WOR is a great station grown greater in 1942.

For instance—
WOR's women's programs have twice as many listeners today than they had in 1941.

This station's evening dramatic and news programs have 30 to 50% more listeners than they had last year.

WOR covers 15 prosperous industrial cities of more than 100,000 people each.
And the retail sales in these cities for 1943 are expected to greatly top those for 1942.

Approximately half of all spots placed on all New York stations in 1942 were placed on WOR—And not, mind you, by all the big buyers, but lots of little advertisers who know a good thing when they hear it.

WOR also brings you 12% more homes with radios in 1942 than it did in 1941—Not mentioning the fact that this great station also covers 63 of the nation's largest military camps and naval bases.
Intensive Coverage — in Southern Wisconsin. This is the third in a series of advertisements showing WLS coverage, by counties, in Midwest America. These 20 counties comprise the first, second and third congressional districts of Wisconsin.

From This Part of Wisconsin

ONE Out of THREE Families Wrote Us!

From this southern part of Wisconsin WLS received 82,565 letters last year, representing 37% of the radio homes in the area. That’s intensive coverage — definite evidence of listening from more than one of every three radio homes! This is but one small part of the WLS Major Coverage Area, which extends over the greater portions of Illinois, Indiana, Wisconsin and Michigan. Throughout this great area, people listen ... and respond ... to WLS.

REPRESENTED BY
John Blair & Company

WLS
CHICAGO

890 Kilocycles
50,000 Watts
Blue Network

The Prairie Farmer Station

Represented by
John Blair & Company

Management Affiliated with Koy, Phoenix, and the Arizona Network — KOY Phoenix • KTUC Tucson • KSUN Bisbee-Lowell
HE is either the initiator or chief endorser of every worthwhile project for local betterment. When people want something done, they give the job to a busy man, and he is the man. Then he in turn sells the project back to the people. It's essentially a selling job, and he puts the same intelligence and drive into the job that he gives to his own business. When he speaks he is listened to with respect because he is always associated with successful undertakings.

There are Yankee Network stations in 20 New England cities.

Each of these stations is like a leading citizen. It is called on to participate in every civic enterprise. When patriotic committees wish to get a message to the people quickly and forcefully, they turn to the local Yankee station.

Each station is thus closely identified with the civic life of the community. Its part is essentially a selling job. And whether it is participating in a patriotic or local business promotion, it has earned the goodwill and respect of the community. It has the loyal listership of that community, and this acceptance is a vital part of its sales influence in purely commercial broadcasts.

When you are making up your advertising schedule for this market, consider the long established acceptance of these 20 stations, that give you a sales grasp of all New England.
**BROADCASTING**

The Weekly Newsmagazine of Radio

**Broadcast Advertising**

VOL. 23 • NO. 22 NOVEMBER 30, 1942

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Merchandising
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Other Fellow’s Viewpoint
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Purely Program
Radio Advertisers
Studio Notes
Station Accounts
We Pay Respects
Hix Cartoon

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

**CROWDED and BUSY . . .**

We’re already apologizing to tourists as they elbow their way around Tampa’s crowded streets trying to locate “two rooms with bath” for the “winter season.” Frankly, we’re sorry, but Tampa’s too busy trying to take care of the housing needs of war workers and an ever-increasing army personnel to think much about “seasons.” Army and shipyard payrolls give Tampa a plus in purchasing power that is year-round—quite ungraphically, all peaks and no valleys. Of course, we’ll miss the tourists. But Tampa offers you a richer market this “winter season” than ever before. And so does WFLA—the NBC station in the Tampa area.
Nashville's total volume of radio advertising for 11 months of 1942 is running well ahead of last year. Merchants as well as national advertisers are cashing in on a continuing boom market.

WSIX offers ample coverage of this market. Not only in power and frequency (5,000 watts on 980 kc) but in proven listener preference does this station meet the specifications of time-buyers who know.

For full information on this market and on the station's rates and availabilities, contact WSIX or

Spot Sales, Inc., National Representatives
Get up among these

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

CLYDE F. COOMBS
VICE PRESIDENT AND MANAGER, KARM, FRESNO

"0, THE ENGINEERS have hairy ears and live in caves and ditches"—but not Clyde F. Coombs! Leaving a distinguished career as a successful radio engineer, Clyde came over into the sales side of radio back in 1934. Since then he has proved his ability by developing an all-round authority on radio, sales and merchandising in Central California—and even helped build the original audience-participation show (Who Am I?) which still holds the West Coast record for mail response!

But why should you, as an advertiser, be interested in the personalities and abilities of the men who manage radio stations? Ah, friend, why indeed? Because good station-management means as much to you as it does to the station's own stock-holders—dividends on your money. In radio just as surely as in your own line of business, good management insures good values to the patron. . . .

Here at F&P we know that few advertisers can afford to run around inquiring into the management of the stations they propose to use. So we've done it for you. When you choose a station that we represent, you can bank on receiving from that station every value that good management can provide. Because we represent only well-managed stations, here in this pioneer group of radio-station representatives.

1925
Graduated in engineering at Utah University, and employed by G. E. Co., Schenectady
1926-30
Radio engineering, General Electric Co., including development, design and erection of broadcasting stations
1930-34
Design, engineering, construction and sales for RCA Mfg. Co.
1934-38
Account Executive for NBC in San Francisco
1938-40
Account Executive for CBS in San Francisco
1940
Appointed Manager, KARM (230 watts)
1941
KARM raised to 5000 watts, full time
1941
KARM completed new plant and offices.
Transmitter Tube Replacements Promised

High Preference to Be Provided if Necessary

ADEQUATE supplies of radio transmitter tubes will be allotted for civilian use to keep broadcasting stations operating, according to WPB Radio & Radar Division officials.

No special program for transmitter tubes is contemplated at present, said Frank H. McIntosh, chief of the Foreign & Domestic Broadcast Branch, but he added that “it is the policy of the Radio & Radar Division to keep essential radio communications, including broadcasting, in operation.” As evidence of this he remarked that “so far as known, no station has yet complained that it would have to suspend operation for lack of tubes.”

Tube Allocation

Transmitter tubes will continue to be allocated, he said, in the regular manner under Maintenance Order P-133. However, he added, the Radio & Radar Division intends to give only preference ratings that will actually get broadcasters the tubes they need. “If a station has difficulties getting its parts, we’ll give them ratings necessary to procure the tubes.”

Plans to make P-135 ratings effective involve providing factories with necessary authority to produce tubes to supply essential radio service. The program has been in operation for some time, but was retarded until WPB was able to show that the industry had been converted to a wartime basis.

Meanwhile, plans for the WPB tube replacement program and the Victory Model line of replacement parts for receiving sets [Broadcasting, Nov. 23] are now almost completed, and WPB will present them at industry advisory committee meetings early in December. Mr. McIntosh said WPB hopes to have both programs in regular production on shortly after the first of the year.

The twin programs for receiver parts and receiver tubes will be designed to keep listening sets in operation for the duration. Plans provide for production of 116 fast selling types of tubes, instead of 350 types permitted under Tube Order L-76, and of a limited variety of the most important volume controls, resistors and condensers.

At WPB, officials made clear that materials were available for the receiving set program. Chief restraining factor is a desire by the Radio & Radar Division to get adequate reaction from the industry before freezing the lists of Victory models and replacement tubes. Parts in the Victory Model line will bear a Victory label, but the tube program is expected to be parceled to manufacturers in proportion to their past output engaged in war work, may not participate.

Meetings Planned

The tube program will be discussed at a session of the receiving tube advisory committee, which will meet Dec. 7. The parts industry committee meeting later this month will study the parts program. The American Standards Assn. will meet Dec. 1 to assign type numbers to ‘Victory’ parts.

Because of the nature of the transmitter tube problem, a WPB spokesman, told Broadcasting, no special production program is necessary. Under pressure of a tremendous expansion to meet military needs, the entire output of transmitter tube manufacturers now goes to the armed forces. WPB confines its efforts to reserving stock piles at the factories for civilian use.

Mr. McIntosh pointed out that in the competition for raw materials, and for the finished tubes, conservation measures will be put into effect by the FCC and the Board of War Communications will definitely help the replacement tube picture. “The problem,” he said, “is to show the need for sacrificing a small fraction of total production now going to military use in order to maintain broadcasting.”

At first, one spokesman said, the situation was far more serious, for the transmitting tube industry in 1941 produced only $3,000,000 worth of supplies. In a year-and-a-half, output has jumped to $280,000,000.

“Another words,” he said, “only a minute fraction of present production is needed to keep broadcasting going, for the $3,000,000 production of 1941 supported the entire 23,000 licensed transmitters needed for broadcast, police and other radio work.”

But Not Plentiful

He warned, however, that despite this “pleasing” leap in production figures, tubes would not be plentiful. “Tube production has kept up with tank and plane production,” he said, “but the margin of difference doesn’t leave much room for complacency.”

“Moreover,” he added, “we must now supply the entire Allied world with tubes and parts.” The spokesman said demands are particularly heavy in Latin America. “While we do not anticipate special production of parts, particularly receiving sets, for this market, we may find it desirable to release some of our inventories,” he said.

FCC’s War Rules Go Into Operation

Saving of Equipment Is Basis of Station Regulations

ALL BROADCASTING stations will go on a full wartime technical operating basis tomorrow (Dec. 1) when two FCC equipment conservation orders readjusting operating standards go into effect. Changes involve a 1 db restriction on transmitter radiated power and relaxation of normal engineering standards [see text of orders in Broadcasting, Nov. 19].

Can’t Be Detected

According to the FCC Engineering Department, most stations have already completed arrangements for the changeover, and some began operating on the new standards during the last fortnight. FCC tests previous to adoption of the orders, and observations since some stations began functioning under the new rules, show that the changes cannot be detected by the listener.

Application of the relaxed engineering and transmitter adjustment rules is part of a program drawn up by Board of War Communications to make broadcasting equipment last through the war. The plan is also favored by the WPB Radio & Radar Division, which considers conservation essential to insure a sufficient stock of transmitter parts [see story on this page].

The FCC also has ordered a survey of spare parts held by all radio licensees [Broadcasting, Nov. 23] and will encourage sharing of such extra equipment. Only point in the original BWC conservation program not yet treated is permission for voluntary suspension of operation by stations facing insurmountable war problems.

FCC Chairman Fly at his press conference last week implied that no significant action on voluntary suspensions could be expected at this time. Mr. Fly, speaking on the need for continued radio coverage of outlying areas, said he was afraid the very stations in remote areas most urgently needed would be the ones to suspend under the plan.

In a statement to the radio industry prepared for Broadcasting, FCC engineers restated directions for operation under the new regulations. The order, they said, "is designed to increase the life expectancy of vacuum tubes and other critical transmitter components."

The statement warns that compliance is expected of all licensees, and requests licensees to refrain from making special requests for non-compliance. "Uniform observation thereof will not adversely affect interference or service conditions," the FCC said, "whereas permission of a few exceptions will in most instances do so."

FCC Instructions

FCC’s summary of the change follows:

Effective Dec. 1, 1942, Commission Order No. 107 suspends Section 3.32 (Continued on page 44)
Lower Network Wire Charges At Issue in FCC Toll Probe

Fly Says Reduction Would Permit Small Stations To Get Institutions, Ease War Problems

NEW REDUCTIONS in long-line wire charges for national and regional radio networks will be considered as part of the inquiry into rates of the AT&T Long Lines Dept. ordered Nov. 21 by the FCC, Chairman James Lawrence Fly said last week.

The FCC order, the fourth against the corporation in five years, directed that hearings should be held Dec. 16 to determine why long-distance toll charges should not be substantially reduced. According to the Commission's statement, the Long Lines Dept. earnings for nine months ending Sept. 30, 1942, on an annual basis, range between $47,000,000 to $62,000,000, depending upon allowable rate of return and income tax rate.

The Commission said that this constitutes 24.87% on the net book investment before Federal taxes and surtaxes, and 14.92% after new 1942 Federal normal and surtaxes.

Would Ease Problems

Commenting on the FCC inquiry order, Chairman Fly said, "These excess earnings bear heavily at this time both on the cost of the war and on the cost of living." At his press conference last week, Mr. Fly enlarged on the case "as a very fortunate" factor in easing the problems of small radio stations.

"We want to do everything to encourage extending broadcast network services," the Chairman said, "particularly to the far reaches where services are needed."

"It is only in the light of the spread of this service has been the long haul charge to reach these stations," he said. "The very places where network programs are most needed are cut off by toll expense. Any rate reduction to meet this need would be a fortunate result."

In three previous FCC-AT&T rate investigations ordered in the last four years, rate reductions were obtained through negotiations. Though the corporation has not officially replied to the Commission, Walter S. Gifford, AT&T president, said last week that the Commission's figures "are misleading" and "the company feels it must resist a reduction."

Mr. Gifford said the circumstances under which the FCC ordered the inquiry "would seem to make no sense." Referring to Chairman Fly's statement on the effect of long distance charges on the cost of living, the AT&T executive declared, "I fail to see how by any stretch of the imagination a reduction in long distance rates will help win the war." He pointed out that the firm's advertising urges the public to reduce its use of long distance facilities, while the Commission's action, lowering rates, would have the opposite effect at a time when "lines are overloaded."

At the time of a rate reduction agreement reached in June, 1941, the FCC estimated that networks spent approximately $6,376,000 for long-line wire facilities. The saving estimated at the time amounted to $250,000, and an additional $25,000 for other lines.

Last Year's Cut

The 1941 reduction totaled about $14,000,000 of all Long Lines Dept. income. The FCC figure for broadcast-casting's total payments to the firm was $7,968,940 for telephone line facilities, including local as well as long-distance operations. The limiting networks at that time spent $6,178,730 for network service lines, and an additional $375,375 for facilities for 23 MBO stations. Five regions spent $187,614 for wire hookup service.

At his press conference Nov. 23, Chairman Fly said that the FCC was anxious to do everything possible for the small station, and that this rate reduction might be beneficial.

"Small stations today have a difficult situation", he said. "Network advertising, mostly good will and institutional programs sponsored by firms with nothing to sell — or not enough to go around—is available in larger cities, but the little stations are not getting much of this business. Revenue of the retail businesses on which they depend is tending to dry up."

He reiterated that FCC hopes to do something about this through its proposed AT&T rate reduction.

SENATE Judiciary Committee last week approved a bill (HR-710) dealing with the War Bond Act of 1941, to extend censorship of communications to messages between the United States and its territories, and possessions. The bill had been passed by the House.

NAB's New Quarters

SENATE votes BILL for SMALL FIRMS

RELIEF from burdensome paper work is possible for smaller radio stations as well as the larger stations as the result of the Senate passage by unanimous vote of a bill (S-219) sponsored by Senator Murray (D-Mont.), chairman of the Senate Committee on Small Business. The bill now goes to the House.

The bill's principal objectives aim at coordination and reduction of Federal supervising and inspection to lessen the responsibility on business in general, with particular emphasis on the smaller business, of furnishing many reports and diversifying information to various Federal agencies.

Another concern of the committee is the wartime position of many small businesses. Last week it was learned that the committee is willing to study the problems of smaller radio stations affected by various wartime effects of a reduced economy. The attitude was made known to a representative of the NAB but no positive action is expected this month before the return of Neville Miller from a tour of district meetings or possibly before the next board meeting, likely in January.

Proposed Net Program Offered to Paramount

PARAMOUNT Pictures, New York, is offering a weekly 24-hour program submitted to it for possible network sponsorship by the Women's Institute of Audience Research and proposed by Margaret Guyer, director of the Institute and head of its radio department.

It is understood the program targets story and talent interests as well as carrying specific and institutional advertising. Directed by Mitchell Grayson, the audition transcription now under consideration by Paramount executives features at least one Selena Rogers, Santos Ortega, Chester, Stratton, Florence Robinson, Lorena Scott, Randolph Echoes, Frank Butler and Jay Wales.

GREETINGS to Mutual's newly named president, Miller McClintock, executive director of the Advertising Council (right) are extended by Alfred J. McCoaker, chairman of the MBS board at a dinner at which the network's executives and staff met their new chief. It is anticipated Mr. McClintock will take over about Jan. 1.

Blue Drope Chimes

FURTHER emphasizing the separation of blue and NBC as independent and competing networks, the BLUE will discontinue Dec. 1 the ringing of chimes as a chain break in off the air with the words, "This is the Blue network.

The three notes, NBC symbol shared on the blue up until now, will not be replaced by the latter network until the conclusion of the war. It was found that equipment needed to develop a new symbol involved the use of strategic war materials.

DAY FOR UNCLE SAM

KFWB Turns Over Dec. 6 to Federal Agencies

DIRECTING its efforts to a 24-hour campaign for War Bond sales, KFWB, Hollywood, on Dec. 6 will suspend all sponsored as well as sustaining programs. Observing one year of war, station personnel and facilities will be turned over to the Treasury and other government agencies for the day, according to Harry Maizlish, general manager.

Only regular features to be retained are newscasts and war bulletins which will be interspersed with War Bond announcements. Under slogan, I Buy for Vengeance, special programs with guest talent will be used on the 24-hour schedule as stimulants for War Bonds and a salute to the AEF. Federal, State and city defense councils are cooperating, with auxiliary police and air raid wardens actively participating in the programs. Air raid quarters will remain open during the 24 hours to accommodate bond buyers.

Pabst Music Series

PABST SALES Co., Chicago, has a six-weekly music program on WABC, New York, titled "WABC Jive," heard 8:30-9 p.m. Series started Nov. 2 and will continue for five weeks. The program of popular and recorded dance music nightly except Tuesday, when the program is live. Agency is Lord & Thomas, Chicago.
NBC Adopts New Organizational Setup

Fast Action Sought By Plan, States Trammell

AN EXTENSIVE revision of NBC's organizational setup, embodying the establishment of a number of planning and supervisory committees to "expedite planning and action on the major functions of the company" and the creation of two new departments, was announced Nov. 24 by Niles Trammell, NBC president, at a dinner meeting of some 200 executive employees of the network at the Waldorf-Astoria, New York.

At the same time the creation of a junior management committee, whose activities will be closely coordinated with those of the network's management board of an NBC executive group, including all of the company's New York executive personnel, was announced. [See separate story on this page.]

Group Thinking

In a letter to vice-presidents and department heads, dated Nov. 24, Mr. Trammell called special attention to "two forward steps in our organization setup. The first is the creation of a new senior management committee which has been established to expedite planning and action on the major functions of the company.

"Each committee is composed of executives most familiar with the problems to be dealt with by such committee. Coordinated group thinking and common understanding of the company's problems are certain to aid substantially in carrying out the company's policies and attaining its objectives.

"The second equally important step," he stated, "is the important strengthening of our public service organization. The war has greatly increased the activities of the network in this field. Today public service is more important than ever. This fact has been recognized by the establishment of a separate public service department."

Reporting on NBC's operations for the year to date, Mr. Trammell said that despite the loss of approximately 400 employees at the time of the separation of the Blue from NBC, of 85 more when the Artists Service was separated and of almost 400 additional employees to the government and the military services, we have managed this year not only to maintain but actually to increase the quantity and improve the quality of our service to the public, the Government and American business.

NBC network sales, he reported, are more than 7% ahead of last year and the increase in time sales of the network and M & O is more than 10%. He quoted the CA report for Nov. 16 as showing that NBC has 31 of the 50 most popular

Two New Management Groups Formed Among NBC Officers

TO SUPPLEMENT the work of NBC's management committee, comprising all the network's officers and key operating executives, in planning and directing the general network policy and operations, the new group has created two additional management groups, whose establishment was announced last Tuesday at a dinner meeting of some 200 NBC New York executive employees at the Waldorf-Astoria.

First new management group is a junior management committee of 17 members, chiefly of assistants to heads of departments. Easlon C. Woolley, assistant to William S. Hedges, vice-president in charge of stations, is head of this new committee and will act as liaison between it and the senior management committee of which he is also a member.

Executive Group

Second new group is made up of all executive personnel of NBC's New York headquarters staff, approximately 200 persons. Both of the management committees are also members of this group, known as the NBC Executive. Unlike the management committees, which meet on call, about once a month, this larger group will assemble as a whole in the spring, fall and winter quarters.

The dinner session last week was the first meeting of the group.

Purpose of the organization of this Executive Group, to familiarize all executives with the overall problems of network operations as well as with those of their own departments, was to enable them to contribute suggestions and criticisms to the company's management, was outlined by Niles Trammell, NBC president, and John E. Kersta, vice-president and general manager.

Mr. Trammell also announced the formation of several new executive committees to guide the major activities of NBC and of other organizational changes [See story on this page].

Various phases of the outlook for NBC during the coming year were also discussed, with special attention given to war problems of programming and publicity.

Management Group

Membership of the NBC management group is composed of senior management of the network's officers, including divisional vice-presidents stationed out-side of New York, plus Clayland T. Morgan, assistant to the president; Albert E. Dale, director of the department of information; Charles B. Brown, director of advertising and promotion; W. F. Brookes, director of news and special events; John McKay, manager of the press department; R. J. Teichner, treasurer; Dr. James Rowland Angell, public service editor; Harry F. McKeon, controller; James V. McConnell, manager, national spot sales department; Roy Norr, of Ames & Norr, public relations; Sheldon Coons, business consultant.

The junior management committee, in addition to Mr. Woolley, its chairman, includes the following individuals, listed with their departments: Ernest de la Osa, personnel; Sheldon B. Hickox, stations; Edward R. Hits, I. E. Show- erans, company; William Burke Miller, public service; Bertha Brainard, Wynn Wright, Lewis H. Titterton, programs; Joseph A. Ecclesine, William E. Webb, Irene Kuhn, advertising and sales promotion; Sydney Eiges, press; Francis C. McCall, news and special events; Stockton Heffrich, con- tracting; Sydney Eiges, press; George McElrath, engineering; Noran E. Kersta, television.

Mr. Trammell as chairman; Frank E. Mullen, vice-president and general manager of NBC, as first vice-chairman; Mr. Hedges as second vice-chairman; Mr. Merson; Roy C. Witmer, vice-president in charge of sales, and Mr. MacDonald, who will serve as secretary of the committee.

The Policy Committee, according to Mr. Trammell's memorandum to the network's vice-presidents, department and division heads, "will review and formulate the policies and operating practices of the company. It will direct its attention specifically to program, station relations, sales, labor and personnel policies, and to cooperation with governmental agencies on our war activities. The Policy Committee will call on other executives of the company to meet with it whenever the need arises."

Public Relations

A Public Relations Committee, to formulate and carry out policies governing our contacts with the public in order to maintain the company's position of leadership in its services to the public," is headed by Mr. Kersta; Mr. Merson; Albert E. Dale, director of information, is vice-chairman, and members are: John Royal, vice-president in charge of international broadcast; Trammell, vice-president in charge of the Washington office; John McKay, manager of the press department; Dr. Angell; Charles Brown, director of advertising and promotion; William Brookes, director of news and special events. Clayland T. Morgan, assistant to the president, will serve as secretary.

Mr. Merson is chairman of the new Program Committee, whose functions are to "formulate and review program policies and program content. It will function as a creative group in the development of program ideas covering both public service and commercial programs, while giving special attention to national needs arising out of the war emergency."

Members of the Program Committee, in addition to Mr. Merson, are: Dr. Angell; Samuel Chotzinoff, manager of the music division; Mr. Witmer; Mr. Brookes; Mr. McKay; Mr. Dale. Miss Bertha Brainard will serve as secretary.

A Technical Development Committee has been set up with O. B. Hanson, vice-president and chief engineer, as chairman and Mr. Kersta; Mr. Dr. Angell; Samuel Chotzinoff, reporting to the vice-president and general manager, "constitutes a Progress Planning Staff to conduct studies, investigations and development of new developments promising new services.

"Such developments include television, facsimile and frequency modulation, as well as improve-

(Continued on page 50)
Revision of Occupation Titles Planned for Communications

Six Committees of BWC Will Study New List; Criticism by Industry

MANPOWER officials last week completed their list of communications industry occupational titles to be used by the U. S. Employment Service to guide local draft boards in deferring essential men.

