAVE, Louisville, who succeeds J. Harold Ryan, Assistant Director of Censorship (Fort Industry Co.), as

March 15, 1943 · Page 13
WPB Studies Plan to Check Farm Radio Battery Shortage

New Production Now Declared Necessary due to Growing Needs of the Huge Rural Audience

A PROGRAM to head off a shortage of farm radio batteries is now being completed by the WPB Office of Civilian Supply, it was learned last week, and officials expressed hopes that it will be able to maintain rural radio on a "reasonably efficient" basis.

Some inconvenience for farm set users had been predicted by the WPB, several months ago, when the Office of Civilian Supply issued a report that a battery shortage existed and that farmers would have to conserve their equipment.

Production Needed

This short supply situation, it has since developed, has gone beyond a stage where observation of the battery offers a solution, and actual new production is now necessary. At a meeting of the Battery Advisory Committee in Washington last Wednesday, officials of the Government departments interested in the material stockpiles involved agreed that action was desirable.

Reports of a shortage of batteries had been current since late January when NAB asked news about local battery situations. In mid-February, (Mr. E. B. Bonsey, WBBM, Chicago, who had been one of the early advocates of the battery shortage situation), former commentator of WJAG, Norfolk, Neb, warned Congress that hundreds of sets in his district were already crippled.

First detailed reports on the battery shortage were submitted to the Dept. of Agriculture by Sam Schneider, farm editor of the Tulsa Daily Phoenix. His letter to Wallace Kaderly, chief of radio service for Agriculture, resulted in surveys by state war boards in nine scattered rural states.

Other surveys were conducted by radio stations, including WHAS, Louisville; WHO, Des Moines, and WLS, Chicago. Cedar Rapids, Iowa, sent a representative to Washington to confer with the Agriculture Dept.

Material gathered by NAB and the Dept. of Agriculture was later presented to the WPB, with warning that continuation of radio service to farmers was vital to the Government information machine. Report on sanitation of Government departments and the entire war effort would be the loser."

Mr. Peabody will coordinate advertising work with the special War Loan Drive Staff and the Victory Fund Committee. Last week-end, both he and Mr. Robbins discussed plans with the Advertising Counsel in New York.

A firm believer in radio, which he says "probably has greater penetration than any other single medium," Mr. Peabody is well versed in every form of it—network, transcription, spots and special—for Bordens. He is also a former chairman of the ANA Radio Committee.

---

FCC Net Discount Probe Nearing End

Voluminous Data Is Studied; Decision Expected Shortly

A YEAR-OLD study of discount and rebate policies of the four major networks is now before the Federal Trade Commission for final consideration, it was learned last week, from a reliable source, and a decision on the investigation will be issued shortly.

The Commission, handed a complex volume of information about the networks' rebate structures on March 6, devoted several sessions to the data last week, it was learned. Because the network investigation has received considerable attention in the press and in Congress, the Commissioners are reported eager to dispose of it.

Urged a Year Ago

The FTC probe was disclosed officially several weeks ago, when Rep. Wigglesworth (N-Mass), inquired about it at House Appropriation subcommittee hearings on FCC funds in the Independent Offices Bill. At that time, it was stated that the inquiry had been urged by Rep. Wigglesworth a year ago.

Progress of the inquiry was handled, Commissioner Erwin H. Davis told the House Committee, when the broadcasters at first challenged jurisdiction of the FTC. This was later settled, he said, and since then Samuel Williams, the Commission's chief investigator, has had free access to network books.

---

Curtiss Candy Series

CURTISS CANDY CO., Chicago, on March 14 started a Sunday program, "Curtiss Candy Greetings From Your Boy," on WGN, Chicago. Program, conducted by Mark Love, features messages from servicemen to their families. Agency is C. L. Miller Co., Chicago.
Atlantic Signs War Baseball Schedule

Seaboard Stations Will Carry Play-by-Play Broadcasts

ATLANTIC REFINING Co., heavy sponsor of sports events on the Eastern Seaboard, again will carry a schedule of professional baseball games. With the major and minor leagues ready to carry on under wartime setup, Atlantic has arranged play-by-play broadcasts over a hookup in Pennsylvania and on stations up and down the Seaboard.

Already completed are arrangements for games of the Philadelphia Athletics and Phillies, the Pittsburgh Pirates and the Baltimore Orioles, according to N. W. Ayer & Son, Philadelphia, the Atlantic agency. Atlantic is conducting negotiations with other clubs and expects to announce final arrangements within a fortnight.

Eastern League Pending

Last year Atlantic sponsored some 2,000 games on 50 stations, with over 8,500 stations devoted to game reports. This year, as in the past, Atlantic will devote broadcast news reports during game breaks without interfering with game descriptions. Most of the commercial effort will be devoted to Government messages.

Pending final meeting of Eastern League officials March 14, Atlantic withheld negotiations for coverage of games played by Scranton and Wilkes-Barre. Final contract between Atlantic and the Pirates for broadcast of all home and away games was signed March 9 at a meeting in Pittsburgh. The Pirates' games will be heard on a hookup of stations in Western Pennsylvania, with FM transmission to stations in the chain.

Arranging final negotiations in Pittsburgh are J. R. Benswanger, president of the Pirates; Joseph R. Rollins, Atlantic advertising manager, B. M. Boor and Bruce McConnell, Follis; Atlantic; W. Wallace Orr, Les Quailey and Thomas McDermott, representing N. W. Ayer & Son; Rosey Rowswell, WWSW, Pittsburgh, and station managers.

Originating station for the Pittsburgh program will be WWSW. FM will be used to pick up play-by-play description from 147-P, owned and operated by WWSW, and thus carry it to WISR, Butler, and WJPA, Washington, Pa. Other stations on this network are WFBG, Altoona; WCEG, DuBois; WECI, Erie; WJAC, Johnstown; WKST, New Castle; WMBS, Uniontown.

No Sunday games will be broadcast but there will be a 15-minute resume over these same stations at 6:15 p.m. each Sunday. Broadcast of Baltimore Oriole games will be heard on WTHE.

Commenting on plans for the 1943 series, Mr. Fr. said: "This is the eighth consecutive year Atlantic has sponsored a program of sports broadcasting. From the standpoint of upholding public morale and furnishing important information, we feel that such a program ties in with the war effort."

"As we did last year, we plan to devote the greater portion of our commercial time to Government messages, news reports and information on conditions in the petroleum industry in general which will enable listeners to use their automobiles and heating equipment intelligently. In view of the fact that these announcements will not interfere with the description of the games, they will add to the value of these broadcasts to local stations on these networks and will enable us to perform a useful public service."

Philadelphia Plans

Atlantic games in Philadelphia will originate from station WIBG, and will be relayed to WSAN, Allentown; WPFG, Atlantic City; WERT, Easton; WBKO, Harrisburg; WAZL, Hazleton; WGAL, Lancaster; WEEU, Reading; WBOC, Salisbury, Md.; WOKK, Sunbury; WRQK, Williamsport; WILM, Wilmington; WORK, York.

Schedule for the Athletics and the Phillies includes all home games played by the clubs, with 28 night contests. Details are to be completed March 15 at a luncheon meeting in the Racquet Club, Philadelphia, at which the station managers, Atlantic officials, Connie Mack and William D. Cox, owners of the clubs, will be present.

N. W. Ayer, handling the Atlantic baseball program, announced that, unlike last season, the company will be sole sponsor of the Pittsburgh and Baltimore series, and of time on the originating Philadelphia station, each of which were divided last season with another radio network.

Commentators known to stay-at-home fans again will broadcast play-by-play description. As last year, the announcer in Philadelphia will be Byrum Saam, assisted by Roy Neal. In Pittsburgh, Rosey Rowswell will again announce the games, with the assistance of Jack Craddock. The announcer in Baltimore will be Bill Dyer.

L. A. Radio Fee Killed

REJECTING proposal to levy a license fee on local radio stations, Los Angeles City Council, following adverse recommendations of its Ways & Means Committee, adopted a motion that the City Attorney’s opinion be asked on the right to impose such a tax. License proposal, made by Councilman Roy Hampton some three weeks ago, would have required a $100 fee quarterly on $15,000 or less gross revenue, plus $1 for each additional $1,000. Pointing out that such a license fee would develop into a racket, investigating committee stated it couldn’t consistently tax a radio station without levying a similar tax on newspapers. City Council long ago had adopted a non-tax policy in regard to the medium.

Radio Timebuyers Forecast Upswing

In Spot Business

Advertising Expansion Trend Would Benefit Secondaries

AN UPTURN in national spot business, benefiting primarily the secondary stations in major markets and the stations in secondary markets, is predicted by timebuyers of advertising agencies who believe that the increased expenditures by national advertisers may go far toward alleviating the loss of local business which formerly accounted for a large part of these stations’ income.

Curtailment of publication space resulting from paper rationing has already evoked an appreciable amount of interest in radio from advertisers who were previously completely publication minded, the timebuyers say, while few veteran users of broadcasting are relinquishing their places on the air. While spot advertising in pre-war days was confined to trade and industrial publications are now using general media as well, chiefly for service advertising devoted largely to home consumption phase of the Government’s war effort.

Full Net Plan Helps

Some of this new radio business would naturally go spot; other advertisers turn to spot after finding no network time available that suits their needs. Increased network timebuying and enlarged networks also leave less time available on the major stations in major markets, affording new opportunities for smaller stations. Sometimes the lower rates of these outlets encourage a greater program or announcement frequency; other advertisers are buying time on several small stations in place of one highpowered outlet.

The full network plans, offering extensive coast-to-coast coverage, utilizing all the affiliates of a network, have resulted in the placement of many major network shows on stations which formerly were not included in advertisers’ schedules. These programs build the stations’ audiences and the time adjoined becomes more desirable for use in national announcement campaigns.

Some timebuyers report that while this trend may materialize they have seen no indications of it as yet. There is, however, a growing emphasis that they are already buying time for their clients on stations which a year ago would not have been included if they expected further expansion before the year is over.

American Crayon Tests

AMERICAN CRAYON Co., Sunbury, Pa., manufacturer of crayons, is testing a thrice-weekly quarter-hour children’s program on WMAQ, Chicago, featuring Mr. Crayon, a colorful Crayon character. Contract for 13 weeks was placed by Triangle Agency, Chicago.
Domestic Branch Revamped at OWI

Kane’s Bureau Is Abolished; Eugene Katz Transferred

REORGANIZATION of the Office of War Information Domestic Branch, announced last week by OWI Director Elmer Davis, re- sulted in the transfer of the Bureau of Intelligence headed by R. Keith Kane. Although no mention was made of Mr. Kane's status in the official release, it was reported that he is now with the OWI. Eugene Katz, head of the Katz Agency, New York, who has been on loan to the OWI Bureau of Intelligence, has been transferred to the Overseas Division. Dr. Lyman Bryson, moderator of the CBS People’s Platform and former chief of the Bureau of Special Services, has been replaced as Bureau head by Katharine C. Blackburn, although Dr. Bryson continues as special advisor to the director. Miss Blackwell (WABC, New York) has become associate di- rector of the Bureau.

Field Personnel Out

Gardner Cowles Jr., Des Moines publisher and broadcaster, chief of the Domestic Branch, said: “The reorganization represents an effort to gear ourselves up better to where it is primarily our job of helping radio, the press and other media to get out the news of the war and the information the people at home need to know about the war.”

The Bureau of Special Services takes over some of the functions of the intelligence section, although it was understood that field intelligence personnel no longer would be required. The official announce- ment said activities in the intelligence field would be cut in half.

The new bureau is headed by Mr. Katz, and William B. Lewis, former chief of the Radio Bureau, right-hand man to Mr. Cowles. Mr. Lewis, who was pregnant with his second child [BROADCASTING, Jan. 25], will supervise the Bureau of Program Coordination, headed by H. Andrew Duryea, who succeeds Donald D. Stauffer, vice-president in charge of radio of Rathruff & Ryan, New York, was to take over March 15 [BROADCASTING, March 1]. Motion Pictures, of which Lowell Mellett is chief, and Graphics and Filing, headed by Lt. Com. Price Gilbert, loan from the Navy.

Reorganization of the Bureau of Publications and Graphics has been split, with Com. Gilbert in charge of the one and the Bureau of Publications still without a chief. Under direction of Mr. Allen are the Bureaus of News, Publica- tions and Special Services. Elmo C. Wilson continues in charge of the surveys division of Miss Blackwell.

Two other promotions were an- nounced. John R. Fleming, former chief of the Bureau of Publications & Graphics, has been appointed Special Deputy Director and A. H. Feller, deputy, has been made Gen- eral Counsel for OWI.

Domestic Branch Revamped at OWI

Kane’s Bureau Is Abolished; Eugene Katz Transferred

REORGANIZATION of the Office of War Information Domestic Branch, announced last week by OWI Director Elmer Davis, re- sulted in the transfer of the Bureau of Intelligence headed by R. Keith Kane. Although no mention was made of Mr. Kane’s status in the official release, it was reported that he is now with the OWI. Eugene Katz, head of the Katz Agency, New York, who has been on loan to the OWI Bureau of Intelligence, has been transferred to the Overseas Division. Dr. Lyman Bryson, moderator of the CBS People’s Platform and former chief of the Bureau of Special Services, has been replaced as Bureau head by Katharine C. Blackburn, although Dr. Bryson continues as special advisor to the director. Miss Blackwell (WABC, New York) has become associate di- rector of the Bureau.

Field Personnel Out

Gardner Cowles Jr., Des Moines publisher and broadcaster, chief of the Domestic Branch, said: “The reorganization represents an effort to gear ourselves up better to where it is primarily our job of helping radio, the press and other media to get out the news of the war and the information the people at home need to know about the war.”

The Bureau of Special Services takes over some of the functions of the intelligence section, although it was understood that field intelligence personnel no longer would be required. The official announce- ment said activities in the intelligence field would be cut in half.

The new bureau is headed by Mr. Katz, and William B. Lewis, former chief of the Radio Bureau, right-hand man to Mr. Cowles. Mr. Lewis, who was pregnant with his second child [BROADCASTING, Jan. 25], will supervise the Bureau of Program Coordination, headed by H. Andrew Duryea, who succeeds Donald D. Stauffer, vice-president in charge of radio of Rathruff & Ryan, New York, was to take over March 15 [BROADCASTING, March 1]. Motion Pictures, of which Lowell Mellett is chief, and Graphics and Filing, headed by Lt. Com. Price Gilbert, loan from the Navy.

Reorganization of the Bureau of Publications and Graphics has been split, with Com. Gilbert in charge of the one and the Bureau of Publications still without a chief. Under direction of Mr. Allen are the Bureaus of News, Publica- tions and Special Services. Elmo C. Wilson continues in charge of the surveys division of Miss Blackwell.

Two other promotions were an- nounced. John R. Fleming, former chief of the Bureau of Publications & Graphics, has been appointed Special Deputy Director and A. H. Feller, deputy, has been made Gen- eral Counsel for OWI.

Congress Prepares for All-Out Probes

Of FCC, Other Agencies of Government

A SORT of calm-before-the-storm atmosphere prevailed in Washing- ton last week as a half-dozen Congres- sional committees evolved plans for inquiries and hearings aimed at “bureaucracy” in Government and with the FCC on the list of agen- cies. As the closest war of the in- telligence, the new wave of interest in the opening of the White- Wheeler Bill (S-814) March 2 [BROADCASTING, March 8], word emanated from Capitol Hill that hearings both on this measure and on the pending Holmes Bill (HR- 1490) to reorganize the FCC are in the offing.

Garey Goes to Work

A subcommittee of the House Interstate & Foreign Commerce Committee will be named shortly, probably of 9 or 11 men, and likely to be headed by Rep. Bulwinkle (D-N. C.), high-ranking member of the full Committee. Chairman Lewis (D-Cal.) has further hearings may be held, sup- plementing the testimony taken last year on the original Sanders Bill geared toward the same end. Meanwhile, the House Select Committee headed by Rep Cox (D. Ga.) to inquire into the FCC as an independent project was reading plans for start of the hearing. Eugene Katz, head of the lawyer who heads the legal and in- vestigating staff, and his chief as- sistant, Fred R. Walker, were in Washington last week gathering data for the start of this study, for which an initial $60,000 fund has been appropriated.

No announcements have been forthcoming to FCC staff or counsel regarding the starting date, but it was expected that it might get underway by mid-April. This inquiry will cover FCC activ- ities from its start in 1934 and will delve into policy considerations, personnel and, in fact, overall Com- mission operations.

Only one of the committees poised to touch FCC operations include the House (Continued on page 45)

Psychological Warfare Work

Ordered Placed Under OWI

Activity in Occupied Countries and Combat Areas

Taken Over Except in Central and South America

PSYCHOLOGICAL Warfare in foreign lands, heretofore the subject of controversy between Col. William J. (Wild Bill) Donovan and Elmer Davis, was transferred last week by President Roosevelt from Col. Donovon’s Office of Strategic Services to the Office of War Information headed by Mr. Davis.

Under the Executive Order is- sued last week, the OWI will “plan, develop and execute all phases of the Federal program of radio, press, publication and related for- eign and domestic propaganda, and develop the dissemination of information.” The OWI will take over propa- ganda work in various occupied countries and combat areas, but will function under supervision of the Army and Navy in theatres of military operations.

OWI Trains Personnel

Authority, functions and duties of OWI, however, will not in- clude the “Western Hemisphere,” exclusive of the United States and Canada”. This means that the Of- fice of the Coordinator of Inter- American Affairs, headed by A. Rockefeller, will continue to han- dle propaganda to all South and Latin American countries. Presi- dent Roosevelt directed that his Executive Order of June 13, 1941, setting up the OSS be modified “to the extent necessary to make this order effective.”

Meanwhile the OWI Overseas Branch, in charge of Robert Sher- wood, this week is expected to be- gin classes simulating actual field conditions for members assigned to posts abroad to carry on psychological warfare under the Presi- dent’s order.

Using a portion of the Marshall Field estate, Huntington, L. I., New York, which was leased to the Gov- ernment for $1, the OWI plans a series of 30-day intensive courses to teach the OWI the technical aspects of radio, press and other information activities in the field.

The school’s curriculum will con- centrate on technical aspects of distributing information under ad- verse conditions, and coverage of those of military operations theatres. The course will include prac- tice and instruction in listening to and transcribing shortwave news- casts of the OWI, preparation of radio programs and special leaf- lets in various foreign languages, coding and decoding, radio-photo work, cutting and editing news- papers and operating portable photograp- hing and mimeographing equipment.

All persons assigned to over- seas duty will have been subject to inter- service training at the OWI head- quarters in Washington as to han- dling psychological warfare. The OWI is designed to toughen them and make them ready to face any con- ditions. Men, women and children of combat zones will teach the courses.

Text of the Executive Order transferring psychological warfare to the OWI is as follows:

Under and by virtue of the authority vested in me by Title I of the National Defense Act, 1941, approved Dec. 18, 1941 (Public Law 534—77th Congress), and as Commander-in-Chief of the Army and Navy and as President of the United

Restraint Orders

Granted Networks

Supreme Court Rule Permits

Delays in Monopoly Order

IRRESPECTIVE of the Supreme Court’s decision in the highly con- troversial monopoly litigation on Thrus- day, there will be a hiatus allowing for necessary readjustments, it de- veloped last Friday when the high- court gave the NBC and CBS motions for temporary re- straining orders.

In an unusual action, the court annulled until 10 days after the filing in the District Court of this court’s mandate upon decision of the appeals.”

Argument Heard

The cases entered their final phase yesterday. Four hours of argument were heard by the Su- preme Court. The appeals were from the decision of the statutory three-judge court in New York last fall which had revoked the FCC’s jurisdiction to regulate contractual arrangements between networks and affiliates. The primary issue is the court’s continued power to touch FCC operations by way of time options and exclusive network affiliations.

If the Supreme Court does not decide the cases (March 15), it will go over for three weeks. The court will not have another de- cision day until April 5.

Reynolds to WTTM

CONTINUING his position as general manager of WKWK, Wheeling, W. Va., John B. Reyn-olds, former assistant secretary of the Radio Bureau, WTTM, Ten- ton, N. J., as assistant general manager. Announcement of the ap- pointment was made by Rep. El- ley H. Baker, Jr., D-N. J., owner of WTTM. Mr. Reynolds will assist A. Harry Zoor, vice- president and manager of WTTM, on matters relating to personnel, program production and sales. He is half owner of WKWK.

States, it is hereby ordered as fol- lows:

The Office of War Information will plan, develop, and execute all phases of the federal program of radio, press, publication, and related foreign propaganda activities involv- ing the dissemination of information. The program for foreign propa- ganda in areas of active military operations, political, military operations will be co-ordinat- ed with military plans through the agencies of the War and Navy Departments, and shall be sub- ject to the approval of the Joint Chiefs of Staff.

