Bill:

This will not make a "smart" ad, but it will make a necessary one.

People, I think, should be constantly told that we – WOR, that is – cover 15 of America's most war-active, key industrial cities in the country today.

Might say, we're almost a complete spot net for the cost of one station.

Joe
Here—

TWO Out of THREE Families Wrote Us!

HERE, in Central Illinois, there are 173,491 radio homes. Last year, WLS received from this area 117,871 letters—representing 68 letters for every 100 radio families, or better than two out of three!

That's intensive coverage . . . but these districts are only a small part of our WLS Major Coverage Area. Throughout most of Illinois, Indiana, Wisconsin and Michigan, radio listeners habitually turn to WLS. They listen and respond . . . with more than a million letters a year!

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

REPRESENTED BY
John Blair & Company

CHICAGO

MANAGEMENT AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA NETWORK — KOY PHOENIX • KTUC TUCSON • KSUN BISBEE-LOWELL
HE GETS ALL 3 WHEN HE BUYS TIME

Many a time buyer is doing double duty these days as a spotter both for his office and the OCD. And when he's buying time, your good spotter uses the "Rule of 3".

In any one market, he places his spot campaign with the radio station which gives him the best combination of coverage, programs and rate.

In the rich Hartford Market, his first choice is WDRC.

Here's how the "Rule of 3" fits WDRC:

As Connecticut's Basic CBS Station, WDRC gives complete coverage and a top-flight program schedule.

With a low uniform rate for all advertisers . . . national, regional and local . . . WDRC does a big job at a low cost in this important market.
No Sir, By Gad ... Jones is no longer with us! ... The rascal has opened his own agency ...

But then, you too, can learn the secret of success. Simply put your accounts on KFAB.

You see, KFAB serves the farm and small town markets of Nebraska and her neighboring states. These areas are now spending the largest farm income in their history. And the effectiveness of this income is doubled by the cycle in which it is spent—from farmer to merchant to druggist to doctor to grocer to wholesaler to farmer and around again.

The people who do all this spending listen to KFAB—act on KFAB’s suggestions—buy what KFAB recommends! You, therefore, need this station to do a complete selling job for your accounts.

KFab
Lincoln, Neb

For the Omaha Audience, Use KOIL

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

VOL. 23 • NO. 20
NOVEMBER 16, 1942

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

WOL
FOLLOWS THRU!

MORE THAN 40 NATIONAL ADVERTISERS
NOW GETTING RESULTS ON WOL

WOL does a COMPLETE job for
every advertiser ... and follows
through with a top-notch announce-
ing staff and program personnel to
a complete merchandising depart-
ment that assures the success of
every program or announcement.
Among the many helps are:

* Personal calls on wholesalers and retailers
* Courtesy pre-announcements
* Newspaper advertisements and publicity
* Direct mail to selected lists

Get the Facts from WOL—Washington, D. C.—Affiliated with MUTUAL BROADCASTING SYSTEM

SPOT SALES, Inc.—Natl. Rep., New York, Chicago, San Francisco
EXTRA!
FOR ALL U. P. RADIO CLIENTS

To all its radio news clients, United Press now is releasing a new 13-week series of 15-minute transcribed shows entitled "SOLDIERS OF THE PRESS."

These shows dramatize vividly the experiences of United Press war correspondents in getting close-up, eye-witness reports of action on the fighting fronts. All transcriptions are open-end, for local announcements.

Henry Gorrell's flight in a U.S. bomber raiding Navarino Bay, Robert Miller's landing with the first U.S. Marines at Guadalcanal, Richard McMillan's advance with the 51st Scottish Highlanders who broke through at El Alamein are the first in this action-packed series.

Stations already are reporting that listeners are going for this stirring program—and that sponsors are bidding for it.

United Press, of course, makes no charge to clients for "SOLDIERS OF THE PRESS." It's a magnetic feature-bonus to the service which brings radio the world's best coverage of the world's biggest news.

UNITED PRESS
WENR attracts important people — and we mean advertisers

Andrew Jergens Company — Walter Winchell and The Parker Family
Bristol-Meyers — Dinah Shore
Coca-Cola — Spotlight Bands
Ford Motor Co. — Watch the World Go By
General Foods — Don Winslow
General Mills — Jack Armstrong and Lone Ranger
Longines-Wittnauer Watch Co. — Symphonette
Miles Laboratories — Quiz Kids and Lum & Abner
Pabst Brewing Co. — Professional Football Games
Maurice B. Sachs Clothing Co. — Amateur Hour
Dr. Earle Sloan, Jr. — Gang Busters
Socony-Vacuum — Raymond Gram Swing
Williamson Candy Co. — Famous Jury Trials
Wander Co. — Captain Midnight

Yes, we mean advertisers — big ones whose products are household names. Many are now using WENR and getting the extra value WENR offers all advertisers in the rich Chicago market. But that’s only half the story. The splendid programs of these advertisers are also attracting more and more listeners to WENR, building a loyal audience that is becoming increasingly valuable.

Now is the time to climb with WENR. It’s an opportunity you seldom find. WENR is not only the best buy in Chicago but has a brilliant record of performance. Ask any Blue Spot Sales representative for details.
When the Nazis ordered Herr Braun to report for farm work in the south of Germany, he made an arrangement with his brother, who worked in the railroad yards. He was to write him from Cologne every week, no matter what happened.

For a while the letters came. Written on cheap, thin paper, they always said the same thing: "Am as well as can be. Nothing new in Cologne."

But one week the letters stopped. No explanation. No reason...Of course, Herr Braun did see a little item in the local Nazi paper about an ineffective British raid on Cologne.

And Herr Braun began to wonder...So the Nazi paper had lied. The Luftwaffe was not invincible. The British and Americans would come and bomb German cities despite Der Fuehrer's boast that it would never happen...And the faith of Herr Braun began to fade.

Still, the letters did not come. And besides, Herr Braun began to hear strange rumors...spread quietly behind the backs of the Nazis...disturbing rumors about a big raid on Cologne...the biggest air raid in history...

One night Herr Braun tuned his radio to a forbidden station—an American short-wave station. And there it was—the facts, the figures, the full grim story of the mighty German city blown to bits from the air...Yes, the railroad yards were destroyed.

And Herr Braun began to wonder...So the Nazi paper had lied. The Luftwaffe was not invincible. The British and Americans would come and bomb German cities despite Der Fuehrer's boast that it would never happen...And the faith of Herr Braun began to fade.

The faith Goebbels and Goering and Hitler had been building up in Herr Braun for nine long years—began to crumble.

RCA equipment, used by short-wave stations WRCA and WNBI, is helping reach thousands of Herr Brauns with the truth...the truth to shake their faith in Fascism. But together with the destruction of that faith, these messengers from America are molding a new faith. A faith that out of the chaos and destruction, out of Nazi defeat, and out of the victory of the United Nations—will come a better and freer life...for Herr Braun and for all the world.

* BUY U. S. WAR BONDS EVERY PAYDAY *

RCA BROADCAST EQUIPMENT
RCA MANUFACTURING COMPANY, INC., CAMDEN, N. J.
TO Frank Quinn, the command "Go West, young man" was not a romantic directive to fun and fortune—it was doctor's orders, and pretty grim business at that. But Frank did go West, was completely cured, and then found fun and fortune in the bargain! Today as manager of KOB, 50,000-watt NBC and Blue outlet, Frank is one of the really successful radio men in the Southwest, and it would probably take nothing short of dynamite to move him East again—or $25,000.00 NET per year!

Far be it from us to act like Pollyannas, but it does seem to us that all the old gags about silver linings really do work out in most amazing ways. Take our own corporate beginnings, for instance. Free & Peters was founded in the "merry" month of May—1932! At that time strong old companies were falling like ten-pins. Business prospects were about as optimistic as a death rattle, and when we claimed we were going to be radio-station representatives, nobody had even heard the expression before. But we started up just the same, and we guess you know the rest.

Today lots of people are again discouraged about the future. We're not. We're going right ahead doing the best job we know how, to make spot radio easier to use, easier to buy, easier to cash-in on. And we'll take any bets you offer that when the War is over, we're still going to be the firm you prefer to do business with, here in this group of pioneer radio-station representatives!
Advertisers Mustered for War Campaign

Government Urges ANA to Expand Its Help

WARTIME advertising problems, especially those calling for close cooperation between the advertising industry and the Government, occupied the spotlight at the wartime meeting of the Assn. of National Advertisers, held at the Hotel Pennsylvania, New York, last Wednesday and Thursday, to the complete exclusion of all other topics from the convention program.

Speakers from advertising and from Government, many of the latter advertising veterans who are currently lending their knowledge and skills to the nation’s war program and who expressed a feeling of being “home again” in the midst of the ANA membership, praised the contributions advertising has already made in the war effort and urged the national advertisers to increase their cooperation with the Government in the coming year.

Council Praised

The Advertising Council was especially lauded for its fine work in coordinating the contributions of advertising with the requirements of the Government.

The speakers from Washington, discussing frankly the suspicion with which some Government officials view all advertising, explained that this distrust is not at all unanimous and stated that the industry’s outstanding contributions to the war are winning many converts to the side of advertising by demonstrating its unique ability not merely to inform the public but to stimulate them into action.

Disavowing any idea of using the war as a screen to put over any anti-advertising legislation, they asserted that whatever restrictions had been placed on manufacturing and marketing civilian goods have been done solely because they were necessary to help in the job of winning the war.

As Chester J. La Roche stated, advertising’s voluntary contributions may in the future result in the entrance of the Government into the field of national advertising as one of the largest users of paid space and time.

“Path Is Clear”—Cowles

Chairman Donald M. Nelson, of the War Production Board, in his address at the Wednesday evening dinner session, mentioned the curtailments in production of consumer durable goods, the limitation of basic raw materials to the manufacture of absolutely essential articles and the rationing of other essential commodities and stated, “We are doing these things because we have to do them to win the war and for no other reason.”

Gardner Cowles Jr., head of two newspapers, a magazine and four radio stations as well as director of the OWI’s domestic operations, stated his conviction that “a free enterprise system is the bone structure of a free political and social system and that advertising is the right sort and properly used—is absolutely essential to a continuance of free enterprise in the United States.”

West Sounds Keynote

Urging advertisers to be realistic in their thinking in these days of total war, Paul B. West, ANA president, opened the meeting on Wednesday with an address which listed the functions of advertising under the changed conditions of a wartime economy, as follows:

“To continue to inform the public in those cases where there are products to sell.

“To inform the public about the changes in the quality, content and appearance of a product necessitated by the war.”

Senate Inquiry Into Petrillo Ban Set

Clark’s Subcommittee

To Hold Hearings; NAB Ready

A BROAD inquiry into the AFM ban on transmissions and records was assured last week when Senator Wheeler, chairman of the Senate Interstate Commerce Committee, appointed a subcommittee to hold hearings on the resolution (S. 2974) introduced Oct. 23 by Senator Clark (D-Ida.). Senator Clark, who has been in the forefront in demanding a probe of Music Czar James C. Petrillo’s rampage, will head the subcommittee and he has indicated he will probably start the hearings late this month or early in December

Other members of the subcommittee are Senators White (R-Me.), co-author of the Communications Act of 1934 and the Radio Act of 1927; Tobey (R-N.H.), long a critic of radio; McFarland (D-Ariz.); Tunnell (D-Del.). Senator Clark said he will call his committee into executive session early this week to decide upon procedure, which may involve calling Mr. Petrillo as the first witness.

Every segment of the broadcasting, transcription, recording and associated industries is expected to be prepared to lay its case before the committee, which has a $5,000 appropriation for the hearings.

Last Friday Sidney Kaye, special NAB counsel, conferred with Senators Clark and Wheeler, accompanied by C. E. Arney Jr., assistant to NAB President Neville Miller. Shortly after their conferences on Capitol Hill, the NAB for the first time revealed the personnel of its Music Steering Committee, appointed last summer by the NAB board to act for it between board meetings.

Steering Committee

The existence of this committee had been kept secret until last Friday. It has no chairman, though its executive officer is Mr. Miller. Its membership comprises Mark Ethridge, general manager of the Louisville Courier-Journal and Times, operating WHAS, who served as interim president of the NAB during the previous dispute with AFM over musician employment; John Gillin Jr., WOW, Omaha; Kolin Hager, WGY, Schenectady; Harry LePolden, WRJN, Racine, Wis.; Paul Morency, WPIC, Hartford; G. Richard Shafto, WIS, Columbia, S. C.

Upon revelation of the Steering Committee’s existence, the NAB made the statement that it “has been preparing for the next move on the Petrillo front, whether that move will be the forthcoming investigation of the Petrillo ban under Senate resolution, litigation, or any other activity that may be indicated.” Adding that much factual data on the effect of the ban and as to the availability of musicians throughout the country has been prepared for presentation, the NAB asked all station managers to reply at once to questionnaires sent out earlier this month as to the impact of the ban on their broadcasting activities.

“The replies so far received,” it was stated, “have indicated that in town after town new and acute shortages of trained instrumental musicians have been caused by the enrollment of musicians in the armed services and in war industry.”

Also, last Friday, the Steering Committee issued to all stations a statement setting forth its conclusions, as a representative cross-section of the industry, which reviewed and clarified “the basic position of the broadcasting industry

(Continued on page 81)
moral, better employee relations, better workmanship.

Speaking on "Advertising in Total War", Chester J. LaRoche, chairman of the board of Young & Rubicam and chairman of the Advertising Council, urged that advertising men "stop thinking of ourselves merely as men, who write or okay advertising. Instead, let us see ourselves as an industry making a mighty war product. We are the West Pointers—the Annopolis men of our psychological warfare."

Congress Problem

Stating that there is no complete agreement on the desirability of Government use of paid advertising, either in the advertising industry or in Congress, he pointed out that neither the former Office of Facts & Figures nor the new Office of War Information has asked Congress for an appropriation for paid advertising, apparently thinking that this is not the time to make such a request.

"Suppose Government officials decided to try to get some advertising appropriations— from Congress. They would have to take their important war work to present a case for advertising (a case, by the way, as Congress itself has not presented). Isn't it better, instead of debating now, to get advertising action now? And they can get action now. They can get it from advertisers both local and national. They can get it simply by making known their needs. Hundreds are eager to help. Hundreds have offered to help. Recognizing the need for action more than a year ago, the entire advertising industry— advertisers, media and agencies, large and small, from coast to coast—organized to make their facilities available to the Government. They financed the effort with $100,000 from their own pockets and organized the Advertising Council."

Thousands of Ads

Describing the Council as a volunteer organization with a paid staff "just large enough to give continuity and business management to the volunteer help of all of us," Mr. LaRoche explained the way in which the Council works to help put over a Government war message and reviewed some of its accomplishments, including the radio allocation system, the writing of advertisements for the Treasury, the organization of the scrap salvage campaign and the many details of carrying it through, even to aiding the Government in finding the funds to finance the campaign, and the fats salvage campaign.

"Over 4,000 advertisements have been provided by the Council creative groups for submission to the Government. In addition there have been scores of posters, leaflets and folders written and hundreds of postcarded, One agency alone has written and produced in the last several months, radio shows and spots for the Government."

New ANA Chairman

CHARLES G. MORTIMER JR.

"Measured with reasonable accuracy, the war work done to date by the various advertising agencies shows that their volunteer time amounts to the equivalent of $3,000,000,000 in payroll time. The Department of Commerce estimates the donations of space and time to the Government at $60,000,000. In addition to the organized help offered by the Advertising Council, the Government has been aided by the initiative of many advertisers acting on their own."

Looking at the prospects for the future, Mr. LaRoche said that while "there is little doubt that Government advertising help from certain sources is going to shrink very greatly in the next year, the shrinkage will probably be more than offset by four very unusual and powerful sources of help that may be opened to the Government."

Watchful Minority

"I doubt that Government officials would use advertising appropriations to further selfish political interests. Any efforts in this direction would be pointed out promptly by the minority. The advertising itself would be too much out in the open."

"Will Congress appropriate the money? I think they will, if it becomes necessary to do so. They appropriated $85 million for Kaiser to experiment in war planes. If and when they are given an understanding of what advertising can do to toward unifying the country, I am sure they will respond to any reasonable request that Mr. Elmer Davis, head of the Office of War Information, for example, might make."

"Will the Congressmen and Senators interfere with the administration of an appropriation? I think some might, if they are not properly informed. The job of informing them is up to the advertising business. What advertising man has ever spent time with a Senator or Congressman to tell him how advertising works? However, there has been little or no interference with the sizable Navy campaign.

"I hope that we have made it clear to all concerned that we allow us to stop what we are doing and enter into a debate for paid advertising. I am for the principle of paid advertising, when compared to the expenses of running a war. I am against the advertising man who sits back and feels there is nothing to do until the Government decides to buy paid space.

"Let us put our disputations as to whether paid or donated advertising should do this job. For one thing I am certain—the need will not wait. This job must be done now!"

Cowles and Council

Praise for the Advertising Council and a plea for greater cooperation by advertisers were expressed by Gardner Cowles Jr., director of domestic operations of the OWI.

Stating that when he went to Washington in July he found many problems which were for the time being unimportant because the OWI had, under Mr. Davis, created a Bureau of Campaigns and to call heavily on the Advertising Council to give us the best possible talent from the advertising world.

"Whenever now any Government agency has a program which requires advertising, they call on the OWI, and the OWI has never let them down. It has done this thing not only because it has the talent but because it has the organization, the staff, the trained advertising men which make democracy possible. The whole pattern of our American way of life would change if the heavy hand of Government overwhelmed all media and all advertising.

"In the year ahead Government campaigns are going to need help in a major way. The OWI will cooperate. The Government is going to need administrative talent to help us plan, and much donated space and time. Except to a limited degree, the Government itself cannot do this. Wisely, in my opinion, buy paid space or time. The political handicaps do not permit such an operation on a big scale even if a sound case can be made out on paper.

Must Have Help

"The real lift to Government campaigns must come from the OWI and time donated by commercial advertisers. We must be strong and right now with more than 60 Government problems, important problems, which the American people must understand, and do some hard thinking. The home front is to move ahead wisely and efficiently.

"Is this asking too much? After all, what matters—what really matters in 1943—are we making substantial strides toward winning this war? The burden of the cost of winning can be spread over our whole population, and the Government can enlist all its resources. There isn't time to work out the equitable details."

Dyke Tells of Campaigns

The operations of the OWI Bureau of Campaigns were explained in more detail by its director, Ken R. Dyke, at the annual meeting of the American Association of Advertising Agencies. Mr. Dyke told the Cowles and Council. Pointing out that a Government advertising campaign needs as adequate planning and preparation as that of a commercial advertiser and that there are now 64 Government campaigns under way, most of them involving from three to five separate Government agencies, he said that the Bureau's function is chiefly that of a traffic cop.

Thus, the first, he said, the bureau at (Continued on page 54).
Nelson Reviews Advertising's War Role

WPB Chieftain Points To Curtailed Field Of Operations

ADVERTISING has a useful role in the war effort but in turn will operate in a rather sharply restricted field, Donald M. Nelson, chairman of the War Production Board, told American Advertisers at its Nov. 11 dinner meeting at the Hotel Commodore, New York, during the ANA’s annual session.

Candidly reciting what the war is doing to the nation’s economy, he reminded the ANA that the war won’t last forever. When it ends, he predicted, “four American free enterprise systems is going to face the most magnificent opportunity any man could ask.

If we have wisely preserved the basic structures of our economy during the war, we can then move on to a higher level of useful activity than we have ever known before. Dann, after these hours of war may be, there are a test which our America is going to pass with flying colors.”

Overconfidence Warning

Mr. Nelson warned advertisers and media that the nation must not smugly lick its lips over recent military successes. Rather, he said, the basic structures of the economy must be turned back into war-winning achievements.

Excerpts from Mr. Nelson’s talk follow:

“We are fighting this war to make possible the continuation and the constant improvement of that complex set of economic, social, and political privileges which we fondly refer to as an American Way of Life.” There are many different elements in that way of life, of course, and you could probably define any one of a dozen different ways. But on the economic side it is perfectly clear that this way of life we are fighting to maintain is based on the greatest possible degree of plenty for the greatest possible number of people. It always has meant that, in America, and unless we lose our ideal completely it always will. Now in this modern world, plenty means mass production. The successful working of a mass production system is basic to modern America’s way of life.

“Advertising is part of our communications system. As far as industry is concerned, it is an essential part. It is the means by which business loans itself to people from one end of the country to the other. It is essential—as far as I can see, it always will be—essential to maintain a high standard of living. Hence it has a vital role to play in modern American life. If it were removed we should have to develop an entirely different kind of dis-

tribution system—which is to say that we would be compelled to re-model our entire economic structure.

“We can agree, therefore, that in ordinary times advertising has an absolutely indispensable place in American life. But these are not ordinary times. They are by all odds the most abnormal times we in America have ever lived through, because the emergency our country faces is an unlimited one. I would like to spend just a moment reminding you of the terrific impact which this war is making on our whole economic system in order that you may understand clearly why the normal course of our distributive and marketing mechanism has got to undergo great changes until the war is won.”

Advertising’s Role

“Therefore it is utterly impossible for any of us to think of advertising in peacetime terms today, just as we can no longer think of advertising in military terms. During these hours of war may be, there are a test which our America is going to pass with flying colors.”

“A moment ago I talked about advertising in peacetime terms and suggested that it is utterly impossible to think of advertising in war-time terms. I now wish to talk to you about advertising in war-time terms.

“What place, then, does advertising have in a war economy? Is it simply doomed, until the war ends, to become an instrument magnificent for peace but utterly useless in time of war?

“To the greatest possible extent, we are going to cut out the waste of manpower and the waste of material in the production of civilian goods by a process of simplification of lines and styles. Sometimes simplification is confused with standardization. Complete standardization eliminates competition and initiative. It deadens the whole economy. Except perhaps in a few instances, it does not offer a better solution to our pressing need for more material and more manpower. Complete standardization would mean to me that we would all come into uniform and possibly in blue denim, at that.

Preserve Enterprise

“But we must push simplification, because it will enable us to get more goods with less manpower and less material. It will help us to gird our strength for war: giving the civilian population the greatest quantity of essential goods at the greatest saving in time, material and energy—and it will also leave room for individual enterprise even in a war economy.

“In fact, because it does leave room for initiative it will be more effective than straight-out standardization could hope to be. It will enlist American enterprise in the program. We are determined, not merely to preserve our free enterprise system, but to use it to good advantage in this great fight for its survival.

“All of this is just another way of saying that our distributive and marketing machinery still has a vital role to play in our economy. It is a role vastly different from that of peace, but it is still a vital one. It can help to cushion our conversion to an all-out war effort; through it, our basic structure can be preserved and kept sound for the years of peace and prosperity which lie ahead.

Concentration Plans

“Concentration is a necessary step. Most of our civilian industries cannot expect to operate at anything resembling their normal plantings. The WPB has decided that the operating level will be so low that if all of the units in the industry were kept in operation, on no man could be profited. At the same time, there would be an immense waste of factory capacity and man-power, and waste of that kind is the one thing above all that we cannot tolerate in an all-out war economy.

“When you start concentrating an industry into a few factories, you face many problems. There is the problem of managing the workers, for in many instances the dealers play an important part in keeping the products in repair. There is the problem of what to do with the plants that are closed down, and the problem of the distribution of profits. The solution of all these lies ahead of us. It unfortunately is not possible at the present moment to give you a clear blue-print of the whole thing so that every manufacturer can know exactly what to expect. But I can tell you this. The job won’t be done on a hit-or-miss basis, and it won’t be handled in an arbitrary manner. We are preparing a complete program for the production of civilian goods in American during the coming year. Industry will be consulted in the formation of this program. Every effort will be made to get a well-rounded opinion of what is wanted. And as concentration programs grow out of this over-all civilian program, the industries concerned will be consulted. In this way we will do everything we can to do to evolve programs that are fair and equitable.

Bright Spots

“I won’t pretend that this makes a bright picture for the individual business man. But I insist that the picture is not wholly black, either. I see no reason why any man should feel that no hope is going to be left for the free exercise of his talents: I see no reason to assume that the field is going to tighten up so much that advertising will not still have an important role to do in the distribution of goods.

“For advertising, I must repeat, is an essential part of our communications system. We dare not destroy or cripple that communications system in war time, and we must have every desire to do so. Indeed, precisely because some

BROADCASTING • Broadcast Advertising

November 16, 1942
Radio-Radar Unit Gains Importance In WPB Structure

Old Branch Now Full Division On Level with Aircraft Etc.

RADIO and radar take on new importance in the WPB functional structure as a result of the reorganization ordered Nov. 11, which promoted the old Radio and Radar Branch to a division on the level with aircraft, shipping and rubber, with authority to report directly to Charles E. Wilson, WPB vice-chairman.

With the exception of radio, shipping, rubber and aircraft, all other industries are combined as sections of five new commodity divisions, all under Ernest Kanzler, chief of the reorganized industry branch setup, and Ferdinand Eberstadt, WPB program vice-chairman, who has been newly named director general for operations.

Structure of the radio and radar group remains virtually unchanged, with Ray C. Ellis, formerly deputy director in charge of the branch, now a full division director, and each of the former section chiefs now a branch chief. Radio and radar branch chiefs are: Frank H. McIntosh, civilian radio branch; Marvin Hobbs, special electronics applications and radio & radar receivers and transmitter; Lt. W. A. Gray, vacuum tubes; S. K. Wolf, radio and radar components; Milton Lowenstein, critical materials; Myron Whitney, plant facilities and schedules.

F. S. Boland replaces Frank S. Horning as chief of priorities, and Mr. Horning takes charge of the Field Branch, formerly the industrial section.

While the new Radio and Radar Division reports directly to Mr. Wilson, thus simplifying and speeding up its activities, for administrative purposes it ties in with Mr. Eberstadt's Office of General Operations.

Dr. Miller McClintock Chosen First Paid President of Mutual

APPOINTMENT of Dr. Miller McClintock, executive director of the Advertising Council since its inception last winter, as first salaried president of the Mutual Broadcasting System has been announced by W. E. Macfarlane, business manager of the Chicago Tribune, one of the founders of Mutual and president since the network's inception in 1934. Mr. Macfarlane will continue as chairman of Mutual.

Dr. Alfred J. McCoiker, president of WOR, New York, continues as chairman of the board of directors, and Fred Weber continues as general manager of the network. It is reported without verification, however, that Mr. Weber may shortly join the armed forces.

Stockholders Approve

Announcement of the appointment was made by Mr. Macfarlane following a vote of unanimous approval by the Mutual stockholders. The great increase in the number of MBS stations and in the volume of programs necessitates a paid president who can devote full time to the administration of Mutual activities, the announcement stated.

Dr. McClintock is 48 years old and a native of Nebraska. A graduate of Leland Stanford Jr. and possessor of a Doctor of Philosophy degree from Harvard, he has served as director of the Bureau of Street Traffic Research, as executive head of the Traffic Audit Bureau and as technical director of the Advertising Research Foundation, where he supervised the inauguration of the continuing study of newspaper readership.

He will take over his new duties at Mutual in the near future, as soon as a successor has been appointed as executive director of the

AFM Local Signs In Detroit Dispute

Pact Grants Pay Rise, Shorter Hours, But No New Jobs

THE DISPUTE between the Detroit Federation of Musicians and the three Detroit stations—WWZ, WJR and WWJ—was officially settled last Friday at 5 p.m. when the board of directors of the AFM local 5 accepted the compromise proposals of the three stations. The new contracts with the three stations provide:

1. Reduction of hours from 18 to 15 a week.
2. Increase in wages from $68 to $75 a week.
3. Fifty-two weeks of employment.
4. Two weeks vacation with pay.
5. Number of musicians employed on the three stations to remain at status quo.

No New Jobs

Negotiations were deadlocked for the last five weeks on the last provision. Although WWJ and WJR were using 21 men and WXZ 17, the union had asked for a minimum of 21-man minimum, but accepted the compromise proposal for the retention of the present number of musicians on the three stations. Jack Ferentz, president of the local, said that he felt the new contracts represented an equitable adjustment by both sides.

The Michigan State Mediation Board acted as mediator in most of the negotiations. The contract must be submitted to the War Labor Board, which certifies pay raises under the stabilization order.

Lambert's Tests

LAMBERT PHARMACAL Co., St. Louis, is testing an anti-acid stomach tablet formerly called Milko- cept which will announce forthcoming developments and a shorter-hour program weekly on WFBM, Chicago, and WIRE, Indianapolis. Expansion into other markets will probably be made as a result of the test, which is reported to be successful. Current contracts expire Dec. 21. Agency is Rithrauff & Eyan, Chicago.

Harder Joins Army

GEORGE A. HARDER, advertising and publicity manager of Westminster Radio Stations Inc., has reported to Edgewood Arsenal, Edgewood, Md., as captain in the Army Chemical Warfare Service. A veteran of the St. Mihiel and Muese-Argonne offensives of the last war, Mr. Harder joined radio in 1927, and was with WBZ-WBZA, Boston-Jamaica, until 1940 when he took over the advertising and publicity post with Westminster stations at their Philadelphia headquarters.

