In these war times people turn their thoughts to home and fireside; to God and church; to schools and plans for an informed citizenry. These are the needs of everyday family living.

WLS meets these needs. "The Home Front" broadcasts every Saturday night tell what ordinary folks are doing for the war. To meet the spiritual hunger which war has brought to many families, WLS broadcasts daily "Morning Devotions" and Sunday "Little Brown Church" programs, both conducted by our own staff pastor. Looking ahead to victory and peace, we must prepare an informed citizenry. Radio must share this obligation. So WLS continues its daily classroom feature, "School Time."

Thus WLS, long identified as "One of the Family in Midwest America," continues to fill these needs. And in so serving Midwest families for 19 years, WLS has gained their confidence... a confidence that extends also to advertised products associated with our name.
Tulsa and its Market Area "In the White" for 15 CONSECUTIVE MONTHS...

On Business Conditions Map of Nation's Business

For 15 consecutive months—December 1941 thru February 1943—Tulsa and its northeastern Oklahoma Magic Empire Market has stayed "in the white" (above average) on the Nation's Business Magazine map of business conditions. It is one of the but four or five areas in the entire country to be so consistently rated. It is definitely an "above average" market.

OKLAHOMA'S NO. 1 PERMANENT GROWING MARKET

A 1943 War-Time Must

This No. 1 permanent market is a war-time must because it is an established high level income market plus $200,436,000 extra annual payroll created by war projects. Concentrated in but 1/3 of the state's area it is truly Oklahoma's Richest Market. It has:

47.4% of Oklahoma's Retail Sales
(Source: Oklahoma Tax Commission)

51% of the bank deposits in Oklahoma
(Source: Survey by First National Bank of Tulsa)

52.2% of Postal Savings in Oklahoma
(Source: U. S. Post Office)

46.5% of Effective Buying Power in the State
(Source: Sales Management Survey of Buying Power, 1942)

KVOO, Tulsa, Oklahoma
50,000 Watts Day—25,000 Watts Night 1170 Kilocycles
Edward Petry & Co., National Representatives
Command Performance, USA!

Nationally famous for 17 years—the only continuous four hour show in America—the only complete program made into a motion picture—preferred by five out of six listeners to any other Saturday night show—and now a command performance U. S. A.!

What is it? Why it's the original Grand Ole Opry, of course. Not just from the South, not just from the States, not just from North America, but from all over the world, from American fighting men and from America's Allies came the request—"Give us the Grand Ole Opry!"

The WSM talent staff, producers of the Grand Ole Opry and four other network shows, winners of 3 showmanship awards, can produce any type show for any product or audience.

Whether you want to sell to a market whose manufactured products have increased in value 338 per cent faster than the entire nation in the past half century or to keep your brand name alive in a market that has enjoyed 42.8 per cent of the nation's population increase in the past 10 years, choose the South, WSM and WSM talent—for a "command performance" in results.

HARRY L. STONE, Gen'l Mgr.
NASHVILLE, TENNESSEE
"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.

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Subscription $5.00 a Year  
Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

A better buy is KFAB. Fits perfectly over the farm and small town markets throughout Nebraska and her neighboring states. Won't pop a runner in anybody's advertising campaign. For sheer profits, get KFAB to give you a "leg up" in this midwest area. We're rationing some of our time—but there are still good availabilities left, for you.

DON SEARLE—Gen'l Mgr.

KFAB  
LINCOLN
A MEMORANDUM TO YOUR SALES DEPARTMENT

The programs of the ASCAP Radio Program Service are built for sale... and they sell. Written by an experienced staff familiar with the script and sales problems of the small and medium sized radio station, these shows are turning music costs into music profits in every part of the country. If you are an ASCAP-licensed station, this service is provided to you without cost. Almost seven hundred stations are already making profitable use of it.

ASCAP RADIO PROGRAM SERVICE
30 Rockefeller Plaza, New York City

WTMV
"the home folks station"
Broadview Hotel
East St. Louis, Illinois

January 11, 1943

ASCAP
30 Rockefeller Plaza
New York, N. Y.

Gentlemen:

We are pleased to report that your new series, "Marching to Music" was purchased by the first sponsor to whom it was submitted.

The Seidel Apparel Company of East St. Louis liked the program so well that they have signed a contract for one year. So we have placed you directly on the spot to continue this series for an additional thirty-nine weeks.

Also you may be interested to know that the sponsor -- a ladies fashion shop -- liked the program so well that they are using it in a fifteen minute period each day rather than in the ten minute period for which it was designed.

Congratulations on the excellent script!

Sincerely yours,

Carlin S. French
President

CSF:R

NEWS EVERY HOUR ON THE HOUR

BROADCASTING • Broadcast Advertising

March 29, 1943 • Page 5
Say it
With Amnesia... our composite consumer... out-of-sight always did mean out-of-mind.

And that's liable to mean out-of-pocket for you in post-war days if your product is partly or wholly removed from Amnesia's shopping bag for the duration.

The answer? "Say it with forget-me-nots!" Say it with wartime advertising and especially wartime radio. For out-of-sight need never mean out-of-mind...

...if you stay within hearing of Amnesia and her 130,000,000 forgetful fellow consumers.

And by the way, it's no coincidence that forget-me-nots are BLUE.

Because the fast-growing Blue Network... with its aggressive audience building policies... and its efficient coast-to-coast coverage... can carry your wartime message into more homes per dollar than any other national medium.

**WARTIME GROWTH IN BLUE TIME SALES**

<table>
<thead>
<tr>
<th>Quarter</th>
<th>1941</th>
<th>1942</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN.</td>
<td>5.9%</td>
<td>22.7%</td>
</tr>
<tr>
<td>FEB.</td>
<td>23%</td>
<td>28.6%</td>
</tr>
<tr>
<td>MAR.</td>
<td>35.1%</td>
<td></td>
</tr>
</tbody>
</table>

And the trend is still trending! This February, BLUE evening commercial quarter hours numbered 70 against 53 a year before. In that period, the BLUE was the ONLY network to gain in total commercial quarter hours.

**The Blue Network**

A RADIO CORPORATION OF AMERICA SERVICE
Listen, Margarita—I’ve Invented Speech!

The first man who ever succeeded in getting an idea over with speech was certainly no golden-tongued orator. Still, he was surely a long way ahead of his low-browed friends whose means of communication were limited to fists and clubs!

And so it is with Sonovox. After nearly two years of constant work with Sonovox, we know that we’ve only just begun to realize its possibilities in conveying thought through Talking and Singing Sound. But in the meantime, Sonovox users are still a long way ahead of those advertisers whose commercials are limited to ordinary dimensions. . . . For instance, what other commercials do you remember quite so well as the Lifebuoy foghorn, the Woodbury singing violins, and the Bromo-Seltzer talking train?

Sonovox is a new and basic art—a new means of expressing thought. Ten years from now you will be using Sonovox, in the proper place, as a matter of course. But in the meantime, the pioneers at the right are cashing the extra dividends that always accrue to the foresighted. Why don’t you join them?
Radio Donates $86,900,000 to the U. S.

$71,570,000 in Time,
$15,330,000 in Talent

RADIO has donated $86,900,-
000 worth of time and talent for
OWI war messages, the OWI Radio Bureau said Fri-
day in an official summary of
broadcaster-Government co-
operation in bringing war in-
formation to the public. Of
this total, $71,570,000 was
a station time, with $15,330,-
000 for talent.

The statement is an expla-
nation of the round $90,000,-
000 figure for radio, used by
OWI Chief Elmer Davis
Wednesday in explaining to
the public how his organiza-
tion has mobilized hundreds
of millions of dollars worth of private
capital to spread war information
through established media (story
on this page).

Time and Talent

Gifts were broken down to show
time and talent contributed under
six types of Radio Bureau activ-
ities: Network Allocation Plan;
Special Assignment Plan; Feature
Series Plan; Station Announce-
ment Plan; Government transcrip-
tions on local stations; Local War
Programs initiated by stations.

The report shows that OWI is
using one out of every four net-
work night programs; that local
programs originated by individual
stations form the second largest
part of radio's gift for the war;
that U. S. stations will carry more
than 400,000 quarter-hours of Gov-
ernment transcriptions in a year.

OWI's figures for time and talent
deshow a total gift of $28,400,000
under the Network Allocation Plan;
$13,000,000 from the Special
Assignment Plan; $9,600,000, Feature
Series Plan; $2,260,000, Station
Announcement Plan; $7,740,000;
transcriptions on local stations;
and $17,250,000, local programs
initiated by stations.

Although the figures were only
estimates, careful allowances were
made for such items as volume
rate in making transcriptions, and
for network programs used by OWI
which ordinarily be on a
sustaining basis. They represent the
first public effort on OWI's part to
show how it arrives at such figures
as the $64,000,000 radio contribu-
tion mentioned by Mr. Davis when
he appeared before the Petrillo in-
vestigation early last fall.

The estimates are based on radio
operations for a year's period
under OWI's allocation activities.
They include all Treasury and
other operations, since OWI must
show how it arrived at this figure.

The Network Allocation Plan in-
volves a time gift of $19,820,000,
OWI says. Talent would cost an
other $8,580,000, resulting in a to-
tal of $28,400,000 under that single
activity.

OWI-scheduled war messages
utilize slightly less than one-fourth
of all night-time network broad-
casts, the Radio Bureau explains,
and about one-tenth of daytime
shows. In estimating that this time
is worth $19,820,000, the Radio
Bureau cautions, allowance was
made for sustaining programs.
Talent costs were computed on an
estimate of 33% for nighttime
shows and 25% for daytime
programs.

Station Originations

Second biggest radio contribu-
tion to OWI comes from local war
programs initiated by individual
stations. Using a 30-station sample,
and estimating that 40% of these
programs are night, and 60% day,
OWI arrived at an annual estimate
for 750 commercial stations of $15,-
000,000 for time and $2,250,000
for talent.

The Special Assignment Plan
results in an additional gift of $13,-
000,000, computed on the same
basis used to total the Network
Allocation Plan contribution. These
programs, which expressly
indicated a desire to handle special
war messages, involved facilities
valued at $9,500,000, and talent at
$3,500,000.

A yardstick survey of 30 stations
was used to arrive at a figure on
radio's dollar contribution under
the station announcement plan. This
study indicated a weekly net valu-
ation of almost $250,000, or
$12,500,000 annually. No talent
charge was used of this time item.

OWI figured that all U. S. sta-
tions would carry more than 400,-
000 quarter-hours of Government
transcriptions in a year. Applying
an average rate that was weighted
to allow for day and night fees, a
figure of $10,000,000 was accepted.
This, however, was reduced by the
Government crediting a 25% dis-
count for volume, thus leaving a
net value of $7,740,000. Of course,
no talent charge is allowed for
these transcriptions.

The total for the Feature Series
Plan contributions was based on an
estimate of sustaining program
facilities, which indicated an an-
ual value of $7,150,000. Talent on
this, $1,000,000, was based on a
15% talent appropriation.

Davis Praises Cooperation of Media

Lashes Back at Critics
By Reviewing Work
Of the OWI

BLUNTLY hitting back at the
third attack within ten days on
activities of his organization, OWI
Chief Elmer Davis said radio,
press, advertisers, motion pictures
and magazines have matched OWI's
$9,000,000 domestic budget with ex-
penditures totaling hundreds of
millions of dollars to carry war in-
formation to the people.

The Davis statement was in-
tended to prove that OWI already
is doing what Rep. Ditter (R-Pa.)
had criticized it for not doing. Mr.
Ditter had suggested that OWI be
paved to a directing committee to
declare propaganda policy, with
actual execution left to the estab-
lished means of information.

(A new flare-up involving OWI
occurred in the House Wednesday
when Rep. Harnesse (R-Ind.), a
member of the Military Affairs
Subcommittee studying draft def-
erments of Government workers,
attacked OWI for sending "out-
dated" information on its defen-
sents to Rep. Taber (R-N.Y.).
OWI explained Rep. Taber was
aware that the figures were not
new, but had accepted them to save
the expense of a new survey.) [See
Defenrent Hearings on p. 30.]

Media Cooperation

"If OWI were to attempt to do
the entire job of war information
by itself, it would require a budget
of many hundreds of millions," Mr.
Davis said. "OWI believes, and will
continue to believe that the job of
informing the people can best be
done through established media, and
that the main task of a Govern-
ment office of information is to
secure the cooperation of these
media and to give them the material
and information they require."

Radio has made available $900,-
000,000 worth of air time and
talent, the Davis statement said,
at little cost to the Government.
A system has been established for
ordering office of war time and talent.
(see separate story).

Caustically remarking that Con-
gressmen who criticize OWI in
print are seldom the ones that
bother to investigate what actually
goes on, Mr. Davis supplemented
his prepared statement at his Wed-
nesday news conference with a
comment that the was no record
of Mr. Ditter attempting to find
out (Continued on Page 55)
Petrillo Takes His Time on Meeting With Recorders

Postpones Conference Until April 15; Suit Delay Asked

EVIDENTLY determined to bring the transcription and recording industry to its knees and force acceptance of a "fixed fee" royalty proposal as the basis for settlement of the recording strike, James C. Petrillo, president of the American Federation of Musicians, last week set April 15 as the new date for further sessions.

The AFM czar previously had turned down a proposal for a meeting in New York March 24. This followed the flat rejection by the AFRS staff in a New York (March 27) to discuss the forthcoming conference and perhaps decide whether to forge it entirely in the light of the AFM attitude.

'Labor Dispute' Ruling

Meanwhile, another 30-day postponement—from March 29 until April 28—went into the filing of the AFM answer to the second anti-trust suit against the union, based on the recording issue, was sought last Friday in Chicago by Joseph A. Padway, AFM general counsel. Favorable action was regarded as automatic, since the Anti-Trust Division has interposed no objection.

The Government contends in its complaint that the ban is impeding the war effort and that many small broadcast stations will fall by the wayside if it continues. The original suit last fall was dropped by Federal District Judge John P. Barnes in Chicago as a "labor dispute"—a request that the Supreme Court in a per curiam ruling.

Counter Proposal

On March 19, the transcription and recording industry spokesmen asked Mr. Petrillo to reopen negotiations in New York the following Wednesday. The AFM leader countered with the proposal that the meeting be held in Boston April 12. At a loss to understand why Boston was suggested when AFM headquarters are in New York where the record companies also are located, the industry spokesmen objected to the unnecessary travel.

"Well, my boys have had to travel around a lot to meet you," the AFM head was reported as having replied, "so there's no reason you shouldn't move." Petrillo subsequently suggested the meeting in New York on April 15. When asked the reason for the delay he was said to have replied:

"We fixed the place so I'll fix the time."

Misgivings were expressed by several recording industry representa-tives as to whether further discussions, under the circumstances, would be of any value. While April 15 is the date now set, there was some thought that a preliminary meeting with Petrillo might be sought to ascertain whether further direct overtures should not be made to the Government—probably the War Labor Board, in view of the fact that the impasse already has been held legally to be a labor dispute.

The week's conversations with the AFM head were carried on by former Judge Lawrence A. Morrill, general counsel of RCA Victor, as spokesman for the industry committee. It was indicated that the AFM and the War Labor Board might be convened for the new discussions, if they are held.

The recording industry has expressed its unalterable opposition to the proposal that a tax be levied on each recording, with the money to be paid into an AFM relief fund. Suggestions for an alternative solution have been advanced in the hope of bringing about a resumption of manufacture of musical records and transcriptions.

April 1 Deadline Set by WMC For 48-Hour Week Compliance

Broadcasters Must File Proposed Schedules or Apply to Local Officers for Exemption

BROADCASTERS and other employers in 37 critical labor shortage areas listed by the War Manpower Commission must file proposed operating schedules or applications for exemption from the 48-hour week with their regional manpower director by April 1, or be considered as not conforming to the wartime week-work regulations.

On April 14, the Department of Labor advised the AFM that the man-power director will not operate with April 1, or be considered as not conforming to the wartime week work regulations.

Indication that WMC would stand on its non-longer work-week order was offered Thursday when regional directors were notified that employers who had not filed schedules for operations in 48-hour week hours would be expected to propose other adjustments, or seek exemption from the Presidential Order by April 1. Failure to conform to the order means that the AFM will have to arrange the right to hire help or to claim defermiers from Selective Service.

Industry leaders are finding that radio's adjustment to the longer week can be eased if all stations in a critical area will arrange a joint conference with their man-power director. The result of such conferences, it has been found, is a clearer understanding of the changes the director will expect, and of the steps involved.

In some cases, the broadcasters have learned that although they may not be able to operate on a 48-hour week, adjustments are still necessary. The original order for the wartime work-week states that it shall be 48 hours, or if this is impractical, the greatest number of hours less than 48 which is feasible.

Burden of proof that the 48-hour week is impractical in a particular radio station will fall on the individual management, NAB advised its members last week on the basis of discussions with the War Manpower Commission. It is now clear, NAB said, that WMC will not grant a blanket exemption to the radio industry or any other industry.

The NAB discussion with WMC occurred after Joseph L. Miller, director of Labor Relations, had prepared a report on the possibilities of adjusting radio to the longer week in a wide variety of labor and alleviate new hiring. The report, covering 14 stations in Washington, Baltimore and Springfield, Mass, showed difficulties in week to week to save operations, with peaks, and unpredictable crises, made a general 48-hour week impractical.

Problems Involved

Despite this testimony, however, NAB said the WMC feels that in a few cases labor and general office help can shift to the long week. WMC recognized that talent and executives presented a more difficult problem.

An NAB letter advised station managers in critical labor shortage areas that they would have to justify a work-week of less than 48 hours to obtain WMC approval for hiring after April 1. Some suggested points which NAB said managers might consider in appealing to regional directors are:

Comparatively small size of units of personnel; few opportunities to increase in size; the nature of radio's work week; "peak loads"; skeleton force en-

Martin Codel to Overseas Post

MARTIN CODEL, publisher of BROADCASTING, is on indefinite leave of absence and has accepted an overseas assignment with the American Red Cross. His arrival in North Africa was reported last week. He will be Red Cross director of public information for the military theatre, serving under Red Cross Commissioner William Stevenson.

Sol Taishoff, editor, has assumed the executive direction of BROADCASTING.

Don Searle Named As KGO Manager Takes Over Direction April 5, Don Gilman Announces

DON SEARLE, general manager of KOIL-KFAB, Omaha-Lincoln, has been named general manager of KGO, Blue San Francisco As of April 5, by Don Gilman, vice-president in charge of radio and the Blue of the Blue's Pacific division.

In addition to managing KGO, Mr. Searle is managing stations, KFOL, Lincoln, and co-owned with Herb Hollister of KANS, Kansas City, and KMMJ, Grand Island Nebraska.

Mr. Searle was an executive in the petroleum field when he entered radio in 1924, organizing and operating KOIL. From 1935 through 1937 he was general manager of KOWO-Topkea.

In announcing the appointment Mr. Gilman termed it "another example of the pioneering characteristic of San Francisco," adding that "both the business and KGO are growing and will continue to grow. In selecting Mr. Searle as general manager for the Blue's outlet there we believe we have chosen the man best qualified to foster the station's growth."

Born in Council Bluffs, Ia., Oct. 5, 1899, Don Searle attended the U. of Iowa and served in the Army Air Corps in World War I. He began his business career with the Mona Motor-Oil Co., then owned by the Searle family, and entered radio when Haman of the Moran decided to build a station, KOIL, to promote its petroleum products and named him as manager.

Lorillard Baseball

FIRST baseball broadcast of the spring season, sponsored by P. Lorillard Co., New York, for Old Golds, will be heard on WHN New York, WJW Cleveland and WJLA Washington. Bud Barber describes the pre-season exhibition games of the Dodgers. Lorillard will sponsor 164 home and away games played by the Dodgers. Agency is J. Walter Thompson Co., New York.

Heinz Test

AS TEST promotion for its line of baby foods, H. J. Heinz Co., Pittsburgh, on April 5 will sponsor The Baby Institute, a five-week sus-tainer on the Blue since last De-cember. Jessie Thompson, consulting director of the Harriet Johnson Nursing School, is m.c. of the program, which for the first will be an institutional nature, with the idea of keeping its famous name before the public while baby foods are rationed. Agency is Maxon Inc., New York.
McNutt Asked to Clarify Stand on Labor

Fly Sees Conflict in Boards And BWC-FCC

MANPOWER Chief Paul V. McNutt has been asked to explain the position of his organization on the maintenance of broadcasting stations. The request was made by FCC Chairman L. J. Fly, who pointed out that recent Selective Service statements indicate that local draft boards have been authorized to deny registrations in which stations in a community are necessary for the war effort.

Mr. McNutt said draft boards should not be denied sole power to decide which communication services are essential. He adds that local draft boards are autonomous, and in general have done a satisfactory job, but feels the War Manpower Commission should implement meaningful essential services so that all stations will continue to operate.

Conflict in Views

The letter from Mr. Fly resulted from an appeal by a metropolitan New York station informed by Selective Service that although radio communications is essential, no particular station need necessarily be essential to the war effort. Mr. Fly said that even should the War Manpower Commission chief explain that this does not mean draft boards are free to choose an essential station among competing local outlets he feels new steps are needed to protect broadcasting operations.

What relief, if any, is possible, Mr. Fly could not say. In the light of Washington developments it appeared last week that if radio was to get special protection, it would be getting favors that other essential industries were being denied.

Maj. Gen. Lewis B. Hershey, director of Selective Service, bluntly wrote Rep. Talbot (R.-Pa.), that "the time is rapidly approaching when the armed forces will not be able to continue sharing available young men with essential war industries." He said a campaign has long been going on to educate manufacturers to employ females, and men outside Selective Service, "for the purpose of replacing personnel that must eventually go to the armed forces."

NAB President Neville Miller said Thursday he was not surprised by the trend toward deferments. He stated it was his opinion that Selective Service officials have been "sympathetic, understanding and considerate" of the problems of broadcasting.

Mr. Miller said his organization understood that the occupational bulletins were only advisory, and could not be mandatory under the Act. With 6,000 local boards, he added, it is to be expected that the quality of their judgment could not be uniform.

"Meanwhile," Mr. Miller said, "as NAB has repeatedly advised the industry, the training wherever possible of personnel not subject to induction is the safest course for stations to follow in meeting the manpower problem.

Mr. Miller did not comment on the possibility that draft boards might eventually decide deferments by giving a particular station special consideration. In that sense, his statement was in no way connected with the apparent conflict between Mr. Fly and Selective Service.

New Job Index

Meanwhile last week, the War Manpower Commission announced that a new index of jobs already covered in the previous lists of essential occupations had been distributed for use of the U.S. Employment Service and the Selective Service Boards.

Approximately 3,000 items are included and divided into manufacturing and non-manufacturing items. The new list is supposed to assure easier interchange of information between Draft Boards and USES. It is designed to guide draft boards in granting deferments, and in addition, to tell USES which establishments are entitled to priority in placing new workers, and which workers may be transferred without disrupting production.

Included in the list, among others, are producers of combat materials and munitions, repair and maintenance of communications, transportation, maintenance of facilities for civilian health, safety, morale and security, and maintenance of essential functions concerned with promoting or facilitating war production.

Criteria used in drawing up the list, which is merely a restatement of all that has been said before, are: Extent to which the item is directly used for combat purposes; scarcity of supply; relation of the product, service or facility to operation of an essential activity; extent to which it maintains minimum civilian wartime conditions.

IEBW Directs Locals to Admit Women To Meet Growing Technician Shortage

LOCALS of the International Brotherhood of Electrical Workers (AFL) were notified last Friday by International President Edward J. Brown that they must meet the shortage of broadcast technicians either by training draft-exempt men or providing for the employment of women in IBEW shops.

"In view of the present rate at which broadcast technicians are being inducted into military service," Mr. Brown wrote the Broadcast Technician locals, "each local union should promptly take the necessary action to insure the local union being able to service the agreements in its jurisdiction.

To Get Same Pay

"This is a manpower problem which must be met either by the local unions recruiting and training a sufficient number of men who are considered permanently deferred from the draft... to meet the employment demands in its jurisdiction, or to work out the necessary arrangements with the employers... to permit the employment of women in certain phases of technical work for the duration."

These "necessary arrangements" were detailed in a "Memorandum of Understanding" which IBEW instructed its locals to sign with employers before women are admitted to a studio. The memorandum provided that the women could be employed at studio control work, so long as they did not exceed the number of male technicians doing that work. Women were specifically excluded from studio maintenance, master control room, field and transmitter operations. They are to receive the prevailing wage after a 60-day trial period, and are to become union members.

An additional provision binds the employer to replace them with men within six months after the cessation of hostilities. Union officials pointed out, however, that this would have no practical effect, since the Selective Service Act requires rehiring of war veterans.

Women who accept radio jobs under the IBEW memorandums will have full union membership, Lawson Wimberly, IBEW International Representative, informed BROADCASTING, marking the first time the union has admitted women on equal basis with men.

The International Constitution of IBEW will be amended to let them participate in the union retirement fund and other benefits, he said, and they will retain their memberships throughout the war merely by paying their dues.

President Brown told the locals that in view of recent manpower developments and the possibility that military service requirements will increase, IBEW headquarters was of the opinion that some formal policy with respect to employment of women should be stated.

Referring to the issue of hires from locals, and noted that some had already accepted applications from women.

He then mentioned the Memorandum of Understanding which he said should be completed to outline conditions of employment. These memorandums are to be approved by the International office in Washington.

Trial Basis

When a local decides on a plan of training men, he said, it is understood that such men are to be admitted to membership. Women, on the other hand, are employed on a 60-day trial basis, and must apply to the union during that period. The union binds itself to act on these applications before the trial period is concluded.

The Memorandum of Understanding to which the employer shall hire any qualified male provided by the union before hiring any female. If the union is unable to supply acceptable males or females, the employer is then free to employ other females.