Parts of the foreign propaganda program in areas of active military operations will be sub-ordinated to the control of the theatre of operations and the authority, functions and duties of the Office of War Information shall not extend to the native theatre of occupation of the United States and Canada.

Orders for the occupation of June 13, 1942, establishing the Office of Strategic Services, is hereby modified to the extent necessary to make this order effective.

Page 16 • March 15, 1943

BROADCASTING • Broadcast Advertising
To see in the dark and to see at a greater distance... to push back the clouds and fogs of ignorance has been since the beginning of time one of man's greatest aspirations.

Spurred by war, the scientific laboratories of the nation are making tremendous strides toward meeting this aspiration.

In every branch of the services our fighting men are now armed with electrical devices which enable them to pierce the black of night, the depths of the ocean and the clouded skies. Already much of our success over our enemies on land, sea and in the air has been achieved through the use of these "electrical cats."

The peacetime possibilities of these devices which pierce the darkness are limitless.

In the very forefront in the design and manufacture of these developments stand Western Electric and its engineering organization, the Bell Telephone Laboratories.

**Western Electric**

*Arsenal of Communications Equipment.*
NAB Sales Managers Group Plans Aid to Small Stations

Exchange of Selling Ideas, Potential Markets Set Up; Retail Promotion Plan Approved

A PLAN of immediate action to assist the smaller station operators in combating the adverse effects of the war by keeping them continuously informed of methods and sources of new business was formulated by the NAB Sales Managers Executive Committee, which met last Thursday and Wednesday at the New York office of the NAB with John M. Outler Jr., WSB, Atlanta, presiding as chairman.

As one of the industry's most pressing problems, the matter of giving practical assistance to the small stations was given first place on the group's agenda. Following an all-morning discussion the committee decided on two immediate steps:

Ideas Exchange Adopted

First, to appoint all members of the NAB sales managers general committee as partners in a working exchange of ideas and information, with the definite responsibility of forwarding to Lew Avery, director of the NAB Department of Broadcast Advertising, details of any plan which has succeeded in producing new business for themselves or any other broadcasters in their committee.

Second, to have Mr. Avery issue a case history book of material on where and how to look for new business and to augment this book with frequent releases of new information. These supplementary releases will be issued as rapidly as the information is received by NAB, it was stated.

After hearing Paul W. Morency, WTIC, Hartford, outline progress made to date by the Retail Promotion Committee, of which he is chairman, the group adopted a resolution urging that production of the retail plan be started as soon as possible. Group also approved continued publication of NAB reports exposing free time chiseling deals.

No Action on Way Plan

Sales managers' committee also approved the revised station coverage recommendations and sent them to the NAB research committee for final action and submission to the industry. Revised recommendations read: "Defined as the physical limits of the area served; as demonstrated by actual listening; a blanking, or limitation of the deliverance of signal; and interpreted in terms of market data, consisting of population, number of families, radio families and selection of percent of population reached by the station, with the two measurements involved in the method are signal strength measurement and audience mail analysis."

Committee discussed plans for participation in the forthcoming NAB war conference, which will be based on the thesis that sales are needed now as never before to sustain the American system of broadcasting. The Declaration of Independence for broadcasters, proposed by William G. Way, general manager, KVOO, Tulsa, was also discussed, but no action was taken.

Meeting was attended by the full Sales Managers Executive Committee, including in addition to Messrs. Outler and Avery, Frank R. Bowes, WBZ, Boston; Donald D. Davis, WHB, Kansas City; Dietrich Dirks, KTRI, Sioux City; George H. Frey, NBC New York; Arthur Hull Hayes, WABC, New York; Paul W. Morency, WOR, New York; William Malo, WDRC, Hartford.

AFRA Checks OWI

EXECUTIVES of the New York Hollywood American Federation of Radio Artists areI corresponding with members currently employed in broadcasting Government messengers abroad for the Office of War Information, in the establishment of a union committee to deal with OWI officials on working conditions. AFRA says that no issues have arisen but that its members, where they can find employment, want the machinery set up to handle any grievances that may arise, similar to the grievance committee in other broadcasting organizations.

GOOD SPORTS are these three who clinched the deal whereby Ty Tyson's Sports Review on WWJ, Detroit, is sponsored Tuesdays and Thursdays, 6:30-6:40 p.m., by Dr. Miskin's Food Products, Pepsi-Cola bottlers with plants in Detroit, Grand Rapids and Toledo. Walter J. Dossin, firm president, got the okay from Lawrence J. Michelson, John M. Outler, Jr., Paul W. Morency, Co. Detroit, agency handling the account, and the sports maestro himself as he signed the contract which started the Pepsi-Cola series March 9.

Morency Calls Meeting for March 29 To Put Retail Promotion Plan in Motion

IMMEDIATE production of the NAB Retail Promotion Plan to encourage more retailers to take advantage of radio as an advertising medium will be taken up March 29 in New York, when the full NAB Retail Promotion Committee meets with subcommittees of promotion men and others.

Called by Paul W. Morency, general manager of WTIC, Hartford, Committee chairman, the March 29 session is to determine methods of putting the Retail Plan into immediate production, although the sum pledged by broadcasters to carry out the program has fallen short of a two-day meeting last week the NAB Sales Managers Executive Committee adopted a resolution urging immediate production of the Retail Promotion Plan.

Meeting Called by Wire

Following the sales managers action Oun, Mr. Morency on Saturday sent this telegram to all members:

"With a third of our necessary funds still unpledged, I met yesterday with the Sales Managers Executive Committee in the opinion that we ought now to start production on the Retail Promotion Committee Plan. I am calling a full Committee meeting on March 29 in New York to discuss and arrive at that decision. In attendance also will be subcommittees of promotion men and others. "

Hope to Tour Camps

BOB HOPE and the entire cast of the Pepsodent Co.'s weekly program, "Barney" are planning another cross-country tour of Army, Navy and Marine bases, starting early in April, with tentative arrangements also under way to go to England, if transportation can be provided.

Exact date of the program's tour is still under discussion, but it is expected that the entire tour will be completed before Hope's current motion picture "Let's Face It," it was stated. If the trip to England can be arranged, group would probably leave in June, and during the summer shortwave their Tuesday evening show to people in Army and Navy camps.

No further details have been announced. Agency is Foote, Cone & Belding, Chicago.

Educators to Use All Nets for Meet Programs March 17-28 Set In Place of Convention

THE FOUR major networks have each allotted special time from March 17 to the 28 to the annual meeting of the American Asso-
DISAPPOINTING, isn’t it, to expect umpteen thousand persons to listen to your radio program only to have a paltry handful show up? Expensive, too! That’s what can happen if you mistake a station’s “coverage” for its audience.

Four stations, for instance, may be said to “cover” Oklahoma City, yet one station, WKY, is known to have most of the audience most of the time. This is incontrovertible evidence supplied by C. E. Hooper, Inc. WKY’s coverage, too, extends far out into Oklahoma over more of the state than any other Oklahoma City station can possibly reach. And, to be sure, wherever WKY’s coverage goes, its top popularity priority goes with it.

So, if you want the biggest possible turnout for your program in Oklahoma, WKY is the station over which to send your invitation.

WKY
OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO. ★ THE DAILY OKLAHOMAN AND TIMES ★ THE FARMER-STOCKMAN
★ KVOR, COLORADO SPRINGS ★ KLZ, DENVER (Affiliated Management) ★ REPRESENTED BY THE KATZ AGENCY, INC.
A Personal Opinion of BMI's Music

I THINK it is about time someone took an interest in BMI. Some would blaspheme at this, so to speak, and I'm not suggesting that BMI music they have simply turned elsewhere for their material. It is my opinion that the place where lack of interest is most at fault is among those directly in charge of BMI. Perhaps I'm wrong. If so, I am quite certain that these gentlemen are fully capable of defending themselves.

Can't All Be Hits

The fact remains that as a source of new music BMI is in my opinion a complete washout. The music being sent from BMI to stations all over the country is for the most part no good. Exceptions to the worst trip I have ever seen printed with the expectation that some one might want to listen to.

I am quite well aware of the fact that a great many songs must be written and published which will never appear on anybody's hit parade. But hit tunes are few and far between BMI has some hit tunes. But never until the days of BMI did musical directors have need of such large wastebaskets. In the early days of BMI quantity was necessary, and quality had to be sacrificed to some extent, but during the past year no such emergency has existed. Yet those responsible for the operations of BMI have shipped out music of an ever lowering standard. Many successful radio salesmen work on the theory that if enough calls are made a prospective client will be found. But do they go door to door in the residential areas? Or do they canvass the business areas? Just as quantity calls are of no value unless confined somewhat to an area wherein clients are likely to be found, a hit tune will not emerge from any large quantity of published music unless some radio manager has made it to turn up in the waste basket. I don't claim that I or any one else can recognize a hit tune on sight, but I do say that anyone who knows little music can recognize on sight a tune which should not even have had paper and ink wasted on it.

Far too much BMI music of the past year has been precisely in that category. If BMI is to continue shipping us such waste paper I suggest the paper and ink be sent separately so we might be able at least find a use for the blank paper. I suggest you station managers ask your musical directors about the music they have received from BMI in the past year. If the majority of them don't back up my statement then I certainly stand corrected. You might remind them that BMI headquarters has been asking you to urge your program directors to use BMI music. If they haven't been increasing their use of BMI music, ask them why.

Incidentally, I want to quote you the words of a song included in the last BMI shipment. Your musical director probably hasn't a copy of it because he most likely threw the whole shipment away. The song is titled "Sweat Shop Blues" and here are the lyrics:

Sweat Shop Blues is in command. So the boss will understand.
Oh, if everyone will harmonize it we can
Now when we go home we don't need a diet,
For we're sure 'neath these wide heaven's we're really tired.
The work is getting harder each day,
That's why we all want a raise in our pay.
Sweat shop, sweat shop, sweat shop blues, To join the crowd you've never known before.
Come on down and join a crowd that is wise.
Singing and swaying to the sweat shop blues.

[Editor's note: BMI says this number was not published by BMI, but by an affiliated publisher who furnished copies, distributed free of charge to stations without recommendation and without expenditure of capital or effort to BMI.]

I'm not suggesting that BMI resume the publication of a lot of music, I'm merely suggesting that unless there is better music available than that which they send WREN it would make less work for all concerned if they didn't send any. If there is better music available then let's find someone interested in seeing BMI publishers publish a little of it.

Sees Bleak Future

If BMI continues in its present way it will not only be a joke among the musicians upon whom it must depend, it will die not on its feet but flat on its back. And after your ASCAP fees have grown back to their "before-BMI" stature you'll wonder why somebody didn't do something about it.

Your program department will use more BMI music—more of the music that belongs to you—just as soon as BMI sends your program department music that's good enough to deserve broadcasting.

WHAT ABOUT BMI? Formed by the broadcasting industry to provide music when ASCAP ran out of bounds under the old regime, it performed a near miracle. Since the peace with ASCAP there have been gripe. Some broadcasters, as does the writer, say it has tobogganed. Others claim stations have paid loyally, as stockholders, but are not doing their part and have forgotten the past. The writer, himself a musician, sharply condemns BMI's present performance. It's a matter of vital interest to every broadcaster, because copyright contracts aren't perpetual. BMI will answer in the next issue. Mr. Bratton is a doctor of music and is president of the AFM local union.

Page 20 • March 15, 1943

Broadcasting • Broadcast Advertising
... who had never used radio, used WOR in 1943 to sell a product WOR had never previously tried to sell.*

Out of that doubtful date sprang a voluntary letter from the sponsor. The following is a telling excerpt from the letter that man wrote:

"... your particular form of advertising has proven to be one of the best investments we have made in any field. The results have been remarkable. It has not only sold us on WOR, but the medium of radio advertising."

*The product was dresses, at nice prices.

WOR—THAT POWER-FULL STATION
AT 1440 BROADWAY
IN NEW YORK
Better Use of Radio in War Urged

Forum Speakers Would Utilize Sponsored Programs

NEED for a system whereby the vast audiences of radio's top commercial programs can be tapped for war purposes, increasing the effectiveness of radio's contribution to the war effort but taking less time than the present unprepared programs, was stressed by Chester J. La Roche, chairman of Young & Rubicam and chairman of the Advertising Council, during an interview with Mr. LaRoche for "New York's Wartime Advertising," broadcast March 6 on WMCA, New York, as part of a weekly series on that station under the auspices of the Commerce and Industry Assn. of New York.

William H. Howard, executive vice-president of R. H. Macy & Co., one of the nation's largest department stores, and Vernon Brooks, advertising director of the New York World-Telegram, participated with Mr. La Roche in the discussion, which was moderated by Neal Dow Becker, president of the Interytpe Corp. and chairman of the Advertising Council. They concluded that radio's job could be more effective.

VALUE OF WARTIME advertising, March 5 subject of the Business Forum program on WMCA, New York, conducted by the Commerce & Industry Assn. of New York, was explained by (l. to r.): William H. Howard, executive vice-president of R. H. Macy & Co.; Vernon Brooks, advertising director, New York World Telegram; Neal Dow Becker, Assn. head and president of the Interype Corp., moderator; Chester J. La Roche, chairman of Young & Rubicam and chairman of the Advertising Council. They concluded that radio's job could be more effective.

still more progress can be made in the direction of utilizing the already established radio audience."

Mr. Brooks explained that advertising should continue in an all-out war effort:

"Because Americans want to know what manufacturers are doing with the plants that formerly made civilian products, or are now making them for the Army and Navy. Because manufacturers need to keep alive a public desire for their products so that their employes and their capital will not be out of jobs after the war. But America wants to know what new processes and products industry is developing for the war, which, if given a chance after the war, will again lead the way to better standards of living, not only for America, but for the world. Advertisers Can Help

"Because manufacturers want to tell America what they are contributing to the war, for this permits the public to determine for itself which deserves patronage and friendship after the war. Because the public wants to know what profits are being made from war contracts, and businessmen have the need to tell what those profits are, in the simple and understandable language of the average man and woman. Because of rationing, personnel shortages, and war necessities, our great retail stores will be forced to institute many innovation services — and the buying public wants to know of them quickly."

Explaining that New York's wartime advertising has helped to interpret to the public regulations of the war agencies as they affect merchantise, Mr. Howard said: "Very early in this war, when it became apparent that certain articles of merchandise were going to disappear from the retailers' shelves, stores voluntarily and wisely began urging their customers to take care of the things they bought. In New York last year more than 30 of the larger department stores banded together in a voluntary drive designed to teach the public how to conserve merchandise. The slogan used was Buy Only What You Need — Take Care of What You Buy. — Similarly, advertising has helped to explain the uses and the limitations of substitute materials so that the public could buy with more assurance and at the same time know how to take proper care of these new materials."

Urging local advertisers not to wait for Government requests or commands to step in and help, but to take initiative as the national advertisers have, Mr. LaRoche reviewed the way in which, even before Pearl Harbor, "the advertising industry took the initiative in helping the Government get its vital defense and war messages across to the public. National advertisers, newspapers, producers of billboards, and the radio industry, all cooperated to set up the Advertising Council, which is now a semi Official group. Contributions Heavy

"Through the efforts of the Council, many wartime campaigns have been planned and placed in newspapers, magazines, billboards, and on the air. Some of our largest industries have contributed substantial amounts of money to finance these Government campaigns, and magazines, newspapers, and radio have contributed much space and time. "I think I can safely say that as the war wears on, more and more national advertisers will turn their advertising appropriations — or at least substantial parts of those appropriations — into advertising to help organize the home front," he stated.

"But that is not enough. The local advertiser, and the local newspaper, and the local radio station are close to local people and local problems. They can translate the war in terms that carry a real and special meaning to the people who are accustomed to reading or listening to these local organs of community."

"There is one thing certain," Mr. LaRoche concluded: "If we don't win the war we will have no department stores, newspapers, magazines, and radio worth having; and if we do win, in a reasonable length of time our entire economic system will be so badly out of whack that it may take years and years for us to get back our normal standard of living."
WHAT RADIO STATION HAS A FARM AUDIENCE WITH AVERAGE INCOMES OF $6400.00?

GETTING there first with the most dollars is sound selling strategy. Alert GHQ's on the national advertising front are training their sights on the rich, prosperous 1 ¼-billion dollar Iowa farm market. They have the answer to that $6400 question . . . and it's red-hot news! Iowa farmers had an average income of $6400 in 1942 (according to figures just released by Iowa State College agricultural economists). That's a smashing 37% gain over 1941. During this same period costs lagged behind, showing an increase of only 15%. The result: A 22% increase in farm purchasing power!

The Iowa farm market outranks all others as your 1943 sales objective because here the basic food essentials . . . the beef, pork, corn, and dairy products we must have to win the War and the Peace . . . are produced in the greatest quantity. And as the production of these essentials continues to soar, Iowa's average farm income surges steadily higher at a faster clip than that of most other states.

Iowa farmers need your products now to help in the Food-For-Freedom battle, and they have ready cash to spend. The Iowa farm plant will remain in high gear long after Hitler and Hirohito bite the dust because the job of feeding the world will rest squarely on their shoulders for years. Thus, the income in the WMT area will remain stable . . . population shift will be of minor importance . . . a situation much different from that which may develop in highly industrialized war production centers. You can step into Iowa now and throw your Sunday punch without the nightmare of shifting markets and post-war economic question-marks.

The Iowa farmers you sell on WMT today will have the money to buy your product tomorrow. And they will still be listening to their favorite Iowa Station on Iowa's Best Frequency, WMT, on 600 Kilocycles!

BROADCASTING • Broadcast Advertising
March 15, 1943 • Page 23
Advertising Industry Is Urged
To Lead Post-War Era Study

Charles B. Brown, NBC Executive, Tells Washington
Ad Club 'Greatest Opportunities Are Ahead'

LEADERS in advertising and sales management should join movements designed to pave the way toward solution of post-war problems, according to Charles B. Brown, NBC director of promotion and advertising, in an address March 10 before the Advertising Club of Washington.

Taking as his subject "Tomorrow Is Here", Mr. Brown reviewed the conflicting economic and social elements growing out of the world crisis and peered into the issues likely to arise from long years spent in waging the war.

Advertising and sales management face their greatest opportunity as well as the greatest threat to themselves in the period immediately ahead, he told the club. As experts in contacting and influencing the public, he continued, they must be the social and economic interpreters of every group in American life.

Radio Ready

Radio and television, Mr. Brown said, are ready to reveal new horizons for publication when the war is over. Among radio developments he listed the electronic microphone developed by RCA, an instrument which he said will develop new opportunities of service to mankind.

Great peace opportunities will be found in other industries, he predicted. Among these mentioned were aluminum, magnesium, wood that won't burn, glass that won't sink, wood radio towers, hydroponics or the raising of vegetables in chemical solutions, and heat induced by thermal radio.

Among difficulties lying in the way of post-war progress, said Mr. Brown, are the failure of current social and technical trends and an either in parallel lines or on a common level. Danger of economic confusion can result, he continued.

If the post-war problem is to be successfully handled, Mr. Brown said, there must be agreement on a common psychological attitude of mind which will result in accord on a social pattern of equality.

Furthermore, Americans must fight as hard to maintain peace as they now fight to maintain the war effort. Then they must properly utilize the unlimited informative machinery available.

Among incidents showing that Americans are sound in heart, Mr. Brown cited the famed Mrs. Mullane incident on a recent Procter & Gamble program on NBC. He recalled how the "consequence" specified by Ralph Edwards, m.c. of the Truth or Consequences program, was sought by Mrs. Mullane as a program contestant some 204,000 letters containing 300,157 pennies.

Mr. Brown in urging club members to take active part in post-war movements told his contribution to the war effort and its planning for the years to come.

A Plan Space Rationing

Union Oil Convention

TO OUTLINE 1943 advertising plans and dealers' part in the war effort, Union Oil Co. of California, Los Angeles, on March 6 broadcast an evening half-hour sales meeting on 33 Don Lee Pacific stations to 75,000 dealers. Gen. David Prescott Barrows, commentator on Union's quarter-hour series, and Reese Taylor, president of Union, were speakers. Last of the Post Subtime, also sponsored by the oil concern, presented a dramatic sketch, Robert L. Beed was producer with Ben Alexander as m.c. Fote, Cone & Belding, Los Angeles, has the account.

RCA Dakar Circuit

RCA Communications, acting in cooperation with the Administration of Posts, Telegraph & Telephone of French West Africa, last week opened a radiotelegraph circuit between New York and Dakar, affirming the latter's cooperation with the West African port. Messages from the United States were forwarded to Dakar through the circuit. RCA announced that a direct circuit with Quito, Ecuador, is being tested preliminary to the start of regular commercial operations within the next few days. The Government of Ecuador is cooperating in establishing this circuit.