EXECUTIVE of THE WPB Radio & Radar Division are (standing, 1 to r): Marvin Hobbs, chief, special electronic applications and radio & radar receiver and transmitter branches; Myron E. Whitney, chief, plant facilities & schedule branch; Gerald E. Miller, staff assistant; Frank H. McIntosh, civilian radio branch; Sidney K. Wolf, chief, executive components branch; Frank S. Horning, chief, field branch; seated (1 to r): Milton J. Lowenstein, chief, critical materials branch; Lt. William A. Gray, chief, vacuum tubes; John S. Timmons, assistant to the director; Ray C. Ellis, director of the division.

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The first CAB report on the new continuous recall basis shows that one network, NBC, not only carries 8 out of the first 10, 16 out of the first 20, but 32 out of the top 50 programs on the air!

This record is especially significant when you consider that the program-builders have not just two, but four, national networks to choose from. It goes a long way, too, toward explaining why NBC is today, as it always has been,

THE NETWORK MOST PEOPLE LISTEN TO MOST
**Shortwave Outlets Geared for African Push**

**World-Wide Station Taken Over on BWC Order**

QUIETLY and without any publicity until after the North African invasion had gotten under way, the Office of War Information, unable to reach agreements with World-Wide Broadcasting Corporations over terms of the leasing of its three international shortwave broadcasting stations in Boston (WRUL, WRUS, WBUW), took over those stations on Nov. 5 under a special order issued by the Board of War Communications.

The stations were immediately integrated into the hookups of the other 11 privately owned stations whose programming had earlier been taken over under leases calling for their conversion after the war [Broadcasting, Nov. 2, 9]. World-Wide's setup was at once employed to prepare for the African propaganda campaign, and this is to be used under the OWI-Rockefeller Committee plan of time-teasing.

**Secret Orders**

When the higher OWI officials were secretly informed that all stations must stand by for the radio phase of the big American push into North Africa, the order from WCB and sent Roy Corderman, chief of the facilities section of Robert Sherwood's Overseas Operations Division, to Boston to take over. He took possession at 3:30 p.m. Nov. 5, technically closing down the station but actually turning it over to the new government officials as a gift to have given notice that all World-Wide personnel would be retained, but the purpose of the summary order was not then disclosed—probably because it was not known to Corderman himself.

Not until Sunday night, Nov. 8, did OWI release an announcement in the name of Elmer Davis, OWI director, and James Lawrence Fly, FCC-BWC chairman, stating only: “Because of the need of having all shortwave facilities available to the Government before offensive action by American troops started in the European theater, the War Communications Board on Thursday of last week took possession of Station WRUL, Boston, and made those facilities available to the Office of War Information. Fair compensation for use of these facilities will be determined in accordance with the monetary provisions which provide for government use of such facilities.”

**President's Recording**

Except for Mr. Davis, Mr. Sherwood and Milton Eisenhower, associate director of OWI and a brother of Maj. Gen. Dwight Eisenhower, it is believed that no one in OWI had been told beforehand about the African invasion. President Roosevelt's transcribed message, in French, which went out over all stations and was many times repeated, had been recorded some time before by a military technician, Admiral William D. Leahy, the President's chief of staff, took personal charge of the recording, keeping copies here for release at the propitious time and dispatching a courier to London—and probably others to other points with copies for broadcasts over all United Nations wavelengths at the signalled hour.

The secret was thoroughly kept.

**Great Barrage**

Both in its shortwave broadcasting directly from this country, and in its radio announcements from portable transmitters landed with troops on African beaches, the OWI's Overseas Operations Division is generally accredited with having performed a magnificently successful feat of radio communications. And that is so in big measure because it has been able to maintain on the air almost constantly with news broadcast in more than a score of languages. OWI stated last Thursday that its shortwave broadcasts of American news are “finding a tremendous audience in Europe and Africa.” To prove this assertion, it quoted a recent broadcast in German to African and African people not to heed United Nations news reports.

All of this country's 14 shortwave stations, along with some additional radio telephone transmitters taken over from communications companies, went into action at 8:57 p.m. Saturday night (Nov. 7) to broadcast to the world, “Stand by for important announcements from the United States of America.” Then, beamed to all parts of the globe, came the recorded speech of President Roosevelt in French, the announcement from the White House concerning the statements and the declaration of Gen. Eisenhower.

First transmissions were in English, French, Spanish, Italian and Portuguese. Soon other languages were added. By the second hour of the air on a 22-hour schedule, giving the news of military activities and the objectives of the United States.

**Enemy Surprised**

Apparently the Axis was taken by surprise when this shortwave barrage, because the enemy was not prepared to jam the transmissions effectively. Reception conditions, which had been bad earlier, turned good at the critical moment.

It was stated that OWI had representatives with the armed forces, using portable transmitters at first and then more substantial fixed stations—all set up by the Army Communications Corps and all presumably being fed from OWI's New York studios as well as from Gen. Eisenhower's secret headquarters. Sealed copies of the speeches broadcast in London were hand-carried to the OWI field representatives before they left for their unknown destinations. OWI's broadcasters with the armed forces, however, were warned to improvise their own announcements within the framework of the directives.

American troops, of course, can be presumed to have taken over broadcasting stations in the occupied territory which were not destroyed.

So elated were military and OWI officials in Washington over the apparent success of their “psychological barrages,” as well as the way they were being fed by the Army, as via other means of communications, such as wire networks and leaflet barrages, that it was this phase of the campaign which contributed notably to the quick termination of resistance of the French in Morocco and Algeria.

**World-Wide's failure to turn over its stations to the Government concurrently with the country's other shortwave facilities, in the disagreement over program policy, when OWI took over the transmitters on Nov. 5, since which date World-Wide has been operating the stations for the Government but without control of programming them. Mr. Lemon and his associates had previously contended that World-Wide's unique programming, on which it had prided itself too valuable to be discarded, whereas the Office of War Information insisted on complete program autonomy.

**Order of Closure**

The formal "order of closure" of the BWC against the three World-Wide stations, issued by BWC as Order No. 24, bears the signature of FCC-BWC Chairman James Lawrence Fly and is attested by Herbert E. Gaston, Assistant Secretary of the Treasury who is BWC secretary. Its full text follows:

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Whereas, The Board of War Communications has determined that the International Radio Broadcasting Corporation (World-Wide), WRUS, WBUW and WRUL shall be subject to continued control by the Government of the United States;

Now therefore, by virtue of the authority vested in the Board;

It is hereby ordered, That International Radio Broadcast Stations WRUL, WRUS, and WBUW be, and they are hereby designated for closure and, effective immediately, are hereby closed;

It is further ordered, that notwithstanding the provisions of the paragraph immediately preceding, effective immediately, the Office of War Information, on behalf of the United States of America, be, and it is hereby authorized to use and control the facilities of the broadcast stations and any or all of their apparatus and equipment in accordance with the terms of Executive Order 8694 of Dec. 10, 1941, and the Federal Communications Act, as amended, all in such manner and upon such terms as the Director of the Office of War Information may deem necessary for the national security and the successful conduct of the war.

Subject to such further Order as the Board may deem proper.

Done by the Board in Washington, D. C. at 8:30 p.m., Eastern War Time, November 4, 1942.
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**Broadcast, Shortwave Bands Cover AEF Drive Intensively**

SO WELL GEARED after more than three years of training to handle spectacular news as it develops in World War II, American radio was able to take in its stride the news of the North African invasion by the Allies Nov. 7, giving the American people immediate and factual reports of the action, as well as speeding the news throughout the world via shortwave.

On a basis very different from the first years of the war, the networks did not cancel any of their commercial programs to carry special programs on the invasion, and only interrupted five commercial news programs when the news first broke. Regular news roundups were filled with reports from network correspondents at different points around the world to report on emergencies.

As soon as the "go-ahead signal" was given by Washington, the major networks came on the air with short bulletins on the Allied offensive in North Africa. CBS cut in on the Lucky Strike Hit Parade program from 9:00-9:06 p.m. with its bulletin, while NBC interrupted the National Barn Dance show, sponsored by Miles Labs. for Alka-Seltzer, at 9:26 p.m.

The BLUE announced the news at 9:30 p.m. and at 9:55 p.m. at the beginning and end of Coca Cola's Spotlight Bands show, and NBC again interrupted a commercial show at 9:40 p.m. when it presented a special "broadcasting news" program. By an English translation of President Roosevelt's French address during the Can You Top This? show, sponsored by Colgate-Palmolive-Peet Co.

CBS followed up its initial bulletin with further details at 9:45 p.m., cutting off a little over two minutes of the Pet Milk Co. Saturday Night Serenade. All three networks reported that full retreats (Continued on page 58)
No. 1 station with local advertisers, WSIX offers you the same intensive coverage that it delivers for Nashville retailers and distributors.

Its demonstrated ability to pull is a guide-post to the agency or advertiser whose campaign must get results.

Whether for a test run or as part of a general schedule, WSIX—5,000 watts, day and night, on 980 kc—offers an outstanding "buy"—a key station covering a big market now at the peak of prosperity.

Spot Sales, Inc., National Representatives
Dissolution Is Voted by ABA
As Lack of Interest Is Noted

Shepard Says Survey Revealed Half of Stations
Replying Were Dissatisfied With NAB

AMERICAN Broadcasters Assn., temporarily organized in Chicago seven weeks ago as a trade group horizontally competitive with NAB, has voted to disband after a poll of stations indicated a disinclination in setting up the new trade group on a permanent basis with paid representation in Washington.

In an announcement following the three-day meeting in Chicago last Wednesday of the temporary board of directors, headed by John Shepard, 3rd, president of Yankee Network and temporary president of the proposed association, the ABA stated, "In recent weeks the ABA, in a frank letter to all stations, stated its position and in a questionnaire attempted to elicit clearly the degree to which the thinking of its organizers was shared by all the broadcasters."

Half of Replies Favorable

From the replies, it was said that the board "cannot infer that the majority of stations are dissatisfied with the representation they are now getting, or are convinced of the seriousness of the situation."

Although the response was "disappointing," 60% of the stations who replied were in favor of setting up the permanent organization, it was said.

"We have shown," one board member said, "that there was widespread dissatisfaction with the NAB. This dissatisfaction probably represents a minority in the industry, but a minority that should be listened to. The ABA in its seven weeks existence, if nothing else, we feel has served to emphasize that all-important fact."

The dissolution of the ABA closes a chapter in industrial trade relations that started with the formation of the Broadcasters Victory Council last January to act as an industry wartime liaison with governmental departments. The industry trade associations—NAB, National Independent Broadcasters, Network Affiliates Inc., FM Broadcasters Inc. and Clear Channel Broadcasting Service—were represented on the Council, which was headquartered in Washington.

Disatisfaction by a majority of the BVC with Washington representation of the NAB and with President Neville Miller was climax ed with the organization of the ABA last Sept. 25, but both the NAB board of directors and the BVC met simultaneously in Chicago. When negotiations were not initiated to compose differences, the BVC group announced organization of the ABA and the dissolution of the BVC.

Organizational plans, however, were withheld until the NAB special board session of Oct. 13-14, convened to vote on the retention or ouster of President Miller. When President Miller was given a 2-to-1 vote of confidence, the ABA, over the signature of nine founders and directors, circulated all stations on whether they were interested in making the ABA permanent.

Six Directors Present

Present at the ABA dissolution meeting were six of the nine directors—Mr. Shepard; Walter J. Damm, WTMJ, Milwaukee; Harry Bannister, WWJ, Detroit; Stanley E. Hubbard, KST, St. Paul; Eugene Pulliam, WIBR, Indianapolis; James D. Shouse, WLW, Cincinnati.

Ed Craney, KGIR, Butte; O. L. (Ted) Taylor, KGN, Amarillo, and the Taylor-Rowe-Snowden group of stations in Texas; and George Storer, Fort Industry Co., were absent. The ABA formal statement issued after the meeting follows:

ABA Statement

"The organizers and directors of the American Broadcasters Assn comprise a group of independent broadcasters who have seriously been concerned with the necessity for a strong and forceful representation in Washington. They have been genuinely concerned with the type of representation which has been available in the present trade association to the extent that they have individually and collectively given both their time and financial support to provide a proper vehicle through which the independent responsible broadcaster might best serve the Government during the war and through which the Government might best be informed of the proper problems with which the broadcaster is becoming increasingly confronted."

"The directors of the NAB have been consistently informed from time to time of the dissatisfaction with the representation provided through the NAB on the principle that even in a democracy a minority has unalienable rights to become valuable."

"In recent weeks the American Broadcasters Assn. in a frank letter to all stations stated its position, which was rejected, and the directors felt to be a vital problem."

"In view of these conclusions, the directors voted to discontinue the organization. The board deeply appreciates the effort of the many stations whose words of encouragement made a difficult task less difficult."

Debut of the New ‘Crosley Square’

WHEN stone cutters inscribed the words "Crosley Square" on the facade of what formerly was the "Elks Temple," many of the plans to take over the large six-story stone building by the WLW-WSAI broadcasting organizations had to be revised.

According to James D. Shouse, Crosley Corp. vice-president in charge of broadcasting (center), announcement of the structure's new name was to coincide with the official opening and dedication of the premises in January.

But the men on the scaffold and an accompanying group met the "Crosley Square" identification public property. Mr. Shouse thereupon announced that the revamped Lodge No. 5 of the Benevolent Protective Order of Elks would henceforth be known as Crosley Square.

During christening ceremonies, Mr. Shouse announced the joint winners of the stationwide contest which had been conducted by the building committee to find an appropriate name for the WLW-WSAI downtown quarters. They are staff announcers Bob Freed (left) and John Cornell (right), each of whom received the contest award of a $25 War Bond from Mr. Shouse.

A further note of significance incident to adopting Crosley Square for all future references to the WLW-WSAI place of operation, Shouse announced a change in the wording of WLW's station identification.

In the future it will read "This is WLW, the Nation's Station, Crosley Square, Cincinnati."

AFA Elects Radiomen

WILLARD EGOLF, vice-president of the Advertising Federation of America and commercial manager of KVOO, Tulsa, was elected district governor of the AFA Tenth District at a meeting in Dallas, last week. Mr. Egolf succeeds Lee Harris, of Dallas. Recognition of restrictions by war regulations and an effort to support the war production program were pledged by the group. Included among other directors elected at the meeting were: James W. Patz, KGKO, Fort Worth; Gene Roth, KONO, San Antonio; Clark Luther, KFH, Wichita.

Omega Oil Spots

OMEGA CHEMICAL Co., Jersey City, is using spot radio in addition to newspaper and farm magazines to advertise Omega Oil, a liming, in its largest campaign in a number of years. Firm is running three quarter-hour Musical Clock programs weekly on WGR, Buffalo, and one half-hour program weekly on WPBL, Baltimore; also live announcements six times weekly on KGKO, Dallas, and WORC, New York, handles the account.
AIMING AT THE GREAT BOSTON MARKET?

All the new signs point to WBZ

**METROPOLITAN MARKET:** 3,000,000 people, 97% of whose homes have radios that can tune WBZ.

**REGIONAL MARKET:** 82% of all New England is in WBZ's Primary area—nearly two million homes.

**PROSPERITY:** Textile, manufacturing, ship building—New England enterprise has passed capacity and is still expanding.

**50,000 WATTS:** Radio's top power, further intensified by directing all signal towards land.

**SALT WATER TAKE-OFF:** New England's only station with a clear approach over salt water, radio's most efficient path. No interference.

**NETWORK LEADERSHIP:** NBC programs corral the listeners for nationwide favorites throughout network hours.

**LOCAL POPULARITY:** WBZ is a forceful worker in all war efforts. It has built leading sports, housekeeping, and news programs.

**ADVERTISING LEADERSHIP:** A steadily growing list of top-notch national, regional, spot and local sponsors proves its worth to you.

For a full resume of the facts behind WBZ's value to you, write for a copy of "Check List for Advertisers".

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES
Local Boards Advise on Wages, Hours

Government Units Make Progress in Aiding Employers

OPERATION of the wage and salary stabilization program was under way last week, with more than 100 offices of the Labor Dept.'s Wage & Hour Division throughout the country open to advise employers on proper procedure under the national cost-of-living freeze program.

Machinery for handling wage adjustments already had been set up by the War Labor Board, which will open its ten regional offices by the end of the week. However, the 100 offices, which are under a plan, is expected to outline its plans this week.

Sept. 15 Freeze

On the basis of War Labor Board regulations outlined to the press the last week of July, salaries of the majority of the nation's workers will be frozen at the rates of July 15, 1942, though exceptions in the Act make adjustments in many individual cases relatively easy.

In five particular instances, all involving employees of a group who want a regular promotion system, or merit increases, no recourse to a Government agency is required. In other cases, permission must be obtained for raises from the Treasury in cases of employees who come under Wage & Hour law definitions of "professional, executive and administrative," and from the WLB for other employees.

The War Labor Board, in issuing its plans for administering the wage stabilization, made clear that it intends to be fair and reasonable. Though the "Little Steel" formula will be used in deciding the maximum increases permitted—a wage 15% above that paid on Jan. 1, 1941—the board said that even requests for this increase will have to be justified and the board "will examine carefully each claim for exceptional treatment before approving any increase."

A level 15% above Jan. 1, 1941 will be "a terminal point for general wage increase," the board said, one member adding that those who have already attained this wage "might just as well not waste time applying for further increases."

Washington was not yet clear on what percentage of radio's employees would be under jurisdiction of the Treasury, but study of the Wage & Hour definitions, which decide all doubtful cases under the order of Judge James F. Byrnes, economic stabilization chief, indicates that employees paid less than $50 a week will probably not be considered professional or administrative.

According to one official of the Wage & Hour office, the safest course for broadcasters faced with the need of wage adjustments is to present their problems to officials at the Wage & Hours Office. Division. Wage & Hour administrators have been given power by the War Labor Board to issue official opinions on whether the propositions increases need be ratified by the WLB regional office.

The Wage & Hour field offices, this official pointed out, are prepared to make determinations for employers on whether the particular case comes under the Treasury or the War Labor Board, since these officials are charged with the enforcement of Wage & Hour law definitions of administrative and professional people. They will also supply application forms for appeals to the WLB, and advise on filling them out.

The WLB administration of the wage freeze involves approval of wage adjustments by a regional director. Appeal is permitted at the regional office to a tripartite panel consisting of prominent local citizens serving without compensation. Further appeals to Washington are allowed.

Treasury's Field Office

Officials of the Bureau of Internal Revenue were still studying the setup for administration of the salary freeze, but the word last week is that the program will be far less extensive than the machinery established the War Labor Board. The Treasury is opening seven field offices to rule on salary increases, and expects to complete its program this week. The offices will be in New York, Philadelphia, Chicago, Detroit, San Francisco, Los Angeles and Seattle.

HOW WAGE STABILIZATION WORKS

1. All organizations employing eight persons or less are exempt from the order.
2. Upgrading of individuals is permitted without previous approval of any government agencies in instances of individual promotions or reclassifications; individual merit increases within established salary rate ranges; operation of an established plan of increases based on length of service; increased productivity under incentive plans; operation of a training system.
3. Increases for executives, supervisory officials and professional people under Wage & Hour Board definitions will be granted only with approval of the Commissioner of Internal Revenue. This permission must be obtained through existing field offices now being opened in New York, Chicago, Detroit, Philadelphia, San Francisco, Los Angeles and Seattle.
4. All other employees are under the War Labor Board, assisted by the field offices of the Department of Labor's Wage & Hour Division and the U. S. Conciliation Service. The Department of Labor's Wage & Hour Division will be prepared to explain the proper procedure in individual cases, and to rule whether or not the employees involved are under jurisdiction of the Treasury or under the War Labor Board. Wage & Hour offices will have authority to rule, in cases excepted above, and can be granted without approval of the Board. If the increase must be approved by the Board, the application will then go to the nearest of ten regional offices—Boston, New York, Philadelphia, Atlanta, Dallas, Kansas City, Cleveland, Chicago, Denver, San Francisco—for a decision which in most cases will be final.

WBBM AUGMENTING NEW YORK OFFICE

CBS Radio Sales has augmented its New York staff to provide wide representation for WBBM, CBS key station in Chicago. Ernest Shomo, of WBBM local sales and Chicago Radio Sales, has been named eastern sales manager of the station, according to J. Kelly Smith, CBS Radio Sales director. Mr. Shomo will divide his time between New York and Chicago.

David Sutton has been transferred from the Chicago to the New York staff, where he will represent WBBM exclusively. Ed Furman of the WBBM local staff has been appointed Chicago sales contact and liaison on all New York originated accounts while Rolf Warner, WBBM merchandising manager, will continue in charge of managing eastern accounts in the Chicago area.

COCA COLA DISCS STANDBY ON BLUE

FOR USE in emergencies such as line failures, Coca Cola Co., Atlanta, has prepared a special transcription of a typical broadcast as a standby until business at WJZ, New York key of the BLUE. The transcription, featuring Xavier Cugat's Orchestra, has been approved by the American Federation of Musicians and can be used to provide music for one of the local BLUE broadcasts worldwide, in accordance with the AFM ban on transcriptions, and also because the company would not want it to play a second time. Agency is D'Arcy Adv. Co.

Also in connection with its BLUE Spotlight Band series, Coca Cola is understood to be considering a plan whereby an eight-man orchestra would be sent overseas to entertain American troops as well as to broadcast programs via short waves. Walter "Peggy" Ormsby, "U.S. Armed Forces Overseas Spotlight Band" is still at an indefinite stage, and permission would have to be received from the War Dept. before plans could be completed.

Nursery Campaign

ALL MAJOR markets from New York to Texas will be used by Springhill Nursery Co. Tipp City, O. (Bohlander Nurseries), which has tripled its radio budget for 1943. Broadcasting schedules are as yet incomplete but the company plans to use a large list of stations, with Jan. 18 as beginning date for a campaign in central and southwestern markets. Others are to start Feb. 2 and 9. Account is handled by LeBeauette Agency, Three Rivers, Mich.
HERE WE WUZ, playin' the game and mindin' our own business, when ups they come with a haymaker that hit below the belt. Sure, you've seen it . . . that survey of Station B's that hit the sidewalk awhile back. Accordin' to them we might as well sell our transmitter for scrap and start shinin' shoes.

Of course, we ain't goin' to do that, 'cause we wuz robbed, and we can prove it. That "umpire" just had faulty eyesight.

Just to make it legal, we calls in Brother Hooper to do a little checkin' for us. Mr. Hooper made 7388 calls in Cedar Rapids while Station B's "white paper" shows they made about 200 calls in our home town. Station B wuz way off base in Linn County. (That's our home.)

All you guys know that Hooper is reliable. So what does he find? Get this! Most of the time WMT has more listeners in Cedar Rapids than all other stations combined. And, all of the time, WMT has approximately twice the listeners of Station B. Their survey claimed they wuz first at night. Can you imagine?

Yep, we're goin' to keep on doin' business at the same old stand on Iowa's finest frequency, 600 kc. WMT continues to get the listeners . . . and WMT continues to reach more of the important markets in Iowa because we are located approximately in the center of their concentration. And remember, boys, our rates are still the lowest in Iowa per radio family, regardless of power!

Station B's Survey
Stations "Listened to Most"
LINN COUNTY

DAYTIME
WMT ........ 63.3%
Station B .... 29.1%

NIGHT TIME
WMT ........ 32.3%
Station B .... 61.9%

(Based on about 200 calls)

Hooper Survey of Coincidental Listening
CEDAR RAPIDS
(Mid-Summer 1942)

DAYTIME
WMT ........ 65.7%
Station B .... 23.5%

NIGHT TIME
WMT ........ 57.0%
Station B .... 29.9%

(Based on 7388 calls)
FCC Order No. 107

Covering Changes in Method or Methods of Determining Certain Constants of Standard Broadcast Stations

Note: Manual on the Adjustment of Standard Broadcast Transmitters and book of instructions on Protection and Operation of Domestic Broadcasting Stations in Wartime were mailed to all licensees last week by the FCC to enable them to prepare for Dec. 1, 1942 effective date of this order.

At a session of the FCC held at its offices in Washington on the 6th day of November, 1942

Pursuant to the request of the Board of War Communications.

It is ordered:

1. That the provision of Section 3.52 of the Rules and Regulations with respect to determining the operating power of Standard Broadcast stations by the indirect method be, and they are hereby, supplanted, and in lieu thereof, the following provisions be, and they are hereby substituted:

Operating power: indirect measurement. — The operating power determined by indirect measurement from the plate input power of the last radio stage is the product of the plate voltage (E), the total plate current of the last radio stage (I), and the proper factor (F) given in the following tables:

<table>
<thead>
<tr>
<th>Power Amplifier</th>
<th>Last Radio Stage</th>
<th>Type of Tube in the Last Radio Stage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class A</td>
<td>Factor (F)</td>
<td>Factor (F)</td>
</tr>
<tr>
<td>Class B</td>
<td>0.44</td>
<td>0.32</td>
</tr>
<tr>
<td>Class BC</td>
<td>0.44</td>
<td>0.44</td>
</tr>
<tr>
<td>Class C</td>
<td>0.44</td>
<td>0.44</td>
</tr>
</tbody>
</table>

The manual of Instructions covers a point in the life of equipment that 5% reduction in filament voltage in this type tube will approximately double the life of the tube.

2. That the provisions of the 8th paragraph of Section 7, “Further Requirement for Direct Measurement of Power”, of the Standards of Good Engineering Practice, reading:

An accurate determination of the antenna resistance can only be made by taking a series of measurements each for a different frequency. From 10 to 12 resistance measurements covering a band 50 to 60 kc. wide with the operating frequency near the middle of the band must be made to give data from which accurate results may be obtained. The values measured should be plotted with frequency as abscissa and in ohms as ordinate and a smooth curve drawn. The point on the ordinate where this curve intersects the operating frequency multiplied by the factor 1.26, gives the value of the antenna resistance.

3. That each broadcast station shall operate in accordance with best engineering practice for the conservation of equipment. The instructions and suggestions contained in “The Manual for the Adjustment of Broadcast Equipment” and any subsequent amendments or additions thereto be the basis of such operation for points not specifically covered or where they may not be specifically applicable to the particular equipment, the principles set out shall be followed. In all other particulars, operation shall be in accordance with Rules and Regulations of Standard Good Engineering Practice governing Standard Broadcast Stations.

It is further ordered, That the license of each standard broadcast station shall be modi-fied so as to conform to this order.

This order shall be effective at 3 a.m. (EST) on Dec. 1, 1942.

FCC Issues War Conservation Orders

Manual of Instructions Covers Handling of Equipment

IN THE WAKE of its two orders issued Nov. 6, placing the broadcasting industry on a full wartime basis [Broadcasting, Nov. 9], the FCC last week mailed to all standard broadcast stations, the Manual on the Adjustment of Standard Broadcast Transmitters prepared by the BWC Domestic Broadcasting Committee, and approved by the BWC. The BWC also sent out a book of instructions titled Protection and Operation of Domestic Broadcast Stations in Wartime.

The manual, consisting of 12 mimeographed pages, is designed to aid station technicians in adjusting equipment for the 1 db. reduction in transmitter radiated power required by Order No. 107, the FCC action effective Dec. 1 that relaxes normal engineering standards in an effort to lengthen the life of equipment [see text above].

The second publication is a 76-page book, also mimeographed, and marked "restricted," which contains instructions for the protection of stations, as well as texts of BWC wartime orders.

New Specifications

Meanwhile, last weekend the FCC began to mail to all standard broadcast stations, superseding licenses which specify revised antenna currents and resistance required by the readjustments. These superseding licenses in no way change the licensed power of the stations, the FCC explained, but merely change the base on which the power is computed. issuance of superseding licenses will be automatic, and no applications are necessary.

FCC adopted two orders Nov. 6 at the special meeting presided over by FCC-BWC Chairman James Lawrence Fly. In addition to Order No. 107 relaxing engineering standards and calling for the 1 db. reduction, the Commission adopted Order No. 94-A, superseding previous Order No. 94 and suspending Section 3.71 of the Rules and Regulations, thus permitting stations at their discretion to cut their operating time to one-third of the broadcast day, which is six hours daily in the case of unlimited stations [see page 44 for text].

Engineers at the FCC predicted the db. reduction will have no discernible effect on the listener. All experimental data and tests at unlimited stations last summer, in anticipation of war needs, Commission engineers stated there was no detectable reduction in service, and not a single letter of complaint was received.

Order No. 107, requiring adjustment of standard broadcast transmitters, is expected to conserve equipment, particularly vacuum tubes, but to maintain the efficiency of the broadcast service. “This action has been found necessary because of increasing needs of the armed forces for radio equipment and consequent decreasing supply of such equipment available for other uses,” the FCC explained.

Tube Life Doubled

The readjustments will include a reduction in antenna current and the filament and plate voltage applied to the tubes, particularly the filament voltage of tubes employing tungsten filaments. FCC estimates that 5% reduction in filament voltage in this type tube will approximately double the life of the tube.

