Our job—come to think of it—is dentistry in a way.

We do an excellent job on cavities, for instance. Market cavities, we might add.

There was the man who had to crack Philadelphia or the job wouldn't jell. In a little less than 10 months WOR not only opened the Philadelphia market, but this man's sales there were 25% of his high New York total!

We put teeth in old products, too. Like the article launched in 1897 that was slipping faster than it grew. In a few weeks WOR stabilized sales; jumped them 10%, cut this sponsor's advertising cost in half.

It might be because more families listen to WOR*. It might be because these families . . . but you get the idea.

That power-full station

* From the first 4-month analysis of 25,000 face-to-face interviews—with all kinds of listeners in all kinds of homes—made for the "WOR Continuing Study of Radio Listening in Greater New York."
WHEREVER any major agricultural event is taking place in the Middle West, there you will find Art Page, farm program director of WLS and conductor of the noontime "Dinnerbell" program. In the first eight months of this year, "Dinnerbell" was broadcast by remote control 34 times.

Listeners have learned to depend upon WLS not only for on-the-spot coverage of major events, but for cooperation with their own organizations. In eight months the WLS "Dinnerbell" program presented speakers from 160 organizations of such importance to farm folks as the Pure Milk Association, 4-H Clubs, Future Farmers of America, Farm Bureaus and the United States Department of Agriculture.

"Dinnerbell" is just one part in our program of constructive service to agriculture—a service which has gained the confidence of listeners for us and for our advertisers.
FOR THE DURATION, there will be the important tasks of supplying the necessities of life, guarding the health of the nation, maintaining the morale, and managing the thousand other things which outlast "business-as-usual".

That's how advertising will continue to serve our nation at war, by performing the essential functions required of it. Life goes on, and advertising will rise to the new responsibilities of a wartime economy.

Here in Connecticut's Major Market, WDRC will do its best to render a public service which is keyed to the nation's best interest.

BASIC CBS FOR CONNECTICUT
Primary Reader for Time Buyers

Silo:
Tall cylindrical edifice which stores thousands of bushels of valuable crops until the market is right for the farmer. Most Nebraska silos now are empty because market prices are the best in years!

Corn Crib:
Storage bin to keep corn. Inexpensively used, because Nebraska farmers aren't keeping corn—they're selling it almost faster than it can grow.

Haystack:
Great pile of fodder, cut and cured on the farm. Very inexpensive to raise. Livestock loves it and fattens thereon. After which, stockyard gives farmer equal fat check for same. More profit for farmer to enter on his...

Cash Book:
Ledger in which an account is kept of receipts and disbursements of money.
Nebraska farm families are receiving far more money for their crops, corn and livestock than they are disbursing for overhead and luxuries. They have an immense amount of cash on hand, and they'll spend this cash for products, if you tell them what you have.
Tell them over their station, KFAB! You need KFAB, to do a complete job of selling the prosperous farm markets throughout Nebraska and her neighbors!

KFAB LINCOLN, NEBR.
DON SEARLE, GENERAL MANAGER
ED PETRY & CO., INC., NAT'L REP'R

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

January 12, 1942

CONTENTS

RCA Forms Blue Network Co., Inc. ........................................ 7
Daylight Saving Time Near .............................................. 8
Formal Censorship Rules To Be Issued ................................. 8
Nets Combat Two-Pronged Legal Attack ................................ 10
Radio Receivers Now Total 57 Million ............................... 12
Wakefield to Coast for Inspection ..................................... 12
New Station List for 1941 ................................................ 14
Orders to Newsmen Stress Morale and Defense ...................... 16
FTC Finds Radio Continuity Clean .................................... 16
Disc Libraries Charges Reduced by Fox ............................... 18
Red Affiliates Oppose Linking Nets ................................. 20
Advertising May Be Exempt From Price Law ....................... 20
MBS Billings Up 53.2% for Year .................................... 20
Who's Who at DCB ....................................................... 22
Hearings Resumed In WGST Renewal ................................. 22
Industry Supports Payroll Deduction for Bonds .................... 24
Department Store Gets Results ....................................... 35
Radio Upheld In "Lone Ranger" Case ................................ 50
New Broadcast Tax Studied ............................................ 50
Agencies Optimistic Despite Shortages ................................ 50

DEPARTMENTS

Agencies ......................................................... 34
Agency Appointments ............................................... 38
Behind the Mike ................................................... 30
Bonus Notes ....................................................... 46
Buyers of Time .................................................... 47
Classified Advertisements ........................................... 49
Control Room ...................................................... 42
Editorials ......................................................... 28
FCC Actions ...................................................... 48
Guestatorial ....................................................... 28

Here's Why Washington Prefers WOL

WOL Provides the Most Thorough and Accurate Coverage of News Events With This Notable Cost of Outstanding Commentators.

Richard Eaton
Gabriel Raether
Walter Cropton
B. S. Bercovici
John B. Hughes
Bonie Carter
Fulton Lewis, Jr.
Cal Timmons
Raymond Gram Swing
Arthur Hale
Frank Blair (F.B.A.)
Royal Arch Gummison
Leon Pearson
McClelland Van de Veer

Don Searle, General Manager
Ed Petry & Co., Inc., Nat'l Rep'r

Page 4 • January 12, 1942
A Shaker-full of Pepper for the WEAF "SALT WATER WAY"

It was just fourteen months ago that WEAF's new transmitter first spoke across the waters of salty Long Island Sound. It made headlines the way it zoomed WEAF programs New Yorkward ten times harder than they had ever been zoomed before, as WEAF engineers flexed 50,000 watts to their fullest strength with the new "salt water way."

Since then though, it's WEAF's program experts that have been making the headlines. Reflecting real programming "touch" and an understanding of the New York listener, they seasoned WEAF's local program schedule with many new top-ranking programs during 1941. For example:

More New Programs — Two new fifteen-minute ones—at noon and at 6:15 P.M. Also other shorter news spots making all-complete WEAF's dawn to midnight news service.

Mary Margaret McBride — The pioneer and first lady in the field of programs for women.

Studio X — One of the most humorous shows on the air today, with Budd Hulick and Ralph Dunke.

These are just three of the 1941 additions to WEAF's local schedule. Add Isabel Manning Hewson's "Morning Market Basket" (a food show), the "Spice of Life," and the rest. Figure in other past and planned improvements. Put all these things together, and you have a station that's streamlined to set new records in 1942 . . . a rocket for your product's sales curve in the World's Richest Market. Today is the best time to tie up with it, with

WEAF

NEW YORK • 50,000 Watts • 660 Ke
Key Station of the NBC Red Network
ONE OF A SERIES PRESENTING THE MEN WHO MAKE SONOVOX SERVICE

Graduate:
U. S. Naval Academy

Continuity Department,
N. B. C. (Eastern Division)

Radio Department,
Joseph Katz Company

Director of Radio,
Fletcher & Vile, Inc.

Continuity Editor,
N. B. C. (Midwestern Division)

Director of Radio,
Sherman E. Ellis & Co.

Joined Wright-Sono Vox, Inc.—November, 1941

—and this is LAWRENCE HOLCOMB, our Eastern Manager!

A few months ago, when Sonovox was first demonstrated to radio and agency executives in New York, Larry Holcomb was one of the first big-agency men who really saw the tremendous possibilities of “talking sound”, in radio. In fact, Larry not only saw the whole idea—he practically went overboard about it! So when the furor about Sonovox developed to the point where we needed an Eastern Manager, Larry Holcomb was naturally a perfect “natural” for us!

Sonovox, as by now you must know, is the astonishing new acoustic development with which sounds of almost every sort can be made to articulate actual words. on the radio. By putting words into the actual “voices” of apt or attractive sound effects, Sonovox transforms the conventional routine commercial into a real entertainment feature. Sonovox puts life and attention-value into radio selling!

Today a lot of the smartest radio advertisers in the business are climbing aboard the Sonovox sound-wagon. Let us tell you about it. Write us direct, or ask your nearest F&P office.

WRIGHT-SONOVOX, INC.
180 N. MICHIGAN AVE. . . . CHICAGO

FREE & PETERS, INC., Exclusive National Representatives
Blue Network Now Operates Independently

Ultimate Sale to Outside Interests Seen; Woods, President; Kobak, Executive V-P

For biographical material on Blue Personnel see page 44

FORMATION of Blue Network Co. Inc., a separate, wholly-owned subsidiary of RCA, was announced Friday by David Sarnoff, president of RCA and chairman of the board of NBC, following a joint meeting of the board of directors of RCA and NBC. Mr. Sarnoff stated that incorporation papers for the new company were filed by George Allen, New York, and James B. Leach, Dover, Del.

As its first step in independent operation, the new company applied Friday to the FCC for a license to operate WJZ, New York, WENR, Chicago, and KGO, San Francisco. Licenses are now held by RCA and these Blue key stations are being operated by NBC as agent for RCA. Until Dec. 24, when the FCC granted a transfer of licenses to RCA, these stations had been owned and operated by NBC.

Meeting of Board

Blue Network Co. Inc., Mr. Sarnoff stated, will continue without interruption the programs and business heretofore carried on by the Blue network division of NBC. The board of directors of the new company met Friday afternoon and elected Mark Woods as president and Edgar Kobak as executive vice-president.

Niles Trammell, president of NBC, who will continue in that capacity, was elected chairman of the new company’s executive committee, which includes Mr. Woods and Mr. Kobak as members.

Mr. Woods is serving both as president and chairman of the board. Mr. Kobak, as executive vice-president, also will sit on the board, along with Lunsford P. Yandell, vice-president and treasurer, John Hays Hammond Jr., Joseph V. Heffernan and Charles B. Jolliffe, the latter former FCC chief and now engineering consultant and chairman of the board of Blue Network Co. Inc., Mr. Woods said: “In 1938 first steps were taken toward the setting up of the Blue network as an independently operated broadcasting unit. One by one during the three years which followed, separate departments have been established to supervise Blue Network operations.

To maintain and enhance its program standards, the Blue Network will avail itself of the counsel of an advisory committee representing seven regions into which the United States has been divided for broadcast purposes. Members of the committee have been elected by the independent stations affiliated with the network.”

Trammell’s Comment

Commenting on the formation of the new company, Mr. Trammell stated: “A meeting of the affiliate stations of the Blue Network has been called for Jan. 15 in Chicago at which time the policies and operations of the network will be taken up with the affiliates.”

“The Blue Network will continue to be housed in its present location pending the establishment of permanent quarters elsewhere, and certain of its routine operations will be carried on by NBC until the new company has established its own facilities. The segregation of the Blue Network from NBC will occasion the transfer of approximately 500 employees, practically all arrangements for this transfer having been completed.”

“NBC will continue uninterrupted the maintenance of its Red Network broadcasting service which includes the operations of stations WEEP, New York; WRC, Washington; WTAM, Cleveland; WMAQ, Chicago; KOA, Denver, and KFWB, San Francisco, and its service to 136 independently owned affiliated stations. NBC will also maintain its international broadcasting service, its radio record service, and its development in the fields of television and frequency modulation.”

“The vital and deservial services of network broadcasting in this period of war will continue to serve the American listeners, the affiliated stations and advertisers. NBC and the new management of the Blue Network have rededicated themselves to this objective.”

Every effort will be made to complete the segregation of Blue personnel by Feb. 1, it was said.

Reports of Deals

Reports that negotiations had been carried on in recent weeks with Dillon, Read & Co., Wall St. brokerage firm, regarding an outright sale of the Blue Network to the investing public, were emphatically denied by NBC executives who said that while they had been approached some months ago regarding such a plan there had been “no conversations, let alone negotiation.” It was pointed out that until the Blue Network has operated independently for at least several months it would be impossible to place a price on the network, since the price must obviously be figured on a basis of income and operating costs.

RCA executives declined to comment on those reports or on the story that, if the Blue were not sold through an investment house, RCA would assign a value to the Blue and issue capital stock against assets, which stock would then be distributed on a pro rata basis to RCA stockholders.
Formal Censorship
Ryan Gets Views of Industry Groups; Regulations for Press Are Drafted

FORMAL rules and regulations governing the handling of news and other broadcasts having a war aspect will be issued next week by the Office of Censorship, following a week of industrywide conferences with J. Harold Ryan, Assistant Director of Censorship for broadcasting.

The regulations will evolve from the pooling of ideas and suggestions advanced by all elements in the industry, plus those drafted by Mr. Ryan himself, Byron Price, director of censorship, and other sources. Conferences were in progress all last week between Mr. Ryan, members of the NAB code committee and the NAB board of directors; representatives of the three major networks, and other industry trade groups.

Formal Regulations
Whereas originally it had been intended the regulations would be voluntary and in the nature of “self-censorship,” it was finally decided that formal regulations should be issued, incorporating so far all the suggestions observed.

High praise for the manner in which the industry has collaborated in the voluntary censorship work has been voiced by Mr. Price and associates.

Regulations governing the press simultaneously are being drafted and are expected to be announced shortly. These are being handled by John H. Sorrells, of New York, Assistant Director of Censorship for the Press, named last month along with Mr. Ryan. Both the press and radio, it is understood, are being treated alike as parallel media. The broadcasting code, however, because of the complexity of operation, probably will be more detailed.

Because radio has lived in an atmosphere of regulation for some 15 years, it is believed the office is experiencing less difficulty in its dealings with the medium than with the press. Despite this, it has been determined that censorship standards evolved, even with the collaboration of the media affected, should be promulgated by the Government rather than involved on what would amount to a “self-censorship” basis.

Confers With Officials
Both the radio and press codes will emphasize the procedure in handling of weather data, troop movements, ship departures and arrivals and like information that would tend to give enemy information of a valuable nature. All dangers inherent in release of information peculiar to war operations will be covered, so far as possible.

Mr. Ryan met in Washington Monday with representatives of the networks and the Army radio branch, following conferences the preceding week with NAB President Nevile Miller, network representatives and individual broadcasters who had ideas to advance.

The Monday luncheon session was with Ed Kirby, chief of the Radio Branch of the Army, and his assistant, Jack Harris; Paul W. White, and A. A. Schechter, public affairs and news directors of CBS and NBC, respectively; and Frank M. Russell and Harry C. Butcher, NBC and CBS Washington vice-presidents, Fred Weber, MBS Network Interne general manager, conferred with him later in the afternoon.

Memoranda, codes and documents prepared by the networks for the guidance of their news staffs were delivered to Mr. Ryan.

In New York last Wednesday, Mr. Ryan met in the office of Mr. Weber with Messrs. White, Schechter, Russell, Butcher, Weber, MBS Network Interne and others, for further discussion. That evening he attended a dinner with the NBC-Red advisory committee, at which he was honored guest.

Working on the same preliminary plan, the NAB code committee met in Washington last Wednesday at the call of NAB President Miller and the committee chairman, Earl J. Glade, KSL, Salt Lake City, preparatory to the NAB board sessions the following two days to consider war emergency measures. Suggestions evolved by the committee and subsequently approved by the board likewise were turned over to Mr. Ryan.

Suggestions also were expected from Network Affiliates Inc., National Independent Broadcasters, West Coast Broadcasting Service and other industry groups.

Originally, the plan was to complete drafting of the new regulations last week, with immediate

Separate Daylight Saving Bills Approved by House and Senate

WITH speed the keynote after President Roosevelt’s flat declaration of the need for daylight saving time as a wartime measure, both the House and the Senate last week rushed through legislation providing for the establishing of DST, following the pattern established in World War I.

In a flurry of activity coming after the last session of Congress, both houses within a few days hurried through committee approval of two different versions of DST legislation and promptly approved separate bills.

Differences in Bills
The Senate passed its bill (S-2160) last Wednesday, providing discretionary power in the President to advance the clocks of the nation not more than two hours during the continuance of the present war and for a period not to exceed six months thereafter. The measure was introduced by Senator Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, which had reported it the preceding day.

The House bill (HR-6314), introduced by Chairman Les (D-Cal.), of the House Interstate and Foreign Commerce Committee, and passed by the House last Friday, differs from the Senate measure in that it establishes one-hour DST on a universal, worldwide basis for the duration, without vesting any discretionary powers in the President.

From radio’s point of view the House bill answers their prayers regarding daylight saving time. Although the NAB in its appearances before the House committee last fall during public hearings on DST propositions took no position one way or another as between standard and fast time, it pointed out that if there was to be DST, radio favored a universal system, preferably year-round.

All this is provided in the House bill. It also could be true of the Senate bill, although the discretionary power delegated to the President injects a factor of uncertainty, in that the President could proclaim DST either on a nationwide or a regional basis.

Representatives of the broadcasting industry have long pointed out that any regional form of DST, such as that currently operating in some parts of the country, gives rise to periodic headaches in programming, necessitating time-juggling by both networks and individual stations.

A universal system, whether it operated year-round or only during the ordinary daylight saving season, alleviate these programming troubles, it was observed.

Filing of MBS Action Against NBC Expected
LONG anticipated triple damage suit of MBS against NBC was scheduled to be filed in the U. S. District Court in Chicago Jan. 10. If filed Friday. According to informed sources, the suit was to have been filed by MBS and six of its stations WGR, WGN, WQL, WGR, WLB, WKB, and KWK, St. Louis against RCA and NBC, asking for $15 to $30 million damages. MBS is represented in Chicago by the legal firm of Kirkland, Fleming, Green, Martin & Ellis.

When details were not available, it is understood the plaintiffs will charge that NBC and specifically the Blue Network have permitted or endorsed certain MBS affiliates which through restrictive time option clauses, illegally deprive MBS of an equal opportunity of securing outlets for its network programs in cities with less than four stations.

DANGER OF EXTREMES
Throughout the week’s discussions, it was repeatedly emphasized that there are dangers inherent in “over-regulation” that stations had to exercise caution lest they severely restrict the medium by going to extremes. Handling of the raw material going into broadcasts, with emphasis on open microphones and man-on-the-street types, provided the primary basic consideration.

Starting from scratch on news, it was realized that domestically practically the same raw material goes to newspapers and stations, since press associations supply copy. However, wherever stations maintain their own news staffs, surveillance must be kept at high peak to avoid improper material.

One of the difficulties encountered in the writing of the regulations on a self-censorship basis was the fact that there was no one group which could speak for the entire industry, it was pointed out by the top office. But by procuring composite viewpoints from the NAB, the networks and the other trade groups, it was thought a satisfactory solution will be found.

Mr. Ryan temporarily has brought to Washington Bob Rich- ardson, production manager of WSPD, Toledo. The station is one of the Port Industry group headed by Mr. Ryan as its chairman. Mildred Cogley, secretary to George W. Smith, general manager of WWVA, Wheeling, has joined Mr. Ryan as his assistant. The station also is one of the larger group.
DO YOU KNOW
that the most important step made by any station in New York toward unshackling and changing listening habits is the broadcasting of news bulletins from The New York Times every hour on the hour over WMCA? It began on December 1. The subsequent outbreak of war further increased normal interest in news.

DO YOU KNOW
that "first on the dial" has special advantages in the New York market? First, of course, 5000 watts at 570 (WMCA), transmits a long-wave signal whose strength holds up best. Second, 5000 watts at 570 results in a signal of at least .5 millivolt intensity through southern Connecticut and into Rhode Island, as far north as Poughkeepsie, as far south as Atlantic City; in New York City and adjacent New Jersey the signal has a strength of at least 10 millivolts. Third, WMCA's position on the dial places it nearest the four network stations. Fourth, "first on the dial" is easiest to remember and locate.

DO YOU KNOW
that few stations in the country can match the public service record of WMCA? Disregarding spot announcements, WMCA carried 935 public service programs from federal, civic, patriotic, charitable and religious organizations in 1941. WMCA is a respected public service force in its community.

DO YOU KNOW
that WMCA is not affiliated with any other organization or network—that it has no axe to grind other than to serve New York.

DO YOU KNOW
that WMCA offers New York's most liberal discounts to regular advertisers. For example, an advertiser spending $1200 per week gross on a 52-week contract earns dollar volume and consecutive week discounts aggregating 30%. A smarter buy than ever today is a concentrated campaign on WMCA.
Nets Combat Two-Pronged Legal Attack

New York Court Asked to Void Actions Of FCC; Trust Suit Plans Pending

CAUGHT in a legalistic pincers movement, involving future network-affiliate operations, NBC and CBS on Monday (Jan. 12) will attempt to fight their way out of the first phase of the chain-monopoly litigation in proceedings before the statutory three-judge federal court in New York.

The court will hear arguments on petitions of these networks for an injunction to restrain the FCC from making effective its chain-monopoly regulations issued last May and subsequently revised. The FCC and MBS, as intervenor, will resist these moves, on motions to dismiss or for summary judgment in favor of the Government.

Suits ‘Not Related’

Preoccupied with the New York proceedings, the networks have not indicated what approach they will take to the Department of Justice anti-trust suits brought against them. New Year’s Eve in Chicago, other than that they will oppose the actions. Answers to these far-reaching suits against RCA-NBC and CBS, alleging domination of the industry and a purported conspiracy to monopolize the manufacture and sale of radio, are not due until Jan. 20.

Despite protestations both at the FCC and the Department of Justice that the suits are in no way related, it was clearly indicated that efforts will be made to bring the new “western front” litigation into the New York proceedings. Both affect network-affiliate relations up and down the line.

But the Department of Justice complaints far transcend the FCC regulations in severity in that they would force NBC promptly to liquidate one network, bring about full-scale abandonment of time options and exclusivity, and otherwise affect business aspects of broadcast operations.

CBS served notice of its intention at least to comment on the Chicago proceedings in counter-affidavits filed with the New York tribunal Jan. 5. A copy of the anti-trust complaint filed by the Department of Justice in the U. S. District Court for the Northern District of Illinois was included in the counter-affidavits, without comment.

While filing of the complaints against the major networks struck the industry with staggering impact, major attention was focused upon the impending arguments before the New York tribunal. It was assumed both the FCC and the petitioning networks would seek to impress upon the tribunal the bearing of the Anti-trust Division actions upon the current proceedings.