AAA Magazine Space Rationing Plan

A Plan for space rationing of advertising in magazines hit by wartime paper restrictions has been worked out by a special committee of the Advertising Agencies after discussions with advertising men and publishers. The plan was approved by the AAA advertising committee as a suggestion for publications as a means of maintaining a satisfactory method of handling advertising to conserve paper.

Although it would not apply to radio, since no shortages in time available for bookings have yet appeared, some industry leaders consider that it might be a guide if a shift in advertising to radio or a cut in operating hours necessitated time rationing.

Circulation Cut Urged

According to the AAA committee, the six-point program for magazines has approval of publishers, advertisers and agencies. ANA cooperated in drawing it up.

In addition to suggesting mechanical savings, such as narrower

WFAS Is Granted Fulltime Operation

Rare FCC War Grant Permits Unlimited Time on 1230 kc.

In ONE of its rare grants since the war-directed "freeze order" of April 1942, the FCC last Thursday authorized WFAS, White Plains, N. Y., to operate fulltime on 1230 kc. with 250 watts power in lieu of its present parttime assignment on 1230 kc. By so doing, the FCC also opened the way for fulltime operation of WGBB, Freeport, N. Y., which has shared time with WFAS.

Commissions Craven and Case voted against the grant, presumably on the ground that it did not adhere to the letter and spirit of the freezing. In the voting, two minorities concluded that no critical materials or manpower would be involved in the grant, since the station already had procured the crystal cut for 1230 kc. Godley Drops Petition

Paul Godley, consulting engineer of Montclair, N. J., had been an applicant for a station on 1230 kc. in Newark, which was competitive with WFAS application. Under the freeze order, however, Mr. Godley withdrew his application and afterward notified the FCC that he had no present intention of operating a radio station. Although it was presumed, the way was cleared for the WFAS authorization.

On the other hand, the view was expressed that Mr. Godley was penalized because he adhered to the war policy, whereas WFAS had everything to gain but nothing to lose in prosecuting its application, which had gone to hearing.


Ralph Edwards' m.c. of Procter & Gamble Co.'s Truth or Consequences program on NBC, has been awarded a plaque by Tune In, radio fan magazine, "for outstanding showmanship in the presentation of Governmental war messages."
Aggrandizement according to Noah, of the Webster family, is “to make great in power or wealth.” And that’s specifically what has happened to the Savannah Seaboard market in the last ten years. In 1935 to be exact, Savannah started an uninterrupted growth that has multiplied industrial payrolls over and over again since that date.

No, this is no “war boom” market. We’re enjoying an industrial growth that started before the war and will continue long, long after it. Add to this staple market of steady growth, three new shipyards, 25,000 new workers, six military centers and you’ve got a war-time, peace-time, boom-time, normal-time market that’s worth the serious consideration of any advertiser.
FCC Follows Merger

TO KEEP itself informed on the progress of negotiations by the merger of Western Union and Postal Telegraph, authorized by legislation signed last Monday by President Roosevelt, the FCC last Tuesday designated a three-man committee of its membership to follow aspects of the merger. The committee comprises Commissioners Payne, chairman, Wakefield and Durr. The FCC also named a staff committee, headed by William J. Norfleet, chief accountant, and including Manfred K. Toeppen, acting assistant chief engineer, for the engineering department; Benedict P. Cottone, assistant general counsel, for the law department; and Dallas Smythe, chief econom- ist. The committee will assist the commissioners.

PARTICIPATION in a worldwide permanent peace movement after the war is favored by more than 85% of the people, according to a survey conducted by Bunkage. BLUE Wash- ington commentator.

Other Fellow’s Viewpoint...

EDITOR, BROADCASTING: The telegram from Mr. Davis of OWI, which probably cost the Government $1,000 to send and which was uncalled for and which cost also the effort needed to sell forty $25 War Bonds to pay for it, made my blood temperature rise. The newspaper advertisement suggestion of Mr. Callahan also caused some increase in blood pressure but your article in your last issue in which you state that the 48-hour week would NOT be applied—seriously—to the broadcast industry really made me “blow my top”. I have personally been under the impression that there was a shortage of broadcast operators—a mis- apprehension it seems—until I read your article. My, my, is it possible that broadcast technicians work FORTY HOURS per week? In war areas, too? To think that they will probably be required to work 48 hours per week seems an almost unbearable sacrifice—in war times too. My, my, what is the world coming to when a man has to work 48 hours per week to earn a living?...

Here is my problem out here. I am working EVERY day including Sundays from 7 a.m. to 9:30 p.m. at top speed. I have ONE fulltime operator. He works 80 hours per week. I have ONE parttime operator, a school girl, who fills in two hours per day. I have one parttime program man and announcer (a preacher, and a good one too), who helps me out three hours per morn- ing.

My wife keeps the books and we are running a 16-hour-per-day schedule carrying MBN and NCBS network programs, and we are plumb full commercially. We can’t handle any more business, no time is available, we need help and the broadcast industry does not think they will have to comply with the 48-hour week. My, my... and my again.

My case is not an isolated one. I can name you four more stations within 150 miles of that are in the same boat.

The FCC loads us with announce- ments; the FCC loads us with financial reports; the OCD calls for progr- ammes, and “please-report-when- you-can-the-measure-ments” forms drive us nuts. The FCC says the program is essential and MUST keep operating, the Internal Revenue Bureau says we must have our reports in by March 16, the NAB asks for “The Announce- ments Reports” and the transcription companies write us letters to “please return used transcriptions” promptly.

Strangely enough, these things all get done—but how or when is the problem, usually after 9:30 at night.

My, my, and some broadcast station em- ployes have to work 48 hours per week—maybe. What is this anyway? Is there or is there not a shortage of broadcast technicians and announcers? It does not sound that way. Put some of those people on 60 hours a week and let us have a few for use out here—where they will really work.

BERT WICK,  
Director, KDLR 
Devils Lake, N. D.

March 5, 1943.

RKO’s WEAF Pact

FOLLOWING a successful spot campaign for the film “Hitler’s Children” on several stations, including WEAF, New York, RKO Pictures has signed a 52-week con- tract on the latter station for Saturday news broadcasts at 11 p.m. by George Putnam, starting March 6. Putnam’s news period was used in the advance promotion for the picture. This is the first regular RKO series in some time. Firm has used spot from time to time, the Hitler’s Children promo- tion being particularly extensive and effective [BROADCASTING, Jan. 25, Feb. 1]. Agency is Foote, Cone and Belding, New York.

WOR ‘Wax Museum’

A VISUAL HISTORY of recording will go on display in New York this week, starting March 16, when WOR, New York, opens an exhibit of discs and recording equip- ment in the Museum of Science and Industry at Rockefeller Center. The exhibit bears the title “Wax Museum” named for WOR’s night- ly programs of old-time discs. RCA Victor, Columbia Recording Corp., Decca Records and the U. S. Army have loaned historical and modern records and equipment. Brief lec- tures will be given for the two- month display.

“Consistently Excellent...”

The first annual Alfred I. duPont Award, radio’s Pulitzer Prize, has been won by Fulton Lewis, Jr. for his “consistently excellent” service to the public through news analysis over the Mutual Network.

Mutual is proud of this newest honor for an outstanding commentator. Proud, too, of the way the words of this citation describe the coverage and interpretation which have made Mutual the First Network for News.

THE MUTUAL BROADCASTING SYSTEM
Since rationing and the increased scarcity of food and consumer goods, June Baker's Home Management Program has taken on new significance. Her large and loyal audience has been increased by many housewives who find in June Baker's material helpful information on how to run the kitchen and home on the basis of war economy.

For 10 years June Baker on WGN has supplied the answers to those hundred and one things every woman wants to know—from fashion news and household hints to what's new in the feminine world.

For instance, on the day point rationing of food was announced, June Baker had Michael F. Mulcahy, Director of OPA in the Chicago Metropolitan Area, explain the whole system over her program. Maybe that's one reason why June Baker's Hooper Rating has been higher than any other home economics program in Chicago—higher in every Hooper Report since their beginning.

You can't beat this for a remarkable and consistent record

A Clear Channel Station

50,000 Watts
720 Kilocycles

Mutual Broadcasting System
SUPPLEMENT to NBC's two promotion pieces, "A Tale of 412 Cities," has been released to extend the analysis of listening habits to all 412 cities in the United States outside of the original 412 cities. Titled "A Report to the Nation," the four-page supplement covers the dialing choices of the entire country regarding to networks and independent stations.

Outside the 412 cities, the folder states that NBC has a 51.7% preference by day, and 40.2% by night. Combining these figures with those derived from the 412-city survey, in which NBC programs were preferred by 51.8% and day programs by 30.2%, the nationwide nighttime percentage of NBC programs remains at 51.8%, while the daytime preference increases to 35.5%.

Superman Expansion

MUTUAL has prepared a special edition of its regular weekly clip-sheet, for distribution to 350,000 grocers in connection with the expansion of Superman, sponsored by Kellogg Co., for Pep cereal, to a larger network about April 8. The news feature presents the Superman stories in the same format that has been used in the store's regular news sheet in a similar fashion for local dealers of other sponsored products. Letters have indicated that they prefer receiving promotion material for programs from the network rather than the manufacturer.

Swing Shift Club

DAY CLUB for swing shift workers has been started in Philadelphia, Pennsylvania, on Wednesdays for the studio audience of Open House, daily variety matinee. After the broadcast, listeners participate in Sounds, a sound-effects stunt in which individuals in the audience take vicarious rides on roller coasters, learn marksmanship, drive automobiles, chiefly in comic pantomime, to mention some of the weird sound effects. Idea originated with Horace Feyhl, station manager.

A Profitable "Tune"

"THE PIED PIPER of Milwaukee, WEMP, leads listeners and dollars your way" is the tune piped by that station's latest brochure for sponsors. In a 8 x 11" folder are reproductions of letters received by WEMP for its patriotic service featuring the Armed Forces.

Summaries for Schools

SUPPLEMENTING an up-to-the-minute world map, weekly news summaries of CBS commentators are being distributed to all schools in Los Angeles County by that network, for educational discussion. Mail was sent to every school in the county with the mailer, director of wartime information, CBS Hollywood.

Hats, Coiffures to Suit

LEADING millinery designers will suggest specific hats for different types of faces in a booklet sent on request to listeners by Fugene Fitzgerald, who heads the Personal on Mutual. Suitable coiffures also will be described.

Merchandising & Promotion

Report to Nation—Swing Shift Club—Superman Hats, Coiffures Match—Red River Valley

Miami Service

A RECORD of public service of WQAM, Miami, in each phase of the country's war program during 1942 has been compiled and published by the station in an 8 x 11-inch booklet containing an itemized account of recruiting, defense financing, morale and home front programs, as well as photographs of community activities reported by WQAM. A total of 959 CBS war programs has been published by WQAM as its contribution to the war effort. In all, 2,293 programs and nearly 6,000 announcements in 1942 dealt with the war. The brochure reports. Letters of appreciation received from Government and community agencies are included in the publication.

NBC House Organ

A NEW HOUSE-ORGAN for NBC's New York employees has made its appearance under the title Chimes. The publication will be issued on the 15th of each month. Special attention has been given by WQAM, Miami, to the achievement of the men in service and to let the boys abroad know how those at home are backing them up.

Red River Valley

PLASTIC-BOUND 20-page brochure has been published by WDAY, Fargo, North Dakota, to dramatize the Red River Valley market. Booklet details WDAY coverage, and explains available advertising stations.

EXTENSIVE campaign in all Washington, D.C., daily newspaper papers by NBC for its network managed and operated outlet WRC got underway in March with 1,500-line insertions in the three standard size papers and a 900-line insert in the tabloid. Insertions are in three series devoted to specific types of programs, and staff members are personalized by bylines and initials in photographs. Keynote is expressed in the slogan, "these (programs) services among the benefits of the American System of free radio."

Scheduled on CBS

THREE CBS programs starting during the first week in March are featured in promotional material recently issued to CBS affiliates. An oversize folder presents Milton Berle's comedy program sponsored by Campbell Soup Co., Camden, N. J. Two other presentations feature The Man Behind the Gun for Elgin Nat'l Watch Co., Elgin, Ill., and Guy Lombardo, sponsored by P. Ballantine & Sons, Newark.

New House Organ

For its 20 men in the armed forces and for the staff at home, WFIL, Philadelphia, has a house periodical Staged by National Network, in which personal items and activities of interest are published to give the folks at home an idea of how the achievements of the men in service and to let the boys abroad know how those at home are backing them up.

Business News

A DIGEST of authentic information, quoted from official government, press, and business sources, is sent by WIL, Cincinnati, each month to 10,000 wholesale drugstores, 11,000 wholesalers of all lines in Ohio, Kentucky, and West Virginia. Called "Business Front," it has four pages, with only one line noting that it is published by the station.

Midwest to Hear British On Regular WLW Shows

DESIGNED to bring a closer understanding and knowledge of England to midwest listeners, a series of broadcasts from London, arranged with the British Broadcasting Corp., will be heard on regularly scheduled programs on WLW, Cincinnati.

Arrangements, completed with WIL, Cincinnati, will be handled by WLW special events director, call for average British listeners to tune in on Monday via shortwave on such WLW programs as Everybody's Farm Hour, Background, Far East, Consumers Foundation, Truly American, From the Ground Up, Church by the Side of the Road, World Front and Wayside. It is sponsored by the advertising sales of the BBC New York staff is liaison between WLW and BBC London.

WRC SALES STAFF UNDERGOES CHANGE

REORGANIZATION of the sales staff of WRC, Washington, necessitated when two men left for Navy duty, was announced last week by Carleton D. Smith, station manager. Mr. Dodge, sales manager, was granted a leave of absence to be commissioned a lieutenant in the Navy. Mr. Smith has taken over the duties of sales manager in addition to his managerial post. James Sweet, salesmen, also left for Navy duty. He has been commissioned lieutenant (j.g.).

Richard A. Ruppert and Mahlon A. Glasscock have been appointed to the sales staff. Mr. Glasscock formerly was radio director of Lewis Edwin Ryan Inc., Washington agency. Mr. Ruppert, with the OPA for a number of years, formerly was sales manager of WING, Dayton. Previously he was director of advertising for WKRC, Cincinnati, and later sales promotion director of WSAI, Cincinnati.

FLAMM APPOINTED AS WPAT MANAGER

SINDY FLAMM, vice-president in charge of sales of WPAT, Paterson, has been named general manager, in a major reorganization of the station's personnel last week. Mr. Flamm, who continued in charge of sales, succeeds George L. Jaspert, who resigned to become commercial manager of WPRO, Providence, R. I., starting Monday, March 8. Prior to joining WPAT last October, Mr. Flamm was assistant to the president of WMCA, New York, and had been associated with the station for 15 years.

Replacing Henry Miller, who resigned as program and studio manager to join the OWI, is Ted Webbe, until recently announcer of special events and sports of WINS, New York. He will be studio manager and chief announcer of WNEW, New York. Mr. Webbe was program manager of WAAM some 12 years ago.

A. Lewis King, formerly of the sales department of WHN, New York, has become commercial director of WPAT. Mr. King, who has been in radio about 17 years, has specialized in drug and food merchandising at WHN.

The announcing staff has been augmented by Ken Joseph, from WLBI, Brooklyn; and Ed Lafoon, of WKBN, Youngstown, O.
The Manpower problem in Connecticut’s Major Market is being solved by Womanpower. Every available woman is being called upon to produce the materials of war. The result is the high Effective Buying Income per family throughout this area, which even before the war was one of the wealthiest in the country.

Now, conceive of this market as an approximate 30-mile radius with Hartford at the hub, and these two facts become important in the scheduling of your advertising:

1) Hartford alone has a small percentage of the total population which lives, works and buys in Connecticut’s Major Market.

2) By using radio on WDRC, you can reach both Hartford and the densely populated surrounding area, at one time and at one low cost.

WDRC is the basic Columbia Network Station for Connecticut. WDRC’s Primary Area fans out from Hartford to include dozens of cities and towns. All these people depend on WDRC to keep in touch with the war’s day-by-day and hour-by-hour developments.

In the same way, WDRC can keep you in touch with some of your best customers... the million-and-a-half listeners in WDRC’s Primary Area.

Write Wm. Malo, Commercial Manager, for complete information, including coverage map, rate card and present availabilities.
it's easy for the new operator

to "carry on" with this Westinghouse Transmitter

When war calls your operating personnel and a new man has to take over, you are fortunate if your transmitter is a Westinghouse 50-HG. Operating simplicity which makes it easier for a new man to handle with full effectiveness is one of the vital improvements which it embodies.

The new viewpoint which Westinghouse brought to bear in designing this equipment gave high rank to operating convenience along with low power consumption and modern appearance. As a result it has established a new era in radio transmitter design and performance.

There are no complicated circuit adjustments—no inaccessible parts—no time-consuming replacements in the middle of your program period.

This is one big reason why the 50-HG has been selected by such stations as WPTF, Raleigh; WBAL, Baltimore; WKBW, Buffalo; WBBM, Chicago; KXEL, Waterloo; KDKA, Pittsburgh; and WBZ, Boston. That's why we say "Keep an eye on these stations" as radio shoulders its share of war's responsibilities.
KDKA  Pittsburgh
WBZ  Boston
WPTF  Raleigh
WBAL  Baltimore
WKBW  Buffalo
WBBM  Chicago
KNEL  Waterloo
War Business
SPACE rationing, perhaps for the first time in publishing history, strikes the printed pages because of war-dictated paper cuts. The American Assn. of Advertising Agencies, in collaboration with the Assn. of National Advertisers, has been giving suggestions on space rationing looking toward equitable treatment of old accounts and handling of new business during the emergency.

These suggestions, reported in this issue, are of interest to broadcasting because they affect the welfare of contemporary media. Radio isn't hit directly in the same way and isn't immediately confronted with comparable problems of rationing. But it has had its share of operating headaches otherwise and is still far from being out of the wilderness.

Rationing has been added to the advertising lexicon only since the war's start. Yet, radio has been rationed by nature from its very birth. There are only so many waking hours in the day. The clock sets the limit. Printed media, on the other hand, have always added pages—until WPB stepped in.

AAA suggests to magazine publishers warrant scrutiny, not because radio may be similarly affected but because there are lessons to be learned in gearing for the future. The suggestion is made, for example, that magazines cut circulation reasonably and urge subscribers to share copies with friends and neighbors. Radio's "circulation" is measured in terms of receiving sets available. Fortunately, ample repair and replacement parts and tubes are being fabricated along "victory model" lines while the battery set problem for rural non-electrified listeners likewise appears headed toward solution.

AAA suggests that if it becomes necessary for publishers to ration advertising, they allot space on the basis of use averaged over a period of years and characterized by normal operations; that space also be allocated to new advertisers equitably; that reservations be tightened up to avoid cancellations through firm order closing dates.

Time and space are different commodities. But the same overall rules seem to apply.

For publications the AAAA suggestions appear to be logical and sound. For broadcast stations, particularly in the placement of spot business, corresponding terms can be applied. By and large, the same agencies place the business.

Radio has tapped new fields and is getting additional business from accounts that here-tofore they used the medium. This affords an opportunity to diversify, so the industry isn't dependent upon the business of only a handful of national accounts and agencies who buy practically wholesale. It means, too, that radio more and more should be in the position of picking and choosing accounts.

There has been the complaint that broadcasters have permitted advertisers to "run their business" by dictating programs, terms and talent. If there is any substantial basis for this, the time certainly is propitious for readjustment. Bill Way, general manager of KVOO, Tulsa, thinks the solution reposes in his proposed Declaration of Independence. We think he has something worth considering.

News and Newsmen
NEWS is radio's No. 1 commodity. As the war progresses it becomes increasingly important. Timebuyers are leaning toward news programs because they can deliver maximum audiences to sponsors.

It wasn't so long ago that news was "time-filler". Before the advent of competitive press association service for radio, many stations did little more than read the front pages, on a sustaining basis. Today news is a well-organized and integral part of broadcasting. The growth has been rapid in fact that all of the rough spots haven't been sandpapered. For the sake of showmanship, there perhaps is an occasional tendency to lean toward the sensational in presenting news and in selecting newscasters.

For instance, many newscasters on the air today are not newsmen, but readers. Of necessity, smaller stations have newscasters read wire copy as prepared by the wire services. By and large, that service is excellent and requires little processing. In other stations, where newsrooms have been installed, experienced newswriters prepare copy for announcers.

It is this latter development that can backfire unless handled judiciously. Some of these announcers, endowed with authoritative voices, have skyrocketed as "news commentators." Actually they have only acquired the knack of good announcing. They seldom see their copy until airtime. The preparation, however, is by newsmen who know a legitimate story and who follow developments in the news.