In its notice to licensees accompanying the instruction manual, the FCC stated, "These changes will have no practical effect so far as service to the broadcast listener is concerned, but will result in a material increase in the life of the equipment.

The manual setting forth the procedure of adjustment should be easily followed by all engineers, according to the FCC. The procedure was successfully tried on several stations including 250-watt, 5,000-watt and 50,000-watt outlets. However, the FCC said that when the manual failed to cover a point, stations will be expected to follow the principles set forth, and they will be held responsible accordingly. Due to their complicated nature, the FCC anticipates that stations will begin making their transmitter adjustments immediately so all stations will be operating under the new rules on Dec. 1.

Time Requirements

FCC's notice advised that stations taking advantage of the relaxation of time requirements should arrange their schedules so (Continued on page 44)
IN THE opinion of qualified tree authorities, the General Grant tree in General Grant National Park is considered to be the oldest living thing on earth.

In the opinion of another group of authorities—radio time buyers—WTIC is rated as the finest medium for reaching the wealthy Southern New England market. Here, where radio ownership and per family purchasing power are 12.9% and 50.8% respectively above the national average, people with an ingrained habit of listening to WTIC await your sales message. Let us carry it to them and you will be convinced that

THERE'S NOT ANOTHER LIKE IT!

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood
Advertising Won't Be Killed by the War

Period of Reconstruction to Provide Excellent Opportunity to Sell

By CHARLES W. WILLIAMS

AN INNOVATION which other trade associations may be forced to follow as war restrictions become more severe, is the convention—by-mail of the Financial Advertisers Assn. This always radio-alert trade group, competing with the advertising directors of other industries, has been exchanging its views by mail through its Chicago headquarters. The paper published herewith is one of the most significant “speeches” of the FAA's 27th annual “convention” and its conclusions are applicable to advertising as a whole. The annual governmental of economics and commerce at the University of Pennsylvania.

FAA Elects by Mail

BALLOTTING by mail for the first time in its 27-year history, members of the Financial Advertisers Assn. “attending” a convention—by-mail this year as follows: President, L. E. Townsend, assistant vice-president, Walter E. Grahame; vice-president, E. W. Brown, vice-president, L. E. Taggart; treasurer, R. W. Worth, National Bank, Fort Worth. It is the custom of the association to move its vice-presidents each year. The office to be filled by a new vice-president was that of the second vice-president, the Chin family is third vice-president. Dale Brown, assistant vice-president, National City Bank, Cleveland, was elected to that office. Fred W. Mathison, assistant vice-president, National Security Bank of Chicago, was re-elected treasurer. Preston E. Reed, who presides at the association office at 231 South LaSalle St., Chicago, was re-elected executive vice-president.

is hard put to it even to make a pretense of steering a rational course.

Government policy with regard to advertising, always semi-mysterious, frequently inconsistent, becomes even more so in war time. So far, the Pearl Harbor war threats to advertising have become visible. Government “business” is, of course, increasing; in fact, it is now around 50% of all business, and the outlook for the Government share to grow until it reaches a sort of mythical ceiling of perhaps 65 or 70% of all business—and that within the next 12 months.

On Government contracts there is little disposition to make much allowance for advertising expense, even though a certain amount of it is undoubtedly incurred and is probably justified.

Then there is that forbidding man, the Assistant Attorney General in charge of anti-trust enforcement. From his chair in Washington, he continues, quite regularly, that it must be admitted to inveigh against “Big Business,” even in war-time, perhaps with the knowledge that most of the magnificent accomplishments of the production side of our war effort is attributable to this same Big Business. His public writings and assertions lead us to believe that he is again seeking advertising, regards it as an effective instrument for the creation of bigger—but not better—corporations. He thus pays an unwonted compliment to advertising, but he’s still “agit in”—and he wield a big stick which should be watched.

Leon Henderson and OPA are another branch of Government worrying the honest advertising man. OPA professes to be “for” advertising in wartime, but slily suggests that the correct course is for advertising allowances and expenses to be cut to keep prices under the ceilings.

Of all the Government agencies, the U.S. Treasury probably exerts the most potent influence on advertising. To be sure, it has the task of raising the most stupendous amounts of money ever attempted by any nation. At the end of the war, if war becomes a reality, it will have to give some thought, than ever more, to advertising, regarding it as an effective instrument for the creation of bigger—but not better—corporations. He thus pays an unwonted compliment to advertising, but he’s still “agit in”—and he wield a big stick which should be watched.

The above list of war hazards for advertising is, in some respects, a forbidding one. Fortunately, there is another side, the brighter side.

Advertising expenditures of American business have not fallen as far as or as fast as the gloomy prophets predicted. The fact that such expenditures will run at 80-90% of pre-war totals is an excellent sign that advertising still possesses in large measure its pre-war virtues, and that the public order and media are clever enough to adapt themselves and their art to the emergency, and to keep it going, not at full speed, but at an efficiently high level to provide us with a clue to what can be done once the emergency is over and brighter days are here.

There is much evidence to sup-

(Continued on page 50)

Page 22 • November 16, 1942 • BROADCASTING • Broadcast Advertising
That sounds like a problem in arithmetic, but it is actually a problem in radio, and the answer is ... every day. The 33 represents the number of stations that release your message when you advertise on the Don Lee Network, and the 2,886,330 represents the number of radio families in Don Lee's Primary Coverage area. (More than 9 out of every 10 families here on the Pacific Coast have radios.) Add the fact that more than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station, and you have the answer ... complete, primary coverage of the Pacific Coast by Don Lee, every day.

When you buy Don Lee, you buy local coverage within every important trading area on the Coast. Your message becomes an integral part of the daily lives of the people. If you have a message that you consider important enough for all the radio families on the Pacific Coast to hear, use the only network with enough stations to do the job ... Don Lee.

Thomas S. Lee, President
Lewis Allen Weiss, Vice-President, General Manager
5515 Melrose Ave., Hollywood, Calif.

Mutual DON LEE

THE NATION'S GREATEST REGIONAL NETWORK
WHEN THE annual pilgrimage of the Catholic Boy Scouts of the Dioce­se of Harrisburg, Pa., was can­celled last year, the manager of WHP, Harrisburg, was notified inasmuch as the station usually lends the facilities for the cere­mony. Mr. Redmond immediately suggested that the ceremony be held as usual—via radio. As a result, the various Scout troops of the parishes were instructed to tune their radios to WHP at the designated hour.

MAKING and distributing of toys by the Lexington Homecrafters, an organization of business and profes­sional men having their own home workshops, will be dramatized Dec. 50 from the U of Kentucky studios. Over the facilities of WHAS, Louis­ville. Distribution of the toys to newly children will take place in­ight of the University's radio stu­listiting centers in the Kentucky moun­tains.

WALT, Chicago, has merged all after­noon programs into a three-hour show called Victory Spotlight. Program fea­tured in this potpourri of song and patter are Chicago at Work, a new musical novel, and The 820 Club, m.e.c. by Tom Moore.

RETURNING TO WHN, New York, for the third season Kid Wizards will present a trio of judges in the hope of information experts who remain as the regular stars of the Christmas program until dethroned by a winning team. School heads cooperate by encouraging out­standing pupils to take part in the quiz series, and hold school tests to select school representatives.

CKOV, Kelowna, B. C., has started an annual scholarship for high school students of the Okanagan Valley of British Columbia. Any student in junior or senior high school is eligible to enter in order to take further training in an educational institution. Of the eight $100 scholarships and the $100 Canadian Government Teachers' Assn. has set up three committees for the area to establish rules and regulations of com­petition and select the ranking pupils in each of three school districts. The awards this year were $50 bursaries, and next year are to be increased to $100. Each winner, who is chosen by the winner of the station, started the scholarship to encourage higher education among boys and girls of the district.

WAR BOND sales totaling $101,850 resulted from a month's campaign carried on by NBC Central Division executives. The goal was set for the month with 270 employees each responsible for a $100 sale, but the bonuses of the sales pushed the goal to $100,000 and then to $100,000 three weeks later. Top man was Wil­liam Weddell, salesman, who sold $50,000 bonds during the month.

ENGLISH Yuletide cars have been recorded as a feature of the November release to NBC Theanures subscri­bers, and as a special thanks­giving feature the NBC New­spaper Recording Division has prepared a script for use with The Rich Kid, Thea­tures recording written by Arch Obed. Obed.

THE Business Forum, inaugurated on WOR, New York [BROADCASTING, Dec. 28] is presented cooperation with the Commerce & Industry Assn. of New York, whose president serves as moderator. New York's wartime transportation was the subject of the first broadcast.

JOHN T. FREDERICK, CBS book critic, who conducts the network's Of Men & Books program, has taken on a new assignment. He joined the staff of the Chicago Sun to conduct a Sunday column titled 'I've Been Reading.'

EXAMPLE OF WAR PRODUCTION by a radio equipment manufactur­ing plant is this use of the product of Winchcrg Corp., Sioux City, a subsidiary of the Zenith Radio Corp., Chicago, now engaged in the manufacture of Winchcrg Wagon was seen in a show. One of the wagons is shown here in use at the Fort Benning, Ga., parachute school to train students in the technique of controlling wind-filled parachutes. The Winchcrg Wagon, designed by Com. E. F. McDonald, Jr., a vice president of Zenith, consists of a Ford chassis equipped with a propeller belted to the engine, can run by wind power, and is also used for ground training of glider pilots.

SEN. AIKEN SEEKS FCC CO-OP RULING

SENIOR George D. Aiken (R-Vt.), a strong advocate of all forms of cooperatives, last week sent a letter to Chairman Fly of the FCC, asking whether the refusal of CBS and NBC to sell time to the Co­operative League for its Let's Get Together. Neighbor program would "automatically bar from the air credit unions, farm marketing co­operatives, credit unions, and savings and loan associations." The senator pointed out, are similar in fundamental respects to consumer cooperatives in that they are considered "cooperatives" by some of their competitors, and they make a "fundamental change in the present system of marketing and distribution of goods and services"—two of the reasons given by those member organizations to bar the co-ops from the air [BROADCASTING, Nov. 2].

"We are entitled to have an under­standing," Senator Aiken dem­anded, "of how this, the public ether, is governed and why and how these rules favoring and disapproving applicants for radio time are devised by these broad­casting companies."

Hooper Pacific Ratings

OCTOBER Pacific program ratings by C. E. Hooper list WCKW in the lead with 22.6, fol­lowed by the Aldrich Family in second place with 21.1 and Frank Morgan-Fanny Brice third with 20.4. Point Sublime, which ap­peared in ninth place on the "Top 10" in September, is now fourth with 16.6. Others in the group of ten in order are Adventures of the Thin Man, Kay Kyser, One Man Family, Great Gildersleeve, Mr. District Attorney, Fred Waring.

FTC Diathermy Order

ELECTRO-HEALTH Appliance Co., Los Angeles (Short wave Diathermy), was ordered Nov. 10 by the Federal Trade Commission to cease certain advertising practices in newspapers and on a Los Angeles radio station. The Commission ordered that the advertising should qualify in re­presentations that the device is a cure for illnesses, and that they should clearly and conspicuously reveal that the devi­ce is not prescribed by competent medical authority, and until the user has been adequately trained in its operation.
Functions Changed On Canada Board
Divided Responsibilities Are Lifted Under New Setup

AMENDMENTS to the Canadian Broadcasting Act came into opera-
tion with the taking over of duties by Canadian Broadcasting Corp.'s
new general manager, Dr. J. S. Thomson. Under the amendments,
the general manager again be-
comes chief executive officer of
the CBC, responsible only to the
board of governors.

This position was defined in the
original act in 1936, but in April,
1941 was changed so that there
was a division of responsibilities
between the general manager and
the assistant general manager,
Maj. Gladstone Murray and Dr. A.
Frigon respectively. An executive
committee of the CBC board was
set up at that time over the gen-
eral manager, and provision made
for a controller of finance if neces-
sary.

Change in Duties

With the appointment of Dr.
Thomson, who took over Nov. 2,
1942, the act was changed to the
original clause defining the duties
of general manager and the 1941
clauses were rescinded. The general
manager now has control over em-
ployment, dismissal and remuner-
ation of all officers and employees
of the CBC. He is the chief execu-
tive officer, must be present at all board
meetings, may delegate his powers,
and must submit financial and activity
reports to the CBC board from
time to time and give a financial
estimate about the first day of the
calendar year and a financial re-
port at the end of each fiscal year
(March 31). He cannot engage in
other employment without consent
of the CBC board. The assistant
general manager, who can take his
place when the general manager is
absent, may also not engage in
other employment without board
permission.

The divided authority brought
about considerable internal difficul-
ties in the CBC, and the change to
the original control of the general
manager is expected to clear up
much of the difficulty under which
the CBC has operated for some 18
months.

Hooper Expansion

SUBSCRIPTION LIST to the C.
E. Hooper "Continuing Measurements of Radio Listening" now
comprises 128 stations in 12 cities,
which have just received the re-
ports for the summer of 1942, ac-
cording to Hooper. This list repre-
sents an increase of 57 stations
over last year's group, and an in-
crease of 100 over two years ago.

BOB BAILEY, CBS actor formerly
of "That's Brendan O'Brien" now ap-
pearing in "Mayor of Our Town," both
CBS shows, has been signed by 20th
Century-Fox for several pictures.

Pacific Advisory Board

ESTABLISHMENT of a West
Coast Advertising Advisory Board
to consult with and assist on public
information problems has been an-
nounced by the regional Office of
War Information, operating in Wash-
ington, Oregon, California,
Nevada and Arizona.

Board members, serving without
compensation, are W. H. Horsley,
president, Pacific National Ad-
Agency, Seattle; A. Robbins Mil-
banks, manager of Young & Rubi-
ck, San Francisco; Jack Smalley,
manager of BBDO, Hollywood;
Ralph Calkins, Pacific Northwest
manager of McCann-Erickson,
Portland; I. N. Shun, president of
Belding, Southern California exec-
utive vice-president of Lord &
Thomas, Los Angeles, represents
the National Adv. Council, with L.
W. Lane for the Pacific Adv. Assoc.
on the board.

Hold on there! Don't throw up your
hands ☝️ and say, "Show me a 250-watter
that's worth a damn!" All we want you to
do is have a look 🎈 at this WHIZ baby.
You'll pin a rose on us 🌹 when you get
the results 📈 from our dyed-in-the-wool
yard-wide listeners. Clap hands 🎉 for
WHIZ, a Southeastern Ohio champ, and
a Fort Industry Co. Product!

John Blair Has the Dope

N.B.C. RED

—and proud of it!

DO YOU WANT SOME TUBES?

KSCJ Has a Hunch and Pretty Soon the Local
Hams Bring in a Few Good Ones

TUBES—scarce, rare tubes—have
been located in unsuspected places
by Alvin H. Smith, chief engineer
of KSCJ, Sioux City, Ia.

A week ago, Mr. Smith suggested to
Manager Eugene T. Flaherty that
the station broadcast some an-
nouncements designed to reach
hams. To their surprise many tubes
came to light, two of which proved
useful to KSCJ.

Mr. Flaherty passes along the
idea for the benefit of stations
which may be desperately in need
of certain types of tubes.

These are typical announcements:

Amateur radio activities have been
curtailed during war time. This has
left a large amount of transmitting
equipment remaining idle. Get it into
circulation. If you are in possession
of usable transmitting tubes, send full
particulars to KSCJ in Sioux City.

Here is a special message for
Amateur Radio Operators. Demands
of the Army and Navy Departments
plus the needs of our allies have
created a serious shortage of radio
transmitting tubes. You radio ama-
teurs can help keep the radio stations
of America on the air by selling your
transmitting tubes. If you want to
turn your idle tubes into cash, write
to radio station KSCJ, in Sioux City,
saying the type, quantity, condition
and price for any transmitting tubes
that you may have. The address
again is KSCJ in Sioux City.

Work in the radio field cannot con-
tinue without transmitter tubes. Since
many of the essentials used in the
manufacture of the tubes are needed in
war production, steps must be
taken to utilize all old usable tubes.
So, all amateur radio operators could
be of great service if they would turn
in their tubes. Send complete
details, including number, size
and value of your transmitter tubes to
Station KSCJ.

BROADCASTING • Broadcast Advertising  November 16, 1942 • Page 25
RECOGNIZING the immediate need for coordinating the poten-
tialities of radio in the war effort, leaders in the industry gathered
on the campus of Stephens Col-
gage, Columbia, Mo., Nov. 5-6, to
discuss means of "doing the
tremendous job radio is called upon to
do now." More than 950 delegates
from eight States registered for the
national conference of the Asso-
ciation for Education by Radio.

Speaking at the banquet Friday
night, Charles A. Siepmann, of the
Office of War Information, gave the
challenge and stated the fact
which all Americans have been
seeing since Pearl Harbor:
"There is no status quo. We can
step back or step on. We cannot
stand still.”

Propaganda’s Place

Mr. Siepmann, formerly with
BBC, showed how propaganda can
can help win the war and the peace to
follow. First, radio must enable the
public to know the enemy,
recognize its creed, logic and am-
bitious plans. Second, radio must inform
us about our Allies. Third, radio
must, show us our own history.

Louis Berg, New York psychia-
trist and author, hit the same basic theme as he explained the task of
coordinating entertainment and
wartime morals.

"Radio is the outstanding weapon in
both an offensive and defensive
warfare," said Mr. Berg at the banquet.
"To put over a morale building program via
radio, the industry must organize an
all-encompassing unified plan. He empha-
size that counter-propaganda is not
ever effective and that instead of
fighting the enemy’s propaganda, we
must create a propaganda of our
own. Dr. Berg, usually a foe of
the soap opera, gave it a high
place as a potential wartime
moral builder.

Again the challenge was echoed
in the banquet discussion by Har-
vey Werts, regional director of the
Office of Civilian Defense at
Omaha, “Radio is the most impor-
tant medium in the greatest
educational task ever undertaken,”
he said.

Recording Ban

Mr. Wertz pointed out the
importance of using regional and
preferably local plugs for civilian
defense. He insisted national pro-
grams fail to do the job of the
newspaperman who changed his
profession after 18 years to radio,
paid the industry for the splen-
did success the OCD has had by
using

John J. Gillin Jr., of WOW,
Omaha, discussed the Petrolio-

recording controversy. In review-
ing the AFM situation, the director
of the NAB 10th District pointed
out the extent to which educators
throughout the country are deter-
minally affected by the recording
ban.

The conference, which was di-
rected by Sherman F. Lawton of
the Department of Radio & Visual
Education at Stephens College,
opened Nov. 5 with welcomes from
members of the Stephens College
faculty and a foreword by J. Keith
Tyler, national vice-president of
the Association for Education by
Radio. Hugh Stephens, grandson
of the founder of Stephens Col-
lege, sounded the keynote of the
meeting. Stephens, administrator
for Missouri State Council for De-
fense, said: "National radio policy is
still confused. The purpose of this
conference is to help local
broadcasters form their own
wartime policies until such time as
the Government issues direc-
tions.”

Radio in Wartime

Acting as the spark-plug of
the roundtable session on radio in war-
time, Wauhillau La Hay, radio
editor of the Chicago Sun, strong-
ly presented and upheld radio’s
stand that it is an asset to the war
effort. Miss La Hay, along with
Mrs. Doris Corwith, assistant to
the public service counsellor of
NBC New York, spurred the con-
vention discussion by taking the
theme that radio is a necessity.

Paul Paveas, head of the
department of philosophy and direc-
tor of the Burrell Class of Step-
rens College, led a discussion on
religious programs in wartime. Re-
"The MAN I LOVE"

His life began:
A wrinkled, wisened mass he was,
Sleeping to light of day.
And there and then evolved a plan
That did not gain agley,*
For even as a drizzling lot,
He mouthed each toothsome word.
He listened hard and learned a lot.
Amused, his parents heard
Him speak without restraint
In a most King’s English dictation,
And then as year took toll upon him
Constituency grew.
He added words like “Vladivostok”
“Jerks”
And entertainers.
He bought himself some bogy tweeds
That had a casual Air.
Albert, his license in song -
That crept into my hair.
He learned to draw his shoulders in
A fashionable slouch
And murmur stony lyrics ‘til even
Lovers bothered “Ouch!”
He toiled, he sweated, he tarried.
Wore himself down to the bone
And now, praise be, he’s married
to his goddamned microphone.

The voice of the fact
Mrs. Cy Newman, WPDQ, Jacksonville.

*Editor’s Note: The best laid schemes of
mice and men gang aft agley.
Ref. Scottish philosophy

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BROADCASTING • Broadcast Advertising
BUY WGBI

A BIG FROG IN A BIG POND

- If you want sales in the Scranton—Wilkes-Barre area (and it's the nation's 19th market) you want WGBI. It's the only regional or clear-channel station covering this prosperous population of 629,581 . . . it's the only station heard throughout the market.

- Outside stations can't get in over the Pocono Mountains . . . and they wouldn't stand much chance if they could because WGBI attracts and holds 98% of daytime listeners and 96% of nighttime listeners throughout Scranton's home county. (Dr. Starch and Staff Survey). Call your John Blair man and BUY WGBI.

SCRANTON WGBI PENNSYLVANIA
CBS AFFILIATE 910 KC 1000 WATTS DAY
FRANK MEGARGEE, President
500 WATTS NIGHT

JOHN BLAIR & COMPANY
National Representatives
1. WHY IS CERTAIN NEWS WITHHELD?

Some of the news is not published in newspapers nor broadcast by radio stations in the United States. The reason is that editors and broadcasters are cooperating with the Government to deprive the enemy of information which would help him to kill Americans.

A Code of Wartime Practices for press and radio was drawn up by the Office of Censorship, which has undergone revision from time to time in the light of experience. The proliferation of news which was issued with the Code is:

"It is essential that certain basic facts be excluded from the news of the day..." These facts are the outcome of the war, and have a vital importance to American citizens. The second is that the security of our armed forces and of our homes and our lives will be weakened in greater or less degree by every disclosure of information which will help the enemy."

The Code suggests that editors and broadcasters act as true censors, applying the dictates of common sense, and that they ask themselves "Is this information I would like to have if I were the enemy?"

The Code lists certain classes of information which are obvious in value in enemy hands. It does not deal with editorial opinion, or criticism of the Government, but deals only with the distribution of information.

2. THE BASIS OF COOPERATION

The Wartime Code under which editors and broadcasters cooperate with the Government contains the proposition that certain kinds of information should not be published until when officially disclosed.

The reason for this assumption is set forth as follows in the Code itself:

"Special attention is directed to the fact that all of the provisions (in the Code) are modified by a proviso that the information which is to be disclosed will be published when authorized by appropriate authority. News of all of these subjects will become available from Government sources; but in war, timelessness is an important virtue, and the Government unquestionably is in the best position to decide when disclosure is in the public interest."

In other words, editors and broadcasters are asked to recognize that "knowledge is power" and to cooperate with the Government in keeping the enemy from getting such knowledge as would enable him to plan unexpected attacks. This cooperation is all the more necessary because the Government can make sure that the news is not published by the same means,

3. TROOPS

The voluntary censorship Code requires that there be an unauthorized disclosure of the size, locations, movements or weapons of our fighting forces.

Newspapers and broadcasters naturally learn a great deal about troop movements and the identities of regiments overseas. The reasons for withholding this information are obvious, because our troops are being concentrated and may be subjected to attacks by the enemy. No one wants to tell the enemy that certain troop movements are about to take place, or that tanks or air force units are being concentrated at a certain point.

4. SHIPS

The voluntary censorship Code asks that the movements, identities, cargoes of naval and merchant ships be reported, and that details of construction and prospective launchings be withheld except as officially announced. Ten months of naval warfare under the Code are full of the desire to keep in their lives to attempt to report shipping information.

If we tell the enemy where our ships are, he will know where to attack them. If we tell him what cargo they are carrying, he will know which ships would be his most valuable prizes. If we tell him that we know where his own ships are, he is likely to move them to their disadvantage.

The enemy is especially anxious for information about convoying methods, shipping routes, how and where strategic materials can be cut off, and technical details of our busy shipyards. He will make good use of every scrap of information on any of these subjects.

5. ENEMY ATTACKS

The voluntary censorship Code requests that only official statements be published about the sinking of damaging of ships from war causes; or regarding other enemy damage to our land or water bases.

The less the enemy knows about the effectiveness of his guns, bombs, and torpedoes, the less solid ground he will have for planning future attacks. Enemy forces often are out of communication with their bases. They may use such official and non-official reports, and the enemy is particularly fond of this kind of information."

6. AIR ATTACKS

The voluntary censorship Code asks that radio silence be observed during an air raid except as used by our own armed forces; that newspapers publish only official statements during a raid; that the greatest care is taken afterward to exclude unconfirmed reports and sensationism.

It may be assumed that all air raids on continental United States would be conducted for morale rather than military effect. If the enemy can spread panic, he will have accomplished his purpose.

Radio is asked to be silent not only because radio stations act as beacons to guide enemy planes, but because broadcasting would instantly convey valuable information to the enemy overheard.

Air raids are always accompanied by rumors of all sorts, and many of these rumors may be started by enemy agencies to increase panic.

An attacking airplane usually flies high and cannot always be certain of its target; and if the information is not told that his planes were on the target or off the target, that they followed this or that route, he will make his movements and concentration of forces next time.

7. PLANES

The voluntary censorship Code requests that all news issued on official authority regarding the disposition, movements or new characteristics of published or the activities of the Civil Air Patrol or the Ferry Command.

Until the enemy is being fought in the air, and so many battles are won without the knowledge of the enemy, it is no longer possible to be as cautious about every disclosure regarding to planes and their armament, and equipment are being changed constantly as a result of experience and scientific development. The tempo of these changes will vitally affect the outcome of the war.

Furthermore, many military and civil missions of high wartime importance are carried out by air. Even new military forces have been organized for special scrutiny because it is bound up with technical development, speed, expendability, and independence of action.

Our planes will be kept flying and warplanes will be supplied; and the enemy is now as much interested in enemy planes as we are in keeping our own planes in the air and out of sight.

8. FORTIFICATIONS

The voluntary censorship Code requests that the location and nature of our fortifications, bomb shelters and camouflage be kept out of the news except as announced official.

It stands to reason that the more the enemy knows the more dangerous the weak points on our Coast lines, or about the number and location of our defenses. The latter he will know how to attack.

In this global war the mere news that the United States is setting up defenses at various points of the world will call attention to expected operations.

Even if many people see some of the fortifications, the enemy doesn't realize that the information has reached the enemy. He will miss the vital clues that may be useful for small bits of information.

One enemy agent may see a part of the fortifications, and the next day he presents a part of the picture, or if he is caught, he will be able to explain what he saw clearly and will be easy for the enemy to put the pieces together. That is what his intelligence services are for.

In a country as large as this, with national resources and distant parts of the globe, the enemy task is, estimating the strength of our fortifications will be hopeless unless we help him.

9. PRODUCTION

The voluntary censorship Code requests that the United States is setting up defenses at various points of the world, and will tell the story of our national success.
Telephone lines are the paths of war. Marching over them in endless file are messages that must get through.

There's no way to build more lines because copper and other materials are going into arms—for men like these American para-ski troops. But there is a way you can help keep the wires clear for urgent needs.

Please don't make Long Distance calls to centers of war activity unless they are VITAL.

Remember — war calls come first!

Bell Telephone System
any. It is by that the enemy learn about them first, as a surprise, on the field of battle.

Similarly, if it is true what success, if any, his saboteurs are having, the enemy would be able to change or intensify certain methods of killing Americans.

Every community where a war industry is located knows something about how production. All of this is published or broadcast from every community, the enemy would have a blueprint worth many divisions of troops.

10. WEATHER

The voluntary censorship Code requests that only the most restricted information regarding weather forecasts or weather conditions be published and that some of this information be broadcast except in extraordinary cases.

United States weather moves from east to west with a few variations. Meteorology has advanced to a point where scientists can predict the weather accurately. Western weather cannot be predicted from as far as three weeks into the future.

It has long been established that meteorologists serve as senior officers in enemy naval craft in the Atlantic. A few showers at El Paso, high winds at Kansas City, and a snowfall in Detroit will indicate to enemy ships which parts of the coast will have rough weather or fog a day or two later.

Radio is under a more stringent restriction than newspapers on questions of weather because the transmission of the information is instantaneous. Many American broadcasting stations can easily be heard off shore.

Scientific advancement in weather forecasting will fight on our side only if we refrain from telling the world all we know.

11. RUMORS

"The spread of rumors in such a way that they will be accepted as facts," says the voluntary censorship Code, "will render aid and comfort to the enemy. The same is true of enemy propaganda or material calculated by the enemy to bring about division among the United Nations." Any nation which permits itself freedom of speech will be a target for disinformation.

It is well established that Axis propaganda is seeking not only to deceive but to divide the United Nations socially, politically, and racially.