CELEBRATING NINE successful years on the networks and particularly the current rating of No. 1 daytime serial, the selling and dramatic forces back of The Romance of Helen Trent met recently in Chicago (to r.): W. E. Malone Jr., advertising manager of BiSoCo Co.; sponsor of the show; Robert T. Meyers, sales manager; Gll Whitney, male lead; Miss Trent; R. W. Blades, company vice-president; E. A. Byrne, Blackett-Sampie-Hummer, Chicago, agency handling the account.

BROADCASTING • Broadcast Advertising

March 29, 1943 • Page 11
Decision on Kay Kyser Hints At More Top Talent Inductions

Davis Has Not Asked Deferment in Three Months
Of Members of His Committee of 25

WHITE HOUSE action in sustaining Kay Kyser's 1-A draft classification, announced last week in Raleigh, N. C., is expected to establish the precedent for future applications of entertainers for deferment from military service. Effect of induction of top entertainers was problematical and while official comments were not forthcoming, except from Elmer Davis, director of the Office of War Information, there was considerable industry talk about the future of the OWI Committee of 25, headed by Mr. Kyser.

Several months ago the OWI sought deferment for eight members of the OWI Committee of 25—past and present—serving in the armed forces. It was understood that these men have been called to active duty and that their applications, upon review, were granted. As of this week it has been understood that members of the Committee of 25 who are still in the armed forces have been granted deferments.

Mr. Kyser's local draft board at Rocky Mount, N. C., had been apprised of his work for the OWI and other Government agencies. When he was classified 1-A an appeal was filed with North Carolina State Selective Service Headquarters. That body sustained the 1-A classification and an appeal was taken to the President.

Mr. Kyser denied on the West Coast that he had filed an appeal and official sources declined to disclose the name of those who had asked his deferment. Meantime, the orchestra leader and m.c. of the NBC College of Musical Knowledge, announced that he is "ready to do what my Government wants me to do."

John Cole, chairman of the Rocky Mount board which refused to defer the chairman of the OWI Committee, said last week he was uncertain as to when Mr. Kyser would be inducted. It appeared likely, however, that he would be called up late in April or early May.

Mr. Davis, before the President's appeals board decision was made public, openly favored Mr. Kyser's deferment. OWI had backed up the appeal on the grounds of his doing important work. Following a recent meeting, the band leader must enter military service, despite his 37 years, Mr. Davis issued the following statement:

"The Office of War Information in the past requested the deferment of eight leading radio stars because they were also serving as consultants to the OWI, helping us to develop the mechanics of using radio programs to disseminate war information and helping us to enlist the services of other radio stars and programs. The demands of war and the need for fighting men have become so acute that for a period of three months we thought the OWI has not been requesting such deferments and will not do so in the future.

"There can be no question of the patriotic duty there was some question as to his niche in the military service. It was generally agreed that the Army probably would place him in charge of a band to entertain soldiers. Since Army regulations prohibit military personnel from participating in private enterprises, it appeared that his radio activities would probably be concluded when he is inducted.

"In serving with him on the OWI Committee of 25 have been Abbott Costello, Goodman Ace, Fred Allen, Amos 'n' Andy (Mr. Godden and Charles Correll), Jack Benny, Mr. Bergen, Maj. Bowes, Bob Burns, Burns & Allen, Eddie Cantor, Bing Crosby, Mr. Eddy, Clifton Fadiman Jean Hersholt, Mr. Hope, Andre Kostelanetz, Fibber McGee & Molly (James and Marion Jordan), Frank Morgan, Mr. Peary, Edward G. Robinson, Jack Smith, Mr. Skelton, Fred Waring and Mr. Ross.

BATTERIES WANTED IN IOWA
Farmers and Dealers Complain of Shortage;
"Some Sets Out of Operation"

By DOUGLAS B. GRANT
News Editor, WMT, Cedar Rapids, Ia.

MANY of the nation's 10 million radio listeners are on the verge of being cut off from radio service because they can't buy replacement batteries for their receivers. Probably never before has radio service meant so much to farmers as now, with the whole world depending on American farm production, and with the possible outcome of the war hanging on it.

Rationing Plans

Thus, the special radio services to farmers such as market reports, weather bulletins and latest Government regulations have become tremendously vital. Yet, ironically, these radio services have been denied thousands of farmers whose batteries have gone dead.

The WBT Waist Watchers, working with the War Production Board and the Dept. of Agriculture for several weeks. While no definite plans have been announced, WMT has been assured by L. L. Needler, incharge of farm supplies for the Dept. of Agriculture, that plans are underway for the rationing of these batteries. He also advised that the WPB believes it can allow an increase in production of farm radio batteries if the Department will undertake the responsibility of rationing them. This the Department has agreed to do and the mechanics of setting up battery rationing are being worked out.

This will be good news to every station with a rural audience, for battery radios are more widespread among farm listeners than is usually realized. In the WMT primary area which includes eastern Iowa and adjacent portions of Minnesota, Wisconsin and Illinois, rural electricians have begun to handle more progress than in most other parts of the country. Yet, in Iowa, on June 30, (Continued on page 18)

Dry Cell Output May Be Altered To Meet Wants
WPB, Cognizant of Shortage, May Revamp Production

OFFICIAL recognition of the shortage of dry cell batteries was given by the WPB Consumers Durables Goods Division Friday, with a promise that "some measure of relief can be anticipated through readjustment and rescheduling of battery production."

Admitting that the need is acute, production sources where radio reception depends solely on battery sets, WPB asserted that in some regions reports indicate that as many as one-third of farm battery situations have not been held up until it can be certain that materials are available.

The statement from the Consumers Division stated that in the last two years, average daily listening time in rural areas jumped three to five hours, imposing an additional drain on the very limited production of batteries that was sharply reduced. War, weather and farm news is credited for this increased use of radio.

Actual increase in production to alleviate the battery pinch depends on a temporary lag in other battery requirements, mostly military, which would permit a transfer of funds to batteries for civilian use. The battery industry has met and is meeting military and other war requirements over 100% WPB explained, and has maintained its maximum production schedule so that it is prepared to resume additional civilian battery production whenever the raw material situation makes this possible.

WPB explained that diversion of raw material to war-essential uses has largely accounted for decreased production of radio batteries since several months, production has been at a rate of less than 200,000 monthly.

Before the war, WPB said, production was 4,600,000 a year, for 2,400,000 sets. The current rate of production would result in only 2,400,000 for a total of 3,200,000 sets now in rural homes.

For this reason, WPB warns that when ever increase in production is arranged, owners will have to conserve their batteries. They are advising the rural radio listener to operate radio for a certain number of hours during the week, to observe particular programs, to avoid long, continuous radio operation, and to take conservation measures.
13 reasons why WSIX dominates

Thirteen leading news commentators, plus eight 15-minute Associated Press news broadcasts daily, give WSIX first call on the news-hungry public throughout the populous and prosperous Nashville area.

Top news coverage is just another reason why WSIX has built a continuous listener audience greater than ever before in its history.

And consequently, more and more advertisers are picking WSIX to broadcast their message to the people of the Nashville area.

Write or wire for availabilities.

Spot Sales, Inc., National Representatives

Member Station the Blue Network and Mutual Broadcasting System

WSIX

"The Voice of Nashville"

5000 WATTS

NASHVILLE, TENN.
CBS Reporter, Drama Get Peabody Awards

**NBC Coast Group, WCHS, KOAC, WHA Named**

**BOTH STATIONS and programs received recognition in the third annual George Foster Peabody Awards, which were officially announced during meeting**

**of the Peabody board in New York, by Dean John E. Drewry of the Henry W. Grady School of Journalism, University of Georgia, and the NAB, joint administrators of the awards.**

A **tual presentation of the awards will be made by Dr. S. Sanford, chancellor of the University System of Georgia, at the NAB War Conference in Chicago, April 25-29.**

Known as the “Pulitzer Prizes” of radio, this year’s citations were selected by the Peabody board members on the basis of “distinguished and meritorious public service and outstanding entertainment.” Last year’s awards placed particular emphasis on program merit, while the 1941 awards were based on station merit.

**Outstanding Performance**

The 1943 winners, based on performance in 1942, are:

- Charles Collingwood, CBS corresponding, for “outstanding reporting of the news”.
- The Man Behind the Gun, CBS, for “outstanding entertainment in drama”.
- The Standard Symphony, NBC Pacific Coast, for “outstanding entertainment in drama”.
- Afield With Ranger Mac, weekly series on WHA, Madison, Wis., for the “outstanding educational program.”
- Our Hidden Enemy — Venereal Diseases, transcribed series on KOAC, Corvallis, Ore., for “outstanding public service program by a local station — 1,000 watts or under”.
- The Home Front, weekly program on WCHS, Charleston, W. Va., for “outstanding public service program by a regional station — up to 10,000 watts”.

Established in 1941, the Peabody Radio Awards are designed as a memorial to the late George Foster Peabody, benefactor and life trustee of the University of Georgia, and to perpetuate his memory by giving educational recognition to meritorious service by broadcasters.

Winners are selected from entries submitted by stations throughout the country by a national advisory board, individual members of which have made special studies of programs in the various categories. A digest of recommendations is submitted to the board by a faculty committee of the U. of Georgia.

Members of the board include: John H. Benson, president, American Assn. of Advertising Agencies; Dr. Ralph Casey, director, School of Journalism, U. of Minnesota; Jonathan Daniels, editor, Raleigh (N. C.) News and Observer; Mark Ethridge, vice-president and general manager, Louisville Courier-Journal and Times; Joseph Henry Jackson, literary editor, San Francisco Chronicle; W. A. Kempter, science editor, New York Times; Alfred A. Knopf, publisher, New York; Dr. I. Keith Tyler, director of Evaluation of School Broadcasts, Ohio State U.; Mrs. Marjorie Peabody Waitle, president of “Yaddo”, artists and writers foundation, and daughter of George Foster Peabody; Edward Weks, editor, Atlantic Monthly; Earl Glade, chairman of the NAB code compliance committee, and Dr. S. V. Sanford, chancellor, University System of Georgia.

The citations, as summarized by the board, follow:

“Award for outstanding reporting of the year goes unanimously to Charles Collingwood of CBS who, with the tools of inference, indigation and fact, has conveyed to us through the screen of censorship an understanding of the troublesome situation in North Africa.

**Tribute to Men in Action**

“Award for the outstanding entertainment in drama goes to the new program entitled The Man Behind the Gun on CBS, brilliantly written by Ronald R. MacDougall and authentically produced by William Northrup Robson, for a timelessness, a racy dialogue and a vivid sound effect which intensify our appreciation of what the men in action are up against.

“Award for outstanding entertainment in music goes to The Standard Symphony, NBC Pacific Coast Network. This is a program now in its 16th year which has performed the double service of bringing the world’s great music to adult listeners along the Pacific Coast and of providing delightful programs of interpretation to 4,700 schools.

“Award for the outstanding educational program goes to WHA, Madison, Wis., for its splendid series on natural science and conservation entitled Afield with Ranger Mac. Originated by the Wisconsin School of the Air, ably and accurately presented by Wakelin McNeil, chief of the Junior Forest Rangers, this series sets an example which should be widely followed.

“Award for outstanding public service by a local station goes to KOAC, Corvallis, Ore., for the program Our Hidden Enemy — Venereal Diseases, which, in the words of the U. S. Surgeon-General ‘has made a unique and valuable contribution. . . .’ These programs were prepared by Dr. Charles Baker, a leading syphologist, for the U. of Kentucky. KOAC has the distinction of being the first to accept this courageous series.

**For Regional Station**

“Award for outstanding public service by a regional station goes to WCHS, Charleston, W. Va., on recommendation of the U. of Georgia faculty committee, for the program The Home Front—a twice-weekly feature which has created and maintained morale by providing authoritative answers to listener questions dealing with the most perplexing of public problems in a community at war. Managing director of the station is Howard L. Chernoff.

In making this award the Peabody board has been guided by the U. of Georgia faculty committee on preliminary selections.”

Last year, the winners of the Peabody Awards were Alfred Wallenstein, MBS music director; Chicago Roundtable of the Air, NBC, for education; Against the Storm, NBC, and The Bill of Rights by Norman Corwin, broadcast on all networks, for drama; Cecil Brown, CBS correspondent, for reporting; and international shortwave broadcasters for public service by individual stations.

The first year of the awards, 1941, citations went to CBS for networks; WLW, Cincinnati, for large stations; WJZ, New York, for medium stations; and KFIR, Columbia, Mo., for small stations. Elmer Davis, now OWI director, was cited that year for his "terse, incisive and impartial reporting of the news.”

Descriptions of the award winners follow:

**Broadcasting**

Radio fame first came to Charles Collingwood last November when he accompanied the Allied forces invading North Africa and was the first net-

(Continued on page 16)
WPAT DOING THREE STAR JOBS FOR LOCAL WAR INDUSTRIES

Located in one of the country's busiest war areas, WPAT in Paterson, N.J., has developed three programs that are doing a real job for Uncle Sam, for war industries and for war workers.

One program—"North Jersey War of Production"—tells which plants are looking for workers, how to apply for jobs and the kind of work open. Material for these half-hour daily broadcasts is obtained through various Government departments, including the W. P. B., the U. S. Employment Service and the Civil Service Commission. The last named agency reports that the number of applicants for jobs in WPAT's territory jumped from 400 to 1000 a day recently as a result of one of these programs.

A second program—"North Jersey Industry Enrolls"—dramatizes the vital work being done by nearby plants in turning out many kinds of equipment for the armed forces.

What's NEW with YOU?

If your station has done a war job you are proud of, send your story to Radio War-Gram Editor, Western Electric, 195 Broadway, New York, N. Y. If suitable, we will use it in one of this series of War-Grams.

What's NEW with YOU?

They rolled up sleeves—and Bond sales!

Down in Nashville, WLAC—utilizing one of the city's biggest department store windows and getting the cooperation of six civic clubs—sold $767,000 worth of War Bonds and Stamps in one four-week period. That was more than two-thirds of the entire county's quota for the month.

From Dayton, WHIO reports $100,000 in War Bonds sold in one day, when Greek organizations cooperated in a giant bond rally, at which a number of boys and girls appeared in medieval Greek costumes.

Using the slogan "Savannah Green Goes to War," station WSAV sold over $35,000 in War Bonds in two thirty-minute programs.

Out in El Centro, California, KXX opened its new Victory Booth—sold $2700 in Bonds the first day. And so it goes, all over the country, as big and small stations continue to help pay for the tools of Victory.

BULLETIN: On his recent "Save a Life" day, Rex Davis, chief announcer of WCKY, Cincinnati—gave a big hand to the American Red Cross Blood Donor Service. A total of 1468 pints of blood were pledged during the drive.

How Hell Buggies get their orders

When American tanks roar into battle, they receive information and orders over radio telephones. Western Electric is supplying much of this tank radio equipment, as well as radio for planes, naval craft and other communications apparatus for the armed forces.

“THIS IS THE HOUR” builds unity

Designed to increase the feeling of unity among peoples of the English-speaking nations, the program "This Is the Hour" is helping to build a common understanding. This program—which originates at KHJ in Hollywood—is heard over the Mutual-Don Lee systems, over stations of the Canadian Broadcasting Corporation and is transmitted for use on the BBC.

Interviews with R.A.F. cadets in training in Southern California point out that English people and Americans are working for the same kind of Victory. In addition, the program provides music and dramatic sketches pointing out how civilians further America's war effort.

The climax of the program consists of the reading of a letter to a specific American boy in training and the dedication to him of a song by the guest star.

Saved by KSAL

West-bound over Kansas, a bomber—so short of gas that two motors had quit—was unable to find the Salina air base because of a low ceiling. At the request of the Wing Commander, KSAL went on the air a half-hour before schedule. Locating the field through the station's signal, the $300,000 plane and its crew of ten landed safely.

Keys to KTSW

Must be a lot of folks around Emporia who never lock their doors. A Kansas railroad man recently collected nearly 11,000 keys—weighing 85 pounds—and turned them over to KTSW in response to a plea for scrap key metal!

KSL localizes OWI releases

Working closely with the local OWI director, KSL of Salt Lake City has done a fine job in coordinating and adding a local slant to the Government's morale-building, manpower and financing programs. Using scripts prepared by the station, the KSL Players dramatize the OWI releases most effectively.

Good work, KRLD!

Down in Dallas, KRLD's weekly program—"Texans at War"—is doing a fine wartime job. Dramatized experiences of Texans at war all over the globe, told by the people themselves, make this series of outstanding local interest. In addition to keeping people on the home front informed, it helps to impress on them their individual responsibilities. Guests on the program come from all walks of life—the armed forces, war workers and just plain John Q. Publics.

BROADCASTING • Broadcast Advertising
Programming Placed in NAB Agenda

Executive Committee of Directors Discusses War Problems

Programming is given an important spot in the setup of the NAB as a result of a two-day meeting in Washington last week of a temporary program directors executive committee.

At the close of the conference Thursday, Neville Miller, NAB president, announced that the temporary group would continue as the official program directors executive committee for the coming year. His announcement was in keeping with the committee's wishes, expressed in a resolution.

To Attend Conference

The program directors immediately set about planning active participation in the War Conference in Chicago April 27-29. Speakers will be invited to address the program men, and stations will be urged where possible to have their program directors attend the Conference.

After listening to Lewis H. Avery, NAB director of broadcast advertising, outlining the Retail Promotion Committee Planners, the program directors gave the plan their whole-hearted approval and agreed to cooperate with other NAB committees in the interests of the industry.

Though the sessions were closed, it was learned that the program men tackled their problems with a view to improvement of programs generally. Mr. Miller told the committee at the opening session Wednesday that "the program executive committee in its field can parallel and cooperate with the work of other NAB committees."

Earl Glade, manager of KSL, Salt Lake City, and chairman of the NAB programming committee, said "it is in the interest of good programming and service to the public to be conscious at all times of the goal which each program is trying to achieve."

Mr. Avery, reporting on the sales managers committee, said the group is "anxious to cooperate with the program managers committee to improve commercial programs, reduce mortality of ill-advised programs and develop new sustaining ideas for commercial sponsorship."

Willard D. Egolf, assistant to the president of NAB, told the program directors that the NAB public relations goal is to be known far and wide for the greatest number of persons.

"This is a challenge to our own medium, because radio reaches the greatest number of people," he declared. "We must not mistake the challenge, however, and use our facilities for broadcast braggadocio, pointing at ourselves with pride. It is a challenge to us to use the general good conduct of our programming provides the best opportunity to do a fine public relations job. Be good to the people. Do good deeds. Our greatest concern must center on commercial programs, because while they undertake to be good to the people, they ask the people to be good to them, too, by buy radio-advertised products."

Guide Sought

Roy Harlow, assistant to the general manager of BMI, said the success of BMI program directors meetings as applied to BMI problems "is significant to the plans being formulated by the program managers executive committee."

Following a report on program trends by Paul Peter, NAB director of research, the newly-created committee recommended that a study of program trends and influences with a thorough analysis calculated to make the information valuable in advance be made.

With reference to "plug-ugles" the program directors concluded that recent complaints have been personal in nature, not founded in a knowledge of the medium and not substantiated by any convincing expression from the general public.

The committee indicated it would seek a central correlation and distribution outlet of important program ideas and policy information, and work towards a closer relationship between sales managers and program directors of individual stations. No action was taken in the small station's problems, the subject being tabled for further discussion later.

At a luncheon Thursday Lt. Col. E. M. Kirby, chief of the War Dept. Radio Branch, spoke briefly on Army regulations governing interviews of wounded military personnel. Mr. Glade made a plea for sympathetic, sensitive handling by announcers of all casualty interviews.

Guests at the luncheon included William B. Lewis, Don Stauffer, Douglas MacLean and Peter Phillips of the OWI; J. Harold Ryan and Eugene Carr, Office of Censorship; Capt. Frank Pellegrin, War Dept. Radio Branch; Earl C. Cunningham, Frazier; Elmer Russell, NBC Washington vice-president.

Text of the resolution adopted by the program committee follows:

WHEREAS, Neville Miller and other officials of the NAB have called this meeting of program managers in Washington, with the statement that "programming is one of the most vital and important problems of the radio industry;"

THAT BE IT RESOLVED: that a Program Managers Executive Committee be continued as one of the permanent committees of the NAB; That it be the purpose of this Committee to conduct meetings similar in nature to that of the other NAB Committees in furtherance of the work of the NAB;

That we express our sincere appreciation to all who have cooperated and assisted the committee as it is organized and reorganized by the Code Committee of the NAB.

That time be allotted to the Program Managers at the NAB War Conference for a discussion of problems Philip Philips faces in programming under war conditions.

PROGRAMS TO MEET wartime needs were discussed in Washington March 24-25 at the first meeting of the NAB Program Directors Executive Committee. Conferences are (seated 1 to r): Harold Fair, WHO, Des Moines; Herbert C. Rice, WGR, Buffalo, N. Y.; Neville Miller, NAB president; Earl Glade, chairman of the NAB Code Committee; Robert Landry, CBS New York, Standing (1 to r): Roy Harlow, BMI; Tod Williams, WSPD, Toledo; William Adams, WCHS, Charleston, W. Va.; Robert L. Kennett, WHAS, Louisville; Ray Shannon, KQV, Pittsburgh; C. L. Menser, NBC New York; J. Robert DeHaven, WTCN, Minneapolis, was unable to attend.

Blue Network Affiliates Plan Chicago Meeting Prior to NAB Conference

BLUE NETWORK affiliates will hold their second annual session in conjunction with the NAB War Conference sessions in Chicago, meeting at the Palmer House April 25-27, as advance of the industry sessions.

BLUE President Mark Woods and Executive Vice-President Edgar Kobak, as well as other officials of the network, are expected to address the affiliates at the afternoon meeting. Monday morning the BLUE Network Advisory Committee will meet.

Already aligned as among the principal speakers at the War Conference April 27-29 are Byron Price, director of censorship, and James Lawrence Fly, FCC chairman.
An Interlude of Sparkling Song Including the
SCANDINAVIAN
RUSSIAN
SPANISH
ITALIAN
POLISH
GERMAN
GREEK
LITHUANIAN
UKRAINIAN
FRENCH
ORIENTAL
CUBAN
SOUTH AMERICAN
HAWAIIAN

WHOM'S Champagne Internationale MUSIC
1480 ON YOUR DIAL....
MON. THRU FRI.-9:30 P.M

A tingling tune-tour of many lands... a
melange of mellifluous melody with an
international flavour... garnished with
zesty comment (in English)... presented,
fittingly, by WHOM—the foremost station
catering to the seven million internation-
ally minded radio listeners in our metro-
politan melting pot.

PRAISE-A-POPPIN!
"Champagne Music is tops... I listen regularly."
Mr. G. J., Brooklyn.

"Enjoyed the Russian number tonight... would love
to hear Hungarian music, too." Mrs. D., Bayonne, N. J.

"Find your Champagne Music most enjoyable. Like the
Scandinavian numbers." Mr. H. S., New Dorp, S. I.

"Our visiting French sailors enjoyed your program im-
mensely. It takes us back to our beloved Paris. Merci!"
M. M., N. Y.

"Champagne Music is sparkling... a refreshing change
from the eternal noisy jitterbug stuff." A. M., Brooklyn.
( and many many more!)

AGENCIERS: Investigate this ideal program for reaching your vast
international audience of New York— in English.

$119 weekly buys a ½ hr. strip across the board— Mon. thru Fri. $42.50 buys 5 announcements across the board— Mon thru Fri.

WRITE OR PHONE: WHOM — N. Y. Studios & Office 29 W. 57 St. — PLaza 3-4204 — Joseph Lang, Gen. Manager
Round the Clock Bond Sale Planned
700 Stations to Give Over April 12 to Loan Campaign

FIRST details of individual station plans for Radio Day, around-the-clock Bond selling day on the vast majority of the nation's stations, were received by the Treasury last week. Over 700 stations, together with the four major networks, have so far signed that they will devote April 12 to pushing the $13,000,000.000 Second War Loan Campaign.

Stuart Peabody, Borden Co. advertising director who heads promotion for the campaign, said that all media will cooperate throughout the month. He added that the Treasury is anxious to avoid reanimations similar to those following the December campaign when some Federal Reserve Banks bought newspaper space. To achieve this the Treasury has instructed the banks that no Government expense money is to be allocated for time or space.

Reports from New York indicated that many individual banks and financial organizations were planning to advertise during the campaign, but such expenditures are beyond control of Treasury instructions.

Plans of the first 50 stations reporting to George Sermont's telegram seeking radio's cooperation (BROADCASTING, March 22), were listed in the Treasury's own War Bond sales promotion materials. Some mentioned were: WAAT, WMCA, New York; KECA-KFI, Los Angeles; tie-up with "Ice-Capades," WCLO, Janesville, Wis., to organize a Wisconsin network; WSAV, Savannah, Ga., to cooperate with five theaters; WKBZ, Muskegon, Mich., organizing of five stations; KOOL, Seattle, All-State Victory Network; Don Lee stations to cooperate individually and collectively.

In New York, attempting to arrange city network; KOA, Denver, planning statewide campaign, cooperating with other stations and newspapers, featured nightly broadcasts by Gov. John C. Vivian; WHEB, Portsmouth, N.H., to devote 10 of 14 operating hours to Bonds; WELI, New Haven, to broadcast numerous rallies around the clock; WIBW, Topeka, Kan., featuring 1½ minute appeals by state and national leaders; WLSL, Roanoke, Va., to air talks by veterans of Australian and Guatemalan campaigns.

Chase Named to CBC
HOWARD B. CHASE Montreal, vice-grand chief of the Brotherhood of Locomotive Engineers, has been named by Prime Minister Mackenzie King as a member of the Canadian Broadcasting Commission which has been in existence since 1932 and which has a term of office of 10 years from Nov. 1, 1942. He will represent labor on the CBC board.