There is the tendency now and then to play up a good news announcer as a "news analyst" or a "military expert," though his background obviously doesn't justify the title. This is not intended as a reflection on any individual.

By far the majority of well-known newsmen on the air are competent commentators or newscasters who have served their apprenticeship as legmen and desk men. They know how to evaluate, write and present news. They need no publicity buildups. Their work speaks for itself. On the other hand there are a mattering of so-called "experts" who are merely voices—mouthpieces as it were—for the creative work of the men behind the scenes, the real experts at writing news.

Radio has done more to keep the public apprised, factually and dispassionately, than any other medium by virtue of its natural speed. It doesn't have to sell "blue-sky" in the person of some oily-voiced striping. It would do far better by giving air credit to the newsmen who writes the copy which makes the voice on the air tops in acceptance.

A microphone and a trip abroad don't make a "foreign radio correspondent" any more than a law book and a trip to court make a lawyer.
BROADCASTING

We Pay Our Respects To

PERSONAL NOTES

NORMAN S. McGeE, former director of agency relations of WQXR, New York, has been named assistant to Hugh Kendall Doyle, vice-president in charge of sales. Bennet H. Korn, of the sales force, has entered the Army, and Russell D. Walker, salesman, expects to be called into service shortly.

JOHN W. BROOKE, of Edward Petty & Co., Detroit, has been appointed to the BLUES radio sales staff by Murray B. Grabhova, national spot sales manager. He succeeds Robert E. Edwards, who has joined the sales staff of the New York office of John Blair & Co.

EDWARD J. Noble, chairman of the Life Saving Service, and owner of WMCA, New York, has purchased St. Catherine Island, near Savannah, Ga. He will use it for cattle raising and timber production and expects to spend most of each winter there.

MORRIS E. HONICK, general manager of KROS, Clinton, La., has been elected a director of the Clinton Chamber of Commerce.

MARK S. REINHARD, sales manager of KXLM, Denver, is the father of a baby boy.

HUGO MASUAN has joined the commercial dept. of WHJE, Portsmouth, N. H.

WILLIAM F. MALO, commercial manager of WDRB, Hartford, Conn., this month observes his 15th anniversary with that station.

KATHARINE FOX, war and mobilization service program director of WLV, WSAI, Cincinnati, has been named by the Ohio War Savings Staff as associate director of the organization. She will serve on a dollar-a-year basis, as a consultant to women's groups in Ohio in support of the campaign.

TOMMY NOLAN, formerly of WORD. Spartansburg, S. C., has joined the commercial staff of WSGV, Greenville, S. C. He will also handle a sports broadcast.

his ranch in Indian Valley, Calif., South of Mt. Lassen, the only active volcano in the U. S. He's proud that it's a ranch owned by a dude who raises livestock. Confidentially, he'll tell you about the fishing out there, too.

In his spare time Mr. McIntosh likes to delve into Asiatic history, especially China. He has a modest collection of books on the Far East and his knowledge of China has surprised many of his acquaintances.

Few of Mac's friends know his second profession. In the basement of his Cherry Chase (Mac's dream), where he lives with his wife and two sons, he keeps an easel, oils and pastel crayons. Before the war is over he plans to sketch some of Washington's historic buildings as a permanent reminder of his part in the war. But his friends will tell you that even should his ambition fail, he will at least have the memory of a job well-done.

FREDERICK H. McINTOSH

T WAS just another job to Frank Holmes McIntosh when he was apprised last week that he had been made assistant to the director of the War Production Board's Radio Division in charge of foreign and domestic broadcasting. But it was a job which he tackled quietly in his astute, methodical way.

After nine months in Washington, the Fort Industry Co.'s silv-theratched technical supervisor still is even-tempered, careful and persistent, determined to insure the minimum needs of the industry but insistent that the needs of war be recognized in the use of critical materials.

An apostle of conservation and careful planning from the day he arrived last April, Mac last August proposed a wartime basis of operation for the industry, which the FCC adopted in November. Under this program, stations are able to obtain maximum use of component parts without impairing service to the listener in the slightest.

Frank H. McIntosh refuses to be stumped. In possession of the facts, he is the first man with an answer. Through limitation orders, enforced by his unit, no station has been wanting in its minimum needs for continued operation but neither has any station been able to dis- lodge his operating dictum that all must be served with minimum needs.

He knows the technical side of radio as an engineer and as a sales- man. Before joining WBP he had been technical supervisor of the Fort Industry stations since December 1940, associated with George B. Storer, president, and J. Harold Ryan, vice-president and general manager, now Assistant Director of Censorship in charge of radio.

Prior to that he was for four years Pacific Coast District Sales Engineer of Graybar Electric Co., covering 12 Western states, Alaska, the Philippines and Hawaii. For eight years before that he was a member of the technical staff, radio development department, Bell Labs., New York, where he did considerable research on all sorts of communications equipment such as radio oscillators and transmitters, in addition to work on station layouts, antenna design and sales assistance.

Mac's interest in radio was precocious. Aged 9 and out for a walk with a chum, he came upon a strange structure which he later learned was a radio antenna. Then he proudly asserted he would be the first of the two to own a radio set. He made good that boast while attending high school in Omaha, where he was born July 12, 1906. In his junior year Mac built a ham set and an antenna.

A neighbor, Orson Stiles, then assistant to the president of WOA (now WOW), took an interest in the boy and hired him parttime as assistant engineer. Mac later became chief engineer of the station.

He attended Omaha U. and MIT, where he studied electrical engineering, specializing in communications. In the 15 years of practical experience following his graduation, Mr. McIntosh had no little part in the installation of 220 domestic stations, including KSL, KQW, KOAC, KHQ and KVI, in addition to more than 150 police radio systems. One was for the State of Illinois. That career took him well over a million miles of travel through every State in the Union, all the provinces of Canada and in Cuba and Mexico.

Of all his travels one trip stands out in his mind. He rushed two-thirds across the continent in response to an urgent plea for immediate aid from a station. When he arrived he found a piece of solder between the plates of a condenser, removed it and turned back.

Primarily Mac's an outdoor man and he doesn't mind telling about

BROADCASTING

March 15, 1943 • Page 33

We Pay Our Respects To

PERSONAL NOTES

NORMAN S. McGeE, former director of agency relations of WQXR, New York, has been named assistant to Hugh Kendall Doyle, vice-president in charge of sales. Bennet H. Korn, of the sales force, has entered the Army, and Russell D. Walker, salesman, expects to be called into service shortly.

JOHN W. BROOKE, of Edward Petty & Co., Detroit, has been appointed to the BLUES radio sales staff by Murray B. Grabhova, national spot sales manager. He succeeds Robert E. Edwards, who has joined the sales staff of the New York office of John Blair & Co.

EDWARD J. Noble, chairman of the Life Saving Service, and owner of WMCA, New York, has purchased St. Catherine Island, near Savannah, Ga. He will use it for cattle raising and timber production and expects to spend most of each winter there.

MORRIS E. HONICK, general manager of KROS, Clinton, La., has been elected a director of the Clinton Chamber of Commerce.

MARK S. REINHARD, sales manager of KXLM, Denver, is the father of a baby boy.

HUGO MASUAN has joined the commercial dept. of WHJE, Portsmouth, N. H.

WILLIAM F. MALO, commercial manager of WDRB, Hartford, Conn., this month observes his 15th anniversary with that station.

KATHARINE FOX, war and mobilization service program director of WLV, WSAI, Cincinnati, has been named by the Ohio War Savings Staff as associate director of the organization. She will serve on a dollar-a-year basis, as a consultant to women's groups in Ohio in support of the campaign.

TOMMY NOLAN, formerly of WORD. Spartansburg, S. C., has joined the commercial staff of WSGV, Greenville, S. C. He will also handle a sports broadcast.

his ranch in Indian Valley, Calif., South of Mt. Lassen, the only active volcano in the U. S. He's proud that it's a ranch owned by a dude who raises livestock. Confidentially, he'll tell you about the fishing out there, too.

In his spare time Mr. McIntosh likes to delve into Asiatic history, especially China. He has a modest collection of books on the Far East and his knowledge of China has surprised many of his acquaintances.

Few of Mac's friends know his second profession. In the basement of his Cherry Chase (Mac's dream), where he lives with his wife and two sons, he keeps an easel, oils and pastel crayons. Before the war is over he plans to sketch some of Washington's historic buildings as a permanent reminder of his part in the war. But his friends will tell you that even should his ambition fail, he will at least have the memory of a job well-done.

BROADCASTING • Broadcast Advertising

March 15, 1943 • Page 33
FRANK WELTMER, chief announcer of KTMS, Santa Barbara, Cal., has been promoted to program director, succeeding Ken Peters, who resigned to join the OWI, San Francisco. Jack McClaren of the music clearance department, has been made traffic manager.

JOHN GAUNT, former Hollywood radio producer, is now lieutenant in the Navy.

JOHN REISSER, New York radio comedian, has been signed by Columbia Pictures Corp. to appear in a series of musical films. First film will also feature Hi, Low, Jack and a Dame, vocal quartet heard on the weekly CBS Texas Star Theatre.

ARTHUR STANDER has been added to the writing staff of the weekly half-hour CBS Grapevine Ranch. Other writers include Hank Garson and Chet Castlew, Rensh Sher-

THE MIKE

nah.

JOHN REISSER, New York radio comedian, has been signed by Columbia Pictures Corp. to appear in a series of musical films. First film will also feature Hi, Low, Jack and a Dame, vocal quartet heard on the weekly CBS Texas Star Theatre.

ARTHUR STANDER has been added to the writing staff of the weekly half-hour CBS Grapevine Ranch. Other

writers include Hank Garson and Chet Castlew, Rensh Sher-

DONT WASTE YOUR PUNCH ON JUDY (Ky.)!

If you've been making passes at the buying power of little towns like Judy (Ky.), start pulling your punches. Set your selling socks (and shown and tired) for the Louisville Trading Area, where alone does 17.1% make so much buying as the rest of real buying as the cost of any other medium. Shall we get out the gloves now?

FRANK WELTMER, chief announcer of KTMS, Santa Barbara, Cal., has been promoted to program director, succeeding Ken Peters, who resigned to join the OWI, San Francisco. Jack McClaren of the music clearance department, has been made traffic manager.

JOHN GAUNT, former Hollywood radio producer, is now lieutenant in the Navy.

JOHN REISSER, New York radio comedian, has been signed by Columbia Pictures Corp. to appear in a series of musical films. First film will also feature Hi, Low, Jack and a Dame, vocal quartet heard on the weekly CBS Texas Star Theatre.

ARTHUR STANDER has been added to the writing staff of the weekly half-hour CBS Grapevine Ranch. Other writers include Hank Garson and Chet Castlew, Rensh Sher-

 caller, has joined WSAV, Savannah, Ga., has joined WJJD, Columbus, and Virginia Keith, announcer of KOB, Albuquerque. Listener, unfortunately, can't see the '20s belt from the airwaves, but Miss Cahoon has appeared as a featured player in Columbia pictures and Miss Keith has acted in Don Lee Television productions.

BILL DILLNER has joined the announcing staff of WCLG, Janesville, Wis.

FRANK MERRILL, announcer of KROW, Oakland, is training in Nebraska with the Army Air Forces.

HUGH BRENNEMAN, announcer of WDEF, Pinto, has been commissioned as ensign in the Navy.

GENE AMOLE, announcer of KYMN, Des Moines, has joined the Army. Bernard, Chicago, scriptwriter, is now director of women's activities, and Dolores Stretted is continuity supervisor.

WILLIAM DUKESHIRE, continuity editor and salesman of WELV, New York, is the father of a girl born March 8.

JIM HARVEY, former production chief of KYW, Philadelphia, has returned to the KYW announcing staff.

JOE NEVILLE, associate editor of Buy-Ways, merchandising newspaper of WLW, Cincinnati, is now in the Army.

FRANCIS P. MALONE, news editor and commentator of WIOD, Miami, Fla., suffered a broken shoulder when his automobile skidded and crashed into a tree March 6. Marvin Burch will substitute during Mr. Malone's absence.

WALTER WINDSOR, formerly of WSGN, Birmingham; KLO, Salt Lake City, WMCA, New York, and WRCA on the CBS network, has been made news editor and announcer for J. Walter Thompson Co., has completed basic training at Fort George Meade, and now with the 232 Special Service Unit, Camp San Luis Obispo, Calif., where is an antinotic for Officer Candidate School. Windsor is known to Uncle Sam as Pvt. Walter W. Winthrop.

HAL ARNOFF, formerly of WDEL, Wilmington, Del., has joined the announcing staff of WSPH, FM adjunct of WFIL, Philadelphia.

BOB DUMM, program director of KSFQ, San Francisco, and son of W. J. Dumm, the owner, has joined the Navy as a commissioned officer.

FREDERICK J. EICHHORN, program director of KNL, Portland, Ore., has been made production manager. Barbara Forest, formerly handling training and publicity for the program, is now assistant producer. George Heimrich has been named coordinator of Government programs and director of public relations, thus Stoll has joined the announcing staff. Dorothy Archard has assumed new duties in script writing.

DAVID HALL, NBC script writer, is the father of a boy born March 5.

JACK SHERMAN, former program director of WHBF, Rock Island, Ill., has joined KMPQ; Beverly Hills, Cal., as announcer.

TOM TOLAND, after 11 months' service in Europe and his return to the United States, is on leave and is announcing staff and Dorothy Archard has assumed new duties in script writing.

THE MIKE

FRANK WELTMER, chief announcer of KTMS, Santa Barbara, Cal., has been promoted to program director, succeeding Ken Peters, who resigned to join the OWI, San Francisco. Jack McClaren of the music clearance department, has been made traffic manager.

JOHN GAUNT, former Hollywood radio producer, is now lieutenant in the Navy.

JOHN REISSER, New York radio comedian, has been signed by Columbia Pictures Corp. to appear in a series of musical films. First film will also feature Hi, Low, Jack and a Dame, vocal quartet heard on the weekly CBS Texas Star Theatre.

ARTHUR STANDER has been added to the writing staff of the weekly half-hour CBS Grapevine Ranch. Other writers include Hank Garson and Chet Castlew, Rensh Sher-

DON'T WASTE YOUR PUNCH ON JUDY (Ky.)!

If you've been making passes at the buying power of little towns like Judy (Ky.), start pulling your punches. Set your selling socks (and shown and tired) for the Louisville Trading Area, where alone does 17.1% make so much buying as the rest of real buying as the cost of any other medium. Shall we get out the gloves now?

FRANK WELTMER, chief announcer of KTMS, Santa Barbara, Cal., has been promoted to program director, succeeding Ken Peters, who resigned to join the OWI, San Francisco. Jack McClaren of the music clearance department, has been made traffic manager.

JOHN GAUNT, former Hollywood radio producer, is now lieutenant in the Navy.

JOHN REISSER, New York radio comedian, has been signed by Columbia Pictures Corp. to appear in a series of musical films. First film will also feature Hi, Low, Jack and a Dame, vocal quartet heard on the weekly CBS Texas Star Theatre.

ARTHUR STANDER has been added to the writing staff of the weekly half-hour CBS Grapevine Ranch. Other writers include Hank Garson and Chet Castlew, Rensh Sher-

WILKIE HICKORY NORTH CAROLINA

For complete details write HOWARD H. WILSON CO., Chicago - New York - Kansas City - San Francisco - Hollywood

1920 KC BLUE NETWORK
FIRST IN NEW YORK

...more LISTENERS than any other independent station—
in all surveys.

...more NATIONAL ADVERTISERS than any other independent station.

...more money spent on WNEW than on any other independent station.

BUT LAST IN NEW YORK

...in COST per thousand families reached.

WNEW

501 MADISON AVENUE, NEW YORK, N. Y.
SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY

Represented Nationally by John Blair & Company
DON HOLLENBECk Rejoins

BROADCASTING IN LONDON OFFICE

DON HOLLENBECk, formerly on the staff of the OWI in London and two years ago a member of NBC's news department in New York, is rejoining the network this month in the NBC London office, according to William F. Brooks, NBC director of news and special events. Mr. Hollenbeck, who will be heard on NBC's World News Roundup weekdays at 8 a.m., was previously with the Associated Press in New York and San Francisco, and served nine years on the Omaha Bee-News.

La Selle Gilman, author and columnist in Honolulu, will soon be heard on NBC's Pacific Coast network, where he is covering Army and Navy news for the Honolulu Advertiser. In the New York news office of NBC, Len Morgan, formerly of the Chicago Sun, has joined the writing staff.

Robert E. Smith has been promoted from the radio sales department of the National Concert & Artists Corp., New York, to manager of the special attractions department.

Art Harris has left the announcers' booth in the NBC London office, to join WCOP, Boston.

Spencer Allen, at one time producer-director of WHOJ, Boston, to join WOPI, Boston. Mr. Allen has been promoted to rank of Captain.

Gene Godt is 18th WHO Staff Member in Service


Army Forbids Soldiers From Broadcasting on Enemy Radio Stations

AMERICAN soldiers, captured by the enemy, henceforth are prohibited from broadcasting on enemy radio stations, the War Dept. announced last week.

Pointing out that broadcasts pursue purposes roughly similar to those of radio officers who are enlisted men have been instructed to refuse all requests or attempts to induce them to broadcast, in event they are taken prisoner.

Japan has beamed many recorded messages, allegedly from in- dican soldiers who had been captured, to this country, even announcing in advance that certain officers and men would speak on the air to their homes. It was pointed out that in some instances the recorded voices had a great similarity and that there was some doubt as to the authenticity of the broadcasts.

Although the War Dept. conceded that men already held prisoner likely would not get the new general order, the effect of those affected by the rule may be taken prisoner and may be forced to broadcast. It was pointed out that any broadcasts by American military personnel held prisoner probably would be made under duress.

Thurman Arnold Takes Appeals Bench in D. C.

THURMAN ARNOLD, former Assistant Attorney General in charge of anti-trust prosecutions, last week became the sixth member of the nine-man Appeals Board for the District of Columbia, which handles practically all radio litigation, with the next re-organization Tuesday by the Senate. He succeeds Wiley B. Rutledge, who recently was named by President Roosevelt to the Supreme Court.

His ascension to the bench removes from the Government arena one of its most colorful attorneys. An ardent prosecutor, Justice Ar- nold was instrumental in bringing anti-trust suits against in- dustry and labor union alike. There now is pending in the Chicago courts a suit he prepared against James C. Petrillo and the AFM, charging it with violation of the anti-trust laws.

KOL Staff Changes

APPOINTMENTS OF Oliver A. Runchey as assistant manager and Archie Taft, Jr. as commercial manager were announced last week by Archie Taft Sr., general manager of KOL, Seattle. Jerry Morris was replaced as sales manager in the sales department and Dixie Lou Thompson has succeeded Jeanne Peckembaugh in continuity and public relations.

A. G. Dehly and Tommie Greenhow have joined the announcing staff, succeeding Merrill Mael and Frances Armstrong.
Improved in War!  
... for Better  
Peace-Time Reception

The rigors of modern warfare are the world's finest proving grounds for communications equipment... constant usage and unusual operating conditions in every climate are a severe test of the communications receiver. Hallicrafters equipment is proving its high quality performance capabilities with our armed forces.

Hallicrafters communications receiver Model SX-28 (illustrated) 15 tubes, 6 bands, delivers outstanding reception... your peace-time model will be worth waiting for.

hallicrafters  
CHICAGO, U.S.A.  
The World's Largest Exclusive Manufacturer of Short Wave Radio Communications Equipment
All-Purpose Radios Predicted by Fly
Sees Television, Facsimile In Broadcast Receivers

PREDICTION that post-war radio will find a single instrument carrying high-fidelity broadcasting, television and facsimile was heralded last Monday by FCC Chairman James Lawrence Fly at his news conference. A similar forecast was made in an editorial in the March 8 Broadcasting, dealing with post-war planning and urging the newspaper and motion picture industries to take cognizance of the licensing problem that inevitably will arise with such developments.

Alluding to impending developments, Mr. Fly said he believed that in the course of a "very few years" there will be only one service. Separate television, standard, FM and facsimile services and separate receivers will all be washed out, he predicted, and there will be one thorough-going and efficient system.

A Chain Operation

"I would conjecture that it would be based upon the best of the developments we have had to date and those that we get out of war in the FM field and television, including color television. It will be a chain operation carried by radio relay. Radio relay problems are pretty well licked now. It will naturally be chain operation because we have the programming costs—the difficulty of programming television itself in the various smaller stations.

"I should not be surprised in the course of years if you will have only one receiver. You will have as a basis your highly efficient FM operation and then at appropriate hours the television programs. Every hour or so you will come down and tear off your news reports. We have been in the horse and buggy days to now."