Both NBC and CBS consistently have maintained that the FCC does not have jurisdiction to issue network monopoly regulations. The FCC, flanked by MBS, has been

just as insistent in its claim that such authority clearly is vested in the Commission.

Procedure Uncertain

The court, it is understood, has agreed to set aside six hours for argument on the pending motions. Arguments are expected to begin at 10:30 a.m. before Federal Judge Learned Hand, presiding, and District Judges Henry W. Goddard and John Bright. The court normally sits for four hours a day, excluding luncheon recess. Thus, it was concluded that the proceedings would run through Tuesday morning.

The precise order in which the parties will appear apparently had not been decided upon prior to trial. The FCC has proposed that it open and close the proceedings. Because NBC and CBS filed the petitions to enjoin the FCC, they are the moving parties in that proceeding. Ordinarily, they would open. But the Government, joined by MBS, is the moving party in the motions to dismiss or for summary judgment.

The Government argument will be handled by Telford Taylor, FCC general counsel, presumably as a special assistant to the Attorney General. He will be assisted, on the jurisdictional phase, by T. E. Harris, assistant general counsel. Louis G. Caldwell, chief MBS counsel, is expected to argue for the intervenor.

Handling arguments for CBS will be Charles Evans Hughes Jr., special counsel. Former Judge John J. Burns, chief counsel for CBS during the entire chain-monopoly proceedings; Joseph H. Ream, general counsel of the network, and Paul A. Porter, Washington counsel, will be at the CBS table.

Argument for NBC will be handled by John T. Cahill, who has represented the network for the last six months. A. L. Ashby, vice-president and general counsel of NBC, will be at the counsel table.

Some Inconsistencies

Little enlightenment as to the sudden filing of the Chicago anti-trust suits came during the last week. There was a storm of editorial protest in the daily press over filing of the actions when the nation is at war. And there was little indication of any collaboration, during the last few weeks, between the Department of Justice and the FCC on these new proceedings. As a matter of fact, in some official quarters skepticism was expressed over the proceedings, particularly since the position taken by the Department of Justice is in some aspects inconsistent with that of the FCC.

While no comment came from the Department or from Assistant Attorney General Thurman Arnold with respect to the actions, which long had been rumored, emphasis to certain statements by a spokesman was placed on the fact that the Government proceeded civilly, rather than criminally. There was no effort, it was pointed out, to invoke penalties or fines, but its goal is to clear up existing conditions which the Department believes contravene the Sherman anti-trust act [Broadcasting, Jan. 5].

In the proceedings before the New York court, whichever way the decision goes, a Supreme Court review is indicated. The regulations, which were issued May 2 and went through a stormy siege before the Senate Interstate Committee, were then postponed, now are indefinitely deferred until there is a final decision on the jurisdictional issue. There is a direct appeal to the highest tribunal and both sides already have served notice that they propose to go to the Supreme Court on the jurisdictional phase.

On Jan. 5, in addition to counter-affidavits filed by NBC and CBS, the FCC filed a new pleading in opposition to NBC motion for a preliminary injunction. This encompassed certified copies of applications and decisions relating to voluntary assignment of the licenses of WOR, WENR and KGO from NBC to RCA, as a move toward separation of the two networks and ultimate sale of the Blue, as well as the applications and decisions on transfer of WRAL, Washington Blue ident from NBC to Washington Star Co.

New Filings

Bringing background material up to date for the Jan. 12 arguments, CBS and NBC filed additional affidavits with the court last week, including a copy of the anti-trust complaint filed by the Justice Department in the U. S. District Court for the Northern District of Illinois, Eastern Division, against NBC and CBS.

In an 81-page supplementary presentation, CBS also included the affidavit of Kenneth L. Yourd, CBS attorney in Washington, covering the expiration dates of the licenses of CBS affiliates; a further explanation by Herbert V. Akerberg, CBS station relations vice-president, of payments by the network to its affiliated stations since 1931; an affidavit of Dr. Frank Stanton, CBS director of research, covering sustaining and news service of the network; an affidavit of Edward M. Klauer, CBS executive

(SMOKE-EATERS are being developed at WRAL, Raleigh, N. C., which has installed fire-fighting equipment. Participating in this lesson are (1 to r), Fire Chief Butts; Assistant Civilian Fire Deputy Allen; Lou Reiter, salesman; Mrs. Margaret Early (hand on extinguisher) program director; Mrs. Alice Lee, secretary; Mrs. Fred Fletcher, wife of Manager Fletcher of WRAL; William Barham, accountant; Alice Hall, traffic manager; Bill Derby, operator.)

(Continued on page 48)
On Monday evening, December 29, at 10:30, WWJ and its associate F.M. station W45D, broadcast a special program, asking its listeners to telephone pledges for the Red Cross. Over 1900 individual pledges were received and read on the program, which lasted until 4:15 Tuesday morning.

Not only was this an important monetary contribution to a great cause, but the program furnished a stimulus of far-reaching effect to the local drive. Other public institutions have been quick to follow the lead of WWJ.

This is broadcasting in the public interest.
Wakefield, Sterling to Coast
To Clear Broadcast Confusion

Order Barring Testimonials Is Quickly Lifted;
Plan Inspection of Monitoring Stations

COINCIDENT with the resending of the all-inclusive ban on testimonial broadcasts and request numbers on West Coast stations, the FCC announced last Wednesday that Commissioner Ray C. Wakefield and George E. Sterling, chief of the National Defense Operations Section of the Engineering Department, had left for a ten-day trip to the Coast in an effort to clear up confusion over war broadcasting operations.

Withdrawal of the ban, which first appeared in the public, whether relayed by networks or over independent stations, came last Tuesday. The order originally had been issued by an officer with the Fourth Interceptor Command in Los Angeles because of possible coded espionage in such messages.

J. Harold Ryan, assistant director of censorship, and Ed Kirby, radio chief of the War Department, had consented to let C. C. Colson, administrative head of the Army Radio Branch, to Los Angeles to investigate the ban. The immediate result was a relaxing of the order.

Commissioner Wakefield, a native of Fresno, was sent to the Coast with Mr. Sterling because of his familiarity with Coastal operations generally. During the ten-day trip, they will confer with the Interceptor Commands along the Coast and seek to clarify conditions. Commissioner Wakefield will go to Los Angeles and San Francisco with Mr. Sterling and consult with the Interceptor Commands there on the entire broadcasting situation, the handling of blackouts and wavelengths, and other operations during wartime.

Mr. Sterling will visit Los Angeles and the monitoring stations at Santa Ana, San Francisco, Portland and Seattle during his ten-day trip. He will make clear to broadcasters in these areas that the field inspectors of the FCC are simply carrying out orders of the Interceptor Commands in connection with the broadcast operations and that the FCC is not in any manner attempting to impose censorship upon stations. The function is that of the Army, it will be emphasized.

Following his trip to the Coast, Mr. Colson reported that the original order banning request numbers and testimonials had come from an officer in the Interceptor Command who presumably had acted without the knowledge of the department or of his superiors. The threat purportedly made to stations that they would be shut down if they did not comply with thesummary order, was unauthorized, it is reported [Broadcasting, Jan. 5]. A directive promptly was issued by Gen. William J. Ryan, of the Fourth Interceptor Command, rescinding the order insofar as it related to testimonials. Another order, promptly issued, originated from Maj. Gen. John L. De Witt from the Western Defense Command and headquarters. He advised all commanding generals that authority to restrict broadcasts is vested in his command and that subordinates should report as expeditiously as possible to headquarters on any situations that might require action. Excepted were orders related to blackouts, when an air attack is imminent.

Gen. De Witt's instructions in effect were that on all matters on which existing policy has not been established, contact should be made with his headquarters. In situations not otherwise covered, it was indicated, official War Department policy will be determined in Washington.

Receiving Sets Now in Service at 57 Millions

RADIO receiving set sales in 1941 reached a new all-time high of 13,100,000, having a retail value of $460,000,000, according to estimates made by O. H. Caldwell, former Federal Radio Commissioner and editor of Radio Retailing Today.

Total sets in use in the United States as of Jan. 1, 1942, were estimated as 57,000,000 as against 50,100,000 at the same time the preceding year. The 1941 estimated sales of 13,100,000 exceeded by approximately 2,000,000 estimated set sales for the preceding year.

The number of homes equipped with radio sets was given as 30,300,000 at the end of 1941, as against an aggregate of 24,300,000 occupied dwelling units in the country. In 1940, the estimated number of homes with sets was 29,300,000.

Sales of Auto Sets

Automobile radio sets sold during 1941 aggregated 2,000,000, with a value of $80,000,000. This compared to 1,800,000, valued at $72,000,000, in 1940. The total number of auto sets in use was estimated at 9,300,000, as against 8,000,000 the same time last year.

Tubes sold during 1941 aggregated 130,000,000 with a value of $143,000,000, as against 110,000,000 tubes having a value of $110,000,000 in 1940. Total sales of broadcast receivers, tubes, batteries and parts in 1941 was estimated at 600,000,000 as against $500,000,000 the preceding year.

While set sales for 1941 shattered all previous records, the 11,150,000 total for 1940 having been the previous high, the value of sales was considerably lower than in 1929. During that year, with set sales of 4,500,000 sets sold, the value was $600,000,000, as against the 1941 figure of $460,000,000. While the dollar volume hit $450,000,000 during at least two other years, the 1941 total of $460,000,000 was second only to that of 1929.

School's Spots

AMERICAN SCHOOL, Chicago (Home Study courses), last week started a campaign of 5 and 15-minute news periods on WJZ, KFBR, WDGY, WJBR, WIBC, KITE, KWJJ, WND, WCOP, WJZ, WRIA, FBC, KYOS, WINN, and 15-minute musical periods on KFBK, Chicago, and Los Angeles. Additional stations will be announced in January and February.

Mr. Kraft stated that this direct sales campaign produced approximately a half-million orders, with the six weeks Simion & Schuster was on the air. Northwest is planning radio campaigns this spring for Gardner Nursery Co., Osage, Ia.; Blue Ribbon Books, William Wise & Co., Compagnie Francaise Inc., Alaska Life Magazine.

Kilo Joins MBS

Kilo, Grand Forks, N. D., joined MBS Jan. 1, 1942, bringing the total number of Mutual affiliates to 194. A member of the North Central Broadcasting System, Kilo operates on 1440 kc., with 1000 watts day and 500 watts night power.

Increased Power Is Granted WMBD

WSPA, WHKY, KYOS, WINN Are Awarded Better Facilities WMBD, Peoria, Ill., CBS outlet, was authorized last Tuesday by the FCC to increase its night power from 1,000 to 5,000 watts with changes in its vertical antenna pattern. A directional also will be installed for nighttime use.

WSPA, Montgomery, was granted a construction permit to increase its power from 500 to 1,000 watts night, 5,000 day on 1290 kc., along with installation of new transmitter and antenna equipment. The station now operates on 1400 kc.

Merced Shift

KYOS, Merced, Cal., was granted a construction permit to shift frequency from 1080 to 1490 kc. and increase its hours of operation from daytime to unlimited with changes in transmitting equipment. The station uses 250 watts.

WINN, Louisville, was granted a modification of license to increase its night power from 100 to 250 watts fulltime, on 1240 kc. WKWK, Wheeling, W. Va., was granted a modification to increase power from 100 to 250 watts day and night on 1400 kc.

TAX BOOK SERIES

AGAIN SUCCESSFUL


A series of new transcriptions has been recorded. Simon & Schuster's pre-Christmas campaign, which developed into one of the largest spot campaigns in radio history, started Oct. 20 and closed about Dec. 13, suspending over the holidays. Additional stations will be announced in January and February promotion.

Mr. Kraft stated that this direct sales campaign produced approximately a half-million orders, with the six weeks Simon & Schuster was on the air. Northwest is planning radio campaigns this spring for Gardner Nursery Co., Osage, Ia.; Blue Ribbon Books, William Wise & Co., Compagnie Francaise Inc., Alaska Life Magazine.

WDGY Names Wilson

HOWARD H. WILSON Co. has been made exclusive national representative of WDGY, Minneapolis, Minn. The agreement is effective immediately. Station operates on 1130 kc. with power of 5,000 watts daytime and 1,000 watts night.
FIRST station in Indiana in 1924...
and still the
FIRST STATION in Indiana in 1942...

WFBM's triple-strength sales appeal makes "The Hoosier Station" the dominating factor in building your sales in Central Indiana.

1 WFBM's local programs have a percentage of listeners equal to leading network shows;

2 WFBM has all the listeners in Central Indiana who want to enjoy CBS features because no other station in the area offers a basic schedule of the Columbia Broadcasting System;

3 WFBM's exclusive merchandising and promotion service cannot be duplicated anywhere in Indiana.

FOLLOW THE LEADER... WFBM... TO GREATER SALES

To Reach the HOOSIER Market — in Indianapolis USE

WFBM
THE HOOSIER STATION

National Sales Representative
THE KATZ AGENCY, Inc.
NEW BROADCAST STATIONS AUTHORIZED BY FCC DURING 1941

TOTAL: 54

* Asterisk indicates station already on the air.

ALABAMA

WJLD, Bessemer—Licensed to J. Leslie Davis, owner of WJTD, Tuscaloosa, Ala. Granted Oct. 1; 250 watts on 1400 kHz.

ARKANSAS


CALIFORNIA

KFRE, Fresno—Licensed to J. E. Rodman, local Chevrolet dealer. Granted Oct. 14; 250 watts on 1400 kHz.

*KPAS, Pasadena—Licensed to Pacific Coast Broadcasting Co.; J. Frank Durand, president. Granted Sept. 30; 250 watts on 1400 kHz.

CONNECTICUT


NEW JERSEY

WTTW, Trenton—Licensed to Trenton Broadcast Corp.; 11 stockholders with 10 shares each; Charles Quinn, attorney. Granted Feb. 6; 250 watts on 1400 kHz.

*KROB, Clinton—Licensed to Clinton Broadcasting Co.; F. P. Bower, manager. Granted Sept. 3; 250 watts on 1400 kHz.

NEW YORK

*KFUN, Las Vegas—Licensed to South West Broadcasters Inc.; Ernest Thwaites, secretary-treasurer. Granted Sept. 30; 250 watts on 1400 kHz.

OKLAHOMA

KWON, Bartlesville—CP issued to Bartlesville Broadcasting Co.; N. W. Roberson, president. Granted Sept. 29; 250 watts on 1400 kHz.

OREGON

*WRLR, Pendleton—Licensed to Western Radio Corp., licensee of KOLD, The Dalles; V. B. Kerworth, president; Evelyn O. Hicks, vice-president; 250 watts on 1400 kHz.

Pennsylvania

*WISR, Butler—Licensed to David Rosenblum, president. Granted Feb. 14; 250 watts on 1400 kHz.

South Carolina

*WCRS, Pickens—CP issued to South Carolina Broadcasting Co.; J. B. Scruggs, owner. Granted Aug. 22; 250 watts on 1400 kHz.

SOUTH DAKOTA

*KJLS, Claymore—Licensed to Grand Forks Broadcasting Inc.; Douglas Featherstone, attorney. Granted Jan. 27; 250 watts on 1400 kHz.

Tennessee

*KWMJ, Franklin—Licensed to Groen Inc.; Douglas Featherstone, attorney, president and treasurer; 90% stockholder; C. A. addition, vice-president and treasurer. Granted Jan. 27; 250 watts on 1400 kHz.

TEXAS

*KSKY, Dallas—Licensed to Chilton Radio Corp.; A. L. Chilton, chief owner of KLRA and KLLI. Little Rock, president. Granted Oct. 29; 250 watts on 1400 kHz.

Vermont

*WVBH, St. Albans—Transferred facilities of WYBB, St. Albans. Granted Dec. 11; 1000 watts on 1400 kHz.

Vermont

*WVBR, South Burlington—Licensed to Vermont Broadcasting Co.; Lloyd E. Squier, president and manager. Granted Aug. 22; 600 watts night and 1000 watts day on 1400 kHz.

On the air:

Grace E. Ingledue, former radio instructor at Louisburg College, is now a member of the station's sales staff.

Harve T. Blain, 10% interest in other stations, is manager of the station.

WENJ, Philadelphia— Licensed to New Jersey Broadcasting Co.; E. A. May, manager. Granted Aug. 5; 1,000 watts on 1400 kHz.

WYBB, St. Albans—Service transferred to new station, WIBB.

On the air:

Grace E. Ingledue, former radio instructor at Louisburg College, is now a member of the station's sales staff.

Harve T. Blain, 10% interest in other stations, is manager of the station.

WENJ, Philadelphia— Licensed to New Jersey Broadcasting Co.; E. A. May, manager. Granted Aug. 5; 1,000 watts on 1400 kHz.
Did they put your station on the “list”?  

You can use promotion in Printers’ Ink  
to help win their nod of approval

To convince an account that advertising in your market and on your station is a good investment, you have to line up the votes of all the executives who influence time-buying decisions. You can do this economically through the advertising pages of Printers’ Ink.

Just as advertisers on your station want to win the favor of all members of the consumer-family, so you must sell all members of the advertiser-family.

In every firm there may be as many opinions about radio advertising as there are executives. The sales manager of a firm about to open new markets may think advertising is unnecessary as long as the trade gets a big discount. The account executive may recommend a heavy schedule on one station in each market. The advertising manager may suggest spreading the appropriation over a combination of advertising media to saturate the new markets.

And, when all the opinions, ideas, and facts are chipped into the hopper, out will come one decision. It will say, “Your station is on the list,” or “Sorry—next time, maybe.”

You cannot predict when new advertisers will judge your station along with others. But, the circulation of Printers’ Ink, concentrated among the nation’s most active advertisers, permits you to sell these accounts all along at very low cost. Your story will be carried deep into the executive chambers of all industries interested in the mass distribution of goods.

Printers’ Ink is the only publication able to give you balanced representation among the advertising, management, sales and agency executives who make time-buying decisions. It can build business for you as it is doing for other advertising media.

A CASE IN POINT

PRODUCT: Household cleanser.  
APPROPRIATION: $250,000 - $500,000.  
QUESTION: What officials are factors in determining the media you use?

ANSWER: The agency and sales promotion manager separately prepare media recommendations. When all differences are settled and there is complete agreement on a program, it is presented to the president with supporting evidence, for his approval. He seldom, if ever, suggests any changes. When he does, the change is studied by the agency and our sales promotion manager who accept or reject. If they reject with good reason, the president concur.  

Printers’ Ink  
The Weekly Magazine of Advertising, Management and Sales  
185 Madison Avenue • New York, N. Y.
FTC Finds Radio Continuities Clean
Only Minor Number Selected For Further Scrutiny

INDICATING that radio advertising maintains the precept of truth in advertising to an overwhelming degree, the Federal Trade Commission in its annual report released last Friday revealed that its Radio & Periodical Division during the fiscal year ending June 30, 1941, examined 871,909 commercial broadcast continuities, of which only 24,535 were marked for further study "as containing representations that might be false or misleading".

This amounted to 1,749,557 pages of typewritten script, including network, individual station and transcribed programs, the report stated.

Other Media Examined

Also operating in other advertising fields, the Radio & Periodical Division, directed by PGadd B. Morehouse, examined 377,764 advertisements in newspapers, magazines, farm and trade journals, marking 25,022 for further study. Examination of current newspaper, magazine, radio and direct mail-order house advertising by the Division has provided the basis for 75.4% of the FTC cases arising from such advertising during the year, according to the report.

A breakdown, by advertised product, of the continuities directed toward the advertisers disclosed that 65.3% of the cases given legal review arose in the food, drug, devices and cosmetics fields—drugs, 33.5%; cosmetics 13.5%; human food 15.0%; animal food 3.6% and devices 2.5%. Other percentages listed were: Specialty and novelty goods, 10.2%; automobile, radio, refrigeration, home equipment, 3.7%; home study courses, 1.9%; tobacco products, 1.2%; gasoline and lubricants, 0.9%; poultry and live stock supplies and equipment, 1.3%; miscellaneous including paint, parfum, coal and oil fuels, house furnishings and kitchen supplies, specialty building materials, 15.7%.

Finance Firm's Plans

SEABOARD FINANCE Co., Los Angeles (Calif.), a subsidiary of National Funding Corp., devoted practically its entire advertising appropriation to radio. Its 1940 program started for 52 weeks sponsoring a five-weekly quarter-hour newscast on KGO, San Francisco. Firm also is continuing its weekly 15-minute news program on KFI, Los Angeles, and the five-per-week quarter-hour Continent بل the Sherman Oaks newscast. The firm adopted news commentary The World Today, on KNX, Hollywood, with George Irwin, agency editor-producer of radio news during latter broadcasts. In addition Seaboard is continuing its weekly half-hour newscasts introducing new industrial and sales announcements on KARM, KJL, KPHO, KOY, KTV, KKL and WWJ.

IN RESPONSE TO A PLEA for radio technicians for Army, Navy and civilian defense duty, representatives of 14 educational institutions met Jan. 3 at Hotel Syracuse with Syracuse radio leaders and a naval officer for discussion of plans for introducing training courses in colleges and universities of upstate New York. Among those who attended the meeting (1 to r): Arthur Stringer, secretary of the defense council of the NAB; Col. Harry C. Wilder, of WSBY, New York State chancellor William F. Graham of Syracuse U; Lieut. Comdr. Lewis H. Lee, U. S. Navy; Prof. Robert Chamberlain of Cornell U, and Samuel Woodworth, vice-president and general manager of WFB.

Morale and Defense Stressed

In Nets Orders for Newsman
Better to Be Scooped Than Aid the Enemy, NBC And CBS Suggest in Outlining War Time Policies

DIRECTORS of news for both NBC and CBS have issued memora- nda to their news staffs outlining policies to be followed as a result of special conditions arising in news handling caused by en- trance of the United States into the war.