BASEBALL BRASS HATS got together with radio bigwigs last week to plan another broadcasting season via facilities of the Yankee Network. Front row we see (l to r): John Shepard 3d, general manager, Yankee Network; Eddie Collins, Red Sox general manager; Joseph R. Rollins, advertising manager, Atlantic Refining Co., a co-sponsor of the games; John Quinn, Boston Braves secretary; Les Quigley, N. W. Ayer sports director; back row (l to r): R. W. Orr, account executive, Linus Travers, executive vice-president, Yankee Network; and Gerald Harrison, network director of stations relations.

FCC Abolishes War Problems Division; All Personnel Absorbed in Other Units

NEEDING the suggestion of the House Appropriations Committee that the desirability of discontinuing its "War Problems Division" be considered, the FCC last Wednesday abolished the unit but absorbed all of its personnel in other branches of its law Department, largely to fill existing vacancies. The appropriations measure carried $206,000 for this division and a net savings of approximately $100,000 is entailed through the action, it was stated.

Nathan David, assistant general counsel, hereafter assigned to the War Problems Division, retains his status as assistant general counsel without portfolio, reporting to General Counsel Charles R. Denny Jr. for special assignments.

Questioned by House

Of the 40 employees in the abolished division—30 of them lawyers—five attorneys have been absorbed in the Broadcast Division of the Law Department under Assistant General Counsel Rosel Hyde. The balance have been distributed to other branches, mainly to fill existing vacancies, where the field force, largest single unit, has been transferred, for administrative purposes, to the Administration and Litigation Division, headed by Harry Plotkin.

In reporting the Independent Offices Appropriation Bill carrying $7,600,000 for the FCC last month, the Committee cited the request for $206,000 for the War Problems Division and for $28,000 for a hemisphere communications unit. It said it had not eliminated these funds because they were requested as "a national defense measure," but added that it regarded the value of these projects with "some skepticism and recommends that the Commission carefully consider the desirability of discontinuing them."

While the War Problems Division was abolished, the hemisphere communications unit is being retained upon recommendation of General Counsel Denny. Its staff includes five attorneys and three clerks.

The five attorneys transferred to the Broadcast Division are Hilda Shea, Leonard Marks, Jerome Spingarn, Robert Neuner, former professor of Yale Law School, and Olivia Sachs. For the most part they will fill existing vacancies.

Field Group Active

Transferred to the Administration and Litigation Division, under Mr. Plotkin, to fill vacancies, were Jeremiah Courtney, Leo Resnick (shortly slated to enter the Navy); Jerome Kitten, Robert Fenton and Sylvia May (who will complete the organization of the administration section of Mr. Plotkin's division.

The field section of War Problems, largest independent unit, works for all divisions of the Law Department, including common carrier. For convenience, this section, the Administration and Litigation Division, headed by Harry Plotkin, is located on the sixth floor.

Simultaneously, the Commission authorized the closing of two field offices—Atlanta and Dallas—leaving five such units. These are in New York, Boston, Chicago, San Francisco and Portland, Ore. The personnel totals 12 attorneys and four clerks.

The War Problems Division was created early in 1942 as the successor to the National Defense Section set up under Mr. David in July 1940. As its work developed, it was given the status of a division.

UNITED TO USE 250 OUTLETS FOR DISCS

ONE OF THE MOST elaborate radio advertising campaigns to be used in the film industry was started last weekend by United Artists for its anti-Nazi release, "Hangmen Also Die." United has set aside approximately 250 outlets for the purchase of time on 250 stations, advertising in every city or town where a picture will show. A number of small stations, usually overlooked by film advertisers operating on the "selected market" basis, are getting their share of the contracts.

Schedule calls for 18 "teaser" transmissions a day, for three minutes on each station prior to the opening of the movie in each community. Campaign started March 28, building up to a simultaneous opening April 1 in Syracuse, Kansas City, Baltimore, New Orleans, Cleveland, Rochester, Louisville, Providence and St. Paul.

A set of 18 completely different transcriptions has been prepared, each one arranged to suit the mood of the listener at various times of the day. Starting on a pleasant note and ending in a philosophical mood. The recordings present brief excerpts and sound effects, avoiding dramatic situations.

Donahue & Coe, New York, handles the account.

Grade Labeling Inquiry Is Reported to House

INVESTIGATION of plans of Government agencies to order grade labeling, and curtailment of all advertising in talks on "Free radio" to the House last Thursday by its Rules Committee which had approved same a month ago, was introduced by Rep. Haleck (R-Ind.) (BROADCASTING, Feb. 8, March 1, 22). The resolution would authorize the House Interstate Commerce Committee to spend $10,000 on the inquiry.

Throughout the past week, Price Administrator Prentiss M. Brown was subjected to heavy pressure by elements in favor of and opposed to grading, and the two competing groups warned him on Monday that "confidence of consumers in your administration" requires enforcement of grade labeling regulations. Food processors are fighting the measure on grounds that it is impractical and costly.

To Direct Symphony

ARTURO TOSCANINI and Leonold Stokowski will again conduct the N.Y. and Chicago orchestras this year, the 24-week 1943-44 season to be equally divided between the two renowned directors, according to N.Y. Symphony President H. H. Krehbiel. The new season starts Oct. 31. The established Sunday afternoon period from 5-8 p.m. will be used.

Award to WNYC

MUNICIPAL Broadcasting System, operating WNYC, New York, last Tuesday received radio station's award for outstanding cultural service to the City, presented by the Metropolitan Art Society, Morris Novik, executive director of WNYC, received the award during its annual broadcast on the station at 4:45 p.m.
LOOK BEFORE YOU LEAP!

Many a good program is skating on thin ice. Coverage alone is not enough. To carry weight saleswise, radio coverage has to be pretty thick . . . and the thicker the better.

C. E. Hooper, who is engaged continuously in testing the thickness of station coverage, will tell you that WKY's coverage is by far the thickest of any station in Oklahoma City, morning, afternoon, and evening . . . two to three-and-a-half times thicker than the next station.

Give your radio advertising the chance to perform at its best in Oklahoma by putting it on WKY, the station that covers this state more widely and more thickly than any other station.
Paley's Annual Report Praises Net-Client War Coordination

American People Owe Debt to Advertisers Who Make Possible a Free Radio, Says CBS Head

"AmerIcAN broadcasting has already demonstrated during 1942 how its usefulness to our social and economic life in peace can become invaluable in war," says William S. Paley, CBS president, in his annual report to stockholders, issued last week.

Describing the merger of the network's "own creative talents, experience and broadcasting facilities with the skilled radio showmanship of CBS clients" to transform peacetime broadcasting into "an instrument of service to the nation in wartime," Mr. Paley continues:

All Contribute

"Everyone who has helped in this coordination of broadcasting has played a praiseworthy and essential role. The regular radio artist whose devoted CBS audience is numbered in the millions and whose entertainment now includes messages of vital wartime importance; the radio engineer who keeps the stations on the air day and night; the programming executive who has helped to shape the course of radio working smoothly and efficiently during an important international broadcast; the CBS news correspondent who moves up to the front lines of battle in Africa, China or the South Seas to get the stark reality of news as it is made; all of these, and many others whose roles were less conspicuous, are today in the service of their country.

"The American people," Mr. Paley declares, "owe a great and real debt to the buyers of radio programs, who, by their investment in broadcasting in war time, make possible a free American radio—and who, without exception during 1942, repaid the expenses of the programs towards the manifold, urgent projects of war.

"During the year there were 66 such advertisers on the Columbia Network, and the number who swiftly and skillfully put their CBS radio programs to work for the war effort was precisely 66. Some of them provided special programs wholly concentrated on war topics; some of them waved war themes into the plots of their regular programs; many of them sponsored news broadcasts which were very novel in the absence of war information; all of them served from time to time as the vehicles for official appeals and announcements, inspired by the Government. The radio artists and their agencies, in collaboration with the Office of Facts and Figures (later the Office of War Information) launched weighty war programs under an ingenious and orderly 'Network Allocation Plan' whereby each of the major projects of the war is broadcast, at the season of its greatest urgency, in a planned sequence to the mass of people."

Covering every phase of CBS operation, the report states that during 1942 four of the eight CBS owned and operated stations went on 24-hour daily schedules to serve as "key" monitor stations for the Army Fighter Command, providing as a by-product of this service entertainment during the early morning hours for war workers whose nights have become days for the duration.

Programs, Listening Post

From Dec. 7, 1941, to Dec. 7, 1942, CBS operated 6,280 hours; broadcast 6,601 war programs, 3,723 war announcements, plus 4,158 broadcasts of war news and news analysis. The CBS listening post, recorded, transcribed and translated more than 30,000 broadcasts from 40 different points of the globe.

With television broadcasts reduced last June from 15 to 4 hours a week and program experiments curtailed, the CBS television engineering staff "dedicated itself almost exclusively to special projects in war research... The experiments and techniques developed in this field by the electronic engineers who are adapting them to the critical new problems of modern warfare are certain to play an important role in planning the post-war development of television."

Appended to the president's report is the financial report of Frank K. White, vice-president and treasurer, which shows that during the 52 weeks ending Jan. 2, 1943, the network's gross income totaled $62,211,673, an increase of $5,765,268 from the $59,456,305 gross income for the 53 weeks ended Jan. 3, 1942. Increased operating costs and Federal taxes, however, reduced the net income for the period by $681,036, from $4,804,734 in 1941 to $4,123,698 in 1942, or from $2.80 to $2.50 a share. Cash dividends of $2 a share were paid in 1942, compared with $2.00 a share in 1941.

TO ACQUAINT the advertising staff and department executives of Armour & Co., Chicago, who pass upon advertising expenditures, with radio as a medium, a series of two evening sessions was arranged by Clair H. Shaver of the Broadcasting and Advertising agencies. In the studies of NBC at the Merchandise Mart, Chicago.

NBC and BLUE executives explained radio operation, programming, merchandising and promotion, and gave examples of successful radio utilization. Paul McLerue, sales manager, Jules Herveaux, program director, and Bill Weddell, assistant sales manager, of NBC Central Division; Merrill Schoenfeld, sales manager, and Emile J. Huber, promotion director, of BLUE, Chicago, addressed the sessions. Similar meetings explaining the behind-the-scenes operation of other media are being sponsored by Armour for its executives.

Razor Repair Spot

AUGMENTING its repair service started on WABC, New York, March 1, Packard, president of the Packard Motor Car Company, New York, has purchased three participation positions on "Morning in Manhattan" on WEAF, New York, Ray Hirsch Co., New York, handles the account.

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LABOR TOOK the AIR in Phoenix when the Arizona State Federation of Labor, with 18 unions participating, signed a year's contract for a five-weekly quarter-hour newscast on KOY. Contract signer is Earl L. Books, president of the Arizona Industrial Commission by Gov. Sidney P. Osborn. Seated also is A. E. Williams, secretary of the Building & Trades Council. Standing are Lonon A. Baldwin, secretary, Hotel & Restaurant Employees Local 631; W. R. Austin, KOY sales department; Wade Church, public relations counsel; Harold A. Safford, manager of KOY, whose cowboy "git-up" was a part of Rodeo Week in Phoenix.

ARMOUR AIR COURSE
Arranged for Executives by
Clair Heyer

WALB Hearing Moves to Atlanta

FCC Grants Herald Petition For Resumption April 5

RESUMPTION of the FCC's inquiry into the application of WALB, Albany, Ga., for renewal of license, on April 5 in Atlanta, was authorized by a Commission vote last week. The renewal proceeding involves purported participation on WALB's behalf by Rep. E. E. Cox (D-Ga.), chairman of the House Select Committee to investigate the FCC.

The Commission, by a 4 to 3 vote, granted the Herald Publishing Co. application for adjournment of the hearing set for March 23 to April 5, at the Federal Building in Atlanta. The proceeding covers not only renewal of license, but the station's application for a construction permit and for voluntary assignment of the license to a new corporation.

Toussaint May Be Excused

"At the time of the adjourned hearing," said the Commission action, "it is expected that each of the parties will present new evidence as may be necessary to a completion of its case." The Commission added it would not require the full panel of C. D. Toussaint, official of the Herald Publishing Co., "if convincing evidence at that time is presented to the examiner that Toussaint's attendance at such hearing will be seriously detrimental to his health."

It is understood the Commission originally was divided on the postponement, with the majority led by Chairman James Lawrence Flying opposing the continuance. The three-to-three tie was broken, however, with the vote of the seventh Commissioner, who had not attended the meeting at which the vote originally was taken.

Crosley OWI Petition

A NEW international broadcast station, WO, 610,000 kc., is sought by the Crosley Corp., now operating WLO and WSAI, Cincinnati, standard broadcast stations, and WLWO, shortwave transmitter at Mason, O. The new station is planned as a unit of the OWI chain employed in the Government's psychological warfare, and its programming will be under the direction of the OWI and the CIAA. Transmitter equipment is leased from KFAB Broadcasting Co., Elkhorn, Nebraska, of standard broadcast station KFAB. Power requested is 50 kw., emission A3, and to broadcast on all frequencies between 11710, 17800, 15250 and 21650 kc. is sought by the Crosley Corp., now operating WLO and WSAI, Cincinnati, standard broadcast stations, and WLWO, shortwave transmitter at Mason, O. The new station is planned as a unit of the OWI chain employed in the Government's psychological warfare, and its programming will be under the direction of the OWI and the CIAA. Transmitter equipment is leased from KFAB Broadcasting Co., Elkhorn, Nebraska, of standard broadcast station KFAB. Power requested is 50 kw., emission A3, and to broadcast on all frequencies between 11710, 17800, 15250 and 21650 kc.

Fertilizer Spots

NITRAGIN Co., Milwaukee (fertilizer), has placed one-minute spot announcements on WLS, WHO, WTAD, WIBW, WDJ, KMA KFNF WHKC and the Wisconsin "Good Night" for six weeks of spot announcements through Western Adv. Agency, Racine, Wis.
The best way to sell all three parts of the West Coast Market...

1. **In Washington and Oregon,** where half the population and buying power lie outside the four Metropolitan Districts, you need **power** for efficient radio coverage. Through KIRO, serving Seattle-Tacoma with the only 50,000 watt transmitter in the Northwest...through KOIN-Portland and KFPY-Spokane...the Columbia Pacific Network covers both halves of this market with three times the wattage of any other network in the area.

2. **In Northern California,** where people and dollars are chiefly concentrated in the Metropolitan Districts, you need **coverage from within.** Here KQW blankets the San Francisco-Oakland and adjacent San Jose Districts with a directional power pattern...while KROY-Sacramento, KGDM-Stockton and KARM-Fresno provide the only coverage-from-within of any single network in Northern California's three other Metropolitan Districts.

3. **In Southern California,** where more than four-fifths of the market is confined to the Los Angeles and San Diego Districts and the forty mile coastal strip in between, a **single powerful station** can do the job for you economically. KNX—pouring 50,000 watts directly into Los Angeles and across salt water into San Diego—provides a daytime primary area that contains more than 99% of all Southern California's population and buying power.

*The Columbia Pacific Network has made a detailed, informative study of each of these three major marketing sections of the Pacific Coast. Get the story from your nearest Radio Sales office.*
FIRST station to "toss in the sponge" since the FCC's policy rule of March 9 refusing operation suspensions for the duration without prejudice to WPID, Petersburg, Va., local, which advised the FCC last week it is surrendering its license effective March 31.

The decision to toss in the license came under the FCC had ruled in the case of WPID and of KAST, Astoria, Ore., that as a matter of policy it would not authorize suspensions for the duration, but would consider requests for permission looking to temporary suspensions for short periods [BROADCASTING, March 15]. Whereas WPID has suspended its operation since the war's advent. Last Tuesday the FCC authorized deletion of the call letters of WJWC, Hammond-Chicago, which turned in its license a month ago.

**Newspaper Affiliate**

WPID is affiliated with the Petersburg Progress-Index. The newspaper organization, also is affiliated with the Norfolk Virginian Pilot, which operates WTAG. The Lewis-Huber Newspaper Corp., of Norfolk, owns the majority of the common stock of the Petersburg Newspaper Corp. Frederick Lewis Jr., chairman of the board of the Petersburg Corp., is also vice-president of the Richmond Times-Dispatch Publishing Co.

In a letter to the FCC March 15, Mr. Lewis pointed out that the station has suffered additional heavy personnel losses since the petition of Feb. 25 was filed and that its economic outlook is not good. In making the decision, he said his company had given full consideration to its responsibilities in the war effort. Programs of this type, however, will be available to the area from WRVA, with 50,000 watts, and WENI, and WMBG, both using 5,000 watts, all in Richmond, about 20 miles away, and all delivering acceptable signals to Petersburg.

"We expect to maintain our studio and transmitter equipment intact and in excellent condition, and when the war is over again to apply for the license, if and when we presume the local service previously rendered by WPID," said the letter.

In its petition of Feb. 25, WPID brought out that due to a combination of sharply declining advertising revenue and increasing heavy losses, and the impossibility of obtaining competent personnel it "has become impossible to continue operation as service acceptable to the listening public in the area served by WPID."

**IN THE SPIRIT of his commercials, Commentator "Prof." William C. Lang hopped hearty breakfast before his 7:15 a.m. newscast for Wheaties on WNAX, Sioux City-Yankton. At least the photo is supposed to symbolize that, with Wynn Hubler, WNAX feminine newscaster, obilging with the microphone Program Sun-Kent 15, and is aired six days weekly.**

**Bond Adds**

BOND STORES INC., chain store for men's clothing with headquarters in New York, has expanded to two additional stations, and has resumed news programs on 10 stations after a brief lapse of time following the completion of a 13-week cycle started in September. Bond has signed for a six-week musical clock program on WTYM, Cleveland, and a six-week newscast program on WCOL, Columbus. Firm, now using news and musical programs on about 38 stations throughout the country, has resumed news periods for a 13-week period on WJU KFBZ KLBD KGKO WHPI WDDB KGEN WACE WTRY WBRE. Agency is Neff-Rogov Inc., New York.

**KAST to Stay as Long as There's Steam Enough to Get a 'Tootle Out of Whistle'**

As LONG as there's enough steam to "get a tootle out of the whistle" KAST, Astoria, Ore., will not fold up, James C. Wallace, manager, advised T. J. Slovie, secretary of the FCC, in a telegram last week. KAST had been listed by the FCC as one of a half-dozen stations which had suspended operations due to wartime economic losses. Later, however, the FCC denied applications of both KAST and WPID, Petersburg, Va., for authority to suspend [BROADCASTING, March 15]. In denying the requests the FCC made known its formal policy that no authorizations for suspension would be granted that on individual basis, requests for permission to temporarily suspend for short periods would be considered.

**250 Watts Power**

Operating on a frequency of 1230 kc, KAST, an affiliate of MBS and the Don Lee network, has an estimated audience of thousands of requests for news by the Astoria Broadcasting Co., of which M. R. Chessman is president. Mr. Wallace's telegram to Mr. Slovie follows:

"Your assistance in clearing up statement page 54, March 15 issue of BROADCASTING would be greatly appreciated. BROADCASTING lists KAST among those having suspended operation. This is incorrect. We submitted application for suspension which Commission acted upon. Local Station Commission has clarified suspension policy."

"Please inform BROADCASTING that KAST at present time has no intention of suspension. Although indefinite future may irrecoverably force suspension, the station knows now where it stands. While we represent whistle-stop radio, the station intends to operate just as long as there is steam enough to get a tootle out of the whistle."

"It may take a prayer in one hand and a club in the other but we intend to keep pitching. After all, who pays the rent with an effort even in the bus leagues. Thanks for cooperation."

**B. ALTMAN STARTS PROGRAM ON WJZ**

IMMEDIATELY following the conclusion of a 10-week test campaign of WJZ, New York, by the manufacturers of Queen Make Dresses, B. Altman & Co., New York department store and local outlet for WPID, a weekly participation on Nancy Booth Craig's Woman of Tomorrow, for its budget dress division. The program is the same previously used by I. Ginsberg & Bros., New York, for Queen Make Dresses, in one of the first radio ventures in the moderately priced dress field.

The Altman contract appears to be a bid for dress division's campaign, which drew thousands of requests for a novelty doll satchel and mail order form offered once a week for eight weeks starting Jan. 15 [BROADCASTING, Dec. 21]. Due to difficulties in obtaining material for the dress featured in miniature in the card, the offer was not repeated on the two concluding broadcasts.

Contract for a weekly participation on WJZ, starting March 16, marks the first use of radio by Altman. Consideration to its responsibilities to the store's moderately-priced dresses, without featuring any particular brand, an agency for Kelly, Nason Inc., New York, Abbott Kimball Co., New York, handles advertising for Queen Make.

**Locals Get 'Tracy'**

SIXTH BLUE series offered to affiliated newspapers is Dick Tracy, program dramatizing the newspaper cartoon strip. Sweets Co. of America, Hoboken, N.J., took control of the program March 15 on 31 BLUE stations, Monday, Wednesday and Friday, 5:15-6 p.m. [BROADCASTING, March 15]. The feature will be offered to local sponsors for Tuesday and Thursday on these stations. Usually the Tracy story is Monday, Wednesday and Friday on all others of the BLUE. First local sponsor is Fischer Bak Co., New York, which has contracted for the program for Fischer Enriched Buttercup Bread of WJZ, Tuesday and Thursday. Agency for Fischer is W. E. Long Co., Chicago. Sweets Co. agency is Duane Jones Co., New York.

**KDYL CP Denied**

THE FCC on March 24 announced adoption of its proposed findings to deny without prejudice the application of the Intermountain Broadcasting Cooperative of KDYL, Salt Lake City, for construction permit to change frequency from 1520 to 860 kc, in response to a petition by the local CP, 1050, made changes in directional antenna for both daytime and nighttime use and transmitter power. The decision was expected in view of the order of April 27 freezing equipment.

**Jack Kapp, president of Decca Records, is in Hollywood interviewing film studio music composers, songwriters and artists on future recording activities when the AFM ban on transcriptions and recordings is lifted.**
According to a recent survey of national business placed in Chattanooga, Time Buyers throughout the nation have registered their overwhelming preference for WDOD over all other Chattanooga radio stations.

Sales Management's most recent High-Spot survey shows Chattanooga leading all Tennessee cities in sales increase. Employment in manufacturing industries in August, 1942, was 35.3 per cent above the 1939 average.

THE TIME BUYERS' STATION

WDOD
CBS FOR CHATTANOOGA, TENN.
5,000 WATTS DAY AND NIGHT
Transportation Ban Expected To Keep Season Audiences Up

Entertainment Units Passing Up Small Towns; Many Areas Deprived of Live-Talent Shows

**TIME OUT** from war for Lt. E. K. Carroll, format-director and program-manager of WMZM, Macon, Ga., to catch up on his radio. He visited WMZM recently while on leave from En- doctrine in USNR at Quantom Point, R. I., to a new assignment.

**'DEAD AS MUTTON'**
H. G. Wells Says Newspapers—Will Be Scrooped

NEWS in the future will be distributed by radio and telephone, H. G. Wells, British historian, and proponent of things-to-come, told the British Assn. for the Advance- ment of Science last week.

Declaring that newspapers are “dead as mutton” and will be “regu-lated to the scrapheap,” he said it seems more reasonable to dial news for a summary of the past few hours than to buy “three or four newspapers to find out what is being concealed from us.”

**KFQD Power Increase**

BECAUSE of military operations in Alaska which demand additional service, the station KFQD on March 23 granted KFQD, Anchorage, a con- struction permit to install a new transmitter and increase power from 250 to 1,000 watts, subject to condition regarding materials and that permittee will satisfy legitimate complaints of blanketing. The grant is made to the Anchorage Radio Club, present licensee, with consent to transfer to William J. Wagner, owner since Jan. 1, 1942, as soon as transfer has been com- pleted [BROADCASTING, March 8].

**Standard Buses V-8**

STANDARD BRANDS Inc., New York, has signed a contract with Loudon Packing Co., Terre Haute, Ind., for purchase of that firm, subject to approval of Loudon stockholders at a meeting to be held April 30. Chief product of Loudon is V-5 cocktail, a vegetable bever- age. Stockholders will also be asked to vote on immediate dissolution and liquidation of the firm. It is ex- pected the same personnel will con- tinue in the management of the business for Standard Brands. Current agency for Loudon is Western Adv. Agency, Racine, Wis.

**Coffee Crisis**

S. A. SCHONBRUNN & Co., New York, on Feb. 15 started weekly programs on WOV, New York, and WPEN, Philadelphia, to tell listen- ers that while its Medaglia D’Oro coffee is not available now, it will be back on the market soon. Pet- tinella Agency, New York, handles the account.

**WCAU PLANT YIELDS 45 TONS OF SCRAP**

DISMANTLING by WCAU, Phila- delphia, of its former 50,000-watt transmitter building at Newtown Square, Pa., will make available many pounds of copper metal—potential armor plate, can- non, shell casings and other muni- tions, the Philadelphia Transportation Department's entire underground net- work of about 30,000 feet of No. 8 copper wire laid out in 100 radials from the transmitter plant will be removed which is the foremost metals salvage objective of the WPB for 1943. The scrap, held as estimated by the Special Projects Salvage Branch of the regional WPB office in Philadelphia, will include at least $5,000 pounds of copper and other non-ferrous metals, the re- mainder consisting of iron and steel. Wrecking of the plant was begun last week by the Integrity Wrecking Co., according to Dr. D. O. T., regional office of WPB, and radio consultant of the Phila- delphia region of the OWI.

The scrap to be salvaged is in addition to 50,000 pounds of copper recovered and put into war produc- tion when WCAU wrecked its old W. A. W. transmitter tower more than a year ago. The plant and tower being salvaged in 1931 and used by WCAU in 1942, when, to improve its service, the company erected its present transmitter tower.

**Promotion for 'Uncle Sam’**

Campaign For OWI Transcribed Feature Brings Quick Results For Sponsor

OWI TRANSCIBED program Uncle Sam, 15-minute, five times a week feature sent to all standard broadcast stations in the country, is the subject of a recent pro- motion and merchandising effort which achieved outstanding results for WCHS, Charleston, W. Va., and the sponsor, Cohen Drug Stores, a local chain.