The list, a revision of one contained in Selective Service's November 21 Bulletin No. 27 [BROADCASTING, Oct. 19], will be studied by representatives of six Board of War Communications' committees meeting with War Manpower committee representatives at the FCC today (Nov. 30), and may be issued within a few days.

Changes Effected

BWC called the meeting of its committee chairmen at the request of the War Manpower Commission, which is understood to have made some changes in the original list of essential communications employees. At today's meeting, industry leaders are to study the revised list in its semi-finished form. This may be the last revision of the list.

The War Manpower Commission pointed out recently in a statement of policy sent to 1,500 field offices of the USIS that it would be increasingly severe in designating jobs worthy of deferment. The present list contains occupational titles, similar to the laymen designations in Selective Service Bulletin No. 27, as well as dictionary definitions precisely defining the labor covered by each title [BROADCASTING, Nov. 23].

Communications industry's list has brought critical reactions from both the industry and the War Manpower Commission. Industry officials have complained they were unable to recognize essential jobs under the laymen titles, and that many important positions were not covered, although some minor ones were.

Those invited to participate at the meeting were Committee III, Cable; Committee IV, Domestic Broadcasting; Committee VI, International Broadcasting; Committee VII, Radiocommunications; Committee IX, Telegraph, and Committee X, Telephone. Howard S. Frazier, engineering director of the NAB, and Russell P. Place, counsel, will represent the broadcasters in the absence of Neville Miller, NAB president, and chairman of Committee IV. Earl H. Gannons, CBS Washington director, is expected to represent Committee VI.

According to telegrams sent out by the BWC over signature of E. K. Jeet, President, chief engineer, and chairman of Committee I, the BWC coordinating committee, each of the six BWC branches has been asked to designate one, but not more than two committee members to meet with a man from the War Manpower Commission on a revised list of essential communications titles.

In calling the meeting, the BWC said it had never assumed that Occupational Bulletin No. 27 would represent the final list of essential jobs. "The list had to be studied and revised by the WMC, just as lists for others of the 37 'essential industries' are being revised," the BWC said.

Advice From WMC

BROADCASTERS should continue to depend on Selective Service Form 42A for deferment of essential workers. War Manpower officials advised last week, suggesting that the industry avoid the use of mimeographed lists.

"As an essential industry, under War Manpower Commission's definitions, communications people are eligible to participate, and we have no objection," the officials said. But the WMC pointed out that the number of employees eligible for deferment under the manning plan would be extremely small in each station and that manning table machinery is "too cumbersome."

The manning table provides a schedule for replacement of draftable "essential workers". To be included in such a schedule however, a man must be of such skill that several months will be needed to train his successor.

Recorders Act

AFTER consideration of the replies to its recent letter of protest on the War Employment Manpower's possible entrance into recording through studios set up in the Office of Overseas Branch, the Association of Recording Studios adopted a resolution at its Nov. 25 meeting, stating that the original committee which drafted the letter to take what action was necessary to solve the problem. The committee consists of Hazard E. Reeves, Reeves Sound Recording Studios, and chairman of the ARS; Ezekiel Rabinowitz, Audio-Service; Maurier Wolsky, Rockhill Radio; Robert Hyndman, G. Schimer Recording Studios, and Warren T. Troll, New York attorney.

BELL TELEPHONE Co. of Canada, Montreal, on Dec. 7 starts a spot campaign on the theme "Don't Telephone Home This Christmas" on 10 Ontario and Quebec stations daily till Christmas. Account was placed by Cockfield Brown & Co. Ltd., Montreal.

Victor Sholis Is Feted; To Enter Army Shortly

VICTOR SHOLIS, since February, 1941, director of the Clear Channel Broadcasting Service, formed by clear-channel stations to represent their interests, was guest of honor at a farewell party Nov. 28 at the Washington Inn. Lt. Col. Louis G. Caldwell, counsel for the service, expected to be inducted into the army shortly.

Mr. Sholis is former political editor of the Chicago Times, who came to Washington in 1925 from KFWB, Los Angeles, that city, for temporary origination of the five-weekly five-minute program, Grace Fields, sponsored by American Cigarette & Cigar Co. (Pall Mall), Monday through Friday, 9:55-10 p.m. (EWT). Shifted to New York for the first time, the series will emanate from the West Coast for several weeks during Miss Fields' film assignment.

Networks in Hollywood Seek More Studio Space

PACING a lack of accommodations for new programs, BLUE, Hollywood, on a month-to-month basis, has rented a studio from KFWB, Los Angeles, that city, for temporary origination of the five-weekly five-minute program, Grace Fields, sponsored by American Cigarette & Cigar Co. (Pall Mall), Monday through Friday, 9:55:10 p.m. (EWT). Shifted to New York for the first time, the series will emanate from the West Coast for several weeks during Miss Fields' film assignment.

Network recently acquired Hollywood Radio Playhouse under lease, but that structure will not be ready for occupancy in time to accommodate the program shift. Located at 406 N. Cadden Pl. and seating 300, the playhouse will undergo extensive alterations before network programs will originate there, according to Don E. Gilman, Western division vice-president. It will also be utilized by NBC on a monthly rental basis.

CBS, Hollywood, to meet a similar space shortage, is also contracted for rental of a KFWB studio to house the three-weekly Harry James, sponsored by Liggett & Myers Tobacco Co. (Chesterfield cigarettes). Program moves from New York to Hollywood in early December so that James can complete an MGM film assignment.

Crash Kills Frear

LT. ROBERT H. FREAR, 26, former chief announcer of WIBX, Utica, N. Y., was killed last week when his Army P-39 plane crashed as he was about to land at Cross City Field, Fla., after a routine training flight. Lt. Frear, an experienced civilian pilot, had received his Army commission only ten days before the fatal accident. Services were held last Friday at Utica last Friday afternoon. At WIBX he had edited the Farm Service Bulletin and handled the Socony-Vacuum newscast seven times daily.

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if you're now using radio in the Charleston, West Virginia market
—or planning to do so in the future
—you should see the Crossley Study just completed.

WCHS
John A. Kennedy, President  Howard L. Chernoff, Managing Director
Charleston, West Virginia
represented by THE BRANHAM COMPANY

CBS Affiliate

5000 on 580
Serials and Their Casts Going to War

Soap Operas Take Active Part by Assisting in OWI Campaigns

LONG-ESTABLISHED serials, along with their casts, long dear to many a daytime radio listener, familiar with their daily tribulations, are now working for the war effort with startling effectiveness.

Entirely aside from their weekly appearances on regularly scheduled commercial serials, the heroes and heroines of the “soap operas” have taken on the additional task of performing special dramas on the NBC Victory Volunteers series and the CBS Victory Front programs, both of which are produced by the advertising agencies concerned, CBS and NBC in cooperation with OWI.

CBS has set aside the Monday through Friday 10-10:15 a.m. while NBC presents its OWI serials five times weekly 10-10:15 a.m.

Facilities Donated

The networks supply their facilities and personnel, and the project donate their services as a contribution to the war effort. This includes actors, actresses, advertisers and their advertising agencies, announcers, directors, narrators and special guests, with the American Federation of Radio Artists waiving all talent fees.

One of the themes selected for each week's presentations usually tie up with a nationwide war information campaign currently in progress, thus emphasizing the importance of that particular phase of the war as well as presenting information about it to listeners through a favorite medium.

The themes selected for this week included stories presented to date in the OWI project used as its subject the need for converting heating facilities from fuel oil to coal. This campaign developed rapidly as cold weather approached, came to life during the week of Oct. 26 on NBC with the cast of Lorenzo Jones enacting five-quarter-hours of human interest comedy built around Lorenzo’s futile attempt to invent a gadget to heat his home without coal or oil.

On the Sad Side

On the tragic side, CBS presented a grim picture of “the nature of the enemy” by the cast of Life Can Be Beautiful. No listener tuning faithfully to the five episodes of that story could resist the forceful message it presents on what could “happen here”, or the theme that “life cannot be beautiful” under Axis domination.

Using the dream technique, the story told of a young girl’s dream that the Nazis had come to this country, how they sentenced to death her little sister and how she, with the aid of the Nazi family assents, how a cripple in the shop is sent to an institution from which he will never return, and how she herself must kill a Nazi officer to defend herself.

The theme of home nursing has been used on the CBS Victory Front series with characters from Young Dr. Malone showing the present need for knowledge of first aid in one’s community. Pepper Young’s Family has put over the message on scrap salvage as part of the NBC series for the OWI, and the other subjects covered on the two networks by the OWI inclusions price control, the merchant marine, women in the war, “V-Home”, the United Nations, and children in wartime.

Purposely, the OWI keeps its schedule of advance programs flexible, so that an unexpected war information campaign with no previous notice can be made the theme for a particular serial with a comparatively easy shift of dates or programs—facilitated, of course, by the full cooperation of the networks, advertisers, agencies, and talent.

Such well-known figures as Clifton Fadiman and John W. Vandercook for NBC, and Conrad Nagel, Ben Stabler and Bob Hawkes from CBS have already served voluntarily as guest speakers, to present pleas relating to the topics dramatized.

Setting an Example

Turning from the OWI series itself to the regular commercial versions of the daytime serials, many of the characters in the 80 odd serials currently on the four major networks are setting an example of how to go about their work, their armed forces, setting up day nurseries for children of war workers, or making some other effort to help the Allied cause.

The case of Mollie of The Victory (P and G, CBS), serial sponsored by Acesi Co., owns an aircraft factory and has gone into victory farming. Chief of the stars is Mollie’s manly, star of Life Can Be Beautiful (Procter & Gamble Co., CBS), dances with soldiers in a canteen and has three beaux, all in the armed forces. Against the Grain, also sponsored by Acesi Co., has been the first serial to place its characters in locales affected by the war, and is currently laid in Denmark. In 1942, its characters battle with Axis agents in the underground movement. One of the cast of Young Dr. Malone (General Foods Corp., CBS and NBC), is now in England, on a special war mission; Mollie of The Berglders (P & G, CBS), enthusiastically runs a day nursery. Joyce Jordan, M.D. (P and G, CBS), is in the Navy, a war nurse. Stella Dallas (Chas. H. Phillips Chemical Co., CBS) is working in a munitions factory, but also sponsors a sewing society for war workers.

All of these examples are selected from less than half the current serials now on the networks on a week-by-week basis, they do illustrate how the “soap opera”, a pure escapist drama, is proving its mettle under wartime conditions.

Average Rating of Quiz Programs Drops, Says Chappell; Serial Dramas Decline

IN A SORT of postscript to his analysis of the loss of appeal of the daytime serials [Broadcasting, Nov. 23], Dr. Matthew Chappell, consultant to C. E. Hooper Inc., has released comparable data for listening to quiz shows and serial dramas during the past two years.

From January, 1940 to January, 1941, he states, the average rating of quiz programs dropped from approximately 13.0 to 11.3, while the number of sponsored network hours devoted to such programs rose from 4½% to 7½% a week. From January 1941 to January 1942 the average quiz show rating rose from 11.3 to 12.1, while the weekly total of network hours dropped from 7½% to 5½%.

Average Rating

“When all other things are equal,” Dr. Chappell states, “the above two-year comparison on quiz programs represents the norm on established types of radio programs. That is to say, when the total number of programs offered increases above a certain point, the listeners are divided more ways. And as the people listen less to each program, the ‘average rating’ goes down. Trends in total interest in a classification can be judged only by observing the changes in total listening which result from the inter-working of both factors, ‘average rating’ and ‘total hours’.

BUY A BOND and sign a plane, was theme of the recent War Bond drive of CBS Hollywood, when Lockheed P-38 Interceptor went on display for a week in the network’s forecourt. Bond-buyers autographing the P-38, which was under constant military guard, are (l to r) Eleonore Pelletreau, of network exploitation department; Ben Paley, West Coast production manager, and Harry W. Witt, sales manager of KNX.

But, daytime serials do not follow the same pattern as quiz shows. From January 1940 to January 1941 sponsored network daytime serials increased from 56 hours to 83½ hours weekly, with an accompanying drop in average rating from 7.0 to about 6.1, Dr. Chappell reports.

From January 1941 to January 1942 the network time consumed by these programs dropped from 63½ to 60½ hours weekly, but the average rating, instead of rising, also dropped—from slightly above 6.1 to slightly below 5.9.

During 1942 this down trend has continued. From January to October, the weekly network hours of daytime dramas dropped from 60½ to 50, while the average rating likewise declined from about 5.9 to 5.1, more than the expected seasonal change. When the two factors are combined into a “Listening Hour Index”, Dr. Chappell states, the drop from January 1941 through October 1942 is seen as follows: Listening Hour Index, January, 1941, 384; January, 1942, 359; October, 1942, 266.

“This trend,” he concludes, “is contrary to that observed in the performance of radio in the evening, Sunday afternoons, early morning and later afternoon, in short, whenever the air is not dominated by daytime dramatic serials.”
For “Extraordinary Heroism...Great Devotion to Duty...Meritorious Public Service” in Covering the News at Oran

The United States Army Awards the Order of the Purple Heart to Leo S. Disher, of the United Press

Major-General Lloyd R. Fredendall, of the A. E. F. in Africa, on November 22nd awarded the Order of the Purple Heart to United Press War Correspondent Leo S. Disher.

The citation accompanying the award read:

“Leo S. Disher, Jr., while serving with a United States landing force in the capacity of war correspondent, at the harbor of Oran during the early morning hours of Nov. 8, 1942, distinguished himself by extraordinary heroism and meritorious performance of duty against an armed enemy during the attack on that port.

“In the face of withering enemy fire, although several times wounded, Disher remained at his post on the vessel which was taking him ashore and continued to report for the public press a lucid, accurate and detailed account of the action, in which the greater part of the military and naval personnel aboard the ship became casualties.

“After being ordered to abandon ship, Disher swam to shore and, although again wounded four times, continued to perform his duty in an exemplary manner. With complete disregard for his personal safety, Disher displayed great devotion to duty and rendered meritorious public service by recording the details of the attack on the harbor of Oran.”

UNITED PRESS
Revenue Decision On Tax Status of Free Time Sought

Donations to the Government Involved in IRB Study

TREASURY officials revealed last week that the Internal Revenue Bureau is considering issuance of a ruling to decide what total deduction radio stations may make in 1942 income tax returns for time donated to Government campaigns and programs.

It was learned by Broadcasting that a ruling for radio station managers can be expected within the next week or ten days, following weeks of study by the Internal Revenue Bureau.

The ruling will include an interpretation of an amendment in the 1942 tax law to the famous section 233 of the income tax statute. This amendment reads, in part:

"In the case of a corporation contributions or gifts payment of which is made within the taxable year (or for the use of the United States, any State, territory or any political subdivision thereof) the District of Columbia, or any possession of the United States, for exclusively public purposes...to an amount which does not exceed 5 per centum of the taxpayer's net income."

How Much to Deduct

The question to be decided by Internal Revenue officials is whether or not radio stations make a "contribution" in money when they give the Federal or State Governments free time, equipment and talent. If that is the case, radio stations are of course entitled to a 5 per cent income tax deduction.

Some Internal Revenue policy makers believe that radio stations do not, in presenting free Government shows, make an actual monetary contribution or for the use of the United States. They reason that the radio stations do not have to pay for the time but are merely offering use of their facilities.

It has already been decided that newspapers cannot claim a 5 per cent deduction. The Internal Revenue Bureau has declared that ads donated by the papers to promote, for example, sale of War Bonds are not an actual monetary contribution to the United States.

Nor can newspapers claim that they, as "goodwill advertisers," are legitimate business expenses. Internal Revenue experts have decided that it is the "duty and the business" of a newspaper to advise the public to buy War Bonds etc. Thus, they declare, these advertisements are not institutional ads.

In other words, a steel corporation, for instance, could deduct, as legitimate advertising expense and as a "contribution to or for the use of the United States," for an ad asking the public to purchase the ban be relaxed have been all but ignored by the AFM head.

When he failed to answer an inquiry from Charles Wheel (D-Mont.), of the Senate Interstate Commerce Committee, proposing negotiation of some sort of settlement, the AFM promptly announced formation of the subcommittee to conduct the inquiry, pursuant to Senator Clark's resolution.

Precisely when the hearings will begin is not known. Senator Clark said he would be guided by the judgment of a majority of the committee. It may be possible to get the hearing before one of the Senate's new sessions.

The accepted unanimously by the Senate, carries a $5,000 initial fund. In addition to the Clark resolution, there also will come before the committee the Clark bill (S-2874) for amendment of the anti-trust laws to outlaw strikes that interfere with the war effort for the war's duration and six months thereafter. Introduced a month ago, this bill is pending before the Interstate Commerce Committee.

In addition to the subcommittee membership of five, it is expected Senator Wheeler will participate in the inquiry, because of his interest in the recording strike.

Orchestra Unionized

There was little discernible activity in the music situation on other fronts during the last week, though preparations were being made for presentation of industry testimony to the Clark subcommittee. Some question arose last week whether the major networks themselves would participate in the proceedings, probably leaving the industry case to the NAB, which has retained Kaye, who was a New York attorney, former executive head of Broadcast Music Inc. and expert in the music-copyright field, as its chief counsel in the union negotiations.

Regarded as of some significance was the disclosure last Thursday that the Boston Symphony Orchestra, only major entity in the United States which had remained outside the union fold, had come to an agreement with AFM and Mr. Petrillo. Mr. Petrillo has been barred from the air by AFM because of its non-union status.

The agreement, it was said, would enable the orchestra, described as "deadlocked," to resume Thursday. According to the agreement, the orchestra will produce all programs next season, with the AFM taking one-third of the gross.

Subcommittee to Meet

The subcommittee is headed by Senator Clark (D-Idaho). Other members are Senator (R-Tenn.), Senator Tobey (R-N.H.), McFarland (D-Ariz.), and Tunnel (D-Del.). Senator Clark said last Friday he planned to get the subcommittee together this week in the hope of settling a definite hearing date.

First witness to be called under present plans, will be Mr. Petrillo himself. The union leader steadfastly has refused to explain why he arbitrarily invoked the recording ban five months ago, in the face of wartime requirements. Pleas from high Government officials identified with the war effort that the ban be relaxed have been all but ignored by the AFM head.

Delay in Starting AFM Probe
By Senate Group Is Foreseen

But Clark Resolution Has Status of Law and
Will Not Die With End of Current Congress

SINE DIE adjournment of Congress when the year ends will not kill the Clark resolution for a Senate investigation into the ban on transcriptions and phonograph recordings invoked by AFM President James C. Petrillo, according to Congressional parliamentarians.

In fact, the War Bonds. A newspaper could not.

Newspapers will have to consider such ads, the Internal Revenue Bureau says, normal business expenses and can deduct only the cost of ink, printing, newspaper etc., just as they would for any other news or advertising page.

Whether or not this interpretation will also be placed on radio efforts on behalf of the war program has not been decided. Some observers at the revenue bureau feel that radio stations might well be given a more liberal deduction than is now allowed newspapers.

These observers also believe stations should be given the right to deduct something for such campaigns as they may undertake to drive War Bond sales etc. Extraordinary expenses, they claim, such as the use of additional switchboard operators to handle War Bond calls etc., should be deductible.

It is not considered likely, however, that radio stations will be given the full 5 per cent deduction for "contributions."
With the Army welcoming 18-year-olds, with kids by the thousand rushing to enlist at once, it occurred to Westinghouse Station KYW that Philadelphia's first contingent deserved a real salute—and that Philadelphians deserved to hear and feel the mood of the departure.

So Will Osborne's dance band, the singing Andrews Sisters, and the KYW audience dedicated a half hour at the railroad station to the war's youngest volunteers.

Dedicated? They never had a better time! The audience heard, not a sad farewell, but a picnic, a jive session, and a block party all in one. The kids took over the music, the girls, the station, and the whole salute. Wisecracks and rumbas mixed hilariously with farewell kisses and catchy songs. And KYW's millions dried their tears, and laughed until the tears came back, and realized the war was in the right hands now.

Advertising men sense this mirror of America in Westinghouse programs. They recognize it as an essential public service, as the essence of modern showmanship, as a sure-fire audience guarantee.

WESTINGHOUSE RADIO STATIONS Inc
WOWO  WGL  WBZ  WBZA  KYW  KDKA
NEW LIGHT on the manpower problems of individual station operators is revealed by answers to the NAB manpower survey now being compiled. The survey includes responses from 613,019 stations licensed by the FCC as of Sept. 15.

On the basis of returns, the survey concludes that stations suffered estimated losses totaling a two-year period from Oct. 19, 1940 to Sept. 15, 1942. The analysis shows that 26.2% of the persons employed Oct. 19, 1940 were lost to the armed services during the period. The remaining 45.3% left the station for other jobs or to enter Government service.

Changes at Locals

NAB's report on the survey was prefaced with a warning statement that reports tended to emphasize the importance of small stations' problems, and that figures might have been admitted low because stations might have reported losses as low as possible. On this basis, the survey showed that the average station employed 22.5 persons in 1940, and 21.1 in 1942. Using these figures, one can see that about 4.7% of those persons who went into military service were replaced by entering civilians. In 1942, 6.6% of the total number of persons in service were civilians, as indicated by the personnel returns.

In total, manpower losses are among technicians, particularly among technical employees of local stations. During the two-year period, key-manpower turnover came under slight pressure. After the initial 3.4% drop, there was a steady increase of turnover, reaching 3.8% in 1941. As of Sept. 15, 1942, 5.4% of the total number of persons in service were civilians, as indicated by the personnel returns. The total number of persons in service was 21.1% below the average number employed in October, 1940, and 1942.

In addition, the average station employs 4.9 women, the survey shows an increase of .9% in two years.

Alta Catalog to AMP

RADIO rights to the catalog of Alpa Music, formerly handled by BMI, are now handled by Associated Music Publishers, according to a letter sent by AMP to its licensees. Several selections, however, are off the AMP's control until Jan. 1, otherwise the change was effective this month.

Schwimmer Aids OWI

TO ASSIST the Radio Bureau of the Office of War Information in the preparation of tailor-made spots on behalf of the war effort, the OWI has appointed Walter Schwimmer, partner of Schwimmer & Scott, Chicago agency, as advisor and consultant. Mr. Schwimmer will report directly to William B. Lewis, bureau chief, and Douglas Meservey, assistant chief, and will work with a group including Robert Knapp, I. J. Warner, Roderick McKenzie, Fred Vosse and David Lewis. He will serve without pay.

CBS SCRIP POST IS GIVEN LANDRY

ROBERT J. LANDRY, radio editor of Variety and a member of the West Deans Board of Directors, will join CBS in the newly-created executive position of director of scheduling, it was announced last week by Douglas Coulier, CBS director of broadcasts.

In his new position, Mr. Landry will be responsible for the entire range of CBS-built programs, Mr. Coulier stated, adding that "it has always been a tradition with our CBS program department that the most important element of any broadcast is the writing that goes into it. . . . We believe that Landry's unusual talents and experience will contribute greatly to the further development of our broadcasts."

Well-known as a student and critic of broadcasting, Mr. Landry is the author of the book Who, What, Why Is Radio? He has studied radio in England, France, Canada, Cuba and the Soviet Union, as well as his own country, and has written numerous articles on radio for such magazines as the Public Opinion Quarterly, Reader's Digest, Atlantic Monthly and The New Republic.

Landry has also lectured on radio at Harvard, Dartmouth, Columbia, Ohio State and New York U., and addressed the annual convention of the American Federation of Radio Artists. His radio address at AAAA in 1936-37. He was originator of the annual Variety show management awards in 1938.

EXECUTIVE LINEUP CHANGED BY WLW

REALIGNMENTS of personnel and functions within the WLW-WSAI broadcasting organization have been announced by James D. Shouse, vice-president of the Crosley Corp., in charge of broadcasting.

Affected by the change are: Walter A. Callahan, who takes over the general management of WSAI from his duties as administrative assistant to the offices of the vice-presidents; Archie Grinolds, WSAI head, who joins the WLW New York office; E. K. Bauer, stations' business manager, who becomes administrative assistant to Mr. Shouse; and Robert E. Dunville, WLW vice-president and general sales manager.