In its March 8 issue, Broadcasting stated editorially: "So the post-war radio receiving instrument, in all likelihood, will be at least a three-way device—as ingenious as the aural broadcast service that sprang from World War I. High-fidelity sound reception for the one who want to listen, more pictures probably on a network, and a printed newspaper of the air all will emanate from the same transmitting plant and will be received in every home device. All this won't happen overnight, but it's as certain as a United Nations victory."

Alluding to the FCC's recent action in relaxing rules on FM and television applications, to permit a flying start in these fields after the war, Mr. Fly said the Commission did this to "encourage FM radio and television as much as we can and cause the least trouble possible." He declared the Commission wanted to get a demonstration of the good faith and intention of applicants to go ahead.

Charles H. Ferguson, executive of BBDO, San Francisco, on the Standard Oil Co. of California account, was recently elected chairman of the president, Howard P. Almon, formerly of Boosford, Constantine & Gardner, San Francisco, has joined the San Francisco office of BBDO as assistant executive and copywriter.

Richard Dunn, formerly of the media department of Kenyon & Eckhardt, New York, has replaced Hillich Lucey as radio advertising agency manager. Jayne Shannon, former secretary of the department, has been named an assistant timebuyer. Doris Davenport Smith, formerly of Compton & Co., New York, has joined K & B as a radio commercial writer.


William A. Jensen, formerly with Leuen & Michel and Brown & Thomas, both of New York, has joined Sweitzer & Hixson. He is number 26 of the plan board and head of sales promotion.

Harry Hartwick, copywriter with Young & Rubicam, New York, for Jack Beauty, Aldrich Family and other General Foods clients, has joined the Air Force, where he will be in the Air Forces Technical Training School, Buckley Field, Colo., in a class of 600, with a special diploma signed by Maj. Gene Weaver, commander of all Army Air Forces Technical Training Schools.

Willson M. Tuttle has left A. Lyons Inc., New York production firm, to rejoin the radio staff of Rustrahn & Ryan, New York. Mr. Tuttle was previously with R&R, joining the force February, 1939, to March, 1942, as director of the "Big Sister" and "The Shadow" radio programs.

Geo. H. MacDonald and Frang Dennis have joined Walsach Ad. Co., Toronto, with closing of the Richard McDonald Ad. Service, Toronto. Mr. Dennis will handle radio.

Thomas W. G. Dicke, advertising director of the Chicago office, has retired. Mr. Dicke has been honored also as an advertising director of the Chicago Sun. Mr. Dicke has been honored also as an advertising director of the Chicago Sun. Mr. Dicke has been honored also as an advertising director of the Chicago Sun.

Grant Names McGivern New Director of Media

George McGivern, spacebuyer of Blackett-Sample-Hummert, Chicago, for 14 years, and more recent as advertising sales staff of the Chicago Sun, has been appointed director of media of Grant Adv., Chicago. Mr. McGivern will purchase both time and space for the agency accounts.

Perry Dickey, advertising manager of the Chicago office, has been named advertising director of the Grant New York office. Also transferred to New York are Evelyn Elam, Mr. Dickey's assistant, and Frank Newton, copywriter. Simultaneously with the shift, Dr. I. Q. Dorr, who had handled the McGivern account, will be assigned as sales manager.

Sees Listening Gain

RADIO's task of adjusting itself, without previous wartime experience, to the changing public demand was discussed by Eugene S. Thomas, sales manager of WAR, New York, before the Advertising & Selling Alumni Assn. March 9 at the Advertising Club of New York. Mr. Thomas reported a marked increase in the listening audience, together with a new listener group of war workers in the early morning hours from 2:30-3 a.m. He said 700 factories in the New York metropolitan area are picking up their workers the WOR Music You Work By program 4:45 a.m.
Do you know what a P. B. X. telephone switchboard is?

It's the switchboard you see in business places—offices, stores and factories, where a number of telephone calls are handled. "P. B. X." means Private Branch Exchange. It is run by one or more operators, depending on its size.

These switchboard attendants are not Bell System employees. They are employed by the different businesses, and they are doing a fine job.

In factories and shipyards, offices and mills, the P. B. X. girls are manning battle stations of their own. Many of the calls going through their boards are tied right in with the war.

One P. B. X. operator called the business office of a Bell System company not long ago and made a suggestion that seems worth passing on.

"We have our hands full," she said. "Lots of times people calling in don't wait long enough for an answer. It would help a great deal if they'd just hang on a few seconds longer, and save calling back again."

This thought is a good one to remember. The next time you call a place of business and your call doesn't get answered as promptly as you think it should, won't you just wait a bit longer before you hang up? If you'll do this, you may not have to make the call all over again.

The calm, effective, courteous use of your telephone is especially important in wartime.

This is a quotation from THE TELEPHONE HOUR, a regular program heard each Monday night over N.B.C.
Big Spot Campaign Brings 30% Jump In Used Car Buys
New York Firm Gets 2500 Autos In Six-Week Test
AN 80% increase in response to the New York campaign of the Smiling Irishman, Los Angeles, used car dealer, is reported following introduction some weeks ago of an extensive spot radio campaign, according to Tony Hoizer, dealer representative of the firm.

The firm set up New York offices last July with the dual purpose of buying used cars for resale to war workers on the West Coast and of obtaining drivers and passengers to take the cars out there [BROADCASTING, Jan. 25].

Uses 14 Stations
Newspaper ads were used exclusively up until Jan. 16, when The Smiling Irishman embarked on campaign to advance the sale of 2,500 cars.

The overall campaign has resulted in the firm’s purchase of 2,500 cars, and a total of 10,000 persons have driven across the country in them. Army and Navy personnel account for 40% of the passengers, while potential war workers have made up the remaining 60%. Agency now handling the New York advertising is Carl Calman Inc., New York.

M Award Program
RADIOMARINE Corp. of America, New York, purchased a half-hour on WJZ, New York, March 8. broadcast ceremonies accompanying the presentation of the Marine M canning for outstanding production achievement. Speakers included I. F. Byrnes, chief engineer, and W. W. E. Wailes, production superintendent, of Radiomarine. Account was handled direct.
Radio Advertisers

NATIONAL BISCUIT Co., New York, purchased a half-hour on WJZ, New York, March 12, 4:30 p.m., for a broadcast of ceremonies accompanying the Army-Navy E award to the company for production of war materials. McCann-Erickson, New York, is the agency.

WILCO Co., Los Angeles (Hif, Clearzone, Stopspot and other household aids), new to radio, in a 13-week campaign started March 15 is using two to seven transmitted announcements daily on 28 Pacific Coast stations. Agency is Elwood J. Robinson Adv., Los Angeles. Melvin A. Jensen is account executive.

ROXY THEATER, New York, used a heavy schedule of live announcements and participation last week for "The Young Mr. Pitt" and a stage show highlighting Grace Moore. A total of 150 spots were aired for one week on WABC, WOR, WEVD, WOV, WRCL, WILCO, New York, handles the account.

CRAWFORD CLOTHES, New York, for its new clothing store in Philadelphia, has launched a 26-week spot and news campaign on WDAS, Philadelphia, to supplement its schedule started earlier on WPEN, Philadelphia. Account is handled by Al Paul Lefton Agency, Philadelphia.

RUBSAM & HORMANN Brewing Co., Staten Island, N. Y., has renewed for another year twice-weekly sponsorship of Diane Courtney and the Jesters on WJZ, New York, Thursday, 7:45 p.m. Agency is Samuel C. Croct Co., N. Y.

JACOB ROSENTHAL, of the Dept. of Agriculture, has been named executive director of the joint coffee committee of the Pan-American Coffee Bureau and the National Coffee Assn. The groups are engaged in a joint spot radio campaign.

HELLRUNG & GRIMM Furniture Co., St. Louis, recently signed a new long-term contract with KXOK, St. Louis.

SAFEWAY STORES (food chain), recently started a series of new programs titled The Safeway Radio Reporter to be aired three times weekly on KLZ, Denver, Col.

MERCHANT'S & MECHANICS Bank, Columbus, has been sponsoring a five-minute program of income tax information on WVRH, Columbus, Ga.

Slicker

HIGH NBC officials were mystified by the facts of magic performed by George Provol, program director of KDYL, Salt Lake City, when the NBC War Clinic was held there. George was quite pleased with the results of his show until he discovered that one of his favorite illusions had disappeared. Now he wonders who of the NBC group knows more magic than he.

THE MAY Co., Los Angeles (department store), on March 15 started sponsoring a three-weekly quarter-hour program, Capt. Jack & His American Junior G-Men Club, on KECA, that city. Contract is for 26 weeks, with an elaborate merchandising plan directed to youngsters. Firm also sponsors a five-weekly 45-minute program of chatter and recorded music on KFWB, Hollywood. Title Magazine, the morning broadcast is directed by Lou Marcelle. May Co. will continue to use announcement campaigns on local stations for special sales and events. Agency is Milton Weinberg Adv. Co., Los Angeles.

PERFECT CIRCLE Co., Toronto (patton rings), on March 8 started transmitted announcements for the balance of 1943 three to five times weekly, on 17 Canadian stations from coast to coast. Account was placed by McDonald-Eastman Co., Toronto.

LIBBY, McNEILL & LIBBY of Canada, Chatham, Ont. (canned foods), has renewed for the fifth year Pierre of Pierrette four times weekly on CKAC, Montreal, and recorded for use on CHRC, Quebec. Account was placed by McCoull, Eastman & Co., Toronto.

LADY ESTHER Ltd., Toronto (cosmetics), has started a campaign on CKAC, Montreal. Account was placed by Pedlar & Ryan, New York.

PIERCE'S PROPRIETARIES, Buffalo (medicinal), has added CHML, Hamilton, Ont.; CJHC, Winnipeg; CJCA, Edmonton; CCLW, Winnipeg, to the seven Ontario stations carrying five-minute transmitted programs four times weekly. Account was placed by F. H. Hayhurst Co., Toronto.

BENJAMIN MOORE & Co., Toronto (paint), has started Betty Moore on home decoration on CFRB, Toronto, weekly. Account was placed by E. W. Reynolds & Co., Toronto.

ST. AUGUSTINE National Bank, St. Augustine, Fla., on March 1 started a seven times weekly quarter-hour show on WP. St. Augustine, contract to run 52 weeks.

COVER THE REAR

No general worth the brass on his shoulders will advance against an enemy without covering his rear. No matter how important the goal ahead, nor how confident he is of success, he keeps communications open behind him.

In the same way, wise leaders of business, even though they are now engaged in all-out war production, keep open their communication lines with peacetime markets ... to avoid being "cut off" when war business ends. Keep your contacts 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 CFRB
Radio people know that sometimes the sponsor's wife can clutter up the sale of time contracts and program features like all get out. The little lady just makes up her mind and... well, you know the rest.

It has been rumored, of course, that sponsors are important too. People in the know, say that vice-presidents and sales managers, as well as advertising managers and agency men, to mention just a few, also make suggestions about these things. Fortunately, they read Printers' Ink.

Printers' Ink delivers — in addition to spot advertising and marketing news — an interpretive form of editorial content that sparks ideas, holds attention and serves as a handy, authoritative reference for almost everyone on or near your client's planning board.

If you want to reach the sponsor's wife — try radio... to influence America's top-flight advertising and marketing people at their jobs, use Printers' Ink.

Radio Priceless

MONEY means nothing to the man on Guadalcanal but radio tubes are priceless. So wrote Marine Buford G. Willard to J. J. Thompson of the Hallcrafters Co., Chicago. The Marine sent $3 for a new tube. Mr. Thompson promptly dispatched a tube and three new dollar-bills, keeping Willard's money as a souvenir. Came another letter from Marine Willard: "As for keeping the money as souvenirs and sending the $3 in exchange, there was no need. Money here isn't worth anything. The best souvenir we have on the Island is our radio." Marine Willard sent Mr. Thompson some blood-soaked Japanese currency, taken from the body of a dead Jap soldier.

Guestitorial

(Continued from page 32)

the highest daytime rating ever attained for a five-time-a-week show. Before going network Can You Top This was on one New York station and commanded a rating that stood up with many of the best high talent network programs. There are many others to afford ample proof that the all-important audience can be maintained without necessarily using large network hookups with big name talent.

Selected Cities

Spot can supply the answer to problem 2. In using network hookups an advertiser is often forced to include cities of the basic network where he does not have distribution but which he must pay for. He must buy some stations in this area and some in that. He must spend a minimum amount of money. At best his coverage does not enjoy a great deal of flexibility.
Free Furniture

SERVICEMEN, location unknown, recently were able to equip their recreational rooms through an appeal for furniture broadcast by WIOD, Miami, when the station learned that Government red tape was holding up the works. Listeners provided a long library table, dining table, three chairs, day bed, studio couch, radios and table, straight veneer chairs and living room chair.

TWO transcribed programs produced by Frederic W. Ziv Inc., Cincinnati, have been placed on 17 additional stations. "War Correspondents" has been scheduled on WMPO, Peoria; WSPD, Toledo; WSAR, Providence; WIP, Cleveland; WREX, Dayton; WNBX, Utica, N. Y.; WSBT, South Bend, Ind.; KLRA, Little Rock; WREC, Memphis. Eye Witness News, for PA, is sponsored on 120 stations. "The Know Aboles," another Ziv transcribed series, has been placed on: WCBN, Springfield, Ill.; WSOY, Decatur, Ill.; WJEP, Herrin, III.; KFVS, Cape Girardeau, Mo.; KDKO, Sedalia, Mo.; KBTM, Jonesboro, Ark.; KNOX, St Louis; KFSD, San Diego; WIND, Gary, Ind.; ITAR, Phoenix.

KSTP, Minneapolis-St. Paul, has a fully-equipped sound theater in its studios, providing a 200-seat theater for film screenings and live broadcasts. SOUNDCRIP REPORTERS Inc., an organization offering coverage via transcriptions of conventions, conferences and meetings of all types, has been approved at 17 P. E. St., New York, with Calvin Tribesdale as president.

A NEWS service for workers at the Philadelphia Navy Yard is being provided by WCAU, Philadelphia. A series of daily five-minute news broadcasts goes to the employees during the lunch period direct from the WCAU newsmen by wire to a P.A. system.

OFFICERS and men of nearby Stewart Field, West Point, N. Y., supply the music of the Stewart Field orchestra, which includes many ex-members of name bands, on the half-hour weekly Wings of West Point, WGGY, Newburgh, N. Y. The program is broadcast from the U.S. Military Academy theater.

AGENTS from various insurance companies participated in a February War Bond sales drive sponsored by the companies on WBB, Columbus. Schedule included the paid half-hour "Any Bonds Today?" and additional morning and afternoon five-minute periods.

LATEST SUBSCRIBERS to the AP radio news wire from Press Association, radio subsidiary of Associated Press, are KHUB, Watsonville, Calif.; KWTO-KGBX, Springfield, Mo.; KGFF, Shawnee, Okla., and KTBC, Austin, Tex.

PARENTS of Maryland troops stationed in England may hear the voices of their sons through semi-weekly transcribed interviews broadcast on WBAL, Baltimore, through arrangements made with BBC by Stanley P. Richardson, manager of the London office of NBC. A representative of the Baltimore News-Post requested Richardson's help in carrying out the plan.

EYEWITNESS stories of the flying service are being used by Four Air Force series on WZY, Cincinnati, arranged by James Cassidy, special events director. First program featured an interview with a young pilot back from North Africa, who described strafing operations against Rommel's tanks.

A UNIT of the WAVES, formed at a recent broadcast of Martha Denne's on WNO, New York, has been "adopted" by program listeners who are expected to help with the girls' cookies, lipstick and other luxuries.

FAMILIES of service men at Army camps in the WBT, Charlotte, N. C., area, who have been cited, given awards, or promoted, are notified when to listen to broadcasts of the events over WBT. "General Dool's Time" is the program selected by the public relations offices of the various camps on which to air the ceremonies.

NEW NAME of WILW, Cincinnati's former WNO on the Netos, roundtable discussion, is heard each Sunday by Arthur Beatty, Gregor Ziemer and Carroll D. Alcott, in "World Front.

FURNISHING transcriptions at cost, KTAR, Phoenix, for several months has been recording weddings of air cadets graduating from nearby air training fields. Transcriptions are cut under supervision of Harold Hagelwot, chief engineer of KTAR. Outgrowth of an air cadets request, the service necessitated a special priority for discs used.

WWI, New Orleans, observed the fourth anniversary of the Overseas Reporter by broadcasting a dramatization of highlights from news and Standard Oil Co.'s part in the war effort, titled "Salute to Service.

DISABLED entertainers were heard March 6, 10:30-11:00 p.m., over WWIN, New York, in the finals of an amateur talent contest open only to performers incapacitated in some way.
TRANSRADIO PRESS SERVICE Inc., has moved its Los Angeles offices to 1650 N. Vine St., Hollywood. Telephone is Granite 7710.

INTERPRETING the part of the Rocky Mountain Region in the war effort, a new half-hour variety show is being aired over KOA Denver. Thursdays at 9:30 p.m. (MVT). Program, scripted and directed by Jack W. Brown, a joint presentation of Rocky Mountain Radio Council, Colorado Council for Defense, Denver Regional office of the O.W.I. and KOA.

MENU PLANNING and other suggestions for women under war restrictions comprise a new half-hour program, Calling All Women, recently introduced on WCCO, Minneapolis. Miss. Jeanette Campbell, home economics expert, and Darragh Aldrich, Minnesota author, provide information and interviews. Vicka Chemical Co. continues to sponsor the 3:45-4 p.m. portion of the program with Darragh Aldrich Monday, Wednesday and Friday.

SALVED PARTS and scrap from the transmitter workroom were used by the engineering staff of WCCH, Columbus, Ohio, in a recently completed program of repairing and adding to the transmitter building.

KGNC recently started a program known as Locally Speaking aired each Tuesday and Thursday at 5:00 a.m. Program is written and given by Lewis Nordyke, member of the editorial staff of the Amarillo Globe-News. Mr. Nordyke deals with strictly local items not usually included on general newscasts.

MAURICE DREICER, producer and program originator, has formed a Voice Analysis Service, with offices at 906 Fifth Ave., New York.

CHIMES from an old mission bell in the tower of KMTR, Hollywood, are used to sign the station on and off the air.

Post-War Plan
(Continued from page 18)

power, arbitrary public authority and unregulated monopolies". The Board aims at stabilizing the national income at 100 to 125 billions a year, but comments that “the Government need not and should not alone undertake the attainment of such high national production.”

The main reliance for an effective consumer demand must come from private activities taking the lead in opening of new enterprises and in using our new productive capacity,” the report said. No specific mention was made of the role advertising could play in creating and channeling demands in this $125 billion economy, but industry leaders saw the statement as an invitation to plan ahead.

According to the report, rationing of consumer and durable goods would undoubtedly continue for sometime after the war. Until plants could be reconverted, and raw materials allocated, the wartime price and distribution controls were considered essential.

Management Stimulation Urged

Government regulation of business would be vastly expanded, under post-war plans which the Board said are based on wartime experience. Mixed corporations with joint Government and private participation are suggested in critical war industries, such as base metals, synthetic rubber, chemicals, shipbuilding and aircraft.

Other fields in which semi-Government organizations would function, transport terminal reorganization, air transport, electric power and communications, with no mention of particular branches of communications.

Of more direct concern to the broadcaster, it appeared, was the announced purpose of the Board to stimulate initiative and resourcefulness of management, and to open to channels of investment opportunities as well as steps "to prevent the abuse of economic power."

Investments Confined

Initiative would be stimulated by adjusting Federal fiscal policies relating to a gradual reduction in war effort with emphasis on individual income and less reliance on corporate income taxes; reduction of concentration of Federal maintenance of a public works program. Such a tax program, the report advised, "should be conceived and administered to complement and supplement these activities of private enterprise in the maintenance of adequate effective demand".

Of interest to broadcasters, too, is the avowed intent of the Board, under such an economic system, to prevent concentration of industrial production by preventing large industrial firms from branching into unrelated fields in which of unregulated markets. This, the report pointed out, would prevent a concern operating an old industry from acquiring control over an unrelated industry, often in a new field.

The report was prepared under the direction of Frederick A. Delano, uncle of the President. Only last month, Mr. Delano refused to appropriate funds for the future operation of the Board.
Congress Probes
(Continued from page 16)
Civil Service inquiry into purported overstaffing of Government agencies; House scrutiny of draft deferments in Federal agencies (the FCC has been singled out for criticism because of some 400 deferment requests); the Senate Appropriations Committee in connection with the 1944 fiscal year Independent Offices Appropriation, covering the FCC; the Smith Select Committee of the House, inquiring generally into "bureaucracy" on the basis of complaints filed against agencies, and perhaps three or four other current Congressional studies which cover broad overall Government operations.