Six-point campaign, planned by promotion manager Sam Molen, started last Feb. 8 when a student from Morris Harvey College put on the transcribed feature "Uncle Sam" and attracted much attention from downtown crowds carrying a large placard reading on one side "You oughta listen to me once in a while...I listen to you" and on the other "Uncle Sam...WCHS...5:00 P.M. Daily!"

Walking through the downtown shopping district, Uncle Sam dis- tributed complimentary tickets for the show which read, Seat: Your own armchair - WCHS This and similar messages were also printed on billboards distributed to Charleston high schools. Clerks in the Cohen stores gave away pencils in assorted colors also bearing news of the show, and a special window display was con- structed in one of the Cohen down- town stores calling attention to the program and the time it is aired.

Announcements were carried in all drug bulletins and in the news- papers, which cooperated perfectly in promoting the feature. Cohen Drugs, which have contracted for one year’s sponsorship, already re- ported a marked increase in the sale of vitamins.
MR. JACOB GOT AROUND

Though he now discusses the news six times a week, when in 1925, he was engaged by the French Government to make simultaneous confidential translations of Hitler's speeches and an early peacetime, Hans Jacob is practically leading. By comparison, that is, with what used to be his schedule - there was a time in the career of Mr. Jacob - 1935 to 1940 - when he was on the air at least ten or twelve times a day to the intense annoyance of Joe now known as Duppy Joe Goebbels.

That was when he (Mr. Jacob) was the Voice of Radio Strasbourg, talking from Paris to the property, though he is nothing but a self-appointed seer. Thus on many, aiming his bitter thrusts in the underground radio listeners in Germany, Oct. 16, 1931, you might have heard him telling the radio audience that the German plan for a German invasion of Poland was... (continues)

Tourist

For it was then that he was appointed official interpreter at the League of Nations meetings, in which capacity he attended the first of the Interallied meetings and other momentous affairs around the world, thereby gaining first-hand knowledge of many military and diplomatic leaders, who were anxious to make new friends and about whom he now talks intimately. All that ended, however, in 1933, when Hitler came to power. Mr. Jacob was at a meeting in Geneva. He did not go back.

WOV LISTENERS
hear Hans Jacob
every evening except
Sunday at 7:00 o'clock

SUNDAY, FEBRUARY 21, 1943.

ONE OF AMERICA'S IMPORTANT RADIO STATIONS
FOREIGN LANGUAGE VIGILANCE REMAINS

Censorship Still Responsible For Personnel; Code Revised

REVISION of the foreign language section of the Code of Wartime Practices for American Broadcasters (Broadcasting, Mar. 22) does not relax regulations governing personnel of such stations, it was emphasized Tuesday.

The revision, authorized by Byron Price, Director of Censorship, and announced by J. H. Ryan, Assistant Director in charge of the Broadcast Censorship Division, requires the management of foreign language stations to keep English language translations of broadcasts in other languages.

Management Complimented

"Our original purpose was to establish a format which would make more effective the voluntary efforts of managers in the censoring of their own operations," said Mr. Ryan. "In the early stages of this procedure, we felt there should be some check, in English, against the foreign censored. It is hoped that these efforts of broadcasters, pursuing the suggestions of the Code, in staffing capable linguistic censors, now can be expanded.

Mr. Ryan emphasized that the new revision should "not preclude strict enforcement of other suggestions in the foreign language section. He passed the word to foreign language broadcasters "who so diligently enforced the English translation request in the face of such handicaps as manpower shortages." That diligence, he added, has made the change possible.

The Code of Wartime Practices, revised as of Feb. 1, 1943, provides that "the Office of Censorship, by direction of the Director, shall be charged with the responsibility of removing from the air all those engaged in foreign language broadcasting who, in the opinion of competent authorities in the Office of Censorship, endanger the war effort of the United Nations by their connections, direct or indirect, with the medium. . . . This function of the Office of Censorship is not intended to relieve in any measure the full responsibility resting with the management of the foreign language broadcasting station to employ only those whose loyalty he does not question. There extends to such broadcast management the additional responsibility to report to the Office of Censorship the names of any personnel in this field who might be suspected for any reason."

Bronson on Tour

Edward H. Bronson, chief of the Foreign Language Section of the Censorship Broadcasting Division, is making visits to foreign language stations in Texas, Arizona, New Mexico and Southern California. He recently completed a visit to New York stations. Representatives of the Office of Censorship

WOMANPOWER

SALES STAFF of WPAR, Parkersburg, W. Va., is now manned entirely by women. Mildred Chernogg, Frances Inslee and Mrs. Hazel Chapman are taking the programs to the advertisers and bringing back the business, thus solving the manpower question for this department of WPAR.

WESTINGHOUSE ORDERS UP

WESTINGHOUSE reflected industry's accelerated war production with an increase of 85% in first quarter income of $1,079,636,238. A little more than 97,000 employees received $239,654,071. Net income for 1942 was $17,386,841, a decrease of 25% from 1941.

FOOD FIRM'S PROGRAM

KITCHEN ART FOODS, Chicago (Kitchen Arts Rice Feast), is sponsoring a thrice-weekly five-minute program called "Kitchen Kitchen" through April 13. Program features Happy Jack Turner, pianist. Agency is Earle Ludgin Inc., Chicago.

Food Firm's Program

KITCHEN ART FOODS, Chicago (Kitchen Arts Rice Feast), is sponsoring a thrice-weekly five-minute program called "Kitchen Kitchen" through April 13. Program features Happy Jack Turner, pianist. Agency is Earle Ludgin Inc., Chicago.

TO SPUR PATRIOTIC効果 effort of housewives in all phases of the war effort, Hilda Wohrnmeyr, continuity director of WWO-WGL, Fort Wayne, Ind., conceived this "Women at War" plaque on which names are inscribed by nomination of listeners to the station's Modern Home Forum program. First to inscribe her name is Mrs. Henry Troyer of Paulding, O., first woman to buy a War Bond through the Modern Home Forum, with Jane Weston, director of the Forum, and Clair Weidenaar, announcer, looking on. It is expected that about one name weekly will be added to the list.

GUILD THEATRE TO HOUSE

GUILD THEATRE, 245 W. 52nd St., New York, has been leased by WOR, New York, for origination of all major network programs requiring audience facilities. Taking occupancy some time in April, the station will vacate the New Amsterdam Theatre Roof on W. 45th St., which has served as the WOR-Mutual Radio Playhouse for the last seven years. In announcing the playhouse lease, Lawrence Langner, Director and Administrative Director of the Theatre Guild, stated that the arrangement might be expected to lead to further cooperation between the Guild and Mutual in the field of radio and drama. WOR is taking over only the theatre space in the Guild building, with the Guild administrative offices continuing to function as Guild headquarters. The new WOR-Mutual Theatre seats 950 persons.

CLAROSTAT MFG. CO., Brooklyn, makers of electronic components, has opened a second plant in Brooklyn. The firm received the Army-Navy E for its first plant last November.

NEWTON TO CHICAGO

AS BBC REORGANIZES

EXPANSION and reorganization of the activities of the BBC in this country in the form of a new office in Chicago, new traffic and publicity departments and various personnel changes, were announced last week by the BBC New York office.

William Newton, who has headed the BBC news and special events department in New York for Eastern United States, will manage the Chicago office as BBC representative in the Midwest. Mr. Newton has been in the news and programming department for several years and was also manager of overseas publicity. The traffic department will supervise cooperation in traffic with American networks and stations. In charge of the Westbound division will be Stephen Fry, formerly with the BBC in London. His senior assistant will be Jack Hooley, who has been handling publicity and traffic in the New York office, while Fry's junior assistant will be Rhoda Magid. Replacing Mr. Newton as head of Eastbound traffic will be Beulah May, former traffic manager of the Empire News Dept. of the BBC in London.

A special publicity department will be formed in the new New York office. Assistant manager is Robert Wilson, freelance publicity agent, and former manager of the news room of WNEW, New York.

A temporary exchange of personnel between the London and Chicago offices has been announced last week with the arrival in New York of Ernest Davies, in charge of North American Intelligence Research and Radio Vision. Henry Davyd, head of research in the BBC's New York office, plans to go to England for a three or four-month period.

WANTS HIS NEWS

Councilman, Radio Fan, Swings

-Vote to Slow Time

Radio played an important role in turning back the clock an hour in Hamilton, O., last week. The Hamilton City Council, meeting March 22, adopted Eastern Standard Time to conform to the Ohio Legislature's recent action [Broadcasting, Feb. 22].

Hamilton was split on the daylight savings issue. So were the seven councilmen until Dr. Mark Milliken, dean of the Council and a radio man, decided he would vote to turn the clocks back an hour because he had to stay awake an hour each night to hear his favorite news broadcast on WLW, Cincinnati, at 11 p.m.

When the Ohio Legislature abolished War Time, Cincinnati elected to remain on fast time, but WLW began operations under Standard Time the moment it was pending before the law committee of Cincinnati's City Council to turn back clocks an hour. A spate of plea from the War Production Board was urging retention of universal War Time.

The arguments of slow time in Hamilton threatened a referendum as a result of the close City Council vote last Monday.
Sell the five-billion dollar Pacific Coast market* the way it can best be sold, the way 70 regional advertisers are selling it every week—as one market via network radio.

Network radio offers (1) the largest circulation at the lowest cost per thousand of any regional medium, (2) well-established programs equally popular in all Coast cities, (3) priority on the choicest available time periods, (4) an accurate monthly check on the net circulation of your advertising.

Pacific Blue provides all these advantages at a cost 20% lower than any other Pacific Coast network. For as little as $246 a week, you can buy a campaign on Pacific Blue—complete coverage of the Coast through 13 major-market stations, plus a sales-proved program established in guaranteed time.

That's correct—$246 a week for facilities and talent. For details, use the coupon.

*Estimated annual retail sales

THE PACIFIC BLUE NETWORK
Hollywood • San Francisco
Represented by BLUE SPOT SALES • New York • Chicago • Detroit

PACIFIC BLUE NETWORK
SUNSET AND VINE
HOLLYWOOD, CALIFORNIA
Send me your presentations on the various "$246 a week campaigns" available on Pacific Blue.

NAME ____________________________
COMPANY ____________________________
CITY ________ STATE ________
FOLLOWING UP promotion on 34-city world premiere of the RKO picture, "Hitler's Children," a four-page color brochure titled Education for Smash Hit is being mailed to advertisers and agencies by WLW, Cincinnati. Pointing up new box office records at premiere of the film, based on the book Education for Smash Hit, by Gregory Ziemer, WLW commentator and former teacher in an American school in Berlin, the brochure explains that promotion was channeled principally through WLW. A telegram from Ned E. Depinet, RKO president, heralding the RKO-WLW promotion as "a new phase of American merchandising" is included.

Radio’s potent pulling power was demonstrated again when the same picture was given its Southwestern premiere in Dallas, Tex. a week prior to the opening the Interstate Circuit ran 26 one-minute transcriptions in KGO, Ft. Worth, and 21 pieces put up with a preview of the film on WFAA-WBAP and the Texas Quality Network the eve of the premiere. As result of the radio campaign, box office receipts the first week in Dallas were more than double the Circuit’s expectations. Promoting the International preview of “Hitler’s Children,” Fox Wilma theatre of Missoula, Mont., used a quarter-hour transcription preview of the film, and a series of transcribed announcements on KGVO. Station’s call letters were prominently featured in all promotion for the film.

* * *

Autographed Invitation

BEN HUR PRODUCTS Inc., Los Angeles (coffee, tea, spices), has evolved a unique method to notify dealers of time change in the weekly Hollywood Showcases on KNX, Hollywood. Instead of the conventional notice, firm mailed an autographed portrait of the show’s star, Mary Astor. Accompanying it was a handwritten personal invitation from her to attend the first broadcast at the new date and time. Invitations were sent to more than 250 key retailers and wholesalers in the Los Angeles area, with outlets in turn notifying public of time changes.

* * *

Magic Empire

MAGIC EMPIRE facts which highlight market advantages of this rich area of Oklahoma are presented by KTUL, Tulsa, in a color brochure which includes eye-catching drawings and charts illustrating vividly the points which make the area a fruitful field for advertisers. KTUL, the brochure emphasizes, “fits like a glove” this market region.

* * *

Listen

LISTEN, eight-page promotion booklet published by WCCO, Columbia, S. C., contains news and pictures of stars appearing on WCCO programs, tips on programs, news of station personnel and success stories.

In The Fast Growing SALT LAKE MARKET

It’s

Merchandising & Promotion

Pentagon Piece—Magic Empire—Hitting Back

Ledger Proof—Autographed Invitation

Space-Time Swap

TIME for space swap has been arranged by WFIL, Philadelphia, with the Philadelphia Evening Bulletin, the newspaper sponsoring four five-minute news summaries Mondays through Fridays and two five-minute periods on Saturdays, aired directly from the Bulletin newsroom. Bulletin Headline Flashes, one-minute announcements scheduled on the half-hour five times daily between noon and 5 p.m., plugging the paper’s news features and columns.

* * *

For Efficiency

TO CORRELATE operations of its program and sales departments with those of affiliated stations and their agencies, Don Lee Broadcasting System, Hollywood, has created a new commercial program division, according to Sydney Gaynor, general sales manager. Under direction of John A. Stewart, for the last five years account executive, the new department is designed to offer better program service.

* * *

Shoppers’ Special

A PROMOTION ride at night is being given Shoppers’ Special, 7 to 9:15 a.m., program of WDRD, Hartford. Two or three times nightly transcription spots are put on featuring Harry (Leo) Olson’s yawns, via which he complaints of having to get up at 5:30 to be on time for the show this morning. Transcriptions give full information, of course, about the Shoppers’ Special over which Olson presides.

* * *

Reminders

AS A PERSONAL service to advertising agencies and advertisers in the San Francisco area, KQW, San Francisco, has devised a reminder postcard which calls attention to outstanding special events broadcast nationally. The card, designed in KQW’s buff and senna colors is headlined “A KQW Special Feature—a Broadcast of Importance to You” and gives pertinent facts of the public service broadcast, date and time.

* * *

Pentagon Piece

LATEST mailing piece of KWK, St. Louis, titled "Another Star Is Added," is a five-sided black, gold and red brochure introducing Carl Hohengarten, new music director of the station and formerly in charge of music at WBBM, Chicago. His first sponsor, announced in the brochure, is Griesedieck Western Breweries which has two half-hour evening periods weekly for Stag Beer.

* * *

Ledger Proof

FISCAL PROOF appears in red letters on the face of a French fold promotion piece by WEI, Boston, presenting leaves torn from a ledger. On the three succeeding pages appear in large easily-read type facts and figures which indicate the desirability of WEI as an advertising medium.

* * *

"UNCLE SAM" presents complimentary ticket to OWI feature of that name on WCHS, Charleston, W. Va., to girl in downtown Charleston. Tickets to the show, sponsored by Cohen Drug Stores, local chain, read "Seat: Your own arm chair . . . via WCHS."

* * *

Hitting Back

PINCH of salt is attached to a letter sent clients by KLZ, Denver CBS station, hitting back at a claim in NBC’s recent “Tale of 412 Cities” that 41% of Denver’s listeners tuned to the Denver NBC outlet during daylight hours. Remarking that the reader should “sprinkle this statistical goulash with salt” KLZ presents Hooper figures for Denver listening in 1942, making a much better case for the CBS outlet.

* * *

Ride and Read

A LOCAL advertising and promotion campaign has been started by Jack Stewart, general manager of KCMP, Kansas City. Bulk of effort is daily reader ads in the Kansas City Star and a full showing in color in cars and buses. Car cards were placed through Beaumont & Holman, Inc.

* * *

Rick Reprint

RESULTS of an offer of reprints of a delayed broadcast speech by Capt. Eddie Rickenbacker on WJR, Detroit, appeared in two-color mailing piece titled “On Sunday Afternoon.” Mail returns are broken down by cities.

Blue Bans Whistling

THERE will be no more whistling by members of the studio audience of BLUE sponsored shows, under a new ruling made by Phil Carlin, BLUE vice-president in charge of programs. Guests will be asked not to indicate their enthusiasm by whistling, says Mr. Carlin, pointing out that the sound is likely to annoy radio listeners and add nothing to the value of the show. Sponsored programs are not affected by the edict.

INCOME of the Communications industry in 1942 was $1,100,000,000, according to the Dept. of Commerce, an increase of $81,000,000 over 1941 and $200,000,000 over 1940. Total national income was $119,900,000 over 1941, an increase of $21,200,000 over 1941.
WEARING AN ARROW SHIRT? It probably came from Troy. The detachable collar was invented here, and the city has remained foremost among the makers of shirts.

ONE FOR EVERY 325—that's the ratio of industrial plants to people in Troy. Firms like Behr-Manning, one of the world's largest manufacturers of abrasives, turn out $75,000,000 worth of products annually.

ASIDE TO RIPLEY: America's first slide rule experts came from Troy—Rensselaer Polytechnic Institute is the country's oldest engineering college.

PATRIOTIC NOTES: The original Uncle Sam came from Troy. And "Yankee Doodle" was written in Rensselaer County.

In the Hudson Circle, where the cities are scattered and the conductivity only fair, it takes power to put together a 1½-billion-dollar retail market. WGY—with the region's highest power (50,000 watts) and the lowest frequency (810 kilocycles)—is the only station that can do it.

Within a radius of 100 miles from Schenectady there is only one outlet for NBC, the most popular network, and that is WGY. NBC's great shows, plus such topflight local programs as "Speaking of Books," the "Market Basket" and the "Farm Paper of the Air," give WGY 3½ times as many listeners as the next nearest station.

WGY's first listeners heard it over crystal sets 21 years ago. Later they were the first listeners in the world to be served by a 50,000-watt station. Today WGY is a regular listening habit in the 748,800 radio homes of the Hudson Circle.


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Only Vital Technical Men on the FCC Are Deferred, Fly Tells House Probe

FCC HAS asked occupational classifications for 891 of its employees—all in technical or work—Chairman James Lawrence Fly told a House Military Affairs Subcommittee last Wednesday. No employe of the Commission in the legal, accounting, or administrative offices has escaped military service at FCC's request, Mr. Fly said.

The FCC chairman appeared at the request of Rep. John M. Costello (D-Cal.), who heads the subcommittee studying deferment policies of Government agencies. Earlier in the week, the committee heard heads of other agencies, including Maj. Gen. Lewis B. Hershey, director of Selective Service.

In Technical Work

Of 2,299 employees of the Commission, Mr. Fly said, 1,035 are men in the 18-37 age bracket. The Commission has requested occupational deferments for 891. All technicians employed in monitoring foreign broadcasts; highly skilled linguists and editors of the Foreign Broadcast Intelligence Service; or engineers engaged in radio intelligence work, such as locating clandestine and illegal stations, or other work directly connected with the war effort.

Rep. Harness (R-Ind.), a member of the subcommittee, questioned the FCC chief closely on the number of young men employed by FCC since Pearl Harbor. The Commission admitted hiring 159 single men since Jan. 1, 1942. The Congressmen mentioned cases of several young men deferred at FCC request for monitoring work.

Hiring of these single men was necessary, Mr. Fly said, because the organization had to get half rapidly after Pearl Harbor, and there was a dearth of skilled men. The Chairman said FCC is still having difficulty finding enough to fill all jobs, since military and industrial users of radio technicians had absorbed the greater part of the nation’s reservoir of amateurs.

He said the American Radio Relay League and the Council on National Resources had tried to help, with little success, and that of 600 men recommended by the War Manpower Commission, only 2.3% had qualified. Mr. Fly pointed out that FCC's legal staff was now undermanned, 20% of it having been deferred. He said none of 115 members of the accounting department were deferred at FCC request.

Replying to further questions from Rep. Harness on the necessity of retaining linguists for the FBIS who were eligible for the draft, Mr. Fly said only 31 of 440 members of that staff were deferred, although most were of draft age. Even hearing, not to be found in older men, is essential in listening to shortwave programs at FBIS outposts, the Chairman said.

Committee members jumped on this point to ask why shortwave material could not be recorded and transcribed at leisure. The FCC Chairman explained that the loss of time, and fidelity would be enormous.

Rep. Costello also asked the FCC chief about “an ugly rumor” that radio schools are promising jobs and draft deferments to their students. This was flatly denied by Mr. Fly, who said he knew of no such promise, and added that anyone who might make it would be fired. A member of the committee reminded Rep. Costello that such stories could easily have been originated by the schools to attract customers.

Rep. Costello explained that Mr. Fly had been summoned because FCC had a high deferment average compared to the number of its employees. He said, however, he could appreciate that the technical nature of its operations and the rapidity of its expansion might require employment of trained young men, since older men might not qualify and the work might not appeal to women.

Davis Explains Stand

After the session, however, Rep. Costello commented to reporters that he thought “there was room for replacement” among the deferred radio operators. Alluding to the admission that almost half of FCC's staff were men eligible for the draft, the chief of the investigation commented that “if this percentage held good throughout the Government, the number of draft-age employees would be terrific.”

Earlier in the week Elmer Davis, OWI chief, issued a statement explaining draft deferment policies of his agency. He said few deferments had been requested, although many men with dependents were working for the organization. "If OWI is a haven for draft dodgers," Mr. Davis told his Wednesday news conference, “as a newspaper headline said, then that particular newspaper is also a haven for men with dependents who have not been called or classified by their Draft Boards. Every OWI who has been deferred would have been deferred as easily if he were employed in private industry."
NEWER UNDER 64.3! That's the WGBI Hooper Listening Index in Scranton ...The Hub of America's 19th Market!

Lend an ear to Mr. Hooper ... he's uncovered a WGBI coverage story in Scranton that tells everything. On his LISTENING INDEX, WGBI starts in the morning at 64.3 ... and that's the low! In the evening that rating climbs to 65.1 ... IN THE AFTERNOON IT'S A PHENOMENAL 73.7! What about other stations? Well, six or more of them SPLIT what audience WGBI leaves.

Mr. Hooper pretty well proves what we've always known about SCRANTON—WILKES-BARRE ... The Nation's 19th Market. One station, WGBI, runs away with the audience as big as it is. That's why most advertisers RELY on WGBI. Ask your John Blair man.

(Figures from Hooper Station Listening Index—Nov.-Dec., 1942)
Not So Essential

IN THE LIGHT of a tightening manpower situation, broadcasters are finding that the War Manpower Commission's "essential industry" list is of decreasing value, and in Washington it is now conceded that the whole concept of deferable occupations is collapsing as a result of the actions of the local Draft Boards.

It would be foolish, at this point, for radio, or any other industry, to trust in new Washington regulations to ease their problems. Only last week, Maj. Gen. Lewis B. Hershey, chief of Selective Service, told Rep. Joseph E. Taft (R-Conn.) that the time is rapidly approaching when the Armed Forces will not be able to share young men with essential war industries.

The solution to radio's manpower problem, it now appears evident, eventually will have to be found in the employment of non-draftables—women, over-age men, and military rejectes. Stations must take steps to find replacements for military eligibles if they are to meet the growing demand of manpower.

It is wrong to blame the disillusioning developments of recent weeks on WMC Director McNutt, or anyone else. Repeatedly, Gen. Hershey has warned that deferments were merely loans of necessary men; that employers should train replacements; that the loans might some day be called. Mr. McNutt, too, in issuing the lists of essential occupations, has said that deferments were on an individual basis, and that no blanket exemptions from the draft could be promised.

Like every other industry on the essential list, radio now feels the manpower pinch, for draft boards are reluctant to grant further renewals of deferments. Having received all the help that the Government could give to assure continued operation of necessary broadcast functions, the industry now is left to its own devices.

Last week a broadcaster, asking Selective Service why an essential man had been drafted, was told that draft boards were free to decide which units of an industry were essential. FCC Chairman Fly, who rightly feared this might mean draft boards could discriminate against small stations, has asked an explanation from Mr. McNutt.

Radio is not pleading a special case, even though only a few hundred really essential people would be involved—a pitance in comparison to the military demand for 12,000,000. Obviously, the reliable solution, short of Congressional action, is not to be found in appeals to Mr. McNutt but in adjustment of FCC regulations, and in the acceleration of industry training programs to meet the approaching crisis.

In the Light of Broadcast Advertising

It means more to the farmer and the remote dweller than to any other segment of the American public. It means more to him than to any other segment of the outside world. It means his livelihood, his way of getting information and his entertainment. The shortage of batteries for farm radios has reached serious proportions. The Government has established a national policy for domestic broadcasting—maintenance of at least one radio set in every home. Tubes and replacement parts are produced for regular sets. Certainly the farmer without change in facilities has the same degree of the American public.

DON'T look now, but you're about to get some real Government relief. The Budget Bureau, which functions under the Executive Office of the President, is "studying" the three-dozen odd FCC forms and questionnaires that have haunted broadcasting for years.

The bureau is prepared to help those who help themselves. Broadcasters who have spent countless hours trying to figure out a renewal form, or one for modification of license, or perhaps a year-end financial, program or functional employment questionnaire, can now tell them to the Budget. It's being done by Congressional mandate, to eliminate nonessential, repetitive, unauthorized or improper paper work, and to reduce these statistical tasks to bare-bone essentials.

Three dozen may not sound like a lot of questionnaires. But when some of them cover 18 or 20 or 30 pages, and when the data required necessitate hiring of extra people, it's trouble. In these times, just ask any station manager.

The Bureau advises that businessmen who have been bothered by particularly burdensome questionnaires should "forward" the information. If the businessman is "apprehensive", then it is suggested the information be sent to a responsible trade association or to the Advisory Committee on Government Questionnaires, recently formed to help the distraught business man suffering from Questionnaireitis.