Joining the organization as comptroller will be Elmer Boos, prominent Cincinnati, associated with many years with the Cincinnati Street Railway Co. as treasurer and chief auditor. Mr. Boos will have charge of accounting and auditing.

FM Letter Resumed

FORTNIGHTLY newsletter of FM Broadcasters Inc. will be resumed Nov. 30, the national trade association of FM stations has announced. It will be edited in Washington by Dick Dorrance, former general manager of FMBI. Numerous leaders of the directors of FMBI to reverse their original decision to suspend publication. Those interested persons may write to President George Robinson, who, in turn, will write to the local stations by writing FM Broadcasters Inc., 752 National Press Bldg., Washington, D. C.

P&G SEEKS SERIAL REPLACING ‘STORM'

PROCTOR & GAMBLE CO., Cincinnati, has decided to continue sponsorship of the NBC five-times weekly serial Against the Storm, followed by Sandra Michael, scriptwriter of the series, for a release from her five-year contract with the network. In that show [Broadcasting, Nov. 23]. The program will continue for Ivory Soap Monday through Friday, 11:30-11:45. Proctor & Gamble sponsors the current 13-week series is supposed to terminate.

Compton Adv., New York, agency handling sponsorships, has made no announcement of a replacement, but is considering a serial version of Calisphere's Winter half-hour program Snow Village Sketches. Miss Michelle will continue as owner and co-author. Her latest show, Brother of Lone Journey, another P & G serial on NBC promoting Drift, Agency for the latter show is Blackett-Sample-Hummer, Chicago.

Another P & G cancellation was indicated last week, when the spot campaign for soap was reported going off the market Dec. 6. No confirmation was made by Biow, agency in charge.

AFRA Seeks to Confer On Living-Cost Raise

NEGOTIATIONS for increases in the basic sustaining agreements of the American Federation of Radio Artists with the major networks proceeded again last week. Last week's meetings resulted in the cost of living since the contracts were signed are expected to get under way this week. Union notified the networks recently that it was invoking the clause in its contracts providing for such contracts [Broadcasting, Nov. 23].

A meeting of AFRA officials with executives of NBC, CBS and Blue networks and of Management, WGN, Chicago, and the Don Lee network, which signed individual contracts with AFRA, was held in New York early this week, according to Emily Holt, executive secretary of AFRA. At this meeting arrangements for negotiations will be made or, if the network representatives are unwilling to negotiate, the question of arbitration for an agreement, as provided in the contracts.

Griffin to Be V-P

FOLLOWING a report two weeks ago that Frank J. Griffin, vice-president of Stirling Getchell, New York, would join Compton Adv., New York [Broadcasting, Nov. 23], that agency last week announced that Mr. Griffin would definitely become a vice-president of the company about Jan. 1, 1943. Compton Adv. is a subsidiary of the Bruce-Vacuum Co. Co., which when the Getchell firm is liquidated next year, Mr. Griffin will probably serve in a supervisory capacity for that company. Further information was available as of this writing. Griffin is well-known for his work in radio and the report that he was joining the Compton branch offices and personnel would be absorbed by Compton after Feb. 1.

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RESTS DURING STANDBY PERIODS

Mean Longer Life For Your Transmitting Tubes

It pays to let transmitting tubes "take it easy" during standby periods! Even though such care might not be considered normally, it now looms important in gaining the last possible hour of operation from tubes that may be difficult to replace.

HEATER-CATHODE TYPE TUBES—Where some operating delay can be tolerated, it is a good practice to drop the heater voltage as much as 20% during long or frequent standbys. This conserves the cathode and minimizes contamination of the grid by active material evaporated from the coating.

TUNGSTEN AND THORIATED-TUNGSTEN-FILAMENT TYPE TUBES—Every time a filament is turned on or off, it passes through a temperature range in which it has reduced strength. This repeated action may cause warping and, eventually, grid-filament shorts. Rather than turning off the filament during short standbys, reduction of filament voltage to 80% of normal will prevent warping, will enable the filament to come up to operating temperature quickly, and will avoid evaporation of emissive material.

During standby periods, tubes using thoriated-tungsten filaments should have their filament voltage decreased to 80% of normal provided the periods are of less than 15 minutes' duration. For longer standby periods, the filament voltage should be turned off.

Tubes using tungsten filaments should have their filament voltage decreased to 80% of normal for standby periods of less than two hours. For longer periods, the tubes should be shut down. At reduced voltage, a tungsten-filament tube will last about ten times as long as at normal voltage. Its hot filament also acts as a "getter" to maintain a high vacuum within the tube.

Care should always be taken in starting up tungsten filaments, and never should the filament current exceed, even momentarily, a value of more than 150% of normal. Wherever possible, it is wise to operate the filaments of all types of tubes on the low side—perhaps 5% down when only light loads are involved. As previously explained, even this small reduction may actually double tube life—a mark well worth shooting at these days, even at the possible cost of some slight decrease in station efficiency.
Banking on the Radio Industry

Letter Addressed to American Broadcasters Through 'Broadcasting' By Secretary of the Treasury Henry Morgenthau Jr.

THE SECRETARY OF THE TREASURY
WASHINGTON
NOV 8 1942

Dear Sir, Codal:

As the Treasury Department moves into full stride in its payroll savings campaign to top that ten percent by new year's, we at the Treasury Department are impressed, once again, with the fine cooperation of the entire broadcasting industry. Without exception, all four of the major networks of CBS, NBC, and every local station, has given freely of broadcasting time, talent and promotional ideas to reach the public with our War Bond messages.

The cooperation of the radio industry with the Treasury Department not only has been unselfish and complete but it has been and is productive of magnificent results. Merely one example of what we have been able to accomplish may be seen in this fact: In October, there were 25,380,000 American men and women putting $287,000,000 of their pay into War Bonds every month through payroll savings.

Now we are banking on the radio industry - with confidence - to help the Treasury Department sign up 30,000,000 working men and women in payroll savings for Bonds equal to at least ten per cent of their gross pay.

There is no need to tell you how important the success of this drive is to the successful financing of our war effort, and to the checking of inflation.

The radio industry has proved its understanding of our War Savings Campaign through its generous cooperation. On behalf of the Treasury Department, I should like to extend my thanks and congratulations.

Sincerely yours,

H.F. GOBEL,
Secretary of the Treasury

U.S. Recognizes Radio’s War Effort

Key Officials Laudatory Of Industry’s Part In Beating Axis

REASSURANCES that the role of broadcasting in the war effort is not going unrecognized, are contained in a series of letters to the NAB from key Washington officials whose agencies have made the most frequent calls upon radio for aid in their various appeals to the public. Addressed in most cases to President Neville Miller, the letters in the main set forth attitudes and policies of the respective agencies toward radio’s wholehearted donation of its facilities, all on a gratis basis, for the various campaigns for which the Government has sought the assistance of the industry.

Even FCC-BWC Chairman James Lawrence Fly, often labeled as anti-NAB, took occasion last month to write to Mr. Miller to state his belief that “unanimous recognition should be given to the necessity for preserving this service at peak efficiency so that it may continue its manifold contributions to the prosecution of the war.” Mr. Fly’s significant letter follows in full text:

Essential, Says Fly

It seems to me that the importance of radio in the national war effort is self-evident and can hardly be overstressed. Effective mass communication of information as to why we fight, what we are fighting against, and the efforts which are now being made and must in the future be made to guarantee victory is assured if radio stations can operate at full efficiency. Officials of other agencies of the government may well be able to inform you better than I of the part radio has played in achieving public cooperation and to respond to specific civilian endeavors to raise funds, eliminate scrap collections, and sell war bond subscriptions, to name only the most obvious. The Office of Civilian Defense has, I believe, placed a great deal of reliance upon radio to inform citizens of the steps necessary for the adequate protection of the public in the case of airplane attack. The armed forces have been aided in recruitment drives in various ways through the use of station facilities. As you know, the Office of War Information has issued several editions of the Radio War Guide, and even the most cursory examination of this document should reveal the essential character of the information which can and is being conveyed to the public through the medium of radio.

Over and above this sketchy list of specific services performed by radio, I cannot emphasize too strongly the vital role it plays in sustaining morale and bringing real recognition of the necessity for emergency measures and its importance in providing entertainment and recreation during periods of rest should by no means be minimized.

The War Manpower Commission and the Selective Service System have classified radio broadcasting as an essential service. It is my belief that unanimous recognition should be given to the necessity for preserving this service at peak efficiency so that it may play its indispensable role in the prosecution of the war.

From Federal Security Adminis (Continued on page 28)
BUY WGBI

For today's test...
LET'S TAKE SCRANTON!

- Whether you have advertising or products to test, you need a market that's hot and you need real coverage in that market. WGBI gives you BOTH! It gives you Pennsylvania's prosperous Scranton–Wilkes-Barre area (the nation's 19th market) . . . and it gives you coverage that's complete!

- WGBI is the only regional or clear channel station serving this spending population of 629,581. Outside stations just don't get in over the Pocono mountains. And even if they could they'd be up against the hard fact that 98% of all daytime listeners and 96% of all nighttime listeners throughout Scranton's home county tune in WGBI regularly. (Dr. Starch and Staff Survey.)

- Is it any wonder that so many advertisers who took WGBI for example, KEPT WGBI FOR GOOD!

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

JOHN BLAIR & COMPANY
National Representatives
A N EXCITING and authentic re-

minder of the war being fought in the cellars of Nazi-

occupied Europe was available to listeners last week who

wrote in to WQXE, New York, after the 10 o'clock broadcast of

La Libre Belge (Free Belgium) on Nov. 26. The broadcast was a

dramatization of how an underground newspaper was printed in

the cellars of an occupied country, with those distributing it facing

almost certain death. A complete copy of

La Libre Belge, dated June 1, 1941, recently reached the Belgian

Information Center, New York, and reprints were offered to listeners

requesting it.

The newspaper gives as the name and address of its editor “Peter

Pan, Jardin D’Egmont, Bruxelles”, a statue in a park of the Belgian

capital. The address of the editorial offices is that of the German mil-

itary commander at 1 Place du

Trone.

B & W House Organ

BROWN & WILLIAMSON To-

bacco Corp., Louisville, has started distribution of a monthly house

organ called B & W Radio News.

The four-page publication features

merchandising suggestions to sales-

men and dealers, a “guestatorial”

column by company executives,

news and pictures of B & W spon-

sored programs, Plantation Party,

Pipe Dreams, Tommy Dorsey,

People Are Funny, Red Skelton &

Co. Agency is Russel M. Seeds Co.,

Chicago.

Dr. Malone’s Kits

FIRST-AID KITS have been dis-

tributed to radio editors by Benton

& Bowles, New York, as promo-

tion for the NBC daytime serial, Dr.

Malone. Card enclosed with each
gift bears the names of the two

leading characters, General Foods

Corp., New York, a B & B account,

sponsors the program on behalf of

Post Bran Flakes.

Newspaper Tieup

SIX DAYS a week, 7:15-7:30 a.m.,

the Boston Traveler sponsors over

WEBI, that city, The Traveler Goes

To Work, and at 4:40-5 p.m. The

Traveler Goes Home. Programs

are largely news and inter-

views with plugs for the news-

paper. Interviews include talks

with reporters, editors, feature

writers, camera men, business of-

fice and composing room em-

ployees.

Farm Problems

TO PUBLICIZE IN rural commu-
nities its National Farm Radio Forum

the CBC is sending to co-operative so-

 cieties, farm community centers, rural

post offices and other rural distribut-
ing posts a folder on its farm broad-
casts. The folder lists the 44 CBC

and privately-owned stations carry-
ing the farm broadcasts and the forum for

discussing the wartime problems of

the farmer. A list of coming discussion

subjects is detailed.

DRUG ITEM PLAN

Minnesota Druggists Hail

Year Round Idea—

A NEW kind of drugstore product

merchandising campaign, spon-

sored and endorsed by the Minne-
sota Pharmaceutical Assn., the

Twin City Retail Drug Assn. and

the Minnesota Pharmaceutical

Travelers, will be started Dec. 1

by KSTP, St. Paul.

Member druggists of the State

and Twin City associations will

tie into a year-round merchandising

calendar to be adapted to local

merchandising conditions. Promo-

tions will be one to three weeks in

length with two one-minute an-
nouncements daily on KSTP.

The KSTP merchandising plan

differs from other radio-drug group

plans in that the Minnesota Phar-

macetical Travelers, representing

drug manufacturers and wholesal-
erS, will be merchandising ambas-
adors for KSTP-advertised pro-

ducts. There will also be a store-

tie-in link between the radio adver-

tising of each promotion and the

actual point of purchase. Druggists

will be provided with a “Radio

Recommended” poster which will

plug radio promoted items, not

only those currently advertised, but

other KSTP promotions as well.

Druggists of Minnesota are en-
thusiastic about the plan, it was

reported after a recent meeting of

more than 450 druggists of the

State.
16th District Urges FCC to Ease Rules
Operator Requirements Are Held Too Strict at This Time

AFTER unanimously re-electing Harry R. Spence, KXBO, Aberdeen, Wash., as district director for a two-year term, the 16th NAB District, meeting in Portland Nov. 19-20, adopted a resolution to be forwarded to the FCC petitioning that agency to relax some of the regulations covering operator requirements. The resolution sought relief from this phase of the growingly acute manpower problem at Northwest stations, and was introduced by Marshall H. Pengra, KRNR, Roseburg, Ore.

The meeting, like all of the preceding district meetings, after hearing NAB President Neville Miller's report on the AFM-Petrol situation, unanimously endorsed the NAB stand. Speakers at the two-day session, presided over by Mr. Spence, included: Ralph Block, OCD regional director; Eugene Carr, Office of Censorship; Ensign Philip N. Bladine, Navy public relations; Sgts. R. N. Vernstrom and W. J. Vessey, Marine Corps; Palmer Hoyt, publisher of the Portland Oregonian; Lew Avery, NAB director of advertising.

Support Retail Plan

Stations pledged financial support to the retail promotion plan after hearing Mr. Avery at a sales session presented over by Arthur Gerbel, KOMO-KJR, Seattle. The proposed OWI station plan was later presented to the whole group by Carl Haverlin, BMI, acting for OWI, and Branch chief, William B. Lewis, and it was unanimously endorsed. A mong guests at the meetings was Harris Ellsworth, part owner of KRNR, Roseburg, newly elected byman from Oregon. Attending were:

Attending Portland Meeting

Harry R. Spence and Fred G. Goddard, KXBO; C. Wheeler, Warren E. Stofft, W. O. Corneal and Hal Ivey, KWL; James C. Welden, KAST; Frank H. Logan, KRNR; Joe Chryl, KEI; C. O. Chatterton, KXBO; Sheldon S. Sackett and Ben Stone, KOOS-KVAN; Lee Bishop, NWED; Mr. & Mrs. Tom Olsen, KGY; Hank Swiftwood, Harry R. Buckendahl and Ted Kortmann, KALE; Mary Elizabeth Gilmore, KBRP; Arden X. Fanghorn, KQX; Homer J. Welch, Nonn; J. P. Sugg and Harold C. Singleton, KEK; C. W. Moyer, Art Kirchoff and Ted W. Cooke, KOIN-KALE; Chester R. Duhan and Charles Cottier, KVIW; E. C. Jerman and Art L. Morey, KWAJ; Marshall H. Pengra, KRNR; Robert S. Nicobi, KEVR; Arthur Gerbel Jr., Charles A. Badie, John Porson and Beatley Stevens, KOMO-KJF; D. A. Ruckley, KOI; Robert N. Priest, KBRK; Florence Walker, KX; Harvey Wixson, KWI; RCA A. O. Moore, KMO; Barney Kenworthy, KODL-KVBC; S. W. DeRooy and Sidney Leeman, KVAN; Donald A. Wike, KIU; J. A. Murphy, KMO-KIT; Jennings Piers, NBC station relations; Gerald King, Standard Radio; Carl Haverlin, BMI-OWI; E. J. Gosz, SBEAC-Treasury; L. P. Galle United Front, John Leesmith, Associated Program Service; Trewer Bears, Washington State Defense Council (Radio Director); Frank L. Hill and L. W. Tombliss, KORB; L. L. King and Ralph E. Smith, KUIN; J. F. Haldin, KNCO; George Ludwig, asst. chief of radio, OCD Washington; Ml. Carlin Spencer, Selective Service, Oregon; Florence Clements, OWI, Seattle.

The biggest news in the radio business today is the spectacular way WCAE has zoomed to the top in Pittsburgh.

Eight months ago WCAE was trailing the three other network stations in the race for afternoon listeners. Then things started to happen. WCAE started to climb. One by one the competing network stations were "polished off," until now WCAE is running in a photo finish for first place.

The "Tune Factory Program"—MUSIC and NEWS every afternoon from 1:00 to 5:30—has sparked this tremendous surge of WCAE to the top.

The facts speak for themselves! WCAE can deliver an afternoon audience far greater than two of the other network stations and only 8% of 1% behind the leader!

For availability and complete information consult WCAE or THE KATZ AGENCY

New York Chicago Detroit Kansas City Atlanta Dallas San Francisco

1250 K.C. 5000 WATTS

MUTUAL BROADCASTING SYSTEM

November 30, 1942 • Page 23
We're experimenting so you won't have to.

General Electric is operating today one of the world's most complete television stations, WRGB, at Schenectady. There, within the limitations of full-scale war production, G. E. is gaining practical knowledge on which to build a new industry.

For a clear television picture on a fluorescent screen is only the beginning of television. From there on out, problems still loom. What will television offer that movies, theater, concert hall, school, and radio cannot
offer? Will the television screen make a good teaching platform? Will it further the fine arts, science, industry? What has it to contribute uniquely to the church?

How, in short, will television best serve the public welfare? How best improve our lives?

General Electric electronic engineers are studying and improving transmission and reception. And studio manager and program staff are urged to give fullest expression to creative talents and ideas. For the General Electric vision is to make television stand on its own feet as a new cultural and entertainment medium, with its own important place in our affairs.

In the future, when you are planning your television station, General Electric will be ready with a wealth of experience in television programming and techniques. General Electric today is scanning tomorrow. Radio, Television, and Electronics Department, General Electric Company, Schenectady, New York.
Plan to Collect Radio, Juke Box Fees On Recordings for Live Music Proposed

A PROPOSAL to form a National Foundation of Music, which would collect from juke box and radio performances of recorded music and use that money to employ live musicians for public performances, is advanced by Bernard B. Smith, New York attorney, as a solution to the present AFM ban on recorded music, in an article, “What’s Petrillo Up To?”, in the December issue of Harper’s Magazine.

After reviewing the history of the Petrillo edit and the growth of recorded music, with its concomitant decrease in employment opportunities for live musicians, Mr. Smith raises two questions:

"First, do the American people like canned music so well that they are willing for it to replace the 'live' variety? And second, if so, does a democracy have any obligation to those workers who are displaced by technological improvements?"

Fee Plan Suggested

Stating that a large number of people want live music, Mr. Smith suggests that a National Foundation of Music be organized, composed of three members—one designated by the AFM, one by the broadcasting and recording industries, and a third by the FCC. This Foundation would collect from the places in which juke boxes are located a percentage of the revenue of each machine. (Perhaps 20%, or 1 cent out of every nickel, would be a reasonable figure.)... A somewhat different arrangement would have to be made with respect to the radio industry.

"Stations might for instance be required to set aside a percentage of the revenue they derive from broadcasting recorded or transmitted music on commercially sponsored programs. (Again, 20% might be appropriate; but this could be adjusted to the various economic factors involved.)"

The station could use the money which was set aside in this way to pay the salaries of such 'house' musicians as it saw fit to employ."

"The station could use the money which was set aside in this way to pay the salaries of such 'house' musicians as it saw fit to employ."

Mr. Smith goes on to point out that to pay a percentage of income from the use of records to Petrillo and the AFM would, when "added to the existing practice of demanding "standby" orchestras and grossly oversized radio house bands, constitute in effect a virtual recognition by the AFM that 'live' music must continue inevitably to increase. We shall end by having no jobs for unemployed musicians but a dole for unemployed incompetents."

More Than a Dole

In answer to his second question, he concludes: "If it became clear that the American people no longer want to hear 'live' music the National Music Foundation could then be empowered to see that the charge made upon the public performances of recorded music be devoted thereafter to compensation of displaced musicians during a reasonable period of vocational retraining.

Whether men spend their lives acquiring skill in the use of a trowel or a bassoon is not of basic importance. What is important is that we should have a democracy which provides something more than a dole for those of its citizens who are robbed of their craft by the impact of technological labor-saving improvements."

More Listening

WITH particular emphasis on radio news commentators, there has been a 25% increase in radio listeners since Pearl Harbor, George Moskowitz, West Coast sales promotion director of CBS Hollywood, stated in discussion during the Nov. 18 broadcast of What’s It All About, weekly educational feature released to Pacific Coast stations of that network. He declared this trend will continue after the war, thus keeping the public informed on the peace settlement to come.

C. E. HOOPER rating for President Roosevelt’s address over the four major networks, Tuesday, Nov. 17, at the closing session of the New York Herald-Tribune Forum, was 48.0—the same as that noted by Wendell Willkie for his Oct. 26 broadcast on the same hookup. The chief executive’s radio audience is estimated at 30,850,000, while the former Republican candidate rated a slightly lower figure, 30,920,000.
Tune Guessing
LISTENERS are called upon to guess the titles of the recorded popular music played on the Guess the Tune program heard thrice-weekly at noon over WIP, Philadelphia. Winners selected among those sending in the correct titles are awarded movie passes for downtown theatres. Accompanying the answers with a box cover of Dr. Jayne's Cough Remedy, sponsor of the program, brings the winner an additional $5 cash prize. The quarter-hour program is conducted by Doctor Rhythm, assumed by Howard Jones of the WIP announcing staff. The program is produced by the J. M. Korn Agency, Philadelphia.

Dental Tips
ST. LOUIS Dental Society is heard in a broadcast over WIL, St. Louis, each Monday afternoon. The program is presented in cooperation with the Office of Civilian Defense, and advises listeners on dental care and mouth hygiene as essential in the execution of a total war effort. Prominent local dentists participate.

Books Aloud
READING ALOUD from bestselling novels and popular classics, for housewives engaged in their morning tasks, Maurice Joachim, writer, producer and storyteller, has started a five-weekly series on WHN, New York, titled To Be Continued. Books will be read in their entirety. It is estimated that over the period of a year, the series will make available to radio listeners from 30 to 40 novels and stories.

More Radio Gremlins
TO ASSIST listeners in preserving the life of their receiving sets, NBC on Dec. 4 at 1:30 p.m. will broadcast Frankly Mr. Feebish, a drama about a "gremlin" who attacks radio sets rather than airplanes. Program was written by Neil Hopkins, NBC staff writer, and Morris Mamorsky has composed special music.

Program For Pets
SATURDAY morning quarter-hour program, Animals in the News on WGN, Chicago, conducted by Dr. W. A. Young, managing director of the Anti-Cruelty Society of Chicago, covers care and feeding advice for any sort of pet animal. Amusing tales of unusual pets and the role dogs play in the war effort are also covered by Dr. Young's discussions.

Feats of Heroes
FEATURING STORIES of the feats of America's war heroes, It Happened in the Service, formerly heard on NBC Pacific Coast stations only, is now presented on the full NBC network with the exception of WEAF, New York.
1 PRE-ANNOUNCEMENTS
WISH schedules at least 2 pre-announcements each day for one full week in advance of the beginning of any new program series. Best available times are used for these "advance" announcements.

2 DIRECT MAIL LETTERS
WISH will create and mail, first class, letters to the trade: jobbers, wholesalers, voluntary and national chain offices and important retail outlets. This service is available WITHOUT COST to advertisers using a minimum schedule of 13 weeks.

3 PERSONAL CALLS—SURVEYS
A member of the capable and experienced WISH Merchandising Staff is available at all times to make a reasonable number of calls on the trade, conduct surveys, or promote WISH programs. Counter displays, store signs, or simple window displays of the sponsor’s merchandise are arranged.
4 DISPLAY ADVERTISING
WISH buys and schedules display advertising in Indianapolis newspapers to publicize new or established radio programs. Prior to the beginning of a program series, WISH will schedule a minimum of 200 lines of display advertising. Additional advertising is provided throughout the life of the program.