Many false reports are originated without vicious intent. Many others are circulated deliberately by the enemy. All such reports must be carefully sorted out on news desks. Editors have been advised to exercise discretion in the publication of enemy propaganda from the short-wave radio and Morse code transmissions.

The enemy deliberately puts out certain "reports" in the hope that they will gain circulation through our news channels. The "reports" are often aimed at provoking official replies which will give the enemy exact information, at diverting attention from a vital area, at confusing American opinion, or at directing American opinion upon specific issues. For example, the enemy may "report" the alleged sinking of American troop transports.

The voluntary censorship Code is aimed to prevent any public opinion being focused on an Allied offensive, or the alleged sinking of merchant ships en route to Russia at a time when it is known to the Soviet Union is the subject of widespread discussion. For security reasons it may be inadvisable for the Government to deny these propaganda claims.

12. PHOTOGRAPHS 

[Applicable to press only.]

13. MISCELLANEOUS

The Code of voluntary censorship makes certain general requests on such subjects as casualty lists, interned aliens, and movements of important personnel.

If all casualties were identified as to specific military units or exact locations, they would learn a great deal he does not know about the effects of his operations.

The restrictions regarding interned persons arise from considerations of personal safety, as well as from the possibilities of reprisal in case of unsubstantiated reports regarding camp conditions.

The request that there be no disclosure about the movements of the President and of other official personnel is based on reasons of safety.

The President or Commander-in-Chief, and his officers do certain traveling, and it is obvious that the enemy would like to know about it and would like to do what he can about it.

It is requested that there be no premature disclosure of diplomatic negotiations. This is a total war. A defeat on the diplomatic front might easily be as damaging as a military defeat.

It is true that some of the facts regarding many things mentioned in the Code will be known to many Americans. But the same is true of almost all war information, including the time and sailing of military convoys. The voluntary Code appeals to newspapers and broadcasters not to spread such information until further.

NOTE: Anyone who wants a complete copy of the Code, either in order to understand better the wartime problems of newspapers and radio or for his own guidance in helping to keep dangerous information out of circulation, may obtain a copy by writing the Office of Censorship, Washington, D. C.

Red Cross Dramas

AS A PART of its nation-wide drive, the American Red Cross is completing arrangements for a series of 20 transcriptions, tentatively titled "The Red Cross Story," for distribution and release on radio stations throughout the country. Using scripts prepared by Hollywood Writers Mobilization, each program will dramatize an actual case in which the Red Cross has given aid, with appeals by soldiers in the various battle zones to be dubbed in at the end of the transcriptions. Participations of name talent in the series has been approved by Hollywood Victory Committee.

Since January 1, 1942, more than 325 leading advertisers have used KTAR, Phoenix. It's the greatest volume of business ever handled by any radio station in this area—another FIRST for Arizona's most powerful broadcasting station. The great Southwestern market, completely served by this popular NBC-Blue Network outlet, has never been richer in merchandising opportunities. Get your share through KTAR, Phoenix.
SPONSORS BUYING SERIES IN SPANISH

PARTICIPATING in a three-quarter-hour series six times weekly on WBNX, New York, as The Spanish Hour, are seven national and local advertisers, representing the clothing, jewelry and pharmaceutical industries, as well as a business school and a chain of music stores. News and music are featured on the program, aired 7:30-8:15 p.m.

Sponsors, all of whom have signed for the broadcasts through Consolidated Adv., New York, are: Cabbys’ Dress Center; Castellanos Molina Corp., music stores; Mario Gonzalez Inc., clothing stores; Latin American Institute, commercial school; Rodriguez Bros., jewelry firm; Stanback Co., Salisbury, N. C.; Plough Inc., Memphis (Pentro, St. Joseph’s Aspirin).

Gonzalez and Castellanos also sponsor quarter-hour segments of a Sunday hour on WBNX handled by Consolidated. A half-hour of this section is given over to a sustaining Spanish series presented by World Peaceways, New York, for the promotion of a better understanding among the Spanish-speaking people of the Americas. Title is Let Us Be Good Neighbors.

Radio’s 20-Year Club Expands to 65 Members

H. V. Kaltenborn, NBC commentator and president of the Twenty Year Club, announces that 65 persons have now qualified as charter members of the organization, founded April 4 of this year for radio veterans associated directly or indirectly with the broadcasting industry for two decades or more. Latest additions to the original list of charter members which appeared in Broadcasting, Aug. 10, are:

Gerald Bourke, CKCA, Kenora, Ont.; Carl Butman, radio consultant, Washington, D. C.; Robert Campbell, Greenwich Times, Greenwich, Conn.; A. O. Coggeshall, WGY, Schenectady; Edward Cullen, NBC; Orrin Dunlap, RCA; John Flynn, WEAF, New York; Charles Francis, WEAF; Arthur Giammatteo, WEAF; Henry Goldenberg, WHB, Kansas City; Sherman D. Gregory, WEAF; William Jacoby, WJR, Detroit; F. W. Kentworth, NBC; Edwin Kraft, Northwest Radio Adv., Seattle; Vincent Kraft, KXA, Seattle; John Patt, WGAR, Cleveland; J. R. Poppele, WOR, New York; John Schilling, WHB, Kansas City; Joseph White, NBC; Gordon Windham, NBC.

Kysers Camp Plans

If satisfactory arrangements can be made, Kay Kyser will take his orchestra and radio troupe overseas for USO camp shows and personally pay all expenses. Kyser, star of the weekly NBC College of Musical Knowledge, sponsored by American Tobacco Co. (Lucky Strike), reportedly volunteered this service to the War Dept. and is awaiting sanction. How it will affect his sponsorship was not revealed but it is generally believed that if satisfactory broadcast arrangements cannot be made, the sponsor will give him a brief leave of absence to entertain the AEF.

You don’t need a slide rule to prove that KPO is the best buy in Northern California. On a basis of power or popularity or circulation or cost-per-listener or on any other basis the answer is always KPO! That’s why advertisers find that it pays to buy KPO.

Get the facts ... and you’ll buy

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Broadcasting • Broadcast Advertising

November 16, 1942 • Page 31
SOLVING A WARTIME PROBLEM
Station Develops Programs Designed to Aid in
Solving the Employment Problem

By GEORGE H. JASPERT
General Manager, WPAT, Paterson, N. J.

HOW A LOCAL station can do an out-and-out job of aiding the war effort, is demonstrated by what we have been doing since last month. On Oct. 19, after a tryout period, WPAT started a series of weekday half-hour programs titled North Jersey Women at War, now called North Jersey War of Production.

It was an entirely new sort of program. It was not conceived and developed with the idea of making money. All it hoped to do was fill a want which we felt only a radio station could fill. Now it's sponsored.

For a long while, those in charge of war production in New Jersey and others were aware that the employment problem in New Jersey was growing more and more acute. Jobs were going begging—without one to fill them. Employment managers were pleading everywhere for help. They were appealing to men, and they were appealing to women. The response was small. A survey was made of Government agencies and industrial plants and as a result WPAT started its program.

Recognizing that if even out-of-state help was available, there would be a housing shortage were that help to come to New Jersey, WPAT believed the only solution to the problem was to make New Jersey women war-plant job conscious, and to arouse in them the desire to make a concrete contribution towards the war effort. And so North Jersey War of Production is aimed directly at them, with these three points in mind: (1) to encourage them to take jobs in war industries, (2) to urge them to persuade their men-folk to investigate war-work opportunities, (3) to bring their influence to bear upon production efforts by male and female workers.

Based on Letters

Every weekday at 10 a.m. the program—much of the script is based on letters received by WPAT—is on the air. It is conducted by Monte Meacham as m.c. and Adele Hunt as employment counsellor, both of whom are employed by WPAT exclusively for the daily broadcast.

The program features: "Need for Skilled and Unskilled Workers", "Positions Available", "Homemakers Becoming War Workers". It tells women specifically how they can get jobs in war industries even if they are unskilled or no longer young. Recently interviewed by Mrs. Hunt was a young woman worker in a war plant who is totally blind.

Despite that handicap she is doing a 25% better job than girls with full sight because of her specially developed sense of touch. In addition to interviews with employees and employers, the whole program is spiced with martial music which Program Director Henry Miller finds listeners and breaks the tediousness of words alone.

Women who for various reasons are unable to get into war work themselves are told how they can help in other ways. They are urged, for instance, to use their influence to induce old or retired industrial workers to go back to work. They are told to stir to punctuality men and women already employed, for lateness and absenteeism cause more loss of time to essential industry than do strikes. They are shown the need for providing living quarters for war workers in crowded areas. And they are educated to the importance of safety off the job as well as on the job.

Scripts Checked

Points highlighted in the talks are "Replacement of Men by Women", "Importance of Working Near to Home", "Age Limits", "Wage Scales", "Factory Sanita-
Louisville Group Obtains CP Dismissal
As Part of Equipment Is Unobtainable

UNABLE to obtain equipment due to the freeze order, the group of Louisville citizens who last year obtained a construction permit for a new regional station there, to be known as WINK, last week secured a dismissal of the CP without prejudice. The FCC was informed that the company, Mid-America Broadcasting Corp., was unable to meet the April 27 construction deadline. Although it once had most of the equipment on hand, some of the elements could not be obtained and the other equipment accordingly was sold.

The dismissal Nov. 11 came almost one year to the day, Nov. 12, 1941, when the FCC authorized the new station to operate with 1,000 watts night and 5,000 day on 1,060 kc. The company included among its officers and stockholders James F. Brownlee, president, head of Frankfort Distilleries Inc.; Milton S. Trost, vice-president, director of the Kaufman-Straus Co. department store; Edward L. Altshuler Jr., secretary, head of a local tire agency; L. T. Snyzser, treasurer, realtor; Henry Fitzhugh Jr., insurance man; Willard G. Johnson, director, secretary of the local Pepsi-Cola Bottlers Inc.; Lawrence Jones, director, chairman of the Frankfort Distilleries; Emanuel Levi, former business manager of the Louisville Courier-Journal and Times, now president of the Independence Insurance Co.

Sewday to Drop

The surrender of WINK's construction permit is the seventh of record so far this year. The other authorized new stations, most of them locals, which will not be built, in most cases due to equipment shortages, are WPKR, DeLand, Fla.; KOKR, Kodiak, Alaska; WHAL, Saginaw, Mich.; KOTM, Brainerd, Minn.; KTRN, Tacoma, Wash.; WMAW, Worcester, Mass.

Ellis Joins WCAO

ROBERT ELLIS, former CBS announcer-vocalist, has been selected to conduct the Morning Musical Clock on WCAO, Baltimore, participating show broadcast daily except Sunday starting 6-9 a.m. Mr. Ellis was featured over CBS on the Song Styles program originating from WJSV, Washington. He was also soloist with the Marine Band during the National Capital Cherry Blossom Festival in Washington. Prior to joining WCAO he was with WHF, Harrisburg.

Patent Granted Method
Of Protecting Wireless Message From Jamming

A METHOD of sending secret wireless messages that cannot be jammed is described in Patent No. 2,298,562 issued by the U.S. Patent Office to Francois Charles Pierre Henroteau, of Ottawa, and described as follows by Science Service:

"Jamming wireless signals or a radio program is quite easy. All the malevolent spirit has to do is to send out a wave of precisely the same frequency as that on which the message is being sent, and howls and whistles in the receivers make it unintelligible. This can be done, the inventor states, with any of the secret message systems so far proposed except those using ultra-high frequency, and these are not of great value because of their short range.

"His method of avoiding jam and still maintaining secrecy is to distort the sending wave by means of what he calls a key plate, which varies the frequency of the wave in an irregular way according to a pattern on the plate. A similar key plate at the receiving end removes the distortion. If an enemy should happen to find out the pattern being used, the key plates can be changed.

"The sending wave cannot be jammed in this system because the enemy would have to vary the frequency of his wave in precisely the same way."

WLOF, Orlando, Fl., has appointed Barr-Smith Co. as national representative, excluding the southern territory which will continue to be represented by D. Frank Cook, Atlanta.
Rex Davis

L. B. Wilson

WC

FIFTY GRAND I
WCKY's Most Popular News Commentator

6 Straight Years 4 Times Daily....

KY CINCINNATI

POWER CBS
Equipment Economy

NEITHER stations nor sponsors need have any qualms about the transmitter adjustments ordered into effect Dec. 1 as a wartime equipment conservation move. Actually, the one day period power in operating hours which may all stations, means no diminution of service area worthy of mention whether the station is large or small. It does mean an infinitesimal loss of quality, a comedown from the extremely high standards always enforced by the FCC, but even this loss will not be discernible to the human ear. Best of all, no station suffers to the advantage of another, and the whole industry should benefit from the increase in the life of components which the change will afford—estimated by FCC engineers at anywhere from 20 to 50%.

This approach to the problem of equipment economy was not done hastily or with any thought of crackdown in mind. The Commission ordered its engineers to conduct field tests in an eastern city last summer where all six broadcast transmitters, varying in power from 250 to 50,000 watts, were asked to adjust themselves to the 1 db. reduction. The tests were entirely successful. Not even the station staffs, who were pledged to secrecy, let alone the public, noticed any difference whatsoever. The ear attunes itself to new conditions very readily and, like the sound of transcriptions made specially for broadcasting, no one could discern any difference from the original.

American broadcasting, some of its segments fearing extinction because of the equipment shortage, thus meets that problem, in part at least, with the cooperation of the Commission and its engineers. And so far as the economic problem is concerned, the Commission took cognizance of that, too, when it ordered discretionary reductions in the 1 db. reduction. The tests help counter not only the loss in local sponsor- ship but the technician shortage in some communities. Fulltime stations may now operate as little as six hours a day, picking their own times according to the convenience of their audience and clients, if they find they must curtail.

Further curtailments may be forced as the war continues and as the business situation shakes down. It may be that some stations will want to suspend operations entirely without losing their licenses. The FCC appears to be fully cognizant of this desire and sympathetic toward it. But it does not want to order any station off the air yet and is unlikely to do so in the light of radio's recognition as an industry essential to the war effort. It recognizes that some stations most seriously affected by the changing economic picture are the very ones in remote areas which the Government is most anxious to keep on the air.

There is no disposition to order any station off the air. But if some do ask to suspend, for good reason, there is ground to expect that they will regain their licenses when the war is over, though it is practically a certainty that their equipment will either be purchased or borrowed for other essential needs, broadcasting or otherwise.

It is something of a tribute to the staying power of the industry that since Pearl Harbor, though six holders of construction permits for new stations surrendered their CP's for inability to get equipment or unwillingness to venture into new radio enterprise in these times, only four licensed stations have actually gone off the air. The reasons are not clear in all instances, though in the case of one (KFPL, Dublin, Tex.) it gave up the ghost voluntarily because of inability to get technicians. One other, the high-school-owned, non-commercial station the WSVS, Buffalo, also voluntarily surrendered its license. The other two apparently were victims of the times—the 1,000-watt KXXX, Kansas City, and the 100-watt KIDW, Lamar, Col., both of which de- faulted their license renewals. In no instance was there any appreciable loss of service in their areas, which are otherwise well covered by other stations.

Uncle Sam Steps In

AGAIN the Government's machinery prepares to go into action against the American Federation of Musicians in its recording strike and in its local strife, in which the AMF Local No. 6 and Stations WJR WXYZ WWJ, might bog down before the local mediation boards. If strike threats become serious, the stations might ask the U. S. Conciliation Service to intervene. Assuming the stations are firm in refusing to yield to unreasonable demands, the battle would then be transferred to the FCC, which at present has little inclination to approve such business-as-usual demands as shorter work-weeks along with creation of unnecessary jobs.

Frankly recognizing itself in the minority as a result of its postcard survey, the founding directorate of the projected American Broadcasters Assn. has voted to disband it. Granted that disaffection toward NAB still prevails, is it too much to hope for that internal unity can now prevail and that any needed reforms can be effected from within the framework of NAB?

Untold Saga

WHEN THE WHOLE story of radio's role in the current American invasion of Africa can be told, it will provide a saga in the history of broadcasting. For obvious reasons, both our military and civilian battlers on the psychological war front cannot give out all details as yet. When the enemy is conquered just how the French were bombarded with Allied messages as the invasion proceeded; did our forces, as the Nazis always have done, make radio stations one of their first quarries, or did our Army Signal Corps land portable broadcast transmitters on the beaches with them?

We do know that President Roosevelt's message to the French people, in France and in the invaded colonies, was one of the signals for invasion. We do know now that the President transcribed his messages in his own French, and had them translated onto transcriptions in a score of languages, well ahead of the operation. We know that the secret was well kept by everyone who worked on the radio end.

These went out via our own battery of shortwave stations and of course must have been carried over the BBC European and Overseas services' multiplicity of long, short and medium waves. There were also the momentous broadcasts by General Eisenhower, General DeGaulle, General Giraud and presumably by the American commanders in the field. It was a tremendous radio operation, apparently finely synchronized to the battle plan. Hitler's minions must have had a great time trying to jam this rain of frequencies, if they tried.

It was inevitable that the American shortwave stations should have been brought into an "integrated whole" in preparation for this and other military operations. It matters little now whether private or Government agents operate those stations, so long as they play their part in the military scheme properly and efficiently.
COLONEL ALFRED WARRINGTON MARRINER

This is a war of communications," because broadcasting, radiotelephony, radiotelegraphy, and other forms of transmitting information are so vital, the Directorate of Communications has been organized by the Army Air Forces. In charge of this fast-growing agency is Col. Alfred W. Marriner, who bears the title of Director of Communications, Headquarters, Army Air Forces.

Known to hundreds in the broadcasting industry, Col. Marriner has many ex-bROADCASTers on his staff to aid in developing this phase of war-waging. Indication of the rapid growth of the Directorate of Communications is found in the revelation that more than 100,000 men have been trained this year in Army Air Forces communications. The Directorate of Communications handles all communications dealing with the Air Forces.

Col. Marriner, now 51, has the finest sort of technical background for his task. Born Aug. 18, 1891, he attended the U of Illinois, taking an electrical engineering and mechanical engineering course. In 1918 he was commissioned a second lieutenant in the Aviation Section of the Signal Corps. He was appointed a first lieutenant in the Air Corps on July 1, 1920.

From that point he has been through all grades of the Army, from a second lieutenant to a full colonel. Moreover, he is rated as an airplane observer.

Col. Marriner took the aeronautical construction course at Massachusetts Institute of Technology after having specialized in gas engines. Since 1920, he has lived and worked in communications, day and night. During his exciting Army career he has had a variety of assignments and his official record is dotted with stories of technical innovations. Among these was the first broadcast from a Zeppelin.

For three years Col. Marriner was director of the Air Corps Communications School. He is a graduate of Air Corps Tactical School and the Army International College, and was instructor in tactical communications at the former school. Prior to assignment as Director of Communications, he was technical executive and communications officer, Materiel Division, Wright Field, Dayton.

As a matter of fact, Col. Marriner has been actively engaged in communications work in the Air Corps longer than any other officer in that branch of the Army. He has built and operated various Air Corps and amateur stations, and has been associated with development, procurement, installation, maintenance, operation, personnel and training functions of the Air Corps communications.


The job of these radio men, working with Col. Marriner, is to aid in setting up a super-communications system, which the Army claims is essential to smashing victories on all fronts. In this war of speed, with communications the first line of defense and first weapon of offense, Col. Marriner brings to his important post a background of exposure and training that permits split-second coordination, and the taking of tough decisions under difficult circumstances.

Appropriately, Col. Marriner's hobby is flying. He is an associate of the Naval Institute of Radio Engineers and a member of Chi Phi fraternity.

BROADCASTING • Broadcast Advertising

C. E. ARNEY Jr., assistant to NAB President Neville Miller, was married in Washington Oct 16 to Miss Sherley Rule, formerly of Seattle.

ROGER W. CLIPP, vice-president and general manager of WPHL, Philadelphia, has been elected to the board of directors of the City Business Club of Philadelphia.

BART McHUGH, vice-president of Music Corp. of America, left New York last week to become manager of the company's radio activities in the WAC Coast office.

MAXINE EDDY, former advertising manager of KGFF, Shawnee, Okla., has been appointed manager of that station, effective Nov. 11.

GEORGE BINGHAM, account executive of WGN, Newburgh, N. Y., has joined the service forces. John Bingham has been promoted to advertising manager of the station but will continue to m.c. the Breakfast Club program.

RICHARD W. DAVIS, general manager of WNBC, Hartford, has been appointed chief yeoman in the Navy, and assigned to Flotilla T1B, U. S. Naval guard Auxiliary. For the time being, he will carry on his regular duties at WNBC.

CLEM J. RANDAU, former vice-president and general manager of United Press, has been appointed advertising manager of the Chicago Sun, which is affiliated with WWJ, Chicago.

HENRY FRANKEL, of the radio division of A & S, Inc., New York, has been joined by Atlantic, the oldest radio agency in the city, as communications manager.

ROBERT WOOD, of the Chicago sales staff of WOR, New York, is the father of a boy born Nov. 5.

KEITH KIGGINS, Blue's vice-president in charge of stations, is in Florida for a three-week vacation to take time off from attack on influenza.

CLIFF NELSON, business manager of KOVA, Tucson, is father of a 9½-4 oz. baby boy.

IRENE DAVIS, former commercial writer of WOR, New York, has completed her basic training as a radio technician.

JIMMY FOX, account executive of KKWK, Pasadena, Calif., has joined the Navy. He is the son of J. Leslie Fox of Southern California manager of Paul H. Raymer Co., station representatives.

AMOS DARROW, account executive of KYA-FCA, Los Angeles, has joined the Army.

PETER O'COTTY, West Coast advertising director of CBS Hollywood, has resigned to join the LDS, New York, and will be assigned to overseas duty.

DAVID A. BENNETT, formerly of the sales staff of WJWJ, Chicago, and of the advertising department of the Chicago Sun, has joined the sales department of WGST, Chicago. He has served his agency in Chicago. Mark Love, formerly of WJWL-Chicago-Hammond, has joined WATS as a salesman.

JENNINGS PIERCE, station relations manager and service program director of NBC Hollywood, is making his first reference tour of network affiliated and operated stations in the Western area.

HAROLD R. CARSON, CFAC, Calvary, and All-City Radio Facilities Ltd. has been in Toronto in connection with business of the Air Canada Forces and auxiliary air forces, of which he is a director.

JOHN G. PORTER, formerly with the General Electric Co. publicity department, has been appointed in charge of all sales promotion activities of the transmitter and electronic tube divisions of the radio, television and electronics department.

CLARENCE G. COSBY, commer-
cial manager of KOKO, St. Louis, has been returned to his old job after conferring with West Coast agencies.

JEROME B. HARRISON, salesman for NBC of York, has been named chairman of the advertising division committee of the Young Men's Board of Trade of New York.

PRODUCTION STAFF REALIGNED BY NBC

In a realignment of the NBC production staff, which has been announced recently [Broadcasting, Nov. 2], Mel Ferrer has been appointed to replace William Wilgus, production director, who has resigned to join a Government agency. Former stage manager and actor, Ferrer has lately been writing and producing radio programs on the West Coast. James Haynes, another NBC director, has joined the WTVI as assistant studio manager. Gordon Whyte, who substituted for Lester Shug, while the latter was away for a month of absence, will be retained as a permanent member of the production staff. Vail returns this week.

Other changes include the promotion of Elizabeth Shay, formerly secretary to personnel and auditions, to night administrative assistant, and the advancement of Alberta Hackett to day administrative assistant, replacing Sue Foster, resigned. Winifred Law takes over Miss Foster's duties for the time being. Cartoonist H. P. Rude, daughter of James L. Kilgallen of INS, and sister of Dorothy Kilgallen, columnist for the New York Journal-American. Louis Walsh assumes Miss Hackett's work, with Marie Brehart as her assistant.

MCA Coast Depletion

With Walter Johnson, West Coast radio manager of Music Corp. of America, assuming his Marine lieutenant's commission at the end of that department in the Army, drain on manpower through draft and enlistments has been heavy to personnel of the talent service. Others already on draft lists are: Tommy Shull, Dale Noe, Wally Carr, Larrie Bailey, Col. staff are Harry Taitelman, Lewis Green, Art Winston, Amory Eckley, the Sherman Brothers, Robert Turner and Reul Freeman.
REACHES
the cream of your sales potentials

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CBS BASIC

5,000 WATTS

DAY & NIGHT

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Not'1 Sales Representatives

in Baltimore

CONSISTENTLY

REACHES &

INFLUENCES

Don FORGES, formerly Hollywood
newscaster on the nightly Pacific NBC
Ritchfield Reports, sponsored by Rich
tfield Oil Co., now in the Army
Signal Corps, is stationed in Seattle
with the engineering division of the
Alaska Communication System.

ROB STERNBERG,
newman of KKNV, Shemashoa, L.A.,
recently mar-
ried Alberta M. Jensen of Esther-
ville, Ia. Al Sraa, production man of
KKNV, recently became father of
a girl, born Oct. 6.

EMA LOU BIRELINE, formerly a
newspaper reporter, has joined the
staff of KBBF, Nashville.

TED TAYLOR, announcer of WDFD,
Flint, Mich., has enlisted in the Army
as an airman.

LILIAN GOLDEN formerly of
WMAA, New York, has been named
publicity director of WBIR, Brook-
lyn.

JOHN C. SCHRAMM, assistant
manager of the public service division
of the WR Co., has been transferred to
the production staff where he serves
as a producer-director, effective Nov.
16. Ed Carroll, BLUE production
man, joined the Coast Guard the same
day.

JOSEPHINE WETZLER, formerly
in charge of women's programs at
WIBC, Peoria, has joined WJWC,
Chicago.

ART FORD, formerly of WOY, New
York, has joined the staff of WBNY,
New York, as publicity director.

LEN STERNLING, announcer of
WOR, New York, is father of a boy,
born Oct. 21. Virginia Cornish, of the
WOR publicity department, resigned
Nov. 13 to join the staff of Moderni-
zelite Radio.

FRANK BINGHAM, Hollywood
announcer on the weekly NBC Great
Glitterland, sponsored by Kraft
Cheese, has joined the Army Signal
Corps Reserve. Ken Carpenter has
assumed his duties.

HAL STYLES, Hollywood commenta-
tor featured on the daily Face the
Facts on KFWB, that city, and
Leoure C. Green, his secretary, were
married Nov. 9.

ROBERT GREENE, former an-
nouncer of KQIN, Portland, Ore.,
has joined KROW, Oakland, Calif.

LOU LONDON, program director of
WPEN, Philadelphia, has been named
publicity chairman of the newly-ori-
gined Neighbor to Neighbor Bond
Committee in Philadelphia under the
auspices of the Treasury's war bond
mills office.

LYLE BURT, announcer of KOMO-
KJR, Seattle, has enlisted in the Navy
and is currently stationed at Brem-
erton Wash. Alice McLean has re-
joined the station after several years
abroad and Joel Ramon has joined the
accounting department.

The ALABAMA TRIO

Complete Coverage Of A Great Market
And
10% Saving

In buying radio coverage—just as in war production work—you
need the right combination—"tools" to get the job done. The
same can be said for your radio market. It is the ALABAMA TRIO.
These three stations blanket the entire state and parts of six others.
Look into the big savings offered by this right combination—10%, to be exact!

WSGN BIRMINGHAM WSFA MONTGOMERY WALA

Mobile Rep by Headley-Reed Co.
LEITH STEVENS, musical director of NBC Hollywood, after completing two more broadcasts of the weekly NBC Abbott & Dawson Show, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), will be assigned an overseas post with the Office of War Information. Stevens may lend OWI radio division in Australia. It was reported.

JACK MATHER, Hollywood announcer, has been assigned to the weekly NBC Transcribed Radio Lou Show, sponsored by Lever Bros. (Swan soap). He replaces Frank Graham.

DOROTHY PARKER Column

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Orchids for All
ORCHIDS will be air expressed from Hollywood to mothers of all soldiers, sailors and marines attending the Christmas morning broadcast of the BLUE Breakfast at Sardi's cooperative sponsored half-hour program. Servicemen will be special guests that morning of Tom Breneman, m.c. featured on that six-weekly show, with party being financed by contributions of the regularly attending guests.

MINNEAPOLIS
ST. PAUL

FRANK SILVERNAIL
EARLY experience in the talent end of radio has given Frank Silvernail, timebuyer of Young & Rubican, New York, a special advantage in buying time for his accounts—a behind-the-scenes insight built up when, with Norman Clark, he was part of the South Sea Islanders program on WEAF, New York, in the station's early days.

His entrance into the entertainment world was preceded by the position of assistant national sales promotion manager for General Outdoor Advertising in New York, as well as several years in sales for various companies and a year of banking. Born in Rochester, N. Y., Frank is a graduate of the U. of Rochester and spent two years in the Army during World War I as a first lieutenant of infantry in the 78th Division, one year in France.

1929, after four years as scheduled talent on WEAF, he became merchandising counsel of NBC, staying with the infant network until 1932 when he rejoined the advertising department of J. C. Penney Co. in the New York office. This merchandising and general advertising background led again to the radio field, to which Frank seems to have been irresistibly drawn at various stages in his career. He joined Stephen Slesinger in New York, promoting that company's NEA radio program service.