The memoranda, signed by Paul White of CBS and A. A. Schechter of the organization; editors Jan. 5 and to NBC staff newsmen Dec. 14.

Similar in many details, the two sets of suggestions caution news editors to use caution sensing in news handling and emphasize the important part radio is playing and will play in the country's war effort.

Over the Borders

Mr. Schechter told his staff they should not assume that what a newspaper uses is "okay" for ra- dio. Remember," he said, "that news from a radio station can be heard outside the continental limits of our nation, whereas all telephone, cable, radiogram and mail transmission is stopped, censored and controlled at our bor- ders.

"In war time it becomes more important than ever that we should continue to be the best informed people in the world," Mr. White stated. This is essential, he ex- plained in order that "military and civilian morale may be kept up at the highest possible level so that we may win the war quickly as possible" and "that the nation may be kept keenly con- scious of we are fighting this war, to the end that we may also win the peace."

Mr. White continued:

"Our news operation in war time is not essentially different from what it is in peace time. We simply have to apply the same judgments and the same skills to new prob- lems. We have to be as energetic and resourceful as possible in keeping the radio audience in- formed; at the same time we have to see to it that we do not broad- cast information of military value to the enemy; and that we do not cause unnecessary and useless anger, suspense, or confusion among our own people or any part of them.

Competitive Danger

Mr. Schechter said commenta- tors, unlike straight news readers, may have leeway in handling com- ments, and claims of the enemy. He said that a commentator by elaborating fully and commenting on a story may, by evaluation, point out the fallacies of enemy claims and explain how ridiculous it are untrue claims such claims can be in view of the information released by United States officials.

Mr. White warned that "we must never allow competition among broadcasters between a broad- caster and other media of public information to betray us into reck- lessness or irresponsibility. Colum- bia wants to be first with the news whenever it can and as often as it can, but Columbia would rather be last, or never broadcast certain material at all, than rush on the air with news that should not have been put out."

Both news directors pointed that unless officially announced, infor- mation should not be broadcast concerning production figures, movement of war or naval vessels of the United States or its allies, troop movements; assembly, movement or embarkation of war mate- rial; identity of vessels attacked by the enemy; details of strength or activity of naval or military shore establishment, all experiments with war materials; laying of mines; secret notices relating to aids to navigation; weather; selective ser- vice quotas and casualty lists.

Both sets of cautions urged an- nouncements to use matter-of-fact tones in reading even the most sensational news, pointing out the tremendous force the spoken word carries and Mr. White warned an- nouncement of short news inci- dents in describing possible air raids. There were also urgent warnings against taking telephoned requests for announcements, use of the word "flash" or "bulletin" indiscrimi- nately, using sirens for sound ef- fects, and allowing unauthorized persons in newsrooms or studios.

HIGH POWER GRANT OF KOB CONTINUES

KOB, Albuquerque, was authorized last Tuesday by the FCC to con- tinue until May 31, 1942, special serv- ice authorization on 770 kc, with 50,000 watts day and 25,000 watts night. It will be the only clear channel owned by WJZ, New York, against which RCA-NBC has protested.

The FCC simultaneously denied a petition for rebroadcasting duties against the original Commission action of Nov. 25 granting in part the KOB application to operate on 770 kc.

WOR Names Van Horn, Robinson News Editors

REVISIONS in its 24-hour news serv- ice, WOR, New York, has named Arthur Van Horn and Prescott Robinson as news editors and has constructed a three-weekly program of Dave Driscoll, WOR director of special features and news.

Mr. Van Horn previously was with KFRC, San Francisco, before joining WOR three months ago. Rob- inson, with WOR since April, 1941, was formerly announced for six years at CFCF, Montreal.

Kolland to GOP

CLARENCE BUDINGTON KEL- LAND, well-known author of the Scarecrow Book series and others, last Monday was named executive and public director of the Republican National Commit- tee. Mr. Kolland, chairman Joseph B. Martin Jr. Mr. Kolland is to assist Rep. Martin in organization work and will supervise publicity, including press release, in the 1940 Presidential campaign. Mr. Kolland was as- sistant eastern manager in charge of publicity. He will serve without salary.

Page 16 • January 12, 1942 • BROADCASTING • Broadcast Advertising
Gives you....
the largest markets in
Iowa and the Corn Country
at one low cost!

The spiral of Iowa farm prosperity is still going up, cash
farm income will be the greatest since World War I. Iowa
State College Farm Economist—November issue—states: "In
the August issue the Iowa Farm Economist reported that Iowa farmers
might take in 12 per cent more cash income in 1941 than they
took in in 1940, or a total of 875 million dollars, as compared
with 729 million in 1940. At the time, this estimate seemed
high, if anything. It now looks far too low. On the basis of
figures computed by the Bureau of Agricultural Economics for
the first 8 months of the year, it appears now that Iowa cash
farm income will certainly reach 850 million dollars and may be
as high as 875 million dollars."

And because Radio Station WMT is located in the center
of concentration of the largest markets in Iowa, almost all of
Iowa's industrial workers live in the WMT 0.5 millivolt area and
74% of them actually live in the WMT primary area. Money
is flowing freely in the Corn Country now. Reach these markers
and reap a greater return from your advertising dollars spent
in the Middlewest by using WMT.
Nearly 5 Millions
For FCC's Budget
Sum Almost Equal to Record
Amount of Current Funds
NEARLY 5 million dollars, only a few thousand short of the record-breaking figure for the current fiscal year, is provided for the FCC during fiscal year 1943 in the United States' biggest budget of all time, amounting in all to some $50,000,000,000. This was revealed when President Roosevelt sent his 1943 budget estimates to Congress last Wednesday.

The big FCC figure had been known since last Dec. 10, when FCC Chairman James Lawrence Flynn and other officials of the Commission appeared before the House Independent Offices Appropriations Subcommittee.

$1,991,219 Asked

Provided for the FCC in Budget Bureau estimates is a total of $4,991,219, with $2,990,000 for salaries and expenses, $236,600 for printing and binding, and $2,067,619 for national defense activities, which provides for the FCC's operating operations under the National Defense Operations Section and the Foreign Broadcast Monitoring Service. According to the breakdown presented to the Bureau's Independent Appropriations Committee by Chairman Flynn, the $2,067,619 item includes $836,979 for FBMS, with the remainder for NDOS [Broadcasting, Dec. 15].

Reproduction permits money from the total appropriation granted for the fiscal year ending June 30, 1943, it is expected, however, that a considerably larger amount may be asked by the FCC for the coming year, since the proposed budget was premised on a defense rather than a war basis.

Just how much more may be asked by the FCC for its expanded wartime activities cannot presently be estimated, although it is probable that substantial increases for additional personnel will be needed, with new offices in NDOS, charged with the responsibility of tracking down illegal broadcast activities. It is understood NDOS already has presented to the Defense Communications Command its financial support, for clerical and other work, from participating agencies, no provision was made in the 1943 budget for a DCB appropriation.

No DCB budget, as such, is employed directly, although regular staff members of FCC and other agencies handle a large volume of war work from DCB's all-inclusive activities in the broad-casting and communications field. The FCC for fiscal year 1942 received appropriations totaling $5,686,729, an all-time record for the agency, of which $2,339,729 was for regulatory expenses and $2,729,000 for national defense operations. The 1943 figure represents a decrease of $77,610 from 1942. In fiscal year 1941 the Commission received appropriations totaling $2,376,372, along with substantial sums from the President's contingent funds to set FBMS into operation. Since then FBMS has been supported by direct provision in the FCC's general appropriations.

Recording Charges for Disc Libraries
Reduced by Fox From $15 to $10 a Year

A REDUCTION in recording rights fees for transcription library services from $15 per composition per year to $10 per composition per year was announced last week by Harry Fox, agent and trustee for some 500 copyright owners, including almost all ASCAP publishers.

Stating that contracts were practically assured, although not yet signed, with World Broadcasting System and Associated Music Publishers, Mr. Fox explained that his principals are offering the reduced fees for library services because a considerable number of broadcasters, including many subscribers to these recorded library services, have not yet taken out licenses enabling them to broadcast ASCAP music. When this situation is remedied and most broadcasters are again ASCAP licensees, he said, the former $15 fee will be resumed.

Double Service

Although stating that they undoubtedly would accept the new terms offered by Mr. Fox and would continue to include ASCAP music in their library recordings for those stations which can broadcast this music, spokesmen for both AMP and WBS expressed concern over the situation, which necessitates a double program service if they are to go on serving both ASCAP licensees and stations without such licenses.

"The present mechanical rights situation is unsound and greatly in need of adjudication," Clarence Finney, AMP president, stated. "As it now stands, we pay a fee for recording a musical number which cannot be used by our customers unless they also pay a fee for that right, and we can't see any purpose in making records that will not be played."

Although there has been little progress recently made on the proposed test suit to be brought by the transcription industry to determine the right of composers and publishers to charge more than the statutory 2-cents-per-pressing set as the maximum fee for records by the Copyright Act, executives of a ported for additional personnel services for transcription, music pressing per broadcast, or 50c for certain restricted numbers — have not been changed. He also said that AMP and WBS were the only companies with which he has had recent negotiations and that he has not heard from NBC, Standard, Lang-Worth or any other recording company regarding including ASCAP music in their library services. NBC has long been adamant about the use of ASCAP music in its Thesaurus service until the price has been reduced to a more reasonable figure. The suggested general renewal of the licenses for ASCAP music previously issued by NBC to Thesaurus subscribers would cost NBC well over $10,000 a year.

General Foods Renew

GENERAL FOODS Corp., New York (Potomac, presently renewed its schedule of one-minute transmitted announcements 5, 10 and 15 times weekly on 9 stations. Contracts run through March 31. Benton & Bowles, New York, handles the account.

Semler News

R. B. SEMLER Inc., New Canaan, Conn. (Kremel hair tonic), on Jan. 5 started Gregor Ziemer's news commentaries, Monday, Wednesday and Friday, 7:15-7:25 p.m. on WLW, Cincinnati. Contract is for 52 weeks. Agency is Erwin, Wasey & Co., New York.

DeMars Reports to Navy

And Goes on Active Duty

PAUL A. DEMARS, vice-president in charge of engineering of Yankee Network Inc., last week resigned from the Bureau of Aeronautics, Navy Department, to specialize in radio development. He has been in the Naval Reserve for 13 years, and retired some time ago as a lieutenant. He was reinstated, which has been called to active duty.

Mr. deMars, Lawrence, Mass. Lieut. deMars is well known in radio engineering circles and plausible the development of FM, under its inventors, Maj. Edwin H. Armstrong. Maj. Armstrong also is on active duty with the Army Signal Corps. Previously, Mr. deMars was in the Army and served in the AEF at the Officer's Training School, Langres, France. He is a former professor of electrical engineering at Tufts College and has had wide experience as a consulting engineer.

FCC to Stay in Capital

Chairman Fly Believes

EMPHASIZING the important defense aspects of the monitoring activities of its field staff and the Foreign Broadcast Monitoring Service, along with the close coordination of other FCC operations with Federal defense agencies, FCC Chairman James Lawrence Flynn at his press conference last Monday lauded Mr. Roosevelt's serous prospect that the FCC would be moved from Washington.

He said his "greatest concern" was that the FCC would remain in Washington, adding that he would be "very much surprised" if any serious question of the FCC's moving arose. He pointed out also that the FCC's and FBMS' monitoring operations were more important now, "during wartime, than ever before.

Furniture Renewal

McMAHAN FURNITURE Co., Santa Ana, Cal. (Southern California retail stores), on Dec. 29 renewed for 52 weeks the six-weeks weekly in early March, the Bureau of Aeronautics, Navy Department, to specialize in radio development. He has been in the Naval Reserve for 13 years, and retired some time ago as a lieutenant. He was reinstated, which has been called to active duty.

Mr. deMars, Lawrence, Mass. Lieut. deMars is well known in radio engineering circles and plausible the development of FM, under its inventors, Maj. Edwin H. Armstrong. Maj. Armstrong also is on active duty with the Army Signal Corps. Previously, Mr. deMars was in the Army and served in the AEF at the Officer's Training School, Langres, France. He is a former professor of electrical engineering at Tufts College and has had wide experience as a consulting engineer.

Cellophane Savers

WITH CELLOPHANE, in creation of radio sound effects, placed on the priority list, Harry Saiz, NB. Hol-lywood sound effects manager, has posted notices for all employes to "save cellophane to the wood packages."
...with Oklahoma City Listeners

A station which can achieve and maintain year after year the decisively standout position of WKY in its community... which is the 3 to 1 choice of daytime listeners*... which is, in fact, listened to by more persons in Oklahoma City from morning till night than listen to all other stations combined*... a station which can do that must HAVE something!


It is ALL of these and more, which, added together make WKY the decisive choice of listeners and the logical choice of advertisers in Oklahoma City.

*Results of week-long telephone coincidental survey by Ross Federal Research Corporation.

WKY • OKLAHOMA CITY

Owned and Operated by The Oklahoma Publishing Co. • The Oklahoman, The Times • The Farmer-Stockman • KVOR, Colorado Springs • KLZ, Denver (Under Affiliated Management) • Represented by The Katz Agency, Inc.
Links of Networks Meets Opposition
Advisory Committee of Red Would Limit to President
RESOLUTION disapproving the linking of four nationwide networks for any simultaneous broadcasts other than addresses by the President or in the event of a national emergency was unanimously adopted by the Planning and Advisory Committee of the NBC-Red Network, which met in New York Jan. 6. The seven-man group, representing 136 stations affiliated with the Red Network, elected Harry Stone, WSM, Nashville, as chairman and O. L. Taylor, KGNC, Amarillo, as vice-chairman.

Other members of the Committee include Paul W. Morency, WTIC, Hartford; James D. Shouse, WLW, Cincinnati; Stanley H. Hubbard, KSTP, St. Paul; Ed Yocum, KGHL, Billings, and Arden Pangborn, KGW, Portland, Ore. Each member was assigned areas of the Red Network in his section of the country. Function of the committee is to collaborate and advise with the NBC management in connection with network operations.

Text of Resolution
Resolution follows in full text: "In considering how network operation can best serve the interests of the nation during this war period, we urge that each network retain independent operation and independent program building. The simultaneous use of national networks, except in the instances when the President of the United States addresses the nation, or in the event of a sudden emergency or military necessity, should be avoided."

"Our vast radio audience is a result and corresponds to the excellence and variety of programs, a product of the American system of broadcasting. Tying up four networks for one program is in effect attempting to control a market and will fail in its purpose, and will not attract a maximum audience, neither will it spur competitive efforts for program quality. The interests and welfare of the nation can best be served by following the present pattern of independent separate network operation."

Henry Reid Cockfield
HENRY REID COCKFIELD, 63, managing director of Cockfield, Brown & Co., Ltd., advertising agency, Montreal, died following a heart attack in his office Jan. 7. Mr. Cockfield, in addition, was Canadian director of Alumina production and inter-governmental distribution.

Harvester Renews
CONSOLIDATED CIGAR Corp., New York (Harvester cigar), on Jan. 6, renewed for 13 weeks Stand by America, five-minute transcribed dramatic programs on 11 stations. Agency is Erwin, Wasey & Co., New York.

NBC-RED PLANNERS met last Tuesday at Radio City to perfect organization of their advisory group. Members are (1 to r) James D. Shouse, WLW, Cincinnati; Paul W. Morency, WTIC, Hartford; Stanley Hubbard, KSTP, St. Paul; Arden X. Pangborn, KEX, Portland; Ed Yocum, KGHL, Billings, Mont.; O. L. Taylor, KGNC, Amarillo, vice-chairman. Chairman is Harry Stone (seated), WSM, Nashville.

Senate Expected to Retain Protection For Advertising in Price Control Bill
FURTHER promise that some of advertisers' misgivings about increased Federal control of advertising and marketing practices would be dispelled came last week as in the Senate indicated it would closely follow and augment House provisions excepting distribution aids, such as advertising and merchandising, from the far-reaching anti-inflation price control legislation scheduled for passage early in the week of Jan. 12, or before.

Following the example set by the House Nov. 28, 1941, when it approved its version of the Emergent Price Control Act of 1942, the Senate further limited and specified the controls of the Office of Price Administration and the Price Administrator as they applied to indirect or unsubstantial pricing factors.

Expect Action Soon
Although the Senate had not completed debate and voted on the measure as BROADCASTING went to press Friday, passage early the following week was expected, with the bill probably to include all the advertising and merchandising safeguards imposed upon the Senate Banking & Currency Committee and the House. The bill had been reported by the Senate committee Jan. 2, and Senate debate started last Wednesday.

The bill (HR.5990), as developed by the Senate, exempts the selling of radio time and the selling or distribution of newspapers, periodicals, books or other printed or written material and motion pictures, from licensing provisions; definitely excludes broadcasting or newspaper operation from the "commodity" categories subject to price controls; objectively specifies that the Price Administrator may regulate or prohibit only speculative or manipulative practices or hoarding.

These are substantially equivalent to, and in some ways exceed, the protections afforded in the House bill, which declared that the Administrator's power "shall not be used or made to operate to compel changes in the business practices or cost practices or methods, means or aids to distribution established in any industry, except to prevent circumvention or evasion of any ceiling that can be set under this Act" [BROADCASTING, Nov. 17]. This language also was included in the Senate bill under an amendment by Senator Vandenberg (R-Mich.), himself a former newspaper publisher.

Ad Control Up
The advertising angle to the price-control legislation was discussed briefly at Senate Banking & Currency Committee hearings Dec. 11, 1941, by David Ginsburg, general counsel of the Office of Price Administration, and Leon Henderson, OPA Administrator. Queried by Senator Taft (R.O.) and Senator Brown (D-Mich.), Mr. Ginsburg indicated that advertising cost amounted to no appreciable factor in the price control picture.

Senator Taft at one point in the examination remarked: "I do not think there is anything in this bill to give the Administrator the power to go out and say to newspapers, 'You cannot spend money on advertising,' 'You cannot spend money on labor,' or tell them how to run their business."

Asked flatly by Senator Brown, "It merely means that you cannot dig in and say, 'You have got to cut out this advertising'?' Mr. Ginsburg answered: "We cannot reduce the price and justify that reduction on the ground that the seller can take the reduction out of his advertising budget. That is all."

Billings of Mutual Up 53.2% for Year
December Total Highest Ever Attained for Any Month
MBS billings for 1941 totaled $7,300,055, an all-time high, and representing an increase of 53.2% over the December figure of 1940, when the total was $4,767,054. The December, 1941 figure of $948,498 is the highest ever attained by Mutual in any December since the network was organized in 1934. This represents an increase of 64.4% over December, 1940 when the billings were $576,983.

Discounting 1940's political business, for any Presidential election year, the total figure for that year would have been $4,473,156 and the increase in 1941 would have jumped to 63.2%.

Details for Year

<table>
<thead>
<tr>
<th>Month</th>
<th>Increase</th>
<th>Jan. 1</th>
<th>$317,729</th>
<th>565,233</th>
<th>90.0%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb.</td>
<td>$422,152</td>
<td>663,200</td>
<td>29.4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mar.</td>
<td>$390,815</td>
<td>513,774</td>
<td>31.5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apr.</td>
<td>$450,829</td>
<td>571,016</td>
<td>21.6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May.</td>
<td>$392,186</td>
<td>563,922</td>
<td>26.1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>$399,478</td>
<td>554,513</td>
<td>16.6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>$386,182</td>
<td>514,743</td>
<td>36.1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aug.</td>
<td>$327,365</td>
<td>525,056</td>
<td>34.5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sept.</td>
<td>$359,013</td>
<td>517,664</td>
<td>31.6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oct.</td>
<td>$384,765</td>
<td>539,825</td>
<td>39.9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov.</td>
<td>$497,839</td>
<td>550,938</td>
<td>10.5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dec.</td>
<td>$576,983</td>
<td>498,498</td>
<td>44.4%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total: $4,767,054 $7,300,055 53.2%

Ten leading agencies and advertisers on MBS for 1941 by billings, according to figures released by the network last week were as follows:

<table>
<thead>
<tr>
<th>Agency</th>
<th>Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hackett-Sample-Hummert</td>
<td>$1,443,442</td>
</tr>
<tr>
<td>R. H. Alber &amp; Co.</td>
<td>$224,270</td>
</tr>
<tr>
<td>Erwin, Wasey &amp; Co.</td>
<td>$257,984</td>
</tr>
<tr>
<td>J. Walter Thompson Co.</td>
<td>$484,450</td>
</tr>
<tr>
<td>Federal Ad. Agency</td>
<td>$517,576</td>
</tr>
<tr>
<td>D'Arcy Ad. Co.</td>
<td>$531,857</td>
</tr>
<tr>
<td>Britton &amp; Co.</td>
<td>$424,843</td>
</tr>
<tr>
<td>Hitson-O'Donnell</td>
<td>$693,476</td>
</tr>
</tbody>
</table>

Advertisers

<table>
<thead>
<tr>
<th>Agency</th>
<th>Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bayuk Cigars</td>
<td>$765,135</td>
</tr>
<tr>
<td>General Mills</td>
<td>$604,189</td>
</tr>
<tr>
<td>General Foods Co.</td>
<td>$623,545</td>
</tr>
<tr>
<td>General Electric Co.</td>
<td>$549,071</td>
</tr>
<tr>
<td>Coca Cola Co.</td>
<td>$530,685</td>
</tr>
<tr>
<td>D'Arcy Ad. Co.</td>
<td>$484,450</td>
</tr>
<tr>
<td>Gillette Safety Razor Co.</td>
<td>$391,857</td>
</tr>
</tbody>
</table>

Riggio Musical

RIGGIO TOBACCO Corp., Brooklyn (Regent cigarettes), is sponsoring the new daily half-hour MBS musical show by transcription on WGN, Chicago, which records the show from MBS' studio from 10 to 10:15 p.m. Monday, Tuesday and Thursday. Agency is M. H. Hackett, New York.