Each Government form must have an approved number, and in most cases, an expiration date, provided by the Budget Bureau. If the questionnaire has a Budget Approval Number, it's oke to answer. If it doesn't, and the recipient is in doubt, it is his duty to ask the Budget Bureau about it.

As one of the first industries to be affected with Questionnaireitis, radio welcomes this promised relief. We think the Bureau might go a step farther, too. Present broadcast licenses are issued for two years, though the law permits three years. Substantial savings not only in paper work, but in manpower, both at broadcast stations and in the FCC, unquestionably could be effected if the requirements for license renewals were extended to the full term permitted by law. And, of course, in any new legislation which may be enacted at this session, it seems to us the license term readily could be extended to five or ten years.

After all, the licensing authority always can institute revocation proceedings where stations have flouted the law, or regulations, or call the station on the carpet in renewal proceedings on its own motion.

War—Both Ways

CASUALTIES will continue to mount as the war progresses, and radio will be called upon to exert every ounce of power in handling this delicate subject. So far the industry's newsmen have done an admirable job. At the outbreak of hostilities the NAB went on record opposing the broadcast of casualty lists as such. Most stations have refrained from using lengthy lists of names of men who have gone down in battle.

In recent weeks the Army and Navy have reported successes which led to national jubilation. In a few rare instances, however, some of the radio news reporters, commenting on sinkings of Japanese vessels, in their enthusiasm have referred to the enemy defeats as providing "another meal for the sharks." or the sharks will feast a la carte on the bodies of Japs," etc.

What those few commentators apparently haven't taken into consideration is the fact that American ships have been sunk, too—that American boys have gone down in those same shark-infested waters. A mother whose son has given his life at sea for his country likes to think that he went down with his ship in true Naval tradition.

She bears a radio commentator tell how our Navy has sunk several Japanese ships. While this does not restore her boy, she feels that at least his death is being avenged—that his buddies are carrying on—that he met a glorious death in the field of honor.

Then she recites as she hears the remark that the Japs are providing the sharks a little extra dessert.

Certainly no well-meaning commentator would deliberately pour salt into those wounds. In fact, he'd do everything possible to help ease the blow. Yet when he jubilantly comments that the sharks of the Pacific are well-fed on Jap soldiers and sailors he is reminding bereaved parents and wives and children that the same fate awaited their loved ones when their boats went down.

Radio must remember that when a news commentator is tuned in he has, in fact, been invited into a private home to discuss the day's events. When he uses inept phrases, the chances are he won't be invited to return.
ALBERT W. SMITH, commercial manager of WOSH, Portland, Me., has resumed his position, after being temporarily detailed from the Army at Camp Edwards, Mass.

WILLIAM P. CARLEY, former promotion and publicity director of WGBH, New York State, has been named director of promotion and news of WNYC, New York City. Mr. Carley was formerly director of publicity in the Stork Club, New York, and has been named assistant director of publicity.

WILLIAM WEDDELL, salesman of NBC central division, has been named assistant division sales manager. As assistant to Paul McClure, he will continue to service the Procter & Gamble, General Mills and Andrew Jergens accounts, as well as work on new business.

H. Y. KALTENBORN, NBC commentator, is preparing a revised edition of the "NBC Year Book Club of Pioneers in Radio Broadcasting." Pioneers will cooperate with the "Pioneers of Broadcasting" program of the National Association of Broadcasters.

J. J. CLUNE, assistant sales manager of National Union Radio Corp., Newark, radio tube manufacturer, has been named director of war service by S. W. Muldowney, president.

Omaha, and in 1907 returned to marry his school-day sweetheart, Miss Ida Huse, who is a commercial artist, and Dr. Karl Stefan, a physician.

Though hard times forced Karl to leave school and go to work when the age of 13, he continued to study in night-school and by correspondence. He learned telegraphy because it was a way to get a job in Government service, and a move he does not favor.

Rep. Stefan believes in the FCC as a success in radio and television, but does not favor the creation of a new agency as a relay chief for offices of the Western Union. He was telegrapher for the Philippine Constabulary during the Philippine insurrection, and later managed his travels around the world, using his gift for languages as interpreter.

Karl Stefan received his religious training in the Park Forest Presbyterian Chapel in Omaha and has been for many years a Vestryman in the Presbyterian Church in Nebraska. He is active in civic and fraternal affairs and is a member of many organizations, among them the Rotary Club, Elks, Odd Fellows and Chamber of Commerce. His hobby is fishing.

"Communications is my life work," says Mr. Stefan. Not long ago he met "Bill" Chapman, president of Grace Steamship Lines, in one of the House of Representatives. Mr. Chapman is a member of the House, and is active in civic and fraternal affairs, and is a member of many organizations, among them the Rotary Club, Elks, Odd Fellows and Chamber of Commerce. His hobby is fishing.

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FRED LAFFEY has been appointed chief announcer of WLAB, Lawrence, Mass. He succeeds Dan McDonnell, who has accepted an out-of-state job. Dick Lance, of Watertown, Mass., and Bill Sherman, of Framingham, Mass., have joined the staff as announcers. Both are graduates of WEEI Announcers School in Boston. Announcer Jay Serwin has joined the armed forces.

JAMES CRIST has joined the announcing staff of WSBA, York, Pa., coming from WFMD, Frederick, Md.

AUSTIN WILLIAMS, former program director of KLZ, Denver, on March 22 became program director of WFJL, Youngstown, O. In Denver Mr. Williams schooled policemen in the use of shortwave, two-way radio and taught at the U. of Denver, in addition to his regular duties.

PATRICIA BURDINE, recently on the research staff of Newsweek magazine, has joined the CBS shortwave news department as a writer.

ROBERT BELL, production manager of the CBS television department until recently, has been assigned to the all-night production staff of WABC, New York, following the curtailment of the network television programs due to priorities. He replaces Robert Mark, now with the Army Signal Corps.

FORD PEARSON, announcer of NBC Chicago, has been commissioned lieutenant (j.g.) in the Navy, and is awaiting orders.

BASKETT MOSSE, newswriter of NBC Chicago, has been named outstanding graduate of 1943 by the Medill School of Journalism, Northwestern U., where he has been studying for a master's degree in journalism. Citation of achievement was awarded him by the Sigma Delta Chi, national honorary journalistic fraternity.

ROCCO TITO, former newscaster and manager of local sales of WDEU, Reading, and Dan McDonnell, former announcer of WTIC, Hartford, and WLAB, Lawrence, have joined the CBS announcing staff, according to Horace Guillette, newly named manager of network operations. Mr. Tito also has handled sports and special events for WERC, Erie, and WHDL, Olean, N. Y.

ANN TRIPPE, continuity editor of WSBA, York, Pa., has joined WMC, Memphis. Sara Lee Deane, former women's editor of WSBA, York, Pa., now in the WAVES OCS, returned to the station to be interviewed on the "Don't Listen Men hour," which featured WAAC and WAVE officers during a week of special recruiting programs. Mary Nell Klingen, station home economist, has been assigned to the education department.

TAD DARLING, former mid-western announcer, has joined KJQ, Fresno, Calif.

MERRILL DENISON, now scripting the United States Protestant's Family Hour and P&G's Women of America, has written "Kildyke Mike," a biography of M. A. Mahoney, to be published by McLeilian Co.

WILSON EDWARDS has resigned from announcing staff of KPIKEA, Los Angeles, to become civilian instructor for the Army Air Forces Technical Training Command, that city. He continues to freelance. Gene Moser has left KMOX, St. Louis, to join KPIKEA, as announcer. Jim Dooley, former news writer on the Burbank (Cal.) Review, has joined the staff.

HECKLE SHEKELS

A SPONSOR heckles Bud Baldwin over the phone every morning at 6:30 about his commercial announcement. The conversation is on the air and through the give and take the Bilmar Loan Co., Dayton, O., gets over its message directly from the sponsor on the Breakfast in Bed show 6:30 a.m. show handled by Mr. Baldwin over WHIO, Dayton. Bilmar Loan Co. uses radio exclusively in its advertising.

NANTUCKET MOSSE, newswriter of NBC Chicago, has been named outstanding graduate of 1943 by the Medill School of Journalism, Northwestern U., where he has been studying for a master's degree in journalism. Citation of achievement was awarded him by the Sigma Delta Chi, national honorary journalistic fraternity.

JOHN C. ROBB, specialist in Far Eastern affairs, and former head of the New York newroom of NBC's international division, has joined the news division of the Blue as an editorial assistant to G. W. (Johnny) Johnstone, BLUE Director of News and special features.

MARTIN BLOCK, m.c. of the Make Believe Balloons on WNEW, New York, who has been handling special announcements on two network programs, sponsored by American Tobacco Co., New York, is giving up the assignment in April.

HAL PARKES, chief announcer of KROW, Oakland, Calif., has been made production manager. Mercedes Froesser, publicity director of that station, has taken over additional duties as program supervisor, with Jean Maxwell, traffic manager, appointed assistant program supervisor.

CHARLES N. DRAKE, former director of Richard Copley Concert Management, has joined the continuity department of WOR, New York. He replaces Slater Barkentin, resigned to become a navigator for Northeast Airlines. Scott Douglas has joined the announcing staff, replacing Marshall Dane, resigned, and Enez Hart has joined the promotion department, succeeding Alice O'Connor, resigned.

RAY DADDY, newscaster of KWW, St. Louis, after a nine weeks' absence because of laryngitis, has resumed his two-way radio work, which he does for Papendiek Bakery Co., and Jesus of Nazas, sponsored by Lammt Furniture Co. Other staff members took his programs during his illness.
JACK PIERCE, traffic supervisor of KYW, Philadelphia, until joining the Army earlier in the month, married Mrs. Christine Curtis, in Philadelphia March 12.

JEAN RODEN, chief of the audition staff at Canadian Broadcasting Corp., studios, Toronto, was recently married to Lance Corp. Donald C. Newton, Royal Canadian Ordnance Corps., Toronto.

DICK HIALHEID and Jimmy Gilmore have returned to CBR, Vancouver, from CFTF, Prince Rupert, B. C., which they have operated since the CBC took it over some months ago.

VINCE DUGGAN has joined the announcing staff of CJOR, Vancouver, coming from Edmonton.

MERRILEE FAULKNER, former continuity writer of CKWX, Vancouver, is in uniform as a CWAC, stationed now with the public relations office of the Canadian Army at Ottawa.

SID MCBLOY, student announcer, will replace Robert Hayton on the KGVO, Missoula, Mont., announcing staff. Mr. Hayton expects a call into the service April 1.

LOWELL C. SMITH, announcer of KGVO, Missoula, Mont., is the father of a girl.

DON ROGERS, staff announcer of WFCL, Pawtucket, R. I., has joined the Army. Cliff Holman, WFCI, production director and announcer has gone to CBS, and has been replaced by Quentin Crandall of WAGM, Presque Isle, Me.

CARL BROSE has left WHBL, Sheboygan, Wis., to join the announcing staff of WFDF, Flint, Mich.

GUY BATES has joined the announcing staff of KGVO, Missoula, Mont., coming from KCKN, Kansas City, Kans.

BILL LANG, announcer of KCMO, last week married Jane Trow, of North Dakota.

HARRY KOPLAN, former Hollywood movie agent and free-lance radio commentator, is programming Meet Hollywood, a gossip program of the film capital, twice weekly on KLX, Oakland, Calif. Cliff Johnson, once affiliated with network stations on the East coast, has joined the staff as newscaster.

SYDNEY MOSELEY, MBS commentator, has received a scroll from Duncan Phyfe Post No. 1245 of the American Legion, designating him as favorite news commentator.

CAROLYN ASHBAUGH has been transferred from commercial to publicity promotion department of KOMO-KJR, Seattle, Wash.

JAMES LEONARD, program director of WSAI, Cincinnati, and m.c. on the WLW, Cincinnati, Time to Shine program, is recuperating in a local hospital from a throat infection.

JIM AUSTIN, new to radio, has joined the program department of WPAR, Parkersburg, W. Va., and is handling a regular announcing shift in addition to a commercial program.

CHARLES DANT, musical director of NBC Hollywood, is the father of a boy born recently.

FREDERICK KUH, correspondent for the Chicago Sun, and former European correspondent of the U. P., has joined Mutual as a foreign correspondent, and will be heard each Wednesday, 6:30 p.m., on the network's overseas news roundup, speaking from London.

JOHN McCUTCHEON RALEIGH, new analyst of WCCO, Minneapolis, has written a book, Pacific Outlet, based on his observations as CBS correspondent in Australia and the Far East, it is scheduled for publication March 30 by Dodd, Mead & Co., New York.

What a big difference a lot of listeners make. A recent NBC survey proves that KPO has more listeners in San Francisco and Oakland than any of the 11 other Bay Area stations; a 43% leadership in the day and 69% leadership at night. KPO Gives more for your Get the facts...and you'll buy

KPO

REPRESENTED BY NBC SPOT SALES OFFICES
New York · Chicago · San Francisco · Boston
Cleveland · Denver · Washington · Hollywood

NATIONAL BROADCASTING COMPANY · RADIO CITY · SAN FRANCISCO

50,000 HIGH FIDELITY WATTS

BROADCASTING · Broadcast Advertising
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DON L. JOHNSTON, operator-announcer of KWIL, Albany, Ore., has joined the Army Air Forces. Replacing him is Wilbur Cosby, who comes from KGW, Portland, Ore.

ANNE ROSS, women's commentator of WSGM, is now doing a full-time job in the continuity department of WTRY and will continue her two PM programs It's A Woman's World and Let's Read A Story. Bob Carmean has been promoted from continuity writer to be in charge of promotion for all Milwaukee Journal stations.

CHARLES T. DeVOS, until recently program director of WBIR, Knoxville, has reported for duty with the Marines. Duties have been redistributed over the announcing staff with Carl Webster as program director, Ted Turner, publicity, Jack Crane, chief engineer and Ernie Keller, studio technician.

TOM MOORHEAD has begun a series of sports programs three times weekly at WFL, Philadelphia. He began his interest in sports at Gernantown Academy and has been a WFL staff member for the last four years.

VOTE OF THANKS in resolution adopted by the Idaho House of Representatives was extended Roy Schwartz (1), commentator of KIDO, Boise, Idaho, for his “fair and complete coverage” of the 27th Session of the Idaho Legislature. Being interviewed by Mr. Schwartz are LT. Gov. Edwin Nelson (c) and Speaker Milton J. Horsey.

JOHN EDWARDS, former relief announcer of W49PH, FM at WP, Philadelphia, has been made a member of the WIP announcing staff, succeeding Hugh Chambers, who left to join KWJ, St. Louis.

BERNARD ESTES, former director of news, special events and publicity of WINS, New York, has been appointed director of special events and public relations of WNYC, New York, effective March 17. He replaces A. Mike Vogel, resigned.

JACKSON ARCHER has joined the writing staff of KTRH, Santa Barbara, and is assigned to the six-weekly transmitted musical program, Name Your Band.

BILL HAMPTON, Hollywood writer on the weekly CBS Screen Guild Players, is the father of a boy born March 17.

BILL GREEN, former news writer on the Speaker Review, Spokane, has joined KHJ, Hollywood.

DONN MANSFIELD CAVENDISH, writer and foreign correspondent, has started a twice-weekly quarter-hour commentary, Where Three Men Fight, on KFOL, Los Angeles.

JOSE RODRIGUEZ and Sidney Sutherland, Hollywood commentators, after an absence of several months, have resumed their weekly quarter-hour commentary series on BLUE Pacific stations.

WNOX Teaches Girls

ONE-HOUR lessons are being given three times weekly to about 30 teachers, deans and war workers who have signed for WNOX's girl announcing school at Knoxville. Classes are taught by Lowell Blanchard, program director, and Ted Terwey, news editor. Purpose is to build up a back log of trained voices for either full or part-time needs, according to R. B. Westergard, station manager.


HUBERT WELLS, of Yonkers, N. Y., has joined WWSA, Scarsdale, as announcer, scriptwriter and production man.

WALT FRAMER, freelance, and Joel Holt, announcer from WKIP, Poughkeepsie, have formed Holt & Framer, a five-minute a.m., daily, and Holt is chief announcer of Keep Free Don Knight, while Framer writes and produces the script.

PVT. TONY ANSELY, announcer of CBR, Vancouver, has joined the Canadian Army, has been promoted to sergeant and moved to CFCF, Prince Rupert, B. C. He is on the job in uniform of the First Division Seaforth Highlanders.

SAM MOLENE, announcer of WOR and the West Virginia Network, is editing a monthly sports program for his Sport Page of the Air sponsor to be mailed to West Virginians in the Armed Forces. Names and addresses are supplied by Molene's listeners.

CAPT. ROBERT FARMON of the Canadian Army, formerly with the Canadian Broadcasting Corp., has written the Ottawa Symphony, descriptive of Canada's capital city. The symphony will have its premiere performance on April 3 at the CBC network.

JOHN FORSYTHE has joined KDYL, Salt Lake City, as announcer, coming from KFMB, San Diego.

ED STANTON, formerly of KIT, Yakima, Wash., has joined the announcing staff of KFI, Sacramento, Calif., replacing Fran Carter, who has joined the armed forces.

JIM REED, announcer for WDBW, Topsham, Kan., reported to Ft. Leavenworth last week for induction into the Army.

MADGE CUMBER has returned to the continuity department of WOJO, WGL, Fort Wayne. In 1933-34 she wrote a script heard on the station.

BOB MOWERS, announcer, has left WWNY, Watertown, N. Y., to join WNGM, Troy, N. Y. Dick Bollender was inducted into the armed forces March 17 and went to Fort Deuna, Mass., and Bill Saunders is to be inducted at Fort Devens March 20. Charles Lindgren, from Astoria, N. Y., has joined the staff.

EVERETT NEILL, former program director of WREK, Salt Lake, Pa., has joined WJAS and KQY, Pittsburgh, as announcer.

CLARE PATRICK, music rights director of KTIQ, San Francisco, recently joined the WAACs. She was replaced by Florence Cowell, formerly assistant director of the department.

JOHN REED KING, m.c., of the Double or Nothing quiz show, sponsored by Mutual and Paragon Inc. New York, is co-hosting a booth of party games and quiz specialties, to be published late this spring, titled Just for Fun.

BEN HADFIELD has celebrated his seventeenth anniversary as announcer at WNAC, Boston.
Al Bland ‘Bland Wagon’ Moves to WMAL April 1

Al Bland has resigned as production manager of WCKY, Cincinnati, and on April 1 joins WMAL, Washington, to conduct an early-morning, two-hour program which he will continue to call The Bland Wagon.

Beginning his career in 1927 at W2XK, Huntington, W. Va., Mr. Bland later joined WCMI, Ashland, Ky., where he organized studios for that station in Ironton, O., across the Ohio river. With his brother, Lee Bland, now with CBS New York, Al went to WKRC, Cincinnati, and for several years conducted the Dawn Patrol.

In 1939 Al became affiliated with WCKY first as early-morning m.c. and announcer and later as production manager. Since the war began he has been cited by several Government agencies for outstanding service in the war effort.

At WMAL he succeeds Gordon Hittenmark, known as the Timekeeper, who has been called active duty as a major in the Army. Maj. Hittenmark, former National Guard Officer, had been on semi-active duty in Washington, permitting him to resume his broadcast after a lapse of a year.

Combs WHN News Chief

George Hamilton Combs Jr., for six years news analyst on WHN, New York, has been named news manager and editor of the station by Herbert L. Petteway, director, who said the move was in line with WHN's policy to “expand its foreign and domestic news coverage.” Mr. Combs began his career as a lawyer in Kansas City, was elected to Congress at 25 and later returned to law practice in New York.

He has written a book, published by David McKay Co., New York, on Heinrich Himmler, German Gestapo chief.

Baukhage for Ruppert

Jacob Ruppert Brewery, New York, will sponsor a five-weekly news program on WJZ, New York, featuring H. R. Baukhage, BLUE’S Washington commentator, starting April 5. Air in: 6:05-6:15 p.m. period Monday through Friday, the series started on a sustaining basis last week. He is also heard on the BLUE, 1-1:15 p.m. in a five-weekly series, Baukhage Talking, aired on a local sponsorship basis. Ruppert agency is Ruthrauff & Ryan, New York.

Reilly for P&G

PROCTER & GAMBLE Co., Cincinnati, sponsors a new daytime newscast for Oxydol soap flakes on WLW, Cincinnati. Arthur Reilly, WLW newscaster, will be commentator on the broadcast, to be heard Mondays through Fridays, 11:15-10 a.m.

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THOMAS E. GOOTEE, engineer of NBC Chicago, before joining the Army, has been promoted to first lieutenant in the Army Air Forces.

WILLIAM SHIPPER has been appointed supervisor of the microwave production department of Universal Microphone Co., Inglewood, Calif.

ORD. SEAMAN ERNIE ROOKE, Royal Canadian Navy, former transmitter operator of CKY, Winnipeg, is training as a wireless technician at Ste. Hyacinthe, Que.

Kittyfae’s Gone

HERE’S ONE TO break a chief engineer’s heart. Kittyfae is off to the wars. Yes, sir, with engineers going into the armed services faster than replacements show up, WFAA-KGKO, Dallas, employed a gal, one Kittyfae Nuttall. Hard-bitten engineers were skeptical at first but Kittyfae convinced them. As a control operator she took her shift and did a man’s work well. But—Kittyfae has been inducted, too, a WAVE.

DELMAR C. DENGATES, of WIP, Philadelphia, is father of a boy.

MARTIN OEBBECKE, assistant technical supervisor of WIP, Philadelphia, has taken leave of absence to go into Government service as a civilian associate radio technical engineer in the Signal Corps. Jimmy Thiede moves up as acting technical supervisor.

GEORGE HENDERSON, equipment supervisor, and W. L. Hanks, chief transmitter operator, of CKT, Vanity, are fathers of baby girls, both born recently.

PAUL J. SHOCK, of KMOX, St. Louis, has been commissioned by the Navy as lieutenant (j.g.).

DON L. HOGE and John Brill, studio engineers of WLW-WBAI, are fathers of baby girls, and Art Young, field survey engineer, is the father of a baby boy, all born recently.

JOAQUIN OSSARIO, control room operator of WQAM, Miami, Fla., has been called in the Aviation Reserve and is taking basic training at Miami Beach.

CHARLES E. IIHES of WCAU, Philadelphia, left last week to enter the service.

MELVIN BERTSLER, at one time on the engineering staffs of WJJD and WQAM, Chicago, has joined WGN, Chicago.

WILFORD H. KENNEDY, supervisor of engineers for WKRC, Cincinnati, has been commissioned a captain in the Signal Corps and left to report March 28 at Ft. Monmouth, N. J.

GEORGE MAKI, formerly of CBS engineering operations in Chicago, now a lieutenant in the Army, has been assigned to the office of the Chief Signal Officer, Plant Engineering Agency, Philadelphia.

CLIFFORD WORBY, transmitter technician of WTMJ, Milwaukee, has been commissioned a first lieutenant in the Army Signal Corps. He is stationed at Fort Monmouth, N. J.

NEALE PETTerson and Smokey Suite of KYSM, Mankato, Minn., left to join the armed forces.

JAMES F. SULLIVAN, engineer of WFCU, Pawtucket, R. I., has joined the Army. Kennett Hirons replaces him. Ray Fieri, brother of John Fieri, WPRO, Providence, has joined the corps staff.

LT. ARTHUR C. (Andy) ANDERSON, chief technician in the Army Air Forces, has leave from KTKJ, Phoenix, stationed at Kelly Field, Tex.

DOUG MAUPIN, engineer of WHIO, Dayton, O., has joined the Navy and is stationed at Great Lakes, III. Ralph L. Weber, transmitter engineer, has been in Signal Corps training school at Chicago.

JUNIOR SOLUTION to the manpower problem is three-year-old Kirk Roberts, who makes his professional bow as baby Bo Preager. Young Kirk has been guest announcing for Papa Paul Roberts, m. e. of Skyline Club, WOWO, Ft. Wayne, nighttime feature. Here Papa toasts a platter which Kirk will deftly snare or will he?

GALIONE TO ARMY;
OTHER CBS SHIFTS

MERRITT COLEMAN former staff assistant of CBS program operations, has been named schedule supervisor of the network’s engineering operations department, replacing William Galione, who resigned to join the Army Signal Corps. Mr. Coleman’s former duties have been assumed by Louise Grant, recently assistant to Leroy Paseman, assistant director of operations. Carolyn Jaros takes Miss Grant’s place.

Joining CBS in 1940 as assistant business manager of the Columbia Artist Bureau, Mr. Coleman went to the Music Corp. of America in 1941, when the corporation purchased Columbia Artists Inc. He rejoined CBS in March of last year.

Another change in the engineering department includes a transfer of M. Camillo from CBS transmitter staff at Brentwood, N. Y., to the maintenance staff of WABC, CBS affiliate in New York. Another member of the Brentwood staff, Otto Grabow, has been assigned to the shortwave studio group in New York. Jack Dunlevy, formerly of W2XMN, the FM transmitter in Alpine, N. J., has joined WABC’s technical staff. He will be assigned to summer vacation relief work at the Columbia Island transmitter.

Theodore C. Rogers

THEODORE C. ROGERS, 47, a member of the technical staff of the Bell Telephone Laboratories, died in a Hoboken, N. J., hospital March 22. A wife and two children survive.

STEPHEN STANISZEWSKI, of Albany, N. Y., has joined the engineering staff of WTRY, Troy, N. Y.

In the
CONTROL
ROOM

YES—believe it or not—WDBJ’s 27-county primary area (daytime) buys 11.3% more food products than New Orleans. And if you add our 20 secondary counties, you get a food market bigger than Newark!

But whether it’s food or some other kind of sales you’re interested in, the Roanoke-Southwest Virginia area is a prosperous, big-buying, responsive market: nearly 800,000 people with $350,000,000 in buying power.

What’s more, these folks listen to WDBJ—partly because we’re the only station serving the entire area, but mostly because they give us what they want. Write for all the facts—now!