Hearings on the White-Wheeler Bill may be called within a fortnight; it was indicated in Chairman Wheeler's behalf. The Montanan has been indisposed and was said to be withholding formal announcement of plans until his complete recovery. It is expected that Chairman Wheeler himself will head the Senate Committee, whether it be the full Interstate Commerce Committee or a subcommittee thereof, for the hearings on the reorganization measure.

Senator White (R-Me.), who drafted the bill, is certain to be a member of the subcommittee if one is named.

When the House committee will get underway is problematical. Encouraged by its victory in preventing decimation of the Committee through creation of the new Aviation Committee, the House group is planning active consideration of several lines of legislation, including communications. The communications subcommittee is expected to be very active. Whether it will hold new hearings promptly on the Holmes Bill, or some modification of it, depends to some degree on what the Cox Select Committee may develop in its FCC inquiry. If an 11-man subcommittee is appointed, it will be the largest named by the House for communications legislation.

Unprecedented attention is being given radio in Congress this session. Practically every day addresses are made on either House or Senate floor relating to the medium, usually in criticism of purported regulatory excesses. Last Tuesday Senator Brooks (R-Ill.) is an address on freedom of the press, cited the "hostile attitude of the FCC" toward newspapers, presumably referring to the purported ownership divestment efforts. In a succeeding address, Senator Wiley (R-Wis.) took up freedom of the press and of radio and cited the "censorship policies of the Government, the FCC licensing policies, Government use of the press, Government use of radio, and the invasion of Government into the publishing business."

Referring to the censorship codes, he pointed out that broadcast stations were "under more stringent censorship than the press, because radio is not domestic in any sense of the word."

Giving the Senate a chronology of "Nazi press and radio control in Germany", as well as studies of similar controls exercised by other Axis countries, Senator Wiley drew a parallel to developments in this country. Alluding directly to radio, he said that "today the FCC has a life-and-death power which it can wield over every radio station in the land, and we know that the Chief Executive has the authority to seize any and all radio apparatus and equipment."

"EVER HEAR ABOUT THE GLACIER THAT MADE THE RED RIVER VALLEY ONE OF THE HOTTEST MARKETS IN AMERICA? GET THE FACTS FROM WDAY—WRITE FOR A COPY OF THEIR NEW DATA BOOK!"

IT'S A MAN'S JOB, running locomotives, but here the male of the species interviews a woman locomotive engineer in a wartime about-face as Myron Fox, special events director of KDYL, Salt Lake City adds another page to Women at War. The weekly quarter-hour show is sponsored by Salt Lake Knitting Store. Program ties in with WAAC, WAVES and Red Cross displays in the store and is reported to be boosting sales handsomely.

Capital Editors, Industry Agree on Publicity Plan
RADIO EDITORS of Washington's newspapers and publicity representatives of local stations met last Tuesday to iron out some of the duplication of features and pictures which had frequently occurred. As a consequence of the friendly get-together each editor was able to indicate his preferred type of material and slants on the news, resulting in a more suitable distribution of features and art to each newspaper on the exclusive basis which the editors held necessary.

Attending were Ernest Schier, Washington Post; John Stepp, Sunday Star; and Dwight Martin, Times-Herald. For radio, Neal Hathaway and Leif Eid, WRC; Bill Neel, WMAL; Lee Chadwick and Mary Frances Zorhurb, WJsv; Charles Zorhurb, WOL, who also represented G. Bennett Larsen, WWDC, as a courtesy, and Martha Kearney, WINX.
TOO MANY OWI PUFFS

Reduction of Announcements, Better Programs
Urged by KOB Manager

REDUCTION of the present Office of War Information's Government announcement schedules for network-affiliated stations is suggested as a means of better serving the public by Frank Quinn, manager of KOB, Albuquerque, N. M., newspaper-affiliated station.

In a letter to Robert B. Hudson, consultant of the OWI Radio Bureau for the Rocky Mountain area, Mr. Quinn takes the Government to task for scheduling too many announcements on radio.

Dedication of Effort

"As far as we are concerned it is not much trouble to schedule these announcements," wrote Mr. Quinn. "We are thinking of the effect on the radio audience. After all, the people don't have to listen to these announcements and if we jam too many of them down their throats the net result will be a loss of audience and this will be to the detriment of everyone concerned."

Commenting on present OWI setup, Mr. Quinn asserted: "If we discontinue all of the transcribed OWI announcements we should still have, in our opinion, too many Government announcements."

Pointing out that virtually every network program, commercial and sustaining, carries some Government announcement pertaining to the war effort, Mr. Quinn contended that stations carrying network broadcasts are duplicating war announcements when they also schedule them on locally-originated shows.

KOB carries the Uncle Sam transcribed series, produced by the OWI for sponsorship, but the station has been unable to sell it, according to Mr. Quinn.

"It was our understanding that this series was to consist of good entertainment which would make the program attractive to both the listener and the advertiser," wrote Mr. Quinn. "We find, however, these programs for the most part are virtually devoid of entertainment value. We have offered them without success to several accounts on the basis that it would be a patriotic gesture to sponsor them."

Mr. Quinn suggested that the 15-minute OWI programs be produced "according to proven formula of good entertainment by outstanding artists, interspersed with announcements pertaining to the war effort. As presently constituted they are entirely superfluous in view of the fact that practically all subjects are covered by the announcements."

Several different types of programs under different titles should be offered for sponsorship by the OWI, Mr. Quinn contended, giving cities of more than one station a variety of Government broadcasts.

RELAXING ON A RANCH in Arizona from the rigors of the radio manufacturing business are these two Chicago cowhands, left, Thomas A. White, sales manager of the Jensen Mfg. Co., Chicago, and Burton Brown, president of the Chicago agency bearing his name.

Renuzit Spots

RADBILL OIL Co., Philadelphia, will start its largest radio campaign April 5 for Renuzit dry cleaner, using 13 stations in a 26-week campaign. Emphasis will be on conservation of clothes, especially for war workers. Three-weekly participation on women's programs has been scheduled on WOR WJR WLB WLO WOR WJW WME WTB WLBZ WCSH WLBZ. In addition five quarter-hour news periods weekly have been scheduled on WIP, Philadelphia. The campaign was drawn up by Ralph Hart, radio director of Harry Feigenbaum Adv. Agency, Philadelphia. Harry Feigenbaum is account executive.

Sportscasters Donate Blood

SPORTS BROADCASTERS Assn., a group of some 50 in the New York area, appeared in masse March 10 to donate blood to the Red Cross. An account of proceedings was broadcast on Mutual by Dave Dresoff, WOR, WJZ, Warner Director, while donating blood. Among those attending were: Bill Stern, Ted Husing, Red Barber, Stan Lowery, Onnie Desmond, Mel Allen, Marty Glickman, Bert Lee, Jack Stevens, Early Harrowe, Tom Slater, Bob Harlow, Ralph Palmer, Glen Perkins.

ONLY WGY has the POWER (50,000 watts), the PROGRAMS (NBC plus the region's foremost local shows), and the POPULARITY (based on 21 years of service) to put together a 1 1/2-Billion-Dollar Market in the Hudson Circle.

WBNX

5000 Watts

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

Page 46 • March 15, 1943

BROADCASTING • Broadcast Advertising
The Red Cross has Problems like your own

—of Planning
Your Red Cross operates a vast planning program to enable it to be ready for any disaster or emergency anywhere—whether it comes in the Americas, Europe, Australia, Asia, or Africa.

—of Organization
Your Red Cross is responsible for the smooth operation of 3,750 chapters and 6,000 branches, all engaged in the same enterprise of helping all who need help.

—of Personnel
Your Red Cross has tripled its staff since Pearl Harbor and has had to enlist the aid of and train over 6,000,000 volunteers in the principles of First Aid, Water Safety, Accident Prevention, Home Nursing, Nutrition, Nurse’s Aiding, Mass Feeding, Motor Mechanics, and other subjects allied to our country’s war effort.

—of Production
Your Red Cross is not only one of the world’s foremost purchasers of supplies, but it has the immense distribution job of collecting millions of items from 10,000 different communities in the United States, assembling and storing them, and then shipping them to practically every country in the world. Last year your Red Cross shipped some $60,000,000 worth of food, clothing, and medical supplies to over 20,000,000 homeless people in foreign countries.

—of Finance
Your Red Cross, whose war-time and post-war expenses will run well into hundreds of millions, must account to the public for every penny it collects and puts to work. Its accounts are audited annually by the U.S. War Department.

The Red Cross faces the same problems as are in your business. With your support it can successfully meet them.

The Second War Fund is greater than the First, but no greater than the increased needs.

Business men can help with time and with money, as organizations and as individuals.

March is the Red Cross month . . . Cooperate with your Red Cross Chapter.

Your Dollars help make possible the

AMERICAN + RED CROSS

This space contributed by Broadcasting Magazine
PACKER BUYS TIME TO ACQUIRE CUKES

CALIFORNIA CONSERVING Co., San Francisco (CHB products), has solved the problem of how to obtain cucumbers to be processed into pickles. Since cucumbers are not on the list of essential foods, many truck gardeners will not grow them because the Dept. of Agriculture will not help with priorities on labor, fertilizer and machinery.

The packing company, realizing it soon would be short of pickles, decided to ask the public to grow cucumbers. Then it will buy the "cukes", process them into pickles and sell them back to the public.

A weekly victory garden program has been started on KGO, San Francisco, conducted by Roy Langley, under the title, "For Vegetables." Commercials offer free cucumber seed and explain that the sponsor will buy all Victory garden workers will sell. If the plan proves successful, the company plans to expand it.

SARTORIAL MATTERS as well as business occupied attention of these Standard Brands executives and talent in the week ending NBC Chase & Sanborn Show, during a pre-broadcast conference. Preoccupied quartet (L to R) are Charles Bowman, manager of pharmaceutical department of the food firm; Charlie McCarthy and Edgar Bergen, stars of the show; and William Finger, assistant to the president of Standard Brands.

Hale for Sinclair

SINCLAIR REFINING Co., New York, is following Richfield Oil Corp. in sponsorship of Confidently Yours, a mutual network beginning March 16. Program of feature news prepared by Transradio Press and broadcast by Arthur Hale has for some time been sponsored on 27 eastern MBS stations by Richfield Oil on Tuesdays, Thursdays and Saturdays 7:30-7:45 p.m. (EWT). Sinclair will sponsor the same program on 103 Mutual stations in the Midwest and Rocky Mountain areas on the same days in the 7:45-8 p.m. spot, giving Hale an uninterrupted half-hour of broadcasting. Both sponsors are subsidiaries of Consolidated Oil Corp., New York. Agency is His- son-O'Donnell Adv., New York.

KFFA Joins Mutual

KFFA, Helena, Ark., on April 1 will become a Mutual affiliate, making a total of 208 MBS outlets within the United States. Owned by Helena Broadcasting Co., KFFA operates on 1490 kc., 250 watts fulltime.

RADIO STAR NAMED IN CELANESE SUIT

DIRECTORS of the Celanese Corp. of America are charged with spending $1,000,000 to "further, foster and subsidize the career, fortunes and popularity" of Jean Tennyson, star of the company's radio program on CBS and wife of Dr. Daniel Dreyfus, president of the company, in a stockholder's suit filed last week in the New York Supreme Court by Seymour Bayer.

Suit to recover $1,500,000 charges that the increased demand for and curtailed supply of the company's products for civilian consumption have compelled the corporation to "put into effect a rationing program of its products to its customers" and that, as a result, the complaint states, the directors of the company authorized an advertising program which cost $1,000,000 last year for the sponsorship of Great Moments in Music, an operatic program featuring Miss Tennyson.

Program started Jan. 3, 1945, Wednesdays, 10:15-10:45 p.m., on 51 CBS stations. Time was subsequently changed to 10-10:30 p.m. and coverage was expanded to the full CBS network of 110 stations, on which program is currently broadcast. Celanese advertising is handled by Young & Rubican, New York.

Officials of the Celanese Corp. declined to comment on the suit, pending the filing of a formal reply by the company's counsel.

KWKW, Pasadena, Cal., Seeks Control Transfer

TRANSFER of control of KWKW, Pasadena, Cal., from Marshall S. Nea l, and Marshall S. Neal as trustee of all other stockholders of record, to L. W. Peters is sought in an application filed March 11 with the FCC. Mr. Neal, a Pasadena merchant at the time KWKW was authorized in August, 1941, has been its general manager and principal owner. Mr. Peters is general manager of KIEV, Glendale, Cal., and owner of the National Motel System, a California corporation, with headquarters in Glendale.

The transfer involves all common stock, 5,955.67 shares, for which Mr. Peters would pay $1 per share. A petition is now before the California Commission of Corporations to increase to 10,000 shares the amount of common stock, for which Mr. Peters would pay the same price.
AFRA Increase Negotiations With Recorders Are Deferred

Disc Makers Balk at Union’s 10% Boost Plea; Artists’ National Board Sounds Out Locals

DISCUSSIONS between transcription companies and the American Federation of Radio Artists over revision of their contracts are temporarily closed while the union collects the views of its national board members and also of the boards of directors of the four locals principally concerned, New York, Chicago, Los Angeles and San Francisco.

At an opening meeting at the New York offices of World Broadcasting System last Monday, AFRA proposed that the minimum wages called for in the present transcription code be raised 10% in line with increases of that amount recently agreed upon by the union and the networks in the AFRA sustaining and commercial codes covering programs on the national networks and on major stations in key cities. These increases are based on higher cost of living.

Increase Deemed Unfair

Transcription executives expressed the feeling that a 10% increase is not justified in their case. They pointed out that the other contracts dated back two years and that during the interval between their signing and reopening the actual cost of living has risen 16.7% for the sustaining code and 19% for the commercial code, but that AFRA had accepted 10% increases in each case.

The transcription code, however, was signed much later than the others and at a time when the cost of living was at a considerably higher level. Since then it has risen only 9.9%, they stated, arguing that it is unfair to the transcription companies and their clients to demand the same increase from them as was given in the other contracts.

AFRA responded that the terms of the transcription code, as originally agreed to, were based on the terms of the network sustaining and commercial codes and that the union does not now wish to disturb this relationship. After a lengthy discussion the transcription executives suggested that they would be willing to allow a smaller increase, probably about 5%, in minimum scale, in exchange for any extension of their contract until Nov. 1, 1944, giving them a common expiration date with the other codes.

To Meet Again

No conclusion was reached and the meeting adjourned with AFRA’s agreement to contact its board members, after which another meeting with the transcription companies will be called. As in the case of the network’s conversations with AFRA over the revisions in the commercial code, a group of advertising agency radio men were present as observers.

Transmission industry was represented at the meeting by: Chas. Gaines, World Broadcasting System; C. O. Langlois, Lang-Worth Feature Programs; C. Lloyd Egger and R. P. Myers, NBC; Ray Lyon, WOR; C. M. Finney and John R. Andrus, Associated Press Publishers; Emily Holt, National Executive Secretary, and George Keller, assistant executive secretary, acted for AFRA. The agency observers included: A. K. Spencer, J. Walter Thompson Co.; Leonard Bush, Compton Adv.; James Sauter, Blackett-Sample-Hum- mert; C. M. Rohrabaugh, Arthur Kudner Inc.

Commercial contracts are now being revised by AFRA attorneys in line with the agreement and are expected to be submitted to the networks and independent producers early this week. Letters of acceptance of the conditions of the revised code have been sent to the networks for transmission to the advertising agencies placing business with them. AFRA hopes that by the end of the week the commercial code will have been submitted to the War Labor Board, which has already received the AFRA sustaining code. All contracts calling for wage increases must now be approved by the WLB, before becoming effective.

Perrin to Ad Council

EDWARD O. PERRIN has resigned as vice-president of McCann-Erickson Inc., New York, to become campaign manager of the Advertising Council, New York. His resignation goes into effect April 1. Prior to joining McCann-Erickson in 1929, Mr. Perrin was a partner in the Omstead, Perrin & Leffingwell Agency, formed in 1925. He was formerly with J. Walter Thompson Co.

ENGINEERS TO GET GASOLINE C CARDS

AMENDING of gasoline restrictions to provide C rations for radio broadcast engineers technical staff were carried into effect today. This week’s broadcast to be placed on emergency, temporary remote locations was announced by OPA last Thursday after NAB and network representatives had protested an earlier order denying C cards to virtually all broadcast employees.

The new regulations permit the extra gasoline when equipment is "non-portable" and when "alternate means of transportation are inadequate".

How Many Prosperous Areas Do You Hold in the Palm of Your Hand

Like This?

We’ll venture a good cigar you have very few “best” on your list as good as this . . .

WTAD didn’t “hedge” one iota. We looked a typical seven-day week of 412 quarter-hour periods squarely in the face (via survey, results just released). 51.44% is WTAD’s average of the total listening audience for the week. 75% to 82% are tuned to WTAD during many periods. All other stations combined (8 to 10) divide the other 48.56% weekly average of the listening audience between them.

The "next best" station (a key 50 Kw station of another network) captures a larger share of the listeners than WTAD during only 15% of the periods—and those are scattered, not consistent.

How’s that for holding the prosperous Quincy, Illinois, market in the palm of your hand? Let us send you the complete totally surprising facts (surprising even to us). When you look them over, remember — our "good cigar" offer still holds!

How Many Prosperous Areas Do You Hold in the Palm of Your Hand

Like This?

We’ll venture a good cigar you have very few “best” on your list as good as this . . .

WTAD didn’t “hedge” one iota. We looked a typical seven-day week of 412 quarter-hour periods squarely in the face (via survey, results just released). 51.44% is WTAD’s average of the total listening audience for the week. 75% to 82% are tuned to WTAD during many periods. All other stations combined (8 to 10) divide the other 48.56% weekly average of the listening audience between them.

The "next best" station (a key 50 Kw station of another network) captures a larger share of the listeners than WTAD during only 15% of the periods—and those are scattered, not consistent.

How’s that for holding the prosperous Quincy, Illinois, market in the palm of your hand? Let us send you the complete totally surprising facts (surprising even to us). When you look them over, remember — our "good cigar" offer still holds!

How Many Prosperous Areas Do You Hold in the Palm of Your Hand

Like This?

We’ll venture a good cigar you have very few “best” on your list as good as this . . .

WTAD didn’t “hedge” one iota. We looked a typical seven-day week of 412 quarter-hour periods squarely in the face (via survey, results just released). 51.44% is WTAD’s average of the total listening audience for the week. 75% to 82% are tuned to WTAD during many periods. All other stations combined (8 to 10) divide the other 48.56% weekly average of the listening audience between them.

The "next best" station (a key 50 Kw station of another network) captures a larger share of the listeners than WTAD during only 15% of the periods—and those are scattered, not consistent.

How’s that for holding the prosperous Quincy, Illinois, market in the palm of your hand? Let us send you the complete totally surprising facts (surprising even to us). When you look them over, remember — our "good cigar" offer still holds!

How Many Prosperous Areas Do You Hold in the Palm of Your Hand

Like This?

We’ll venture a good cigar you have very few “best” on your list as good as this . . .

WTAD didn’t “hedge” one iota. We looked a typical seven-day week of 412 quarter-hour periods squarely in the face (via survey, results just released). 51.44% is WTAD’s average of the total listening audience for the week. 75% to 82% are tuned to WTAD during many periods. All other stations combined (8 to 10) divide the other 48.56% weekly average of the listening audience between them.

The "next best" station (a key 50 Kw station of another network) captures a larger share of the listeners than WTAD during only 15% of the periods—and those are scattered, not consistent.

How’s that for holding the prosperous Quincy, Illinois, market in the palm of your hand? Let us send you the complete totally surprising facts (surprising even to us). When you look them over, remember — our "good cigar" offer still holds!

How Many Prosperous Areas Do You Hold in the Palm of Your Hand

Like This?

We’ll venture a good cigar you have very few “best” on your list as good as this . . .

WTAD didn’t “hedge” one iota. We looked a typical seven-day week of 412 quarter-hour periods squarely in the face (via survey, results just released). 51.44% is WTAD’s average of the total listening audience for the week. 75% to 82% are tuned to WTAD during many periods. All other stations combined (8 to 10) divide the other 48.56% weekly average of the listening audience between them.

The "next best" station (a key 50 Kw station of another network) captures a larger share of the listeners than WTAD during only 15% of the periods—and those are scattered, not consistent.

How’s that for holding the prosperous Quincy, Illinois, market in the palm of your hand? Let us send you the complete totally surprising facts (surprising even to us). When you look them over, remember — our "good cigar" offer still holds!

How Many Prosperous Areas Do You Hold in the Palm of Your Hand

Like This?

We’ll venture a good cigar you have very few “best” on your list as good as this . . .