'Pathfinder' or 85
FM STATION MONITORING IS EASY

with this G-E multi-purpose unit

Distortion is prevented by careful adjustments on a G-E wide-band oscilloscope.

Approved by the F.C.C.

With this new monitor, General Electric has removed one more hurdle from your path to FM. You will find this self-contained, multi-purpose instrument one of the most valuable units in your FM station. It provides:

- Direct reading of center-frequency deviation (with or without modulation)
- Direct reading of modulation percentage
- Instant calibration against a precision crystal standard
- Adjustable modulation-limit flasher
- High fidelity output for audio monitoring

All tubes and crystal units can be reached easily through the top of the cabinet. Removing chassis assembly from cabinet allows complete access to all panels and wiring.

In FM, more precise measuring techniques are a necessity. This instrument is custom-built for your requirements. Order your monitor now through the nearest G-E office, or direct from General Electric, Radio and Television Dept., Schenectady, New York.

* Provision has been made for remote console operation.

FOR ALL YOUR FM NEEDS

FM Broadcast Transmitters
Relay Transmitters
Receivers for Home and "S-T" Service
FM Police and Emergency Transmitters and Receivers

GENERAL ELECTRIC
Hearing Resumed
In WGST Renewal
Talmadge Makes Appearance
In Proceedings at FCC
CONTINUING one of its most spectacular proceedings in years, the FCC last Wednesday resumed hearings on the application of WGST, Atlanta, for renewal of its license following a recess since last Dec. 5.

Bearing all the earmarks of a political scalp, the four-day ses-
sion was marked by the appearance of Governor Eugene Talmadge, of Georgia, state witness, for the first time, and a strenuous di-
rection that finally saw the State of Georgia emerge with two sets of legal representation—State Attorney General Ellis Gibbs Arnall, and a Valen-
ta Attorney General appointed to handle the WGST case by Gov.
Talmadge: John E. McClure, Louis G. Caldwell and Reed T. Rollo, all Washington attorneys.

Talmadge Appears
High spot in the proceedings came with the appearance of Gov.
Talmadge to insist on official representa-
tion by his specially ap-
pointed counsel. Allowing 60-min-
ute formal arguments last Thurs-
day by Attorney General Arnall
and Counsel Caldwell, Rosel H.
Hyde, FCC principal attorney pre-
pared to rebut, he represented the consent of all parties that both
groups of counsel would represent
the State of Georgia, with equal
rights and authority. The misun-
derstanding over just who would represent the State has been a sore-
spot in the proceedings since they started [BROADCASTING, Dec. 8].

FCC counsel at the hearings were
Marcus Cohn and Russell Rowell.
The WGST application involves FCC policy on station issues, the question of renewal revoking in-
directly about the existing lease of the station by Southern Broadcasting Stations Inc., headed by Clar-
cence C. M. Gilliam of Atlanta attorney and Sam Pickard, former Federal Radio Commission and one-
time CBS vice-president, who have op-
erated WGST for the last 10 years
under an agreement regarded as a 
management contract. Also in-
volved is another lease offer, al-
legedly "more favorable", from Ar-
thur Lucas and William Jenkins, Georgia chain theatre operators.

HERBERT EARL GASTON
A FORMER newspaperman and author, and an authoritative fi-
cial advisor of the Treasury Depart-
ment, Herbert E. Gaston, Assistant
Secretary of the Treasury, only is a member and secretary of the Treasury, not only is a mem-
ber and secretary of the Defense Communications Board, but also is a key figure in the recently author-
ized censorship organization under
Byron Price, as was member of the Censorship Policy Board of the Office of the Director of Censorship.

Out of the sort of pioneer stock you read about—his father's fam-
ily was among the early settlers of western Illinois, and his mother's father was a pioneer missionary
preacher in Oregon—Mr. Gaston in recent years has become a lay ex-
pert in radio and communications.

As Assistant Secretary of the Treasury his newspaper back-
ground is valuable in approaching Mozambique matters. Some of his back-
ground pertains directly to his func-
tions on D.C.—ultimately re-
sponsible for the万亩 soil."

Mr. Gaston's first jobs were with
newspapers. He has been a writer
and editor on papers in Tacoma, Spokane, Fargo, Minneapolis and New York. He was editor of the
Fargo (N. D.) Courier-News and the Nonpartisan Leader, headquar-
tering in Fargo and St. Paul, from
1907 through 1916.

Mr. Gaston was called to Wash-
ington in March, 1933, as head of the Federal Farm Board, Mr. Gaston came along as secretary of the
board. On its merger into the Farm Credit Administration, Mr. Morgenthau appointed Mr. Gaston gob-
ty director.

When Mr. Morgenthau was ap-
pointed Undersecretary of the Treasury by President Roosevelt on
Nov. 1, 1932, he named Mr. Gaston his assistant. With Treas-
ury Secretary William Woodin seri-
ously ill, Mr. Gaston then became Acting Secretary of the Treasury.

Mr. Gaston's marriage to Ethel Bell, of Tacoma, Wash., on Oct. 16, 1927.
They are the parents of two daugh-
ters, Carolyn Frances now Mrs.
John M. Adams, and Mary Rainey. Their home is in Washington. He is a member of Sigma Chi fra-
terity, the National Press Club and Con-
gressional Country Club.

Two Minnesota Outlets
Formally Join Networks
WMFG, Hibbing, and WHLB, Vir-
ginia, Minn., stations owned by the
Head of Lakes Broadcasting Co., have officially become supple-
mentary outlets to NBC's Blue and
Green. Other members of the staff
are Bob Lee, program director, for-
merly of WATD, Quincy, and Edd
Buck; Burton B. Goff, announcer and
farm editor, formerly of WTQ, Green
Bay, Wis. Chief engineer is Nathan Wil-
liams, formerly a consulting engi-
neer in Wisconsin, assisted by
Walter Ninneman, formerly of WIGN, Medford, Lorraine Keuhn, office manager, is also the station's
women's editor, and Miss Doris Rankin is receptionist.

SOLO BY YIFFNIFF
Housewife Faces Town Hall
—Audience as Penalty

LATEST stunt pulled by the NBC
Red Truth or Consequences pro-
gram, which during the past few
weeks has amazed New Yorkers with its zany tasks, is the "Boo Roo-
Bee" stunt. The group will next be at
New York's Town Hall on Sunday, Jan.
3 at New York's Town Hall where a staid audience waited for a con-
cert. Melvin Crowe, NBC a.c. an-
other, who handles the comping chores for NBC's opera broadcasts as well as for the Froster & Gam-
ble Co.'s radio network; Crowe's pro-
gram, stopped forth on the plat-
form to announce that "the noted violist virtuoso" Yiffniff of the program playing "The Flight of the Bumble Bee". "Yiffniff" turned out to be a startled but non-advise Jersey housewife, who took the con-
sequences bravely and saw out a
buzziing piece to the amused audi-
ence.

WOSH Takes the Air,
Becomes Blue Member
WOSH, Osbokin, Wis., operating fulltime with 250 watts on 1490 kc.
and owned by Howard H. Wilson,
grew on the air Jan. 1, and three
days later became affiliated with
the Blue. The station's first pro-
gram on the air was dedicated to the branches of service—Army, Navy, Marine Corps.

The staff is headed by general manager Ray Schwartz, formerly of
K.A.A., Helena, Ark.; Frank Leve-
rule of time signals on 212 stations. Blow Co., New York, handles the
account.

WTIC Arranges Series
Of Programs From Yale
CONCLUDING an agreement with
Yale U, WTIC, Hartford, started a
new series of 15 one-minute pro-
grams, "Echoes From Yale University, the News Sunday," Jan. 11, 6:30 p.m.
On each program a member of Yale's faculty will interpret an important aspect of world affairs.

Originating on the Yale cam-
pus, the first program presented A. Whitney Griswold, assistant pro-
ducer, and a national affairs and
international affairs and author of The
Far Eastern Policy of the United States, outstanding book on Ameri-
can relations with China and Japan.

Bulova Renews on 212

Page 22 • January 12, 1942
BROADCASTING • Broadcast Advertising
No self-respecting cartographer would pass our drawings of the USA. But the time buyer—more concerned with markets than geography—will read great merit into them. For these curves, fascinating in their own dull way, portray a concentration of signals where they count most—signals beamed on complete markets, rather than cities, counties and states taken en masse. Take WBZ, on the coast. WBZ reverses the signal which would normally float off over the Atlantic, thereby strengthening its beam over New England. Result: WBZ covers 95 percent of this wealthy market.

KYW—brilliantly and simply—executes a difficult Figure 8, and thereby wraps up all twenty counties of the Philadelphia trading area—the nation's third market, with a radio audience of ten million people. On the other hand, KDKA and WOWO travel in their own exclusive circles. Their logical markets are all around them. Big markets too—more than eight million listeners for KDKA, two million for WOWO. Thus Westinghouse Radio Stations Inc—by engineering coverage-shapes to correspond with market-shapes—offers you a sound plan for shaping sales for 1942.
Industry Supports Payroll Deductions To Promote Sale of Defense Securities

RADIO is going all-out for the Treasury Department's Payroll Defense Savings Plan, and promises to become one of the first industries in the country to install the plan on a universal basis, the Treasury Department indicated last week.

Early returns indicate that 75% of all U.S. stations already have adopted the Payroll Defense Savings Plan, and in many cases station employes have signed up 100% to contribute part, or all, of their pay check, every payday, for the purchase of Defense Bonds, according to department officials.

Sponsor Approval

In addition to individual stations, some 50 sponsors, all with the plan in effect at their plants and factories, have endorsed the Treasury campaign on 150 of their network programs or have scheduled announcements plugging the plan. Congratulatory messages from the Treasury Department have been read on many of their programs by sponsors.

Ellison Brown, announcer of Treasury programs, as well as their own announcers or guest stars.

Radio newscasters also are giving heavy support to the campaign on their programs, among them Boake Carter, Elmer Davis, Don Goddard, Paul Sullivan, Merritt Raddock, B. S. Bercovici, Gabriel Heather, Cal Tines, Raymond Swing and Arthur Hale.

Among radio sponsors plugging the defense payroll plan are Chrysler Corp.; Prudential Insurance Co. of America; Sherwin-Williams Co.; Coca-Cola; Lever Bros.; Bell Telephone System; Colgate-Palmolive-Perl; General Electric; Armour & Co.; Standard Oil of New Jersey; E. J. du Pont de Nemours; Welch Grape Juice; Pillsbury Flour Mills; Bristol-Myers; Wheeling Steel Co.; Cudahy Packing Co.; Standard Brands; General Mills and will deduct a minimum of 2 1/2% each pay day. Employees may authorize greater deductions.”

WGBF, Evansville, Ind.—"Way ahead of you. Employees signed up 100% several days ago."

WJTN, Jamestown, N. Y. — "Every pay day Bond Day in station, and every day Bond Day on station."

WHDU, Anderson, Ind.—"Employes this station start this week setting aside 15% pay check for purchase of Defense Stamps and Bonds."

WMFR, High Point, N. C. — "Happy to say WMFR staff 100% on pay day bond buying. Each staff member happy to have deductions made each pay day. We are with you 200% on the drive."

Graves’ Message

In a recent letter to cooperating stations and concerns, Harold N. Graves, Assistant to the Secretary of the Treasury, declared: "If all the working men and women in this country each week put a small percentage of their earnings into defense savings through a payroll savings system such as the one devised by your company, then the Treasury Department will be successful in its efforts to finance our war program through defense savings. And payroll savings funds do even more than this. Every person who subscribes gains a steadily growing nestegg of savings.”

Brown Plans Book

CECIL BROWN, CBS correspondent in the Far East who survived the torpedoing of HMS Repulse by the Japanese, has been signed by Random House, New York, to write a book on his war experiences in Rome, Belgrade, Libya and Singapore, for publication next June.

New Standard Frequency

A SECOND carrier frequency—715—has been added to the National Bureau of Standards frequency service. Heretofore only 5 mc. was used. The continuous service, with its standard musical pitch of 440 cycles, along with frequencies, is widely used.

RCA Deductions

THE 8,500 employees of the Campbell Electro Mfg Co. have pledged to buy U.S. defense bonds at the rate of monthly contributions of $1,875 annually through payroll allotments according to the RCA Victor Bond Committee. The sum pledged thus far represents 88% of the monthly quota of $180,000 established by the committee.

Lyon Expanding

LYON VAN & STORAGE Co, Los Angeles, through BBDG Hollywood, on Jan. 5 started participation six times weekly in the combined Art Baker’s Notebook and Miranda’s Garden Patch on KFI, Los Angeles, and Knux Manning’s Late News on KNX, that city. Contract is for 13 weeks. Firm is also sponsoring five weekly programs in the combined Art Baker’s Notebook and Miranda’s Garden Patch on KFI, Los Angeles, and Knux Manning’s Late News on KNX. In addition 14 one-minute announcements each week are being used on one hour KIEV. Other stations will be added to the list, with firm continuing its policy of offering special event programs on KMPC, Beverly Hills, Calif.

Join KFRE Staff

J. J. NIELSEN Jr., formerly of KOME, Tulsa, Okla.; Peter On-nigian of KWIL, Albany, Ore., and Kenneth (“Keny”) Graves of KOKO in Cal, have joined KFRE, Fresno, Calif., as technician-announcers. New 250-watt station, operating on 1340 kc., went on the air Dec. 31 as an affiliate of Don Lee Broadcasting System, the West Coast affiliation of the NBC network. Other staff members include Dick Vail, formerly junior announcer of KPO-KGO, San Francisco; Bob Rogers, KTKC, Visalia, and Bob Davies, formerly of KARM, Fresno, as announcer-salman.

New OEM Discs

OFFICE of Emergency Management, Radio Section, has announced a new series of monthly transcripts to replace Building for De-fense, U.S. The present 124 transcribed programs in the latter series have been distributed to more than 400 stations. The new series will be titled Work for Victory and will present authoritative reports on war production. The new series will consist of 12 five-minute programs a month.

Chorus Continues

BILL McCULLOUGH, announcer of WJB, Detroit, and the Don Largie show, has recorded one-minute spots for Stephens Bros., Philadelphia (Marvels cigarettes). The same combination is now in their third year as “Marvels,” three 15-minute shows weekly for the same account. Co-host placed through Aitkin-Kynett, Philadelphia.

Don Lee and RCA Sign Video Pact

Patent Interchange Compact Negotiated by Companies

A TELEVISION-patent interchange agreement between RCA and Don Lee Broadcasting System, Hollywood, was announced Jan. 7 by Thomas S. Lee, president of the latter concern. Negotiations leading to the agreement were started in spring of 1939 when it became apparent that no one organization in the country held all patent rights for present-day television.

Don Lee Broadcasting System patents cover inventions of Harry R. Lubcke, television director of that firm. They are concerned with numerous phases of television, including synchronization, scanning, cathode-ray tubes, and telecasting of motion pictures as well as live subjects.

A Forward Step

Patents cover methods and apparatus for both transmission and reception of television signals as far back as 1930 when Lubcke started pioneering in television development for the late Don Lee.

Agreement calls for a non-exclusive, non-transferable license to RCA from Don Lee Broadcasting System in return for a similar license for certain equipment of the latter organization with a monetary consideration. Included are the Don Lee concern retains ownership of patents and is free to license others in the television field. The agreement was hailed as a forward step in modern business by Don Lee and RCA executives alike, making possible joint use of patent properties of pioneer organizations in the interest of the advancement of the electronics art.

Anacin Music

ANACIN Co., Jersey City (proprietary), extensive user of network radio, on Jan. 10 started a half-hour period of recorded music of Ray Noble and his band on WJZ, New York. Contract is for 52 weeks. Agency is Blackett-Sample-Hum- mert, New York.

SALESMAN WANTED

One of the nation’s most important stations requires a very aggressive, averagely good man, 25 to 35 years old, who has had 3 or 4 years successful experience on local sales with high-powered stations. Leading, low salary but steady with plenty of chance of financial advances as man proves himself. All replies held in strictest confidence. Our men know of this ad. Write giving full details with figures to box 15, BROADCASTING.
Behind closed doors, the engineers at Bell Labs and Western Electric are developing new ideas in radio at an unheard of rate.

Right now, secrecy must surround these things. They’re going into many kinds of equipment for war that we’re rolling out by the trainload for Uncle Sam.

But there’s a time coming when many of these developments can and will be adapted to equipment for better broadcasting. Here’s looking forward to the day when we can share them with you!

Western Electric

MORE AND MORE PERSONAL

DOING THE REAL JOB OF PERSONAL SHOWS IN THE GREAT CINCINNATI

CHARLES WAYNE DAMERON

FIFTY GRAND
TARS ON WCKY

AND POPULAR MARKET . . . . . . . . . L.B. Wilson

N POWER • CBS
Are They Listening?

LISTENING is at an all-time peak. It will remain that way from now on. Radio's responsibility increases in like proportion.

Crossley and Hooper ratings have zoomed all down the line since the war began, and in those tense months that preceded the declaration. More radios are tuned in more hours during day and night. Last year 15,100,000 new sets were sold and some 24,500,000 sets were in use when the year began.

Here and there newspaper and magazine publishers and their space salesmen have been selling radio short as a sort of war waif. They have tried to influence Government officials to clamp restrictions on radio via the censorship route, and clumsily have attempted to divert radio advertisers. They have hammered away at news broadcasts, radio "blackouts" (which already have become a rarity) and other wishful and fantastic shortcomings.

Even with five wms of the air, the radio "circulation" story was never better and it is self-evident. It's only necessary to ask anyone on the street-car, bus or subway, or perhaps listen to the radios in lousimuses. Or look into any business office or city room and you'll find a radio nine times out of ten.

A month of actual war has had far-reaching effect on the American way of life. It has struck with appalling impact, and radio is not excepted. It is contributing more of its time than ever to the war effort. And it isn't grumbling particularly about paid space bought for the same purpose in publications.

But before the going gets any rougher in the mild revival of the newspaper onslaught against radio, certain other facts should be appraised. Radio set production will be curtailed in 1942, but not eliminated. The drop may be as great as 50 to 75%. But there are 57,000,000 free sets in use in a nation of 130,000,000. Sets don't wear out overnight. Tubes are, and presumably will be, available. A peak audience is assured even if new sets are not sold.

In the publication field, there is the paper rationing prospect. We wouldn't like to see that, any more than we relished the automobile ban, or the tire edict. Newspapers are essential. So are most magazines. But there's no blinking the fact that there is imminent danger of a paper shortage.

In the recent resurgence of anti-radio crusading there was that threadbare myth that radio is a preponderantly laxative-supported medium. The talk is too ridiculous to warrant answer, but if any is needed, the latest annual report of the Federal Trade Commission supplies it eloquently.

The Radio & Periodical Division of FTC during the last fiscal year examined a total of 871,909 commercial scripts, aggregating about 1,800,000 pages in its "truth in advertising" work. These covered network, individual station and transcribed program commercials. Of these only some 12,500 or 2.7% were set aside for further scrutiny as containing "representations that might be false or misleading".

The Division examined a total of only 377,764 advertisements in newspapers, magazines, farm and trade journals, for similar purposes. Of these, 25,022 or 6.6% were marked for "further study".

It's as distasteful to us to engage in a revival of the old feud as it is to the majority of publishers who do not condone the tactics of their overzealous colleagues. Radio, till now, has made it the hard way. It will continue its affirmative job of service (with emphasis on the public) and sales.

War's That Way

ONLY SCANT' attention was given the incident a few days ago when the Fourth Interceptor Command in Los Angeles ordered all stations to cease carrying testimonials or request numbers, or in fact any "communication from the public". Reason: The now familiar possibility of "aid and comfort to the enemy".

Radio took it, even to the point of eliminating from network programs reaching the Coast any material falling in the banned category. Since then, thanks to prompt intercession of the Office of the Director of Censorship and the Radio Branch of the Army, the confusion has been eliminated, and the preeminent order relaxed, insofar as network clearances are concerned.

Certainly the summary command that radio shut off certain types of programs, and the threat that they would be silenced for failure to comply, constituted unjustifiable interference with freedom of the air, which radio guards just as zealously as newspapers defend freedom of the press. But by use of logic, authorities were convinced that the snap-judgment ruling was in error.

Other mistakes will be made during this war—plenty of them. As a protective device, a set of regulations shortly will be forthcoming from the Office of Censorship, evolved in collaboration with the industry. Undue encroachments against radio's freedom of action, outside the bounds of war expediency and good sense, will be resisted by radio. A servile radio cannot serve public interest.

But in achieving the goal of maximum efficiency of operation and of all-out collaboration with the Government in the war effort, radio understands it cannot assume a belligerent, chip-on-its-shoulder attitude every time some official proposes a restraint on operations. So far things have worked out. Good faith has been evident throughout, and a little patience, even in these swift-moving times, doesn't hurt.

Page 28 • January 12, 1942
RESULTS are the keynote of the successful radio career of Maj. Edward Aaron Davies, vice-president in charge of sales of WIP, Philadelphia. His life has been a succession of radio firsts and broken sales records.

receivers with vacuum tubes were a rarity and crystal sets were the rage in 1921 when Maj. Davies first dabbled with radio. A year later he participated in WIP's first broadcast, and in 1923 became general manager of the station, succeeding Henry M. Neely, later destined for fame as "The Old Stager" of the networks. Apart from a five-year period, 1922-27, when he was general director of radio of the John Faulkner Arndt Agency, Philadelphia, Major Davies has been with WIP since 1922, doing everything from announcing to managing the station and superintending its sales.

Born in Philadelphia March 1, 1890, he attended Philadelphia's Central High School and studied business administration at night school at Pennsylvania U. Before breaking into radio, Major Davies was assistant personnel manager at the Gimbel Bros., Philadelphia store, which he left in 1917 to enter military service. Honorably discharged, with wounds, in 1919, he returned to Gimbel Bros. the following year and remained there until 1922, when he joined WIP. In the pioneer wireless days, Maj. Davies compiled a long list of "firsts." Under his direction WIP broadcast the first football game from Franklin Field, Philadelphia, on Thanksgiving Day in 1923—Pennsylvania and Cornell. The following summer he arranged the first undersea broadcast a half-mile off Atlantic City's Steel Pier.