WDBJ
ROANOKE VA.

Represented by FREE & PETERS, Inc.

CBS 5000 Watts 960 KC
Owned and Operated by the TIMES-WORLD CORP.

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BROADCASTING • Broadcast Advertising
KPO, San Francisco, looking to the day when women will be doing most of the work in a radio studio, has started to train feminine aspirants in the art of sound effect engineering. The course is being conducted by L. J. Creekmore, sound effects director, and is held daily after regular office hours.

TENTH anniversary on the air for the Old Dirt Dobber, who handles the program by that name on WLAG, Nashville, Tenn., rolled around and the operator, testing busily from wall plug to control panel, couldn’t put the program on the air because of technical trouble, he said. After 10 minutes of the 15-minute schedule, the program had passed, a quartet gave out with “Happy Birthday, Dirt Dobber,” re- viving the theme of the birthday. The broadcast was heard by the station’s associates of The Old Dirt Dobber. He is heard daily 10-10 a.m. Monday through Friday for General Mills and on Saturdays 8:30 to 9:00 a.m. (CWT) on CBS.

OPERATING daily from 8 a.m. to 4 p.m., the Cleveland Board of Education FM station, WBOE, features programs designed for senior and junior high schools, elementary schools, teachers and the public. Station operates with 1000 w. William E. Levenson is directing supervisor of radio for the school board.

FOUR STATIONS to sign recently for “Famous Money Man,” transcribed series released by Allen A. Funt, radio production firm in New York: WRRN, Warren, Ohio; WPNI, Birmingham; WJHP, Jacksonville; and WKN, Jefferson City. Negotiations are underway to extend syndication to South and Central America.

KCMO, Kansas City, Mo., has issued a new rate card announcing increase in time charges of approximately 20%, effective March 15. This is the first increase in rates in nearly four years, although KCMO became a BLUE affiliate a year and a half ago.

ADVERTISING Federation of America has elected to its membership the Baltimore Broadcasting Corp., Baltimore, owner and operator of WBAM, and the Marion Broadcasting Co., Marion, Ohio, owner and operator of WMRN, Marion.

REQUESTS have been received from more than 300 stations for “Dear Folks,” a daily column on Army life issued by the public relations office of the medical replacement training center at Camp Pickett, Va.

SETTING aside all available “ground areas” on the studio lot of the Don Lee Broadcasting Co., Hollywood, a three unit cooperative Victory garden has been planned with all staff members pitching in to plant tomatoes, peas, lettuce and beans. Cucumbers, cabbages and squash are also planned.

THREE stations to obtain the radio news wire of Press Assn. recently are, WFCJ, Pawtucket, R. L., KRLD, Dallas, and WFTL, Fort Lauderdale, Fla.

WCKY, Cincinnati, is broadcasting a series of programs to further British-American relations and to disclose Nazi propaganda secrets. Appearing thus far have been E. J. Blaker, British Vice Consul, Cleveland; Sir Frederick Whyte, political scientist; chairman of the International Pacific Relations Commission; Kenneth A. J. Heider, British business man and member of the British Civilian Defense Corps, and Arthur H. Tandy, British Consul in Cincinnati.

WQAM, Miami, Fla., at the request of Allen Murray, head of the Pacific Division of OWI, recently made a five-minute transcription of a talk by President Manuel Quezon of the Philippines for use by OWI.

AMERICAN Federation of Radio Artists has announced the signing of renewal contracts with three St. Louis stations, KMOL, KWK and KXOK. No major changes are involved.

RED CROSS series That They Might Live, heard Sundays on NBC, 12-30-1 p.m., will continue indefinitely after April 4, date concluding its original 15-week period, the network has announced. The Red Cross transcribed series of March of Mercy available to local stations, will be discontinued by NBC affiliates after the April 18 broadcasts.

KTM, Santa Barbara, Calif., recently broadcast the Santa Barbara night school’s graduation exercises which were held in the station studios. Transcription of the ceremony was cut and air-sent to the offices of one of the graduates, on duty with the Army in Guadalcanal.

WBT, Charlotte, N. C., is presenting Valerie Ellis, author and travel writer, in a series of six 15-minute talks on her travels, 11:15 a.m. which began March 22. Mrs. Ellis, daughter of A. Hyatt Verrill, naturalist and explorer, now lives in Burlington, N. C.

Locked to KBUR
RECEIVING SETS locked to KBUR’s frequency have been placed by the Burlington, Ia., station in the Iowa Ordinance Plant and the station now provides three quarter-hour morale programs daily to thousands of workers. Ordinance Plant also uses eight KBUR announcements daily in interests of recruitment. Station will go to 24-hour operation April 1.

ADVERTISING to its schedule of programs on several New York stations, the Council for Books in Wartime has started Authors of World II on WEVD, New York. Series carries out the Council’s aim to spotlight books contributing to the war effort. Max Hill, former head of the AP bureau in Tokyo, and author of Exchange Ship, was interviewed on the first broadcast.

KAND, Corsicana, Tex., broadcast two hours and 15 minutes of the four-hour program in which various civic organizations of Corsicana put on a drive for War Bonds when the two-man Jap submarine captured at Pearl Harbor was in the city for four hours. The sale was $81,240 from a population of 18,000.

WCAR, Pontiac, Mich., has acquired the PA radio news wire from Press Assn., AP subsidiary.

A Golden Opportunity!

V A L L E Y bank deposits December 31st were up a phenomenal two-thirds . . . $34,591,821 compared to $20,976,137 a year before! This increase reflects a combination of very favorable conditions . . . a remarkably prosperous fruit and vegetable year from crops every month from the richest soil in the nation . . . tremendous payrolls and other expenditures of a strategic military area with four army bases . . . and enormous defense construction.

There are 23,481 radio units in the eight counties . . . and KRGV, Weslaco, is the ONLY network outlet to cover them with primary signal . . . the source in the Valley of outstanding NBC, news and local interest programs.

1290 KC • 1000 Watts, Day and Night Represented by Howard H. Wilson Co.

CENTRAL SALES OFFICE—805-6 Tower Petroleum Bldg., Dallas, Texas

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Lehn & Fink, Bourjois Plan Network Programs

LEHN & FINK Products Corp., Bloomfield, N. J., which has not used network radio for Hind's Honey & Almond Cream since 1939-1940 when it sponsored Burns & Allen on CBS, has purchased a half-hour on CBS radio for a series, probably of the quiz type, to start April 23. Time will be Wednesdays, 9:30-10 p.m., but no details on the program or talent have been decided. Agency is Win. Esty & Co., New York.

Another show in preparation is a half-hour musical to be on the BLUE in mid-April under sponsorship of Bourjois Inc., New York, for its cosmetics. No details were available from Foote, Cone & Belding, agency in charge, although it is probable that the time used will be Sundays, 6:00-7:30 p.m., with Jim Ameche as m.c., and David Brokman's orchestra.

Albert L. Miller

ALBERT L. MILLER, 38, an account executive of Erwin, Wasey & Co., New York, was killed March 20 when he attempted to escape a fire in his room in a New York hotel by crawling on the three-inch window ledge, and losing his grip, fell 14 stories to the roof of a neighboring building. Son of George H. Miller, president of the Muster Co., Cleveland, Miller had represented Erwin, Wasey in England for five years, and was well known in the drug and cosmetic field. He was a director of Wasey Products Co., London, and the R. B. Scherer Co., New Canaan, Conn., extensive user of radio. A wife, a two children and a sister survive.

BMI Board Meeting

PLANS for a series of programs devoted to Latin American culture as expressed in the music of BMI's Latin American affiliate publishers will be discussed by the BMI board of directors in New York last Tuesday. The board also voted to extend program meetings in New York, approved the membership forms for use by BMI stations in reporting income, and announced that the new BMI index of approximately 100-000 compositions will be distributed to licensees in April. Neville Miller, president, presided. The full board attended except Paul W. Morency, WTC, Hartford, who was kept away by illness.

Lowney Dramas

WALTER M. LOWNEY Co., Montreal, (candy) on March 29 started quarter-hour factual dramatizations of the Royal Canadian Mounted Police, Men in Scarlet, three-weekly on CKWX, Vancouver; CFRN, Edmonton; CFAC, Calgary, Alta.; CJOC, Lethbridge, Alta.; CKCK, Regina; CFRC, Saskatoon; CKY, Winnipeg; CKPR, Fort Arthur, Ont.; CFRB, Toronto; CKCO, Ottawa; CFCF, Kitchener, Ont.; CKOC, Hamilton, Ont.; CHSJ, St. John, N. B.; CHNS, Halifax; CJOB, Sydney, N. S. Account was placed by Harry E. (Red) Foster Agencies, Toronto.

BERT PRAGER, radio director of Donahue & Cee, New York, has resigned.
THISTLE (Betty) BARRETT

IF IT'S music or time buying or West Virginia that might interest you, sir, Miss Thistle (Betty) Barrett would be able to cross words with you most intelligently. For Betty not only is a talented musician, she is the current timebuyer at Morse International Inc. and also an ex-West Virginian teller of tales, attractively wrapped up in one personality.

Betty was born in New Martinsville, W. Va. Aug. 8, 1918, and between floods attended primary school there. She took her high school work at Dickinson Seminary, Williamsport, Pa., before entering the U. of West Virginia in 1934. She majored in music (violin) at the university and belonged to the Chi Omegi Sorority.

After two years of college, Betty decided to go to New York and try her hand at earning a living. Her first Manhattan job was modeling winter coats in mid-July. With the temperature hovering around 95 degrees she soon left that position for greener pastures and an air-conditioned building.

Next came law as secretary to a patent attorney, but in due time radio beckoned and she joined

"He would accept WFDF Flint Michigan's invitation to breakfast at Sardi's every morning!"
Nothing to Sell

"NOTHING to sell!" seems to be the accent in Knoxville, according to WBR, BLUE-MBS station. War has made it possible for the station to whip up two shows, sell both to non-selling clients: Knoxville Power and Knoxville Water Board. Shows are called Yours for Victory and urge scrap salvage, Victory gardening, appliance conservation, etc.

LOMA LINDA FOOD Co., Azle. (Ruskiets), as part of its spring campaign which started March 25, is sponsoring an intermittent schedule of twice-weekly participation in Art Baker's Notebook on KPI, Los Angeles. Contract is for 52 weeks. Firm in addition sponsors thrice-weekly participation in Norma Young's Happy Homes on KHJ, Hollywood, as well as weekly participation in Ann Holden's Home Forum on KGO, San Francisco. Gerth-Pacific Adv., Los Angeles, has the account.

LOCKFORD-STEINER, Montreal (shoe-high socks), has started an announcement campaign on 13 Canadian stations, placed by Stanfield & Blair, Montreal.

L. B. LABS., Los Angeles (hair oil, shampoo), April 1 starts sponsoring four participations weekly in the 8 p.m. newsmagazine on KRLD, Dallas. Contract is for 13 weeks. Firm is sponsoring a weekly five-minute participation in Breakfast at Sardi's on 13 BLUE stations, Wednesday, 9:30-10 a.m. (PWT) Glamor-Galler, Los Angeles, has the account.

Of the people (the most loyal and sincere) taking an active interest in their buying.

So—if you want to reach the most loyal and sincere folks in America—if you want a prosperous rural market that can be yours for as little as $20 per seasonette hour—then the facts in our latest market data brochure are the most important you've ever read. Write today for your copy.

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When you think of SPOTS... think of John Blair!

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
151 COUNTIES AROUND SHENANDOAH, IOWA

KMA
BLUE NETWORK
The No. 1 Farm Station in the No. 1 Farm Market

BROADCASTING • Broadcast Advertising
March 29, 1943 • Page 43
GERMANY IS FIRST IN MOTHER TONGUES

GERMAN is the most frequently spoken mother tongue in the United States, according to a report based on the 1940 Census, issued recently by the Census Bureau. In certain sections of the country, however, other languages were more often reported. For example, in a state in the Midwest, Germans reported most frequently in New England, and Spanish in the Southwest.

The tables show how strong a hold a foreign language may have in the homes of certain population groups, even after several generations in this country. Large numbers of persons of third or subsequent generations in the U.S. are included among the French-speaking people of Louisiana and among those who speak Spanish in New Mexico, to give two examples.

In a breakdown by states, French is the main mother tongue in Maine, New Hampshire, Vermont, Rhode Island, and Louisiana. Italian leads in Connecticut, New York, New Jersey, Delaware, and Virginia. German heads the list in Ohio, Indiana, Illinois, Wisconsin, Minnesota, Iowa, Missouri, North Dakota, South Dakota, West Virginia, Kansas, Maryland, Virginia, Kentucky, Tennessee, Arkansas, Oklahoma, Montana, Idaho, Colorado, Utah, Washington, Oregon, Spanish. It was the most frequently reported foreign tongue in Florida, Texas, Colorado, New Mexico, Arizona, California. In Massachusetts, returns were almost equal for French and Italian. In the Carolinas, French, and German and Italian ran close. Polish showed the highest returns in Michigan, with German a close second.

Quiz at Radio Lunch

MEMBERS of the Radio Executives Club of New York took an active part in the entertainment at last Wednesday's meeting when Bob Hawk, m.c. of the Camel show on CBS Thanks to the Yanks, conducted a quiz session with timebuyers and radio executives as participants. Out-of-town guests included Howard Chorno, West Virginia Network; John Rivers, WCSC, Charleston, S.C.; Ken D. Given, WLJ, Bowling Green, Ky.; John B. Howard, WFWA, Richmond, and Morton Silverman, W E I, Fitchburg, Mass.

Crosley Net Profit

CROSLEY Corp., Cincinnati, and subsidiaries, including WLW, WSAI, made a net profit of $1,921,659 after depreciation, Federal Income and excess profits taxes were deducted. For the year ending Dec. 31, 1942, the annual report discloses. Earnings in 1941 totaled $1,493,155. Last year's net was equal to $3.54 a share on 545,000 shares of capital stock, as compared to $2.73 a share the previous year.

NEWS SPOTS are spot news as Grove, La., St. Louis, signs a contract involving more than a quarter-million dollars for news and news commentary programs starting March 29 on nine NBC-owned and operated stations, largest single contract ever received by NBC central division spot sales.

Replier on Council
THEODORE S. REPLIER, campaign manager of the War Manpower Commission, has resigned to become manager of the Washington office of the American Legion Council, effective April 1. Before entering government service in 1942, Mr. Replier was associate copy director of Young & Rubicam, New York. Mr. Replier joined that agency in 1931, and had previously served as advertising supervisor of the Chesapeake & Potomac Telephone Co., Washington.

Zero Starts Drive
BEACON CHEMICAL Co., Philadelphia, is starting a spot campaign for Zero, a new ammonia product described as a general household cleaner. Ammonia has not been available for general consumer use recently due to restricted materials but some is now back in the market. Details of the campaign are not available. Company is placing direct. Paris & Peart, New York, was recently appointed agency.

WSAJ Joins Blue
WSAJ, Huntington, W. Va., on April 1 will become a basic BLUE supplementary station, bringing the total of BLUE affiliates to 150. Operated by WSAJ Inc., the station operates on 2,000 kc., 1,000 watts. Evening hour rate is $120.
Once in a while someone turns a spotlight on a concern that is simply doing its public-service duty in its own peculiar daily fashion. Unaccustomed as we are to spotlights and indifferent as we are to horn-tooting, we are frankly glad to be able to remark here the fact that

THE GEORGE FOSTER PEABODY RADIO AWARD FOR 1942

for

"OUTSTANDING PUBLIC SERVICE BY A REGIONAL STATION"

has just been given to

WCHS

CHARLESTON, WEST VIRGINIA

..."on recommendation of the University of Georgia faculty committee, for the program 'The Home Front'—a twice-weekly feature which was created and maintained morale by providing authoritative answers to listener questions dealing with the most perplexing of public problems in a community at war."

5000 WATTS • 580 ON YOUR DIAL • NATIONAL REPRESENTATIVES—THE BRANHAM CO.
JOHN A. KENNEDY, PRESIDENT • HOWARD L. CHERNOFF, MANAGING DIRECTOR • CBS SERVICE
Peabody Awards
(Continued from page 14)
work correspondent to broadcast a report of the situation in Algiers, after broadcasting facilities were made available Nov. 14. Collingwood gave a vivid description of the political situation in Algiers just one week after the invasion on the CBS World Today program at 6:45 p.m., scooping other network correspondents by one-half hour [Broadcasting, Nov. 23, 1942].

He scored another scoop last Christmas Eve at the time of the appearance of Adm. Charles Darian. Although CBS was unable to put Collingwood on the air with the news because of poor atmospheric conditions, the network learned the story in time to present it as a flash bulletin.

Winner of a Rhodes scholarship at Oxford, Collingwood was in Geneva at the time the war broke out in the summer of 1939, after which he returned to England as a member of the staff of United Press. During 1941 and 1942 he was heard frequently on the World Today series, 6:45-6:50 p.m.

War Program
The CBS writing-directing team of Ronald MacDougall and William Robson was given the assignment of handling The Man Behind the Gun, when it started on CBS Oct. 7.

About 20 weeks after the program had been on the air and had attained success as a Wednesday 10:30-11 p.m. sustaining, Elgin National Watch Co., Elgin, Ill., contracted for the series with CBS, shifting it March 7 to Sunday evenings at 10:30 p.m. Institutional commercials for Elgin are used and J. Walter Thompson Co. is in charge.

Designed to tell how the man behind the gun lives, his duties, and the stories behind the weapons he uses, the series has dramatized such authentic events as the landing of the marines on Guadalcanal, the capture of Henderson Field, the tense journey of a typical Atlantic convoy en route to Murmansk, Russia, and the heroic exploits of the U.S. light cruiser Boise. It is offered with the full cooperation of the armed forces.

Forestry Series
Ten years ago when an intensive reforestation program was launched in the South by the Government, it was found that very little educational material dealing with forest conservation was available. The immediate problem was to find naturalists or men who knew the forest lore to serve as advisors—and that's how A Field with Ranger Mac came into existence. Originated by H. H. McIlhenny, director of the Wisconsin School of the Air at the University of Wisconsin, the series was presented first in 1933 on WHA, the university's station at Madison, Wis.

"Ranger Mac" himself is Waken McNeil, chief of the Junior Forest Rangers, and a vigorous spokesman who knows the out-of-doors. He talks on nature and conservation, and occasionally conducts a quiz session for school children. Mr. McIlhenny is with the Office of War Information, on leave for the duration.

The Home Front
A public service series, created by Howard Cherrington, using director of the West Virginia Network, The Home Front started on WCHS, Charleston, Sept. 15, 1942, under sponsorship of the local dealer for Sherwin-Williams Paint Co., Cleveland. Cited by the Peabody board for its outstanding service to a community at war, the program asks listeners to send in questions on current problems perplexing them, and offers answers to those queries as written by such authoritative Government agencies as the OPA, Red Cross, or Selective Service. Though it has not been possible to answer on the air every question and problem submitted, the program has sent answers by mail to every listener who did not hear his query broadcast. The series first went on the air Thursday evenings, later shifting to Sunday 9-9:15 p.m. Currently, it is heard Sundays 1-4:21 p.m. Produced by William T. Adams, the announcing chores are handled by David Fulton and Sam Molen of WCHS.

The Standard Symphony
AT THE END of the current season The Standard Symphony will have completed 15 years on the air—with its sponsor, Standard Oil Co. of California, the second oldest user of radio in the United States. The series started on KPO, San Francisco, Oct. 15, 1926.

Standard Symphonic has presented many famous conductors and orchestras. Since 1929, the sponsor also has presented a companion network feature, Standard School, a course in music appreciation which helps pupils follow the evening program. Both have won many citations. Four leading Coast universities give their students credits for completing the course.

WAAC Cuts by WKY
THE 5TH CORPS Area Volunteer Service Command has selected WKY, Oklahoma City, to make master cuts of a WAAC recruiting program series. WKY will supply production. Packets will be played by stations throughout the corps area.

NAVY YARD employees at Philadelphia now get noon lunch hour news daily through direct wire from WCAU's news room. Arrangements were made by former WCAU publicity chief, Kenneth W. Storman, now a naval public relations lieutenant, and station's Program Director Stan Lee Broza. News shots are not broadcast.

Three Times As Many For Your Dollar!
WOAI has over 3 1/3 times more radio homes—per dollar—in San Antonio, Austin and Corpus Christi combined than the only other San Antonio station reaching all three of these markets! This figure is based on published national rates and C. E. Hooper Mid-winter Indexes.

San Antonio, Austin and Corpus Christi—where your WOAI dollar buys such immense listener preference—are THREE OF THE TWENTY-EIGHT metropolitan counties in the ENTIRE United States listed by the Census Bureau as having the most rapid wartime growth and the best postwar prospects of retaining their growth!

Yes, WOAI delivers premium listener value for your dollar in Central and South Texas.

50,000 WATTS - - - - - CLEAR CHANNEL
AFFILIATE NBC - - - - - MEMBER TQN

WOAI
San Antonio
The Powerful Advertising Influence of the Southwest

Lowest Cost per Listener In the Tri-City Area

TROY - ALBANY - SCHENECTADY

WTRY
TROY, NEW YORK
1000 Watts at 980 Kc.
The ONLY Basic Blue Station
In Eastern New York
Represented by RAYMER

CRYSTALS by HIPower

Thousands of vital transmitting installations rely on the accuracy and dependability of Hipower Precision Crystal units. With recently expanded facilities Hipower is maintaining greatly increased production of these consummate units. When essential demand begins to return, we are ready to help you meet your needs.

HIPower Crystal Co., Sales Division—205 W. Wacker Drive, Chicago Factory—2035 Charleston Street, Chicago, III.
NAB 3d District Elects Thompson
Altoona Man Named Director; Group Endorses OWI Plan

ROY THOMPSON, general manager of WFBG, Altoona, Pa., was elected director for the NAB Third District—Pennsylvania and Delaware—at the regional district meeting March 22 in Philadelphia.

Mr. Thompson, who succeeds Isaac D. Levy, vice-president of WCAU, Philadelphia, was elected unanimously for a two-year period and starts his term with the annual NAB meeting next month. Also by unanimous vote, Mr. Thompson was elected president of the Pennsylvania Assn. of Broadcasters, made up of NAB and non-NAB members in the State. Though this office normally carries a one-year term, the association voted that Mr. Thompson hold the post for the duration.

Browning Speaks for OWI

Solo deliberation of the day was a resolution endorsing the OWI radio plan, and providing that, except for the Army and Navy, all requests by Government and private agencies for free radio time be cleared through OWI. Pros and cons of the OWI plan were discussed by Howard Browning, executive director of the OWI regional office, who commended for its fine cooperation. Dr. Leon Levy, president of WCAU, Philadelphia, and radio consultant for OWI, also spoke on the plan and pointed to its success in the Third District, where it was first tried out.

Army and Navy representatives explained the role of radio in certain war activities and expressed appreciation for radio's cooperation.

Avery, Arney for NAB

Presenting the NAB's Retail Promotion Committee Plan, Lewis H. Avery, Director of Broadcast Advertising of the NAB, told how radio can keep local retailers on a sound economic basis. C. E. Arney Jr., secretary-treasurer of the NAB, outlined the agenda of the forthcoming NAB War Conference.

NEWEST NAB DIRECTOR is Roy Thompson, representing the Third District (Pennsylvania, Delaware, Maryland), Isaac D. Levy, vice-president of Philadelphia's WCAU and retiring director, congratulates Mr. Thompson (left). The new director is manager of WFBG, Altoona, and is also president of the Pennsylvania Assn. of Broadcasters.

Radio Fights Fire

QUICK action by the staff of KGNF, North Platte, Neb., recently saved the village of Maxwell, a dozen farm homes, and thousands of tons of hay from destruction by fire. When a raging prairie fire threatened to get out of hand, KGNF broadcast an appeal for volunteer firefighters. In a matter of minutes, more than 600 men reported to police headquarters and were rushed to the scene. Two hours later the blaze was under control.

Garden Book on 75

SIMON & SCHUSTER, New York, whose income-tax book campaign used more than 500 stations during the fall and winter, is starting a new campaign to promote its new book, "Victory Garden Manual." This number will be quickly increased to handle outlets in every section of the country. Edwin A. Kraft, of Northwest Radio Adv. Co., Seattle, is handling the account.

WFBL Staff Changes

STAFF realignments are under way at WFBL, Syracuse, with 17 men in the armed services and others due to leave soon. Effective March 27, Robert G. Soule, vice-president and promotion manager, took charge of programs and promotion. George M. Perkins, program manager, who left to join the radio department of Ford, Cone & Belding, New York, is succeeded by Ray Gantter, music director. Robert Doubleday, of Johnstown, N. Y., and Robert McCafe, who comes from the Syracuse U. radio workshop, are new announcers, while John Batchelder left the staff to join WRC, Washington, March 26, and Robert Delaney was inducted into the Army the same day.

Jimmie Walker Project

THERE is possibility that Jimmie Walker, one-time mayor of New York City, may go on the air in a regular series of broadcasts. Plan has not progressed beyond lettering discussions and, however, according to Mr. Walker's office, the ex-mayor was heard on WHN, New York, in 1941 on the "Opportunity Hour" for a 13-week period.

GEORGE PUTNAM, NBC news reporter, will appear in the Universal film, "I've Never Been Licked". He returns to New York April 10 to resume broadcasts.

FORTHCOMING EVENTS

NATIONAL BROADCASTING CONFERENCE, New York, May 20-22.

QUAIL (Ky.) AIN'T BIG SALES GAME!

Because few people live there, Quail, Partridge and Sparrow (Ky.) are pretty small game in sales; where sales are concerned! In fact, the only really big coverey in the whole State is the Louisville Trading Area—nearly a million-man and-ashelf people with 35.5% more buying power than the rest of Kentucky combined! . . . WAVE birds-dogs every radio home in the Louisville Area—bushel listeners because it's the only NBC station within 100 miles! Shall we shun-go together?