5 STREET CORNER POSTERS
For "program" advertisers, WISH will produce and display, two-color posters (32 inches long by 24 inches wide) in special display frames located on 100 of the busiest street corners in Indianapolis. These posters carry the name of the product as well as the program they publicize.

6 OUTDOOR ADVERTISING
WISH uses dominant billboard advertising, with standard General Outdoor 24-sheet posters, to keep sponsors' programs "in the public eye." At choice locations, throughout the metropolitan area, these outdoor displays call favorable attention to the programs of WISH advertisers.

7 WINDOW STREAMERS
WISH will create and provide the sponsor's salesmen or delivery men with a minimum of 300 window streamers (30 inches in length by 12 inches in width) for use in promoting WISH programs in windows or interiors of retail outlets. If desired, WISH programs will distribute the window streamers at a small cost to the client.

8 STUDIO SALES MEETINGS
WISH provides attractive facilities for large or small sales meetings to be conducted by WISH clients. For example—one WISH sponsor recently invited his 45 salesmen and their wives to attend a "preview" of his new WISH radio program. A special 15-minute entertainment feature, using the station's staff talent, was presented for their pleasure. An executive of WISH then addressed the guests, explaining the advantages of their forthcoming radio series. A special audition of the program concluded the "Preview."
'Radio Fatigue'

AS UNCLE SAM'S time-clearance agency, manned by ease-hardened radio and agency men drawn largely from industry ranks, no establishment of the wartime Government is more keenly aware than the OWI Radio Branch of that indefinable something called, for want of better nomenclature, "radio fatigue". Too much of the same, dinned into the ears over and over again, can defeat the end in view—and the end, in the case of the Government's many radio campaigns, is the enlistment of public support of the many war drives.

But the public can be dinned to death with appeals to buy War Bonds, register tires on time, join the ration card lines, enlist in this branch of the service or that. If OWI Director Elmer Davis' estimate before a Congressional committee recently, that radio's free time contributions are at the rate of $64,000,000 per year, is accurate—and it probably is as nearly accurate as it is possible to estimate—the enormity of Uncle Sam's "sponsorships" can be gauged in the light of the $757,000,000 worth of business done by all radio stations and networks last year.

Hence it is gratifying to learn from OWI's Radio Bureau, the chief funnel for government approaches to stations, that its policy henceforth will be to concentrate not on placing more government advertising on the radio but on improving what is already on the boards. Quality rather than quantity, its officials say, must now be stressed—and to insure quality they are seeking the advice and assistance of some of the best copywriting brains in the industry.

The network allocation plan of OWI has worked well. The big job to be done now is among stations, besought to use Government spots and transmissions. These must be timed and spaced and synchronized with network appeal. So that the public won't be overosed. Plans are afoot to effectuate a modus operandi which, will work to the advantage of Government and stations alike. There is such a thing as too much advertising, which, inducing "radio fatigue", defeats its own end.

The Ladies Will Decide

AGAIN the soap opera gets its sporadic shelving from some quarters and its sporadic commitments from others. Inevitably, any mention of the five-a-week portrayals of American life and loves will start an argument in radio and advertising circles. And that's what Dr. Matthew N. Chappell, C. E. Hooper consultant, started when he told a group of broadcasters and advertising folk in New York that the soap opera is out of tempo with the stepped-up pace of American life and that it is losing its appeal.

Though Dr. Chappell supported his derogatory data with graphs and trend lines, many of his audience failed to agree that these harbinger of romantic achievement and frustration have actually lost their hold on America's housewives. They agreed, though, that it was a good idea to take apart the serial and expose it to impartial clinical treatment. Just as the ink was drying on Dr. Chappell's charts, the Office of War Information lent its approval to a resume of wartime achievements registered by the much-maligned soap operas [see article in this issue].

Here the daytime serials are praised—and with official blessing—as a highly helpful institution for promotion of the war effort and the elevation of public morale. Through the serials the OWI is reaching countless millions every quarter-hour with messages about rationing and furnace conversion and all the other projects involved in gearing the nation to victory over the Axis.

Dr. Chappell's data carries the voice of statistical conviction. And the OWI's pleasure at the serial's value as a wartime weapon is equally convincing.

The answer?

As usual, it will be supplied by the millions of housewives whose ears will be lured or antagonized by the devious demouenents that fill the network air from dawn to dusk. So long as the ladies listen, the sponsors will pour their good money into serials. If they stop listening in any appreciable numbers, the sponsors will soon know it and the serials will quickly disappear.

Post-War Planning

OBSCURELY mentioned in FCC-WBC Chairman Fly's recent address before the Rochester convention of the Institute of Radio Engineers [Broadcasting, Nov. 16], was the necessity for what he called "sound depreciation policies" in the light of war-worn equipment. Mr. Fly was forecasting an enormous post-war expansion of radio and television after the war. He urged the engineers to set up post-war planning committees and, for he intenionally foresaw a virtual resharpening of our communications system, especially broadcasting, after the war is won and when new radio equipment and personnel are again available for normal pursuits.

We asked Mr. Fly to elucidate his point regarding depreciation. He said he felt the existing broadcasters, large and small, must not be caught unaware by changing techniques and new equipment requirements after the war. They must, if they can, bank enough money to be ready for "new technological advances like FM and television". The Treasury's obsolescence factor for depreciation writeoffs in taxes may not be sufficient, in the long run, to post-war needs, and some new policies of accounting may have to be instituted, he said.

Mr. Fly admitted he had not had time to give the depreciation and obsolescence factor enough study to make definite recommendations. He believes the broadcasters themselves, working with the best brains in the engineering and accounting fraternities, must lay the preliminary groundwork. The Commission's regulations may be relaxed, as they have been, for the war's duration in order to conserve equipment—but they will be tightened again, and tightened hard, when the war is over.

The prudent radio executive must be prepared, not only with a knowledge of the probable things to come but with ample reserves for the great post-war changes that will come to his business. Granted that business in many localities is slipping, and that the high war taxes are reducing profits, the broadcaster to stay in business must still be ready for the demands that will be made upon him, technically and financially, when hostilities cease. The IRE and NAB could do nothing more useful than to create joint committees new to prepare for that day.

THE RADIO BOOK SHELF

The STORY of World War II, from the Nazi invasion of Poland on Sept. 1, 1939, to July 4, 1942, is told by Oliver Gramling, assistant general manager of Broadcasting Association, and 65 AP correspondents around the world in Free Men Are Fighting [Farrar & Rinehart, New York. $3.50].

Insofar as was feasible the day-to-day history is given by the stories filed by the reporters, with Gramling supplying the connective background material. So skillfully has he done the job that what might have been a mere scrap-book emerges as a colorful continuous report of a global war. Every reader will find his own highlights in the volume, which includes every type of news story.

Numerous maps throughout the volume illustrate the actions described in the text and an appendix gives thumbnail biographies of the correspondants on whose material the book is based.

COMPLETE with a new 50-page chapter on the War Emergency Radio Service, the 20th edition of the American Radio Relay League's Radio Memories, now available [The Rumford Press, Concord, N. H., $1]. This year's wartime edition points out that in tens of thousands of minds the thought is echoed "Someday the war will be over and someday we'll be on the air again." Book gives radio theory, FCC regulations, information about parts and other reference data for radio technicians, amateur and professional.

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WILLIAM LUNZ LAWRENCE

CIRCUMSTANCES, not choice, conspired to catapult William Lunz Lawrence, West Coast director of radio operations for Pedlar & Ryan, into a radio career. Back in early 1925 jobless 19-year-old Bill served an ad in a Minneapolis newspaper. WAMD needed an announcer. Lawrence appeared for the audition.

Directed to a studio, he was handed a sheaf of news clippings and told to start reading. Young Lawrence read steadily for almost 15 minutes—until he was halted by an announcer who identified the station. Then Bill learned he had been on the air all the time.

Three months later Stanley E. Hubbard, today operator of KSTP, that city, fired the boy with the remark that he was the "worst announcer I have ever heard!" Dismissed but undaunted, the young hopeful went directly to WCCO, he crashed the offices of the late Harry Bellows, then station manager and vice-president of CBS. Pat Bellows, a stand by himself. After telling Mr. Bellows that he'd just been fired for being the "worst announcer," Bill countered that he didn't agree with the man who said it. Mr. Bellows, startled by such frankness, hired the boy. From then on Lawrence went places.

Born in Two Harbors, Minn., Oct. 9, 1906, Lawrence began at age 19 to acquire the sort of background which has proved invaluable in his radio-agency career. His first essay into the dramatic field was as an amateur actor when he played lead in his high school's senior play.

During the summer of 1933 Bill went on tour producing home talent shows in the hinterlands. The company supplied lyrics, costumes and scenery, using local home talent. Upon occasion director Bill was called upon to take part in the show and therefore had to understand the show in general. In one instance he was forced to don flowing robes and pose as the Statue of Liberty.

Young Lawrence paid his way through U of Minnesota during 1924 and 1925 by leading his own dance band, tooting a saxophone and part-time announcing on WCCO. Summers, band and leader played in Estes Park, Colorado, as The Royal Entertainers. When the aggregation went back to Minnesota, it became The Rocky Mountain Entertainers. One summer Bill took over Dave Rubino's Orchestra, acquiring costumes, scenery and trick properties, successfully touring the Midwest. Continuing with his WCCO announcing chores, he gradually abandoned outside interests, and took on station production duties, eventually becoming program director.

In fall of 1933, long before radio discovered Hollywood, Lawrence decided that there were opportunities in southern California. He went West and, to use his own words, "starved to death" for two years as a down-and-out announcer. Going to work in 1935 for KNX, then an independent station, he wrote and presented four newscasts daily. Seven months later CBS acquired the station as its Los Angeles outlet. With change in status to a network station, Bill became producer of Reunion of the States, sponsored by Forest Lawn Memorial Park Assn. Augmenting his production responsibilities, he was assigned by McCann-Erickson to direct the weekly CBS Dr. Christian series, sponsored by Chesborough Mfg. Co. He held that post during 1938 and 1939.

During his association with CBS, Lawrence found plenty to do. It was his job to produce the first completely visual radio show for that network. Titled Your Witness, the successful experiment in television technique was broadcast during 1936 and 1937. In 1938 Lawrence created the I Was There program. Assignments had him busy on production of Camel Cavan, Texaco Star Theatre, Jack Oakie Show and other outstanding network sponsored programs.

In 1939 he left that network to produce and announce the weekly NBC I Want a Divorce, sponsored by S & W Fine Foods Inc. (coffee). Bill worked with Emil Brissacher, producer of Brissacher Staff, San Francisco agency servicing the foods account, on the half-hour series until early 1940. In April, Lord & Thomas beckoned, and he not only continued work on BDC's NBC Union Oil Show. During the three summer months, he handled the weekly NBC Union Oil Open. Fall of 1940 saw him assuming new agency responsibilities as he took over production reins of the NBC Bob Hope Show, sponsored by Pepsodent. That assignment continued until the fall of 1941 when Bill formed his present association with Pedlar & Ryan.

With purchase of Orson Welles' services for a CBS program, under sponsorship of Lady Esther Co., Pedlar & Ryan appointed Bill Lawrence its West Coast director of operations. He continued in his general assignment capacity until last January, when Welles' program will trip to South America left a blank spot on the Lady Esther calendar. With Freddy Martin (Continued on page 37)

EDGAR KOBAK, executive vice-president of BLUE left Nov. 26 for a tour of the West Coast, where he will confer with network affiliates, starting with a meeting with Don Gilman, vice-president in charge of the BLUE western division, in Spokane. En route the Western office KOBak was scheduled to visit the Chicago office of the network. He will work out of Hollywood, offices having been moved to 5638 North Western Avenue.

FRED L. ALLEN, Southern Californian manager of William G. Rambeau Co., station representatives, has been placed in charge of Pacific Coast operations. He will work out of Hollywood, offices having been moved to 5638 North Western Ave. City. Telephone in Granite 3636.

JACK RADFORD, station relations supervisor, Canadian Broadcasting Corp., Toronto, is on a tour of the signatory stations, returning early in December.

LOUIS MAIN, former sales manager for Red Arrow Publications, has joined the sales staff of KDB, Santa Barbara.

DANIEL C. BEATTIE is appointed production and sales director for CBS Union Oil, from music director for the daytime serial Helen Holden, Government Girl, formerly heard on MBN.

BOB WOOD, Chicago representative for the WOR, New York, is the father of a boy.

R. C. Maddux Is Named To Board of Bamberger

R. C. Maddux, vice-president in charge of sales of WOR, New York, has been elected a member of the board of directors of the Bamberger Broadcasting Service, operator of WOR, as well as members of the board of the station's executive committee, it was announced Nov. 25 following a meeting of the board's meeting.

Mr. Maddux joined WOR in December, 1929, as director of sales, and last year was appointed vice-president in charge of advertising. Associated with the Harvard School of Washington and Lee U and the Harvard Business School, Mr. Maddux was previously managing director of the City Council For Industrial Development, and prior to that director of advertising and publicity for the New England Gas Council. He also served as sales manager of the New England Division of the Pan-American Petroleum Co.

ROBIN HARRIS, New York newspaperman, was named director of publicity for United Artists Corp., filling a post vacated last year by Mr. Marquand resigned.
DAVE ELTON, producer of NBC Hollywood, has been assigned permanently to the weekly Farleigh Funn, sponsored by Gilmore Oil Co. (petroleum products), on that network. Elton, currently working under direction of Nate Tafts, production supervisor of Rutafan & Ryan Inc., agency handling the account, is one of three producers originally assigned to the show.

TODD HUNTER, formerly newscaster of WBRM, Chicago, has joined the Marines as a first lieutenant and will be stationed at the Navy Pier in Chicago.

BARRY RARENTS, announcer of WTAG, Worcester, has resigned to become Central New England representative of Transmit Air, New York. Olive Merrill has joined the continuity staff of WTAG.

PAUL LANGFORD, special events director of KPAS, Pasadena, Cal., has joined the Army Air Forces.

JACK TEMPLE, formerly announcer of KJY, San Francisco, has joined KGW, Portland, Ore.

ENS. HOWARD M. PAUL, on leave as continuity and publicity writer of WTMJ, Milwaukee, recently became father of a girl. He is now public relations officer at the Naval Aviation Training School, Navy Pier, Chicago.

BILL MARLOWE, former music director-announcer of WLOK, Linn O., and WKRE, Newcastle, Pa., has joined the announcing staff of WKBW, Youngstown.

HILDEGARDE DIER, formerly of Magazine Digest, has joined the publicity department of WOR, New York, replacing Virginia Cornish, who redesigned the phone directory with Mademoiselle Magazine. The station's artists bureau has lost Joseph Wiles, who entered military service ten days ago.

CY NEWMAN, former program director of WPSL, Jacksonville, has rejoined WIIW, Miami.

LARRY ROTHMAN, former program director of WJAL, Albany, Ga., has been commissioned second lieutenant in the Coast Artillery and is now stationed at Camp Stewart, Ga.

A. R. PAGE, program director of KVNO, Tulsa, has been appointed chairman of Tulsa War Program Management Committee, which will integrate OII releases on the three Tulsa stations. Jack Hoffman, KTUL, and Jim Nest, KOMA, are other committee members.

AARON G. HANGER, of the sales department of WOR, New York, is the father of a girl.

RALPH L. POWER, Los Angeles radio counselor, who recently observed his thirtieth anniversary in the industry, has been elected to the grade of Companion in the Australian Institute of Engineers, being the father of a girl.

DAVID STARK, formerly announcer of KF-RECA, Los Angeles, is now an officer candidate at Infantry School, Fort Benning, Ga.

FRANK DUNNE, announcer of WOR, New York, is the father of a baby boy.

Verna E. WISHART, secretary to Glen Bannerman, president and general manager of the Canadian Assn. of Broadcasters, is to be married to Signalman S. C. D. Smith Dec. 5, at Toronto.

FRANK WILLIS, Canadian Broadcast Corp. special features supervisor, Toronto, Capt. W. J. Sturgeon, CBC special feature chief, Toronto, were present at the opening of the Canada-United States Highway Nov. 22, feeding the ceremonies to the CBC network.

THOMAS FLINT, CBS publicity staff member, reported Nov. 27 to Camp Dix for induction into the Army.

A. BURKE COTTFY, of NBC's television department, is the father of a girl born Nov. 13.

ED CERNY, assistant music supervisor of NBC Chicago, was recently inducted into the Army.

CLAUDICE TAYLOR has been named program director of WLYA, Lynchburg, replacing Eric Lund, now in the Army.

NEWEST WAAC

NORINE LOWE, director of women's program activities of WWNC, Asheville, N. C., left that post last week to become a private in the WAAC, at Fort Des Moines, Iowa. Miss Lowe received several farewell gifts from station owners and staff, and becomes the first member of WWNC's program department to enter the armed services.

CLAIRE HARRISON CARL-CARL, continuity director of WKKW, St. Louis, recently was on radio at a vocational guidance conference held at Lindenwood College, St. Charles, Mo., for students of several midwestern colleges and universities.

JIMMIE WILLSON, former program director of WWAJ, New Orleans, and former announcer of WWDC, Washington, on Dec. 6 joins WAPI, Birmingham, in charge of night programs. He will be succeeded by Jack Lowe, from WAIH, Winston-Salem, N. C.

JAMES CLARK, former announcer of WWJ-W45D, Detroit, has completed the graduate training course at Camp Robinson, Ark., and is home on furlough, following which he will report to Officers Candidate School, Fort Benning, Ga.

WATSON HUMPHREY, formerly producer of Deadhorse and Plantation Party for the Russell M. Seed Co., Chicago, has joined the production staff of KGO, San Francisco.

ARNOLD WILKES and Roger Goodenough, announcers of WGY, Schenectady, have been inducted into the Army. Three new announcers on the WGY staff are: Earle Pudney, formerly of WIOD, Miami; James R. Rice and Ed Barry, formerly of WGOE-WGHA, Schenectady shortwave stations.

FRED LEVING, formerly publicity director of Hal. R. Donkin Productions, Chicago, has joined the production staff of WGN, Chicago.

CLETE ROBERTS, special events director of WJIB, Hollywood, has taken on additional duties of news broadcasts. He also serves as one of the trio of commentators on the five-weeks BLUE sustaining feature, "Men of the Land, Sea & Air."

CHARLES PENDLETON, announcer, formerly of KJEM, Enid, Okla., of the staff of KSFQ, San Francisco.

TOM DANLEY, formerly of CBS radio publicity department, has taken over the radio publicity work formerly handled by Lois Lorraine as a freelance basis. Miss Lorraine is now press representative of WFAE, New York.

EDWARD TOLMINSON, blue commentator and authority on Latin American affairs, is author of a series of articles appearing in the Sunday In the Column section of the New York Herald-Tribune.

LT. ROBERT SINCLAIR, formerly New York stage director and now in the Army Air Forces, has been given a similar assignment on the weeklies.
UNSUPERSTITIOUS honeymooners are Hal Styles, commentator on the daily program, Face the Facts, on KFVJ, Hollywood, and Lenore Cordial, his secretary. Married on Friday, Nov. 13, Styles interviewed the bride on his program two hours later.

Paley Fetes Journalists

DELEGATION of Latin American journalists now in this country under sponsorship of the Coordinator of Inter-American Affairs were guests last Wednesday at a cocktail party in their honor by William S. Paley, president of CBS, following a tour of the CBS shortwave department.

Here's Something Sensational to Chirp About!

A SHORT THREE WEEKS OPERATION WITH—

50,000 Watts

TRIPLED COMMERCIAL MAIL FOR OCTOBER, 1942.

Keep Your Eye on America's Fastest Growing High Powered Radio Station

No Rate Increase Until March 1, 1943

JOHN BLAIR

Represents Us

BASIC

BLUE

BROADCASTING • Broadcast Advertising

November 30, 1942 • Page 33
Morse Rejoins Buchen

JOHN H. MORSE has rejoined The Buchen Co., Chicago agency, as economic consultant, after a two-year absence during which he has served as chief of the Division of Commercial & Economic Information, Bureau of Foreign & Domestic Commerce, in Washington. Mr. Morse was also editor-in-chief of the Dept. of Commerce publications, Home & Foreign Commerce, and was author of many articles on advertising. Mr. Morse was formerly a vice-president of the Buchen Co.

Dwight Whistler, announcer of the "Valiant Lady" broadcasts, is now narrator of Pathe newscasts.

BLUE DRAMA TRYOUTS

'Theatre-Preview of Plays'

Early in December

TAKING advantage of the newly-evolved plan of "theatre-previews" for prospective Broadway plays [Broadcasting, Nov. 23], the Blue will try out a series of plays early in December, presenting them before a microphone with special casts of radio and stage actors. Conceived by Fritz Blocki, radio writer, director of Benton & Bowles, New York, the production will be "staged" by an unseen announcer together with sound effects and music—a blend of radio and stage technique. Attending the first tryout, to be broadcast on the Blue, will be celebritiees of radio, stage, and screen, while specially invited critics will be asked their opinion of the new method in an interview after the performance.

HARRY BENNETT, account executive of Edward J. Robinson Adv., Los Angeles, recently resigned to join Roddin & Hardy in establishing their own agency under the new name of Bennett Adv., at 412 W. Sixth St., that city. Telephone is Trinity 5854.

Lucile Robinson has joined the agency as office manager. She was formerly associated with Edw. J. Robinson Adv.

ALLEN M. WHITLOCK, formerly publicity director of Benton & Bowles, Holly-wood, has been named news director of the public relations section, Army Air Forces West Coast Training Center, Cal., of Army Service Forces.

J. H. (Jake) BREITEL, former assistant to the president of N. W. Ayer & Son, Philadelphia, in charge of public relations, has been commissioned a captain and assigned to the Marine Corps public relations department, Philadelphia.

PLUMMER WHipple has closed his public relations business to join the Philadelphia office of N. W. Ayer & Son. He formerly served the Ayer agency in New York.

LC. MARK PARNALL, formerly account executive of Lee Anderson Adv. Agency, Detroit, and now in the Army Air Forces, has been transferred from recruiting duty in Oakland, Cal., to Hobbs Field, N.M., as public relations officer.

Wm. E. HAGEN has resigned as treasurer of Bermuda, Castleman & Pierce, New York, having been commissioned a lieutenant in the Naval Reserve Intelligence. His successor is Loretta Saugers. Also entering the service is Gerard C. Cassidy, account executive, as a lieutenant in the Naval Reserve.

LC. PETER MOTHERAL, formerly account executive of McGuire-Ber-son Inc., and BBDO, San Francisco, and now in the Army Air Forces, has been graduated from officers training school at Miami, Fla., and is assigned to the Army Air Forces advanced flying school, St. John's Field, Cal., as public relations officer.

MAURICE MORTON, of the radio department of William Morris Agency, Beverly Hills, talent service, has joined the Marines.

EARL R. CULP, account executive of John H. Riordan Co., Los Angeles, has resigned to form his own advertising agency at 2507 Velma Drive, Hollywood. Telephone is Granite 1002.

TED WICK, former producer of CBS Hollywood and Prewitt & Ryan, has joined Lord & Thomas, that city.

MARGARET McDermott, formerly of MacManus, Ryan, Los Angeles, staff prior to discontinuing of that office, recently joined Batten & Co., that city, as media director.

H. C. ROHST, formerly account executive of Director & Co., New York, has joined the firm of Vassar & Clegg, Hasbrouck, and Massek, New York, in a similar capacity. He will specialize in food and related products.

ARTHUR R. ANDERSON, formerly vice-president of Mersch & Pratt, New York, has joined the advertising staff of Woman's Day, a magazine of feminine interest. No replacement has been named at the agency.

ALEXANDER GADDIEX, former public relations writer of Hey & Elling- ton, Philadelphia, has joined the public relations staff of N. W. Ayer & Son, that city.