WTAD didn’t “hedge” one iota. We looked a typical seven-day week of 412 quarter-hour periods squarely in the face (via survey, results just released). 51.44% is WTAD’s average of the total listening audience for the week. 75% to 82% are tuned to WTAD during many periods. All other stations combined (8 to 10) divide the other 48.56% weekly average of the listening audience between them.

The "next best" station (a key 50 Kw station of another network) captures a larger share of the listeners than WTAD during only 15% of the periods—and those are scattered, not consistent.

How’s that for holding the prosperous Quincy, Illinois, market in the palm of your hand? Let us send you the complete totally surprising facts (surprising even to us). When you look them over, remember — our “good cigar” offer still holds!
LIFE OF A USED CAR DEALER
'Twould Be a Sorry Existence for Firm Were
Air Medium Not Available—

By DICK SMITH

Smith & Bull Adv., Los Angeles

With the war in its second year, gas rationing and rubber shortage a reality, it seems the life of a used car dealer's business would be uncertain these days. But Washington Motors Inc., users of local radio, has not found it so. In fact 1942 brought a 40% business increase over 1941. This is regarded as a phenomenon in Los Angeles, where no less than 15 automobile accounts have gone off the air or out of business.

We attribute the success of Washington Motors to two factors: square-dealing, and the company's decision to use radio as its chief means of advertising.

Concentrated on Radio

When Washington Motors incorporated two years ago with headquarters at 600 West Washington Blvd. in downtown Los Angeles, our agency, Smith & Bull Adv., was called upon to outline the advertising program. We recommended that the budget be concentrated on radio.

Our belief is that every class of radio listener is a prospective automobile buyer. We felt that we could reach almost every type through the medium of music. Thus, we recommended two kinds of programs: (1) standard, light opera and semi-classical recorded music for evenings and (2) jive music for Sunday.

Also, we recommended that the time be concentrated on one station. After careful consideration, KMPC, Beverly Hills, Cal., was selected. Upon presentation of the outline, our client immediately accepted. And so, Washington Motors sponsors the George Irwin show, a 90-minute program of popular jive tunes from 10:30 a.m. to 1 p.m. (PDT) Sundays, on that same station. We have not changed time or station in two years.

Our policy has called for simple, straightforward, factual commercials. By changing copy daily and by "producing the goods," the firm has built up listener confidence and a strong following of loyal fans. Letters received indicate that many listeners have not only proved "satisfied customers" but have also recommended Washington Motors to their friends.

Approach has been new and different. At the outset, the announcing job was assigned to Peter Potter, well-known "platter spinner," who had built up a large local following through an easy-going, soft-spoken informal manner. When Potter went into military service recently, he was replaced by George Irwin, versatile and thoroughly experienced radio man.

Picking Specials

Irwin makes a trip to the Washington Motors garages each day, checks over the stock, picks out specials and tells about them in his own words. He has learned to spot "good buys" as well as the experts, and his sales approach is direct and sincere. In short, he knows what he's talking about and can describe in essential detail the quality of the merchandise he's selling.

After each commercial, Irwin asks his listeners to "tell them that George Irwin sent you" when they stop in to purchase a car. This brings direct results and reveals the fact that the programs constantly are attracting new listeners (and car buyers).

Not a week passes that Irwin doesn't receive between 500 and 600 letters and an equal number of phone calls. During a recent bond-selling campaign, he stayed right up with the nation's top programs in the matter of bond sales. All of which proves that without ques-
Campbell Planned On Social Disease
Federal Agency Sees Need of Educating Public by Radio

RADIO may be called upon by the Office of Defense Health & Welfare to do an educational job on venereal disease, it was learned last week. A topic subject, the infection nevertheless is looked upon in official circles as an enemy even more dangerous than Nazi Germany, militaristic Japan and Fascist Italy, according to Eliot Ness, director of Social Protection, Office of Defense Health & Welfare.

Public Understanding

Mr. Ness, former security director of Cleveland, and recognized police authority, told Broadcasting the agency has received splendid cooperation from local authorities. "Police and public officials are far in advance of the people in their communities, however," he said. "We think that with supervision there is little danger of spreading infection, but those contentions are based on lack of knowledge. That's why we must educate the public on the dangers of venereal disease."

Definite plans for the proposed radio campaign are not complete but the Office of Defense Health & Welfare, in cooperation with the Office of War Information, is considering use of the daytime serials or late night programs.

Food Chain Ad

FEATURING "Lenten specials" and supplementing its educational program on point rationing, H. C. Bohack Co., Brooklyn, general food stores, has planned for three participations weekly on Adelade Hawley's "Woman's Page of the Air on WABC, New York. Schedule is in addition to participations on Mary Margaret McBride's program on WEAF, New York, promoting green goods and fresh foods, and instructing listeners on rationing. Freysfast Associates, New York, is the agency.

WRNE, Keene, N. H., has appointed Headley-Reed Co. its national sales representative, effective April 1.

Packs a SUNDAY PUNCH in GEORGIA'S Fastest Growing Market

LATEST ALL-GIRL news staff is Ken Miller's answer to the manpower problem at KVQO, Tulsa. With Ken are (1 to r), Polly Trindle, assistant news editor; Marie Chauncey and Margaret Johnston, members of rewrite staff; Maxine Henry and Emma Grace McHugh, teletype operators.

Metropolitan Life Takes Full Blue for Celebration
IN LIEU of its annual convention, which was to have been an elaborate affair, Metropolitan Life Insurance Co., New York, on March 24 will mark its 75th anniversary with a one-time broadcast on the full blue, featuring music by opera stars, chorus and orchestra with Edwin C. Hill, commentator, as m.c.

Frederick H. Ecker, chairman of the board, and Leroy A. Lincoln, president, will deliver birthday messages. Metropolitan Life agents will distribute personally to a large portion of the company's 30,000-000 policyholders announcements of the program. The network anniversary program, a wartime substitute for the birthday celebration and convention, will be the first extensive hookup to be used by Metropolitan, which has confined its activities in the past to spot radio and a network of eight NBC stations. Young & Rubicam, New York, handles the account.

Extract Firm Expands CERTIFIED EXTRACTS, New York, is expanding its radio advertising for Dol's Cafe, with participations on women's programs on CKLW, Detroit-Windsor, and KPRC, Houston, the latter starting March 15. Firm entered radio for the first time earlier this year on the Maryrose Mills Hour, on the New England Regional Network. Agency is Duane Jones Co., New York.

MacMillan's First MacMILLAN Co., New York, will participate in Mary Margaret McBride's five-week program on WEAF, New York, for one week, starting March 29, on behalf of a book, Thrifty Cooking in War Time. This is the publishing firm's first venture into radio. Business was placed direct.
Post-War Advance
In Communication

Revolutionary Developments Hinted by Gen. Somervell

SINCE the war's advent, the Army Signal Corps, working in secrecy, "has revolutionized communications and detection devices that will affect not only the winning of the war but the daily lives of all people in the peaceful years to come," Lt. Gen. Brehon B. Somervell, commanding general of the Services of Supply, said last week in a statement covering Army procurement.

Only that one sentence in Gen. Somervell's review of SOS achievements during the last year referred to communications. Because of wartime restrictions, no detail regarding military procurement, particularly with relation to highly secret devices developed for modern warfare, is made available.

Expansive 1943 Program

It is known, however, that the Signal Corps in 1943 has a procurement program embracing 4 billion dollars worth of communications equipment. It also entails training and mobilization of several hundred thousand troops and specialists, as well as the operation of world-wide Army communication systems. The far-flung communications operations of the Army Air Forces are handled separately, save for procurement, which is embodied in the Signal Corps program.

The overall SOS procurement plan involves 17 billion dollars for supplies and equipment for the Army, and has been accomplished, Gen. Somervell stated. He pointed out that this overall project originally would have entailed two years, but was attained in a single 12-month span with a minimum of confusion and with complete cooperation of all branches of the Army.

HIRAM MOTHERWELL, author, foreign correspondent and former editor of the late military magazine, has been the post-war department of CBS, Lyman Bryson, director of the department, approved the following extract of a recent book, The Peace We Fight For, by Mr. Motherwell at one time headed the Chicago Daily News bureau in Rome, and most recently has been a member of the publicity department for the Welfare Council of New York.

GREATER New York Conference of Seventh Day Adventists, sponsor of Radiations of the Air on WJR, New York, on March 15 expands the program from a quarter-hour once a week to a half-hour five times a week. The year-old program is built around presentations of Bible prophecies and a free correspondence course in the Bible. Agency is George C. Hoskins Assoc., Chicago.

RECORDING EACH STEP in the process of donating to the Red Cross blood bank from application to actual giving of blood, Bob Evans, special events director of WSPD, Toledo, catches the cheerful observations of Ted Willlnns, program director, who gave his blood. Doctor supervises process which took 45 minutes. Transcriptions were condensed to 15 minutes.

Show Is 'Dick Tracy'

SWEETS Co. of America, Hoboken, N. J., will sponsor a BLUE program based on the cartoon strip "Dick Tracy" instead of "Captain Marvel" as reported in the Feb. 18 issue of BROADCASTING. Heard on behalf of Tootsie rolls and other Tootsie candies, the program was to start March 15 and will be heard Mondays, Wednesdays and Fridays, 5:15-5:30 p.m. The BLUE broad- casts of the same program on Tuesdays and Thursdays will continue on a sustaining basis. The company has used speak-in radio for some time, but no network radio previously. Agency is Duane Jones Co., New York.

Video, FM Applications

Since the adoption on Feb. 23 of new policies by the FCC under which applications for FM and commercial television licenses will be protected for the duration [Broadcasting, March 1], one television and 12 FM applications for reinstatement have been received. Under this policy FM and television applicants who have surrendered or dismissed applications because of the freeze order of last April 27 may apply for reinstatement.

Jolson Replacement

REPLACING Al Jolson, when he takes a 13-week vacation this summer from his CBS show, sponsored by Colgate-Palmolive-Peet Co., Jersey City, will be Streamlined Minstrel Show, featuring Billie Burke, movie star, and Monty Woolley, current co-star of the program. Exact date of the format change is not settled, but it probably will be shortly after June 1. Agency is Sherman & Marquette, New York.

Kay Kyser Draft Ruling May Establish Precedent

PRECEDENT covering the future draft status of entertainers active in war morale and fund-raising campaigns is expected to be established when President Roosevelt decides on the appeal of Kay Kyser, conductor of the NBC College of Musical Knowledge, sponsored by American Tobacco Co. for Lucky Strike cigarettes. The North Carolina State Selective Board has sustained Kyser's 1-A classification, made by his local draft board at Rocky Mount, N. C., and appeal was taken to the President.

There were several indications as BROADCASTING went to press that the local board’s classification would be reversed in view of the attitude of the Office of War Information and other Government agencies. Elmer Davis, OWI director, said last week that he supported the appeal for deferment because of Kyser’s "very useful services" in helping the war effort from a morale and fund-raising viewpoint.

Kyser is chairman of the entertainment industry’s Committee of 25 set up last year as liaison between the Government and talent. Several other members of the Committee as well as other top-notch entertainers have been classified 1-A by local draft boards and the Kyser decision is expected to serve as a guidepost in future cases.

Fred Fear Seasonal

FRED FEAR & Co., Brooklyn, from April 13-25 will conduct its annual seasonal campaign for Chick Chick and Fresno Easter egg colors, using live one-minute announcements on a varying basis on the following stations: WAPI, WALA, KARK, KNX, KLX, KFPS, WJAX, WSB, WGN, WIRE, WSBT, WHAS, WWL, WJR, WFB, KSTP, KGBX, WMC, KDKA, WCAU, KOME, WBNS, WTM, KARK, KNX, WKOM, KBNS, WJAX, WQ, WFB, WHAM, WBT, WADC, WCKY, KRLD, KSL, WCHS, and KOMO. Agency is Mentken Adv., New York.

JAMES FLEMING, freelance announcer who handles several daytime serials including Our Gal Sunday on CBS, has been hired as CBS copy correspondent in Ankara, Turkey, and will leave as soon as passage can be arranged.

KWKH
CBS-50 KW
The Selling Power
in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.

THE ARIZONA NETWORK
K CBS
K KUH KUSN
TUCSON
Bishop-Lowell
AFFILIATED WITH WL THE PRAIRIE FARMER STATION, CHICAGO

THE NO. 1 FARM STATION
IN THE NO. 1 FARM MARKET!

KMA
BLUE NETWORK
151 COUNTIES AROUND
SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

Want A Top-Notch Salesman?
Use
K T I
TWIN FALLS, IDAHO
— NBC —
National Representatives
The Walker Co.
Homer Griffith Co.

IN KANSAS CITY

KCMO
Basic Blue Network
MORE PULL
MORE COVERAGE
FOR YOUR MONEY
National Representative
JOSEPH HERSHEY MCGIVNRA

KWHK
CBS-50 KW
The Selling Power
in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.

THE ARIZONA NETWORK
K CBS
K KUH KUSN
TUCSON
Bishop-Lowell
AFFILIATED WITH WL THE PRAIRIE FARMER STATION, CHICAGO

AP

WKIP, Poughkeepsie, N. Y.

by all odds the finest any radio station can buy.

Bruff W. Olin, Jr., Station Manager.

BROADCASTING • Broadcast Advertising

Page 52 • March 15, 1943
Argument on KOA-WHDH Court Ruling
In Supreme Court Now Slated in April

ARGUMENT before the Supreme Court on the KOA-WHDH case involving the fundamental issue of clear-channel breakdowns was deferred until the week of April 5 when the highest tribunal failed to reach the case prior to recess last Thursday.

Final briefs have been filed both by NBC, as licensee of KOA, and by the Solicitor General, on the FCC's behalf, and the case was docketed for argument last Wednesday or Thursday. Because of the intervening court recess, during which it will write opinions on cases already argued, the clear-channel argument was deferred until the court reconvenes April 5.

Important Case

The Solicitor General, Charles E. Fahy, or his assistant, P. a u l Freund, will argue for the Government, with Philip J. Hennessey Jr., of the law firm of Segal, Smith & Hennessey, to argue for NBC. Among the cases pending before the court for decision is the network monopoly case, appealed by NBC and CBS from the statutory three-judge court in New York. The opinion, which will have an important bearing on future network operations either way it goes, is expected within a month.

The KOA-WHDH case involves appeal by the FCC from the 4-2 opinion of the U. S. Court of Appeals for the District of Columbia, holding that the Commission should have afforded NBC adequate opportunity to participate in the hearings, which resulted in fulltime for the Boston station on the 850 kc. clear channel. Subsequently, WJW, Akron, was authorized to operate on the frequency, though this issue is not in litigation.

In the KOA brief, filed by Mr. Hennessey and bearing also the names of Karl Smith and Lester Cohen, of the Hogan & Hartson firm, and of A. L. Ashby, NBC vice-president and general manager, and Henry Ladner, of his staff, the highest tribunal was asked to affirm the lower court's opinion reversing the Commission.

Citations of error all down the line were made against the Commission's action, in preventing KOA from becoming an original party in the proceedings. NBC was only permitted to file a brief and make oral argument, amicus curiae, in the FCC proceedings which resulted in the clear-channel breakdown.

Protesting the Government's contention, NBC held that by assigning WHDH to the 850 kc. clear channel, an important segment of the population was deprived of secondary service from the clear-channel station. Moreover, it was held that the clear channel was degraded under terms of the Havana Treaty; that service formerly available from KOA to listeners east of the Mississippi had not been replaced by an equally useful service from WHDH, since Boston is already "surfeited" with primary

WICKETT PROGRAM
DIRECTOR OF WJSV

MARTIN D. WICKETT, assistant to E. J. Fitzgerald, radio director of Erwin, Wasey & Co., New York, has been appointed program director of WJSV, Washington, D. C., announced last Thursday. He succeeds John Heiney, who resigned last month.

Well known in the industry, Mr. Wickett began his career in 1929 with WLOE (now WMEX) Boston. He later was affiliated with KMOX, St. Louis, and WLW, Cincinnati, leaving the latter station in 1936 to join the Phil Harris orchestra as arranger. Later he became musical director of the NAB Bureau of Copyrights, Washington, D. C.

In 1938 he went to New York, writing scripts for Hobby Lobby and Mr. District Attorney and conducting evening classes for Muzak and Associated Library. He joined Erwin, Wasey & Co., in 1940.
Lewis Cigars Renews
I. LEWIS CIGAR MFG. Co., Newark, on March 10 renewed for 52 weeks its twice-weekly sponsorship of News by John E. Kennedy on WNEW, New York, 7:35-7:50 p.m. Program which has been promoting Seidenberg cigars will be presented on a more institutional basis in the future. Agency is A. A. Lewis, Newark.

Another E for W-E
FOR the second time, the three major works plants of Western Electric Co. have received the Army-Navy E production award "for meritorious services on the production front." Western Electric also was among the first group of manufacturers to win the E citation last year.

Suspension of Locals During War Is Denied in FCC Policy

HOPES of independent stations, unable to stand the economic gaff because of the war, that the FCC would authorize suspension for the duration went aglimmering last Tuesday with the pronouncement of policy by the Commission denying such suspensions.

Coincident with the denial of requests of WPID, Petersburg, Va., and KAST, Astoria, Ore., for authority to suspend, the Commission made known its formal policy. These were the only two cases pending. It stated that no authorizations for suspension would be granted, but that on an individual basis, requests for permission to temporarily suspend for short periods would be considered. This adheres to past policy.

Six Have Suspended

Implicit in the Commission's action was the conclusion that stations which suspend will be given every consideration after the war, particularly if their records are good. All factors responsible for the "war casualty" will be taken into account.

Altogether, a half-dozen applications for authority to suspend have been received. No authorization has been made for suspension without prejudice to return following the war. Stations which, according to the FCC records, have suspended operations are: KID, Idaho Falls, Id.; WEGR, Red Bank, N. J.; KAST, Astoria, Ore.; KXXK, Kansas City, Mo.; KIDW, Lamar, Colo., and WJWC, Hammond-Chicago.

The formal policy approved by the Commission is as follows:

Insofar as relief may be needed by standard broadcast station licensees from difficulties of operation incident to the war, no general policy will be adopted, but the Commission will continue to consider on an individual basis requests for permission to temporarily suspend operations for short periods while efforts are being made to work out a means of resuming operations on a permanent basis.

The Commission said that while it made no change in its existing policy permitting temporary suspensions, to enable stations to meet and overcome current emergencies, if felt the door should not be opened for any general suspension of broadcast operations during the war period.

Aid for Small Stations

FCC Chairman James Lawrence Fly commented that adoption of a policy permitting suspension generally would probably result in the elimination of broadcast service in many areas where the need for public service is greatest. He pointed out that indefinite suspension of broadcast operations might jeopardize this country's position with respect to broadcast allocations provided for in the North American Regional Broadcasting Agreement, which makes occupancy of frequencies the basic consideration.

To alleviate the difficulties of smaller stations, hit both by economic conditions and the manpower shortage, Mr. Fly pointed out that steps already had been taken, including reduction of the minimum broadcast day to six hours and relaxation of operators' requirements. The FCC announcement continued:

"It was also pointed out that the Commission will continue its policy of permitting temporary suspensions for short periods in order to alleviate emergency conditions. In other words, the operator may ask for a temporary suspension when he can show the necessity of doing so for a brief spell. He would be required to present a feasible plan for the alleviation of the difficulties and the return of the station to the air at an early date."

In denying the applications of KAST and WPID, the Commission asked the Oregon station to specify whether it proposed to continue operation. An application for renewal, as well as the authority for suspension, had been filed. WPID, newspaper-affiliated, had sought only the authority to suspend.

HOPERATING of this little piggy is taken by C. E. Hooper, of the New York radio-research firm of C. E. Hooper Inc., during a recent visit to Montreal where he addressed the Advertising & Sales Executives Club. His interrogatory propensities were aroused when the mascot of Au Lutin, Montreal inn, came around after dinner pleading for a snack.
**IN THE CONTROL ROOM**

JAMES H. BROWN, NBC Hollywood engineer and president of National Assn. of Broadcasters & Technicians, has been appointed representative for the association on Committee IV, Domestic Broadcasting, of the Federal Communications. Allen T. Powley, NBC Washington engineer, and assistant to the NABET president, has been appointed alternate.

RALPH J. PRIEST, former engineer of KNX, Hollywood, has joined the BLUES, that city.

James Pincock, former technician of KMTR, Hollywood, has joined CBS, that city.

HOWARD D. LEIGHTY and Vincent Grother, former technicians of KFOX, Long Beach, Cal., have joined KIHI, Hollywood.

JOHN C. McMULLEN, former engineer of KFXX, Los Angeles, has joined KSFO-KWID, San Francisco. Other recent additions to the latter stations are the personnel of KFXX. James Lookingbill, Jr., from KYOS, Minneapolis, Minn., has joined KFXX, Kansas City, Mo., and Edward Mahoney, from Pan American Airways.