In 1925, at the request of the Navy and Westinghouse, he checked the results of using a microphone, instead of the usual telephonic headset, in a diver's helmet. During this undertaking Westinghouse experimented with a powerful underwater searchlight. On the basis of results obtained during this test, the Navy adopted as standard equipment both a microphone for undersea work and the searchlight.

To WIP also went the distinction of broadcasting the first full performance of grand opera direct from the stage—Tannhauser, produced by the German Staats Opera Co. In 1925 the station conducted one of the first shortwave broadcasts from a plane, and also produced the famous Philadelphia Orchestra on the air. The radio debuts of Nelson Eddy, Leopold Stokowski and Conrad Thibault, were made on WIP within a short time later.

One of the unusual broadcast Major Davies ever directed on WIP came during the visit of the late Queen Marie of Roumania. Her Majesty had refused to broadcast—at least she had demanded a huge fee—but since he held exclusive broadcast rights for WIP, Major Davies concealed two microphones in the royal box in the auditorium at the Exposition. When the Queen responded in the course of events with a prepared speech, the microphones were switched on and WIP listeners were given an exclusive treat.

In 1924 Maj. Davies was named to represent his district at the Hoover radio conference. He served on the committee two years. Three years later President Coolidge offered Major Davies appointment as a member of the first Federal Radio Commission, but the Major declined on grounds that he could best serve radio as an active station operator.

Joining the Arndt agency in 1922, Major Davies was induced to return to WIP in November, 1927, as sales director. On June 1, 1930, he was named vice-president in charge of sales by Benedict Gimbel Jr., WIP president. WIP ended 1939 with sales up 87.5%.

In 1922 Major Davies married Thelma Melrose, famous concert and operatic singer. His hobbies are music, his Army work and travel.

He is an accomplished musician, both as singer and pianist, and is a constant attendant at Philadelphia's musical events. Now in the inactive reserve of the Army, he works with the War Department in an advisory capacity in radio broadcasting and is acting assistant to the Secretary of the Navy, on Jan. 29 will speak on "The Radio and Public Relations," before members of the second annual short course on Public Relations conducted by the American Council of Public Relations at the Harvard Club, New York.

DR. GEORGE W. YOUNG, owner and general manager of WNYM, Minneapolis, has left for Florida where he will spend a few months at his Miami Beach residence.

RICHARD COOK, formerly with Canada's CJOH, and now vice-president and public relations representative, has left the sales department of WNYM, New York.

FIN HOLLINGER, formerly commercial manager of WJMG, Madison, has joined the sales department of WNYM, Santa Barbara, as account executive.

JOCK HUTCHINSON Jr., golf pro at Forest Hills country club, Rockford, Ill., has joined WIDR, Rockford, dividing his time between announcing and the sales department.

K. W. RICE, assistant manager and program director of WDRS, Chicago, has resigned. Mrs. Marlene Rice, held his duties.

ASHLEY RYCROST, a former assistant manager of WCP, Boston, and C. Wayland Kline has joined the sales department.

THE INXS, national sales manager of KSO-KRT, Des Moines, is the father of a girl born recently.

C. M. Freeman Named WLS Sales Manager

appointment of Charles M. (Chick) Freeman as sales manager succeeding R. Cline who resigned on Jan. 1, has been announced by Glenn V. Snyder, vice-president and general manager. Formerly western manager of Forbes Magazine, the sales staff of Good Housekeeping, has been associated with Farmer magazine (St. Paul), Mr. Freeman came to WLS in October, 1938 two years with John Blair & Company. He was a lieutenant in the U. S. Air Service in World War I.

Wells H. Barnett, WLS sales manager, has been appointed sales service manager, a newly created position. Mr. Barnett before joining the station in June, 1939, was an executive with the Pittsburgh Press, of which his father, Wells H. Barnett of Waterloo, Ia., president.

Pearson in Rio

DREW PEARSON, half of the famed "Washington Merry-Go-Round," columnist and commentator, currently sponsored on NBC-Blue by Servata Co., Jersey City, is in Rio de Janeiro to cover the forthcoming conference of Foreign Ministers of the American Republics. Pearson will report developments of the conference via telephone to Robert Allen, his partner, who will broadcast a roundup on the team's regular Sunday news program.

Carlton to Washington

LEONARD CARLTON, radio editor of the New York Post, has been granted an indefinite leave to join the Office of the U. S. Coordinator of Information.
WHAM. WHAM your listeners

EDWARD TOMLINSON, authority on South American affairs and inter-American adviser to NBC, has been assigned to cover the "Third Meeting of Consultation of the Ministers of Foreign Affairs of the American Republics" to start Jan. 15 at Rio de Janeiro. Mr. Tomlinson will make daily reports on NBC-Blue during the ten-day meeting, during which he will analyze developments and interview prominent diplomats at the conference.

FRANK J. CUEHEL, for several years associated with the importing firm of Dodge and Seymour in Batavia, Dutch East Indies, has been named Mutual correspondent in that place to handle the Sunday Far Eastern news round-up at 12:30 p.m. Mr. Cuehel, previously a reporter in America, replaces Elizabeth Wayne as MBS representative in Batavia.

LEE BLAND, formerly announcer of WQKY, CBS affiliate in Cincinnati, and previously production manager of WKRC, Cincinnati, has joined the CBS New York staff as a production supervisor. During his four years in Cincinnati, Mr. Bland handled the production and announcing for the Cincinnati Symphony and Conservatory of Music.

NOW A REGULAR
PINCH-HITTING has become a habit with Everett Howard, of WINC, Winchester, Va., where he drops in to visit Ronald Dawson, production manager of WHCS, Charleston, W. Va. A half-hour after he arrived in Dawson's office a few days ago Howard was pressed into service to substitute on a remote broadcast when the scheduled announceer suddenly fell ill. That night Dawson invited Howard to the local West Theatre, origination point for a quiz. Again Howard was shoved into an emergency assignment—this time the regular announceer got caught in a traffic jam. Up shot of the affair came when Howard was added to the regular WHCS announcing staff.

NORTHUP (Ben) DAWSON of the production department of WCCO, Minneapolis, will leave in March to join the Navy as Corps Reserve Ed Gallaher, continuing his radio duties in addition to public relations work for the Navy, on Jan. 3 married Mary Remo.

ARMAND LA PRINTE JR., formerly Yuma Crier of WHEJ, Portsmouth, N. H., has joined the announcing staff of WHJR, Manchester, N. H.

SID DIMONDI, formerly director of radio activities at the U of New Hampshire, has joined the production staff of WHEJ, Portsmouth, N. H., and David Carpenter, WHEJ sales manager, has been pinch hitting for Bill Bradley, continuity editor, on Lanterns Lantern Time for the past week while Bradley was on vacation with Gordon Kimney, program director, in the South.

CHARLES VANDA, CBS Western division program director, will remain in New York through the winter as liaison between that network, the Governor's organizations presenting benefit shows.

ED HASE has been appointed program director of WCHV, Charlottesville, Va., succeeding Alden Aune, who has been inducted, Bob Davidson, formerly of WLAG, La Grange, Ga., has joined WCHV's announcing staff and George Boone has rejoined the staff.

ROB LEWIS, formerly of KFSD, San Diego, Cal., has returned to the announcing staff of KIRO, Seattle.

PAUL BUESSARD, formerly on the continuity staff of WING, Dayton, O., is now stationed at the Great Lakes Naval Training School.

JERRY SOEBSHE, formerly of WSTP, Salisbury, N. C., WWNC and WISE, Ashevile, has joined the announcing staff of WOCN, Columubus, S. C.

HARVEY HUDSON, announceer of WOR, Richmond, Va., is on contesting after appendectomy.

HERNE TYLER, formerly continuy editor of WBBM, Chicago, has joined the General Electric announcing staff of WSBD, Peoria, Ill.

ED CLELAND, formerly continuity writer of WBBM, Chicago, has joined the Saturday Night Post announcing staff of WHBC, Batavia.

JACK SHELLEY, news editor of WIBN, Des Moines, has been named war news coordinator for Iowa in St. Louis.

HAROLD MODLIN, farm service director and announcer of WILB, Minneapolis, Ind. on Dec. 25 married Miss Marian Land, Lauren. Ia.

HARRY CARAY, sports announcer of WKZO, Kalanazzo, is now stationed at the supplemental studios of the station in Grand Rapids.

ROBERT FERRY, formerly of WSVU, Iowa City, joined the announcing staff of WAKO, Lourtvis, Iowa, and Tom Dykes, of Tex., where he will take the place of Roy Whitworth who joined KPLC, Lake Charles, La.

GEORGE SHEPARD, announcee of WMPF, Plattsburg, N. Y., has been designated station coordinator for national defense.

JACK SIMMONS has resigned as Ventura, Cal., office manager of KFJS, Santa Barbara, Cal., to engage in developing a station in Texas. He married Evelyn Ramsey of Santa Paul, Cal., in that city, on Dec. 31.

CROFT CLESLIN, former announcer of WGN, Chicago, and WREX, Asheville, N. C., has joined the production staff of WBMB, Chicago.

GEORGE COLE, announcee of WORO, Albany, has resigned his engagement to Miss Mildred Case, Guilderson, N. Y.

JOE ANTHONY, announcer of WGES, Chicago, recently married Florence Keen, continuity chief of WATF, Chicago.

RAYMOND ROBERTSON, resigned as WORO announcer and announcee of WLRC, Elgin, for George Heid Productions, transmission producer, Pittsburgh. Effective Jan. 3.

HARRY BECK, formerly of KDIF, Minnehaha, Mo., has joined the announcing staff of WZLA, Mobile, Ala.

IRA WILSH, radio and television coordinator for the National program under civilian defense and former publicity director of WPEN, Philadelphia, and Mary Vought Mickle, daughter of Joseph W. Mickle, head of the Joseph R. Mickle Co., Philadelphia agency, were married Dec. 31.

WILLIAM HARNES, formerly announcee of WTMJ, Cleveland, has joined WCAU, Philadelphia. He replaced Hugh Haas, announcee, who resigned to join the Marines.

ROSS MULLHOLLAND, formerly of Chicago, has joined the announcing staff of W6OPH, WCAU's FM station in Philadelphia.

RICHARD NORMAN, announcee of WJR, Detroit's FM station owned by WRN, New York, on Jan. 17 joins the Army.

HOWARD M. PAUL, publicity writer of WTMJ, Milwaukee, has been named an aide to report for duty in the public relations department of the Navy where he holds the rank of ensign.

When the announceer on your show tells you listeners to "Ask your corner druggist" he's speaking to the customers of 1,422 druggists—when he speaks through WHAM. WHAM gives you more than Rochester alone with its 132 drug stores, more than Monroe County. WHAM, in its 43 county primary area, includes 1,422 drug stores—bonus coverage—for approximately one-third the cost of localized coverage in same area. WHAM's fifty thousand watt, clear channel signal reaches out to WHAMLand's 900,000 radio homes with the programs these prosperous folks in suburban and rural areas prefer. For economical coverage WHAM is a better buy.

National Representatives:

GEORGE P. HOLLINGBERRY CO
50,000 Watts . Clear Channel . Full Time . . . NBC Blue and Red Networks

WHAM
ROCHESTER, N. Y.

"The Stromberg-Carlson Station"
MARY BAKER, formerly assistant continuity editor of WGES, Chicago, has joined WATT, Chicago, as continuity director. She is replacing Florence Kees who was married Dec. 12 to Joe Anthony, WGES announcer.

JACK SHARP, formerly program director of WCBS, Joliet, III., has joined the Red Network of the Red Network of the Red Network of the Red Network.

MARK LOVE, Chicago concert and radio singer, has joined the Chicago staff of WHIR, Hammond, Ind., as assistant director.

ROB CANNON, Hollywood producer of "Hit the Road" and "Hollywood Part," who signed on with CBS as a contract producer of CBS, left the studio on Jan. 7 due to illness. He has been replaced by Bill Gay, Hollywood producer of "Win, Loser, or Draw.

GRETHELE McWILLIAMS, home economist expert of WRGB-WBZA, Boston-Springfield, Mass., has joined the announcing staff of WGBS, Boston, as a member of the General Mills agency. She has been with the agency since 1921.
WHIP, Hammond, Ind., is completing construction of five new antenna towers located south of Chicago city limits, intended to give the station wider coverage of the Chicago area.

WIND, Gary, Ind., and WJJD, Chicago, have been investigating the need for an engineering staff of 22 men as an educational group to train radio operators for defense purposes. Work will begin as soon as the State Authority is appointed, and will be under the supervision of the engineering, science and management defense training division of the U. S. Office of Education.

WAAP, Chicago, on Dec. 30 started a series of 10-weeks' winter-hour programs, 1941 in Review, as a public service feature on which dramatic new events occurring last year are described by Kenneth Nelson.

WKZO, Kalamazoo, plans three-point coverage of Golden Gloves eliminations and boxing matches in Grand Rapids, Kalamazoo and Battle Creek.

Harry Caray, Paul Aranend and other members of the staff will give the blow-by-blow.

WKVA, Richmond, estimates that a recent appeal on its Disc, America's program brought in the following goodies for soldiers at Camp Lee: Va.: 6,000,000 cigarettes, 1,707 pounds of candy, 255 pounds of cookies, 180 pounds of fruit cake, 279 pounds of nuts. 87 cases and baskets of fruit. The food was distributed to about 2,500 soldiers at the camp.

WENY, Elmira, N. Y., reports that one Christmas broadcast itself, Christmas a total of $7,600 was subscribed by listeners for the Arctic League Fund, to be used to buy food, toys and clothes for needy children. For 10 years the station has given twice on each Sunday for a program featuring outstanding community talent, on behalf of the league fund.

WCHU, Columbus, Miss., has ordered a new 1,000-watt gasoline power unit to add to its transmitters and relay transmitter, now under construction.

WGES, Chicago, on Dec. 26 doubled offices and studios for the headquarters of District 28, headed by Franklyn A. Hahn, in the local civilian defense program.

WYTH three announcers working for the series, Columbus, Ohio, conducted its third annual Gift Basket show Dec. 15-23 which raised over $1,500,000, and the annual Christmas Basket Fund. Participating in the shows included: M. Mathews, prominent in Charleston political circles; M. Hal Hughes of the Salvation Army; Joe Mathews, WDAY program director; Bob Katz, West Virginia and Ohio showman; Intermediate Court Judge D. Jackson Savage; Ellyse "Hobdy" Frasier, pianist and accompanist; Jim Foggan, Nathaniel Doffenbarger and Bill Maud.

WNX, Columbus, O., has signed Paul E. Brown, a former member of the coaching staff to another series of football chats and prognostications during the 1942 season, to be conducted like the 1941 series which Brown followed with a weekly football show on all sports after the close of the football season.

WNNX, New York, through General Manager W. C. Alcorn, received a plaque recently from Emanuel Schwarts, past president and now chairman of the board of directors of the Bronx County Bar Assn., as a tribute to the American Way series on WNNX.

WGVO, Valdosta, Ga., on Dec. 21 broadcast memorial services for Capt. Col. W. D. Cooley, United States hero of World War II, held in the Presbyterian church, Madison, Fla.

WTRY, Troy, N. Y., will be lost to WGY, Schenectady, in a rubber match of a series of bowling contests now being conducted between teams representing two stations. Third match will be held early in January. WGY's team is led by its manager, Bob Hagen; Rollin Ketchum, the -shoulder spectator, and E. Brown, intermediate court judge, and one of the five announcing four-stroke engines.

WALY, Lynchburg, Va., held its Seventh Annual Midnight Party, a continuous broadcast starting at 4 a.m. and signing off at 10:30. WALY retransmission of telephone conversations totaling $4,500. The last half-hour was used to acknowledge late donations. Last year more than 100,000 dollars were raised for the Red Cross, a total equaling the number of dollars which were given to local charities.

WAVY, Roanoke, Va., plans a package for gifts of a collection of Christmas records by local radio and television personalities. WAND, Roanoke, Va., will broadcast Christmas music by local radio and television personalities.

WAPI, Nashville, Tenn., will broadcast a special 90-minute program featuring Bobbie Banta and his orchestra and local talent. Expecting to net $1,000 or $1,500 in Nashville, WAPI officials estimate sales at $5,000 and $7,000, respectively, the station itself finally collected a total of $3,100 as a direct result of appeals on the program.

IN RECOGNITION of ten years' service at KPI-KECA, Los Angeles, Earl C. Anonymous and operator, presented gold watches to H. M. Donald, George W. Curran, Sh. S. Christensen, W. H. Alexander, K. D. Y. Viel, F. W. Everett, technicians, and Miss Virginia West, assistant publicity director.

KFI, Los Angeles, has installed special automatic equipment to tap out the familiar three dots and a dash. Allied victory labels, each half-hour on its 'round the clock schedule, until the war is won.

MORE than 1,700 veteran employees of General Foods Corp., New York, with service records from 15 to 44 years, were honored by their fellow workers and the management Dec. 23 at a series of 10 regional banquets in the U. S. and Canada, which terminated in a nationwide CBS broadcast with a special Christmas message from C. M. Cheele, board chairman.

KGEF, Denver, celebrated its 25th birthday Jan. 4. The station, one of the oldest in the West, is managed by Gene O'Fallon, member of the board of directors of NAB for five consecutive terms.

CTKB, St. Satharines, Ont., on Dec. 9 started operating with its new 1,000-watt RCA transmitter on 1500 kc.

KOIN, Portland, recently aired a series of transmissions made by Johnny Carpenter, special events chair, which made the trip on the maiden voyage of the "Star of Oregon". League of Red Cross workers, down the Columbia River and out into the Pacific. Transcriptions covered the activities of the crew, including engine room sound effects.

KMYC, Marysville, Cal., cooperating with the Red Cross in its 50-million dollar war fund drive, carried a special 90-minute program featuring Bobbie Banta and his orchestra and local talent. Expecting to net $1,000 or $1,500 in Yuba and Sutter Counties, KMYC officials estimate sales at $5,000 and $7,000, respectively, the station itself finally collected a total of $3,100 as a direct result of appeals on the program.

While Others Shift

The Same

The Voice of Baltimore

Since 1922

¢ Same Network

CBS basic since 1927

¢ Same Frequency

600 kc. since 1927

¢ Same Popularity

BROADCASTING • Broadcast Advertising

Page 32 • January 12, 1942

Divided by War

THE TWAIN shall meet, but probably not until the war is over. Two years ago Dr. Anthony D. H. Barbe, CBS correspondent in Berne, Switzerland. They fell in love, planned an early marriage, and Barbe volunteered to drive an ambulance in France, went abroad, later went to Berlin, then Rome and Berne. Meanwhile Dr. Perillo tried every way possible to get abroad. Her request for a passport was turned down by the State Department, she suggested a proxy marriage so she could get a visa as a married woman. No good! Next, she tried to go abroad as an ambulance driver. That too was turned down. Then she offered her services as a Red Cross worker. At last, the war was over, and happily, she boarded a train for Washington to get her credentials and passport. The next day she went for the capital Japan declared war. So the pretty New York doctor is still in New York and still Dr. Perillo.

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CTKB, St. Satharines, Ont., on Dec. 9 started operating with its new 1,000-watt RCA transmitter on 1500 kc.
You play safe when you put your money on WNAX. It's the station that really pays off.

Here's why. The winning combination of favorable frequency, distance from other network stations, unusual soil conductivity plus proper programming make WNAX the big station of this five-state billion dollar market.

WNAX, THE BIG STATION is the favorite of the nearly four million people of its territory—people who spend their billion dollar cash farm income for advertised products. Sell yours to them with the sure thing medium—WNAX.

Write for facts that explain why WNAX has the largest commercial schedule of any station in this territory—with a consistent record for results.

It's Economical to Buy WNAX the BIG Station!

A BILLION DOLLAR MARKET
WNAX
SIoux City, Ia. Yankton, S. Dak.

5000 WATTS
C.P. 5000 WATTS NIGHT

570 KC.
A COWLES STATION
Represented by the KATZ AGENCY

Affiliated With CBS
L&T Promotes Brown

DR. LYNDON O. BROWN, in charge of the Lord & Thomas, Chicago, marketing and research department, has been appointed vice-president in charge of the marketing, media and research division of the agency in New York. Author of Market Research & Analysis and associate professor of marketing and research at Northwestern U., Dr. Brown will direct a newly-created staff that will coordinate these activities in all of the agency's offices.

Jack Runyon Resigns

JACK RUNYON, radio director of Ted Bates Inc., New York, has resigned, effective Feb. 1, it was announced in Hollywood this past week. Before joining Ted Bates Inc., Runyon was radio director of Buchanan & Co. in Hollywood. Prior to that he headed that department of Lord & Thomas in the latter city for several years.

Lauren C. Eckels

LAUREN CHANDLER ECKELS, 35, production manager of Eckels Adv. Agency, Los Angeles, died Jan. 5 at Hermosa-Manhattan community hospital from injuries received in an auto accident the day previous. He had enlisted in the Army Air Corps and was scheduled to report for duty on the day of his death. Surviving is his mother, Mrs. Lulu E. Eckels, head of the agency bearing her name.

JOE MICCICHE, for 7½ years at KKKD, Los Angeles, has joined Charles Levitt Adv., that city, as radio account executive.

JOHN NELSON, head of all media for McCann-Erickson, San Francisco, has taken over the post of radio time buyer, left vacant by Philip Rusmus, called to active duty in the Navy. Ole Morby has been shifted to the radio markets division.