Frank entered the timebuying field in 1938 when he joined Pedlar & Ryan, buying time at that agency for Chipso and Camay, both Procter & Gamble Co. products extensively promoted by radio; Lady Esther Co. (cosmetics); Vitalis, a Bristol-Myers Co. product.

Since April, 1941, at Young & Rubican, Frank has handled Gulf Oil Co. network and Gulfspary spot radio, Postum and La France-Satin a daytime radio for General Foods. He now handles the Keen Smith Speaks program on CBS for Swan Noodle and Calumet, General Foods products; spot radio for Iglehart Bros. Swannsond Family Flour and Birdseye Frosted Foods; all radio for the various Grape-Nuts products; the BLUE program Duffy's Tavern for Mint-Rub and Sal Hepatica; the NBC Eddie Cantor show for Ipana and Sal Hepatica; and spot campaigns for those same Bristol-Myers products.

Married to the former Ruth Drew of Wilton, Me., Frank has a 13-year-old son, John.

Carrier and Gray Named To Standard Oil Posts
IN A GROUP of personnel changes in its advertising department, Standard Oil Co. of New Jersey, New York, announced last week that Vernon G. Carr has been appointed assistant to J. A. Miller, advertising manager, to handle administration and distribution.

Robert M. Gray has been named assistant to Miller in charge of creative work, production and media. Barry F. Meglaughlin was placed in charge of the company's publications, as well as all sales department publicity; Donald O'Brien, L. A. Phillips has been named editor of the Esso Reporter, and E. F. Phillips has been named editor of the Esso Marketer and the Esso Dealer.

HAROLD WAGNER, formerly advertising manager of Deep Rock Oil Co., Chicago, has joined the Local Loan Corp., Chicago, as advertising manager. Company, which has 44 branches in principal cities, is using radio primarily in New York, Chicago and on the West Coast, placed direct.
Agencies

HENRY O. PATTISON Jr., formerly in charge of creative work for various accounts of J. Walter Thomp- son Co., New York, has been for the last ten years, joins the copy department of Benton & Bowles Nov. 16. A graduate of the Massachusetts Institute of Technology, Pattison was at one time technical editor of Aviation Magazine and has managed an agency of his own.

HERBERT SANFORD, assistant in charge of radio in the radio department of N. W. Ayer & Son, New York, is leaving in December to become a lieutenant in the aviation branch of the Navy. No replacement has been named as yet by the agency.

CURT PETERSON, radio director of Marschalk & Pratt, New York, has been called up for induction by the Army on Nov. 17.

BURKE HERRICK, radio director of Leo Burnett Co., Chicago, has returned after an absence of six weeks due to illness.

RALF M. SPANKLER, head of General Adv. Agency, Hollywood, recently joined the Coast Guard as yeoman first class with the rank of recruiting at Long Beach, Cal.

ROBERT M. HIXSON, executive of Hixson-O’Donnell Adv., Los Angeles, has left for his home in Chicago and Washington where he conferred on winter advertising plans.

BURTON DURKEE, account executive of Botaford, Constantine & Gardner, Portland, Ore., recently was elected president of the Advertising Federation of Portland. H. E. Short, executive of Short & Baum Adv., that city, is secretary-treasurer.

WILLIAM BLEES has been transferred from New York to Hollywood as Young & Rubicam executive on the Consolidated Aircraft account.

ESTY STOWELL, business manager of the radio department of Benton & Bowles, New York, and with the agency since 1926, has been named to the Marine Corps Reserves with a lieutenant in the engineering corps. Walter Craig, who joined the agency Nov. 1, having recently resigned as program director for ARCO, New York, has taken over Stowell’s duties.

HENRY BELLEWELL has left the publicity department of N. W. Ayer & Son, Philadelphia, to join the staff of the Philadelphia Record.

MELVILLE H. SMITH Jr., former account executive of N. W. Ayer & Son, Philadelphia, has resigned as assistant advertising manager of White Labs, Newark, returning to the agency field with James G. Lamb Adv. Agency, Philadelphia.

H. W. VOELLER, owner of Pan-American Enterprises, Hollywood, agency booking radio programs and talent for South America, has been inducted into the Army. His associate, William T. Mulech, has assumed management of the agency.

SAMUEL BRODEN, formerly of the production staff of Pettengil & Fenton, New York, has joined Jasper, Lynch & CO. New York, as production manager. Murriel L. Spander has been named publicity director.

HELENE BURTON, New York commercial writer of Young & Rubicam, has been transferred to that agency’s Hollywood offices to collaborate with Al. Scalpone on West Coast produced network shows.

H. W. KASTOR & SONS has moved its Los Angeles offices to 10214 Cheviot Drive, that city.

ROBERT H. KOLLIN, Los Angeles manager of Knollin Adv. Agency, has been named to the Army. His father, James C. Kollin, who heads the organization, will divide his time between San Francisco headquarters and the Los Angeles office.

CARLETON H. SIECK, formerly radio director of H. Charles Sieck Inc., Los Angeles, is now in Army officers training school.

JOSEPH LEWELLEN, account executive of H. Charles Sieck Inc., Los Angeles agency, has been inducted into the Army.

WHILA WILSON, formerly of Benton & Bowles, Hollywood, has been appointed Ward Wheelock Co., that city, as Hollywood representative. She replaces Mary Garvin.

JULES BUNDGUS, West Coast publicity director of Benton & Bowles, Hollywood, has resigned to join the Navy as yeoman.

MICHAEL TARMAN, in the radio department of Feldman-Blum Corp., Beverly Hills (Cal.) talent agency, has been inducted into the Army.

VINTON HALL, account executive of McCann-Erickson, Los Angeles, has been appointed in the Navy to rank of lieutenant (j.g.).

TOM D. SCHOLTS, radio director of Scholta Adv. Service, Los Angeles, has joined the Merchant Marine as radio operator. His agency duties have been turned over to Fred Montgomery.

BYRON BROWN and Ed Farms, account executives of West-Marcus Inc., Los Angeles agency, have both married. The former is now married to Gunda, and the latter to Nettie.

MEL SMITH, Los Angeles manager of Robert Smith Adv. Agency, having joined the Navy as lieutenant (j.g.), the office has been discontinued for the duration.

W. AUSTIN CAMPBELL, having been inducted into the Army, has discontinued his Los Angeles agency for the war duration.

H. C. McCOLLUM Jr., has been appointed space buyer at Benton & Bowles Inc., replacing Bronson Tweedy, now an ensign in the Navy.

ALEXANDER CHARLES, formerly of WINX, Washington, has been appointed executive of Benton & Bowles Adv. Agency of that city, as timebuyer.

DON BELDING, executive vice-president of Lord & Thomas, has returned to his Los Angeles headquarters after conferences in Chicago and New York.

HARRY JORDON, formerly of State Street Adv. Agency, Chicago, has joined Schwebil & Scott as account executive. David Lewis, formerly of Harry Atkinson Inc., Chicago, has joined the copywriting staff.

Seeds Promotes Guedel

JOHN GUEDELM, writer and producer of People Are Funny, sponsored by NBC by Brown & Williamson Tobacco Corp., Louisville, has been appointed vice-president of the Russell M. Seeds Co. in charge of all Pacific Coast operations. Mr. Guedel, formerly vice-president and radio director of the Dan B. Miner Co., Los Angeles, joined the Seeds agency last April. He will supervise production of the Seeds network programs out of Hollywood sponsored by Brown & Williamson: Red Shelton and Co. (Raleigh cigarettes), Tommy Dorsey (Raleigh and tobaccos), People Are Funny (Wings) on NBC; Dick Joy and the News (Avalon cigarettes) on CBS Pacific.

Twin City Merger

CONSOLIDATION of D. S. Mans- ton & Associates, and the Gold Adv. Agency, Minneapolis agencies, into the firm of Manson-Gold Agency, has been announced. The Manson agency had specialized in radio, and the Gold agency in newspaper, outdoor and transportation advertising. JEAN Hadley has been appointed radio director.

C. H. WOLFE, for the last two years advertising manager of Pabst Sales Corp., Chicago, on Dec. 1 will join the Bow Co., New York as executive on the Proctor & Gamble account. Before joining Pabst, Mr. Wolfe was sales promotion manager of Sterling H. Barron, Chicago, and of Rafton-Purina Co., St. Louis.

Broadcasters!

LET YOUR AUDIENCES HEAR

STARCIGHT SONATA

the most unforgettable melody since "My Sister and I!"

Lyrics by Helen Bliss
Music by Henry Manners

and

AMERICA'S VICTORY SHOUT

HALLELU!

(Judgment Day is Comin')

to be featured by Judy Canova in her forthcoming
Republic picture "Chatterbox"

Words and music by Paul J. Winkoop

Both songs have been arranged for orchestra by JACK MASON

BROADCAST MUSIC, INC.

580 Fifth Ave.
New York City

November 16, 1942 • Page 41
DEMOCRATIC NEWSMAN was assigned the job of reporting on the Cooperative Election Switch at WCPO. The newsman, together with his partner, worked on the broadcasts, covering the area where the switch was taking place. The job required them to stay in the Louisville area, attending various events and covering the news as it unfolded.

Throughout the day, the newsman worked on various tasks, from preparing the scripts to live coverage of the switch. He also had to coordinate with the station's staff to ensure the smooth running of the show. The newsman had to deal with unexpected situations, such as technical issues, and had to think on his feet to adapt to the situation.

In the evenings, the newsman continued to work on the show, analyzing the data and preparing for the next day. He had to ensure that the content was accurate and that the voice was clear and concise.

Overall, the job was demanding and required a high level of attention to detail. The newsman had to work under pressure, but he was able to deliver high-quality news coverage that was appreciated by the audience.
Flying High

DRAMATIZING combat experiences of the Army Air Forces, a new weekly all-soldier program, titled Wings to Victory, was inaugurated on BLUE Nov. 5, 10:15-10:45 p.m. (EWT) with West Coast transcribed repeat, 8:30-9 p.m. (PWT). Originating from the Santa Ana (Calif.) West Coast Air Forces Training Center, and Government endorsed, the program is written by Capt. Frederick Hazlett Brennan and narrated by Capt. Mel Ruick. Lt. Robert B. Sinclair and Bob Moss, producer of the BLUE Hollywood, are co-producers with Capt. Eddie Dunsteder as musical director.

**OCD Audiences**

CIVIL DEFENSE workers provide audience and participants alike for the True or False broadcast Dec. 14 on BLUE. Arranged by J. Walter Thompson Co. in cooperation with District of Columbia defense officials, the plan is being considered by other sponsors of quiz programs. Civil defense officials point out that the volunteers are civic-minded community leaders and provide a good audience and good competitors, besides getting a bit of reward for their defense activities.

**School's War Effort**

PRACTICAL education in concrete action is the underlying theme of educational series, Schools at War, on WBIG, Greensboro, N. C., in which some 200 elementary and high school children will participate. Programs, which will give Tar Heel listeners a weekly glimpse into all phases of children's promotion of war effort, are under the supervision of Miss Aleph Cason, radio chairman for the public schools.

**Radio Itself**

BELIEVING that most listeners, though intensely interested in radio, have small knowledge of the production machinery required for broadcasting, Ed Randall, author of Let's Be Friends, twice-weekly series on WCCO, Minneapolis, without technicalities describes in detail the operation of his own program and tells in a spontaneous running account about the types of commercials, types of programs and types of broadcasting systems.

**EDNA WHITTINGTON**

ENTERING radio as a receptionist with WIP, Philadelphia, in January, 1936, Edna Whittington has since become a versatile radio woman putting in her links in every department where the station employs women. "Dick," as she is pleasantly hailed by her associates, now finds her place in the organization as chief continuity writer and editor of 6,500 records and twice that number of transcriptions.

One of her first program ideas to be broadcast by the station, sponsored by Gimbel Bros., Philadelphia, was a series of daily interviews with store and department heads throughout its anniversary sales.

Before radio, she was a successful model appearing in magazine advertisements throughout the country as well as in demand for a fashion model. Born in New York City of English-Irish parents, her schooling consisted of the Convent of the Sacred Heart, Wilmington, Del., and Freehold High School, Morristown, N. J. Subsequently she attended the Philadelphia School of Design for Women.

Currently, she writes copy for WIP sustaining musical programs, several of which are carried by MBS as Quaker City Servitude, Frazetto Pravities, Musical Nightcap, Mood Indigo, and Cocktails for Two. Her ambition—to handle production and televise ballet when WIP gets its eyes.

**CAB Music Leaders**

LEADING in audience ratings for half-hour, all-musical programs, as measured by the Cooperative Analysis of Broadcasting for October is Phil Spitalny's Hour of Charm, with an 11.5 day part rating and a coincidental rating of 11.7, placing it ahead of Manhattan Round, which had the same day part figure, but a lower coincidental of 10.7. The Album of Familiar Music follows with 11.3, succeeded by The Voice of Firestone, with 9.05. CAB ratings of other programs in this category are: Prudential Hour, 8.8; Andre Kostelanes' Pause That Refreshes, 8.6; Cities Service Concertos, 7.9; and Telephone Hour, 7.4.
TWIN 60-foot television towers in the Maryland countryside just outside of Washington, where the late C. Francis Jenkins, pioneer radio inventor, launched experiments in television, were torn down last week for metal scrap.

Elmer Diddler's Doings:

WHCU's Central New York Market Means R-E-S-U-L-T-S To:

Like Good Company?

WHCU's Central New York Market 

Means R-E-S-U-L-T-S To:

International Harvester Co.
Park & Pollard Co.
Portland Cement Assn.
The F. E. Myers & Bros. Co.
Salisbury Sales Corp.

AND MANY MORE

HERE'S YOUR INVITATION TO BETTER BUSINESS

WHCU
Ithaca, N. Y.
CBS
870 Kilocycles
warning that meticulous care should be given oxide coated and thoriated tungsten filament tubes. It advises applying plate voltage gradually to prevent impairing the emission of these tubes. High plate voltage may cause overloads which cause tube elements to release gas and thus destroy the emission efficiency, the FCC warns.

The manual also points out that after long use, metal parts may become brittle, and severe shocks may damage tubes. Along the same line, it recommends that filaments be kept lighted to eliminate the shock from alternate heating and cooling of the elements. When the tube extends an hour or more the filaments should be extinguished, however.

The manual discusses in detail the construction and care of all types of tubes, giving hints for prolonging their use. Included also is advice about storage space for tubes and the reactivation of thoriated and oxide tubes that have been damaged throughoverloading.

Though no details of the book on wartime station management may be published, the instructions distributed by the FCC cover precautions to be taken against sabotage, hints about personnel protection, advice about what to do in case of bombing or shell fire, fire fighting, how to protect the primary power supply, alternate studio setups, auxiliary transmitters and antenna, emergency repair parts and supplies, and, finally, direct war functions of radio.

Charles A. McMahon

Charles A. McMahon, 63, for 22 years editor of Catholic Action, national organ of the Catholic Welfare Conference, died in Washington Nov. 8. He was active in the radio field and for more than 10 years was a member of the executive board of the Catholic Hour, broadcast on NBC each week under the sponsorship of the National Council of Catholic Men.

Tin Restriction

USE of tin for radio and radar equipment, when it is for the account of the armed forces, and where it is required by specifications, is exempt from the restrictive provisions of Tin Conservation Order M-43-g, according to an official interpretation issued Nov. 7 by the WPB Director General for Operations.

EARL BLAKESLEY has been promoted to chief engineer of KFNF, Shenandoah, Ia. First woman control operator, Freda Knolle, also doubles as announcer.

DENNIS R. DOUGHTY, radio engineer until 1938 when he took the job of running a bakery, has joined W3SPH, Philadelphia, FM adjunct of WFIL, as transmitter engineer. He served in the last war as a radio operator.

COLIN RITLEDGE, of the control staff of CHML, Hamilton, Ont., has joined the Royal Canadian Navy.

DEFOREST T. LAYTON, Jr., formerly of the engineering staffs of WTRY, Troy and WHYN, Holyoke, has joined WGAC, Augusta, Ga., as chief engineer, replacing Jack Jepson, who has joined the Army Signal Corps.

GEORGE L. MCCLANATHAN and Howard M. Zile, of the engineering staff of WATT, Chicago, have joined the Army Signal Corps.

J. KNOWLES, transmitter operator of CKY, Winnipeg, was recently married to Lillian Stevenson.

CLAUDE SNIDER, formerly chief operator of CKX, Brandon, Man., has been promoted to major in the Royal Canadian Artillery. Following a period of service overseas, he is now stationed in Canada.

FRED BARRY, technician of KOMOKZ, Seattle, last week won a scholarship for a two-year course at the Institute of Technology, where he will engage in research work.

O. HAROLD BREWER, chief engineer of WJZ, Hagerstown, Md., has entered the civilian pilot's training course at Scranton, Pa. Replacing him is George W. McIntire, formerly of Bell Telephone of Penna.

ROY ROBERTS, of the engineering staff of WSBC, Chicago, has resigned to join the Navy.

ROBERT L. HENDERSON, engineer of WRZ-WB2A, Boston-Springfield, has joined the Navy as a warrant officer and is now serving in the Caribbean area.

CBC Arctic Broadcasts

For Far North Resumed

FOR THE 22d consecutive year Canadians living in the Arctic and sub-Arctic regions will receive messages from friends and relatives throughout the long winter by radio. Started in 1921 as a Saturday night service by KDKA, Pittsburgh, the service has since been carried annually by Canadian stations.

For the ninth consecutive year the Canadian Broadcasting Corp. resumed the weekly Northern Messenger service Nov. 13, a service started by its predecessor, and before that by KDKA. This year, due to wartime restrictions and early shutdowns to save equipment, the service will not be carried by a national network, but goes on from CKY, Winnipeg, and CBK, Warron, Sask., after the day's regular broadcast activities; or from 11:30 p.m. (CWT). This year also messages are being recorded at Toronto, in English and at Montreal in French, then sent to CKY and CBK with all messages being checked at Ottawa first for wartime security reasons.
THE BUSINESS OF
BROADCASTING

WMAQ, Chicago
Swift & Co., Chicago (Silverleaf brand), 7 as weekly, 6 weeks, thru J. Walter Thompson Co., Chicago.
Continental Baking Corp., New York (Wonder bread), 5 as weekly, 4 weeks, thru Ted Bates Inc., N. Y.
Olon Rug Co., Chicago, 8 as weekly, 6 weeks, thru Franks, Eliott & Franks, Chicago.
Cheese-Grendel Co., Chicago (Dairy barberry sauce), 4 as weekly, 26 weeks, thru Ruthrauff & Rye, N. Y.
American Insurance Salvage Co., New York, 74 sa, thru Mc Cann Erickson, Chicago.
Orange Crush Co., Chicago (beverage), 6 as weekly, 50 weeks, thru Aubrey, Moore & Wallace, Chicago.
Musterole Co., Cleveland (proprietary), 7 as weekly, 28 weeks, thru Finlay, Wacey & Co., Chicago.
N. Y. Milk Foundation, Chicago (dealers association), 7 as weekly, 13 weeks, thru McCann Erickson, Chicago.
Fossils’ Milling Co., Liberyville, Ill., 117 ta, thru Campbell-Ewald, Chicago.
Lever Bros. Cambrige, 80 ta, 8 weeks, thru Rothsraff & Ryan, N. Y.
General Mills Inc., Minneapolis (Cheerio-Oats), 1 as weekly, thru Swartz & Co., Chicago.
Blackmond-Sackett-Humphre, Chicago.
C. A. Bragg Co., Cambridge (B-B cough drops), 32 sp, 16 weeks, thru Horton-Noyes Co., Providence.
Fruit & Vegetable Promotions (Long Island cauliflower), 8 as, 4 weeks, thru McCann Erickson, Chicago.
Peapod Co., Chicago (tooth brushes), 24 as, thru Lord & Thomas, Chicago.
N. Y. Milk Foundation Co., New York (Hindu and Almond Cream), 5 as, thru W. L. P. Co. thru Wespee, Wisconsin.
Chicago Industrial Undergarment Co., New York (Isomak), 8 as, thru Norman D. Waterf, Chicago.
Universal Picture Co., Inc., New York, 5 as, thru J. Walter Thompson, N. Y.
KFAC, Los Angeles
Beneficial Casualty Co., Los Angeles (life insurance), weekly sa, thru Stodel Adv., Los Angeles.

WBT, Charlotte
Yager Liniment Co., Baltimore, 38 as weekly, thru Harre-Masseyague, Durham, N. C.
Consolidated Drug Trade Prods., Chicago, 6 sp weekly, thru Benson & Dall Inc., Chicago.
Beaumont Labs, St. Louis (Dr. Bronne Quinine), 3 sa, thru W. Haus & Co., N. Y.
Wm. B. Bally & Co., New Orleans (coffee & tea), 5 sa weekly, thru W. Haus & Co., N. Y.
Pierce’s Medicine Inc., Buffalo, 6 as weekly, thru Duane Jones Co., N. Y.
National Toilet Paper, Paris, Tenn. (cosmetics), 5 as weekly, thru Roche, Williams & Cunnessham, Chicago.
Stardust Mfg. Co., New York (blouses), 1 as weekly, thru Norman D. Waters, N. Y.

WSFA, Spartanburg, S. C.
American Chicle Co., New York (Dentyn gum), 55 ta, thru Badger & Browning, Birmingham.
J. B. Mfg. Co., Atlanta (cold remedy), 100 ta, thru Harvey-Masseyague, Chicago.
Dr. W. B. Caldwell Inc, Monticello, Ill. (Native Sucrets), 100 ta, thru Marquet & Marquette, Chicago.
National Biscuit Co., Chicago, 234 ta, thru Frey Advertising, Atlanta.
Phinck Inc., Memphis (Dr. Joseph aspirin, Phinck nose drops), 500 tf, thru Lake-Spur-Shurman Inc., Memphis.

WROK, Rockford
Smith Bros., Poughkeepsie, N. Y. (cough drops), 5 as, thru J. D. Tancher & Co., N. Y.
Smith & Boyce Prophecy Inc. (Seventh Day Adventist Church Commission), 13 eq, thru J. D. Tancher & Co., N. Y.
Pharmaco Inc., Newark (Frenk-A-Mint), 52 sp, thru Wm. Esty & Co., N. Y.

WIND, Chicago
Enquirer Inc., Chicago (Coronet Magazine), 38 as, thru Schwinn & Son’s Co., Chicago.
The Chicago Daily News, Chicago, 6 as, direct.

Belgian Information Center, N. Y., 2 as weekly, 4 weeks, thru Albert Frank- Guestier Law Inc., N. Y.
Spiegel Inc., Chicago (mail order), 19 as weekly, 3 weeks, thru J. L. Stewart & Stewart, Chicago.
International Harvester Co., Chicago, 5 years, weekly, thru Mather & Wallace, Chicago.
United Press Inc., Boston, 4 sp, 1 week, thru Spot Broadcasting Co., N. Y.
Ohio Biscuit Co., Chicago, 12 weeks, thru Prems, Felters & Prems, Chicago.
Lever Brothers Co., Cambridge, Mass. (Rinso & Vumma), 7 weeks, thru Rogers & Smith, Chicago.
American Cranberry Exchange, New York, 9 as, thru BBDG, N. Y.

WLS, Chicago
Belgian Information Center, New York, 2 as weekly, 4 weeks, thru Albert Frank- Guestier Law Inc., N. Y.
Spiegel Inc., Chicago (mail order), 19 as weekly, 3 weeks, thru J. L. Stewart & Stewart, Chicago.

KFW, Shenandoah, Ia.
Wm. H. Wise & Co., New York (books), 1, thru Huber Herg & Sons, N. Y.

WHEB, Portsmouth, N. H.

Get a line on Z net.

AFFILIATES


WLS, Chicago
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WHEB, Portsmouth, N. H.

Get a line on Z net.

AFFILIATES


S. C.

Oregons’ highest power station.

Reps.—Joseph Hershers Mc Gillivr: 10,000 Watts, 150 Kc. Adv.

Adv.
WARD BAKING Co., New York, began sponsorship Nov. 9 of the program Tip-Top of the Morning, on WEM, Beech, Mass., 7:15 a.m. The program features Carl Moore and Ray Girardini, and is presented for promotion of Tip-Top Bread. Format of the show is strictly informal, consisting of songs by Moore and humorous patter. Jack Lawton announces. Agency is J. Walter Thompson Co., New York.

AMERICAN SCHOOL, Chicago, offering high school home study courses, has started sponsorship of weekly quarter-hour programs.\n
LITTLE CROW MILLING Co., Warsaw, Ind. (Coco Whiten) is sponsoring a quarter-hour juvenile program six times weekly on WLM, Chicago, featuring Jay Gould as "Uncle Jay."\n
O'KEEFE & MERRITTY Co., Los Angeles (gas spaces, appliances), is in a local institutional campaign which started Oct. 28, 21 weeks in using daily spot announcements on KHJ, in addition to a thrice-weekly quarter-hour newscast on KFL, Richard M. Atkinson Adv., Los Angeles, has the account.

BLUE BIRD POTATO CHIPS Inc., Oakwald, Ont., Montreal (Canadian products), is continuing its Northern California spot campaign in selected unreported renewal areas.

GROVE LABS., St. Louis (Bruno Quinile) has started sponsoring the five-weekly Day in Washington feature of the Don Lee Television Theatre on KTL, Los Angeles. Contract is for 52 weeks, having started Nov. 5. Handling broadcast is George Martin and Bill Haworth. Agency is Russell M. Special Co., Chicago.

THOMAS MARTINDALE Co., Philadelphia, returns to radio on WIP, Philadelphia, starting Nov. 9, in the interests of the Martindale food store. The firm will sponsor David V. Busch's The Voice of Courage Mondays through Fridays, 7:15 to 7:30 p.m., the program comprising inspirational talks and original poetry. The radio campaign has been set for 52 weeks, through Frank Wellman Agency, Philadelphia.

CAMPBELL CEREAL Co., Chicago (Malt-Meal) started a five-minute participation twice-weekly in the Five Bpm Marketers on KFRC, San Francisco. Agency is H. W. Koster & Sons, Chicago.

O'CONNOR, MOFFAT & Co., San Francisco (department store) recently renewed for 13 weeks Last Minute News with Connie Moffat, six times weekly on KFRC, San Francisco. Agency is Ruthmann & Ryan, San Francisco.

ROSEFIELD PACKING Corp., Alameda, Calif. (Skipp Starbucks) has started Skippy Hollywood Theater weekly transcription over half-hour spots in San Jose. Calif. Agency is Sidney Gar-Lindel Adv., San Francisco.

ALBERT S. MAZURS Co., San Francisco (jewelers) recently started for 52 weeks What Do You Think, with Art Linkletter, on KFRC, San Francisco. Placed direct.

BROADCASTING CO., 340 Madison Ave., New York, has sold the Chicago account to the new Lockheed & Vega Aircraft Corp., starring Orson Welles. CBM has leased a large red-white-and-blue folder on the story of American aviation, along with its usual program promotion envelope.

PROFESSIONAL SERIES
New England Optometrists
Combine Sponsorship
WEIM, Fitchburg, Mass., is presenting a transcribed series each Sunday titled The Marvel of Vision, produced by the Better Vision Institute. The program is unusual in that it is sponsored by a professional group. All optometrists in Fitchburg, Gardner, Leominster and Ashburnham join in the presentation.

The program is completely institutional, commercial time being used for two purposes: (1) To promote greater attention to care of the eyes. (2) To acquaint the public with the services of an optometrist as compared to similar practices. Names of individual contributors are not mentioned. They are referred to only as the optometrists of the cities participating. The program was sold by means of a meeting and audition, arranged by the station and attended by the entire group.

R. C. TREE FRUITS LTD., Vancouver (apples) has started spot announcements on a number of a number of Western Canadian stations. Account was placed by Canadian Advertising Agency Ltd., Kelowna, B. C.

REGENT KNITTING MILLS Ltd., Montreal (Anitizing wood) has started spot announcements for its logo knitting book on CKAC, Montreal. Account was placed by Stevenson & Scott Ltd., Montreal.

LONGINES-WITTNAUER Co. of Canada Ltd., Montreal (Longines Watches) has started Sunday half-hour transcribed programs on a number of Canadian stations. Account was placed by Russell T. Kelley Ltd., Montreal.

KERR BROTHERS Ltd., Toronto (candy) has started Saturday evening hour Swing Session on CKOC, Hamilton Ont. Account was placed by Ellis Adv. Co., Toronto.

Shreddies in Canada

Canadian Shredded Wheat Co., Ltd., Toronto (Shreddies) on Nov. 10 started the five-minute transcription Today's Adventure with Gordon Sinchter, Toronto newspaper-globe trotter, Monday thru Friday, on CKNH, Halifox; CHSJ, St. John; CBMCO, Charlottetown; FES.T., CFCF, Montreal; CFFL, London, Ont.; CKFO, Ottawa; CFBR, Toronto; CKY, Winnipeg; CKOK, Regina; CFQG, Saskatoon; CFAC, Calgary, Alta.; CFRN, Edmonton, Alta.; and CTHB, Vancouver. Account was placed by Cockfield Brown & Co., Ltd., Toronto.