BILL OVERT STREET, for the last eight years assistant to Paul, KSTP, Paul, Minn., has joined KLX, Oakland, Cal.

EARL BUCHANAN has left the technical staff of KFAP, Los Angeles, to join KMTR, Hollywood. Leonard Reeves replaces him.

JOHN ERNST, engineer, has left KVOS, Bellingham, Wash., to join KTBI, Tacoma, as chief engineer.

ALLAN P. KENOIG, at one time with WGN, N.Y., has joined the engineering staff of WQXR, New York, N.Y.

JAMES C. MATHEW, engineer of WBN, Chicago, for 15 years, has been commissioned a first lieutenant in the Army Air Forces and is to leave shortly.

GEORGE SCRIVEN, engineer of WNEW, New York, is the father of a baby girl.

OGDEN PRESTHOLDT, technical advisor of WLOL, Minneapolis-St. Paul, has returned from serving as a private in the Allied forces.

TOM TYPAN, control operator of KSTP, Minneapolis-St. Paul, is teaching a high school class the international code.

DONALD HALE, studio engineer of WOR, New York, has joined the Navy as an ensign. Arthur Connell, former production manager of WOR, is to leave the Army.

IRVIN N. ENEY, engineer of KYW, Philadelphia, has been made technical studio supervisor in place of George Haggerty, who is on leave as a first lieutenant in the Army.

JEAN FRENCH, new to radio, has joined KOFY, Phoenix, as apprentice technician.

REACHING FOR LOADING magazine is Sylvia Jones, first girl newswoman of WCNY, Cincinnati, who is the wife of a member of the Coast Guard.

BARBARA MAYER, student in the KNX Hollywood Workshop for girl staff members, has graduated as sound effects engineer and is assigned to the weekly half-hour CBS Lights Out, sponsored by Ironclad Tast Co.

HENRY MAGEE, operator of WSLI, Jackson, Miss., has left for duty with the Army Air Forces, Austin Perk, who is the chief engineer, has received an operator's license.

ERNIE ADAMS, chief engineer of WHO, Dayton, O., is teaching radio fundamentals at the U. of Dayton, training personnel for work with the armed forces.

SCOTTY MONROE, engineer of WBT, Charlotte, N. C., is recuperating at home from chest injuries and broken collarbone sustained recently in an automobile accident.

ROBERT J. CONLAN, apprentice sound engineer of NBC Hollywood, has been inducted into the Army.

RON OAKLEY has been appointed chief engineer of KGDR, Long Beach, Calif., succeeding Jay Tagg, now on leave for Government service. Added to the staff are Leslie T. Vaught, formerly of KIRO, Seattle; Luther H. Crenshaw, formerly of KCMO, Kansas City, and Edward D. Seeley.

K. C. DeWALT, who has been with the General Electric Co. in the Tube Division, Research Laboratory and Vacuum Tube Engineering Department since he joined the firm in 1927, has been named chief engineer in the tube Division of the Electronics Department. A. C. Gable, who has also been in the Testing and Vacuum Tube Engineering Department of RCA Communications, has been named assistant chief engineer in the Vacuum Tube Division.

ROBERT ANDERSON, technician of WCCO, Minneapolis, Minn., is the father of a boy.

GEORGE JACOBS, former engineer of KQKV, Kingstom, N. Y., has joined WPAT, Patterson, N. J., as transmitter engineer, replacing Bernie Chappell, who has joined the Office of War Information.

DARWIN HUNSAKER, technician at KLO, Opelousas, La., is the father of a girl born March 4.

**CBS Personnel Shifts**

As Three Enter Service

PERSONNEL changes in the CBS engineering department, made necessary when three members joined the armed forces, have been announced by E. K. Cohan, CBS director of engineering. Harold D. Hastings, with the network since June 1937, has been named transmission engineer for WABC, New York outlet, replacing Lester Hatfield, now a lieutenant (j.g.) in the Naval Reserve. Nelson Smith, assistant supervisor of CBS studio technicians, has become supervising engineer succeeding J. Dunham Gilbert, now with the Bureau of Ships as a lieutenant (j.g.). Robert Bendick, WABC studio technician, also left last week.

Three new members are Robert E. Lee, former assistant in the Federal Telephone & Radio Corp.; Bertram Littlefield, formerly with the YMCA, New York, both of whom join the CBS maintenance technicians staff, and Norman E. Johnson, formerly a member of RCA Communications, assigned to the CBS shortwave transmitter staff at Brentwood, Long Island.

RICHARD LUBIN, chief audio-engineer of WPBC, Greenville, S. C., has been called into active service in the U. S. Air Forces Reserve. Byron Jenkins, of the WPBC engineering staff, succeeds him. The station's control staff has taken on John Watkins, from WCBS, Greenwood, S. C., former engineer of the Signal Corps.

**MBS Billings Drop**

MBS billings for February, 1943, totaled $257,245, a decrease of 11.4% from the corresponding period in 1942. In 1942, the total was $299,315. Total billings for the year to date, amounted to $1,651,160, a decrease of 7.4% from the corresponding period in 1942, when the total was $1,902,967.

**ASSOCIATION**

The MAGIC CIRCLE

And this job takes priority over All

— with WBIG!

A Columbia Broadcast

**Time Buyers' Station**

**WDOZ**

Chattanooga, Tenn.

5,000 WATTS

CBS

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

March 15, 1943 • Page 55
Ten Top Tunes

The top ten tunes from the standpoint of network audience coverage during the week ending March 10, 1944, according to the copying of network audience coverage index of the Office of Research—Radio Division, New York, are as follows:

I've Heard That Song Before. That Old Black Magic You Can't Come Home To Me Taking a Chance on Love

As Time Goes By. There Are Such Things Why Don't You Fall in Love With Me? For Good and Val't It Can't Be Wrong.

Waltzing Matilda.

RCA VICTOR Co., Montreal, on March 4 started Les Boissons Limoilou, CFBF; CBCF, Montreal; CBC, Quebec, CJCH, Chambly, Quebec, CKRC, New Carlisle, Que.; CKCK, Hull, Que.; 10:30-11:00 p.m. Agency: Spiller & Mills, Toronto.

SWEETS Co., of America, Hoboken, N. J., took To be a Party to CQ 5:30-6:00 p.m. Agency: Duane Jones Co., N. Y.

SINCLAIR REFINING Co., New York (gasoline), on March 16 starts Comfortably Yours on WBBF, 7:46-8:00 p.m. Agency: Hixson-Donnell Ad. N. Y.

Renewal Accounts

ANACIN Co., Jersey City (headache powders), (March 19, 26) against R. B. Hughes, commoner; on 77 stations.

WAMX, Manhattan, N.Y., against Jones, Ark., had sought to have license renewed.

VICK CHEMICAL Co., New York (Vitamins Plus, Vapo Rub and Va-transol, on WBBF, Chicago), (March 23), against Jones, Ark., had sought to have license renewed.

GENERAL FOODS Corp., New York (Postum, Bran Flakes, etc.), (March 27), against Jones, Ark., had sought to have license renewed.

NEW YORK DENTAL SUPPLY Co., San Francisco (southpaw), had renewed license.

Network Accounts

CHNS

Halifax, Nova Scotia

JOS. W. DEED & CO.

350 Madison Avenue, New York City

"I forgot to list WDFT Flint Michigan and missed the bus."

WPTA

BROADCASTING

Raleigh, in the Center of North Carolina

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

WNB

500 WATTS

NBC
Help Wanted

Sales Manager—For independent station in large market. Requires complete knowledge of radio, no ceiling on earnings to a producer. Must be a top salesman and a worker with a knowledge of and enthusiasm for radio. Integrity, sobriety, loyalty required. We do not need a man to "make the station" but capable of building on a solid foundation. Box 408, BROADCASTING.

Staff Announcer—For one of Northwest's great 50 kw stations. Must be experienced, versatile, draft-deferred. Write giving particulars. Box 409, BROADCASTING.

PROGRAM DIRECTOR—PROGRESSIVE SKW. Situation WANTED for experienced director to handle a complete entertainment schedule. Some experience in production, and willingness to do some announcing, an unusual opportunity. Must be a versatile, adaptable, worthwhile connection. In reply state date of availability, qualifications, salary expected. Box 397, BROADCASTING.

Announcer—With at least third class ticket or ability to obtain. No family or office connections. Wire complete qualifications, experience, references, three month contract, transportation necessary. $60.00 weekly. Send Box 387, BROADCASTING.

ANCHOR WANTED—For an independent station. Must have at least five years experience. Age 25-35. Box 391, BROADCASTING.

STATION MANAGER—Thorough knowledge of local, regional, and general operation. Salary, details on request. Box 399, BROADCASTING. After World War II.

NEWSCASTER-EDITOR—Not the world's best, but capable of doing the kind of job in which you are interested. Indeed, he is proud. Audience gets—and holds—even against competition of networks. Two years' experience, that's fact. Eight years in radio. Five in present position. Desire for change entirely self-imposed. Thirty-five, married, 3A. Box 388, BROADCASTING.

BROADCASTING STATION BOOKKEEPER—WANTED. Preferred man or woman bookkeeper who can take full charge of local midwest station, network affiliation, books and accounts. Experience in first letter. Paying $25 to $45 for 44 hours for good work. Write Box 398, BROADCASTING.

WANTED—Within the next thirty days, three announcers for new independent station in third largest market area. Salaries will vary with ambitions, all-around man. Give draft status. Box 399, BROADCASTING.

Radio Operator Wanted—With first-class ticket. Permanent position, local Southern station. Excellent opportunity. Give all details. Box 399, BROADCASTING.

First-class Radio Telephone Operators—Good wages. Good working conditions. Write WICA, Ashkela, Ohio.

ANNOUNCER—Wanted. Two experienced announcers, one for local, one for Midwest. Will pay $45 weekly for 48 hours, and $60 weekly if you operate license. Will take good men draft exempt up to age 56. Will consider girls or women if experienced. Write fully and give references. No drifters, this is permanent position for right people. Box 399, BROADCASTING.

Engineer—For 5 kw CBS affiliate. Experience desirable. Prefer draft exempt if possible. Write Chief Engineer, WZKO, Kalamoso.

KID, SPENCER, IOWA—nods operators and announcers. Give full information first letter.

Manager—With sales experience. Small local station in state. State experience, $1,200. Box 401, BROADCASTING.

COMBINATION—Good commercial announcer and studio technician for remote studios of kw station. State experience and draft status. Box 405, BROADCASTING.

Wanted—First or Second Class Operator with through experience for directional kw station. Rapid advance likely. Dayton, Iowa.

Announcer—Give experience, ability. Permanent. Box 408, BROADCASTING.

HELP WANTED (Cont'd)

Operator—Any class license. No war industry. Must have a good background. KLPM, Minot, North Dakota.

Situations Wanted

NEWSCASTER-EDITOR—Not the world's best, but capable of doing the kind of job in which you are interested. Indeed, he is proud. Audience gets—and holds—even against competition of networks. Two years' experience, that's fact. Eight years in radio. Five in present position. Desire for change entirely self-imposed. Thirty-five, married, 3A. Box 388, BROADCASTING.

Announcer—With at least third class ticket or ability to obtain. No family or office connections. Wire complete qualifications, experience, references, three month contract, transportation necessary. $60.00 weekly. Send Box 387, BROADCASTING.

Liberal Not Sensational—For 9 years I've been learning "what to do and how to do it". Programming, writing, producing, announcing, handling personnel, etc. Proven record. 30-40 years old. Now on 5 kw station. Available April 1st for PERMANENT position. Box 397, BROADCASTING.

Two Announcers—Experience. New employment. $1,000 to $5,000. Call on Friday, April 17th. Box 394, BROADCASTING.

STATION MANAGER—Thorough knowledge of local and general operations. Salary, details on request. Box 399, BROADCASTING.

Newscaster—News Editor, draft exempt, ten years' experience, now employed, seeks permanent position with medium or large station, location unimportant. Box 394, BROADCASTING.

EXPERIENCED CHIEF ENGINEER—Of progressive local station desires larger permanent field. 10 years experience, local and regional, with all phases of broadcast equipment. Excellent references. Box 398, BROADCASTING.

CHIEF ENGINEER—Fifteen years experience, five years pro and employment, desire change, permanent, forty years old. 4F draft. Box 398, BROADCASTING.

Technician—With 5 years' broad experience, available March 15th at $5000 per year. Box 402, BROADCASTING.

Announcer Available Immediately—Three and one-half years' experience, age 22. Now employed 5 kw NBC station in south. Sports a specialty. 4F draft. Box 391, BROADCASTING.

Director-Writer-Announcer—Also advertising and merchandising experience. College, matric. 4F. Box 407, BROADCASTING.

WANTED TO BUY

RADIO STATION—Local Midwest prefers   duplexes, small. Box 404, BROAD CASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA TR-300, similar with pickup. Station KLO, Ogden, Utah.

Classified Advertisements

Situations Wanted, 10¢ per word. Help Wanted and other classifications, 15¢ per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

BROADCASTING • Broadcast Advertising

March 15, 1943 • Page 57
CBS Extends Full-Net Discount Plan To Sponsors Denied Certain Outlets

ALTERATIONS in the CBS full network discount plan to allow a part of the rebate to advertisers ordering but unable to secure the full network were announced last week by William C. Gittinger, vice-president in charge of sales.

Revised plan provides for a graduated scale of discounts, starting with 18% for full network programs and decreasing in proportion with the percentage of full network billing represented by stations not clearing time.

Supersedes 3-Station Plan

If, CBS explained, the stations which do not clear represent less than 1% of the full-network billing, a 14% discount will be granted. If the stations not clearing represent less than 2% the discount is 13%, continuing until the stations which do not clear represent 15% or more of full-network billing, in which case no full-network discount is allowed. Discounts are to be computed not only on the stations which are cleared, but on the net billing for the full network, and are calculated to the nearest one-tenth of 1%.

Obviously prompted by the network's recent acquisition of several wine and beer accounts which ordered only the full network but which were unacceptable to a number of CBS affiliates, the altered discount plan supersedes immediately the "three-station tolerance" announced on Rate Card 29, dated July 15, 1942, when the full-network discount plan became effective for all new business. The former plan allowed the full-network discount on programs on which all but three stations (or fewer) were cleared and provided that a pro-rata share of the full-network discount might be allocated under conditions governed by the specific time period involved and the probable availability of the full network during the term of the contract.

Present CBS full-network advertisers may continue for 12 months under the old plan or may adopt the new formula at any time during that period, electing whichever is the more favorable. The basic condition, that advertisers must place a firm order for all CBS stations and continue this order in effect to earn the full-network discount, is not changed, CBS states.

Igleheart on "Chef"

SECOND NATIONAL advertiser to sign for the Mystery Chef, offered to BLUE affiliates by the network on a local cooperative basis, is Igleheart Bros., Evansville, Ind. The Swannadown Flour division of General Foods Corp., New York. Igleheart will sponsor the quarter-hour series, starting March 15 five times weekly on WOR, Spartanburg, S. C., and WHMA, Anniston, Ala., and twice-weekly on WJHP, Jacksonville. First national advertiser to take the series was National Biscuit Co., New York (Broadcasting, Feb. 22). A total of 34 stations now carry the series on a sponsored basis. The Swannadown account is handled direct and McCann-Erickson, New York, is National Biscuit agency.

Band to Plane Plant

ALVINO REY and his 21 man orchestra, featured on various West Coast originating network programs, swapped a weekly income averaging $10,000 for beginners wages totaling approximately $800 when they started in early March working at Vega Aircraft Corp., Burbank, Cal., on the gravemold shift. Rey, who has held a commercial radio license for 24 years is an inspector in final assembly. Band will continue on the Wednesday night schedule to the States on Mutual-Don Lee stations.

ARMY COMMISSIONS SCHECHTER CAPTAIN

ABEL A. SCHECHTER, former NBC director of news and special events, last week was commissioned a captain in the Army Air Forces and has been detailed to report to Miami Beach for broadcast training. He has resigned as special assistant to Gardner C. Cox, Jr., Director of Domestic Operations, but post he has held since Aug. 16.

It is understood that Capt. Schechter's first weeks preliminary training, will be assigned to Washington as Special Projects Officer under Col. William P. Nuckles, assistant for Army Air Forces Maj. Gen. Alexander D. Surles, Director of the War Dept., Bureau of Public Relations. Another of Col. Nuckles' assistants is Maj. Hal B. Rorke, former assistant publicity chief for New York, and chief of CBS West Coast publicity (Broadcasting, Feb. 15).

One known figure in the industry and a pioneer in the development of radio as a news medium, Capt. Schechter joined NBC as a writer. He became news editor in 1935 and added the duties of director of special events in 1936. Captain Schechter has handled special consulting assignments for the War Dept. Bureau of Public Relations, and last August accepted Mr. Cowie's invitation to join OWI.

Servelt to Return

SERVEL Inc., New York, which has not used network radio since the summer of 1938 when it sponsored the March of Time on NBC-BLUE, is reported returning to NBC early in April with an institution on rationing news from Washington, Company, which manufactures Electrolux refrigerators in pieces, is cooperated to sponsor Billie Burke, movie actress, in Fashions in Rationing, a 50-100 a.m. to 12 noon period Saturdays on an undetermined number of NBC stations. Agency in charge is BBDO, New York.

UNITED FRONT

WSYR Plugs WFBF Project To Sell War Bonds—

WHEN Cecil Brown, CBS commentator and foreign reporter, visited Syracuse on a War Bond selling lecture tour under sponsorship of WFBF, CBS outlet, WSYR, NBC local station, broadcast plugs urging buy bonds and attend the lecture.

Harry C. Wilder, WSYR general manager, explained when it comes to the war effort, "I hope that in every city stations will forget their commercial competition and pitch in a united radio front for the duration. I think you have to actively support another station's special project to convince the public that radio is unsellying supporting this war to the limit."
Percentage figures on this map show relation of "Hitler's Children" premiers to best average weeks of local theatres exhibiting Top A pictures. Such box office is not surprising in view of the fact that in 25 major cities of this area WLW delivers 48.7% of all radio listening (based on Hooper Mid-Winter Area rating, 1942; a weighted average figure which does not represent the size of our audience in any one city). Rural index averages 2.5% higher.

Every box office record broken in 46 cities

By WLW World Premiers of "Hitler's Children"

On January 14, WLW staged Fifty City World Premiers of "Hitler's Children", based on the best-seller "Education For Death" by our European Commentator, Gregor Ziemer. Promotion on Mr. Ziemer's own programs jam-packed theatres throughout WLW-land, started the film on its way toward becoming one of the best grossing pictures of all time. So sensational were these premiers that Ned E. Depinet, President of RKO Radio Pictures, Inc., wired WLW:

"Box office and attendance figures in WLW World Premiers of 'Hitler's Children' have clearly demonstrated the intensive coverage and selling power of The Nation's Station. Despite the years of association of our company with the radio industry, it has remained for WLW to demonstrate to us and the motion picture industry the tremendous results possible with radio as the spearhead of a well planned and executed campaign. I feel that our joint operation with you has pioneered a new phase of American merchandising and advertising, with a demonstration of mass selling unprecedented in the history of motion pictures and radio."

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' representatives through consumer—climaxed 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.
RCA advertising, for months past, has been devoted to operating tips on making tubes last longer. This valuable material has now been collated into a booklet, copy of which will be sent upon request to Radio Corporation of America, Commercial Engineering Section, Harrison, N. J.

HOW TO MAKE TUBES LAST LONGER ON THE JOB

Ordinarily, when a Transmitting Tube has been improved, its ratings are raised—but not in these extraordinary times!

Today, it is long life that counts—not spectacular "peak" performance.

That is why, when the RCA-849 was materially improved over a year ago by use of the famous RCA zirconium-coated anode, you heard nothing about it—even after months of actual use had shown that the improvement was such as to warrant a substantial rating increase in normal times.

Instead of reflecting such an improvement in terms of higher tube ratings we utilized it to make conservative RCA tube ratings still more conservative.

This program, we felt, was far more in keeping with the war effort because it assures longer life for tubes that are difficult to replace. This has been done not only with the RCA-849, but with other RCA tubes as well.

The war has not stopped RCA engineering progress. It has only intensified it—a fact to which the thousands of hours of additional potential life now built into many RCA Transmitting Tubes offer the most convincing proof.

**RATINGS**

- **Filament Voltage:** 61 Volts
- **Filament Current:** 5 Amperes
- **Plate Voltage:** 2500 Volts, Max.
- **Plate Dissipation:** 400 Watts, Max.

RCA TRANSMITTING TUBES

PROVED IN COMMUNICATION'S MOST EXACTING APPLICATIONS

Radio Corporation of America, RCA Victor Division, Camden, N. J.