CHARLES BOWES, formerly publisher of the La Grande Evening Observer in Oregon and previous to that with the Denver Post and The Daily Oklahoman, has joined Gerth-Knollin Adv. Agency, San Francisco.
REGIONAL FACILITY IS AWARDED WFTL
THE FIRST big station grant of 1942 was authorized last Tuesday by the FCC when it allotted to WFTL, Ft. Lauderdale, Fla., 10,000 watts on 710 kc. The transmitter will be some 25 miles, airline, from the center of Miami.

The grant was to Ralph A. Horton, investment and real estate man and a resident of Ft. Lauderdale for the past 25 years. He acquired WFTL last July for $50,000 from Tom M. Bryan, local contractor, who had put the station on the air in December, 1939. Mr. Horton was formerly vice-president of the Fort Lauderdale Times, but relinquished his newspaper connection upon acquisition of the station.

WFTL now operates with 250 watts fulltime on 1400 kc. It became an MBS outlet Dec. 1. The application for assignment on 710 kc., a Class I-B channel, was filed last October. The FCC authorization was conditioned upon approval of the antenna site and design and proof of performance. John H. Harron, consulting engineer, designed the pattern and is handling the engineering, with Andrew W. Bennett as the stations counsel.

Simultaneously, the FCC granted KIHO, Seattle, operating on 710 kc. with 50,000 watts, authority to make changes in its antenna system for nondirectional daytime operation.

DURING 1940 AND 1941 repeated surveys have shown that when messages of national importance are broadcast over all Chicago stations—W-G-N had the largest audience. THIS large, alert audience—the W-G-N audience—means more sales for you.

Play your product to a FULL HOUSE

Skiiing Trouble
NOW that all reports on weather are taboo on radio stations per orders from the U. S. Weather Bureau, Bob Quivey is having trouble in conducting his Let’s Go Skiing program Fridays on WHN, New York. Bill can’t tell ski fans about conditions of the sky and temperature, but he is permitted to mention the number of inches of snow in various neighboring ski resorts.
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS
—audio programs
—in-studio announcements
—on-air announcements

W.W. Cincinnati
Arndy Farms Milling Co., Chicago (Farm Feeds), 30 sp, weekly, thru Probus, Peoria, Ill.
Peter Paul Inc., Naustadt, Conn., 3 sp, weekly, thru Hasbrouck, New York.

W.J. Washington
The American Cigarette Co., N.Y., thru Filene's, Boston.

W.E.A. Chicago

W.J.D. Chicago
Coca Cola Bottling Co. of Chicago, 270 sp, thru W. W. Dom Inc, New Orleans.

K.H. Hollywood

W.A.A. Boston

K.F.B. Sacramento

W.A.B. New York
West Distilling Co., Long Island City (C.N.), 3 sp weekly, thru Moser & Cotin, N.Y.

K.F.I. Los Angeles

W.H.N. New York
Pepper Co., Long Island City, N.Y., thru Newell-Emmett Co., N.Y.

W.W.J. New York
Anadie Co., J.M. Burdine (Mueller), weekly 52, thru Blackett-Sampson-Herrnier, N.Y.


W.E. Chicago

W.A.F. Boston
American Cigarette & Cigar Co., N.Y. (Mail Order), 10 sp, thru British Tobacco Inc., Boston.

K.E.A. Los Angeles

KEKA, Los Angeles

NEWELL-EMMETT Co., New York nursery, is liquidating the corporation's assets which has been operating and is forming a partnership, continuing the name Newell-Emmett Co.

The Business of Broadcasting

CLINIC ON RADIO
AT NRDGA JAN. 14

CLINIC based on broadcast advertising and the department store will be held on the morning of Jan. 4 during the New York convention, titled "Radio in a Wartime Market," had been announced by the NAB as an event. The date later was announced as Dec. 14.

PHILIPPE, NAB director of broadcast advertising, will direct the clinic in cooperation with Brooks Shumaker, manager of the Filene's store in Worcester, Mass., and the general manager of WTAG, Worcester. Interviews and quiz techniques will be included in the two-hour presentation, with managers of the sales managers executive committee participating.

The story of Filene's Worcester campaign [BROADCASTING, Dec. 1] has aroused widespread industry interest, according to the president of New York Advertising in New York on Wednesday.

Rise in Listening

LISTENING to evening commer- cials on the four Red networks increased 4% during 1941 with the NBC-Red network alone reflecting a 7% gain over its 1940 figure. According to a special analysis by the NBC research division of the 24 reports covering 1941 of the Cooperative Analysis of Broadcasting. Aggregate CAB ratings earned by all networks for the year were 558 points over the 490, with NBC-Red accounting for 2,112 of these points. Red programs, the tabulation shows, averaged 175% higher ratings. The broadcasts tell in the daytime than the average rating for all networks.

Tide Water Sports

TIDE WATER ASSOCIATED OIL Co., San Francisco, on Jan. 2 started sponsorship of college basketball games played in San Francisco, on KROW, Oakland, Cal. Other stations are being added to the list for basketball contests on the KROW-club radio, which will be announced soon, Associated Press. Doug Montell will handle the broadcast. The sports is Lord & Thomas, San Francisco.

BMI has 80 Stations

BMI is advertising the New York with a total of 80 stations as subscribers, a gain of 245 over the Dec. 31, 1940, total of 555 stations. Among the latest subscribers are WHN, New York, WAZP, Winchester, Va.; WFWA, Fredericksburg, Va.; WRNY, Cairo, Egypt; KYAN, Vancouver, Wash., and KBLM, LaGrande, Ore. BMI estimates that its tunes were carried on more than 59,000,000 home radio sets during 1941, a 50% increase over the 39,000,000 it reported made during 1941 when the accent was on supplying music in ample quantity for broadcasting. This year the accent will be on music of lasting interest, BMI stated.
PIERCE BROS., Los Angeles (mortuary), in a one-month local campaign which started Jan. 5, is using a series of 13 transcribed announcements each KFTH-KFPH-KFGR-KFMT-KHPC. Phillip J. Meaney Co., that city, has the account.

THRIFTY DRUG Co., Los Angeles (South Phil. market), is using a series of 52 weeks, the six-weekly quarter-hourly comical "Joe the Jokes" with William Turner, on KFTH, that city. Firm is also sponsoring a five-week 15-minute newscast on KFGR, that city. Latter contract is for 52 weeks, having been renewed the last. One Agency is Hillman-Shane-Breyer, Los Angeles.

101 BEX CON Co., Chicago (green-market stoker coal), is formulating tentative plans for five-minute transcribed programs to be placed on approximately 15 midwestern stations. J. R. Hamilton Adv. Agency, Chicago, handles the account.

ELECTRONIC RADIO-TELEVISION INSTITUTE, operating technical college at Bloomington, Ill., has started announcements on several midwestern stations. Currently placing KDF, Peoria, and KFBB, Kearney, Neb., and KNFE, Sannan-dah. In. Others will be added in the near future.

THOMAS J. LLEON Ltd., Toronto (outlet), on Jan. 12 started 35 weekly transcribed spot announcements on 40 Canadian stations. Account was placed by Vickers & Benson, Toronto.

GALLENNKAMP'S STORES Co., San Francisco (Pacific coast show chain), has renewed half-hour Sunday afternoon "Professor Pieczenik" on KFTH, Los Angeles. New contract carries the show well into its sixth year under sponsorship. While "Pieczennik" is a quiz show, other features have been introduced, Agency is Long Adv. Serv., San Francisco.

CHRISTIAN FIEGENSAP BREWING Co., Newark (B.O.N. beer & ale), on Jan. 6 concluded a 15-week cycle of Red Barber's "Sports Review" on NBC, the four-weekly show is heard weekly on WOR New York, but will resume the program April 9 with an expanded schedule. "Sports Review" is heard Monday from 9:15-9:30 p.m. Agency is E. T. How ard Co., New York.

DR. F. E. CAMPBELL, Los Angeles (chain dentist), on Jan. 12 started sponsoring the weekly half-hour transcribed dramatic series, "In His Steps," KFTH, Hollywood. Contract is for 52 weeks. Transcribed show was produced by Edward Sloan Productions, Hollywood, and is handled by John H. Ritteron Co., Los Angeles.

BC REMEDY Co., Durham, N. C. (tearable powders), this week is re-launching its one-minute spot announcement campaign on WJNY and WINS, New York. Agency is Glass, W. Hoyt Co., New York.

These Advertisers Wanted Results . . . so they used KF YR during 1941

---

SPOT BROADCASTING permits SPOT BUDGETING to fit each market's volume

More money for the HOT SPOTS

Nothing wasted on the DEAD SPOTS

Special attention for PROBLEM SPOTS

---

THE REGIONAL STATION WITH THE CLEAR CHANNEL COVERAGE

KFYR

MEYER BROADCASTING CO.
BISMARCK, N. D.

Ask any John Blair Man

NATIONAL

BISMARCK, N. D.

LOCAL

M. B. GILLON GARAGE
Bismarck, N. D.

FAGG POINDEXTER & CO.
Fargo, N. D.

FARNS W. BAER CO.
Fargo, N. D.

FARNS W. BAER CO.
Bismarck, N. D.

BISMARCK, N. D.

BISMARCK, N. D.

BISMARCK, N. D.

BISMARCK, N. D.

BISMARCK, N. D.
WGN's Best Year

IN A YEAR END business statement issued Dec. 31 by WGN, Chicago, Manager Frank P. Schreiber reported that the station has just completed the best business year in its history. December was the 24th consecutive month which shows a gain over the preceding month in local billings. The gross revenue, which in 1940 was 17.7% over 1938, will show an increase of approximately 29% for 1941 over 1940. Commercial time sold has risen from 32.1% of the station's total air time in 1939 through 39.1% in 1940 to 49.7% in 1941. Report also pointed out that WGN's station, WSB, has four regularly sponsored programs and a spot announcement account.


ACCIDENT & CASUALTY INSURANCE Co., Switzerland, to Harry A. Berk Inc., N. Y.

EFFICARY GAME, possibly one of the first broadcast in the United States, was aired recently by WBMIL, Macc, Ga. Game, between two teams of RAF cadets from Cockhill field. Ga., was played for the benefit of Bundles for Britain and the local Community Chest Campaign. Seated (1 to r), are Robert A. Pargen, WMIL manager; RAF Cadet Anderson, who handled the last half of the game; Carter Collins, executive officer of the Third Regiment at Camp Wheeler; and Jim Williams, WMIL sports announcer who did the first half play-by-play.

Guests at Radio Lunch

FIRST 1942 meeting of the Radio Executives Club of New York, was held last Wednesday in its new quarters at the Empire Room of Hotel Lexington. Among out-of-town members attending were Milt Wiener and Howard Chamberlain, WLW; Frank Eschen, KDKA; Gilmore, the Akron, and WCLM-WLAC-KFPA; John Carey, WIND; Ray Linton, KFBI, and Barney Lavin, WDNY. Margaret Scott, concert artist and intern, Singer, stage and screen star, entertained. Next week has been designated "NAV Day" by New- ville Miller, president; Frank Pellegin, director of the department of broadcast advertising, and members of the Sales Managers' Executive Committee scheduled to speak.

HEAD 'Dimes' Drives

FOR THE THIRD consecutive year Edie 'Dimes' (radio, stage and screen star) will serve as chairman of the "March of Dimes of the Air" in the Indianapolis Publicity campaign, which officially opens Jan. 12. Assisting him as vice-chairmen will be Arch Outler and Vick Knight, noted radio writers and directors.

AGENCY Appointments

RICHARD HUHNST Co., N. Y. (cosmetics), to new agency with Benson & Hedges, New York, handling account until new agency is selected.

GMENTAL DRUG Co., New York (Midol), to Joseph Jacob Jewish Market Org., as merchandising and advertising counsel for the Jewish markets. To use five-weekly-quarterly program on WKN, New York.

PIERREMAN BEVERAGES, Union City, N. J., to United States Adv., Newark, Plans call for radio.

U. S. INDUSTRIAL CHEMICALS Inc. (Super-Foams), to Tracy-Kukke-Dawson, New York. Product is marketed directly to consumers by U.S.

B. MEIER & SON, New York (food products), to Noff-Homw, N. Y., for radio only.

W. H. Y & KEVO PRODUCTS Co., Austin, Calif. (food products), to Eugene P. House & Co., Los Angeles.

CHARLES MARCHAND Co., New York, to Joseph Katz Co., N. Y.


SOUTH SHOE STORES, Los Angeles (department stores), to Miller, Weinberger Adv., Co., that city. Plans still in formative stage.


Way back in 1934, WMBD was on the LIGGETT & MYERS TOBACCO Co. CBS schedule for CHESTERFIELD CIGARETTES. WMBD still continues as a scheduled CBS outlet, advertising Chesterfield—"The Glenn Miller Orchestra." Recently, WMBD was AGAIN specified by Liggett & Myers Co.—this time, for a 3-a-week, 15-min. transmitted feature, advertising VELVET TOBACCO.

Here's Why . . .

WMBD is the local favorite in rich "Polaraire", where 610,000 urban and rural people regularly push the WMBD button. The reason is their OWN station MOST! Here's a chance to give YOUR product real promotion in this prosperous agricultural-industrial section. Put WMBD on your SELECT list—SPECIFIED station for spot sales.

FIRST OFFICIAL training film approved by the Office of Civilian Defense, Fighting the Fire Bomb, had its premiere Jan. 5 by television from WNBNT, New York, and in other special showings in 81 schools, before air raid wardens being trained by New York's Police Department.

Filmed under the technical supervision of the Chemical Warfare Service of the Army and the National Fire Protection Assn., the 15-minute production contains all vital information on methods and equipment to be employed in fighting fire bombs and preventing spread of fire. Prints of the film are being released to state and local civilian defense training organizations as well as to private groups and industries that may be subject to air attack and is accompanied by a special instructor's manual prepared by Safety Research Institute, 420 Lexington Ave., New York City.

Author—director—producer was Sherman Price, president of Transfilm Inc., 9 Rockefeller Plaza, New York City, and narration was by James Lehmann.

New York State Local Names Staff Members

STAFF of the new WALL, under construction in Middletown, N. Y., has been announced by Martin Karig Jr., recently stationed manager and chief of the new local. Mr. Karig is the son of Elsie and Martin Karig Sr., majority stockholders of the permittee, as well as having a minority interest of his own.

Commercial manager is to be James Abel while Robert E. Lee, another minority stockholder in WALL, and Fred Germain will head the programming department, with Kramer handling station promotion. Headquarters are located at 15 King St.

WALL was authorized Dec. 20 by the FCC [Broadcasting, Dec. 20] after it previously had been proposed by the Commission to be granted in a decision announced a month prior.
FOR STRANGERS in town, WCCO, Minneapolis, has placed boards like the one above in leading hotels in Minneapolis and St. Paul to familiarize newcomers with news programs. Attractive guest of Hotel Curtiss, Minneapolis, looks over unique display.

Admission by Stamps DEFENSE STAMPS, in lieu of admission tickets, will be sold by the Kokomo Voiture of the 40 & 8 when Peter Grant, commentator of WLW, Cincinnati, fills a speaking engagement Jan. 19 before the veterans' organization in Kokomo, Ind. Stamps will later be pasted in books and converted into bonds. Grant's regular 11 p.m. broadcast of the world's news will be given from the Kokomo auditorium.

TOPEKA SLATE HIRED WIBW, Topeka, Kan., to wipe the old sales slate clean, WIBW admonishes on the lid of a box containing an old-fashioned slate on which are inscribed appropriate messages. And enclosed is a business-reply card offering more slates so the youngsters will "play more peaceably" and also volunteering details on WIBW availability. An eraser is enclosed in the box.

South Carolina's No. 1 Market

FIRST IN
- Total Population-Most Population
- Wholesale & Retail Sales
- Industrial & Business Pay Rolls
- Automobile Registration

DOMINATED BY

WFBC-Greenville
Heart of the Famous Industrial Piedmont Section

NATIONAL REPRESENTATIVES - Weed & Co.

Merchandising & Promotion
Maps, Maps and Maps—Stamps for Tickets—Slate Message—Phillips' Stamp House

Drive for Dimes
MORE THAN 100 broadcasts will be contributed by NBC in the 1942 New York "Mile O' Dimes" drive for funds for the "Fight Infantile Paralysis" campaign, according to Niles Trammell, NBC president, who stated that the broadcasts would be heard locally on WJZ and WEAF starting Jan. 15 and culminating Jan. 30 with the Diamond Jubilee celebration of the President's 60th Birthday.

In a conference with Keith Morgan, national chairman of the Celebration, Mr. Trammell said that in addition to the special programs, NBC would again erect "Mile O' Dimes" booths in prominent locations throughout the city, manned by members of the NBC guest relations staff, and would have a mobile NBC broadcasting unit touring the city for mass appeals to the public for funds.

Yankton Map
WITHIN 48 hours after the war news flashes on Sunday, Dec. 7, WNAX, Yankton, had ordered production on a war map to be distributed free to any listener desiring it. Announcements of the offer were made during newscasts but had to be cancelled at the end of five days.

Maps in Demand
WOR, New York, has received over 12,000 requests to date for the special "WOR International Radio News Map," which it offered to listeners via announcements from Dec. 25-29. In fact, the station is still receiving so many requests that a second printing was ordered.

BROCHURES
KFI, Wichita—Multi-paged plastic bound brochure including innovations in equipment, day and night maps, area covered, audience type, etc.

KTO, Sydney, Australia—10th anniversary album pointing out growth and past performance and guaranteeing best possible service in face of exigencies.

SERVICE
CJOR's policy of service to listeners has built a loyalty that will pay advertisers real dividends.

CJOR
Vancouver—B.C.
Nat. Rep.: J. H. McGilvra (US)
H. N. Stovin (Canada)
600 KC 1000 Watts

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

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

Headley-Reed Co.
National Representatives

CLAYHOLE (Ky.)
AIN'T THE PLACE TO DIG SALES!

Despite the general boom in Kentucky, there's room for little business to be dug from Clayhole, Catfish and similar-like "towns" scattered over the State. They haven't the population or the dough to buy very much of what you sell! Louisville, on the other hand, has plenty of both: In its trading area 1,331,000 people, whose effective buying income is 3% greater than the rest of Kentucky combined! This is the market WAVE covers without waste, and at lower cost than any other medium! How about us doing your spade-work?
CHILD GUIDANCE, as affected by life under the shadow of a possible blitz, is the theme of a new program designed to safeguard children in wartime started on NBC Blue Jan. 5 11:11:15 a.m. Series, titled Children in Wartime will be produced by NBC in cooperation with the Children’s Bureau of the Department of Labor under the direction of Katherine Lenroot, of that bureau. Interviews with leaders in child care and round-table discussions with prominent civilian defense workers will be featured.

At Low Cost

ADVERTISERS with the smallest budgets can do radio advertising on Classified on Parade, on WWRL, New York. Comparable to the classified ads in a newspaper, the program which records music and shopping hints as where the best buys are available, is a participating show with the various sponsors purchasing mentions.

Here is proof that
PEOPLE ARE YOUR MARKET
at WDZ

Here you see part of the crowd of 18,000 viewing a Sunday afternoon WDZ broadcast from Patterson Springs, Illinois. WDZ promotions like this, coupled with sincere local service, are constantly creating new friends, invaluable good will, greater audiences and SALES RESULTS for WDZ ADVERTISERS.

Yes WDZ FOLKS ARE THE Salt of the Earth
THEY WORK WITH THEIR Husbands AND BUY WITH WDZ

HOEARD H. W:SON CO.
NEW YORK
CHICAGO KANSAS CITY
ST. LOUIS

KINY
"The Friendly Voice of Capital"

All the dough in Alaska last second order was a mighty sweet. 100,000 Alaskans spend $150,000. 100 dollars each year, share. Tell ’em about your self through KINY.

Executive Office
Am. 8ldg.,Seattle, Wash.

1000 Watts - 5000 Watts Under
$1000.00

Jameau-Alaska
JOSEPH HERSHEY MCGILLIVRA

Chances for Women
ARTISTIC abilities of women in the Metropolitan area will be mar-shaled for defense through a new series, Design for Defense, on WQXR, New York. To function as a clearing house for ideas and information for women with creative ability who desire to use it in their communities or in business, the programs each week will stress one particular field of design in which women are needed to re- sign for military service, or to fill an increasing de- mand for certain products. A well-known guest will appear.

Menu Exchange
NEWS, RECIPES, style hints, suggest menu ideas of interest to women, all presented with a novel twist, are featured in Be- loated Us Girls, now being conducted by WAGC, Augusta, Ga. On the program a “WAGC Exchange Club” is conducted. Mrs. Housewife receives a copy of any recipe or menu, provided she off- ers a recipe or menu in return. The initial exchange makes her a member of the club, and function such she receives copies of all material on request. Program is conducted by Flo Thomson.

Phases of Defense

DEFENSE ACTIVITIES now under way to protect America are dramatized weekly on the series Sunday half-hour programs titled Hr Prepared, broadcast on WNYC, New York’s Municipal sta- tion, under the direction of Mitchell Grayson. Each program is devoted to one facet of civilian and armed defense. Members of the studio audience are invited to ask about any part of the work they don’t understand.

Press Conferences

PRESIDENT ROOSEVELT’s an- swers to reporters’ questions a few minutes after the Chief Executive’s press conference are given by Ful- ton Lewis Jnr. on President’s Press Conference which started as an MBS sustainer Jan. 6. Programs are five-minute periods Tuesdays at 5 p.m. and Fridays 11:30 a.m.

Late at Night

GEARED to reach late shift air- crafters and shifting workers, KNX, Hollywood, broadcasts an hour after 1 a.m. quarter-hour newscast seven times per week, titled Swing Shift News. Hanlon, a- nouncer, gives wire services and CBS listening post coverage.

Minute of Prayer

STARTING Jan. 1, WWVA, Wheeling, is carrying a nightly 60-sec- ond feature, America’s Minute of Prayer. Local clergymen record a 60-second prayer for the daily program. The broadcast opens with actual church chimes tolling 6 o’clock.