Falls City Beer Using 10 Hours on One Outlet

Falls City Brewing Co., Louisville, through Anfenger Adv. Agency, St. Louis, has placed 10 hours of advertising weekly on WGKV, Charleston, Va. Set for a 52-week run, the campaign includes UP newscasts, sports and late evening dance sessions, Monday through Saturday.

Utilizing their consumer slogan, "In the Detroit Area at 800 kc.," the promotion was featured on the sports show. Ray Penner handles the late evening shift. Series is produced by Vernon Morello, radio director of Anfenger from the agency's St. Louis office.

Mc Cann Hour Sponsors

WITH THE addition of Planned Foods, New York, and Florida Citrus Exchange, Tampa, Fla., as sponsors of the Alfred W. McCann Pure Food Hour on WOR, New York, the five-week program now has a total of eight sponsors. Agency for Planned Foods, makers of Minute Rice, Paul Grant, is Blake Adv., New York, while W. W. WEEI, Boston, handles the Florida Citrus Exchange account.

TO PROMOTE the start Nov. 9 of the new Lockheed & Vega Aircraft Corp., starring Orson Welles, CBM has issued a large red-white-and-blue folder on the story of American aviation, along with its usual program promotion envelope.

Radio Advertisers

SEND FOR THIS BOOK TODAY!

You'll want it for Facts on the big Iowa market.

Here's a survey conducted by Dr. F. L. Whon, Univ. of Iowa, covering radio in all 99 counties in a series of audience surveys of the Iowa market. New facts and figures revealed on this billion-dollar market talk about virtually every-thing about Iowa listeners. Every executive should write for your free copy. But hurry.

Address Dept. RS, CENRAL BROADCASTING CO., Des Moines, lowa.
**Merchandising & Promotion**

**WLW Campaign—Children Mobilize—NBC Sales Booklet**

**Tin Can Ducats—BLUE Recipes**

**Yeast Recipes**

TYING IN with its three-weekly quarter-hour BLUE program, the Junior Guard of Connecticut's Northwestern Yeast Co., Chicago, has distributed to grocers, a display card designed to save time in filling grocery orders. Featuring photographs of an assortment of rolls and a loaf of bread with a slogan "Saves Time, Saves Money, Saves Waste," and containing copies of tested recipes, point-of-sale display can be placed near the cash registers to that shoppers may be reminded of the product. MacFarland, Aveyard & Co., Chicago, is agency.

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**Public Service Award**

**PRESENTATION of a plaque to Cunningham's Drug Stores, Detroit, in recognition of its News Ace broadcasts and their messages on behalf of the war effort, was made Nov. 25 by C. (Bill) Murray, president of the Adcraft Club of Detroit, to Nate S. Shapero, president of Cunningham's, at the 53d anniversary dinner of the drug store chain. Programs are heard on CKLW WCAR WWJ WXYZ.**

**Theatre Troupes**

**TO PROMOTE its daily 1/4-hour kids shows on KGO, San Francisco, Gil Patridge, sales promotion manager, has started a series of matinees in San Francisco and Oakland theatres. The shows feature KGO talent and other acts, cartoons and western films. A box top from the products advertised on the radio kid shows is a prerequisite for admission. Programs included in the promotion include Jack Armstrong for Wheaties; Don Winslow of the Navy for General Foods; Hop Harrigan for General Mills; Captain Midnight for Ovaltine; Red Ryder for Langendorf Bakers.**

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**Cards and Sigs**

**THE Radio Atlas stations, WJJD-WIND, Chicago-Gary, are preparing a promotional campaign with the placement of car cards on street cars, "L", and suburban trains and billboards in metropolitan Chicago and surrounding towns. Copy features the 24-hour news service of WIND and the musical programs on WJJD. Car cards were placed through Schwimmer & Stearns, Chicago, and billboards through Goodkind, Joice & Morgan, Chicago.**

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**Youth Features on WJZ**

**A CHILDREN's participation program inaugurated on WJZ, New York, features child contestants in a multiple-quiz type broadcast, with tongue-twister, number and word tests. An additional feature is a jingle contest for the best War Bond and Stamp tune. A boy m.c. and a drum major take part in each program, which also include interviews with the "Voices of the Week," for his outstanding contribution to the war effort.**

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**Persistence Wins**

**PRIOR to July, 1941, the two department stores of Davenport, Ia., were decidedly cool toward use of radio. During that month, however, Frank Gorman, new to radio, joined the WOC news staff, resolved to change that attitude. In October 1942, 15 months later, Parker's signed a 52-week contract for an early evening newspaper, seven days weekly. During the same month—and on the 12th call, Petersen's also signed for WOC's popular woman commentator, Mary Louise Marshall, to an exclusive contract for a daily program devoted to the war effort.**

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**WGAC—Newspaper Tieup**

**WGAC, Augusta, is running a series of quarter-page ads in the Sunday Augusta News, under the theme "Meet the Voice." A large picture of an announcer and description of his work appears. The ads are being run to county newspapers.**

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**Spots Talk**

**ADVERTISERS who have used WOR, New York, for spot announcements, are listed in a promotion piece titled "Speaking of Spots". Included are success stories and a comparison table of cost-per-1,000 homes for WOR and another leading metropolitan station.**

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**Wingo to Y & R**

**OTIS T. WINGO Jr., formerly Washington editor of Executives War Digest and Washington commentator for WMCA, New York, and the Atlantic Coast Network, has joined the public relations department of Young & Rubicam, New York. Another addition to the same division is Harold A. Smith, previously promotion manager of Liberty magazine.**

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**Promotes Noel Coward Film**

**MARTIN STARR, former radio producer and commentator of WMCA, New York, has joined United Artists Corp., New York, to handle radio promotion. His first assignment is Noel Coward's picture, as yet unreleased, "In Which We Serve." Promotion was launched last week with a quarter-hour musical and dramatic program on WINS, New York. Similar promotional tieins will be presented on other Hearst-owned stations and on the networks.**

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**THE 5000 WATT**

**Voice of the Tri-Cities**

**ROCK ISLAND—DAVENPORT—MOLINE**

"As many radio homes as Delaware, Nevada, New Mexico and Wyoming together."

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**WHBF**

**Affiliate: Rock Island ARGUS**

**Basic Mutual Network**

1270 KC FULL TIME
THE BBC TURNS TO WOMEN
Girl Engineers and Executives Are Efficient;
Women Comprise 20% of Staff

COMPLETE mobilization of men and women in Britain's all-out war has brought women in increasing numbers to highly important technical and executive positions in the BBC. They are replacing men as announcers, junior executives, producers, scriptwriters, monitors and have even invaded the most sacred masculine stronghold, the engineering department.

Before the war 7% of BBC's staff were women. The proportion at the beginning of 1942, according to the BBC publication London Calling, had risen to 25% and is still climbing. Every week more male staff members disappear into the armed services.

There are changes also in the age groups of women employed in BBC. Several years ago the majority of women employed in secretarial capacity was between the ages of 20 and 30. Recently it was found that the British Government has been calling these women into active service and their work is being done by young girls of 16 and 17, as well as older women who have come out of retirement to aid in the war effort.

Promotions are rapid. Secretaries become announcers, presentation assistants or scriptwriters. There is more opportunity than ever before for women to write radio plays, scripts, or plan and produce special features, and fresh talent is constantly discovered.

Women are trained for the skilled exacting tasks of the Monitoring Service and work side by side with the men. Control operators and assistants take the BBC Engineering Training School course—a month of theoretical study of principles of electricity, magnetism and so on, with two months of practical training in a specialized branch of the work.

Girls completing the course are sent to the posts men previously handled—bleak and lonely spots, often requiring long and late hours. They suffer the same hardships and their masculine co-workers report that they are as keen, efficient and reliable as the men they have replaced.

As these skilled women are called for Government service, new adjustments are made in BBC. The gags in the ranks are filled by new workers who have been groomed by BBC's constant and resourceful mobilization of human material.

Christmas Seal Drive
GROUP OF 12 well-known radio stars have contributed their services for quarter-hour and spot announcements for the 30th annual Christmas Seal campaign of the National Tuberculosis Assn., which starts Nov. 23. The NTA will distribute the discs through its local to stations throughout the country to use during the drive. Radio stars assisting include Kay Kyser, Jack Benny, Bob Hope, Erza Stone, Johnnie Raper, Jack J. Joy, Larry Ross, Rudy Vallee, Ted Husing, Raymond Gram Swing, Dinah Shore.

WING TABOR WESTMORE, character impersonator who was heard during the Twenties on WABC and WEAF, New York, has returned to the air on WABC, New York, with a weekly program titled the Gay Head Owners Society. Character sketches and stories are presented on the program, with Westmore as the sole actor.


THE SWEETS Co. of America, Hoboken, N. J. to Duane Jones Co., New York.


M. A. HANNA Co., Philadelphia (coal), to Gray & Rogers, Philadelphia.

SAPOLIN Co., New York (Millo-Lux brand), to Duane Jones Co., New York. Radio will probably be used.

CARTER PRODUCTS Co., New York, to J. Walter Thompson Co., New York, for new product, Superin Aspirin. One-minute spot announcements will be used, although no details have been released.

Wine Account

McKESSON & ROBBINS, New York (Liquor Division), is currently using radio for its Sandeman ports and sherries and Santa Alicia wines in selected markets through Ivey & Ellington, Philadelphia. The campaign consists of transmitted spot announcements on a varying basis on WMCA, New York, for the Sandeman brands, and on WMCA, Bridgeport, WNAC, Boston, and WEN, Providence, for Santa Alicia Wines.

INDIANA'S PROGRESSIVE RADIO STATION
WISH
Never Out-Promises
Always Out-Performs

That's why leading Local and National Spot advertisers prefer WISH for Results in the Indianapolis Market

Represented nationally by FREE & PETERS, Inc.

CAPITOL BROADCASTING CORP., INDIANAPOLIS, IND.

November 16, 1942 • Page 49
War Won’t Kill Advertising

(Continued from page 22)

The automobile and tire and rubber ads, the telephone ads, the millions of “plugs” via radio, newspaper and billboard for bond sales, for USO and other worthy war activities and organizations are beautifully illustrative of the worthy role advertising can play and is playing in the national emergency.

Post-War Period

And then there is the nebulous period of the peace. We all fervently look forward to peace and victory. If we are realistic, we also view this period-to-come with a certain amount of apprehension. I do not profess to know when or how it will come. And I have little confidence in any specific "blueprint" of the future. But I do know that this era-to-come is going to provide us with the most significant challenge of all time. Advertisers are going to have an amazing opportunity to "show their stuff.

The real problem of the future is to revamp our economy, replace the tools of war and the products of war with those of peace. That will, necessarily, involve the cleverest leadership we have ever been called on to produce the "—great depression" of the early '30's with a "piker" by comparison as we seek to replace 25-35 millions in peace-time pursuits, to make the great substitution of peace-time goods and services for those of wartime.

In this effort, the advertising man has a major role. His task will be that of selling sound and enduring POLICIES for the future. No one of us has sufficient foresight or wisdom to know specifically what will be the most intelligently “business and advertising policies of 1945?—or 7 or whenever it is that we are first given opportunity to exhibit again peace-time economic statesmanship. But the following may be suggestive of some worthwhile points of attack:

As advertising men why not seek to imbue in every way possible the price-makers in industry with the goal of price-reduction? Not quality-cutting or high-profit-per-unit production, but genuine, long-term market stimulus through passing on to the consumer every conceivable gain in technological progress, every economy in physical distribution? (Hasn’t the bane of our democratic capitalism and its chief nemesis always been recurring depression and inadequate purchasing power—a disease that has played into the hands of reformers and radicals the world over? Isn’t this the most practical way, far more than bread-lines and doles and so-called "unemployment insurance"? And isn’t it likely, if broadly practiced, to be far more profitable in the long run to have such a continuous broad market?)

Dangers Ahead

As financial advertising men, there's a tremendous challenge, the challenge to contribute to the restoration of the best parts of living, workable, democratic capitalism if it is not to emerge, to be sure; but it will be weakened by two sets of forces unless we are careful to nurse it and nurture it back to full health and vigor—wartime, governmental controls and the contest with national socialism, both of which, we shall probably find, have sapped it, made it anemic.

Financial advertising men can do a whale of a lot if they spread its message of powerful, unbeatable individualism, if it is connected with a broad social viewpoint, by insisting on such things as truth-in-securities, more honest men and more honest markets, full and more helpful information, equitable financing costs, fewer "take-outs," fair service charges.

Most of us, of course, have preached these things, but in the world of tomorrow more have got to get together with the public, the public (usually pretty fair and pretty discerning in the long run) will recognize them, not as claims or promises but as the real thing in action. In other words, it's the old, old, prescription but cast in a new role and so re-vitalized that it can't help winning if we prescribe it on a broad enough front.

WHAM KEEPS 'EM BUYING
IN 51,880 RETAIL OUTLETS

WHAM gives you intensive coverage of the buying areas surrounding Rochester's 4,745 retail outlets . . . of Monroe County, of all New York State, of WHAMLAND'S 51,880 OUTLETS. Here is the rich 41-county buying area where WHAM's clear channel, 50,000 watt sig-
CHOOSING SITES for a network of emergency communications stations should New Orleans be bombe are three of WWL's engineers, active in the War Emergency Radio Service, an auxiliary group to OCD. Gazing over the city are (l to r): Francis Jacob, president of Local 139, IBEW; Jefferson Davis Bloom, WWL chief engineer; Bobby Grevenberg, transmitter operator.

PROGRESS FOR AM IS SEEN BY EDDY

FREQUENCY modulation "is not nearly so important an advance as heretofore believed, for the core of the problem lies in radio receivers," according to Lt. William Eddy, USN, speaking before a recent meeting of the Chicago Radio Management Club.

"On the contrary the core of the problem lies in the radio receivers, and once manufacturere sets capable of receiving on a wider range, standard AM broadcasting will sound practically on a par with FM," he said.

Lt. Eddy indicated that advances made by the Army and Navy radio divisions would shed new light on the post-war future of broadcasting, television and ultra-high frequency transmission. "The techniques already in actual use in the armed services undoubtedly will be utilized in commercial radio after the war," he added.

"Not only are we developing equipment, but we are also training the men to handle it—men who will be available for commercial radio as soon as the war is over," Lt. Eddy, inventor and pioneer in television, formerly in charge of Balaban & Katz television station WXYZ, Chicago, was recently recalled to active duty to take charge of the B & K Navy Radar School, run in conjunction with the television station.

The meeting was presided over by Buckingham Gunn, radio director of the Chicago office of J. Walter Thompson Co., who was elected president of the club, succeeding Earl G. Thomas, formerly radio director of the Chicago office of McCann-Erickson, who was recently commissioned a captain in the Army.

BILL HENRY, Hollywood commentator featured on NBC by the Way sponsored by American Chicle Co. (Dentyne gum), returning from his South Pacific war correspondent assignment, has resumed that four-weekly quarter-hour series on Pacific Coast stations.

The Other Fellow’s Viewpoint

Small Station’s Plea
EDITOR, BROADCASTING:

Let me say that I think the 13th District meeting at Dallas last week was very helpful to every broadcaster who attended. However, those who should have attended were the smaller stations—I imagine that they did not come because of lack of time, manpower or finance.

One of those questions that I think these smaller stations would have wanted discussed more fully was that brought up by Joe Carri- gan of KWFT, Wichita Falls, to wit: “The Government is spending money to advertise for the Army, etc. in the papers—why shouldn’t they do the same thing in radio.”

I noticed that the attitude of the bigger stations seemed to be that even if the Government were willing to pay for such radio advertising that they still would be willing to run it gratis. This is something I don’t quite understand. Radio is doing plenty in the war effort, but the smaller stations can’t continue to do so if they don’t get revenue in some form.

I call your attention to the article “War Lament of the Puzzled Locals”, page 20, Nov. 2, BROADCASTING and to the editorial in the same issue, “Death and the Papers.” Newspapers get the money at every chance. Our local editor-publisher, Col. Carl Estes, once said to our organization “You boys have the good-will but I get the revenue.” They pushed special pages and all of that sort down the merchants mouths and they got the money—we got the good will. It is time now that we must have a certain amount of money or we won’t even be able to provide the good will facilities.

JAMES L. CURTIS, KFBO, Longview, Tex. Nov. 8, 1942

Discs for Alaska

TO HELP entertain servicemen stationed in Alaska, the Don Lee Network has shipped 91 discs totaling 22 hours of transcribed MBS programs to that country. West Coast program librarians checked over 1,200 transcriptions before making the final selections.

PAUL SULLIVAN, former CBS commentator now with WMCA, New York, has started a five-weekly news period on the latter station.

KSTP
50,000 WATTS CLEAR CHANNEL
Exclusive NBC Outlet
MINNEAPOLIS • SAINT PAUL
Represented Nationally by Edw. Petry Co.

BROADCASTING • Broadcast Advertising

November 16, 1942 • Page 51
Radio Stars Likely To Give Up Movies
Wage Limitation Forces Choice Between Screen, Air Careers

MAJORITY of radio talent now engaged in both radio and screen activities will probably confine themselves almost exclusively to radio when the $25,000 salary limitation goes into effect Jan. 1, 1943. Hollywood advertising agency executives indicated last week.

The choice of medium will rest squarely on the merits of both fields in a star’s personal popularity, the agency people pointed out, but general opinion is that radio people will follow the example of Jack Benny, who has already indicated that he will give up the movies.

Agencies predict, however, that network programs using guest talent, will have to focus attention on secondary feature players, those rating $500 for a single performance. Movie stars whose 15% charity allowance but not been used up may do radio work provided the money is turned over to some philanthropy, such as the Hollywood Canteen or Motion Picture Relief Fund.

Some of the predominately radio people with additional motion picture activities who are affected are Jim and Marion Jordan (Fibber McGee & Molly), George Burns and Gracie Allen, Jean Hersholt, Eddie Cantor, Hal Peary (Great Gildersleeve), Bob Burns, Arthur Lake and Penny Singleton (Dagwood and Blondie Bumstead), Irene Rich, Bing Crosby, Bob Hope, Red Skelton, Bud Abbott and Lou Costello.

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Official Wage and Hour Definitions
Under Fair Labor Standards Act of 1938, Sec. 13(a)(1) (See story on page 18)

REGULATIONS
Section 451.1—Executive

The term “employee employed in a bona fide executive * * * capacity” in section 13(a)(1) of the act shall mean any employee—

(A) whose primary duty consists of the management of the establishment in which he is employed or of a department or subdivision thereof, and who customarily and regularly directs the work of other employees therein, and

(B) who has the authority to hire or fire other employees or whose suggestions and recommendations as to the hiring or firing and as to the advancement and promotion or any other change of status of other employees will be given particular weight, and

(C) who customarily and regularly exercises discretionary powers, and

(D) who is compensated for his services on a salary or fee basis at not less than $100 per week (exclusive of board, lodging, or other facilities), and

(E) whose hours of work of the same nature as that performed by nonexempt employees do not exceed 20 percent of the number of hours worked in the workweek by the nonexempt employees under his direction; provided that this subsection (F) shall not apply in the case of an employee who is in sole charge of an independent establishment or a physically separated branch establishment.

Section 451.2—Administrative

The term “employee employed in a bona fide administrative * * * capacity” in section 13(a)(1) of the act shall mean any employee who is—

(A) who is compensated for his services on a salary or fee basis at a rate of not less than $100 per week (exclusive of board lodging, or other facilities), and

(B) (1) who regularly and directly assists an employee employed in a bona fide executive capacity (as such terms are defined in these regulations, when such assistance is nonmanual in nature and requires the exercise of discretion in the exercise of independent judgment; or

(2) who performs under only general supervision, responsible nonmanual office or field work, directly related to management policies or general business operations, and who customarily and regularly exercises discretionary powers, and

(C) whose hours of work of the same nature as that performed by nonexempt employees do not exceed 20 percent of the hours worked in the workweek by the nonexempt employees; provided that where such nonprofessional work is an essential part of the employee’s job, the employee is customarily and incidentally engaged in work of a professional nature, such essential and incidental work shall not be counted as nonexempt work; and

(D) who is engaged in—

(1) any work which is predominantly intellectual and varied in character as opposed to routine mental, manual, mechanical, or physical work; and

(2) the consistent exercise of discretion and judgment in its performance.

Section 451.3—Professional

The term “employee employed in a bona fide professional * * * capacity” in section 13(a)(1) of the act shall mean any employee who is—

(A) engaged in work—

(1) principally intellectual and varied in character as opposed to routine mental, manual, mechanical, or physical work; and

(2) requiring the consistent exercise of discretion and judgment in its performance.

(B) who has the authority to hire or fire other employees or whose suggestions and recommendations as to the hiring or firing and as to the advancement and promotion or any other change of status of other employees will be given particular weight, and

(C) who customarily and regularly exercises discretionary powers, and

(D) who is compensated for his services on a salary or fee basis at a rate of not less than $100 per week (exclusive of board, lodging, or other facilities); provided that the subsection (B) shall not apply in the case of an employee who is the holder of a valid license or certificate permitting the practice of law or medicine or any of their branches and who is actually engaged in the practice thereof.
PET MILK, along with KMDX, St. Louis, and Gardner Adv. Co., fetes Mary Lee Taylor, starting her tenth successive year on CBS with a twice-a-week daytime program of household hints. Around the table are: (1 to r) Wendell B. Campbell, general sales manager of KMOX; Mrs. W. E. Baer, editor of KMOX; Mrs. Ernie Proetz, executive vice-president and account executive of Pet Milk account; E. A. Schulenburg, secretary and media director of Gardner Ad agency; Jack L. Van Volkenburg, assistant manager of WBBM, Chicago; William T. Nardin, general manager of Pet Milk Corp.; C. J. Hibbard, advertising manager of Pet Milk; Gordon Ellis, announcer; Miss Taylor; Arthur Casey, director of public relations for KMOX.

Edna May Oliver

EDNA MAY OLIVER, 59, noted motion picture character actress, who starred early this summer in The Remarkable Miss Tattle sponsored by NBC for Lucky Strike, has been announced, effective immediately, including additional dramatic and educational programs, newscasts and broadcasts every hour on the half-hour, and three hours of additional air time per day.

New Features Scheduled

In Met Opera Programs

INNOVATION in the BLUE broadcasts of the Metropolitan Opera Co. 1942-43 season will be intermission features, keyed to the fact that the entire series is to be dedicated to the United Nations. One intermission period in each week will be devoted to an "Opera War Victory Party," bringing the radio audience talks from opera stars and leading nationals of our allies. The "Opera Forum Quiz," will occupy another intermission period, with Olin Downes, Robert Lawrence and Dr. Sigmund Spaeth, music critics, featured. News and anecdotes about the opera world will be presented in an additional program, when there is a third intermission. Title will be The Metropolitan Opera Column of the Air. The series opens Nov. 25, under the sponsorship of The Texas Co., New York, producers of Texaco. Agency is Buchanan & Co., New York.

Advertisers Mustered for War

(Continued from page 10)

tempts to get from the interested Government agencies a picture of the message they want presented to the public. Then the objectives are stated—what they want to do and what they want the people to do. Third, the advertising approach, the techniques to be used, are outlined.

Next, a copy platform is set up as a basis for what they are going to tell the people. At this stage the plan is mimeographed and distributed to the OWI media chiefs, the interested Government agencies and anyone else concerned, and a conference is held for a general discussion. Finally, the media men go to work, priorities are established, facilities allocated, and the advertising goes out.

He outlined a few of the 64 Government campaigns, including transportation conservation, which comprises voluntary tire conservation, national mileage rationing plan, bus and rail travel conservation, consumer deliveries conservation, truck conservation plan, car pooling, salvage, including scrap metal, rubber, rags, paper, fats, etc.; Treasury War Bond and Stamp sales drive; anti-inflation campaign, interpreting price control to public and trades and teaching anti- hoarding; rationing campaign, including fuel oil, gasoline, sugar, coffee, meat; conservation, with the campaigns for household equipment, foods, clothing, homes, etc.; manpower problem, very serious at the moment and requiring localized treatment; nutrition; war information, involving 16 Government agencies; recruiting, for the armed forces; OCD, recruiting and education.

Following these talks there was an off-the-record question and answer session, with William B. Lewis, OWI radio chief, and H. Andrew Dudley, deputy director of the Bureau of Campaigns, assisting Mr. Cowles and Mr. Dyke in explaining OWI operations to the advertisers.

British Experiences

The necessity of concentrating some civilian industries into certain plants, with others closed or converted to war work, for the purpose of releasing materials, labor or facilities needed in the war program, was discussed at the Wednesday afternoon session by Arthur R. Burns, chief economic adviser, Office of Civilian Supply, War Production Board.

He outlined the three main problems of concentration as the selection of the plants to remain in production, the arrangements made to enable closed plants to continue providing goods to their customers, and the compensation, if any, to be paid to the closed plants. Since the concentration program is so new in this country, Mr. Burns drew chiefly on the experiences of England in his examples.

"The WPB will certainly endeavor to prevent any such unequal distribution of scarce products. Furthermore, some manufacturers' distribution organizations perform valuable repair and maintenance services, and the Board has no intention of destroying these organizations except where the demands of the war program necessitate it. Essential repair and maintenance services must obviously be maintained.

"Policy with regard to brand names is equally undeveloped. Bicycles are now produced in only two plants and carry no brand names, but stove manufacturers, having been limited in the materials they may use, are not prevented from placing their names on their product. The pressure of war is very likely to require the simplification of many products, and manufacturers may prefer not to have their names on these products.

"In some industries it may prove difficult to maintain all brands and be unfair to maintain some. In this matter the desires expressed by business will be an important guide. But the primary test in making policy with regard to supplies of goods to closed plants and with regard to brand names will always be the potential gain to the war program."

Simplification Plans

Howard Cooley, deputy director of the Conservation Division of the WPB as well as chairman of the board of the Walworth Co., described the Government program of standardization and simplification to reduce the number of types of products and parts to produce greater interchangeability.

In addition to the savings in materials and labor, this may also save lives if not battles, he said, stating that in the present war United Nation tanks have been kept out of action for lack of nuts and bolts and similar small parts which might have been taken from other tanks if there had been any interchangeability.

The necessity of setting standards and quality definition for certain types of products was discussed by Willis S. MacLeod, chief of technical operations, Standards Division, OPA, who said that quality levels and price ceilings go together. It should not interfere in any way with advertising of these products, he stated. Mr. Willis was the last speaker of the afternoon, which concluded with the business session and the election of officers for the coming year.

Some Jolting News

Speakers at the Wednesday dinner meeting were Donald Nelson [see page 11], and Capt. the Right Honorable Oliver Lyttleton, British Minister of Production, who recently arrived in this country. Capt. Lyttleton did not touch on advertising but discussed important problems of the war of concern to England, America, and the other United Nations.

George S. McMillan, ANA Secretary, who headed a panel discussion on some of the wartime problems facing national advertisers, which opened the Thursday morning session, jolted his listeners at the outset by reporting that the paper mills have been frozen to a monthly production based on that for April, 1942, which may lead to a limitation in the size of newspapers and other publications, and followed up with the even more disturbing news that the supply of...
counts, in 1942, at the rate of 60,000 a day. It will affect your listening audience.

[Editor's Note: Inquiry Friday at responsible quarters at the War Production Board failed to substantiate Mr. McMillan's assertion, the source of his information being a puzzle in the light of recent WPB assurances of a reasonable supply of replacement tubes.]

Industry Experiences

Stating that more than 100 industries are being studied with a view to possible concentration, which he termed the greatest threat to consumer acceptance of trademarks and brand names, Mr. McMillan urged national advertisers to study their present situations and plan in advance how it can best be met if it does arise in their particular fields.

Such questions as the desirability of using a company name or trademark on a product inferior to that normally produced deserve careful study, he said, and should not be put off until an immediate decision must be made. He cited the new White Knight Mattress recently brought out by the Simmons Co., who in their introduction of the new advertisement stressed the fact that they are bringing out this all-cotton mattress as a wartime measure while the steel that formerly was used in its Beautyrest products is now all going into war uses.

George W. Penny, advertising manager of the Rumford Chemical Works, described the success of his company in conserving the tires used by Rumford salesmen by encouraging the use of public transportation as well as through bonus payments for reduced mileage, with the result that after four months the total mileage had been reduced by one-third.

Mr. Penny, advertising manager, Carrier Corp., told how his company, with most of its production converted to Government work, is advertising to maintain its position in the industry, so it will not be forgotten when peace arrives. "We can't accumulate funds today for advertising tomorrow," he declared, "but we can advertise today for the accumulated buying power of tomorrow."