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New Agency Setup At General Baking

Bond Bread Account Assigned To BBDO in New York Area

GENERAL BAKING Co., New York, which in November, 1940, divided its account among four agencies ([BROADCASTING, Nov. 1, 1940], has reappointed BBDO, New York, as agency for Bond Bread, effective Jan. 1, 1945, according to an announcement by George L. Morrison, president of General Baking.

BBDO handled the account for a 21-year period prior to 1940, when it was distributed territorially to Newell-Emmett Co., for the New York area; Ivey & Ellington for the Pennsylvania area, and Mitchell-Faust Adv. Co., for the Chicago and Southwest division. BBDO will take over the New York region, and the other two agencies will continue to service the account in their specific regions.

Radio Campaigns

Management executive for Bond Bread at BBDO will be Alex Osborn, executive vice-president of the agency, succeeded by Leicester Sherrill and Lyle T. Johnston, who recently joined BBDO from J. Walter Thompson Co., New York.

Although General Baking is using no radio for Bond Bread at present, it has sponsored extensive campaigns in the past, including The Lone Ranger on Mutual, Gene & Glenn transcriptions in selected areas, as well as quiz programs and spot announcements. The company's most recent campaign of spot announcements and chain-breaks was in New York, New England, Maryland and Pennsylvania. ([BROADCASTING, Aug. 17].)

Barnum to OWI

MERRITT S. BARNAM, former radio director of Ruthrauff & Ryan, New York, has been named deputy director of the Radio Bureau of the Office of War Information in charge of the New York office. He will formally accept the post during the week, and will be charged with responsibility for agency contacts, the allocation program, and talent.

Calman Opens Agency

CARL CALMAN, active in radio for 20 years and most recently general manager of WINS, New York, last week opened his own advertising agency at 55 W. 42d St., New York. "I'll e phone in Longacre 5-2248. The Calman agency will devote itself to radio accounts, but as yet no details as to personnel or accounts is available.

The Other Fellow's Viewpoint

Radio Rhetoric

EDITOR, BROADCASTING:

I don't know where Mr. Flaherty got his stuff on radio rhetoric in your Nov. 9 issue—unless perhaps he's been sitting up late reading Fowler's Modern English Usage; but if script writers followed his formula instead of their sense of actual speech rhythms, we'd be in a bad way. You write a good radio script with your throat muscles. You don't write it according to the rules of what Mencken has called "schoolmarm English"—that popular petrification of a set of rules founded on a set of Latin rules that were irrelevant to start with.

Who's to judge between "have" and its perfectly sound colloquial intensive "have got"? Obviously, the people who use it, and the occasions they use it for, and not a set of preconceived rules. Language doesn't follow rules; it breaks rules by inventing new ones.

And all this anguish about the so-called dangling preposition: somebody once told John Dryden, who wrote better English than either Mr. Flaherty or I will ever write, that dangling prepositions were anathema and that his "Essay of Dramatic Poesy" was full of them. Dryden rewrote, getting rid of anathema and incidentally ruining the English.

Or does somebody want to come forward to defend the non-dangling expression, "About whom the hell are you talking?"

W. M. SPACKMAN, Director, Office of Public Information, University of Colorado, Boulder.

Meal for Servicemen

CHRISTMAS breakfast and entertainment will be provided service men Christmas morning through the generosity of the studio audience of BLUE's Breakfast at Sardi's. Financed by contributions from those attending the six-week breakfast broadcasts in Hollywood, the party will start at 11 a.m., with the first broadcast of the program continuing until after 1 p.m., time of the 30-minute airing for Pacific Coast listeners. Dozens of orchids will be sent air express that day to mothers of soldiers, sailors and marines attending the event, and there will be gifts for the men themselves. The series is sponsored on a participating basis.

Vadeboncoeur, update New York's most popular news commentator, whose daily "New Slants on the News" is eagerly awaited by WSYR's great audience in more than twenty of New York's richest counties.

First sponsored as a test program by Beechnut Cigarettes some 21 months ago, "New Slants on the News" introduced this new low-priced brand to the Syracuse market. Since then it has been the sole advertising medium of this great product... since then it has been 8 times renewed!

Why? Because Beechnut sales have steadily reached new peaks each week... because Beechnut Cigarettes have become by far the most popular brand in their field throughout this area— all through Vadeboncoeur's "New Slants on the News." It's effective proof of WSYR's ability to combine fine staff talent with fine products and get results! Maybe We Can Do The Same For You!
The Business of Broadcasting

Affiliates

KDKA, Pittsburgh
Philadelphia Co., Pittsburgh (electric service), 6 weekly.
Forty Fathom Fish Inc., Boston, 6 weekly.
E. C. Conkey Co., Cleveland, 6 weekly.
Coca Cola Co. of Pa., Pittsburgh, 6 weekly.
Benjamin & Louis, Los Angeles (6-Way cold drinks), 4 weekly.
Fox Con., Fort Wayne, (cough syrup), 6 weekly.
B. S. Seeds Co., Chicago.
Meadow Gold Dairy Inc., Pittsburgh, 3 weekly.
Armey Corp., Chicago (glass substitute, Maybrook/snubbing), 8 weekly.
Genesis Goodloe Corp., New York (Calumet), 3 monthly.
Kasco Mills Inc., Toledo (dog food), 3 weekly.
International Harvester Co., Chicago, 5 weekly.
Little Creations, Inc., Waco, Texas (كوكو Woody), 6 weekly.
M. W. Company Cincinnati (Wax's sausages), 1 weekly.

WOW, New York
Miramar Trading Corp., New York (Conti Castile soaps), 6 weekly.
Gen Pacific Oil Co., New York (Oil), 6 weekly.
Procter & Gamble, Cincinnati (Duets), 10 to 12 weekly.
Johnson & Johnson, New York.
Lewin & Co., New York (Jewelry), 5 weekly.
Clark Arti, New York.
Builton! Products, New York (spaghetti & sauce), 6 weekly.
Carlo Vinti Adv., N.Y.
N.Y. Tunnel Authority, New York (Queen Midtown Tunnel), 2 weekly.
L. M. & Sons, New York (macaroni), 6 weekly.
L. M. & Sons, New York.
L. M. & Sons, New York (laxative Senna).
L. M. & Sons, New York.
L. M. & Sons, New York.
L. M. & Sons, New York.
Mama Mia Importing Co., New York (oil), 6 weekly.
De Martini Co., New York (macaroni), 6 weekly.
Corracco, New York (oil), 6 weekly.
De Luca Adv., N.Y.

WHO, Des Moines
International Harvester Co., Minneapolis, 194 weekly.
Securities Acceptance Corp., 26 adv.
Christian Science Committee on Publica-
John W. Lewis Co., N.Y.
Ogle Shell Products Co., New York (candy industry).
Tie House Products Co., Des Moines (cleanse, polish), 5 weekly.
American Tobacco Co., 9 adv.
Olsen Rug Co., Chicago, 6 adv.
Omar Inc., Omaha (R8), 3 adv.
KOH, Reno
Associated Oil Co., 2 adv.
Thomas San Francisco, 7 adv.
A. L. Wood & Son, 10 adv.

KECA, Los Angeles
The Frito Co., Dallas, Texas (fruits), 3 weekly.
Avalon Cane, New York (Vita-Man tablets), 12 weeks.
Brand Restaurant, New York, 14 weekly.

KECA Los Angeles

KIRB, Trevor

It's so trick to rope 'em in on the Montana Z Net.


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Broadcasting • Broadcast Advertising
Wm. L. Lawrence
(Continued from page 31)
signed to finish out the season, Bill was transferred to New York to produce the weekly substitute shows.
He bought a return ticket to Hollywood five months later when Dinah Shore was signed by Bristol-Myers Co. to star on that firm's weekly quarter hour BLUE program, In Person-Dinah Shore. Concurrently, the CBS Freddy Martin program was transferred to the West Coast for origination, with Lawrence continuing as producer of that show until Oct. 19, 1942. Expanding its radio activities at that time, Lady Esther Co. replaced the musical program with CBS Screen Guild Players. Production assignment on that half-hour dramatic show fell on Bill's broad shoulders.
In addition to current production duties, he also carries the varied executive responsibilities of Pedlar & Ryan on the West Coast.
His twinkling hazel eyes and wide grin are good evidence that Bill as a person is not lost in the man-sized job he's doing. Popular with agency and radio audience alike, he has sincere cooperation from talent as well. They like to work with him despite the fact that he demands real labor-a recommendation of high order. Lawrence finds relaxation in bridge and poker. He's never played golf, but went in for football and basketball in college.
Bill will, upon urging, display his collection of magic and sleight-of-hand tricks. Though it is no generally known, he is a member of the American Society of Magicians. Howard Thurston, well-known professional magician, sponsored his membership several years ago. Among other hobby he includes a midget racer which averages about 50 miles per gallon. But that, according to Bill, is about to pass out of the luxury classification of "hobby"!

Married to Helen Davis, Hollywood actress, on March 16, 1938, following a whirlwind courtship of exactly five days, Bill and his wife make their home in San Fernando Valley.
Radio's War Effort
(Continued from page 20)

In a speech given at the War Manpower Commission, came additional assurances of radio's recognition as an essential war activity. Wrote Mr. McNutt:

The War Manpower Commission recognizes the vital role that radio broadcasting is playing in the welfare and defense of our country. Radio communications have been classified as an essential war activity.

The Commission has been working with the Selective Service System, the War Department, the Navy Department, and other Government agencies to assure that employees possessing critical skills are not induced into the military services in such a manner as to interrupt essential war activities.

The War and Navy Departments have announced policies with respect to volunteering, enlistment, and replacement of men who are classified by the Selective Service System as being in essential war occupations will not be accepted for enlistment without the approval of the local Selective Service Board.

We in the War Manpower Commission realize the need for orderly voluntary service so that replacements can be trained and established in their proper positions to work to that end. It is important, however, that all war industries keep this thought in mind:

1. Their continuing and the personnel requirements of our armed services are great, all able-bodied men within the military service age bracket will be subject to call.

2. While we will continue to be the policy of the War Manpower Commission to work with Selective Service for the purpose of determining deferments for essential workers, it should be noted that deferments are temporary and constitute no automatic exemptions.

The purpose of these deferments is to provide the needed manpower for essential activities so that other workers—women and those men not qualified by physical condition or age to perform military service—can be trained to replace those required for the armed forces. Therefore, periods of deferments are justified only in those instances where key workers cannot be replaced.

Because the manpower situation varies in different sections of the country, I suggest that radio station operators take their local problems to the offices of the Selective Service in their home towns. These offices will be glad to review the entire question with them.

I wish to extend my appreciation for the splendid cooperation your member stations and the radio industry as a whole have given our efforts.

Secretary Wickard's Views

Secretary of Agriculture Claude R. Wickard, whose department has been a prime user of radio ever since broadcasting began, calls radio's service to the country "a national asset of the greatest value." His letter follows:

The Department of Agriculture greatly appreciates the splendid services rendered to it by the radio stations and the networks. All have been most liberal in contributing time for both national and local farm programs broadcast by Government agencies. Also they have furthered the wartime farm programs in the networks' and station's news, entertainment and other broadcasts serving farm listeners.

The farmer is playing a most important part in our war effort by providing food for our fighting men, our allies, and our own citizens. In this work the various farm programs, market reports and other information of vital importance to the farmer, all carried over the radio, is of the greatest help. Broadcasting plays an important part in the success of our farm program.

This country of ours is large in extent, but radio by its excellent coverage affords us a means of reaching instantaneously even the remotest areas. Such a means of mass communication is invaluable even in normal times, the maintenance of it is of the utmost importance at a time such as this when we face emergencies almost daily. That radio stands ready to serve the country at a moment's notice is a national asset of the greatest value.

OWI Needs Coverage

We wish to extend the Department's appreciation to the broadcasting industry for the splendid cooperation rendered in assisting the Department in all of its activities, and to assure the industry that such services are of inestimable value not only to the Department but to the effective prosecution of the farm part in the war effort.

Thus far the chief contact between the Government and the industry has been the Radio Bureau of the Office of War Information, headed by William B. Lewis, former CBS program viced, who is in maintaining the integrity and coverage of the existing system is stated by Mr. Lewis as follows:

The OWI has a direct and vital concern with the maintenance of radio coverage in this country. It is one of the most important media for the conveyance of war information in general to the people, and may become of still greater importance when there is occasion for emergency messages from the national leadership.

The radio industry has been of invaluable service in war time and in serving its government with a score of important war messages. The latter shows the effect of the OWI's campaign for the armed forces through such varied public appeals as salvage, rationing, conservation, war bonds and many others.

It should be stressed, also, that...
radio has contributed greatly of its personnel and its time in providing entertainment programs which maintain the spirit and confidence of the country, and it is through the large audiences which radio has built that the government may speak quickly and effectively to the people.

The maintenance of radio as an essential industry, as classified by the Mas power Commission, is of utmost importance to the prosecution of the war.

OCD Is Pleased

James M. Landis, director of the Office of Civilian Defense, expresses himself as highly pleased with the cooperation of the industry in its work.

We wish to express our deep appreciation for the cooperation of your organization of local stations throughout the country in creating public interest in the official OCD publication, You Can Do It!, in the "V-Homes" campaign. As you know, many stations have contributed far more of their broadcast time and effort to these projects than we have asked. This co-operation of stations is extremely important to us because the Office of Civilian Defense is responsible for the recruiting and administering many major wartime programs in communities.

We look forward to the continuation of this relationship.

Challenge Met—Kirby

The NAB itself contributed Lt. Col. E. M. Kirby, its former director of public relations, to the War Department's Bureau of Public Relations, where he first headed up its radio branch as a civilian on leave from the association and later was commissioned into active service. Col. Kirby wrote as follows:

When the history of these critical times is finally written, I believe that one of the brightest pages in the story of America's mobilization for total war will be the account of how the entire radio industry threw all of its vast resources into the fight, without reservation, with complete selflessness, and with a determination characteristic of true Americans.

For the past two years the industry has worked in complete harmony with the Radio Branch of the War Department's Bureau of Public Relations. Every member of this Branch will remember how the industry rose to meet the pre-war challenge of preparedness, and how it superbly met the greater challenge on December 7. The momentum gained in those days has never faltered; as our participation in the war became increasingly grim, necessitating as it did the spurring on of our military and civilian forces alike, radio's participation, too, increased with resources and energy.

But the war is not yet far from won. The peace for which we are all fighting may be long delayed. Yet, on the record, we are confident that as each new crisis arises, on any front, the immeasurable power of radio will freely be offered as the service of our nation by those splendid Americans who comprise America's broadcasters, and who so capably are performing the wartime missions assigned them.

Every member of our staff joins me in this word of well-merited thanks, and pledges, on our part, all the services and cooperation it is within our power to render.

The Navy's Views

J. Harrison (Jack) Hartley, also from the broadcasters' ranks, as civilian chief of the radio section of the Navy's Office of Public Relations, expressed the attitude of that department in the following letter:

As you know, unlike most government agencies, the Navy has religiously adhered to a policy of not competing with the radio industry. Radio programs are neither written nor produced by this office.

Our method of operation has been to frankly tell the industry problems and ask them to accept the responsibility of giving us the best possible assistance at their command.

This office has had publicity many times that the broadcasters have given wholehearted and most tangible assistance with every problem. In the Ninth Naval District alone, comprising 13 mid-western States, over four thousand programs, predominantly Navy in character, were written and produced by the broadcasters during August, 1942.

The primary objective of the Navy is to win this war. To accomplish this, we must have men and equipment and a well-informed home front.

Radio is doing a perfectly grand job of recruiting and disseminating news and general information for the Navy of interest to those who have to do any of it.

The broadcasters can only continue to do their important jobs in the War Effort by being permitted to retain the highly trained personnel that has been with industry during its coming of age.

It is hoped that the National Association of Broadcasters is in a position to bring to the attention of all concerned, the importance of broadcasting in the War Effort and the absolute necessity of its being directed and operated by teams of trained personnel.

From The Air Forces

Drawing heavily from the radio ranks for its radio personnel, the Army Air Forces has used radio extensively in its recruiting drives. Capt. J. Elroy McCaw, chief owner and former manager of KELA, Centralia, Wash., had this to say about the industry's assistance in organizing teams of Air Forces training:

Radio broadcasting stations throughout the United States are cooperating splendidly with the War Department and are performing many vital services.

The Army is frequently obliged to request the assistance of the nation's broadcasters. Realizing they have been instrumental in organizing classes for training thousands of specialists in the Enlisted Reserve Corps of the Army Air Forces. In addition to publicizing the need for men, many broadcasters have conducted classes and have assisted schools in organizing these classes.

Similar cooperation has been extended in the matter of broadcasting information about Air Force Recruiting drives.

Another important function of broadcasters has been to establish, at their own expense, facilities for emergency communication whereby military authorities might be able to communicate with the public in time of emergency. The importance of maintaining a means of instantaneous communication with the public cannot be overemphasized.

Every effort should be made to ensure that radio broadcasting continue to serve the war effort.

MAJ. PAUL C. RABORG, military analyst of WINS, New York, has learned that he will receive a medal for services rendered to the Government 23 years ago. It is the Medal of German Occupation, granted to American troops who moved into the Rhineland after the 1918 armistice.

The No. 1 FARM STATION

L OOK WHERE YOU WILL, you'll find no other farm market to equal that served by KMA! In the words of Leslie M. Carl, State Agricultural Statistician, farm output in the KMA area has reached "a level that has never before been equalled in a single season on any comparable area of land."*

Spectacular? Yes. Unusual? No! In any year, the KMA area is first in corn—hogs—poultry and eggs—horses—farm telephones—value of farm buildings—and so many other wealth-indicating classifications, it is indisputably America's No. 1 Farm Market.

That goes for farm income, too. Take the figures of the 1940 census: in our 71 primary Iowa counties, KMA farmers enjoy an average annual income of $3,184; in our 38 primary Nebraska counties, $1,918; in our 27 primary Missouri counties, $1,082; in our 11 primary Kansas counties, $1,632; in our total 151-county primary area, $2,397!

And 1942 income is up 43%!

If you want to know more about our 3,000,000 people, who normally spend 820 million dollars a year in retail stores—if you want to know how to reach the most prosperous rural market in America—send for your copy of our market data brochure!  

* Actual production records will be supplied on request.

KMA

The No. 1 Farm Station in the No. 1 Farm Market

151 COUNTIES AROUND

SHE NANDOAH, IOWA

November 30, 1942 • Page 39
Welch to Join Agency
WAYNE WELCH, sales promotion and merchandising manager of K50-KRTN, Des Moines, and with the Cowles stations since 1935, has been announced as being resign Dec. 5 to become account executive of the Meneough Adv. Agency, Des Moines. Mr. Welch has been in advertising and sales work in Des Moines for 11 years.

N. Y. Club Meets
MEMBERS of the Radio Executives Club of New York, meeting last week for their Wednesday luncheon, enjoyed entertainment supplied by WOR, New York, including talks by John Gambling, Newscaster Frank Singiser, Pauline Albert, pianist, and a “quiz” session, based on the WOR show The Better Half, and m.c.’d by Tom Slater, sports director of MBS.

Congress in Action
SENATE and House Committee chairmen are heard on Congresional Record of the Air on WHN, New York, in a weekly legislative talks originating in Washington. Inaugurating the series, Senator Robert F. Wagner of New York, spoke as chairman of the Senate Banking and Currency Committee, discussing formally the work of this group in guiding Government spending and financing.

KING WHYTE
T
HE OUTBREAK of war brought King Whyte back to his native Canada to join the Royal Canadian Air Force in which his father had been a pilot in the First World War. He had left the staff of WLY, Cincinnati, to join the colors, but was told he was too old for the RCAF. Today he occupies the important post of timebuyer and radio director of the Montreal head-office of Cockfield Brown & Co., one of Canada’s largest agencies.

Born June 3, 1911, in Montreal, he moved with his parents to Winnipeg where he was brought up and educated. At 14 he left for California and broke into show business as a night club singer and entertainer, playing in numerous theatrical presentations throughout the western States. In 1928 he made his first public appearance at KOMH, Reno, and since then he has served on stations in San Diego, Los Angeles, San Francisco and Zanesville, O. He was manager for four years of KVOA, Tucson, and has seen service with MBS, CBS and CBC.

C.B.C. ASSUMES CFPR IN PRINCE RUPERT
IN AN EFFORT to improve service to American and Canadian troops in the central British Columbia defense sector on the Pacific Coast, the Canadian Broadcasting Corp., as of Dec. 1 takes over CFPR, Prince Rupert, B. C. Ira Dilworth, CBC regional representative, completed arrangements at Prince Rupert with governmental and military authorities. It was announced at CBC offices at Vancouver.

It is expected that new transmitter and receiving equipment cannot possibly be installed until after the first of the year. The station, one of two 50-watt stations in Canada, operates on 1240 kc. With the increasing wartime importance of Prince Rupert, a more powerful station has for some time been deemed necessary. Until new transmitter equipment can be installed, the CBC has arranged to do new over CFR transcriptions of the best in radio entertainment both in Canada and the United States.

American networks have agreed to transcribe their largest commercial shows, as well as sustaining shows, necessary of commercial coverage. CFPR is at present unable to reach beyond a 50-mile radius without transmission. With the new transmitter equipment installed, the station is to be enlarged to improve the station’s equipment and news and CBC. When Canada went to war he was at WLY.

When the RCAF turned him down Whyte joined the Canadian Broadcasting Corp. at Toronto as a writer-producer, writing and broadcasting some of Canada’s first war programs. Desiring to get back into the commercial aspects of broadcasting in 1941, he produced new Milk Labs, Public Opinion, out of the Montreal office of Cockfield-Brown, and stretched the original contract from 12 to 54 weeks. He has also produced the Red River Barn Dance for Hudson’s Bay Co. at Winnipeg; has handled recruiting campaigns; does all Canadian commercials for Miles Labs; has produced a radio campaign contest for the Canadian Government; handled the radio end of a wartime gasoline conservation campaign for Ottawa; does a daily newcast on CFCC, Montreal, for Molson’s Brewery; handles three other daily newcasts for other Cockfield-Brown clients.

RADIO STATION WCHS CHARLESTON, W. VA.
5000 WATTS 580 Kc. CBS WEST VIRGINIA NETWORK
JOHN A. KENNEDY, Pres. HOWARD L. CHERNOFF, Mgr. Dir.

An optional, supplementary station to CBS basic network, WCHS nevertheless carries almost 90% of the basic network shows. Here’s why: 5000 watts on 580 kilocycles blankets most of West Virginia, part of Kentucky, Ohio and Virginia, an area of 510,871 radio homes. WCHS delivers Charleston’s metropolitan market plus a large rural audience. Gauge this area’s potentialities by its retail sales: over one-half billion dollars! WCHS covers Kanawha Valley — vital war production area with unlimited natural resources. Intense business and industrial activity is reflected in wages paid, which, for Kanawha County alone, are 37.1% ahead of last year.

For Spots that SELL Call a Branham-man
Radio Contribution To War Described By Chairman Fly

REVIEWING the place of radio in wartime, FCC-BWC Chairman James Lawrence Fly told listeners at the Detroit Athletic Club last Wednesday that radio's effect will be felt in "many of the factors of human activity". Furthermore, he pointed out the close contact expected to prevail in the post-war world and emphasized that communications "must be an instrument of national policy".

First he described the stringent citizenship requirements imposed upon 100,000 radio operators aboard ship, at international stations and on amateur operators, as well as employees of cable and telegraph companies. He showed the President's recognition of the importance of radio communications by creation of the Board of War Communications.

Removal of Hams

Mr. Fly cited the removal of 55,000 amateur operators from the air and the registration of diathermy machines in putting radio under proper wartime controls. He showed the recognition of need and the actual resulting creation of the War Emergency Radio Service in cooperation with the Office of Civilian Defense to insure an alternate means of communications during air raids. Control of foreign-language stations to produce an affirmative public opinion among foreign-born populations was another step.

Besides the various steps of control, Chairman Fly described the valuable work carried on by the FCC's Radio Intelligence Service which is responsible for "around-the-clock surveillance of the whole radio spectrum", to insure aid against fifth-column radio activity or use of radio for illegal means such as race-track operations.