Wildlife Items

COORDINATING with the U. S. Department of the Interior and the American Wildlife Institute, KLZ, Denver, is presenting a 15-minute series, Life for Wildlife, deal with problems in conservation of the nation’s wildlife.
New Station Grants
(Continued from page 11)

VIRGINIA
* WJMA, Covington—Licensed to John and
Marcia Arrington, former owners of
WCHV, Charlottesville, Va. Granted April
22; 250 watts on 1540 kc.
* WJG, Winchester—Licensed to Richard
Field Lewis Jr., chief owner of WPVA,
Frederickburg, Va. Granted Feb. 4; 250
watts on 1400 kc.

WASHINGTON
* KRVY, Everett—Licensed to Cascade
Broadcasting Co. Inc.; Dr. J. R. Binyon,
former company owner and 25% owner,
WNYA, Walla Walla, Wash., president; 56%
stockholder; L. E. Wallgren, telephone en-
gerine and radio operator, vice-president
and treasurer, 49.2%; C. A. Hanton, radio
dealer, secretary. Granted May 6; 500
watts on 1460 kc.

WISCONSIN
* WIBY, Richland—Licensed to Howard H.
Wilson, Chicago station representative.
Granted Aug. 3; 250 watts on 1450 kc.
* WIAC, San Juan—Licensed to Enrique
Abarca Sanfeliz, sugar refining machinery
manufacturer. Granted April 25; 5,000
watts on 580 kc.

Note: CP issued Feb. 18 to Hawaiian
Broadcasting System Ltd. for KHON, Hon-
olulu, 500 watts on 1130 kc. recalled pend-
ing further hearing.

No Signs in Quebec

Broadcasting stations with outdoor electric signs in the prov-
ine of Quebec were affected when the provincial government's Civil-
ian Protection Committee, through the use of electric outdoor signs at
night for the duration. This order may be extended by other civil-
ian committees throughout Canada. The federal government from Ot-
tawa prohibited the use of metal in outdoor signs, whether il-
uminated or not, at the same time that it stopped supplies for the manu-
facture of practically all metal office and household furni-
ture, and prohibits after April 30, 1942, the selling, exhibiting for
sale or taking of orders for future delivery of a large line of con-
sumer goods manufactured with a large metal content. The ban falls
on all types of metal office furniture, and covers products such as
ears, electric appliances and house-
hold goods advertised by radio.

GEOFFREY HEYWOOD, vice-
chairman of Lever Brothers and Fu-
lery Ltd., London, has been named
chairman of the company.

Missed by Plane

LIEUT. ERNEST G. UN-
VERWOOD of the Navy com-
nunications division, former
chief engineer of KPRC, San Francisco, under-
went a hair-raising experi-
ence during the Japanese
bombing of Honolulu. In a
censored letter received by Mrs. Underwood in
San Francisco, he stated that he
and several other officers were speeding to the Navy
yard after the attack alarm when a Jap plane swooped
down upon their taxicab and
peppered it with machine-gun fire. No one was hit however.

ARMCHAIR tickets to the Georgia-
TCU football game Jan. 1 was
presented by E. K. Cargill (left),
manager of WMAZ, Macon, Ga., to
Dr. J. J. Arrington, prominent Geor-
gia alumnus. The tickets were
pin-mounted on Florida oranges
and placed in clubs and prominent
places around the town. Many were
mailed to Georgia alumni.

Navy Is Given Control
Over All Ship Radios

ISSUING its "Order No. 1", the
Defense Communications Board on
Dec. 26 prescribed that all ship
radio stations and facilities shall be
subject to use, control, super-
vision, inspection, or closure by the
Navy Department. The order was
the first promulgated under au-
thority given DCB by the Dec. 10
Executive Order under which Presi-
dent Roosevelt delegated to that
agency all the wartime powers over
communications services accruing
to the Chief Executive in Section
606 of the Communications Act.

In announcing the order, DCB
stated that the Secretary of Navy
will issue regulations to carry out
such authority as he may deem nec-
essary for the national security and
defense and the successful conduct
of the war. It also pointed out that
the FCC's rules and regulations
covering ship radio service will
continue in effect except in cases
where such rules may be in conflict
with the regulations prescribed by
the Secretary of Navy.

CBS First Aid

CBS EMPLOYEES since Jan. 8 have
been receiving a standard American Red Cross course in first aid
in conjunction with the CBS Air-
Raid Precaution System, the latter
directed by G. S. McAllister, director
of building operations, CBS;
Chief Warden William Kohler and
Chief Alternate Warden John
Carey. Instructing the first aid
classes is Jan Schimek, head of the
music clearance and copyright de-
cartment of CBS, with supervision
of work by Charles Benzinger, Red
Cross Instructor of First Aid and
a member of the CBS publicity de-
cartment.

INSURANCE ADVISORY Bureau, Philadelphia (inaugural
air on Jan. 10 started sponsorship of Joe
Dillon's Irish Hour, each Saturday at
7:30, for a half-hour on WHFS,
Philadelphia.

Royal to Rio

TO INSURE perfect coverage by
NBC of the Pan-American con-
ference to take place in Rio de
Janeiro Jan. 15, John F. Royal,
NBC vice-president in charge of
international relations, with a
group of members of the network's
international division, left by plane
for Rio on Jan. 10. The NBC con-
tingent will arrange for eye-wit-
ness accounts of the proceedings
by Eli B. Canel, chief of NBC's
Spanish section, and others, as well
as immediate reports of all resolu-
tions for broadcast all over the
world. While in Brazil, Mr. Royal
plans to further consolidate and
enlarge NBC's Pan-American Net-
work, which now numbers more than
100 stations.

When you buy WCAE you get...

TIME PLUS
A COMPLETE, PRACTICAL
MERCHANDISING SERVICE

RETAIL STORE DISPLAY
Permanent stands in 150 retail outlets for use of WCAE
advertisers. Exclusive display—minimum of 2 weeks.

PERSONAL CALLS ON DEALERS
Anything from a one-day survey to a full week of in-
tensive merchandising among retailers and wholesalers.

STEADY NEWSPAPER PROMOTION
30 inch advertisement, or larger, daily and Sunday
promoting WCAE programs and sponsors.

Out of these and many other special services available (22 in all) a
full-fledged merchandising program can be arranged and executed.

The KATZ Agency • National Representatives
New York Chicago Detroit Atlanta Kansas City San Francisco Dallas

WCAE PITTSBURGH, PA.
5000 Watts • 1250 K.C.

MUTUAL BROADCASTING SYSTEM

BROADCASTING • Broadcast Advertising
January 12, 1942 • Page 41
CAPITOL RADIO ENGINEERING INSTITUTE

Page 42 • January 12, 1942
In the public discussion field, he said, NBC during 1941 carried 21 radio speeches by President Roosevelt, 106 by Vice-President Wallace and cabinet members, and 215 by Congressmen. During 1940 the network also made available 1,220 program hours, or 9.6% of all its sustaining program time, for broadcasts by 352 organized groups, representing business, charity, education, government, labor, etc., he indicated. Mr. Strotz estimated that NBC’s public service programs account for about 35% of the total NBC program day.

Calliner attention to complications following the ABC network’s network monopoly order, Mr. Mullen declared that between May 2, 1941, and Oct. 30, 1941, “not less than 48 affiliated stations having effective contracts of affiliation with NBC containing one or more provisions of the type described in the Commissioner’s order, served notice upon NBC of cancellation of said contracts or of refusal to abide by the existing terms thereof.” Included with his affidavit were copies of 15 letters from such affiliated stations.

Mr. Henderson, in another affidavit, held that the network-monopoly proceedings were legislative in character rather than judicial and that “the public record of the proceedings, including contracts or of refusal to abide by the existing terms thereof” included with his affidavit were copies of 15 letters from such affiliated stations.

P&G Expands Serials

PROCTOR & GAMBLE Co., Cincinnati, on Jan. 7 added a group of CBS Florida stations to four of its Mobile, Ala., through Thursday morning serials. Six stations were added to Woman in White (Oxofy), 1:15-2:15 p.m., making a total of 32 p.m. through Blackett-Sample-Humbert, New York, and a like number to Danger (Ivory Soap), now on 54 stations, 1-1:45 p.m., through Compton Adv., New York. Five have been added to The Goldfinch (Duz) for rebroadcast 1:45-2 p.m., through Compton, and a recorded rebroadcast of Lone Star (Balsam), 12:30-1:45 p.m., in 37 cities, from May 2, 1941, as amended thereafter.

Benefit Clearance

TO AVOID confusion on question of free talent appearances on benefit shows, the newly-organized Hollywood Coordinating Committee for Stage, Screen & Radio has set up a clearance source for all such requests. Freeman W. Betterman, President of Motion Picture Producers Assn., has been appointed chairman, with Charles M. Pelham executive of Feldman-Blum Corp., artists service, serving as talent director. All branches of the entertainment industry, including producers, writers, directors, actors, networks and theatre authorities, have voted full approval of the committee’s function of investigating free talent calls whether to divide the talent or film studios. After ascertaining bona fide sending of such requests, the committee then refers them to the actors’ representative, Clark Gable, film star, for staffing.

Syracuse Club

MALE members of the program departments of the four Syracuse stations—WKAL, WFLB, WOLP and WSYR—have formed the Mike Men’s Club which meets every Monday. Purpose is purely social and “full session” of shop talk centering around the problems of the various program departments. Officers elected at first meeting were: George Perkins, WFLB, president; Jim Delins, WFLB, vice-president; Jack Deal, WAGE, secretary.

The World Series of Professional Sports—Continued from page 10

vice-president, concerning the network’s program policies.

Dr. Stanton presented an analysis of sustaining program accept ance reports by CBS stations for four typical weeks in 1941, indicating that during the Feb. 2-8 week 57.1% of available network sustaining programs were broadcast; May 4-10, 56.4%; Aug. 3-9, 60%; Nov. 2-8, 52.9%—an overall average of 55.7%, averaging slightly less than five hours a day in the news and cultural program category. Dr. Stanton indicated, during the Feb. 2-8 week 74.5% of the available sustaining programs on the network and 65.8% of the available cultural programs were broadcast by affiliated stations; May 4-10, 71.5% and 58.6%; Aug. 3-9, 71.5% and 66.1%; Nov. 2-8, 67% and 61.9%—an overall average of 71% and 63.2% respectively. Discussing public reliance on radio and newspapers for news, Dr. Stanton cited various polls by The Associated Press Magazine, Gallup and others which indicated the growing dependence on radio for news.

In another affidavit Mr. Akerberg traced the trend of the percentage of amounts of revenue received by CBS and paid to affiliated stations. Using 1931 as an index of 100 for amount paid to affiliates, the table showed that since 1931, with the exception of 1932-38, stations have received “ever-increasing percentages” of the amounts received by CBS from advertisers and agencies. With 1931 as 100, the table showed 1932, 127; 1933, 142; 1934, 171; 1935, 185; 1936, 199; 1937, 197; 1938, 181; 1939, 201; 1940, 211; 1941 (10 months), 222.

Cultural Features

On behalf of NBC, further affidavits were offered the court by Sidney N. Strotz, NBC vice-president in charge of programs (recently shifted to the Pacific Coast); Frank E. Mullen, NBC vice-president and general manager; P. J. Hennessey Jr., NBC counsel through the chain-monopoly proceedings.

Reviewing NBC’s program activities, Mr. Strotz in his affidavit pointed to the increasing and substantial amount of time devoted by the network to news and cultural features. One table showed that the number of news program hours had grown from 254, or 2% of the total program hours of NBC, in 1932 to an estimated 1,703 hours, or 8.6% of total program hours, in 1941.
WHO’S WHO ON

FROM Executive Committee Chair-
manship to executive vice-president, Mr. Trammell is now managing the sales division of the Blue Network.

Mr. Trammell has been associated with the Blue Network since 1928 and has served in various capacities, including

1. Vice President
2. General Manager
3. Sales Manager
4. National Accounts Manager

Mr. Trammell is currently in charge of the Blue Network’s national accounts and works closely with the network’s advertising department to

1. Develop new national accounts
2. Expand existing accounts
3. Ensure timely delivery of advertising

Mr. Trammell’s experience and expertise in the broadcasting industry make him an invaluable asset to the Blue Network.

THE NEW BLUE

Keith Kiggins, vice-president in charge of sales, is a Westerner who has been with the Blue Network since 1933.

Mr. Kiggins joined the Blue Network in 1933 as an account executive and quickly rose through the ranks to become vice-president in charge of sales.

Mr. Kiggins has been instrumental in developing and expanding the network’s sales efforts.

1. Increased sales revenue by 25% in the past year
2. Expanded sales network to include new markets
3. Developed new sales strategies to meet the demands of the industry

Mr. Kiggins’ leadership and vision have been crucial to the success of the Blue Network.

Test No.

Reach a big chunk of ILLINOIS . . . do your testing thru the DECATUR station.

250 W. 1340. Full Time. Sears & Ayer, Reps. How can we help you?
Charles E. Rynd, sales service manager, left MIT as an engineer, but soon got sidetracked into sales work. Joining NBC in 1935, he was appointed assistant to the sales traffic manager, holding that post until the formation of a separate Blue Network sales organization when he was placed in charge of the Blue Network sales service section.

E. P. H. James, in charge of the Blue Network's publicity, advertising, sales promotion, and research, was born in London where he got his education both at the U of London and from his father, president of the P. F. James Adv. Agency. Coming to America in 1926, Mr. James worked as a salesmen and agency copy man for a few months before joining NBC in 1927 to start its sales promotion department. He has been promoting sales ever since and in the meantime has become an American citizen.

Hauser, Mullin

Bert J. Hauser, sales promotion manager of the Blue, began his business career as a publicity man but soon joined American Thermoware Co. as sales promotion manager. After a tour with Robert E. Ramsay Organization, agency specializing in sales promotion, he joined NBC where he has handled a wide variety of promotional activities.

For several years he was NBC's manager of station promotion, supervising the advertising of the spot division and the M&O stations. More recently he has concentrated on Blue network promotion.

Earl Mullin, manager of the publicity department, began a journalistic career by covering police for the Chicago City News Bureau while attending Northwestern. He joined NBC in 1935 as a staff writer, served in the president's office and has since been assistant manager of the NBC press department.

Milen, Kemble

Chief Engineer George Milne started in radio as an amateur and when the broadcasting division of AT&T was organized, his ham activities led to his transfer from Western Electric where he had been employed. Mr. Milne joined NBC at its inception as operations supervisor and engineering advisor to network stations, subsequently advancing to eastern division engineer.

Dorothy Kemble becomes continuity acceptance editor for the Blue after four years service as assistant to Janet MacRorie, head of NBC's continuity acceptance department.

Edward F. Evans, research manager, has been a member of NBC's research division since 1934 and for the past three years has supervised all surveys and sales research projects for that department.

D. B. Van Houten joined NBC in 1930 as assistant purchasing agent and later was shifted to the

NAB Goes All-Out For War Planning

WITH ALL-OUT for war the keynote, the NAB board of directors met in Washington last Thursday and Friday, approving a series of projects directly related to the war emergency. Proposals for new censorship regulations (see Page 8) was approved as the major action.

The Board discussed at length proposed appointment of a liaison officer for the industry, to contact war agencies. Such an appointment had been suggested by the Radio Coordinating Committee of Five, formed by George B. Storer, Fort Industry president, and the name of Walter J. Damm, WTMJ general manager, had been mentioned, with qualified acceptance indicated.

Industry Appointment

In view of the ambiguity surrounding this proposed appointment, the Board concluded it would cooperate with anyone named by FCC Chairman Fly. Mr. Fly, however, has said he would not name anyone, but the appointment should be made by the industry. Further exploration will be undertaken.

The Board approved a plan presented by A. J. Fletcher, WRAL, Raleigh, for training of operators, not only to keep an ample supply of technicians available for the industry, but also to meet the exhauster needs, running up to some 200,000 of the armed services. Engineers at stations will train such student technicians to the limit, in collaboration with the U. S. Office of Education, which has included radio technicians among essential defense training pursuits.

The Board voted to pursue a plan for non-strike arrangements in the industry for the duration, in conformity with President Roosevelt's suggestions.

It reiterated its approval of universal, rather than piecemeal day-light saving time as a war measure.

The general service department, after supervising installation of office systems in New York and other NBC offices, became manager of the office services division, which led to his election as office manager for the Blue Network.

Twenty-three of NAB's 26-man board were present. Absentees were Clarence Wheeler, WHEC; Harrison Holliway, KFI-KECA, and George W. Norton Jr., WAVV.

Mr. Norton was elected at the session to succeed Charles W. Myers, KOIN-KALE, Portland, former NAB president, as a director at large for medium stations who had resigned because of pressure of other activities, after having served as an NAB officer or director for more than a dozen years. Mr. Bill, code committee chairman last year, was elected to succeed William H. West Jr., former general manager of WTMV.

Insurer Using 60

WESTMINSTER LIFE Insurance Co., Chicago (family group life insurance), on Jan. 12 starts weekly live talent barn dances ranging from quarter to half-hour in length and daily one-minute spot announcements on 60 stations. Agency is United Adv. Cos., Chicago.

About 18,000 listeners in Chicago alone have been enjoying the program, which is broadcast to 24 stations in Illinois, Indiana, Iowa and Wisconsin.
Chambers to Navy

JOSEPH A. CHAMBERS, partner of the Washington consulting engineer firm, McNary & Chambers last Friday entered active duty with the Bureau of Engineering of the Navy Department. He was given the rank of Lieutenant Commander. James C. McNary, senior partner, will continue operation of the firm, under his own name. Liet. Comdr. Chambers was chief engineer of WLW, Cincinnati, before joining the firm six years ago.

LABOR IS INVITED TO JOIN DCB WORK

ENHANCING the position of labor and industry in Defense Communications, FCC Chairman James Lawrence Fly last Friday announced that representatives of labor would be invited to participate in the work of seven DCB communications committees.

He indicated also that joint meetings of the Industry and Labor Advisory Committees will be "held as needed in order to assure complete industry solidarity in the tasks ahead". The move is part of a plan developed by DCB, after a meeting with its Labor Advisory Committee.

The board authorized Chairman Fly to invite the AFL, CIO and National Federation of Telephone Workers to certify nominees for members and alternates on seven DCB committees—aviation, cable, domestic broadcasting, international broadcasting, radio communications, telegraph, telephone. Actual appointments are to be made by DBC itself, with the three labor organizations submitting nominations.

The board last Wednesday also invited the Labor Advisory Committee to name one of its members to Committee XII, the Communication Liaison Committee, for Civilian Defense, Chairman Fly revealed. In making the announce, Chairman Fly praised labor'sand industry's cooperation with DCB.

W1AY, Fargo, N. D., gave employees a New Year's bonus in accordance with their years of service to the station. Persons with more than ten years' service got two weeks' salary; five years a week and a half, and those less than five years, a week. Fifty persons received the bonus.

WPAT, Paterson, N. J., celebrating its first Christmas on the air, paid out bonuses of one week's salary.

WPTF Bonuses

FOllowing a Christmas bonus of a week's salary to employees, the WPTF, Raleigh, was a notice of an Emergency Bonus for all receiving $55 weekly or less. Instituted by J. B. Weatherpoon, president, and Richard H. Mason, general manager, the plan calls for a 5% bonus in the $55 weekly or less category. This bonus is to be continued for the duration and is designed to help meet the rising cost of living.

FDR Congress Message Near to Daytime Record

SECOND LARGEST daytime audience or 52% of the country's radio set-owners interviewed at home by the Cooperative Analysis of Broadcasting heard President Roosevelt deliver to Congress Jan, 6 his annual state of the state of the Union, which was broadcast 12:30-1:10 p.m. on all major networks. On Dec. 8 the President's appeal to Congress to continue the war against Japan attained a rating of 65.7%, his highest evening audience, and the next evening Dec. 9 his broadcast on the war broke all nighttime listening levels with a rating of 85% of set-owners in.

On Sept. 11, 1941, his Greer Incident speech, delivered at 10 p.m., rated 72.5%, and on Dec. 15, when participating in the Bill of Rights evening broadcast, he was heard by 63.3% of set-owners interviewed.

IEBWR Loses RCA Vote

HOURLY production workers of the Hollywood plant of RCA Mfg. Co. have voted against making Los Angeles Local 40 of the International Brotherhood of Electrical Workers their bargaining agency, it was disclosed Jan. 7 when ballots were taken and order on a ballot ordered by the National Labor Relations Board. Although 208 employees were eligible to vote, only 159 east ballots, with 84 voting against the IBEW. Although no other organization appeared on the ballot, it is understood that United Radio Electrical & Machine Workers Union, CIO, claims to represent the majority. IBEW has petitioned NLRA to be declared bargaining agent.

RHOBERTO L. IXANAE, CBS Latin American news editor, has been sent to Rio de Janeiro to cover the Foreign Ministers Conference this week. He will also report broadcast reports of the proceedings in English via the shortwave stations WCRC and WCHX, which will send the programs to any of the 74 CBS affiliates in Latin America wishing to carry them. Eric Seaver, CBS Washington correspondent, will report the conference for the CBP domestic work.

"Looks like we're in the right territory. Spike, WDFE Flint Michigan just said they cover a payroll of $137,933,922."

Bonus News

WTMJ, Milwaukee, shared with employees of the Milwaukee Journal, owners of WTMJ, a Christmas bonus distributed to 1,050 employees and represented 10% of each employee's annual salary.

A BONUS of 20% of their year's salary, half in Defense Bonds, was given to the entire staff of WCAR, Cleveland, to profit from John E. Patt, vice-president and general manager, and directors of WCAR Broadcasting Co.

WIIH, Kansas City, distributed a Christmas bonus of one week's pay to employees.

WING, Dayton, O., continuing a policy inaugurated last year, has distributed a Christmas bonus, consisting this year of 20% of the staff earning, divided among the employees, on the basis of value and length of service.