'.tbis spring!

and "red" barber's play-by-play reporting of the action and the antics of the "brooklyn dodgers" on

WHN

becomes the extra-audience magnet making whn programs the greatest buys in your greatest market, today!

50,000 WATTS
1540 Broadway
New York City
Chicago Office: 360 N. Michigan

March 29, 1943 • Page 47
New Survey Maps Released by CBS

New Technique Used to Define Affiliates’ Listening Areas

CBS AFFILIATE stations will receive this week from the network new coverage maps, based on the results of approximately 150,000 radio families that were surveyed last year for CBS by the Industrial Surveys Co. of Chicago.

Embodying a new technique, which selects the radio families to be surveyed so as to give an equal distribution by residence, covering every county in the country, and by income level, this survey reveals not only the “overt” but the daily listening habits of the families responding.

Ballots asked that “everyone in your family help you fill in this ballot, so that it will show all the radio stations really listened to in your home” and offered to pay “ten cents to your favorite charity in your name” in exchange for an answer. Out of 150,000 ballots mailed, an 80% response was secured. Listeners were asked first to list the call letters of all stations listened to by any member of the family at any time, with space provided for listing a dozen stations.

They were then asked to check the number of nights a week each station is listened to, and the number of days, with the night and day spaces each subdivided so the listener could check "six or seven nights," "once a week," "two or three nights," "four to five," "one or two" or "less than one.”

AFRA Disc Code Agreement Is Seen

REVISION of the transcription code for the American Federation of Radio Artists along the same lines as the recent revisions of the union’s network commercial and sustaining codes appeared probable last weekend. The two live program agreements, as revised, call for 10 percent increases in minimum scale and for the extension of the contracts for another year, pushing the expiration date ahead to Nov. 1, 1944. They also carry over the former cost-of-living clause, providing that they may be reopened for discussion of minimum scale increases if the government cost-of-living index rises 10 points or more from its current level.

Socony Expands

TO PROMOTE its new super-fuel "Flying Horsepower," Socony Vacuum Oil Co., New York, is telling the story of its chemical development in spot broadcasts throughout the country as well as on Raymond Gram Swing’s news program on the BLUE. Socony has also substantially expanded its advertising this year for its Tavern Household products, using spot announcements on a test basis in various selected markets. Agency is Compton Adv., New York.

Iowa Batteries

(Continued from page 12)

1940, the last date for which official figures are available, only 30.1% of the farms receiving high-line electric power. In six states, less than 10% of the farms have electric power.

The nation’s average in June 1940 was 26.1%. This has been increased some since then, but production has not had the increase. And, in addition, many of the farms which have been connected to the highlines recently will have a chance to buy electric appliances. A fair estimate would seem to be something like 40%. The nation’s farms are presently dependent upon battery radios.

WMT, which serves a large midwestern rural population, had its attention attracted to the problem by a few letters from farm listeners who had been unable to buy replacement batteries. Farm Director Dick Stockwell and I asked listeners to fill in a survey of the true situation. Hundreds of letters arrived within a few days.

In many instances, the writers said their batteries still contained enough power to permit listening to one program period a day but the neighbors had been without the use of a radio for several days. In a few cases, within a few days, the word of mouth publicity in the rural areas carried the news to those without radio service.

Letters From Dealers

Many more farmers wrote to WMT asking to hear about the station’s efforts on behalf of farm listeners, and outlining their experiences in trying to get batteries.

The station received many letters from radio dealers throughout the country, typical one said this: "There is a big shortage of batteries. We have been getting a little supply every 10 to 14 days. We could sell 200 if we could get them."

ARMY TO CLARIFY CENSOR DIRECTIVE

CLARIFICATION of a War Dept. directive to public relations officers in the field, involving the broadcast and publication of letters from men overseas and interviews with soldiers returned from combat zones is expected shortly.

The War Dept. Bureau of Public Relations last week sent out the directive, instructing PRO’s to review all letters from personnel overseas before such letters are broadcast or published. PRO’s also were charged with reviewing scripts involving interviews with men returned from combat zones.

Because of confusion between the War Dept. orders and the Code of Wartime Practices, both for radio and the press, the department officials were to issue a new directive, it was learned. The Censorship Code leaves the use of letters from overseas personnel to broadcasters, urging them to “measure the contents of such letters in the light of the policies of this Code.” Interviews, under the Code, must be cleared by the Office of Censorship or “appropriate Army or Navy public relations offices.”
Of the Six
GEORGE FOSTER PEABODY RADIO AWARDS for 1942

CBS wins 3

Designed to give educational recognition to meritorious public service by broadcasters, the George Foster Peabody Radio Awards conferred by the Henry W. Grady School of Journalism, University of Georgia, now add, for 1942, three more citations to the eight already won by CBS. The grand total is eloquent testimony to Columbia’s continuing determination to serve the public to the maximum of radio’s versatile power.

For the outstanding reporting of the Year 1942:
CHARLES COLLINGWOOD
He is a CBS correspondent in North Africa, with a record of notable “firsts” in the news of that theatre. The “award... goes unanimously to Charles Collingwood of CBS, who, with the tools of inference, indignation and fact, has conveyed to us through the screen of censorship an understanding of the troublesome situation in North Africa.”

For the outstanding entertainment in drama:
“THE MAN BEHIND THE GUN”
First broadcast as a CBS sustaining program, now sponsored by Elgin Watch Co., this “new program... brilliantly written by Ranald R. MacDougall and authentically produced by William Northrup Robson” wins the award “...for a timeliness, a racy dialogue and a vivid sound effect which intensify our appreciation of what the men in action are up against”.

Outstanding public service by a regional station:
STATION WCHS, Charleston, W. Va.
“...on recommendation of the University of Georgia faculty committee” WCHS receives its citation “...for the program ‘The Home Front’—a twice-weekly feature which was created and maintained morale by providing authoritative answers to listener questions dealing with the most perplexing of public problems in a community at war”. The program was wholly originated and conducted by Station WCHS itself.

This is... THE COLUMBIA BROADCASTING SYSTEM
WITH APPROPRIATE CEREMONY, Goldblatt Bros., Chicago department store, becomes the fourth large Chicago department store to use radio, as Nathan Goldblatt (seated), general merchandising manager, signs contract for a series of quarter-hour inspirational programs, to be heard six times a week on WGN, Chicago. The program, featuring Harold Sherman, philosopher, and titled Your Key to Happiness, starts April 5. Looking on are (l to r): William Putteman, Goldblatt sales promotion director; Harold M. Sherman; H. S. Vanderbie, president, Vanderbie & Rubens, Chicago, agency handling the account; J. C. Wilson, Goldblatt general manager; Earl Nelson, account executive, Vanderbie & Rubens; W. A. McGuiness, sales manager; George Harvey, asst. sales manager, WGN.

Balanced Music Ration

Popularity of Recordings Considered by WLVA

Man in Classification System

STATIONS may get some help in evaluating their transcription services and record purchases from a formula for 15-minute and hour recorded musical programs worked out by Randolph Bean, of the continuity and sales staff of WLVA, Lynchburg, Va., and the Tri-City Stations of Virginia.

Although conceding that any formula is bound to seem academic since music is a matter of taste, Mr. Bean believes his plan aids in general programming. It is the result of his experience on WJOH, Hammond, Ind., where he was program director, 1939-42.

Program Formula

Under this arrangement, all popular music is classed in seven groups. A recorded program consists of balanced selections from each group. Classes are “Big Ten”, the Hit Parade tunes; “Coming Up”, new and gaining popularity; “Going Down”, near misses and past their peak; “Has-Beens”, worn thin; “Never Were”, bulk of all popular music; “Old Favorites”, has-beens after a long rest; “Classics”, Gershwin, Carmichael, Kern, and Berlin can be well represented. Using these designations, a 15-minute program might include: one Big Ten; two Coming Up; one Going Down or Never Were; one Old Favorite or Classic.

An ideal make-up for an hour show, Mr. Bean suggests, might be: four Big Tens; one Going Down; two Never Were; three Classics; six Coming Up; no Has Beens; two Old Favorites. Even with the formula, he warns, a good deal of success rests in selecting individuals, providing the proper change of pace and so on. However, he declares, the plan makes a good starting point in purchasing records for the shows.

‘Truth’ Sells Bonds

FIRST TWO appearances of the Truth or Consequences program, sponsored on NBC by Procter & Gamble Co., Cincinnati, and currently on tour, brought in a total of nearly $1,500,000 in War Bond sales. The tour lasts four months and is expected to bring in more than $20,000,000. Agency is Compton Adv., New York.

Directors Certified By ASCAP Board

Resolution on Power Transfer To Be Acted on This Week

ASCAP BOARD of directors, at its meeting last Wednesday, received a report of the committee on elections, which certified the election of the following directors: writer members—Fred E. Ahlert, Oscar Hammerstein II, Irving Caesar, A. Walter Kramer; publisher members—Gustave Schirmer, Louis Bernstein, Herman Starr, Saul Bornstein. All were reelected except Walter Kramer, who replaces Oley Speaks.

To Meet March 31

Board also voted to submit to the general membership meeting, March 31, at the Ritz-Carlton, New York, several proposed amendments to the ASCAP articles of association, including the 16-point resolution of Robert McGinness, submitted at the recent meeting of ASCAP’s west coast members and approved by that group. The amendments in Mr. McGinness’s list are largely devoted to transferring power from the directorate to the general membership of the Society, proposing, among other things, that the officers and executive committee members be elected by the membership instead of by the board, and also for the bringing of proposed amendments before the membership without the prior consent of the board. Another of Mr. McGinness’s proposals would, if adopted, make the president of ASCAP a full-time officer-employee of the Society at a fixed salary.

Universal Elects

IN AN EXPANSION program for post-war activity, James R. Fouch, founder and president of Universal Microphone Co., Inglewood, Cal., in late March was elected chairman of the board. James L. Fouch, vice-president, has been made president. Sid Lindstrom, secretary-treasurer, was elected vice-president and treasurer. Durwood (Jack) Allen, accountant, is now secretary.

Steatite Surplus

FACILITIES for production of steatite, tale product used as an insulator in electronic equipment, have been expanded so successfully, WPB said last week, that producers are operating at only 75% of capacity. WPB hopes that equipment manufacturers will switch from inferior plastic insulators adopted during the post-Pearl Harbor bottleneck period.
Disc Shows Build Business for Style Shop in Edmonton

‘Persistent-Consistency’ by Retailer Proves Effective

DESPITE the active competition of five major department stores and ten other women’s specialty shops which cater to the same market, Morton’s Ltd., in Lethbridge, Canada, has used radio effectively to become one of the city’s leading fashion centers.

“We’ll continue to put the bulk of our advertising money into time on CJCA,” declares Manager Charles Rapp, who also supervises two other Morton’s branches in Western Canada. “While radio has sold goods for us with unequalled efficiency and economy in recent years, it never has lost its original virtue that it builds good-will!”

Morton’s Policy

Keynote of Morton’s standout success with radio, according to Mr. Rapp, is “persistent-consistency.” At the outset he was sufficiently farsighted to use enough radio to establish its usefulness. And even now, despite certain merchandise shortages in this busy supply-center for the Northwest, Morton’s use of the medium when the firm has almost all the business it can handle—Mr. Rapp still keeps everlastingly at it. “My job now,” he asserts, “is to keep the fences mended!”

Since its advent in radio, Morton’s account-history reads like a broadcaster’s directory. Program titles include: Who’s News, Through the Years, If It Had Been You, That Was the Year, The Story Behind the Song, Guess What, Little Women and many others. At present it is using a 26-to-52-week schedule of Calling All Cars which will be supplemented shortly with a talent show.

A practical-minded showman, Mr. Rapp is an ardent believer in the efficiency of transcriptions. Though he recognizes the fact that disc-shows frequently lack local color, he prefers to sacrifice that factor in favor of metropolitan glamour and professional production. And sometimes he has bought programs that had no appeal to him personally, simply on the station’s word they would do a job.

Supporting his preference for waxed presentations, Mr. Rapp comments: “People still come into my store and remark about two programs that we used in 1939—The Story Behind the Song and That Was the Year. Those were standout shows and we need more like them.”

All in Fun

AN M. C. of a twice-weekly screwball variety show, Matinee Varieties, on KFAR, Fairbanks, Alaska, knocks his sponsor reader—till the sponsor likes it, comes back for more. “Have you had your ears washed today?” asks a KFAR announcer. If not, join the lineup at Wittner’s Barber Shop in Fairbanks,” chants Al Bramstedt. “For a nominal fee they give you the works—everything from a pig shave to a neck shave that is guaranteed not to leak. You also get the local news, plus more gossip than you can pick up at a month full of quilting bees. And you can re-examine all the oldest issues of Whirly Pie, Pie, Look, Life and Click.”

Charles J. Lanphier (left), manager of WEMP, Milwaukee, since 1936 signs a new contract with Glenn Roberts, principal stockholder, to continue as manager of the Milwaukee Broadcasting Co., licensee of WEMP, and recently reorganized in a stock transaction from a corporation to a partnership group of eight persons [Broadcasting, March 6].

New Colby Transcriptions

BELL SYNDICATE Inc. is releasing a series of 15 weekly quarter-hour transcriptions of Frank Colby and His Words, in which pronunciation, usage and origin of words are explained. Mr. Colby, whose column Take My Word For It appears in more than 175 newspapers, has been on the air more than 15 years.

La Rosa Spots

V. LA ROSA & SONS, Brooklyn, in addition to participations on several women’s programs in the East for macaroni, is using Italian programs and announcements on five stations in the region. Outlets are: WOV WPEN WEAN WICC WMEX. Commercial Radio Service handles Italian advertising while N. H. Hackett Inc. is agency for English-speaking listeners.

NIAA Regional Meets

ONE-DAY regional meetings in key cities will replace the 1943 conference of the National Industrial Advertisers Assn., national headquarters in Chicago announced last week, after tabulating results of a mail vote. A regional session will be held in Philadelphia April 8 and another in New York May 7. Other dates and cities will be announced shortly.

John O. Rosser

WORD HAS just been received in Washington of the accidental death by carbon monoxide poisoning of John Ousley Rosser, program director of WTAW, College Station, Texas, several weeks ago. Mr. Rosser had worked previous to 1939 at KGKO, Fort Worth, and WOXR, New York. Parents and wife survive.

NCAC Sells

GARRY MOORE

to New Camel Program
THURSDAYS
NBC—10:00 to 10:30
P.M. EWT

PROTESTS FREE AD
WHBO Head Bails at Giving
Plug to Periodical

LATEST protest over the manner in which the Government is handling transcriptions has been filed with the Radio Bureau, Office of War Information, by E. A. Alberty, manager of WHBQ, Memphis, who objected to a series of transcribed announcements giving a credit line to Readers Digest.

Plan Commented

In a letter to the OWI, Mr. Alberty commended the Allocation Plan, but he objected to certain recorded announcements, scheduled for the week of March 16. “We were somewhat dismayed at our discovery that among the recorded announcements sent to us for use during this current week (March 16), announcements No. 1, No. 2 and No. 4 find OWI paying homage to Readers Digest, with the inclusion of a credit line to this estimable publication for the use of their network star in reading the copy,” wrote Mr. Alberty.

“After recovering from the shock, we scratched these three announcements from the disc and are substituting live copy instead, and now must humbly beseech you not to ask American broadcasters to give free advertising to any concern through borrowing those who participate in their various programs. This would be more than we could bear.”

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LICENSE of WGST, Atlanta, CBS outlet licensed to Georgia School of Technology, Atlanta, has been extended temporarily for 90 days by the FCC, which on March 23 adopted proposed findings of fact and conclusion, which included the provision that the Commission will consider the issuance of a renewal of license on condition the Commission is “given assurance that the station, through its management, will in fact assume and discharge the full responsibilities of a license.”

The action constitutes an ultimatum that the management agreement with Southern Broadcasting Stations Inc., headed by Sam Pickard, former member of the Radio Commission and onetime vice-president of CBS, and Clarence Calhoun, Atlanta Attorney, be so altered as to eliminate entirely any participation by Mr. Pickard and Mr. Calhoun in the management of the station. It is understood that negotiations are now underway by Georgia School of Technology for acquisition of WGST’s facilities from Southern Broadcasting Stations.

Contracted to 1950

The Pickard-Calhoun interests have, according to the FCC view, controlled the actual operation of WGST since 1930, when the present agreement was signed, the contract being dated to Jan. 6, 1950. The Commission’s proposed findings and conclusions indicate that the assumption of managerial duties and responsibilities by Southern Broadcasting Stations “to the almost complete exclusion of the station licensee” is due in some measure to “misunderstanding and lack of knowledge rather than to bad faith on the part of the licensees.”

The inquiry into the management contract of WGST began in 1940 in connection with a regular application for renewal, and was pursuant to the Commission’s policy of ascertaining the facts, whenever within the meaning of the Communications Act, had been transferred. Hearings were complicated by a controversy over who should represent the station, and Gov. Tallmadge, who appointed State Attorney Ellis Gibbs Arnall as special counsel for the hearings, had refused to contract with the station by official action. Further complicating the case was an offer by Arthur Lucas and William Jenkins, Georgia chain station operators, to take over operation of the station, allegedly in competition to Southern Broadcasting Stations.

Charges that the hearings had become embroiled in Georgia’s hectic political situation were made. Other postenquiries were necessitated by the illness of Mr. Lucas.

WGST is ordered to file within 60 days a further application for renewal of license “setting forth the plan of the station for the acquisition of the necessary facilities and equipment, and for the business management, representation, and control of the future operations, together with a list of all persons to participate therein.” In submitting its conclusions, the Commission stated that while the license of WGST cannot be renewed under present circumstances, no useful purpose would be served by refusing renewal under any conditions whatsoever, and further, that continuation of the station’s program service under improper management is in the public interest.

Bourjois Returns

BOURJOIS Inc., New York, which has not used network radio since early in 1936 when it sponsored Evening in Paris on NBC, will return to the air April 18 when it starts a musical variety show for Evening in Europe. It will feature the famous pepper powder on 119 BLUE stations. Program, heard Sundays, 6:05-6:15 E.S.T., will feature Jean Arnault as m.c., David Broekman’s Orchestra, and a male vocalist. Gordon Auchincloos of Footo, Cone & Belding, New York agency, will produce and direct the series, purpose of which will be to stress the Government plea to women to conserve cosmetics.

Williams on Blue

J. B. WILLIAMS Co., Glastonbury, Conn., which two weeks ago was considering several mystery programs for a series on five New England regional networks, has selected The Adventures of Nero Wolfe, starting April 7. Taken from the mysteries of the same name, written by Rex Stout, the series will be heard Wednesdays, 7:30-8 p.m. on WTYC, WLBZ, WCHS and WAVR in the area. WG will handle the program via playback Saturday evenings at 6:30. Producer will be Himan Brown, and the program will feature J. William Shaving Cream. Agency is J. Walter Thompson Co., New York.

WBZ License Extended for 90 Days

As FCC Demands Management Change

SEND FOR THIS BOOK TODAY!

You’ll want it for Facts on the big Town market

Here’s a survey conducted by Dr. T. L. White, Univ. of Wichita, covering 9,218 Iowa families in all 99 counties, 60th in a series of annual studies of the Iowa radio audience. New facts and figures revealed on this billion-dollar market! Tells virtually everything about Iowa listeners. Every executive needs it. Write for your free copy. But hurry!

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

THE WORLD’S BEST COVERAGE UP OF THE WORLD’S BIGGEST NEWS

WCAR

In cities . . . villages . . . farms . . . for miles and miles around . . . your messages of national, regional and local advertisers are heard over WCAR’s 1,000 streamlined watts.

GET THE FACTS FROM PONTIAC, MICHIGAN

or the Foreman Co. a Chicago a New York

Here’s why WIBW gets such amazing results.

Our 5,000 watts on 580 kc lays down a signal equal to a 100,000 watt station on 1,000 kc.

WIBW The Voice of Kansas in TOPEKA

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BROADCASTING • Broadcast Advertising
CARPENTER IS MADE
WPTF SALES CHIEF
OLLIE CARPENTER, member of the staff of WPTF, Raleigh, since 1934 and for the last two years assistant sales manager, has succeeded John W. Hite, former sales manager, according to an-

Mr. Field Mr. Carpenter

nouncement by Richard H. Mason, manager.

Mr. Carpenter is a veteran of World War I, attended the U. of North Carolina and prior to join-
ing WPTF was associated with the Wachovia Bank & Trust Co. of Raleigh. Mr. Field lent to become a member of the WABC, New York, sales staff.

Davis Statement

(Continued from page 58)

how OWI worked with industry, OWI that a letter from Senator Taft (R-OH) explaining his attack on the organization "was possibly pegged down in the morass of mail in Washington." [BROADCASTING, March 26]"

Painstakingly, Mr. Davis explained how OWI worked with radio through the Domestic Radio Bureau. Beginning over a year ago, he explained, working advisory committees from the industry were established to guide and aid this work.

Fact Sheets

These include: Station Advisory Committee of representatives from the NAB, National Independent Broadcasters, Clear Channel Broadcasters and others; Network Advisory Committee (program managers of the four WCVKs); Regional Consultants Committee (leading station owners in all sections of the country); Advertising Council Radio Committees in New York, Chicago, Hollywood; Talent Committee of top network radio artists.

Mr. Davis minimized the actual amount of production done by the Government. He pointed to the "Fact Sheets" and background material furnished regularly to writers and producers who are being and continue to be used by them as they pleased.

Then he said: "The only production and writing on the part of OWI, besides foreign writing of one 15-minute program on NBC; one 30-minute program on Mutual; a 15-minute recorded series produced principally at the request of local stations which do not have dramatic production facilities and cannot be serviced by network facilities; and 16 one-minute spot announcements a week for use by stations."

These, he said, used six writers.

"OWI has private agencies of opinion to thank not only for their cooperation in getting out the facts, but also in the generous way in which they have permitted us to draw on them for top flight personnel," Mr. Davis said. Mentioning Rep. O'Herr's remark that "a reputable writer in OWI is as scarce as an eskimo in Tunisia", Mr. Davis remarked that the role of employees speaks for itself. "The Domestic Branch is staffed by many key figures from radio, newspapers, magazines, and advertising, many of whom have left their private posts to join OWI at considerable personal sacrifice," he declared.

In addition to the machinery through which radio and OWI co-

operate, Mr. Davis outlined the work of the Advertising, New-
paper, Magazine, Motion Picture and Pamphlet units. He estimated that advertisers would contribute $100,000,000 in space for information projects, and that food ad-

vertisers would give $16,000,000 worth of space alone.

News Clearance

Among the advertising organizations working with OWI, Mr. Davis listed the Advertising Council of America and its affiliates: the Ad-

vertising Federation of America, the American Assn. of Advertising Agencies; American Newspaper Publisher's Assn.; Assn. of Na-
tional Advertisers; and many other specialized groups.

WAUILLLAU LA HAY, amusement and radio editor of the Chicago Sun and before that at WCKY, Cincinnati, and before that at WKY, Cincinnati, on March 22 was married to John Wildberg, producer of Porgy and Bess and Cry Havoc. They will reside in New York.

BROADCASTING • Broadcast Advertising

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PROGRESS LUMBER COMPANY, Redwood City, Calif. (prefabricated green houses and poultry equipment), to Gerth-}

P-E, San Francisco.

W. C. MACDONALD Inc., Montreal (to-

barco), to Banfield & Blais, Montreal.

DR. BALLARD'S Animal Foods, Toronto, to R. C. Smith & Son, Toronto. A spot campaign on Ontario stations has been started.

MYSTIC FOAM Co., Los Angeles (rug and upholstery cleaner), to Glazer-Galley & Co., that. Now using twice-weekly parishion in Polly Falter's Kitchen and Norman Young's Happy Homes on KFWJ. Other radio planned.

CARBONA PRODUCTS Co., New York, to A. Winsor Co., N. Y.

SALES AFFILIATES Inc., New York (firms permanent years), to Neal Reed Andrews Adv., N. Y.

THE SQUIRT Co., Beverly Hills, Cal., to Brasher, Davis & Van Norden, San Francisco.

TOMLINSON OF HIGH POINT Inc., High Point, N. C., to Hartwell Ayers Adv., N. Y.

CHARMS CANDY Co., Bloomfield, N. J., to C. L. Miller Co., New York, for Tastebest Candy Bar. Has started spot campaign in two markets and aid others.

BORG-WARNER Corp., Chicago (Norwegian refrigerators) to J. Walter Thompson Co., Chicago, for central division. Media plans not set.

SIMON SHOE Co., New York (Simco shoes), to Rees Adv., N. Y. Radio and newspapers to be used.

81.2% TO 96.8%

WBRU

COLUMBUS, CA.

A TALE OF ONE CITY

From "A Tale of 412 Cities" by NBC shows
91% Day time
71% radio families
4% Night time
"KID-O-BOISE, IDA.
71% listen most to
THIS COVERAGE BRINGS
RESULTS LIKE THESE:
1440 days & tops
15 announcements
2338 orders for products &
7 programs
1000 women enrolled in 15 schools
ask a
$ A D V E R T I S E R
JOHN BLAIR MAN

WNYC, NEW YORK's municipal station, last week began operating W39NY, FM outlet, for a period of trial broadcasts. Station is on the air daily from 2-5 p.m. and 7-8:15 p.m.

HCAC Sells

HOWARD PETRIE to

New Camel Program

THURSDAYS

NBC—10:00 to 10:30
P.M. EWT
Radio Headaches in the Army, Too

But Air Shows Get Results, Soldiers Discover

THIS is the story of two sergeants, both former professionals in radio, and both assigned to public relations work in the Army.

One has done an outstanding job of selling the Army Air Forces to the public and has seen radio do a foremost job for the Army. The other has done an exemplary job, but has experienced more headaches.