Chairman Fly recited cases of collaboration with the armed forces for effective military purposes such as radio signals to aid bombers and ferry pilots in providing them with locations. He mentioned the location of espionage stations and distressed ships as another wartime service rendered by the FCC.

The Foreign Broadcast Intelligence Service came in for praise when Chairman Fly showed how material picked up from its monitoring operations had been used in the successful prosecution of William Dooley Pelley and others for sedition, showing how they were following closely the thinking of the Nazis. This monitored information, he said, was used by other government agencies for intelligence purposes.

Finally he took note of the short-wave stations' function and told how the FCC maintained OWI and CIAA in effecting a propaganda mechanism which has become vital in modern warfare for psychological counter-attacks.

FM Network to Link Gaspipe Stations In Series of War Programs for Youths

FIRST SERIES of intercollegiate network broadcasts, linking 12 college radio stations of the Intercollegiate Broadcasting System, in cooperation with the American Network of FM stations, will start Dec. 1 at 7:15 p.m., it was announced last week by Louis M. Bloch Jr., IBS business manager.

The inaugural series, titled You, the War, and the Future, will feature William T. McCreary, Sunday publisher of the New York newspaper PM, as commentator, and will be heard Dec. 8 and Dec. 15 at the same hour.

Originating at the studios of FM station W47NY, the college broadcasts will be transmitted to FM stations W2XMN, Alpine, N. J.; W65H, Hartford; W43B, Boston; W93B, Mt. Washington, and W47A, Schenectady. College stations located in the area covered by those FM stations have installed FM receivers, which enable them to pick up the FM transmissions and rebroadcast them on the longwave band to their campus audiences on an exclusive basis.

Students on the campuses of Brown, Columbia, Connecticut, Harvard, Rhode Island, State, Princeton, Dartmouth, Union, Wesleyan, Williams and Yale will be able to hear Mr. McCreary's war information series, which, Mr. Bloch stated, represents a major venture in the IBS war activity program. Leslie Katz, IBS program director, is in charge of the series.

With the establishment of college radio stations as a network, American universities can now be reached as a unit for the first time through radio. The idea grew from an initial communication system devised by two freshmen at Brown in 1936. When the college finally developed its own station, other colleges began to show interest in installing stations, with the result that a nucleus was formed consisting of Brown, Wesleyan, Williams, Cornell and Harvard, first members of IBS.

Today, Mr. Bloch reports, the following colleges have campus radio stations: Antioch, Alabama, Brook-lyn, Brown, Columbia, Connecticut, Cornell, Dartmouth, Georgetown, Hamilton, Harvard, Haverford, Knox, Nebraska, Ohio State, Princeton, R. I. State, Swarthmore, Union, Westfield, Wesleyan, Williams and Yale.

Colleges whose stations will be in operation in the very near future include North Carolina, Michigan, Massachusetts State, Maryland, Emerson and Ohio U. Mr. Bloch also stated that additional programs for the IBS-American Network broadcasting schedule are now being worked out.

Parodies for Bonds

PARODY DES on popular tunes of the day, using War Bond messages, is the inspired idea of a group of Pan Alley with others who have offered their services to the Treasury Dept. to produce them. Chairman of the group is Bob Cee, whose committee includes Cliff Friend, Sammy Stept, Charles Tobias, Eddie DeLange, Mitchell Parrish, Charles and Nick Kenny and others. They will persuade leading radio bands and artists to use the songs on their programs.

NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION OF GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

Your Best National Spot Buy  ...
Fighting Axis on the Radio Front

Both Sides Enjoying Superiority in Some Phases

By HERBERT ROSEN

NBC's research department has recently published a report stating that "the Axis countries have 271 radio stations, while the United Nations and neutral countries have 2,210 stations."

This, in itself, would seem to place the United Nations and neutral countries in top radio position. Yet, even if we accept these figures as correct, they do not give a true picture of the radio situation in our own and enemy nations.

Behind the statistics lies the all-important kilowatt power of radio and the development of the short-wave broadcasting, which increases the importance of radio and, in wartime, the efficiency of radio as a weapon of war.

Good Study by IBU

The most comprehensive picture of the broadcasting networks and the number and power of stations yet available was published in June, 1942, by the International Broadcasting Union, Geneva. The study, The Situation of the Broadcasting Networks at the End of 1941, was made by the Secretary-General of IBU. It covers the development of radio in all countries for which statistics could be obtained.

Included in this study are many interesting tables of statistics. One of these tables gives the number of stations, their power, and average power in the continents of the world:

<table>
<thead>
<tr>
<th>Continents</th>
<th>No. of Stations</th>
<th>Total Power (kw)</th>
<th>Aver. Power (kw)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>76</td>
<td>2,044.49</td>
<td>4.60</td>
</tr>
<tr>
<td>North America</td>
<td>1,122</td>
<td>5,706.85</td>
<td>5.15</td>
</tr>
<tr>
<td>Central America</td>
<td>129</td>
<td>276.56</td>
<td>2.16</td>
</tr>
<tr>
<td>South America</td>
<td>171</td>
<td>1,045.34</td>
<td>6.09</td>
</tr>
<tr>
<td>Asia</td>
<td>179</td>
<td>423.85</td>
<td>2.34</td>
</tr>
<tr>
<td>Australia and Oceania</td>
<td>475</td>
<td>12,156.45</td>
<td>26.26</td>
</tr>
<tr>
<td>Total</td>
<td>2,768</td>
<td>21,979.73</td>
<td>7.90</td>
</tr>
</tbody>
</table>

From these statistics we can learn that Europe, indeed, has only 470 stations and that North America has 1,122 stations. However, in the broadcasting field it is not important to note the number, but the power of stations. It is the total power of the stations in kilowatts which is decisive.

We discover, for example, that the stations in Europe have a total power of 12,156 kw, while the 1,122 stations of North America have a total power of only 5,706 kw. The average power of the stations in Europe is 5.84, almost five times as great as the 1.09 average of North America.

Numerous technical devices for radio developed especially in Germany to a high degree of efficiency, with a consequent increase in radio power, are chiefly responsible for the dominant position of the Axis radio stations. They surpass in power even the English stations which have grown so tremendously in the last two years.

An examination of the number and power of Axis and Axis-dominated stations versus the stations of United Nations and neutral countries on the continents does not, therefore, present an entirely rosy picture:

Axial Audience Greater?

It is disappointing to discover from the foregoing data that, while the United Nations and neutral countries lead the Axis in the number and total power of stations, the 7,743 kw power of the 376 Axis transmitters is greater in degree than the 13,858 kw power of the 1,011 Axis United Nations and neutral transmitters. It is obvious that a lesser number of powerful Axis stations might reach a larger audience than the numerous weaker stations of the United Nations and neutral countries.

Since these statistics include all stations together—domestic and shortwave—let us now see how it is with the shortwave stations alone:

<table>
<thead>
<tr>
<th>Axis Continents</th>
<th>No. of Station</th>
<th>Total Power (kw)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>225</td>
<td>6,676.15</td>
</tr>
<tr>
<td>Africa</td>
<td>141</td>
<td>750.84</td>
</tr>
<tr>
<td>America</td>
<td>1</td>
<td>50.00</td>
</tr>
<tr>
<td>Asia</td>
<td>179</td>
<td>1,045.34</td>
</tr>
<tr>
<td>Australia and Oceania</td>
<td>470</td>
<td>12,156.45</td>
</tr>
<tr>
<td>Total</td>
<td>876</td>
<td>17,489.99</td>
</tr>
</tbody>
</table>

These statistics speak for themselves. They signify in any case that it is important to develop radio in the interest of the war effort. An initial step in the use of radio for war was the development of foreign-language broadcasts via shortwaves. Several nations have developed their foreign-language service in recent times to a high standard of efficiency. Statistics show that England leads the other countries by broadcasting news and other information in 38 different languages, carrying some even in Arabic, Cantonese, Burmese, Malayan, Thai, etc.

The present war situation forced the United States to develop its foreign-language service, too. In a very short time it has been brought up to a high standard, and at this moment broadcasts are sent out in 24 different languages. Among these are Arabic, Albanian, Yugoslavian, Greek and Czech.

Of the Axis nations, Italy is the leading foreign-language broadcaster with 20 languages, including Maltese, Sudanese, Corsican and Persian. Germany has only 16 languages on her schedule, but the Nazis undoubtedly coordinated its broadcasts with Italy. It is not necessary for Germany to give information, for instance, in Maltese or Arabic, because Italy's transmitters can more easily reach these countries. On the other hand, Germany has developed an excellent service for the Scandinavian countries and the Baltic states, thus relieving the Italians of serving these nations.

The third Axis partner, Japan, has the position of fourth leading nation, serving mainly the East, and therefore we find among its 17 foreign languages the various Chinese dialects and also Hindustani, Burmese, Malay and Thai.

Russia broadcasts in 13 languages, Finland in 11, Turkey in 10. Finland's service is for her surrounding countries, broadcasting in Estonian, Latvian, Lithuanian, Swedish and, naturally, Russian, while Turkey concentrates mostly on the Southern European and Asiatic countries. All of the smallest European nations broadcast in the four most important languages — English, French, German and Spanish.

It is interesting to note that the Vatican broadcasts in 11 languages, and is the only station which broadcasts in Latin. Foreign-language broadcasts in France have ceased since the Armistice, and broadcasts are in French only.
LOCAL SPONSORS USING DISC SERIES

FIFTEEN new contracts for syndicated programs were announced Nov. 23 by NBC's Radio-Recording Division. The new contracts include: "Flying for Freedom", taken by KOB, Albuquerque, N. M., for the local Sinclair Oil distributor; by WKPT, Kingsport, Tenn., for the First National Bank; by WFMT, Youngstown, O., for Carlson Electric Co.; by WISR, Butler, Pa., for a group of companies that have received the Army-Navy "E" award; the Arizona Broadcasting Co., for the Topeka Packing Co., using seven Arizona stations (KTAR KYUM KRCY WKBJ KFJL KUCA KZSY KZIB); Betty Dubro for Watt's Bakery, for use on WOP, Bristol, Tenn.; WJHL, Johnson City, Tenn.; WKPT, Kingsport, Tenn. The Nation You Will Remember, will be broadcast over WJT, Jamestown, N. Y., for the Hasquld Furniture Co.; by WBGB, Richmond, Va., for a soft drink manufacturer; and by WIOD, Miami, Five Minute Mysteries, will be heard over WMAQ, Chicago, for the Consolidated Cigar Co., through Erwin, Wasey; and over WTBO, Cumberland, Md.

Other new contracts were signed with KTSU, El Paso, for Hollywood Headliners; with WCHS, Charleston, W. Va., for Let's Take a Look in Your Mirror; with Gordon Schenfarber & Associates, Providence agency, for Who's News, over WPRO; with Irwin Vladimir & Co., agency, for Romance and Melody to be broadcast in Mexico.

U. S. District Tribunal Given Ruling on IBEW

JOHN KIRKLAND CLARK, special master appointed to hear the complaints of 11 electrical manufacturing companies against Local 8 of the International Brotherhood of Electrical Workers alleging union activities in violation of the Sherman Anti-trust Law, last year agreed to an opinion in favor of the plaintiffs, last Tuesday presented that opinion, together with findings of fact and conclusions of the court's calendar.


WONDERFUL SMITH, Hollywood colored comedian appeared on the weekly NBC Red Skelton & Co., sponsored by Brown & Williamson Tobacco Corp., cigarettes, has joined the Army. He will not be re-

WBAY Staff Is Shifted To Assist War Effort

CLIFF ALLEN, former program director of WWV, Wheeling, has been assigned, hereof chief announcer, has been appointed program director. George D. Skinner, of WWV's promotion department has been transferred to production and placed in charge of special events, also taking over the early morning variety show, Koo Koo Klock, formerly m.c.'d by Clawson. Jack Walsh, WWV announcer, has been assigned to the 5-95 Local, matinee variety program.

AID TO BRITAIN as Beth Barnes, WSB, Atlanta, helps RAF Pilot Officer George Wills select a variety of gifts to be returning to his home in Lands End, Cornwall, England, Beth, who recently interned as a secretary to the full-time student, at the local service men's center, is lending the feminine touch.

PEACE OF MIND PLAN

Bank Promotes Tax Budget in One-Month Test

A BUDGET PROGRAM named "Your Peace of Mind Plan" is offered the public via a local radio and newspaper campaign conducted by the Drydock Savings Institution, New York, through its agency, Anderson, Davis & Platte, New York. In conjunction with a one-month test campaign in the New York Daily News, the bank opens its third quarter hours segments weekly on Martin Block's Make Believe Ballroom Time on WNEW, New York, and six participations weekly in Ed East in Breakfast in Bedlam, on WJZ, New York. Both are morning programs.

The copyrighted savings plan, created for Drydock by the agency, is designed to help keep families solvent despite new taxes and other government demands on income, and this promotes the commercials. Listeners are offered a 12-page book outlining the budget scheme, and a work sheet for preliminary figuring.

This 16-Page WAR ATLAS Now Ready

The whole country has become map-conscious. Wherever you go, you see people pouring over maps.

Every day the news mentions new names: Where is Gabor, Bizerte, Novocherkask, Krasnodar, Buna, Salamaua, Papua?

Without a good atlas the war is just a jumble of strange words—with it, our strategy and that of our enemies becomes crystal-clear.

COMPLETE AND COLORFUL

INS has published a 16-page up-to-date World War Atlas, in full colors, of the entire world. No matter where action takes place, this atlas shows the battle area at a glance.

This INS Atlas is ready for distribution. With your message and imprint on the front cover it will make valuable good will promotion for your station or your advertisers.

Write or wire today for very-low quantity rates and sample.

INTERNATIONAL NEWS SERVICE
235 East 45th Street, New York

BROADCASTING Broadcast Advertising

November 30, 1942 • Page 43
FCC's War Rules in Operation
(Continued from page 9)

of the Rules and Regulations and Paragraph 6 of Section 7 of the Standards of Good Engineering Practice and substitutes therefor a different method for the determination of operating power of all standard broadcasting stations.

Adopted on the recommendation of the Board of War Communications, Order No. 107 is designed to increase the life expectancy of vacuum tubes and other critical transmitter components.

The attention of consulting and station engineers is directed to the provisions of Order No. 107 affecting the determination of power by the direct method. New operating power values will be determined by multiplying the measured resistance of non-directional antennas by the factor 1.25.

The new operating resistance of directional antennas will be determined by first determining the measured value and then applying the factor 1.26 and the provisions of paragraph 9(f) of the Standards of Good Engineering Practice.

That is, there are two factors to be used in the determination of the operating resistance of directional antennas, 1.26 and either 0.952 if the power involved is 5 kw or less and 0.95 the power is in excess of 5 kw, or the necessity for dealing with two factors for directional antennas can be eliminated by using the product of 0.905 and 1.76 (1.3185) as one factor applicable to powers of 5 kw or less and the product of 1.26 and 0.950 (1.2135) as one factor applicable to powers in excess of 5 kw.

Summary
The above may be briefly summarized as follows:
1. For non-directive operation regardless of power multiply the measured antenna resistance by 1.26 to determine operating resistance.
2. For directive operation with power of 5 kw or less multiply the measured resistance by 1.26 and by 1.2135 to determine the operating resistance.
3. For directive operation with power in excess of 5 kw multiply the measured resistance by 1.07 to determine the operating resistance.

In each case the current in amperes at the point of measurement is equal to the square root of the momentary obtained by dividing the authorized power in watts by the operating resistance.

As a result in both directional and nondirectional operation, the current to the antenna system should be approximately 89.1% of that previously specified.

In connection with performance proofs for directional antennas and license data for either directional or non-directional antennas (FCC Forms Nos. 302 and 305) such proofs and data shall be submitted on exactly the same basis heretofore. That is, operating constants for non-directional operation shall be determined while the actual authorized power is being delivered to the antenna and these values specified in the data submitted to the Commission.

For directional operation the constants submitted, including all field intensity measurements, shall be determined during operation with the actual authorized power being delivered to the antenna, it being assumed as heretofore that 75% of the power involved is 5 kw or less and 85% if power is in excess of 5 kw is lost in the branching and phasing equipment of the directional system. Proper correction factors for compliance with Commission Order No. 107 will be supplied by the Commission when instruments of authorization are issued.

Compliance with Commission Order No. 107 is expected of all licensees. Uniform observance thereof will not adversely affect interference nor service conditions, whereas the permission of a few exceptions will in most instances do so. The Commission requests that licensees refrain from making special requests for non-compliance.

‘Swing Shift’
HARRY FEIGENBAUM, Philadelphia agency, links two of its accounts on a single program, scheduled nightly at midnight for an hour on WIP, Philadelphia. The joint sponsors are Dan Manns, of Manns Miller Co., Philadelphia (K-7 headache tablets), using radio for the first time, and Goldfarb Pharmaceutical Co., Camden, (Tarpin cough remedy), which has long used radio. The program, Swing Shift, comprising news and popular records, is started principally to attract the swing-shift workers at the war plants in the Philadelphia area. The first five months of news in the interests of Tarpin while the remaining 55 minutes to the antenna and these values specified in the data submitted to the Commission.

IN HUSBAND'S footsteps, Janet Niles, new staff announcer of WAAF, Chicago, succeeds Fred Niles, now with the Army Air Forces, and receives last-minute script instructions from him. First woman announcer on the schedule in Chicago, Janet is known as the "Victory Girl!"

A CAMPAIGN to eliminate annoying phone calls while newscasts are on the air has been started by WGBF, WEGO and WAYS, Evansville, Ind., stations owned by Clarence Leich. Because of the intense interest in news programs, superfluous telephone calls during the news periods can be most disturbing, especially to those families with children, said a battle fronts, according to Mr. Leich.

Campaign, keyed by the slogan, "Do not use your phone while a newscast is on the air", is supported by articles in Lates, station publication, distribution of 20,000 post cards calling for attention to the inconvenience caused by telephoning people and allocating the hour on WIP announcing staff.

RONNY LISS, CBS actor and m.c. of Victory is Our Business, transcribed series sponsored by General Motors Co., is doing a series of transmitted spot announcements in behalf of Vimna, vitamin tablets currently advertised by Lever Bros., Cambridge, Mass., in a national spot campaign.

AVAILABLE for IMMEDIATE SALE

- Top-ranking regional station in key Southern market.
- Major network affiliate.
- Owner of this pioneer station will sell promptly (subject to FCC approval) on cash basis, or equivalent.
- State full particulars in wire or letter to:

BROADCASTING, BOX 81

Page 44 • November 30, 1942
TIPS ON EDITING and newswriting

Leave for Winchell

WALTER WINCHELL, radio gossip columnist, heard Sundays on the BLUE for Andrew Jergens Co., Cincinnati, has been granted a leave of absence for several weeks following his Nov. 29 broadcast, to undertake a Government mission. A lieutenant commander in the Navy, Winchell has been on special duty since Dec. 7, 1941, and is currently in Miami. Lennen & Mitchell, New York, the Jergens agency, stated last week that a news show would fill Winchell's 9-9:15 p.m. period on the BLUE during his absence, but that details had not yet been worked out.

Boston Symphony

Joins AFM Ranks

Orchestra Permitted to Hire Musicians from Other Areas

THE BOSTON SYMPHONY Orchestra may soon be heard in a series of network broadcasts, probably on CBS, it was reported last week. The agreement between officials of the orchestra and the AFM by which the Boston Symphony relinquishes its position as the only major union orchestra in the country.

CBS executives, however, declined to comment on reports that the network would broadcast the Boston Symphony and that the orchestra would record for Columbia Recording Corp., a CBS subsidiary, at such a time as the AFM ban on recordings is lifted. Orchestra previously had recorded for RCA-Victor.

Outside Employment

Affiliation of the Boston Symphony with the AFM came only after the union had agreed to modify its by-laws to guarantee the conductor full control over the employment and discipline of the members of the orchestra. Formerly the AFM regulations forbade a conductor from going outside the jurisdiction of the local in hiring musicians. The Boston Symphony officials demanded that Serge Koussevitzky, conductor of the orchestra, have the right to hire instrumentalists from any part of the country, if he considered them more desirable than those available in Boston. Conclusion of an agreement between the orchestra's officials and James C. Petrillo, AFM president, came after months of negotiations which had been preceded by years of controversy and verbal assaults between the AFM and the orchestra. Mr. Petrillo, who had contended during the discussions that the AFM by-laws could not be altered except in the union's national convention, finally agreed to poll the AFM locals by telegraph in an effort to speed a settlement. The resulting votes approved amendment of the by-laws to give the orchestra control of employment.

Agreement enables the orchestra to resume its broadcasting activities, from which it was barred several years ago by Mr. Petrillo, who forbade broadcasting and recording companies with whom the AFM had closed shop agreements from employing the Boston Symphony on threat of losing all union musicians. Orchestra cannot, of course, make any recordings until the lifting of the ban on all recordings making which the AFM put into effect Aug. 1, 1942.

CROSSE & BLACKWELL, Toronto (sauces) has started test flash announcements twice-daily, five-weekly, on CWS. The Drummond Campaign is to be extended to other stations. Account is placed by A. McKin Ltd., Toronto.

Small-Sized Microscope

Is Announced by RCA

RCA LABORATORIES have developed a new electron microscope small enough and inexpensive enough to make it available for use by many medical, university and industrial research institutions. Dr. V. K. Sworykin, associate director of the laboratories, announced at a Thursday at a joint meeting of the National Industrial Chemical Conference and the Chicago section of the American Chemical Society in Chicago.

Only 16 inches long and light enough to be portable, the new instrument is capable of magnification up to 100,000 times, equaling in this respect the performance of the standard size electron microscope introduced by RCA two years ago. Dr. Sworykin said that while the small model in no way supersedes the larger instrument, in much research the versatility of the latter is unnecessary.

Dodge Gets WKRC Post

FRED DODGE, formerly program director and assistant general manager of WQW, Philadelphia, has become program manager of WQW, Cincinnati, replacing Syd Cornell, according to Ron Clancy, general manager. Mr. Dodge has also been affiliated with WNEK and WEDN in Philadelphia. He has also written and produced many network programs. Mr. Cornell becomes sales service manager, a newly-created post, effective Nov. 30.

WITH John DeWitt, writer of the CBS dramatic series, David Harum, in the News, the show has a new author—Mrs. John DeWitt. Mrs. DeWitt tried her hand at a few sample scripts, and proved so excellent that she was immediately signed.

IN VIRGINIA

You reach more people at low cost on Richmond's Station 5000 WATTSDAY AND NIGHT

MODERN LABORATORY INDUCTO-ENGINEERING Co., INC.

3 Out of 4 Have It

Yes, more than 77% of all letters received by WIBC in October had the thing most advertisers want—PROOF OF PURCHASE.

To sell merchandise in metropolitan Indianapolis and all over rural Indiana put your message on WIBC, the only Indianapolis station that is programmed to reach both markets.

WIBC

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising

November 30, 1942 • Page 45
TRAINING NEW ENGINEERS
Philadelphia ACA Unit, Stations Cooperate
Under Plan Now In Operation-

DETAILS of the training plan proposed by the Philadelphia local of the American Communications Assn. to train replacement engineers for broadcasting stations were worked out at a recent meeting of the union, management and board of education. The group unanimously approved arrangements presented by Charles C. Smith, chairman of the union committee.

The plan will apply to two classes of trainees. The first class consists of persons who already hold operator's licenses but have no practical experience in a radio broadcast station. The second group of trainees will be those who have not yet had the theoretical course required for obtaining an operator's license.

In respect to the first group, the union is selecting a tested list of qualified applicants who hold licenses. These applicants will be distributed and routed by the union through the stations so that each applicant will spend one week in succession at each of the eight Philadelphia stations. In this manner, each applicant will receive actual experience in every variety of station, large and small. He will receive no pay for this training period, to be given by union members, who will receive no extra pay for this effort.