Sylvania's Researches

Alfred McGuillan, Sylvania Electric Products Inc., described the research into probable post-war conditions conducted by his company, which is analyzing its accounts to determine which will be active in the days immediately following the end of the war when many manufacturers will be engaged in reorganization from war to peace production.

The new advertising campaign designed to get people to buy War Bonds now so they can buy Hot Point electric kitchens after the war, which serves the dual purpose of aiding the Government now and keeping the Hot Point name alive for the duration, was outlined by W. A. Grove, advertising manager, Edison General Electric Appliance Co.

KOP'S 'VICTORY HARVEST' played for five weeks as a special road show in rural Oregon and netted $3,509,170 in actual cash purchases of War Bonds and Stamps. The Treasury was so enthused over the campaign that, along with the Portland (Ore.) station, it is making the plan available for use by other stations and stations (Chick) Myers. KOIN president, went to Washington Nov. 5 to report on the plan at a special luncheon, which was attended by (1 to r): Ted Gamble, former Oregonian news assistant to Secretary of Treasury Morgenthau Jr. in charge of the War Savings Staff; Capt. Leland F. Lovette, Navy director of public relations; Col. E. M. Kirby, chief of the Army public relations department's radio branch; Mr. Myers.

Following the panel discussion, T. Mills Shepard, vice-president of Daniel Starch Inc., reported on a study of readership of advertising in 17 recent magazines, which showed that nearly half of the advertisements had some kind of a war slant. Study indicated that men are more interested in war-product and war-slanted copy than women, although they both are generally more interested in future-insprational copy and in copy stressing conservation than in that devoted to straight product selling, he reported.

Dr. Henry C. Link, vice-president of the Psychological Corp., reported on the second survey of public attitudes toward wartime advertising conducted for the ANA, stating that the public belief that industry is doing a good job to help win the war is higher than it was six months ago. Other conclusions drawn from the survey which comprised 1,000 interviews with individuals making up a cross-section of the country's population, are:

What People Think

(1) Growing confidence on the part of the public in the role advertising is playing and can play in the war effort; (2) an appreciation of this advertising, but also a critical attitude discriminating between different types of advertisements; (3) a sincere app- proval of scrap salvage and War Bond advertising; (4) a belief that advertising about Army-Navy "E" awards contribute to national morale.

People, it was found, want advertisers to tell them about their regular products, but above all how to conserve what they now have; They want the companies to tell about their war efforts, but without too much boasting; and they continue to expect an advertising that is honest and clear, which will show in what they are doing.

Speaking at a copy panel discussion Thursday afternoon, Dr. George Gallup, vice-president of Young & Rubicam and conductor of the Gallup polls, pointed out that this public distaste for boastful advertising is not war phenomenon but has caused most complaints about advertising for some years. He said that a small group, recently asked if they favored a tax on advertising, said they thought it would be a good thing and he urged that the advertising industry, which has sold every type of product in its history, try to do something about its public relations. Dr. Link, Mr. Shepard, and R. H. Bernard, vice-president of Owens-Illinois Glass Co., participated in the discussion, which was prefaced by a satirical slide-film presentation on wartime advertising, presented by CBS, with Jascha Frank as writer and producer.

The Rubber Problem

H. E. Humphreys Jr., vice-president and chairman of the finance committee of United States Rubber Co., expressed the views of a financial man on wartime advertising, stating that while his company can certainly not justify its advertising expenditures on the basis of sales to the public, he felt it an essential part of the company's war effort. Paul G. Hoffman, president, Hudebaker Corp., concluded the afternoo, nation with an off-the-record talk on what advertising should do now to prepare for post-war conditions.

Urging advertisers to help him explain the rubber situation to the public, William M. Jeffers, WPB rubber director, speaker at the Thursday dinner meeting, expressed "complete confidence in the willingness of the American people to carry on that conservation if they know just exactly what needs to be done and why it is necessary."

"That is my selling problem," Mr. Jeffers asserted.

He pointed out that the greatest difficulty was coming out that sales message is loose and careless talk and publication which confuses the public. Nobody is particularly interested in rubber. It's misleading his fellow citizens, he said, but the results are the same.

"I am sure," he continued, "that you will agree with me that if all the people participating in the rubber situation all the time, they themselves will solve the present rubber conservation problem."

With the rubber industry can give them that picture. In the newspapers, on the radio, in the magazines, in articles, broadcasts and advertisements, we can paint for the people a clear picture of where we are on rubber. If you will think in the broad national sense each time you write or talk about rubber, there will be no confusion, and if there is no confusion the American people will go along with the rubber conservation program 100%.

Buys Time for E's

RETURNING to network radio for the first time since 1929, A Schrad-er's Sons, Brooklyn, a division of Bowlin Mfg. Co., will be the 15th war industry plant to use BLUE facilities for broadcasting cere- monies in connection with special government awards for production achievements. The entire BLUE network will be used for the program, scheduled for Thursday evening.

Lowell Thomas will serve as m.c. Participating in the presentation of the award to the Army, Navy, or Marine Corps will be any of the "E", will be company and military officials. Agency is E. M. Freystadt Associates, New York.

Silver Fox Spots

PETE FOX BREWING Co., Chicago, is making a distribution of Silver Fox Beer into Southern markets with the placement of a five-minute program and two one-minute commercials daily on KFVS, Cape Girardeau, Mo.; two one-minute daily spot announcements on KAR, St. Bluff, Mo., and WAML, Laurel, Miss.; three daily spots on WMC, Memphis; and Refrigerator Winter & Scott, Chicago, is agency.
Broadcasters Urged To Prepare Lists Of Essential Jobs Under Manning Plan

BROADCASTERS, along with members of 36 other industries listed as "essential to the support of the war effort" were urged by the National Manpower Commission last week to study their employment needs with the view in mind of preparing a "manning table" to aid local Selective Service boards in the orderly replacement of essential men who may be called for military service.

Although a score of broadcast jobs have been defined as critical by Selective Service headquarters, and local boards have been so advised, Paul V. McNutt, WMC chairman, has warned the "deformations are temporary, and do not constitute exemptions."

"The purpose of these deformations," he has stated, "is to prevent breakdown of essential activities so that other workers—women and those not qualified by physical condition or age—can be trained to replace those required for the armed forces." [Broadcasting, Oct. 29.]

Boards to Use Plan

National Selective Service headquarters on Nov. 6 instructed local boards in the use of manning tables as an official guide in granting temporary deformations so that critical men may be replaced. Under the manning table plan, drawn up by WMC and Selective Service, an employer lists all essential jobs involved in operating his organization, along with the minimum time needed to train replacements.

Lists will be studied and approved by State Selective Service headquarters, and a time-value allotted to each job for replacement. The employer then files Form 42A with the local board, giving the name of the employee holding the critical job. National Selective Service headquarters has advised local boards that they should defer these men for the time permitted by the state director.

General opinion in Washington was that use of the manning table should give station operators sufficient time to replace their technical men in the draft-age bracket. Fate of other studio employees in non-technical critical jobs was not clear, although the consensus was that the problem of replacing them would not be considered sufficiently vital to win many of them deferment under the manning plan.

O. B. Hanson and Time Panel

as a means of attaining perfect synchronization in NBC's constant switching of operations from coast-to-coast. Based fundamentally on the use of a special tuning fork operating in a vacuum chamber, this clock control system draws its whole power from the city power mains, but, in case of emergency, automatic devices would connect the control equipment to reserve power source derived from storage batteries.

The master clock in each NBC divisional headquarters is checked daily with Naval Observatory Time, and affiliated stations may check their clocks with the NBC time signal transmitted daily at 9 a.m. and 5 p.m. from Radio City, New York.

Nets Won't Submit Entries to Peabody

AFTER numerous discussions during the past week among network program officials, it is generally understood that Mutual will be the only network to submit entries to the advisory committee for the 1942 George Foster Peabody Awards.

NBC, CBS and the BLUE, presumably out of consideration for the feelings of the committee which selects the winners, would make no statements on the matter, although they are understood to be planning to submit no entries for their programs.

The BLUE further clarified its position in a letter sent by Harrison B. Summers, director of public service for the network, to Dean John E. Drury of the Henry Grady School of Journalism, U of Georgia, which administers the awards.

Stating that in wartime radio has many vital functions as a medium to maintain public morale as well as a means of dispersing government propaganda, the letter explained that the BLUE felt it should devote its time to these duties. Any recognition the committee cared to give BLUE programs would be welcomed, the letter continued.

Can Judge for Itself

While no CBS nor NBC official would discuss the matter, the networks seem to be of the opinion that it is better for the advisory committee to select the programs it feels are the most worthy rather than consider specific programs selected by the networks themselves.

In past years, it was expressed, too much emphasis has been laid on the excellence of the networks' presentations to the Peabody Advisory Committee rather than on the merit of the programs per se.

HOLLYWOOD has raided the talent list of WBBM Chicago. Signed within the last few months by Hollywood studios for screen appearances are Paul Lynde, and Gale Robbins, vocalist; Bob Bailey, actor; Fred Brady, comedian; and Bob Ather and Bonnie Blue Eyes (Mrs. Ather), hillbilly duo.

FOREMAN Co., station representative, has opened a West Coast service office at 205 South Beverly Drive, Beverly Hills, Calif. Telephone is Crestview 1-2186.

"Who do you think you are—the Green Hornet over WFDF Flint Michigan?"
FROM 1 BARN TO 2 MILLIONS
Livestock Broker Credits Radio for
Rapid Business Expansion

By MERVYN CLOUGH

"I'VE NEVER been as lucky as the day I stopped Bill LeBarron on the street in Gothenburg and asked for 15 minutes on his radio station."  

Col. E. C. Stickleman, typical western cattle buyer and auctioneer of Gothenburg, Neb., made that statement in crediting the success of radio in building his livestock commission sales business into one of the leading livestock sales firms in the Midwest.

A business that in 10 years has grossed more than 20 million dollars sales volume, and averages more than 2 million in yearly sales volume. A business that began via "ranch-to-ranch" visits in a secondhand touring car, and newspaper advertising, in the fall of 1931.

In the summer of that year Stickleman, beset by bank failures in Iowa, packed his wife, five sons and a daughter into the auto and headed west to the Nebraska cattle country. He had long been a cattle buyer and auctioneer in many sales blocks in Iowa, Missouri, South Dakota and Minnesota. The family landed in Gothenburg, where Stickleman was able to secure a lease on a small acreage.

Started With One Barn

Here, with only a small barn, and one acre of pens built by the colonel and his five boys, Stickleman opened his livestock commission company. All his contacts the first year were made by driving thousands of miles in the cattle country adjacent to Gothenburg. He made these personal contacts to follow up his small newspaper advertising budget. However, Stickleman realized there was need for him to expand—to serve an even larger area with his livestock sales.

First Radio Contact

Thirty-five miles west of Gothenburg KGNF, North Platte, was serving the farm and ranch area in which Stickleman was building his sales service. With expansion in mind, Stickleman cultivated the acquaintance of the two LeBarrons, Vida J. and W. L., who operated the radio outlet, and decided to use 15 minutes weekly. Although he knew nothing of microphone technique, Stickleman's experience as an auctioneer gave him a definite style from which he has patterned his delivery on these 1932 broadcasts.

He continued his visits to the ranch and farm homes, following up his radio contacts in person. The program was broadcast each week for the next year, with consignors at the sales barn growing in number as the months passed.

During the heavy fall marketing season in 1938, Stickleman expanded his radio time 15 minutes, using a half-hour for a few months, resuming his quarter-hour spot early in the winter.

Price Forecast Added

First Stickleman programs were devoted entirely to news of the previous week's sale, and invitations extended to both buyers and sellers to attend the following week. Later, names of the consignors were added, as well as a list of what their livestock brought that day in the auction sale. Also presented was financial information and suggestions for the coming sale, an indication of what prices might be, and what his stock would be available for buyers.

Three years ago the program was sold for a noon half-hour spot, retaining its Friday 12:45 p.m. period, but adding the extra quarter-hour. In this program was added sales information from the Sutherland Livestock Commission Co., at Sutherland, Neb. Stickleman had opened this additional sales company to accommodate the livestock men in the western part of the area covered in his broadcasts.

To add variety to his program, Stickleman supplemented his sales news and market data with musical selections from the KGNF transcription library, making dedications to listeners in his audience.

What Radio Has Done

Facts prove what radio has done for the Stickleman Livestock Commission Company!

Three years after the company's broadcast was first heard, the firm was handling livestock from nine western States. Horses, cattle, sheep, and hogs are all marketed at top prices, and word of the service rendered at both Gothenburg and Sutherland has increased consignors of livestock as the years roll on. Nearly any week it is possible to mingle with buyers from Iowa, Missouri, and points as far away as Illinois, Ohio, Indiana, Pennsylvania, New York, West Virginia, Georgia, Kentucky, Michigan, and Florida.

In place of the small barn and single acre of pens that expanded the full assets of the Stickleman firm at the outset in 1931, now stands a huge white sales barn, and 12 acres of pens and corrals. The barn is equipped with a modern auction sales ring, seats many hundreds, and is complete with office facilities and a modern cafe. The 12 acres of pens and corrals accommodate the large numbers of livestock handled each week by the firm.

When paid tribute in July, 1941 by friends, neighbors, and business associates on the occasion of the 10th anniversary of the opening of his first barn, Col. Stickleman gave his family full share of the honor, and was explicit in his praise for the part radio had had in the success of his livestock sales company. As he said, "It has been through the broadcast of radio that the ranchers and ranchers have been serviced with market news; the business men of Gothenburg have received added income; and my family has had the privilege of building an excellent business and home among friends."

Plugging That Hurts

COMMERCIAL on Nov. 29 broadcast of the weekly NBC Chase & Sanborn Show, sponsored by Standard Brands (coffee, tea), will operate under unique handicap. Offsetting value of usual plug is the current interpolated Government message assigned by OWI to that program. Message stresses scarcity of coffee and necessity of using it sparingly.

FM News Tieup

THE New York Herald-Tribune will supply all news for the three daily news periods scheduled by WSNY, FM station of Metropolitan Television Co., which begins operations Nov. 16 as New York's eighth FM station. To be known as "The Information Station," WSNY will operate from 3 to 9 p.m. daily, Marcus Duffield, of the Herald-Tribune's editorial staff, will supervise the newscasts, scheduled for 3:00-4, 6:30-7 and 8:30-9, Sunday through Friday, and for 3:00-3:45 and 8:30-9 Saturday.
Covering the AEF
(Continued from page 1)

will be made to the five sponsors whose shows were interrupted.

WOR, New York, called on Mutual, first flashed its announcement at 9:08 p.m. during the Chicago Theatre of the Air program, and MBS made arrangements for its affiliate to break the news locally at the times they selected.

MBS also carried a special program between 1:18 and 1:37 a.m. on Nov. 8 consisting of a two-way conversation between Dave Driscoll, MBS director of war services, and Paul Schubert, Mutual naval expert, speaking from Bridgeport. WOR at 1:55 a.m. presented a special talk by Andre Phillippe, Free French Commissioner of the Interior.

Blue Roundup

The BLUE cancelled two of its remote band pickups at 11:30 p.m. and 12 midnight to present the speech President Roosevelt along with an English translation, followed by roundups of comments by Maj. Gen. Paul B. Maloney, of San Francisco, a personal friend of Lt. Gen. Dwight D. Eisenhower, in command of the Allied forces in North Africa; William Hillman from Washington; Roy Porter from New York; Dean Dickson, San Francisco.

NBC again broke its rule against broadcasting recordings to carry the President's French speech at 11:30 p.m., marking the third time it has carried a recorded program. The two previous times were recordings of the burning of the dirigible Hindenburg, and the abdication of King Edward VIII of England. First comment from London on the new offensive was presented Nov. 7 by NBC when it called in Alex de la Garza at 9:42 p.m. and again at 11:12 p.m. for special commentaries.

Throughout the remainder of the weekend, the networks relied on their regularly scheduled newsmen to handle the developments in Africa as they were relayed to this country. No further commercial programs were interrupted, nor were any broadcasts possible from the area of the new front itself.

The CBS correspondent in Cairo, Winston Burdett, was heard Nov. 8 in his usual roundups at 9 a.m. and 2:30 p.m., while NBC brought in a report from Grant Par, its correspondent in Cairo, on its 9 a.m. news round up Nov. 8.

With the Troops

With the fighting forces in North Africa, it was reported, are Charles Collingwood for CBS, and John McVane, covering for both the BLUE and NBC. As BROADCASTING went to press, neither correspondent had been heard direct from any of the areas invaded by the Allies, although it is probable that broadcasts from the invaded territory may be set up when broadcasting facilities are available.

One of the more interesting phases of Listener reaction to radio's thorough coverage of the invasion developed at WOR, New York, after the station had broadcast a recording of the President's message to the French people in their native language by President Roosevelt on Nov. 8. Telephone calls poured into the station urging WOR to repeat the recording, on so insist-ent a basis that it was presented on Nov. 9 at 7:30 p.m. with an English translation, and again on WOR locally at 11:15 p.m.

OWN Bulletins

Setting up a triple “network system”, the Office of War Information, which took control of shortwave facilities early this month, went on the air at 8:57 p.m. on Saturday night with 15-second spot announcement bulletins in six languages on about 21 shortwave stations.

The three-pronged system broadcast on the European beam in English, French, German and Italian on one group of stations; the second group consisted of stations with strong beams in the Mediterranean area transmitting in English, French, Spanish and Portuguese, and the third, still a third concentrating on France and French possessions with quarter-hours in French interspersed with five minutes in English.

All broadcasts presented on these “networks were written, produced and directed by the OWI which reported that two of the special programs included frequent presentations of the President's speech as well as the soundtrack of an old newsreel featuring the late Marshall Poch speaking in French to an American Legion convention in Paris on “Comradeship in Arms”. The French national anthem, “The Marseillaise”, was also played frequently throughout the night.

From 9 p.m. Saturday night when the first news of the invasion broke until midnight Sunday, the full forces of the press and radio divisions of the Office of Coordinator of Inter-American Affairs concentrated on material for transmission to Latin America using the three CBS international stations as well as other transmitters. CIAA newswriters turned out some 50,000 words of spot news, commentaries, commentaries, and announcements for translation into Spanish and Portuguese. Reactions to the news of press and public officials in Latin American countries were amassed in the CIAA New York office and transmitted back to Latin America on Nov. 8.

Estamos En Guerra, a news documentary program broadcast on CBS shortwave stations and re-broadcast on 23 Latin American affiliated stations, was rewritten Sunday around the North Africa event, and featured Vice-President Wallace giving, in Spanish, the President's message to the French.

For Brazil, Sunday night, the President's talk was shortwaved to the official Brazilian network, followed by a Portuguese translation, and later a commentary by Dr. Julio Barrata, head of the Coordinator's Brazilian department.

To augment the numerous shortwave news broadcasts by CBS given every half-hour from Saturday until Sunday night, a flow of background material was broadcast from the CBS shortwave studios by Mario Camargo, Alejandro Sux, Julio Barrata, Roberto Unanue, and Alberto Zalamea, all prominent in Latin America as news analysts.

Many of the CBS Latin American programs were fed to other stations for rebroadcast, including WRUL, WRUS, WRUW, WLWO, WNOO, WRUX and WGEA and Latin American stations of the CBS La Cadena de las Americas.

WBOS, Boston shortwave station, usually carrying NBC’s shortwave programs, was not able to transmit but sent news to Europe, continent to which NBC beamed its shortwave broadcasts, until late Sunday night, because of damage to a slight fire at its transmitter in Hull, Mass.

Band Joins Marines

PHIL HARRIS, Hollywood musical director of the weekly WBOS Jack Benny Show, sponsored by General Foods, together with his entire orchestra personnel joined the Merchant Marines Nov. 8. He was given rank of lieutenant (jg). Harris will be permitted to finish out his current radio contract with salary being transferred to the Merchant Marine Relief Fund. It was said.
AT NAB'S 13TH DISTRICT meeting Nov. 4-5 in Dallas were (front row, seated, l to r): Claude Barrere, NBC, Thesaurus; Larry L. Sisk, OWI; G. E. Zimmerman, KAKM; Hugh Haff, WOAI; Neville Miller, president, NAB; Kermit Tips, KPBC; Eugene Carr, Office of Censorship; E. P. Duffie, KGGB; George A. Kercher, Edward Petry & Co.

Second row: Alex Keesee, WFAA-KGKO; Joe B. Carproyn, Leslie Pierce, KFWT; M. E. Danbom, KGKB; James R. Curtis, KFRO; Frank O. Myers, KCMC; Howard Barrett, KRBC; Eugene J. Roth, Bob A. Roth, KONO; Jack Keasler, WOAI.

Third row: Ralph W. Nimmons, WFAA-KGKO; WM. G. Fields, Lee Myres, WRR; WM. A. Roberts, KRLD; Ed Lally, George Cranston, H. R. Turner, WBAP-KGKO; Harold Hough, WBAP; J. M. Mooney, WFAA-KGKO; Lewis A. Seibert, KPLT; Lt. Lester W. Linlows, public relations office, Camp Walters, Tex.

Fourth row: Lewis Lacey, Jack O. Mitchell, KTSF; Ken McLure, WBAP-KGKO; Earle Fletcher, KAND; Charlie Nethery, T. Frank Smith, KXYZ-KRIS; A. M. Herman, WBAP-KGKO; C. B. Locke, KFDM; Herbert Denny, Standard Radio; Ed Bryant, WFAA-KGKO; C. K. Beaver, KARK; Lt. H. Ben Decherd Jr., public relations office, 3D Army, Southern Defense Command.

Fifth row: Willard L. Kline, KTSF; Lewis H. Avery, NAB; Tom Shugart, KGKO; T. B. Lanford, KRMD; Bert Horwitz, KNET.

Denver Has 2-Day NAB Area Session

CRITICAL interest of listeners in radio's promotion of the war effort was discussed by Mrs. Dorothy Lewis, traveling representative of the NAB at the 14th NAB District meeting in Denver, Nov. 8-9. Speaking briefly of her talks with listener groups throughout the country, she emphasized that audiences are alert to the part radio is playing in the war, stressing their interest in the part the industry will play in the post-war readjustment.

The meetings of the 14th District, the largest geographic NAB unit, were attended by 49 broadcasters, government and industry representatives. Sessions were called to order at the New Albany Hotel by Ed Yocum, district director.

OWI Plan Approved

During the first day, Carl Haverman, representing the Office of War Information, and Robert B. Hudson, of the Rocky Mountain Radio Council, a regional consultant of the OWI, presented the new OWI station location plan which will go into operation Jan. 1, 1943. Broadcasters unanimously endorsed the plan.

Other speakers at the opening session were: Lt. Col. R. C. Walters, commander of Security District No. 7; Lt. Comdr. Lloyd E. Yoder, Navy public relations.

Vitapac Test

VITAPAC Co., Chicago, is advertising a new vitamin product through Schwimmer & Sott, Chicago, marketed by mail. Company is testing an early morning quarter-hour five times a week on WGN, Chicago, and five-minute musical program three times a week on WIT, Cincinnati. More stations will be added, according to Walter Schwimmer, accountant executive.

Maj. L. G. Roth, Army public relations; Maj. Howard Peterson, chief, Seventh Service Command public relations radio bureau.

Mrs. Lewis talk was followed by a plea from Earl J. Glade, KSL, Salt Lake City, for more intelligent handling of announcements and government programs devoted to the prosecution of the war.

Mr. Carr Speaks

Eugene Carr of the Office of Censorship addressed the afternoon meeting, urging careful study of the Code, and citing examples of good and bad judgment. The session, like all other district meetings, was so far, unanimously endorsed the stand in the Petrolio dispute.

Second-day meeting was devoted to sales problems under the chairmanship of Wagstaff, KDYL, district chairman of the Sales Managers Committee. A panel discussion was held in the morning, followed by presentation of the re- tail promotion committee plan to increase the percentage of retail advertising budget at broadcast. Lewis H. Avery addressed the luncheon meeting on "Good Taste in Radio Advertising."

Attending Denver Meeting


"We like the scripts...we like the ideas...we like the program"

WAGM

* If you are an ASCAP-licensed station you will like these programs, too. They are furnished without cost, and more than five hundred stations are using them regularly. If you are interested in turning your music costs into music profits, write or wire at once.

ASCAP

Radio Program Service

The Magic Circle

30 Rockefeller Plaza • New York

November 16, 1942 • Page 59
FOR VICTORY TODAY
AND SOUND BUSINESS TOMORROW

Get This Flag Flying Now!

This War Savings Flag which flies today
over companies, large and small, all across
the land means business. It means, first,
that 10% of the company’s gross pay roll is
being invested in War Bonds by the workers
voluntarily.

It also means that the employees of all these
companies are doing their part for Victory
... by helping to buy the guns, tanks, and
planes that America and her allies must have
to win.

It means that billions of dollars are being
diverted from “bidding” for the constantly
shrinking stock of goods available, thus put-
ting a brake on inflation. And it means that
billions of dollars will be held in readiness
for post-war readjustment.

Think what 10% of the national income,
saved in War Bonds now, month after month,
can buy when the war ends!

For Victory today ... and prosperity tomo-
row, keep the War Bond Pay-roll Savings
Plan rolling in your firm. Get that flag fly-
ing now! Your State War Savings Staff Ad-
ministrator will gladly explain how you may
do so.

If your firm has not already installed the Pay-
roll Savings Plan, now is the time to do so.
For full details, plus samples of result-getting
literature and promotional helps, write or
wire: War Savings Staff, Section F, Treasury
Department, 709 Twelfth Street NW, Wash-
ington, D. C.

Everybody
EVERY PAYDAY
Save With
War Savings Bonds

This Space Is a Contribution to America’s All-Out War Program by

BROADCASTING MAGAZINE
Fox Fur on 10

I. J. FOX, New York, furrier, will continue his schedule of a total of 600 transcribed announcements weekly on approximately 10 stations in the New York area for the winter season, Tom Slater, m.e. of Mutual's This is Fort Dix, and The Big Broadcast Hall, is announced as a new series of Fox recordings now in preparation for use during the coming months. Lew Kaush, the firm's advertising manager, placed the business.

any substantial increase in their budgets would end the services which these stations provide for their communities. Another consideration involved is that no proposal can be made by any of the parties at interest which changes the legal right of the purchaser of a record to use it as he sees fit, without paying tribute to Mr. Petrillo's union. Any attempt to forbid such use would therefore be unenforceable. Finally, the broadcasting industry rejects any proposal that would require it to establish a private system of employment for the benefit of union musicians. Under its present scheme that condition exists, and the current manpower shortage are both problems of broad national concern. The broadcasting industry has greatly widened the employment opportunities of musicians and is paying fair wages to those it employs. In addition, no one today should offer to subsidize a man in order to keep him out of war work.

4. PUBLIC OPINION SUPPORTS OUR POSITION. Public reaction to Mr. Petrillo's order against recordings, and to his other acts, was favorable. Although Mr. Petrillo has sought to win back his lost position in the world of radio, its fact that the NAB issued no public statement of its own, and is engaged in no press activity until the ban went into effect on August 1. By that time, public attitudes had already been crystallized, and most of the country's newspapers and radio broadcasts were carrying editorials intensively critical of Mr. Petrillo's action.

5. GOVERNMENT INTERVENTION RESULTED DIRECTLY FROM MR. PETRILLO'S ACTION. The Department of Justice initiated its investigation of Mr. Petrillo's action by a request to the Federal Court. The investigation of the effect of his ban by the Federal Communications Commission was initiated by the Commission. The investigation of this activity in the United States Senate likewise came about without action or suggestion by the NAB. The NAB has cooperated fully with the Department of Justice, as is evidenced by the many department departments interested in the problem. It filed a brief in the Federal cases as a friend of the court, at the specific request of a representa-

tive of the Department of Justice, but it did not participate in the argument on the government's motion for a temporary injunction. The NAB has indicated, moreover, that it will participate, to the extent that the interests of broadcasters are involved, in any private litigation which may be brought.

6. ONLY MR. PETRILLO CAN SOLVE THE PROBLEM HE HIMSELF HAS CREATED. The situation which now exists is wholly one of Mr. Petrillo's creation. He has failed to identify the persons, if any, against whom he asserts a grievance, or to make known what he expects these persons to do about it. Obviously, only Mr. Petrillo can solve this problem. No one else can formulate a grievance for him, or determine which persons, if any, should offer what to whom. The NAB, therefore, does not have open to it any course but to continue to oppose the ban which is imposing hardships upon our industry and upon the public it serves.
Donald Nelson
(Continued from page 11)

of the functions of that system must be restricted in time of war, the proper exercise of the remaining functions become more important than ever. Our civilian economy is not a lot of separate pieces, scattered helter-skelter over the landscape; it's all one thing, an integrated whole which operates to keep the nation itself functioning. Every job in it is important. The jobs change, as war comes, to be sure—but they are still jobs the country needs, and the job of advertising is far from least among them.

Uses for Advertising

“What, then, are the needed uses for advertising in our war economy? As I see it, they are principally these:

“First, where a manufacturer continues to have goods to sell to the civilian market, advertising has the same role it always had—to help him sell them.