In 1941 Will Douglas—his full name is Will Douglas Dougherty—was announcing on WKBN, Youngstown, Ohio, when his number came up. Assigned to the San Antonio Air Depot, Duncan Field, Tex., Dougherty was detailed to the public relations office to handle radio.

When Duncan Field needed 10,000 civilian workers in December 1941, Will Douglas, the radio man, went to work. He whipped together a five-piece studio orchestra (in civilian life he had been a band leader) and added a high school girl singer. Then he went to KABC and with station officials worked out a program format on the theme “Do you want a good paying job in Uncle Sam’s Air Corps?”

In eight weeks 14,000 persons had applied for jobs and after the tenth weekly broadcast the commanding officer, Col. Delmar H. Dunton (now Brig. Gen.), asked that the program be discontinued. Another program was built for KTSA and still another for KMAC. Last August, Duncan Field set out to recruit 100,000 skilled technicians and specialists. The Field was given the responsibility of obtaining personnel for all the sub-depots under its control. A talk with WOAI officials resulted in a 10-week program series, in which true Army incidents with a direct bearing on the war were dramatized. Added to the dramaties was the 17-piece Duncan Field orchestra, a product of the public relations office.

Stations Cooperate

Military regulations forbid disclosure of the results but according to Duncan Field officials, “it is safe to say men applied for enlistment from as far away as Louisiana and Arizona, and we know it was because they listened to WOAI and Duncan Field’s Wings of Victory.”

So pleased was the commanding officer, Col. Paul C. Wilkins, with the cooperation of San Antonio stations, that he gave an informal dinner for station owners, managers and program directors.

Duncan Field also has a program on KONO, making complete cooperation with all five San Antonio stations.

“Certainly San Antonio stations have been unselfish in their donations of time,” said Sgt. Dougherty. “Without the patriotic spirit of the broadcasters, Duncan Field would not have been able to overcome its growing pains so quickly and take such forward strides on the road to victory.”

Lt. Paul L. Speegle recently was named Public Relations Officer and under his supervision the Field will continue its radio activities.

It’s a little different story that Sgt. Nat Berlin, former scriptwriter, has to tell about his work at Turner Field, Albany, Ga. Some of his normal headaches followed him into the Army.

“It started when I was a private, just three weeks after I was inducted,” said Sgt. Berlin. “They called me in to see if I could produce a weekly half-hour variety show, Army orchestra, soldier talent and such.”

Between K.P., policing his barracks and daily drill Pvt. Berlin managed to write a script, arrange a music-sheet and throw a show together. His first venture was . . . but let the sergeant explain it:

“We had one lad singing ‘Night and Day,’ accompanied by a piano. The piano was on one edge of the stage and he was at the other. We had two miles, one to put us on the air and the other for the public address system.

“Since our singer stepped forward and grabbed one mike with his left hand and the other with his right . . . well, it happened! The miles were loaded with electricity and our tenor, now in the middle of the verse, suddenly found a couple of hundred volts playing tag—and he was it.”

The singer finally let loose and stepped back, but by that time he was singing the chorus while the piano played the verse. They finally got together in a smashing climax.

“I thought things would change if they made me a corporal,” commented Soldier-Impressario Berlin, “and they made me a corporal. But things didn’t change a great deal. A girl civilian worker at the Field was making her debut as a songbird on Corp. Berlin’s program. Her first number was over big, but the ovation upset her and when she got midway in the second song, she stopped, in frightened voice said, ‘I can’t go on,’ and hastily left the stage.

“I made a heroic effort to save the situation by dashing on stage applauding like mad,” Berlin reported.

called. “Maybe it would have been more effective if someone else had joined me.”

Then they made him a sergeant and Berlin was happy. Now he could produce radio programs without headaches. A broadcast was set for a town 25 miles away. There was a delay in leaving camp. The orchestra and talent arrived just in time to find that the studio was a 10 x 15-foot office with two desks, several chairs and a bookcase.

While the orchestra members were looking for room to tune up. Sgt. Berlin put in a male quartet. When the orchestra failed to arrive, the sergeant ad-libbed a plug for recruits. One by one the orchestra men filed in, some sitting on desks and others standing around. Then they were ready and . . . again quoting the sergeant:

“It was bedlam. While the orchestra played I found what the quartet was going to sing and vice versa. And in between I gave recruiting talks.

“Only one part of the entire program was planned—the closing number. The orchestra was to play the Air Corps song and I’d sign off. The clock on the wall indicated three minutes to go and with the quartet in the middle of a song, everything looked swell. We’d just make it.

“Then someone barged into the studio and bellowed: ‘Hey sarge, you’re off the air.’ The clock was three minutes slow!”

Looking back over his production headaches Sgt. Berlin, the scriptwriter who became producer, announcer and all-around radio man in the Army, commented dryly:

“Maybe if they make me a staff sergeant things will be different!”

Set Ceilings

FINDING that radio distributors, dealers and brokers were assembling sets from chassis and cabinets, OPA last week said that a maximum price schedule would be prepared to control the operation. Regular manufacturers, practically removed from production of such sets, will be exempt from the new order.

“ST. LOUIS IS SOLD”

on THE SHADOW

says V. E. Carmichael of KWK

Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.
CBS Full-Network Discounts Exceed $2,250,000 Annually

Advertisers Profit by Plan; Supplementary Affiliates Asked to Take Lower Payment

ADVERTISERS’ acceptance of the CBS full-network plan has so far surpassed the network’s expectations, with additional discounts to advertisers running at the rate of about $1,250,000 a year, that the network has called on the supplementary affiliates, chief beneficiaries of the plan, to accept a lower rate per minute than specified in their contracts for this type of business. Subject was broached to 46 CBS stations in a letter written by Herbert V. Akerberg, vice-president in charge of station relations, late in February.

Since that time the matter has been discussed with the individual station operators in person, by phone and by mail, and while no broadcaster is happy about taking a cut, the majority have expressed an understanding of the network’s position and a willingness to accept the new terms, which will average about a 25% decrease in station revenue from the full-network business, according to CBS.

Additional Discounts

Pointing out that when the plan was announced last June, CBS “hoped approximately eight converted hours of our business would go full network and it was on that basis that our financial calculations were made,” Mr. Akerberg explained that for the week ended Jan. 30 CBS had 13 converted hours of full-network business, with full-network discounts to advertisers of more than $45,000 a week, or in excess of $2,250,000 a year. Allowing for the 5% lower weekly discounts, this represents about $1,250,000 additional discounts annually, his letter states.

As an example of what has happened, the letter cites the Texaco program, which by converting full-network increased CBS net sales by $450 and its payments to stations by $655, with the network taking a loss of $196 a week on the transaction. Some accounts which went full network “actually involved a decrease in net sales”, with the result that “our total losses on accounts which have gone full network greatly exceeded our total gains,” the letter stated.

To continue the plan’s benefits “to radio as a nationwide medium as a whole, not to the stations,’’ said Mr. Akerberg, “the plan is working admirably well.” He explained that network business on each station began to fill up very fast, and that about half of the full-network business, including business which the station had as part of a partial network before it expanded to a full network, for which CBS will pay full contract rates.

First: partial-network business pure and simple, for which CBS proposes to stabilize payments at the 13-hour level, total amount of this type of business currently carried, with additional full-network business paid for at this rate. If, for example, a station’s contract called for CBS calls for five hours and then next five hours at $30, the next five hours at $40 and the next five at $50, and the station was carrying three hours of partial-network business, then the next 13 hours of full-network business would include two free hours, five hours at $30 ($150), five hours at $40 ($200) and one hour at $50, totaling $400 and averaging $30.77 an hour for full-network business, which rate would be paid for all future full-network business. Although NBC’s full-network discount plan, much like that of CBS and also put into effect last summer, has also been enthusiastically received by NBC clients, with a resulting increase in revenue to the affiliate stations and cost to the network, NBC disavows any immediate intentions of revising its methods of payments to affiliates for this new business. All network future plans are, however, necessarily dependent on the decision of the Supreme Court on the legality of the FCC’s network regulations, which is expected to be handed down at the next session of the court April 5.

Stromberg-Carlson Up

STROMBERG- CARLSON Tel. Mfg. Co., Rochester, which has turned over 95% of its total production to communications equipment for the armed forces, announced last week in its annual report for 1942 a consolidated net profit of $534,053 after deductions of $1,950,000 for estimated income and excess profits taxes, and $200,000 provision for contingencies. This compares to 1941 when the net profit was $470,073 after deducting $710,000 for estimated income and excess profits taxes, and $100,000 provision for contingencies.

BIRTHDAY PRESENT in the form of a new contract for a year was presented to Tommy Masterson (center) the Kid Reporter of KTSA, San Antonio, when he rounded out 12 full years of life. Clearing house throughout South Texas for children’s activities, the Kid Reporter is sponsored by Handy-Andy Stores, San Antonio grocery chain. Signing the birthday present contract is Phil Bate, advertising manager of Handy-Andy Stores, while Rex Freis, account executive, offers congratulations. Tommy is the son of T. W. Masterson of the KTSA commercial department.

Easter Service

FIVE LANGUAGES will be used to broadcast the one-hour Easter Service from Central Park’s Mall in New York City Easter morning under auspices of the Churches of God of Greater New York. The Navy has instructed vessels over the world to play back the service from transcription. OWI will pick up the hour from the originating station, WMCA, New York, for world wide use.

Anti-Gremlin

WARWORKERS have been waging a campaign against the demons of headache, wanderlust, and assorted ills since Feb. 16 when KIRO, Seattle, started an anti-gremlin series on its early morning Time Klock Klub. Against a background of strange sound effects, listeners meet the growing Gremlin family at work. “Quit-quit” tells workers how much they need a rest. “Hammer-noggle” induces headache by a blow on a warworker’s head. “Workono” keeps women out of industry. Response to the series has been so good that KIRO plans further steps to expose these malicious little creatures as the flies in the ointment of war production.

Mackey Hearing Set

CONSOLIDATED hearing on application of Mackey Radio for the Algiers radiotelegraph circuit and protests filed by Press Wireless and RCA Communications has been docketed by the FCC for April 19. Special temporary authority to operate the Algiers circuit for three months, granted Mackey Radio Feb. 19, continues operative subject to the disposal of the proceeding. Mackey began operations March 2, providing broadcast program channels.

HOW TO GET THE MOST OUT OF YOUR RADIO DOLLAR IN CENTRAL NEW YORK

Pick the one Syracuse Station in four that consistently shows more audience than the other three stations combined. Does it six times a day—day-in and day-out.

Pick . . .
Decisions...

MARCH 29

WALI, Albany, Ga.—Granted motion for adjournment hearing applications renewal license CP as mod., in part; conditions. 

WGGI, Greenville, S.C.—Granted renewal license to April 1, 1944.

Applications...

MARCH 30

WNAC, Boston—Mod. CP, authorizing increase power, change equipment, etc., to move transmission facilities; change frequency from 930 to 920 kc., coverage 200,000 sq. mi., effective April 1, 1944.

WSPX, Cinncinati—Same, 48200 kc. 1 kw. special emission WNAE, extend commencement, completion dates 60 and 120 days respectively.

Applications...

MARCH 31

WNAC, Boston—Mod. CP, authorizing increase power, change equipment, etc., to move transmission facilities; change frequency from 930 to 920 kc., coverage 200,000 sq. mi., effective April 1, 1944.

WSPX, Cincinnati—Same, 48200 kc. 1 kw. special emission WNAE, extend commencement, completion dates 60 and 120 days respectively.

Scholl in Canada

MARCH 29

SCOLL Mfg. Co., Toronto (foot appliances), starts about April 1, dramatized transcribed spot announcement campaign on 11 Canadian stations during three to five times a week, slated for New York placed by F. H. Hayhurst Co., Toronto.

TEN TOP TUNES

THE Top ten tunes from the standpoint of network audience coverage during March 20 to March 26, according to the copyrighted Audience Coverage index of the National Broadcast Division, New York, are as follows:  

'Bve Heard That Song Before

That Old Black Magic

Love Came Home to Give It Up

Too Late to Say Goodbye

I Can't Be Wrong

Just Kissed Your Picture Goodnight

Please Think of Me
Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words to the inch. Forms odd weeks, close-up week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Transmitter Engineer—State experience and salary desired in first letter. This opening is permanent and results of previous advertisement have left a vacancy. WHEB, PORTSMOUTH, N. H.

Announcer—No experience necessary. Give personal details, draft status, age, etc. Apply Box 465, BROADCASTING.

Announcer—Permanent position for draft exempt man or woman. Can handle both commercials and turntables. Must be able to handle news and commercials. Write full details, references, and whether transcription available to complete. Box 466, BROADCASTING.

Combination—Good commercial announcer and studio technician for remote studio of a West coast station. State experience and draft status. Box 467, BROADCASTING.

Excellent Positions Open—For first, second and third class operators; production engineers; production men; junior and senior announcers; news editors; station executives; time salesmen; radio telephone and telegraph operators. Wilson Employment Service, Inc., Union Commerce Building, Cleveland, Ohio.

Experienced Announcer—Wanted—Preferably sports experience, but not necessary. Write or wire drafts, rates, experience, salary expected etc. Box 468, BROADCASTING.

ENGINEER—For present or possible future Midwest 5 KW station, must hold 2nd class license or higher. In reply state education, experience, expected salary, and enclose 2 photographs. Box 469, BROADCASTING.

Announcer—Good solid staff man with musical and sales background. Include complete experience in radio. Good prospects. Box 470, BROADCASTING.

Radio Time Salesman—Young, energetic, experienced, references for NBC station. Good salary. KBEW, Hutchin-son, Wash.

Opportunities—For two dependable radio men, sell and announce . . . . . sales and commission, mutual station. Armory Camp town, tell C. M. Manager, WJMN, Marble- vale, Tenn.


Announcer—Wanted—By a midwest station. This is a permanent position with a real future. Salary open. Please send full details, references and salary requirements. Box 472, BROADCASTING.

Situations Wanted

Top-notch Wartime Washington Announcer Wants to leave this turbulent town. 8 years' experience, good personality. Knows production. 4-F draft. Tulsa, Dallas, Denver, Des Moines, St. Louis or Chicago preferred. Good draft. R.C.A., Trans-Lux Bldg., Washington, D. C.

Program Director—1st class license, good personality. Box 473, BROADCASTING.

Experienced Announcer—Young experienced promotion director wants position offering advancement in promotion or traffic. Knows music, controls. 4-F. Box 474, BROADCASTING.

Traffic, Promotion Manager—Young experienced promotion director wants position offering advancement in promotion or traffic. Excellent references. Box 475, BROADCASTING.

General Manager—salesman, sales manager, salesmen. 5 years' experience. Available March 1st. Box 476, BROADCASTING.

Situations Wanted (Cont'd)

SALES MANAGER—Or General Manager for Small Station. Five years' top salesman two network stations. Broad knowledge of all departments, 25 deferred draft classifications. Now employed, excellent reasons for wanting change. Box 477, BROADCASTING.

SALES MANAGER—Reliable, sober, industrious. Prefer small station, good record. Presently employed. Box 478, BROADCASTING.

First Phone, Second Telephone—Some experience. Employed now. Want to change. Give wants and living conditions. Address Box 479, BROADCASTING.

Announcer—Graduate of Radio Announcing School. Qualified for all types of programs. Howcan I help you? Box 480, BROADCASTING.

ANNOUNCER-NEWSCASTER—4-F. Now employed by regional station. East preferred, Box 481, BROADCASTING.

Continuity Writer—Can handle continuity, dramatic and straight commercial copy. Outstanding background. Box 482, BROADCASTING.

Programmer-Producer—Draft deferred. Seven years experience. Excellent references, desires change. Permanent job only considered. Box 483, BROADCASTING.

PROGRAM DIRECTOR—Capable, good references, 4-F, age 34. Now employed, but available for better opportunity. Box 484, BROADCASTING.

ANNOUNCER—With all around experience. Can write, produce and build programs with powerful sales appeal. Now employed, but available for better opportunity. Good references, 5-F and 4-F. Write Box 485, BROADCASTING.

Commercial Manager—20 years advertising sales experience. Fully conversant with all types of local and national advertising. Excellent references, desires change. Employed sales staff. Now employed large local radio. Will handle department good solid organization on permanent basis. Just over draft age. Box 486, BROADCASTING.

Announcer—Available immediately. Four years experience, 4-F station. Wire Box 487, BROADCASTING.


Opportunities—For two dependable radio men, sell and announce . . . . . sales and commission, mutual station. Armory Camp town, tell C. M. Manager, WJMN, Marble- vale, Tenn.


Announcer—Wanted—By a midwest station. This is a permanent position with a real future. Salary open. Please send full details, references and salary requirements. Box 472, BROADCASTING.

Situations Wanted

Top-notch Wartime Washington Announcer Wants to leave this turbulent town. 8 years' experience, good personality. Knows production. 4-F draft. Tulsa, Dallas, Denver, Des Moines, St. Louis or Chicago preferred. Good draft. R.C.A., Trans-Lux Bldg., Washington, D. C.

Program Director—1st class license, good personality. Box 473, BROADCASTING.

Experienced Announcer—Young experienced promotion director wants position offering advancement in promotion or traffic. Knows music, controls. 4-F. Box 474, BROADCASTING.

Traffic, Promotion Manager—Young experienced promotion director wants position offering advancement in promotion or traffic. Excellent references. Box 475, BROADCASTING.

General Manager—salesman, sales manager, salesmen. 5 years' experience. Available March 1st. Box 476, BROADCASTING.

WANTED TO BUY

Radio Station—Full or half ownership in city of 100,000 or more located east of the Alleghenies. Must have national network affiliation and good earnings record for past five years. Replies must give full detailed information. Box 488, BROADCASTING.

BROADCAST STATION—Reliable and financially qualified party, give all particulars. Box 489, BROADCASTING.

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

Reliable party interested—In 350 or 500 watt station in eastern or northern U. S. Full particulars, including whether wartime. Box 490, BROADCASTING.

Responsible party interested in buying radio station—Send full particulars. Box 491, BROADCASTING.

For Sale

Five brand new No. 338 109 Watt Transmitting tubes—$18.00 each, or full pick- up. Write or wire WKNY, Kingston, New York.

JANSKY & BAILEY

An Organization of Qualified Radio Engineers Dedicated to the SERVICE of radio Broadcasting

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HECTOR R. SKIFTER

Consulting Radio Engineer

FIELD INTENSITY SURVEYS

STATION LOCATION SURVEYS

CUSTON BUILT EQUIPMENT

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FCC Questionnaires Up for Review

Relief From Forms Seen As Budget Bureau Begins Inquiry

RELIEF from the FCC's annual barrage of questionnaires and forms tapping innermost phases of operation is promised by the Budget Bureau and which have been authorized numbers.

In the case of the FCC, some 36 forms are set up for review. The work is being conducted under the direction of Stuart A. Rice, assistant director of the Budget Bureau in charge of the Division of Statistical Standards. David E. Cohn, of the Bureau, has been holding conferences with the FCC and with industry representatives regarding the undertaking.

Licenses to Payroll

Included in the FCC forms under scrutiny are those dealing with applications for licenses, license renewals, annual financial statistics, modifications of construction permits, temporary employment, program analyses, and in fact, every form used for broadcast purposes. It also may have a bearing on the Commission's method of personal interview investigations of stations too, because Budget Bureau approval is required of stock questions asked of more than 10 persons.

Many stations in the past have reported the necessity of hiring additional people to fill out particular FCC forms.

Only those forms authorized by the Budget Bureau and which have a specific approval number need be recognized by stations, the Bureau pointed out. Every form now in existence has an expiration number. Businessmen generally, along with broadcasters, are urged by the Budget Bureau, which is in the Executive Office of the President, to be cautious about Federal questionnaires that do not have its approval. When in doubt, it urges, the Bureau should be contacted prior to response.

Pursuant to Congressional authorization at the last session, the Budget Bureau undertook the reduction of paper work to a minimum and is giving its approval only to statutory tasks that contribute toward winning the war for which there is other imperative need.

Thus, when you are in doubt about the validity of a form that has no Budget Bureau approval, make inquiry about it before you answer it," the Bureau advises.

It was pointed out that individual stations may be reluctant to complain about FCC forms, because of possible repercussions and because they are licensed. Budget Bureau officials said that such comments or complaints as are made to the Budget Bureau are kept confidential and are used only in the effort to comply with the law and to relieve industry of the onerous burden of excessive paper work.

Reluctant to Complain

On Aug. 31, 1942, the Budget Bureau issued new regulations to all Government agencies providing for a review of all new questionnaires and report forms, and a post-audit of all existing report forms. All report forms approved by the Budget Bureau were given "approval numbers," many accompanied by expiration dates.

Last Dec. 24, President Roosevelt signed the Federal Report Act of 1942, sponsored by the Senate Committee on Small Business. This law implemented the Bureau's authority to control and coordinate Federal statistical activities. On Jan. 1, the approval numbering system of the Budget Bureau became effective. Questionnaires and report forms issued by the Federal agencies subject to the Bureau's jurisdiction "must have such approval numbers to be valid," it was stated. "Businessmen need not comply with requests for statistical information where the report forms are without such sign of approval."

These three steps, taken together, the Bureau points out, mean that important services to business and industry in controlling and limiting the number of questionnaire forms issued by Federal agencies will be rendered. The success of the Bureau's efforts, however, it was pointed out, will depend to some extent on cooperation of businessmen who report to it unauthorized questionnaires not having Budget Bureau approval numbers.

"To the Wastebasket"

There are four classes of questionnaires that will not have Budget Bureau approval numbers, it was stated. These are (1) report forms issued by exempt agencies, principally bureaus of the Treasury Department; (2) forms that have been approved, but of which supplies were printed prior to the institution of the system; (3) report forms that are sent to less than 10 respondents; (4) report forms that are "bootlegged." The latter forms "should be consigned to the wastebasket," said the Bureau.

Businessmen who have complaints about specific forms or are in doubt should write to the Budget Bureau or address the Advisory Committee on Government Questionnaires, in Washington, which is composed of representatives of business and industry.

"The Budget Bureau will also lend an attentive ear to complaints that are specifically directed toward what is referred to as a burdensome questionnaire," the Bureau stated. "Forms of a repetitive nature are given expiration dates. Prior to the date of expiration of a form, it is re-examined as to need, form and content. Complaints from business and industry will be considered at the time such forms come up for an extension of their expiration dates."

"Businessmen," the Bureau stated, "have a friend at court. They should learn to use it."

FM Cooperation In Phila. Allowed

FCC Approves Joint Plan to Operate All Four Outlets

UNDER A NEW plan of FM broadcasting approved March 23 by the FCC, four Philadelphia FM stations will operate a cooperative plan of broadcast rotation which will allow a total of 17,000 Philadelphians homes eight hours of continuous FM programs daily for a trial period of 90 days.

The Commission's action followed a joint application by Pennsylvania Broadcasting Co., operator of W49PH; WFIL Broadcasting Co., operator of W35PH; WCAU and WIP, operators of W69PH, and WM. Penn Broadcasting Co., operator of W73PH. Standard broadcast affiliations of these stations are WIP, WFIL, WCAU and WPEN, respectively, all in Philadelphia. Roger W. Clipp, general manager of WFIL, was in Washington last month for conference on the FM stations.

Coordinated Programming

At present the four stations are on a rotating split schedules for a minimum of six hours a day. Under the 90-day waiver of FCC rules requiring this six-hour daily minimum, each station will stay on the air eight hours from 3 p.m. to 11 p.m. regularly one day a week, with the three remaining days taken in rotation. A committee composed of one representative from each station will supervise and coordinate the programming of all four.

The group advanced wartime necessity for conserving critical materials, resources, libraries, transcriptions and for making most economical use of manpower as reasons favoring the experiment. The plan calls for pooling all spare parts and equipment, which is to be distributed to the stations as the need arises. It is believed that other FM operators will watch with keen interest the experiment, which is the first plan of its kind to be proposed to the FCC.

Action of the Commission in granting permission for the "Philadelphia plan" is in line with its general policy of giving all possible assistance to help broadcasters weather thesqueeze of wartime restrictions on materials and manpower, as indicated in such policies as that adopted on Feb. 28 under which applications for FM and television licenses is to be protected for the duration [Broadcasting, March 1].

FIRST ISSUE of a general house organ for CBS was circulated last week to some 1,170 persons employed in the network's New York headquarters. Titled "485", the mimeographed eight-page paper is edited by Marion Sievert of the CBS press information department.
Have you had to curtail dealer contacts?

Are you delaying the introduction of a new product or package?

Is manpower shortage crippling your field operation?

Specialty Sales can help you solve these problems

If the manpower shortage has crippled your field operation, curtailed dealer contacts, or delayed introduction of a new product, Specialty Sales can help. Specialty Sales offers the short-term services of experienced high-type salesmen who cover all druggists and grocers in Ohio, Indiana, Kentucky, and West Virginia. Specialty Sales does not conflict with established sales organizations, brokers, or agents. Specialty Sales is independent, but has the advantage of full access to all WLW research and merchandising material. Specialty Sales service is extremely flexible . . . can be bought on per call or per week basis . . . helps you keep men in the field at a fraction of the usual cost. For further information, write or wire Lou E. Sargent, Specialty Sales, 140 West 9th Street, Cincinnati, Ohio.

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.
The Little Glass House
That Holds the World of Tomorrow

Within the confines of electron tubes, greater miracles are being born than man ever dared hope for.

Applied to the war of today, those radio-electronic miracles are guiding battleships, locating planes, maneuvering tanks, and speeding communication.

With the coming of peace, these same miracles—emanating from radio-electronic tubes—will shape a new kind of world. Food, medicine, clothing, our homes, our schools, our industries—all will be changed and improved by the magic of electronics.

At RCA, world leader in this new science, the work being done today is concerned with war only—with the winning of Victory for the United Nations. But the planning by our engineers and scientists, the skill, knowledge, and experience being obtained, will also be useful tomorrow—the richer and fuller tomorrow that will come about through RCA Electronics.

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