Course Lasts 8 Weeks

At the end of the eight weeks period of practical experience, if the applicant is approved by the chief engineers of the stations and by the union shop stewards in the stations, he will be eligible for employment by managements and, if employed, will come in under the existing agreements now in force between the union and the eight Philadelphia stations. All the stations operate under CIO union-shop agreements.

Second group, includes applicants approved by the union who are accepted as students at the Dobbins Vocational School, where a course for radio technicians will be given under the supervision of W. E. Brunton, associate director of War Production Training of Philadelphia, under the Board of Education. The teachers in this special course will be experienced technicians who are now members of the union.

First group in the theoretical course will consist of 25 applicants, the work requiring 15 school hours per week which will continue for 13 weeks. It will commence Dec. 7. On completion of the course, the applicants will be eligible for a station's practical training course in the stations. First group to receive practical training at the stations started on Nov. 18.

Smith in Charge

The entire procedure is being supervised by Charles C. Smith, chairman of the union committee, which includes Dick Shipp, WPEN, Paul Krants, WIBG, Frank Pfaff, WIP, I. N. Erney and C. E. Roder of KYW.

Samuel R. Rosenbaum, president of WFIL, is chairman of the management committee, which includes station representatives: George Lewis, chief engineer, and David P. Gillett, WCAU; Benedict Gimbel Jr., president, and Clifford Harris, chief engineer, WIP; Milton Laughlin, general manager, WHAT; Edward Clergy, general manager, WIBG; Ernest Gager, chief engineer, KYW; Arthur Simon, general manager, WPEN, and Alexander W. Dannenbaum Sr., president of WDAS.

The Board of Education is represented by W. E. Brunton, associate director of War Production Training of Philadelphia; I. N. Baker, principal of the Dobbins Vocational School, and L. J. Lipp, co-ordinator at the school.

Moral: Stay Home!

BERNICE BARRE, of the program department of WINX, Washington, left her home for the studio last Tuesday only to find upon arrival at her desk that a telephone call had been made to her home a few minutes after her departure — from a cash telephone-award program on another Washington station. The other station would have netted her the sum of $250 had she been able to answer her phone. "What a trou-sseau that would have bought," said Miss Barre, who is to be married soon as her fiance, Richard P. Morten, finishes the course at officers-to-candidate school, Pt. Monmouth, N. J.

Screen Guild Gets Special Tax Ruling

Talent May Include Minimum AFRA Scale on Returns

UNDER special ruling handed down by the Treasury Dept., radio and film talent appearing on the weekly CBS Screen Guild Players, sponsored by Lady Esther Co. (cosmetics), will include only AFRA minimum wage scale paid them as part of their taxable gross income. Ruling modifies operations of the wage ceiling to be enforced starting Jan. 1.

Dependent almost entirely on guest stars, the half-hour show is one of the most heavily attracted Hollywood originating programs under the wage freezing order. Talent on that network show contributes services gratis. Money derived as salary is turned over by the sponsor to the Motion Picture Relief Fund for maintaining a home for indigent members of the industry.

Conferences Held

This special dispensation by the Treasury was made possible because of certain waivers granted Screen Guild Players by AFRA and cannot be obtained for any other network program, it was declared. Ruling was made through Norman D. Cunn, acting Commissioner of Internal Revenue, following a conference in Washing- ton between Government officials and a Hollywood committee comprised of Jean Hersholt, star of the weekly CBS Dr. Christian, sponsored by Chesebrough Mfg. Co. (Vaseline products) and MPRF president; I. B. Kornblum, Hollywood executive secretary and attorney of AFRA, and Ewell D. Moore, attorney of MPRF.

According to the last named group, real value of a player's services rendered need not, under the special ruling, be included in his or her income for Federal tax purposes. However, amount actually paid them according to the AFRA minimum scale may be included as taxable income.

Lowell Appointed

EDWARD M. LOWELL, with NBC's general service department since 1931 and with six years manager of the network's building maintenance division, has been appointed director of the general service department, replacing Vincent J. Gilcher, resigned. In his new post, Lowell is responsible for general maintenance, repairs and upkeep of NBC's quarters in the RCA Bldg., New York.

Service Series Nationwide

SERVICE men's dramatized interview program, It Happened in the Service, on NBC Pacific stations, with broadcast of 780 became a weekly transcontinental feature, Tuesday, 7:30 to 8:30 p.m. (EDT). Ben Alexander is narrator with Earl Edri pro- ducer. Exploits of servicemen as related on the program are turned over to the U.S. War and INS for national news release.
MORE RADIO in education was advocated at the recent annual School Broadcast Conference in Chicago. Snapped at the CBS booth were these executives of CBS affiliates and the network (seated, 1 to r): Luke Roberts, educational director, KOIN, Portland; Lyman Bryson, CBS education director, and chief, special operations section, OWI; Lavina S. Shwartz, educational director, WBHM, Chicago; Leon Levine, CBS assistant education director. Standing: Irwin Johnson, education director, WBNS, Columbus; Chester Duncan, director public relations, KOLD, Portland; Mark L. Haas, director public relations, WJR, Detroit; Michael Hanna, manager, WHCU, Ithaca, N. Y.

BRITISH RADIO SETS SURVIVE

Only 10% Silent Despite Lack of Replacement—Parts; Tube Production Almost Stopped

CIVILIAN radio receivers continue to operate in Britain despite almost three years of severe limitation on replacement parts, according to information provided by the British Supply Council.

No new sets have been manufactured in Britain since March, 1941, the Council said, and production of tubes has virtually stopped since February 1941.

Only 20% of Normal

About 2,000,000 tubes, approximately 20% of the normal number consumed, have been provided in 1941 and 1942. Production in 1943 will probably remain at that level. Many of the tubes available are military rejects which the Government passes on to civilians.

All radio components are controlled by “Inter-Service” Committees representing all user departments. Civilian needs are met only after essential users are cared for.

There is no rationing of the scarce tube allotment, however. Existing stocks are passed on to dealers. Consumers in Britain are so conditioned to shortages that the public itself voluntarily per-

BBC European Service Now Carrying Total of 87 Newscasts Per Day

BRITISH Broadcasting Corp.'s European Service, broadcasting news on long, medium and short-wave, is carrying a total of 87 periods daily, each running from 10 to 15 minutes, in 19 languages, to inform the people of Europe on the North African campaign.

According to a London dispatch to the New York Times, it is evident that this constant news barrage is beginning to have an effect. The Nazi-controlled Radio Paris is now complaining that the Allies have intensified their war nerves and are flooding France with their news.

“With the power of their microphones,” Radio Paris was quoted as stating, “they are endeavoring to spread doubt at the very heart of our Government and to throw confusion among our soldiers, colonies and natives.” In an attempt to counteract the British news, the Axis started a new station in France which calls itself “Loyal France.” The station's first broadcast gave a pro-German review of the war disguised as reports coming from Stockholm.

Rome Radio also is complaining about the British news, asserting that it makes the population think nothing can stop the Anglo-Americans.

Award to Donald Nelson

By Poor Richard Club

DONALD M. NELSON is to be awarded the Poor Richard Club's Gold Medal of Achievement for this year in recognition of what he has done in directing the production of the vast quantities of war goods necessary to wage the war, and to honor the wartime industries in the Philadelphia area which have made important contributions.

Those who have received gold medals in recent years are Capt. Eddie Rickenbacker, Admiral Richard E. Byrd, Capt. Edward Hays, David Sarnoff and Walter D. Fuller.

WHAT STATION IS “LISTENED TO MOST” BY 55.7% OF IOWA?

Newest survey tells all!

The biggest and best of the famous “summers-Who?” surveys on Iowa radio audiences. Gives you all the facts plainly, impartially—listening trends, station and program preferences, effects of age and education on listening, etc. Every sales executive needs this book. Get yours today. No cost! Address Dept. 5, CENTRAL BROADCASTING Co., Des Moines, Iowa

In Maine they tune in WGAN PORTLAND

YES! WGAN advertisers are establishing new sales records in Portland and Maine's Major Markets.

5000 WATTS—560 KC

CBS National Representatives

PAUL H. RATHER CO.

Oregon’s Selling Time—WAVY, Portland

William F. L. Allen, Sales Manager

WGAN offers the Radio Newspapers—Thursday, Friday, Saturday, Sunday, Monday.

WE BUY—WE SELL—WE RENT

J. L.読み take in WGAN PORTLAND

YES! Portland's industrial payroll is 460% (plus) above normal, Percentage gain in retail sales—the highest in the country—is steadily increasing.

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

WSEO

BROADCASTING ♦ Broadcast Advertising

November 30, 1942 • Page 47

WGAN

YES! WGAN]
IPANA and AGENCIES DENY FTC CHARGES

CHARACTERIZING Federal Trade Commission citations against advertising of Ipana tooth paste as "not fair and accurate representations", Bristol-Myers Co., New York, makers of the product, and Padlar & Ryan and Young & Rubicam, agencies servicing the account, in a joint answer last week, denied the complaints filed Oct. 31 [BROADCASTING, Nov. 2].

The answer denied that Ipana toothpaste was a cosmetic preparation as defined by the Federal Trade Commission Act, and that the two agencies cited had participated in dissemating advertising referred to in the complaint.

Remainder of the answer asserted that quotations used by the FTC in attacking the "Smile of Beauty" slogan were out of context. A similar defense answered FTC citations of Ipana's "American diet" copy. Respondents asserted that dentists recommend the product, but denied representing that it will prevent decay, or that it is used in schools.

PROMPTED by the success of a radio debate contest for colleges, conducted earlier this year by the American Federation of Labor and cooperation with the BLUE, the organization has launched a second contest. The America's Cup, Wake Up, America. Students of 150 universities and colleges representing 24 states and the District of Columbia entered the first competition.

IN A SPECIAL pitch for local retail dry goods store advertising, KKKW, Pasadena, Calif., is extending and is currently releasing two commentary programs for department stores. Its also handled the recent campaign of a third firm. With coming curtailment of the number of products sold by stores in general, KKKW anticipates an increased business on the part of the larger retail stores, according to Marshall S. Neal, general manager.

The Broadway Department Store, long a user of radio for its Los Angeles and Hollywood stores, is currently utilizing six-weekly 45-minute morning news periods on behalf of its Pasadena store, Broadway-Pasadena.

News and More News

Program consists of an initial 20-minute newscast followed by a repeat of the same material for the remainder of the contracted time. Arrangement allows listeners to tune in at anytime during the three-quarter hour interval and ride the news around to its beginning regardless of when they happened to dial.

Second department store user of radio, F. C. Nash & Co., sponsors a six-weekly half-hour general commentary with Burritt Wheel-er. The 15-minute program features an old-fashioned manner with recounting of true to life episodes. Commentary which started Sept. 14 is the first major radio venture of the firm.

Using radio in a ten-day campaign to promote its October sale, Sears Roebuck & Co., Pasadena, sponsored twice daily newscasts on KKKW, Oct. 14-24. To achieve maximum effectiveness, that station arranged for placement of a UP telepicture in the store window. Morning and afternoon 15-minute broadcast were released from the display window with loudspeakers placed for convenience of the audience gathered in front of the window.

According to report of Sears Roebuck officials, the campaign enabled that store to outstrip others in the Southern California area. It also increased sales over last year more than any other store.

Taught by Radio

SPONSORED broadcasts have taught her and her children much, declares a mother in a prize-winning letter in a contest sponsored by The Woman, a national magazine. She wrote that among other things she had become accustomed to brushing their teeth regularly, going to the dentist's on schedule, and paying attention to vitamins. Grateful for what commercial clients and turning of children's teeth.

Dispute Settled

CONTRARY to reports that WBNN, Brooklyn, would be unable to broadcast the Night of Stars celebration from Madison Square Garden, New York, last Tuesday night, because of a union dispute over the status of the WBNN house band, the station carried an exclusive broadcast from the benefit from 10:30 p.m. to 1 a.m. According to William Norris, general manager of WBNN, the union orchestra continued its regular broadcast last week, and the reported dispute seems to have been settled amicably. Argument is said to have arisen with respect to the American Federation of Musicians. When WBNN attempted to give its house band an eight-week notice, and the union refused to recognize its legality.

JOHN C. WOODEN, for 16 years district manager of the Des Moines regional ASCAP office, has been appointed midwestern supervisor with offices in Chicago. He will be in charge of the ASCAP district offices in Chicago, Cleveland, Detroit, Minneapolis, and St. Paul.

ANOTHER LAUNCHING in Henry Kaiser's home town. New studios of KKL, Portland, Ore., were "launched" recently by Mayor Earl Riley when he caressed the noggins of Manager Hal Wilson with a bottle of champagne. Witnesses and principals are boys: Mayor Riley; Dennis Howard, production manager; H. S. Jacobson, commercial manager; backing up Mr. Wilson is his secretary, whose name was unfortunately omitted.

SENEATE IN LONDON

McClure Sees the King and
Makes a Call at BBC

SOT. KENNETH MCCLURE, former salesman of WFMJ, Youngstown, is finding things quite finely in London, according to an INS dispatch printed by the Youngstown Vindicator. Turret gunner in a Flying Fortress, Mr. McClure recently went to London on a weekend leave.

In a stroll around the town, he noted some excitement at Buckingham Palace. Looking in on proceedings, he found King George decorating members of the British armed services. "The King looked fine," Ken told an INS reporter who interviewed him. "He smiled and shook hands warmly with the men he was decorating." Later on Ken visited BBC headquarters.

The sergeant's bomber is nicknamed Old Faithful, and the crew was enjoying leave after a busy week of raiding on the French coast. "We went through plenty of flak but suffered no serious damage," Ken said. "None of our crew was hit."

Sgt. McClure was inducted last April, and was graduated from machine-gun school at Las Vegas, N. M. His home is in South Bend, Ind. He was at WBLK, Clarksburg, W. Va., before joining WFMJ in 1940.

SESSIONS OF ANOTHER -- ANOTHER $20,000,000

Every week it seems, the Big Kaiser Steel Plant, the Gigantic Air Depot, the huge Home-Building Project, or some other installment of its mammoth ten-million-dollar expenditure in San Bernardino. With a 35% increase in population and thousands more coming—well, where would YOU spend your Radio Advertising dollar?

KFXM SAN BERNARDINO, CALIF. SEE THE JOHN BLAIR MAN

Page 48 • November 30, 1942
Benny on Camp Tour
WITH the weekly NBC Jack Benny Show, sponsored by General Foods Corp. (Grape-Nuts Flakes) to originate from Army camps and bases in the eastern area for the next several months, the popular radio troupe leaves the West Coast Dec. 7 for New York. Show is scheduled to emanate from the Manhattan Theatre, New York, on Dec. 13, with future itinerary not announced at present time. With Phil Harris, musical director, held in Hollywood by Merchant Marine duties, and Harry James signed for an MGM film starting in early December, it was anticipated Benny Goodman would assume the musical assignment for New York origins. Harry James, however, remains under commitment for two appearances.

KROY Stock Transfers
UNDER PROVISIONS of an application filed with the FCC on Nov. 27, Royal Miller, owner of KROY, Sacramento, would make a voluntary assignment of license to a partnership comprising himself, his wife, Maxine Miller, Mr. and Mrs. L. H. Penney, certified public accountants, and Will Thompson Jr., doing business as Royal Varsity Radio. Mr. Thompson is general manager of the station, while Mrs. Miller has heretofore been supervisor of operations. Under the proposed agreement, Miller and his wife would each retain 22½% of the stock; Mr. and Mrs. Penney would acquire 22½% of the stock for $6,750 each; Mr. Thompson would purchase 10% for $5,000.

WINS Wage Boost
A WAGE INCREASE of $5 per man, has been effected for the nine-man orchestra and leader, Henry Sylvern, of WINS, New York, subject to the approval of the War Labor Board. The raise, which is retroactive to Oct. 1, is somewhat less than the figure originally contemplated in conjunction with the station's projected power increase to 50,000 watts. Following WINS' decision to forego an increase in power, an amicable agreement was reached with Local 822 musicians' union, on a lower figure.

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Trans-Pac Spots
TRANS-PAC SERVICES Inc., New York, has named Irwin Vladi- mir & Co., New York, to handle all export advertising of Ceregen Tonic, Osa Pink Ovals and Cuajani Jordan. Marketing spot announcements are repeated for all products in Mexico, Puerto Rico, Panama and Cuba, with a special boost to Sunday in the latter city for Cuajani Jordan.

DOROTHY THOMPSON'S short-wave broadcasts, titled Listen Ladies! and directed to Germany to the people of the Reich, have been edited and re- written and incorporated into the network just published by Houghton Mifflin, New York.

Bigger Blue Hookups
UPWARD TREND in the average number of stations used by commercial sponsors on the BLUE, continued in November, according to a report made last week by Edward Evans, research manager, to Edgar Kobak, executive vice-president of the BLUE. Average number of outlets, per program, used for the evening commercial programs on the BLUE in November was 89, compared with 84 in October and 80 in September. Figures exclude Pacific Coast programs. More than 100 BLUE stations are used by 14 of the network's commercial programs.

Ten Music Trucks
GRAND exhibition halls and service clubs, but no musical instruments was the sad complaint of Capt. Torrey T. McNelly, commandant of caddets of Walnut Ridge Flying School, Walnut Ridge, Ark., to Jerry Hoekstra, director of war programs of KMOX, St. Louis. Hoekstra promised to do something about it. He explained to his KMOX listers where the instruments when needed. He called Capt. McNelly, who arrived with ten trucks to collect 32 pianos, three radios and three phonographs.

You can still sponsor Dick Gilbert on WHN, Monday thru Friday, at a time when he has the largest independent station audience* in New York City.

Dick Gilbert is the personality who brings to his programs an "infectious gayety"—he sells huge volumes of merchandise, because he "makes them all sound such extremely civilized and pleasant things."

He has a truly different and appealing radio program with a vast and loyal audience among the 15,398,401 people in WHN's coverage area.

As of today, Dick Gilbert is available on a five-day-a-week basis. May we supply you with further details? The complete story is as close to you as your telephone.

*D Source: C. E. Hooper
KRAFT MUSIC HALL
CUT TO HALF-HOUR

ONE OF the last full hour pro-
grams on the major networks will cut its format to a half-hour when Kraft Cheese Company, Chicago, drops the last half-hour of the Kraft Music Hall on NBC, effective Jan. 7, 1943. Starring Bing Crosby, the show will continue to feature the same supporting cast, and will still be heard on 67 NBC stations after the shift to the 9-9:30 p.m. period.

Filling the half hour vacated by Kraft will the Sealtest Rudy Vallee show, currently heard on NBC Thursday evenings, 10-10:30. No replacement for the latter time had been announced last week by the network. Agency for Kraft is j. Walter Thompson Co., Chicago, and McKee & Albright, Philadelphia, handles the Sealtest account.

Robert Brewster is agency producer for Music Hall with Arnold Marquis representing NBC. Carroll Carroll and Emanuel Manheim are the writers, Ken Carpenter announces. Kraft Music Hall originally started as a two-hour show. For the past eight years it has utilized a 60-minute spot on the network each week.

Campana’s 12th Year
A DOZEN years of continuous broad-
casting was celebrated on the Nov. 29 program of First Nighter, sponsored on NBC by Campana Sales Corp., Boston, Ill. Currently co-starring Les Tremayne and Barbara Luddy, show has given early radio recognition to such cinema attractions as Don Ameche, Gale Paige and Tyrone Power. Original cast member Eric Sagerquist also celebrates his 12th anniversary as orchestra leader on the program.

NEW NBC SETUP
(Continued from page 11)

SECRET WEAPON
TELEVISION today is a weapon of war. Richard W. Hubbell of CBS television news department and author of the recently published 4,000 Years of Television, described in a recent broad-
cast how observation posts were set up in the “front lines,” enabling officers at headquarters to observe events as they happened.

Public Service
NBC’s public service activities, which were formerly handled by a division of the program department, are now set up as a separate department under the direction of Mr. Angell. William Burke Miller, formerly eastern program manager, has been appointed manager of the public service department, which is responsible for NBC programs “in all fields of national public service department, which is responsible for all NBC programs “in all fields of national service, including educational information, religion, public discussion and forums, special programs dealing with women’s and children’s interests and other related activities.”

This department, the order states, “shall maintain the necessary contacts in the public service

RECENT NEWCOMERS to the production staff of NBC Chicago receive welcoming handshake from Charles C. Urquhart, manager of the de-

Secret Weapon

field of broadcasting and will utilize all of the resources of the com-

pany for the development and ex-
tension of the company’s contribu-
tion to the national welfare.” It will collaborate with the program department in creating and producing such programs and will call on the music division of the program department for cooper-

The RESULT of a canvass of servicemen’s preferences, conducted by the five traveling units of the Camel Caravan, the Caravan Hour last week adopted a new policy call-
ing for comedy as a regular fea-
ture. At least four comedies will be heard on the CBS series, in addi-
tion to music by Xavier Cugat and guest. The survey, which revealed that comedy was as popular with the armed forces as music, was made by managers of the Caravan show who were touring the country’s military centers to enter-
tain the soldiers, sailors and ma-

SECRET WEAPON

given by divisional vice-presidents. The department’s offices at Clevel-

and Boston will continue to report to the national manager. Local sales activities in Denver, Cleveland, San Francisco and Washington will be directed by the station managers, while the spot sales offices in New York and Chicago will handle local sales in those cities.

Other changes in the organiza-
tion setup include the following: A. L. Ashby, vice-president and gen-

eral counsel, henceforth reports to the president, John McKay, manager of the press department, reports to the vice-president and general manager. In the absence of the vice-president and general man-

ager, Mr. Hedges will have charge of the operations of NBC.

John H. MacDonald, formerly as-
ristant treasurer, has been ap-
pointed to the newly created post of financial officer, with the treas-

urer, controller, personnel director and manager of the general service department reporting directly to him.

Station Operations
The vice-president and general manager will be responsible for operations of the network’s M & S stations — WEAF, New York; WTAM, Cleveland; KOA, Denver — while the vice-presidents in charge of the Washington office and the New York and San Francisco divisions will supervise the operations of WRC, Washington; WMAQ, Chi-

cago, and KPO, San Francisco, respectively.

William C. Roux, national spot sales promotion manager, reports to the national manager of spot sales, coordinating his activities with others in the sales promotion. In Cleveland, Den-

ver, San Francisco and Washing-

ton, station managers will direct their own local promotion. In New York, the national promotion manager will report to Mr. Roux.

In Chicago, the local sales promotion for WMAQ will be admin-
istered by the central division sales promotion manager in collaboration with the Chicago spot sales manager and Mr. Roux. Station managers will handle their own local sales promotion, subject to the approval of the national spot sales promotion manager.

Comedy for Caravan
AS THE RESULT of a canvass of servicemen’s preferences, conducted by the five traveling units of the Camel Caravan, the Caravan Hour last week adopted a new policy call-
ing for comedy as a regular fea-
ture. At least four comedies will be heard on the CBS series, in addi-
tion to music by Xavier Cugat and guest. The survey, which revealed that comedy was as popular with the armed forces as music, was made by managers of the Caravan show who were touring the country’s military centers to enter-
tain the soldiers, sailors and ma-
SUGAR RATIONING and the prospect of other material shortages did not deter Grennan Bakeries from starting an ambitious regional promotion plan by sponsoring two quarter-hours of the Saturday night radio-stage show *Brush Creek Polities*, on KMBC, Kansas City. Signing the contract is D. W. Elliott, vice-president of Purity Baking Co., Grennan's parent concern. Looking on (1 to r) are: Sam H. Bennett, KMBC sales director; Charles R. Loyd, manager of Kansas City Grennan plant; C. H. Carlson, Grennan divisional sales manager; Arthur H. Frost, Grennan Kansas City sales manager.

**WFBL, Syracuse, now has four men qualified for the Twenty Year Club. Those who have been with WFBL since the station first went on the air are: Samuel Woodworth, general manager; Charles Phillips, commercial manager; Bob Alter, control room operator and Lt. Col. Al Marcy, now serving in the Signal Corps in Hawaii. WFBL will mark its 21st birthday on Feb. 6, 1943.**

RUSH HUGHES, of KWK, St. Louis, who conducts two recorded programs daily, totaling 2 hours and 40 minutes, has offered to act as a clearing house for listeners who desire to send Christmas greetings to their favorite orchestra leaders who may now be in the armed services.