KHQ-KGA, Spokane, following the policy established 20 years ago, gave Christmas bonuses to staff members at the annual Christmas party in December. The bonuses consisted of the usual checks presented by Louis W. Wheen, owner, Harold Zent, public relations director of KHQ-KGA, outlined the procedure by which employees of Defense Savings Bonds through the Voluntary Pay-Roll Deduction Plan.

WJBR, Detroit, joined the list of stations giving Christmas Savings Bonds. The list consists of the annual Christmas bonus, each of the 65 employees of the station received a gift of a bond ranging in value from $25 to $250, depending on length of service.

WRK, Pittsfield, Mass., distributed savings bonds. WBRK, owner, employs a Christmas bonus of three week's salary, the fifth bonus given by the station since WJBR, 1941, according to Monroe R. England, WBRK owner.

WMAZ, Macon, Ga., presented each of its employees with a Christmas bonus of three week's salary. This was in addition to a 10% increase given in July and dated back to Jan. 1, 1941, with checks presented for the amount due.

WJHL, Johnson City, Tenn., distributed Christmas bonuses ranging in value more than $1,000, the second bonus of the year, the first in July totaling over $1,000. paid by E. H. Mason, president and general manager.

BONUS of a half-week's pay was given to 40 staff member of WHBB, Rock Island, Moline and Davenport, the second time this year and such a bonus, the other given in July.

KTKA, San Antonio, gave its staff a Christmas bonus equivalent to two week's pay, half in cash and half in Defense Bonds.

RUX, amounting to approximately one week's salary was paid to 100 employees of the company, owner, employees of KIOA-KALE, Portland, Ore., by Charles L. (Chuck) Myers, president.

KXL, Salt Lake City, through S. S. Fox, president and general manager, presented each employee a Christmas bonus check.

KOCY, Oklahoma City, gave staff members Defense Bonds as Christmas bonuses.

WOR, New York, paid out all Christmas bonuses in the form of Defense Bonds and Stamps. Employees who were with the station prior to Jan. 1, 1941, received the equivalent of one year's salary; those who joined the staff between Jan. 1 and Sept. 3, 1941, one week's salary in bonds and stamps and those who came after Sept. 1, one Defense Bond.
Flash Signals

A SPECIAL SYSTEM of signals to warn technicians at every affiliated station that special news will follow has been designed by Hugh A. Cowham, CBS commercial engineer in charge of traffic. Five minutes before a regularly scheduled broadcast goes off the air, an unobtrusive tone signal is added to the sounds of the program, just a little less loud than the level of the program which is on the air. Three short dashes indicate that special bulletins will follow the end of the current show while five short dashes mean the news to be heard is more than usually important. One long tone advises technicians that an urgent announcement will be made, not in five minutes, but at once. Ten seconds after that dash of tone is heard, whatever is being broadcast is interrupted for the flash.

Ilka Chase Sustaining

ILKA CHASE, whose Penthouse Party program on NBC-Blue, Wednesdays, 9:30-10 p.m., was dropped by R. J. Reynolds Tobacco Co., (Census) on Dec. 31 [Broadcasting, Dec. 22], will continue on NBC as a Red sustainer, Saturdays, 12:30-1 p.m. Title of her show will be changed to Jack Meakin, its new cast will include Brad Raymonds, Paul Lavals Orchestra and three guests. First of the new series will be aired Jan. 10. Program will continue to be produced by the William Morris Agency with Jack Meakin, of the NBC staff doing the directing.

High-Power Probe Conducted by FCC

WHAT WAS to have been a hearing on operation of W8XO, high-power experimental subsidiary of WLW, which operates with 500,000 watts during the early morning hours, developed into a "no contest" proceeding before the FCC last Thursday. WOR, New York, operating on the adjacent frequency of 710 kc., however, placed in the record testimony of witnesses regarding interference that would be caused by the high-power operation, particularly in the light of war-defense activity of the station.

At the outset William J. Dempsey, Crosley counsel, placed in the record a statement waiving the right to present any evidence and admitting the allegations of WOR as to interference conditions. WOR, through Frank D. Scott, counsel, offered testimony of experts on possible interference.

Contribution to Art

Crosley said the proceedings arose from the filing of an application for authority to operate W8XO as a developmental station from midnight until 6 a.m. with maximum power of 750,000 watts in 500,000 watts. The increased power was requested to test technical feasibility of 750,000 watt transmitting equipment.

Since Crosley has already submitted all of the evidence to the Commission which it deems relevant to the issues raised by the application, it said the hearing would be a waste of the Commission's time as well as that of the other parties and a needless expenditure of money and witnesses, the stand to testify to facts which are either conceded or which have nothing to do with the matter under consideration." Regarding the WOR contentions, Crosley said it "concedes the accuracy of the facts" which WOR alleged.

Meanwhile, published reports that WLW had offered its 500,000-watt experimental transmitter to the Government for placement by the Donovan Committee in Iceland as a propaganda outlet, received no confirmation in official quarters. It is known, however, that the Donovan Committee has made inquiries about use of high-power stations both in this country and abroad.
**Decisions...**

**JANUARY 6**

WROK, Knoxville, Tenn.—Granted con- sent voluntary assignment license to Stuart Broadcasting Co., Inc.

WTFL, Fort Lauderdale, Fla.—Granted CP new transmitter directional N increase 10 kw to 1250 kw.

WINN, Louisville, Ky.—Granted modific- ation increase 20 kw to 40 kw.

WHKY, Hickory, N. C.—Granted CP new transmitter directional N increase 10 kw to 1250 kw.

WCLY, Charleston, W. Va.—Granted CP new transmitter 250 kw w D & N directional.

WMBD, Peoria, Ill.—Granted CP directional N increase 5 kw.

WWVA, Wheeling, W. Va.—Granted ex- tension special service authorization for period not to exceed one year.

WQUR, Fort Wayne, Ind.—Granted exten- sion special service authorization for period ending April 5, 1942.

**JANUARY 7**


WJZ, New York.—Denied petition for rehearing against 10-15-41 action on KQLY. C. B. C. P. N. Y. M. O. & N. Y.:

KVQO, Tulsa, Okla.—Granted extension special service authorization for period ending April 10, 1942.

**JANUARY 8**

KFUD, Anchorage, Alaska.—Modification hearing.

NEW. Green Mountain Broadcasting Co., Inc., Brattleboro, Vt.—CP new station 1180 kw 250 w unr.

WCGB, Baltimore—CP change 820 kw increase 5 kw new transmitter directional D & N.

NEW. The American Network Inc. New York.—Amended CP new station 1770 kw 8840 sq. mi. population 12,526,151.

WDUS, New Orleans.—CP reinstate as- signment increase 5 kw new transmitter directional D & N.

KWV, St. Louis, Fort Worth, Tex.—CP new station 1400 kw 250 w unr.

WMSL, Dallas, Ala.—Acquisition con- trol by Mutual Savings Life Insurance Co. thru purchase 40% stock from C. H. Calhoun Jr.

NEW. Nashville Broadcasting Co., Nash- ville, Tenn.—Amend. CP new transmis- sion station 700 kw to 900 kw.

KOMA, Oklahoma City, Okla.—Amend CP request 10 kw directional changes and equipment.

KVOI, Bellingham, Wash.—Special serv- ice authorization 700 kw 250 w to 1125 kw.

KFMB, San Diego, Cal.—CP change 1170 increase 5 kw.

**JANUARY 9**

WGVY, Charleston, W. Va.—CP equip- ment changes increase 250 w.

KQCA, Charleston, W. Va.—CP new transmis- sion authority transfer control to Roy T G Terry thru transfer 50 kw common stock.

NEW. Fred Jones Broadcasting Co., Tul- sa, Okla.—Amended CP new 1000 kw 1000 kw contingent on KOB release; request 25 kw D & N directional.

NEW. Murfreesboro Broadcasting Co., Murfreesboro, Tenn.—CP new station 1400 kw 250 w unr.

NEW. Associated Broadcasters Inc., In- dianapolis, Ind.—Amended CP new transmis- sion amendment 250 kw to 25 kw 50 kw D & N directional changes.

**New Business**

PET MILK Co., St. Louis (irradiated milk), on Jan. 1, 15 and 150 adds 9 CBS stations to Mary Lee Taylor's Experimental Kitchen making a total of 52 stations, Tues. and Thurs., 11-11:15 a.m. (reboot, 1-45 p.m.)—Agency: Hubbard & Rafpink, N. Y.

CALIFORNIA PACKING Co., San Francisco (canned foods), on Jan. 12 starts for 2 weeks, William Winter, news analyst, on 15 CBS-Pacific and Mountain group stations. (KWS KARM KOW KROY KFIRST KOTU KGW KVSF KROD). Mon. thru Fri., 12-12:45 p.m. (PST).—Agency: MeCune-Erskin, San Francisco.

PHILLIP MORRIS & Co., New York (cigarettes), on Jan. 2 added 8 stations to Philip Morris Playhouse, making a total of 101 CBS stations. Fri., 9-9:30 p.m. Agency is Blow Co., N. Y.

PHILLIP MORRIS & Co., New York (cigarettes), on Jan. 4 added 6 stations to Crime Doctor, making a total of 74 CBS stations, Sun., 8-8:35 p.m. (EST) —reboot 11-11:25 p.m. Agency: Blow Co., N. Y.

J. B. WILLIAMS Co., (Canada) Montreal (shaving cream), on Jan. 5 added 2 True or False to 10 Canadian Broadcasting Corp. second network stations. Mon. thru Fri., 1:00-1:45 p.m. (EST).—Agency: Young & Rubin, N. Y.

**Renewals**

B. T. BABBITT Inc., New York (Baby) and Lyons Co., on Feb. 10 renewed David Harum and adds 7 NBC network stations, Mon. thru Fri., 8:30-10:30 p.m. (EDT).—Agency: J. Walter Thompson Co., N. Y.

QUAKER OATS Co., Chicago (Quaker and Mother Oats), on Jan. 5 added 14 NBC-Red stations to Quaker Bready for Breakfast, making a total of 22 Red stations, Mon. thru Fri., 8:30-10:30 p.m. Agency: Young & Rubin, and Chicago.

CELANESE Corp., of America, New York (yarns & fabrics), on Jan. 7 added five stations (WPT KROY WHE WDI WREC) and dropped one (WNOX), on Great Moments in Music, making a total of 50 CBS sta- tions Mon. thru Fri., 10-12 noon. Agency: Maxon Inc., N. Y.

SEARIDE OIL Co., Los Angeles, on Jan. 4 for renewed for 13 weeks Sea Rides Ship Builder Liner on 6 CBS Pacific Coast stations (KXW KROY KARM KROY KTUC), Saturday, 5-5:30-7:30 p.m. (PST).—Agency: McCarthey Co., Los Angeles.

**Tentative Calendar**


WAFF, Chicago, CP 950 kw 1 kw uni directional N (Feb. 28).

KALS, Alexandria, La., CP 580 kw 1 kw uni directional N (Feb. 27).

**Network Accounts**

ALL TIME EST unless otherwise indicated

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Radio Writers Are Told
Of Wartime Opportunity

Contributions radio drama writers can make toward a final victory in the war were outlined last week by Bernard Schoenfeld, chief of the radio division of the Office of Emergency Management. Speaking before more than 200 members and visitors at an open meeting of the Radio Writers' Guild in New York, called to consider "how radio broadcasting may be made a more efficient weapon in the war for democracy," Mr. Schoenfeld told the group their talent can be used to give the people, in dramatic form, a vivid blueprint of victory.

To accomplish this end, writers should incorporate in their scripts information on what the Government is doing; interpretation of that information and exhortations for the people to rise to greater war efforts and united action, Mr. Schoenfeld pointed out.

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Radio Rights in Lone Ranger Upheld in Drastic Court Ruling

Cox-Powell Use of Name Draws Harsh Opinion From Three-Judge Federal Appellate Body

IN A SWEEPING decision establishing new legal protection of radio drama names, the U.S. Circuit Court of Appeals in Richmond last Monday (Jan. 5) upheld the rights of the Lone Ranger Inc. against O. C. Cox, doing business as Wallace Bros. Circuit, and last Powell, an actor who played the part of the "Lone Ranger" in a motion picture produced in 1937.

Reversing the decision of the District Court of the United States at Greenville, S. C., Circuit Judges Parker and Dobie and District Judge Chestnut, in an unanimous opinion written by Judge Parker, accorded the owners of radio dramatic property fullest protection against unfair competition of "fiching" of scripts, personalities or characters.

Long Legal Battle

The action culminated a long fight by Lone Ranger Inc. and General W. Trendle, president of King-Trendle Broadcasting Corp., to protect the mythical cowboy hero, brain-child of Mr. Trendle.

The Lone Ranger, which originates at WXYZ, Detroit, is sponsored by the National Biscuit Co. and is syndicated by American Mills, American Bakersies, Western Bakersies, Kilpatrick Bakersies, both network and by transcription. Nahi sponsors in Canada.

Lee Powell, the actor, played the part of Allan King in the Lone Ranger in the 1897 motion picture. Since then Powell has been appearing in several series, prominently billed as "the original Lone Ranger", riding masked on the well-known white horse and emitting the distinctive cry, "Hi-Yo Silver." The effect of which series is not only wearers of costumes and addresses particularly to children (a Lone Ranger Safety Club, promoted in connection with the radio program, has attained a membership of between 2 and 4 million young people), was to create definitely the impression that the Lone Ranger—made famous by the nationally heard radio programs—was a living person.

High lights of the opinion handed down by Judges Parker, Dobie and Chestnut were:

"The Lone Ranger should be considered as a trade name under which plaintiff's radio programs are broadcast, and defendants infringed plaintiff's rights therein when they advertised, promoted, and billed as the 'original Lone Ranger'."

"The principle involved is the same as that recognized in that kind of unfair competition involving the use of a corporate or business name or to the ordinary case involving the unfair use of trade marks and names.

"We are not impressed by the argument that defendants are pro-

lected in what they have done because of Powell's connection with the motion picture licensed by plaintiff. Powell is not the Lone Ranger at all—he is merely a moving picture actor who took the part of the Lone Ranger in a motion picture play of that name produced long after the Lone Ranger of radio had become widely known.

"The only reason for defendant's desire to call himself the 'talking picture Lone Ranger' with 'Lone Ranger' emphasized and the qualifying words in smaller lettering, is to attract the patronage of those who will confuse him with the Lone Ranger of the radio programs.

"The plaintiff's program, titled The Lone Ranger, and the specific and distinctive characteristics of said radio broadcast presentation have a peculiar monetary value and the plaintiff and its licensees are entitled to protection as against any person or persons without license by the plaintiff who announce, advertise, perform, represent or publish in any manner, sound or form, which leads or tends to lead, the public to believe that there is some connection or association with the radio program of the plaintiff, the name or the character of the program which have been identified to the general public."

Commenting upon the decision, Raymond J. Meurer, general counsel for The Lone Ranger Inc., observed: "The decision is a masterpiece of logic and yet so clear that nothing is left to the imagination. It is truly a milestone in the legal protection of radio dramatic property, and particularly pleasing to us since it confirms theories advanced nine years ago when a foundation for the protection of the Lone Ranger was first begun."

AGENCY OPTIMISM

DESPITE OEM BANS

RESTRICTIONS recently ordered by the Office of Emergency Management on sugar deliveries, use of ethyl and methyl alcohol and other "no immediate effect on the bright prospects for radio advertising reported in Broadcasting's outlook stories of Jan. 5, a check with agency account executives showed last week.

However, none wou don't venture to guess what the long-range effect might be, though most took an optimistic view, and felt the next 60 days would be a "watchful waiting" after which definite trends will begin to emerge.

Packaging Troubles

Agencies handling toilet soaps, mouth washes, hair and scalp preparations, shampoos, face and hand lotions, deodorants, perfumes, shaving cream, tooth preparations and perfume materials—products containing ethyl alcohol, consumption of which is to be cut 15% in January compared to January 1941, and 30% next month—all stated that 1942 plans would proceed unabated. Curtailed deliveries of sugar, which have been restricted to the rate prevailing in the previous year based on the individual sugar buyers' record of inventory purchases during that period, likewise will have no immediate effect on radio advertising. Among the beverage manufacturers, branding companies, particul arly in Cuba, would be tapped to unfreeze the situation when, now looms.

However, on the other side of the ledger, coming on the heels of the Government edict curtailing all automobile manufacturing, is the announcement by Chrysler Corp. that on Jan. 22 Major Bowes' Original Amateur Hour will be cut to a half-hour on 84 CBS stations. Thursdays, 9-9:30 p.m.

Franchise Impost In Tax Bill Seen

Prospect of Broadcast Levy On Net Income Studied

WITH EITHER some sort of franchise tax on broadcasting facilities or a Federal levy covering all advertising media considered entirely possible, the broadcasting industry will probably face the prospect of about $5,000,000 in additional taxes as part of the huge $9,000,000,000 Federal tax program now under study with effect to official and industry observers.

Some possibility even is seen for the enactment of both types of taxes, although presumably a franchise tax would be deductible from an advertising impost.

Hearings Soon

Although Congressional hearings on the new tax bill, asked by President Roosevelt in his budget message last week, were not slated to start until about Jan. 15, reports have been current that the Treasury Department is disposed to entertain favorably a radio franchise tax plan. Also it is thought that the tax plan for the communications industry has gone by the boards, principally because it would not net the amount of revenue which rights have been estimated—probably the $5,000,000 figure in the neighborhood of $5,000,000.

The proposition of levying a tax on advertising activities per se, or on media, came up recently, presumably following some of the footsteps of the abortive attempt last session to impose a 5-15% Federal tax on radio's net time sales and another tax on billboard space. However, it can be taken for granted that if the advertising tax gets any real consideration, the pitfalls of the time sales and billboard taxes will be avoided by the Treasury Department and Congress.

When these proposals were approved by the House last year, they met a united front attack by the advertising fraternity in general, on grounds of discrimination, and the Senate Finance Committee deleted the provisions from the tax bill. Presumably any new move in this direction would cover all media, to escape the discrimination charge, although it may provide as much revenue from radio as the previous proposal.

The franchise tax proposal, however, to some observers holds the upper hand. Certain advantages have been noted, as between a franchise tax on advertising and a tax on radio station licenses, that it would probably be more effective in the way of a Federal franchise would be granted for payment of the taxes. However, it also has been pointed out that Federal franchises for operations such as radio stations may lay the entire industry open to additional State and local tax levies.

"Now We've Been Fed by the Japanese Government!"

DRAWN FOR BROADCASTING BY SID HIX

Page 50 • January 12, 1942

BROADCASTING • Broadcast Advertising
“A RADIO STATION talks about READERSHIP?”

BUY WAY is WLW's twice monthly radio merchandising newspaper.

BUY WAY's circulation is more than 11,000 among wholesalers, retailers and salesmen in the grocery, drug and tobacco field.

BUY WAY is not a "throwaway"; only those who personally ask to be placed on the list receive it.

BUY WAY's tabloid size pages are packed with selling news about WLW advertised products. Its sole purpose is to inform dealers about WLW campaigns designed to sell consumer goods merchandise.

WLW sent a questionnaire to 6,666 grocery, drug and tobacco wholesalers and retailers who get BUY WAY regularly.

Here is what we found out about BUY WAY readership:

97% of the dealers who answered the questionnaire informed us that they read BUY WAY regularly;

- 85.2% told us that others in their places of business read BUY WAY—1.8 readers per copy were indicated;

- 92.5% said that they found BUY WAY helpful in their merchandising.

In the comments that accompanied their replies, wholesalers said they read BUY WAY “to anticipate demand”. Many retailers said “this information is an aid to our stocking” and “BUY WAY guides me in making special displays of goods advertised over WLW”.

BUY WAY’s high reader interest is significant because it is purely a WLW merchandising newspaper. This interest reflects, on the part of dealers, a keen enthusiasm for WLW as a merchandise-moving influence—it shows how firmly the success legend of WLW has become implanted in their minds, and indicates how completely cooperation with WLW advertised products has become a part of the daily business routine of the men who move your merchandise.
USE THESE RCA TRANSMITTING TUBE INSTRUCTION SHEETS AS YOUR GUIDE

INSURE LONGER LIFE FOR TUBES THAT MAY BE DIFFICULT TO REPLACE!

FOR LONGER TUBE LIFE—

For types using pure tungsten filaments, a reduction in filament voltage greatly lengthens tube life.

For types using thoriated-tungsten filaments, maintaining filament at rated voltage results in longer life. Operation either under or over normal voltage may result in shorter life.

For types using oxide-coated cathodes, maintain filaments at rated voltage.

For all types, reduce dissipation in grids and plates to a minimum to avoid overloading and to obtain materially longer life.

ANY new Transmitting Tubes for commercial and civilian uses may become even harder to obtain because of the tremendous War-purpose demand. It is, therefore, not only a patriotic duty, but sound business policy as well, for tube users to conserve tube life by observing special care and operating practices which may add thousands of hours of life to tubes now in operation.

It is an old story that RCA Transmitting Tubes are built to withstand plenty of abuse —so much so that abnormal operating conditions are frequently accepted as “normal.” Even though tube life has been entirely satisfactory under such conditions, it is by no means as long as might be obtained, simply by careful, conservative use of the tubes as outlined in the Instruction Booklet packed with each one.

In short, these are days when it is essential to give tubes all the care you can give them. Maximum life now becomes far more important than optimum performance. RCA welcomes the opportunity to cooperate in helping RCA Transmitting Tube users extend tube life to its fullest!

If you do not have Instruction Booklets on the RCA Tube types in your transmitter, write Commercial Engineering Section, RCA Mfg. Co., Inc., Harrison, N. J. for free copies. Be sure to mention type number.

RCA MANUFACTURING CO., Inc., Camden, N. J. – A Service of The Radio Corporation of America

In Canada, RCA Victor Company Limited, Montreal.