“Second, the manufacturer who is now selling his goods to the Government instead of to the civilian may still have a very proper need for advertising. He can very usefully, for instance, tell his former customers how to use and conserve and service the goods which he has previously sold them. Those goods in service may very well constitute the country's sole remaining stock of such articles—a stock which will have to be used during the war ends. It is certainly right for the manufacturer to use advertising to help make that stock last.

“Then there are companies which, as far as the consuming public is concerned, are virtually out of business—either actually, or through conversion to war production. Where such a company expects to return to the civilian market after the war, it has a perfect right to use advertising to preserve its name and its good will. The Government fully recognizes the propriety of reasonable expenditures for advertising to preserve the value of those assets.

“Lastly, advertising has a very great usefulness as a means by which a company can participate directly in the war effort. Some extremely valuable work has been done by the national advertisers, the great advertising agencies and the various advertising media, in supporting such things as the salvage drive, for example. I would like to pay tribute right now to the innumerable organizations in individuals which have contributed their money and skill to such campaigns. They have been a direct and genuine help toward winning the war—and I'm sure that's all the thanks any patriotic American wants in these days.

A Legitimate Tool

“The Government recognizes advertising as a legitimate tool of business and believes it has a useful role in our war effort. The various accomplishments of the Advertising Council will be presented during the dinner and evening meeting, to which all eastern advertising agencies, whether AAAA members or not, have been invited. Chester J. LaRoche, chairman, and Dr. Miller McClintock, executive director of the Council, will speak during this part of the program.

The council will also display a comprehensive exhibit of the advertising material prepared for various Government departments working through and with the council. Exhibit will include advertising from projected campaigns not yet released as well as advertising which has already run as part of previous campaigns. New York Council of the AAAA is sponsoring the meeting.

Meeting of AAAA Is Slated Nov. 17

Eastern Session to Consider Advertising's War Role

EASTERN annual meeting of the American Assn. of Advertising Agencies, to be held at the Hotel Roosevelt, New York, Nov. 17, will be devoted chiefly to discussions of what advertising is doing and what more can do in the nation's war effort.

Paul Hollister, CBS vice-president in charge of advertising and publicity, will report on "How Radio Is Meeting War Conditions"; Frank E. Tripp, general manager, Gannett Newspapers, will analyze current newspaper advertising and Col. Willard Chappell, publisher, Business Week, will speak on business paper advertising in a session on media which will be part of the afternoon meeting.

Advertising's Role

Other speakers and topics scheduled for the afternoon, when attendance will be restricted to AAAA members, are: Ken R. Dyke, chief, bureau of campaigns, OWI, "The Job Ahead for Advertising As Seen by the Government"; Dr. Kenneth Dameron, director, Committee on Consumer Relations in Advertising, "The Consumer Looks at Advertising in Wartime"; Walter von Tresckow, economist, writer and president, Halstead Traffic Communications Corp., "What Is the Place of Advertising in a Changing National Economy?"; C. B. Larrabee, president, Printers Ink Publishing Co., "Problems Confronting Advertising Under a Shift to a War Economy".

The aims, policies, projects and various restrictions which affect business and hence affect advertising arise from the necessities of the war situation and from nothing else. We ask you to recognize, in turn, that you can't hope to have business as usual during this war, and that until peace comes, the field in which you can operate will be rather sharply restricted—but the field will continue to be there, and it won't be restricted any more than is absolutely necessary."
Help Wanted


FEMALE COMMERCIAL COPY WRITER
Who can write selling copy; Salary secondary if you can do the job. WPFT, Kingsport, Tennessee.

Salesman — For progressive midwestern 6,000 watt CBS affiliated station. Straight salary. Please state salary and grade station in first letter, also salary expected, and if possible enclose photo. Box 26, BROADCASTING.

Chief Operator—Permanent position with progressive local. Give complete details. Box 42, BROADCASTING.

First or Second Class Operator—Permanent position for draft exempt sober man or woman. State experience and references. Radio Station KLO, Ogden, Utah.

ANNOUNCER-SALESMAN—Local market. Salary plus commission. Job has been paying up to $265 monthly. Full details in first letter. Box 27, BROADCASTING.

Combination Announcer-Operator Wanted—Excellent announcer with first class operator's license and qualified newscaster. Submit transcript of newscast and commercials with application. 63RI, Pontotoc, Idaho.

Experienced Announcer-News Man — Ship audition transcription and letter containing experience, draft station, photo, etc. to Henry Hickman, WBFR, Baltimore, Maryland. Material will be returned.

ANNOUNCER—Good salary, talent opportunities. Good audition transcription and details. WJWT, Jamestown, N. Y.

WESTERN STATION WANTS—Experienced combination operator-announcer who can read news and write copy, qualifications, snap-shot and recording of voice, reading of news and commercial copy, fly-by-nighters please don't apply. Desire person who wants permanent position. Box 81, BROADCASTING.

ENGINEER—Both transmitter and control for midwest 8 kW network station. State education, experience, draft, write expected salary (open), and send photograph. Box 29, BROADCASTING.


Announcer — Versatile, capable, congenial. Good opportunity right man. State experience. New York State. Box 39, BROADCASTING.

Salesman — Capable, hard worker, make real money, commission, bonuses. New York State. Draft exempt. Box 33, BROADCASTING.

ENGINEER-ANNOUNCER—$300 dollars weekly for 48-hour week. First ticket with limited maintenance ability only. Box 28, BROADCASTING.

Announcer-Salesman — Live N. Y. Local. Salary commission bonus. Complete details first letter. Box 34, BROADCASTING.

Two Good, Experienced ANNOUNCERS—Right salary to right men. PERMANENT connection Detroit. Write full details. Box 45, BROADCASTING.


Salesman — For progressive midwestern 6,000 watt CBS affiliated station. Straight salary. Please state salary and grade station in first letter, also salary expected, and if possible enclose photo. Box 26, BROADCASTING.

Chief Operator—Permanent position with progressive local. Give complete details. Box 42, BROADCASTING.

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Two Good, Experienced ANNOUNCERS—Right salary to right men. PERMANENT connection Detroit. Write full details. Box 45, BROADCASTING.

Help Wanted

WANTED—Young woman for responsible job on Virginia's local station. Must be able to type, write continuity and meet people. Sales experience also desirable. Permanent position for the right person. Send full particulars first letter. Box 44, BROADCASTING.

Situations Wanted

Announcer—23, College graduate, 4-F. Two years' experience—network affiliate and independent stations. Handled news, network, sponsor events, production selling. Desire position in or near San Francisco, Chicago, or New York. Consider others. State maximum starting salary. Box 41, BROADCASTING.

Small station Manager—Desires permanent location. Married, 4-F, college, dependable, sober, honest. Fully experienced. Capable, complete control. Give full details. Box 45, BROADCASTING.

Engineer—Desires affiliation with progressive regional. Handle all engineering problems and supervise technical operation. Must be experienced in switch change. Box 49, BROADCASTING.

STATION MANAGER—Desires change to more prosperous market or commercial manager for larger station. Five years' experience local and regional and seven years' newspaper advertising. Station KLO, Ogden, Utah.


Program Director in Small Station—13 years' experience. Announce, write commercials, act, direct, produce, station publicity and promotion, write and announce promotions. P. 1., ad lib. hills to symphony. Write Box 27, BROADCASTING.


First Class Phone License—Some experience. Draft deferred. Kindly give details about job and salary in answer. Box 38, BROADCASTING.


PARK PROGRAM DIRECTOR—Experienced in planning, writing, announcing, producing. Presently employed at station with large rural audience. Married, two children. 20, Box 45, BROADCASTING.

Wanted to Buy

An Individual Desires a 250 Watt Radio Station—in the southern or western part of the U. S., but will also consider any good proposition. State full particulars. All replies including confidential. Box 46, BROADCASTING.

One Good Used Portable Recorder—Preferably Presto Y-2 or smaller. Two Western Electric or RCA 70B or 70C turntables with pickups. One good tube to line transformer. Radio Station KLO, Ogden, Utah.

For Sale


HELP WANTED

BAILEY TORPEDOED
Quiz Kids Business Manager—To Return to Duty—
LT. (J.G.) JOSEPH W. BAILEY, USNR, formerly of Louis G. Cowan Co., Chicago, and business manager of the Quiz Kids, sponsored on the BLUE by Miles Labs., Elkhart, returned to Chicago last week after his ship had been sunk by a Nazi submarine in the Atlantic.

Commander of the gun crew aboard ship, Lt. Bailey related that after the freighter had been torpedoed he spent about two hours in the water, when he was picked up by one of the life boats. The morning following the sinking, the submarine came up and the commander distributed erats bread and German cigarettes among the torpedoed victims, informing them that they were 800 miles from land.

After the submarine left, the boat containing Lt. Bailey and other members of the crew was adrift for six days when it was found by an Argentine tanker bound for Buenos Aires. Lt. Bailey is expected to return to active duty within a few days.

JANSKY & BAILEY
An Organization of Qualified Radio Engineers Dedicated to

SERVICES OF BROADCASTING
National Press Bldg., Wash., D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer

FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
NATIONAL PRESS BLDG.
WASHINGTON, D. C.

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

MO 2-7859

GEO. C. DAVIS
Consulting Radio Engineer

Musney Bldg. District 8456
Washington, D. C.

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.

McNARY WRATHALL
CONSULTING RADIO ENGINEERS
NATIONAL PRESS BLDG.
WASHINGTON, D. C.

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY

Radio Engineering Consultants
Frequency Monitoring
Silver Spring, Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Ohio Ave.
West Hollywood, Cal.

BROADCASTING FOR RESULTS!

McNARY WRATHALL
CONSULTING RADIO ENGINEERS
NATIONAL PRESS BLDG.
WASHINGTON, D. C.

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

MO 2-7859

GEO. C. DAVIS
Consulting Radio Engineer
Musney Bldg. District 8456
Washington, D. C.

Frequency Measuring Services
EXACT MEASUREMENTS ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.

Musney Bldg. • Republic 2347

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TOP PRICES FIXED ON SCRAP RECORDS

MAXIMUM prices for scrap records at the present market level were established by the Office of Price Administration Nov. 8 in a move to maintain a steady flow of scrap material and to encourage the production of new records.

In issuing the order, OPA said that it intended to restore normal prices for scrap, "which in some instances has increased to unwaranted levels". The regulations require that when a manufacturer or dealer receives old records or scrap in connection with the sale of new records, he may not pay more than 6 cents a pound for record scrap in bulk; 4 cents for each 12-inch record; 2½ for each 10-inch one.

Retail dealers must make minimum allowance for records recorded to avoid new ones being destroyed.

PRINTERS INC. CO., New York, Nov. 15 moved from its present quarters at 185 Madison Ave., to 203 East 42nd St.

MOSLEY'S 31st

SYDNEY MOSLEY, MBS commentator, who stated in his autobiography, Truth About a Journalist, that he would write no more books is at work on his 31st publication, tentatively titled The Battle for America. Based on the author's personal experiences as reporter in Europe and this country, the book deals with lessons to be learned from the current conflict.

MANNPOWER PROBLEM AT KNDT, Denton, Tex., was partially solved by comedy and smooth-as-velvet voice of Eloise Johnson, 18-year-old North Texas Teacher's College student, who does a seven-hour stint daily as station announcer. Miss Johnson bicycles from downtown studios to campus classes, and reads everything from football scores to aspirin squads.

Network Accounts

All Time Eastern Warline unless indicated

New Business


GOTHAM SILK RIBBON, New York, Tuesday, 8:15-8:45 A.M. (FPT) Agency: Leo Burnett Co., Chicago.

RENEWAL ACCOUNTS

CHLORINE SOLUTIONS INC., Los Angeles, Calif., Nov. 15 granted renewal for 13 weeks, participation in 20 BBS stations, NOVEMBER (KRMW, KFI, WABC, WOR, WABC, KFRC, KHJ, KDHK, KFI, KFI, KFRC, KFI, KFRC, KFRC) 9-9:15 p.m., Sun., 9-9:15 p.m., Fri., 9:15-9:45 p.m., (FPT) Agency: Raymond F. Spector Co., N. Y.

LUMBERMEN'S MUTUAL Casualty Insurance, Chicago, Nov. 15, Thursday. 9:30-10:15 p.m. (FPT) Agency: Barton A. Robbins, Jr., Los Angeles.

Network Changes

SERUTAN (Jerry City, Ill.) on Nov. 15 shifted Drew Pearson from 11 A.M. to 11:30 A.M., (FPT) Sun., and at the same time adding 57 BLUE stations, making a total of 54 BLUE stations. Agency: Raymond Spector Co., N. Y.

LEWIS HOWE, St. Louis, Mo., on Nov. 15, Thursday, 9-9:15 p.m., (FPT), from New York to Hollywood. Agency: Roche, Williams & Cunningham, N. Y.


Quaker Agencies

QUAKER OATS Co., Chicago, according to announcement by Donald E. Irwin, vice-president in charge of advertising, has appointed Sherman & Marquette, agency firm, to handle the advertising of the Quaker Flak-O-Pep Feed account. Mr. Irwin said that the agency has been appointed vice-president and secretary. Paul Rand, art director, has become a vice-president.

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BROADCASTING • Broadcast Advertising

CAPITOL RADIO ENGINEERING INSTITUTE

Home Study Courses in Practical Radio Engineering for Professional Self-Improvement

DEPT. B-11, 3224 16th Street, N.W. Washington, D. C.

Contractors to U. S. Signal Corps and U. S. Coast Guard. Providers of well-trained Technical Radiomen for Industry

ARE YOU MAKING GOOD IN YOUR NEW RADIO JOB?

There is no "ceiling" to the better jobs available today. CREI home study courses provide the practical technical training you need to "make good" in positions that are "now a future of the war is over."

Hundreds of practical radio men have been placed in responsible operating and engineering jobs in the broadcasting industry...jobs, which in many instances, require a thorough knowledge of practical radio engineering. This message is addressed to you, who are now in jobs which may be "over your head". We can help you now.

Quaker Agencies

If you are a professional radio man and want to make more money, let us prove to you that we have something you need to qualify for a better engineering job. Help us intelligently understand your position and state briefly your background of experience, education, and present position.

SEND FOR OUR FREE BOOKLET

about CREI Home Study Courses

If you are a professional radio man and want to make more money, let us prove to you that we have something you need to qualify for a better engineering job. Help us intelligently understand your position and state briefly your background of experience, education, and present position.

GLENN WHEATON, Hollywood producer-director, announced that a Christmas Eve broad cast of that show with Lt. Col. Ed M. Kirby, chief of the radio branch of the Pentagon, was broadcast on NBC and stations on the East Coast as well as the West Coast. The broadcast was sponsored by the American Legion Post 10.

WILLIAM GALLOW, media director of William H. Weintal Co., New York, has been named treasurer of the agency, and Elkin Kaufman, previously a member of the staff, has been appointed vice-president and secretary. Paul Rand, art director, has become a vice-president.
New War Program Is Outlined by IRE

VAN DYCK PRAISES RADIO ENGINEERS FOR EFFORTS

WARTIME needs and obligations of the Institute of Radio Engineers will be met in a five-point war program announced last week by Arthur F. Van Dyck, president of the IRE, at a meeting of the Institute in Rochester, N. Y. The program follows:

1. Aid in allocation of manpower to improve the war effort.
2. Aid in standardization and simplification of parts and equipment used in radio and radionics material used by the armed forces.
3. Broaden the scope of operations to include new applications of radio, which may be called electronics or radionics.
4. Streamline the IRE organization to operate at maximum efficiency.
5. Conduct post-war planning for radio and radionics, particularly television.

Big Post-War Job

Mr. Van Dyck, who will be succeeded as 1943 IRE president by Dr. Lynde P. Wheeler, of the FCC [BROADCASTING, Nov. 9], stressed the extraordinary importance of radio in the war and said that to the radio engineer must go credit for developments which have greatly enhanced the communication of planes, ships and tanks, as well as that of the infantry. He pointed to the increased utilization of radio made possible by new devices, many of which must remain military secrets until after the war.

"Radio engineers are devoting time and overtime in helping to win the war," said Mr. Van Dyck. "They will be entitled to good vacations when it is over, but even then they are not likely to get any time to rest up. The Armistice of this war will be heralded by radio loudspeakers all over the world, and will mark not only the end of the conflict but the beginning of a new period in which radio engineers will find it a vital duty to translate radio war developments to peacetime benefit as rapidly as possible."

Darlington on BWC

EDGAR T. DARLINGTON, vice-president of the American Communications Association, Inc., and a partner in the IFO board of the IRE's affiliate, has been appointed CIO representative on the Domestic Broadcast Committee of the BWC. He is a veteran of 30 years in the communications field.

Fly Foresees a Tremendous Post-War Expansion for Radio and Television

PREDICTING a great expansion of radio in all its phases after the war is over, FCC Chairman James Lawrence Fly on Nov. 9 urged a joint meeting of the Institute of Radio Engineers and the Radio Manufacturers Assn., at Rochester, N. Y., to complete formation of a committee or committees to work on post-war problems. He suggested that the technicians continue the development of new ideas and exchange ideas toward the solution of present problems and those "just around the corner."

Chairman Fly, commenting on the radio engineering phases of the war, said that radio equipment now in use by our fighting forces is "matchning our highest hopes" but warned against overconfidence and pointed to the paths ahead.

"Always with a bit of awe inspiring to undertake to get the experts told," said Mr. Fly.

Wheeler, Jett Lauded

"The datelines on daily news stories show how far afield our various machines of war operate," said Mr. Fly. "None operate more remotely than our submarines. Incidentally, it may surprise many of you to learn that the man who will be the IRE president in 1943 [Dr. L. P. Wheeler, chief of the FCC Engineering Department's technical information center], contributed a great deal to make these submarine operations possible."

Over long periods he conducted research inside a 'pig boat', as it lay on the bottom of Hawaiian waters. His work on electronics has done much to make our submarines the most feared in the world.

"We know that after this war our radio machine will be plunging ahead much farther and faster speed. These machines cannot be stopped nor even permitted to slow down. At that time we will have to readjust just its direction and continue to move along. I want, therefore, to suggest that you consider the formation of a committee or committees to work on post-war problems."

Jett a 'Spark Plug'

Mr. Fly took occasion to praise highly the work of Ewell K. Jett, FCC chief engineer, whom he characterized as the "spark plug of the Board of War Communications."

"In addition to the problems of readjustments, reorganization, re-

conversion of plant equipment and the many others with which we have had experience in passing from peace to war," he said, "there are others which we can see most clearly at this time:

"First, we can confidently predict a great expansion of the television and frequency modulation broadcast and general communications services, and planning for their proper development is definitely in order. As you know, the present plant's status of the broadcasting industry is practically frozen, both by license and priority regulations."

"Therefore, a committee working on this problem can do so with relative confidence because depreciation and obsolescence of existing plant is running on just as usual. With time—and the possibility of fully developed plans for television and frequency modulation and improvements in the other fields—the economic obstacles normally facing new technological advances will be of less concern. This will be particularly true where our business executives see that sound depreciation policies continue to be undermined.

Leftover War Supplies

"Second, somewhat related to the first problem, is the fact that there will be a great surplus of radio war equipment. In addition, there will be new types which are the result of new developments and inventions which may not be revealed at this time. The disposal of this equipment certainly constitutes a major objective."

"Third, there will be many thousands of men with new skills gained in the armed forces—skills in radio which will have to find a place. There are the women who have absorbed skills in radio repair and installation while working in the aircraft factories and other plants now devoted to war production. It is certain that an appreciable proportion will want to continue in this line of work. Employment for all of these people, who most certainly will want to work with us in radio, is something to think about at this time."

"Fourth, radio has been on the move into fields other than commu-

nications. This trend started even before the war. In the case of medical and surgery, as many as 80,000 diathermy machines have been registered with the Commission; and this hardly indicates the extent to which radio is being used for the relief of human life. Radio is moving rapidly into industrial applications, too, for precision measurements and testing and for the synthesis, manufacture and processing of new materials. Its progress needs to be carefully watched in this direction as it is likely to become an essential and invaluable tool of almost every modern industry. Better health, comfort, convenience and safety are only a few of the boons which post-war radio will give mankind."

"It is quite probable that in the post-war period we shall become the world's principal suppliers of radio equipment. We shall have to make provision for this export trade. And in this connection we must not overlook the potential importance of international broadcasting as a means of assuring an enduring peace. New methods and techniques may be found in the broadcasting of sound and pictures to peoples of foreign lands to give visual and living evidence of our aspirations common to people of good will everywhere. Color television must be developed. The distance limitations hitherto imposed upon television must be broken down. You engineers already have a pin-cers movement under way against this one obstacle. We are bound to have a few methods for the long-distance relay of television by high frequency emissions."

IN VIRGINIA

You reach more people at low cost on Richmond station

CHNS

HALIFAX, N. S.

One-third of all the radio sets in Nova Scotia are within 25 miles of our antenna

Ask JOE WEEDE
Wider Scope for Radio Seen At Chicago Educators Session

Commercial Broadcasting Praised for Service And Educational Programs; Citations Given

GREATER utilization of radio in education in connection with the war effort was emphasized at the Sixth Annual School Broadcast Conference held last Tuesday through Thursday at the Morrison Hotel, Chicago, while the cooperation of commercial radio in presenting service and educational programs was praised by the 500 radio educators.

The annual banquet Wednesday evening was presided over by Maj. Harold W. Kent, executive chairman of the School Broadcast Conference, on active duty with the radio branch of the War Dept. The annual award of merit for outstanding service in educational radio during the past year was presented to Robert B. Hudson, director of the educational mountain radio council, Denver.

A special citation was awarded to KIRO, Seattle, and to Lt. Hazel Roberts, educational director, who last week went to Washington to pay a personal visit to Gordon Davis, script writer, for the pledge of allegiance program broadcast by KIRO to workers in industries three times every 24 hours.

Easing Teacher Shortage

Due to the present shortage of teachers, greater use of radio in education was predicted during panel discussions, and the function of the OWI in clearing information to the schools through radio was praised as an aid to the war effort.

Thomas D. Rishworth, assistant public service director of NBC, outlined before the group the accomplishments of the Inter-American University of the Air, while Lyman Bryson, educational director of CBS, revealed that CBS has filled 140,000 requests for school manuals, an increase of 30% over last year.

Dr. Bryson, who delivered the major address at the banquet, pointed out that radio has an important function as a post-war public forum, not to settle questions specifically but to provide an impartial sounding board when the real issues can be heard before the people to determine for themselves. He said that CBS at present has six research workers in its educational department studying post-war radio plans.

Regarding his work with the OWI, Dr. Bryson, who is also serving with that agency as chief of special operations, said “this bureau has had a strong field in the last several weeks but the fight persists chiefly to facts the public should know. Radio has been one of the contributing factors toward unifying the country, and the people through that medium of radio are better informed than they were in the previous war.”

Citations to Teachers

Citations were awarded at the banquet to individual teachers for the best classroom utilization of the educational broadcasts Young America Answers on WBBM, What the Artist Speak on Wind, and Morehouse Goose Lady on WAIT, all Chicago stations.

Station and network executives and educational directors who participated in the three-day conference were: Michael Hanna, WHCL, Ithaca; Chester Duncan, Lake Roberts, KON, Portland; Erwin Johnson, WBNS, Columbus; Jennings Pierce, NBC, Los Angeles; Judith Wailer, NBC, Chicago; Thomas D. Rishworth, Dwight Herrick, NBC; M. S. Novik, WNYC, New York; Harold McCarty, Harold Engle, WFA, Madison, Wis.; Lyman Bryson, Leon Levine, CBS, New York; Prof. J. T. Frederick, Lavinia Schwarts, CBS, Chicago; William E. Drips, Blue; Richard S. Lambert, Canadian Broadcasting Corp.; Carl George, WGB, Cleveland; Mrs. Dorothy Lewis, NAB; Clarence Moore, KOA, Denver; Leon Gross, KPO, San Francisco; Al Hollender, WJJD, Chicago; George C. Jennings, Radio Council, Chicago.

Rishworth Is Inducted

THOMAS D. RISHWORTH, NBC Eastern Division public service program manager, has been inducted into the Army and leaves for Port Dixo, Nov. 16. His duties will be assumed by William Burke Miller, who continues as Eastern Division program manager and war program manager.

Cooper Blade Expands

COOPER SAFETY Corp., Brooklyn, in a drive to promote a new-type razor blade [Broadcasting Sept. 21] has increased its radio schedule with participations five times weekly on WJZ, New York, using Ed East's morning show plus The Kibitzers six times weekly on WMAL, Washington. With announcements on WEIR, Buffalo, started several months ago, Cooper is now using three stations, and will expand to other markets as soon as distribution plans are complete. Radio is being used in conjunction with newspapers and magazines. With increased restrictions on the manufacture of blades, commercials are stressing the steel conservation angle, stating that the Cooper blade allows 15 to 30 shaves to one blade. Heffelfinger Agency, New York, handles the account.

Smithgall Heads WAGA

CHARLES A. SMITHGALL Jr., for ten years prominent in the Atlanta broadcasting field, was named general manager of WAGA last week by George B. Storer, president of Fort Industry Co. Mr. Smithgall, who has been with Georgia Tech who was recently elected vice-president of the Georgia Assn. of Broadcasters and has been radio director of the Burton E. Wyatt Company, Atlanta agency, succeeds Don Isot, who has been called to the home office of the Fort Industry Co. in Toledo to fill an executive post created by induction of company personnel into the armed forces.

NRDGA Conference

NATIONAL RETAIL Dry Goods Ass'n will hold a five-day conference at the Pennsylvania Hotel, New York, starting Jan. 11. The Effects of the War on Retailing During 1943, will be discussed at the opening session on the night of Jan. 11, with Frank M. Mayfield, NRDGA president, as a speaker. Included among the topics to be considered are: "Price Regulations," Jan. 13, and "Post War Planning," Jan. 14.

Elgin's Salutes

ELGIN WATCH Co., Elgin, Ill., through J. Walter Thompson Co., Chicago, in a salute to men in uniform, will sponsor two special programs of two hours each on CBS stations on Thanksgiving Day, Thursday, November 22 (EWT), and Christmas Day, Friday, 4-6 p.m. (EWT). Originating from Hollywood, Calif., the 60-minute shows will be "The U.S.A. and the U.N."

Fanny Farmer to Radio

FANNY FARMER Candy Shops, Rochester, N. Y., following a series of tests last summer in Detroit, is changing the emphasis for advertising its stores from newspapers to radio. The latter media for the first time in its history, starting at varying times this winter, the company will use women's participation programs on 21 stations, Agency is J. Walter Thompson Co., New York.

Upton Close's New Sponsor

LUMBERMEN'S MUTUAL Casualty Co., Chicago, sponsor of Sunday broadcasts by NBC's commentator, H. V. O'Haire last May, has signed for a Sunday news program on Mutual, utilizing Upton Close and commentator. Series starts Nov. 22, in the 5-6:30 p.m. slot, and at 6:30, a free agent in his radio affiliations, is currently sponsored on NBC Sundays 3-5:30 p.m. by W. A. Shaefer Co., Fort Madison, Ia. (pens and pencils). In- house firm's agency is Burnett & Co., Chicago.
"FROM HERE ON, IT'S UP TO THE RETAILER"

Says H. R. BAKER, Field Agent for
56 Volunteer Stores associated with
THE GILBERT GROCERY COMPANY,
Portsmouth, Ohio.

"Now, more than ever, the movement of any one product is up to the retailer. Our experience shows that when a customer calls for a nationally advertised product, and it is out of stock, she will take any brand recommended by the grocer, at least fifty per cent of the time.

"Therefore, it would appear logical that manufacturers give more thought and attention to dealers than ever. Goodness knows a retailer has enough problems, what with price ceilings, shortages that make it hard to keep volume up, etc. Now, if these problems are further complicated by the loss of advertising help, the good will and desire to co-operate that have been built up through the years will be lost.

"The war has done one thing—it has brought into sharp focus the true importance of the dealer in relation to the whole food distribution picture. And any advertiser who now ignores this fact will be sharply reminded of it, at considerable expense, in the future."

No. 7 OF A SERIES—WHAT THE MEN WHO MOVE YOUR MERCHANDISE THINK ABOUT WAR-TIME ADVERTISING.

WLW

THE NATION'S MOST MERCHANDISEABLE STATION
There has never been any doubt concerning the leadership of WKY in Oklahoma City. There can be none today.

Hooper's summer report for the five months, May through September, 1942, again establishes WKY's program dominance decisively.

WKY was first during 85 out of 100 weekday morning periods, 80 out of 100 weekday afternoon periods, 10 out of 12 Sunday daytime half-hours, and 59 out of 63 nighttime half-hours.

Not only that... during 62.8% of the time, more persons were listening to WKY than to all three other Oklahoma City stations put together! 

That's why WKY is doing such a magnificent selling job for its advertisers. That's why WKY is the station for YOUR advertising!