WITH the establishment of a new Service Women's center in St. Paul, RSTP has taken over the job of keeping it supplied with regular news bulletins, bringing to three the number of places locally supplied. The others are St. Paul Athlete Club and Goldens, Department Store, also serviced by direct wire.

**MILITARY SERVICE depleted** NBC's five divisions by 21 more employees during October, bringing the total number of men and women in war service to 40. The total number of individuals, 12 were from New York, five from San Francisco, two from Chicago and three each from Denver and Hollywood.

WLS, Chicago, has started *Rhuboke Jamboree*, a program of recorded variety music broadcast 8-9 a.m. daily, Jerry Campbell is m.c.

KHUB, Waterville, Calif., is airing a new request program, *Hi Yal Lobdo*, for benefit of nearby Army camps. Requests must be from a soldier or for one. Program, which includes interesting gags from camp life, is conducted by Yvonne Dale.

WCCO, Minneapolis, annual award for the best presentation of radio news in high school newspapers has just been presented to Paul Central High School for the column *Campus Echo*, by Barbara Maccouhey and Ethelind Krawetz.

**EVERY TIME** the calls letters of WIBG, Glenwood, Pa., go on the air, they are followed by the words: "What are you doing?" Started Nov. 20, the sentence is a build-up teaser for the Dec. Te a call-letter plugs, which will read: "One of the most popular radio clips attacked your country and you. What are you doing about it?"

**PROPER CARE of animals is stressed** on the weekly quarter hour program cast over WIL, St. Louis, by the Humane Society of Missouri. A description of dogs being held at the Society's shelter awaiting owners to claim them, is also included on the program.

**THE WAR forced cancellation of a second anniversary celebration by WFBL, Syracuse, of its 18th year in the Oonondora Hotel, and 21st year on the air. However, two features survived: 17 big Promotion cards around the city tell the story; each board features two of WFBL's program highlights, giving 34 sponsors a plug. Large numbers without en-cards also tell of the station's anniversary.**

**December 5**

**Christmas Payoff**

MIKE-MEN at KDB, Santa Barbara, gasped the other afternoon when the local announcer concluded a spot with the words: "Be wise... it pays to shop early for Christmas." "It pays to be ignorant," boomed a network voice, announcing the title of the program to follow.

**WOL, Washington, has sent out more than 1,500 pieces of sheet music and arrangements to men in the service since Dec. 7, 1940. Some orchestras have been asked to leave for foreign shores at the time of their requests for music.**

**WEB EMPLOYEES of WWJ and the Detroit News now in the armed services will be kept informed of happenings at the station and the paper by means of a small newspaper, with no specified date of issuance. Locations of the men in service will be published, insofar as permissible.**

**MARKING** the beginning of its third year of broadcasting, *Soldier's Voice of '43*, CBS program on Dec. 8 assumes the title *Soldier of '43*. Series continues to feature music by service bands and documentary broadcasts from military posts.

**FAMOUS** speeches transcribed for the recorded library of KDLT, Salt Lake City, are being loaned to the philosophy and history classes of the U of Utah for class and seminar work.

**KMOX Names Cornwell**

BLAINE CORNWELL has been appointed program director of KMOX, St. Louis, it has been announced by Marie S. Jones, general manager. He replaces Chester (Tiny) Renier, who is now with CBS New York. Cornwell joined KMOX in November, 1941, and has been production manager for the last several months. He began his radio career in 1923 with WRC, Washington, and subsequently served at WBFR, KVOO and KXOK.
November 21

WASIR, Baton Rouge, La.—Granted license to cover CP.

WIIHF, Philadelphia—Granted license to cover CP.

November 24

WASHINGTON, D.C.—Granted modification of CP for Northern Virginia for power from 200 to 449 kw, with permit for 350 kw, in case of past performance on the part of the applicant.

KIRO, Seattle, Wash.—Denied special service authorization due to the non-availability of the station, effective Dec. 1, 1943. (Dec. 19, 1943)

EPI, Fort Portal, Uganda—Denied special service authorization to move from MWB to FCN, and to operate Daytime and Nighttime with power 30 kw, 1 kw during the period from June 1, 1943, to June 30, 1943, inclusive.

November 25

Action of the
FEDERAL COMMUNICATIONS COMMISSION

DECISIONS... NOVEMBER 21 TO NOVEMBER 27 INCLUSIVE

Applications

November 27

WCAR, Pontiac, Mich.—Special service authorization to operate on 979 kHz from 12 noon to 12 midnight Dec. 1, 1942, to June 30, 1943.

NEW, Croydon, Mass., O.—CF for new international station on relicensed to operate on 6000, 9900, 11100, 16220, 17800 and 21660 kc., with permit for 260 kw, AS Emission.

WJJS, Winston-Salem, N. C.—License to use present license for antenna and increase in power, extension completion date to Feb. 16, 1943.

KBTX, Del Mar, Minn.—License to cover CP for move of transmitter of relay broadcast station.

Tentative Calendar

KFGW, Stockton, Cal.—CF for 1280 kw, 225 w, unlimited.


Augusta, Ga.—Denied license to cover CP for move of transmitter and to operate Daytime and Nighttime with power 30 kw, 1 kw, from Dec. 15, 1942, to Dec. 15, 1943, inclusive.

WTNJ, Trenton, N. J.—Further hearing on renewal, modification and license extension.

WVG, Asbury Park, N. J.—Furthem hearing on application for renewal and modification of license. Proposed power of 40 kw, 1 kw, with permit for 2 kw.

GC, Wooster, Ohio.—License to cover CP for increase in power, installation of directional antenna.

McNary to Air Forces

JAMES C. McNARY, head of the Washington radio engineering firm of McNary & Wrathall, has been commissioned a major in the Army Air Forces. Lieut. McNary & Wrathall, which has been assigned to duty at the Air Forces Training Center at Miami, Fla., has been technical director of the NAB during the period 1933-35. Before receiving this present commission, Maj. McNary was called in as consultant numerous times in recent months by the armed services in connection with radio engineering problems.

Radio Family Jones—In case Webster C. Jones, studio head of KXL, Rosebud, S. D., could not show up for work some morning, his wife Gwendalyn could take over his duties. Like her husband, she's had years of experience as a "ham" operator and possesses first class telephone and second class telegraph commercial licenses. She has taught a radio defense class in code and theory in Denver. Her station, W9XM, shown here, is a JOHN DURANTE, formerly of the Army Air Forces, in which she built herself. Both Gwendalyn and her husband (W9MO1) are the owners of the Army Ama- neur net. With them is their eight-year-old son, Marquez, who copies code at 8 words per minute.

New Business

McCOLL-FRONTENAC Oil Co., Ltd., Toronto (gasoline and oil), on Nov. 28, started construction of a 35 kw Canadian Broadcasting Corp. station, Sat. 5 p.m.; Agency: Ronald Adv. Agency, Montreal.


KELLOGG Co., Battle Creek (Peep), on Jan. 4 starts five-minute notification in English on W66R, station licensed in 1926. Also on the stations, Mon. thru Fri. 9:30-10 a.m. Agency: F. A. Balcom, Chicago.

Renewal Accounts

BORDEN New York, (Morris Ice Cream), on Dec. 14 renews for 59 weeks Bulldog Drummond on 267 MBI stations, Mon. thru Sat. 8:30-9 p.m.; Agency: Young & Rubic- man, N. Y.

AMERICAN CIGARETTE & CIGAR Co., Pasco, Wash.—Granted renewal for five years for Gracile Fields on blue stations, Mon. thru Sat. 9:30-10:30 p.m.; Agency: Miller Radio, Long Beach, Calif.


SEATTLE TEST, Inc., New York (milk and ice cream), on Dec. 15, shifts "Serenity Valley" to 68 NBC stations, Mon. thru Sat. 9:30-10:30 p.m.; Agency: "E" Hubbard & Albright, Philadel- phia.


Wearing Shirt Re-Titled

WITNESS to the present newscast of the five-weekly NBC show, "Pleasure," the series has been "Victory Week" since Time allocations by Fred Waring and his orchestra, glee club and solo- ists, are chosen by ballot from the personnel of the military training center to which each broadcast is dedicated. Sponsored by Liggett & Myers Co., New York, on behalf of Chesterfield cigarettes, the program goes on the air Monday through Friday at 7 p.m., with repeat performances for Pacific Coast listeners at 11 p.m. Agency is Newell-Emmett Co., New York.

OWI Consultants Meet

FOLLOWING his return from dis- trict NAB meetings that took him to the West Coast, William B. Enlarg, director of the radio branch of the Office of War Information, announced last week that he had called a meeting of all OWI radio advisors in Washington on Wednes- day Oct. 28-30. They will meet with regional directors and the OWI headquarters staff to perfect plans for those OWI programs originating regionally and locally.

Network Accounts

All Limit Eastern Time unless indicated

NEW BUSINESS
Help Wanted

NETWORK PRODUCTION MANAGER—Applicants should forward full report giving experience, qualifications, age, draft status and references. Background in music, radio, and sales experience required. Salary $40.00 and expenses. Address Box 82, BROADCASTING.

Sales Promotion and Publicity Manager—Wanted by large chain-clean station. Interested particularly in young man with enthusiasm and sound ideas. Submit complete details including photo and draft status to Box 67, BROADCASTING.

Announcer—For prosperous progressive New York Network affiliate. Exceptional opportunity for intelligent major, voice and voice work experience required. Salary $40.00 and expenses. Address Box 80, BROADCASTING.

Two Positions Open—5,000 watt Southwestern station Metropolitan Market. Good sales and production opportunities for right men. Also producer-announcer needed. Give full details first letter. Box 71, BROADCASTING.

ENGINEER—VIRGINIA 5 kW NETWORK STATION HAS OPENING FOR TRANSMITTER ENGINEER. BOX 74, BROADCASTING.

Excellent Positions—Open for first, second and third class engineers; production men; junior and senior announcers; news editors; staate announcers; operators; telephone and public service representatives. Union Building. Cleveland, Ohio.

Combination Announcer-Operator Wanted—Excellent announcer with first class operator's license plus experience. Submit transcription of newest and most up-to-date application. KSEI, Pocatello, Idaho.

ENGINEERS—Both transmitter and control for midwest 8 kW network station. State education and experience, draft status, expected salary (open), and send photograph, Box 84, BROADCASTING.

WESTERN STATION WANTS—Experienced combination operator-announcer who can read news and write copy. Send qualifications, snap-shot and recording of voice, references, and complete copy. Fly-by-night's please don't apply. Desirable person who wants permanent position. Box 78, BROADCASTING.

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

Chief Engineer—Attractive position. Must be capable of taking complete charge of all equipment. New W.E. Give complete details. Apply to Earl Dougherty, KEXM, Hannibal, Missouri.

Radio Announcer—With mail-pull experience. Real opportunity with progressive 5000 watt Blue and Mutual station in rich market. Contact KFBI, Wichita, Kansas.

Announcer—Married, with dependents. By good New NB station wishes capable combination man with minimum three years' experience. Send small photo, employment background, desired salary. Station WIS, Columbia, South Carolina.

General Manager—Wanted at once for progressive local station doing nioe volume. Excellent opportunity for reliable man. Send references. Qualifications, Box 84, BROADCASTING.

Wanted to Buy

WILL BUY RADIO STATION—Write full details to Apartment 10, 4704 East Washington, Indianapolis, Indiana.

One Good Used Portable Recorder—Preferably Presto T-2 or similar. Two Western Electric or RCA 72B or 70C turntables with pickup. One good tube to line transformer. Station KLO, Ogden, Utah.

Situations Wanted

Here Is The Man You Want For Your Station—Experienced in all aspects of production, broadcast and announcing. Also handle copy. Varied background of opera-
cation and station experience. Draft status, AP, Box 84, BROADCASTING.

Chief Engineer—Network station. Desires change. Box 85, BROADCASTING.

CAPABLE, RESPONSIBLE WOMAN—Program Director-Writer-Announcer-Pro-
ducer wants Rocky Mountain region assign-
ment. Box 73, BROADCASTING.

Combination Announcer-Engineer—Long experience, draft exempt, adl commer-
cials, news, sports. Can handle heavy schedule on board and sell the product. Box 75, BROADCASTING.

Man and Wife—Twelve years' experience writing, performing, producing, man-
ing eastern station. Well established. Extensive copy. Box 72, BROADCASTING.

AVAILABLE—Eight successful years an-
ouncing, programming, sales. Sales manager, operators manager. Out of radio last ten months, logical reason. Single, draft exempt, seeking permanent connection with opportunity. Box 69, BROADCASTING.

Program Director, Production Manager, An-
nouncer—New working in small net-
work.不愿经过, write. Can handle full board. S.A. Box 84. BROADCASTING.

Program-Production Manager—Nine years' experience in all departments, desir-
e experience with aggressive station. Married—low draft classifications. Best of refer-
ces. Now employed by large network outlet. Five years' experience, hiring experi-
ence. Box 58, BROADCASTING.

Proven Quality Commercial Announcer—Strong news, capable programming. Nine years, two networks. Absolutely permanent for pleasant conditions, ad-
dvancement. Family, 39, Northwest inter-
esting. State salary, don't misrepresent. Box 79, BROADCASTING.

Announcer—Salesman or combination available, Pacific Coast only. 26 and 3A. Child's health necessitates move. For details write to my boss, Karl O. Weyer, mgr., KTSW, El Paso, Allen Hamilton, Hollywood, Cal.

All Around Broadcaster—Over ten years' experience-Manager-Announcer-Sales-
man-Continuity-Engineer. Draft exempt. Start $50.00 week. Wife also experi-
ced. Contiguous—Restricted Operator. Box 75, BROADCASTING.

STATION OR COMMERCIAL MANAGER—Successful background with large Eastern station for twelve years. Box 77, BROADCASTING.

HELP WANTED

Help Wanted

Progressive, 5,000 watt CBS affiliate—Offering unlimited possibilities desires service from one capable director of women's programs. Requires knowledge of copy writing and salesmanship. Complete details first letter should include transcription, photographs, references and salary desired. Address KGYO, Missoula, Montana, attention Sue Yehle.

Wanted—An engineer by 5000 watt CBS station in Midwest West. Please state draft and marital status in first application. Write Box 86, BROADCASTING.

WOMAN HEADS WNAD

VIRGINIA HAWK, formerly with BLUE in Washington and recently with the Radio Bureau of the Office of War Information, has been named manager of the U of Okla-
ahoma's non-commercial station, WNAD, Norman. She succeeds Homer R. Heek, who has joined NBC.
Hayek Is Named As NAB Director
Little Intelligent Criticism Of Radio, Says Weaver

The average listener would appreciate radio more if he had to pay for the entertainment and information it provides, Luther Weaver, business counselor and instutor in radio at the University of Iowa, told the 11th District NAB convention in Minneapolis last week.

The two-day session, Nov. 23-24, was addressed by radio broadcasters and government and industry representatives. Following the first day's luncheon meeting, Ed. L. Hayek, KATE, Albert Lea, Minn., acting district director, was elected district director for a two-year term.

Answers Critics

Mr. Weaver made his statement about listener appreciation at the second day luncheon. "I have heard radio criticized for its bad English," he said, "yet it brought good English into millions of homes that never heard it before. I have heard radio criticized for the type of music it broadcasts, yet radio has brought good music to homes that never heard a symphony."

He declared there is little intelligent criticism of radio, because intelligent criticism of radio requires careful consideration of many difficult problems. More than 100 women, members of the Radio Council of Minnesota, as well as convention guests, heard the talk.

Resolutions passed by the meeting unanimously endorsed the OWI announcement scheduling plan, the NAB stand in the Petrio affair, and the plans for a motion picture. The meeting also supported NAB directors opposing use of government money for broadcast advertising.

Dr. Harold C. Deutsch, WCCO new commentator, spoke on world news trends at the opening luncheon.

At Minneapolis Meeting

Lewis H. Avery, NAB; C. Allen Baker, WCCO; Milton Blank, Standard Radio; Eugene Carr, Office of Censorship; Frank E. Cassady, WCCO; Paul Clayton, North Central Broadcasting System; N. C. Craven, Towne Press; Howard Dahl, WKBH; Bob DeHaven, WTCN; A. A. Fales, KAB; F. E. Fraziers, KFYR; Edwin G. Foreman, Jr., Foreman Co.; C. Greiner, Power Assns.; Carl Haverlin, BMI-OWI; Mayor Ed. L. Hayek; K. D. T. Harlowe, B. M. Horberg; Vernon Howson, KEGO-KELO; Edward Hoffman, WMIN; Phil Hoffman, WNAX; H. B. Hume, WMFX; Maxine Jaxenski, KBOC; A. E. Jecelya, Sam Kaufmann, WCCO; Robert S. Keller, AMP; "C" Langlois, Lang-Worth; T. H. Lathrop, KATE; Barney Levin, WDAY; Daltin, Lebarness; KILK-KDAL; R. W. Linder, KWLW; George Ludlow, OTO; W. H. Mackenzie, Press; Manny Marret, KVOX; John F. Meagher, KTVI;榻. E. Meyer, WLOA; E. J. Miller, KFAM; Neville Miller, NAB; Georgene D'Oonnell, Office of Civilian Defense; E. W. Peterson, ASCAP; Fred Rosen- man, WHBL; Fred Schilpich, KFAM; Al Smith, WDAY; Arthur Smith, WNAX; Wallace E. Stone, Press Asst.; Harvey J. Starchers, WCCO; LeRoy Stuber- mann, KATE; F. Van Kenneyhuyse, KMIN; J. W. Vandervort, WDAY; H. E. Westmoreland, WLOD; Lee L. Whiting, WDGY; M. H. White, KJNO; Jerry Wing, KBOC; Harry Woodworth, WCCO; Dr. George W. Young, WDGY.

Quicker Preparation of Copy
By Advertising Agencies Urged

EDITOR, BROADCASTING:

Mail deliveries these days are not what they used to be. Of course, we all know why the mails are delayed and realized that there is not much hope for improvement soon. In fact, the mails will probably become more jammed up as we get deeper into the war.

Lately we have had several instances of orders and copy arriving too late, which leads us to believe that the production departments of many advertising agencies have not as yet become aware of the urgency of the situation.

A little publicity might bring to light the necessity of stepping up the preparation of copy and schedules so as to have a cushion against mail delays.

H. R. GOLDBERG
The Katz Agency,
New York.

No. 20, 1942.

Williams Re-elected

PAUL S. WILLIS was re-elected president of the Columbia Broadcasting System of America for the coming year, the association announced Nov. 21, at the time of its annual meeting (Broadcasting, Nov. 29). Others elected for 1943 include: F. K. Montgomery, National Broadcast Co., first vice-president; W. B. Barry, General Mills, second vice-president; G. C. Pound, Kraft Cheese Co., third vice-president; Mark Upson, Procter & Gamble Co., secretary; B. E. Snyder, R. E. Davis Co., treasurer; Hanford Main, Home Wires Biscuit Co., chairman of the legislative committee; B. C. Olandt, Grocery Store Products Co., chairman of the merchandising committee; Charles Wesley Dunn, general counsel.

FCC Gets New Protest On Cal. Tinney Scripts

A LETTER complaining against broadcasts by Cal. Tinney, MBS commentator, was filed last week with the FCC by former Magistrate Goldstein of New York. The letter, it is understood, charges Mr. Tinney's broadcasts are harmful to the war effort.

Judge Goldstein's complaint follows charges against Mr. Tinney by Congressmen, and a complaint by the War Dept. last summer. FCC Chairman James L. Quirk said the new complaint now rests with the legal department and that Mr. Tinney's actions will probably be studied, although FCC has very little to say about what any individual may say on the air.

YASHA FRANK, formerly of the CBS sales promotion department, has joined J'Arcy Adv. Co., New York, to serve as executive producer of the CBS Coca-Cola program The Pause that Refreshes. After George Zechary continues as active director of the Sunday afternoon show.

War Race Ruling Applies to Radio
Federal Committee Interprets Executive Order Clause

RADIO stations and other broadcasting organizations are "defense industries" within the President's Executive Order No. 8802, forbidding discrimination in hiring because of "race, color or creed," according to a statement issued last week by the Fair Employment Practices Committee of the War Manpower Commission.

The ruling is interpreted to mean that the War Manpower Commission has power to act where such discrimination in employment practices are demonstrated.

Negro Problem

According to Lawrence Cramer, executive secretary of the FEPC, no specific complaints have been lodged against broadcasters. He said, however, there have been persistent complaints that Negroes are barred from studio orchestras, and that some of these complaints maintained discrimination was instigated by James C. Pettitro in AFM connections.

Mr. Cramer said the committee has failed to substantiate the charges. He added that David Sarnoff, RCA president and member of the FEPC, has actively employed Negro musicians in the NBC orchestra.

Public Ownership Poll
Is Conducted in Canada

SLIGHTLY MORE than half the population of Canada is satisfied with radio ownership as it is, according to a poll by the Canadian Institute of Public Opinion (affiliated with Gallup), as reported in the Nov. 21 Toronto Star. Asked whether programs would be better under private ownership, 56% reported satisfied as at present under Canadian Broadcasting Corp., 25% preferred private ownership, and 21% were undecided.

[Editor's Note: From the standpoint of program origination, the question cannot be considered accurate, since the network programs must all come through the CBC whether originating in CBC studios, in private-owned stations on the network, or brought in from United States networks. The CBC owns 10 of the 84 stations in Canada, with from 30 to 35 stations being used regularly on the CBC commercial network.]

The poll showed that most farm areas favored public ownership, with urban centers at a large number were in favor of private ownership.

KGGF Joins Blue

KGGF, Coffeyville, Kan., will become affiliated with BLUE as a winter spot on the 15, 1942, making a total of 144 BLUE stations. Owned by Hugh J. Powell, the station operates fulltime with 1,000 watts on 690 k.c. Network rate is $60 per evening hour.

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BROADCASTING • Broadcast Advertising
Give Thanks
IN WAR OR PEACE

This is War!

SO: Let us GIVE more—DO more—
WPEN, as a leading voice in America's Number One
Arsenal, knows that giving "THANKS" is not enough!
WE have taken up the challenge... leading our city in
WAR BOND sales and war program activities.
BUT we are not smug in our achievements... we intend to
"DO" more, to "GIVE" more.

RADIO has a great stake in the FIRST of the FOUR
FREEDOMS—keeping Free Speech FREE. To keep it,
let us give more than "THANKS."

WPEN
Philadelphia
5000 WATTS • 950 ON THE DIAL

Affiliated Station of the Atlantic Coast Network
Month after Month after Month

WKY’s Hooper Is Super-Duper!

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Station</th>
<th>&quot;B&quot;</th>
<th>&quot;C&quot;</th>
<th>&quot;D&quot;</th>
<th>WKY</th>
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<tr>
<td>Morning Index</td>
<td>Mon.-Fri. 8:00 - 12:00 A.M.</td>
<td>14.8</td>
<td>16.0</td>
<td>17.1</td>
<td>49.4</td>
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<tr>
<td>Afternoon Index</td>
<td>Mon.-Fri. 12:00 - 6:00 P.M.</td>
<td>11.4</td>
<td>14.2</td>
<td>11.4</td>
<td>61.0</td>
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<tr>
<td>Evening Index</td>
<td>Sun.-Thru Sat. 6:00 - 10:30 P.M.</td>
<td>8.4</td>
<td>17.9</td>
<td>12.2</td>
<td>60.8</td>
</tr>
</tbody>
</table>

DECISIVE DOMINANCE!

This is the way Oklahoma City listens to radio. This is the way Oklahoma City listens to radio advertising.

The only new thing about this picture is the NEW HIGH in afternoon and evening listening for WKY. WKY has been the predominant favorite of Oklahoma City listeners as far back as radio goes... not by a hair, not by a nose, but decisively!

WKY alone has more listeners than all three other Oklahoma City stations combined. One dollar on WKY, in fact, buys 35% to 100% more listeners morning, afternoon or evening than on any other single Oklahoma City station.