attention--

*time buyers, account executives!*

*clip and keep this important list...*

Here are the 16 great war-active cities of more than 100,000 people each covered every hour of every day by WOR.

That WOR has sold—does sell—; that WOR can add dealers; simplify and safeguard distribution, in these cities and beyond them is more than adequately proved in the majority of 99 WOR success stories. Call, write, or wire

that power-full station  

**WOR** at 1440 Broadway, in New York
Intensive Coverage — in Western Michigan.
This is the fourth in a series of advertisements showing WLS coverage, by counties, in Midwest America. These 19 counties comprise the fourth, fifth and ninth congressional districts of Michigan.

From This Area
ONE Out of THREE Families Wrote Us!

From this area of Michigan, WLS last year received 70,398 letters. In the area there are 189,550 radio homes. Thus we received definite evidence of listening from 37% of the radio homes — better than one out of three! That's intensive coverage! The WLS Major Coverage Area, as proved by mail response, extends over an even larger area of Michigan and includes the majority of Illinois, Indiana and Wisconsin as well! This is Midwest America, where the thousands of radio families habitually tune to WLS. They listen and respond . . . with more than a million letters a year!
As Flexible As A Helicopter

This is a helicopter. It can fly in any direction, has wheels and pontoons, can land on your lawn or your favorite swimming hole. To say that an advertising medium is as flexible as a helicopter is indeed to pay it a compliment.

Yet radio is just that. You can buy spot announcements or programs. You can be on tomorrow, even tonight. You can address men, women and children . . . separately or simultaneously. You can pick your markets and concentrate your advertising where it pays most.

That, of course, is where WDRC comes into the picture. Hartford is second in income only to Washington, D. C. And WDRC is second to none in presenting your product to Hartford.

It's natural that each year more advertisers spend more of their appropriation 1) on radio, 2) in Hartford, and 3) on WDRC. Write Wm. Malo, Commercial Manager, for a schedule that will fit your needs.
Motorman Botts has discovered the secret of success.

He's gone to buy up time on KFAB...

You, too, can easily learn how to be a Successful Business Man. Simply place your accounts on this station. Here's why! Our listeners, in the farm and small town areas throughout Nebraska and her neighboring states, are spending the largest farm income in their history. Such income is doubled and tripled by the cycle of its spending—from farmer to merchant to doctor to grocer to wholesaler to farmer ad infinitum.

When these people buy, they buy what KFAB recommends. It becomes exceedingly obvious, therefore, which station you need to do a complete selling job for your account.

For the Omaha audience, use KOIL.
Independent
WORLD NEWS COVERAGE

From its organization in 1907 the United Press has gathered worldwide news from its independent sources, from its own American trained correspondents. Likewise since this date it has distributed American news abroad in a constantly growing volume.

Such barriers as existed to free and independent news gathering and distribution throughout the world were leveled by the U.P. very shortly after its organization. The result was a revolution in world news-gathering and distributing methods.

Since 1907, the news of the North American continent has been distributed to newspapers in foreign countries via cable and wireless by the United Press.

The United Press began the sale of world news to the newspapers of Latin America in 1916, more than two years prior to any attempt by any other American news agency to operate in that field which theretofore had been monopolized by the Havas Agency.

United Press clients never have been dependent for their world news coverage on the propagandized and often nationally biased services furnished by Reuters (British), Havas (French), or Wolff (German).

NOW AS ALWAYS
The World's Best Coverage of the World's Biggest News
by UNITED PRESS
On WABC leading station in New York

KATE SMITH SOLD

Before sunrise on October 6th Kate Smith arrived at the studios of WABC, 485 Madison Avenue, Manhattan. At 6:00 A.M. she went on the air for 5 minutes urging people to buy War Bonds and to telephone or telegraph their orders to her personally.

During the rest of that day and night (until 2:00 A.M. the following morning) she was on the air 30 different times. Ted Collins alternated with her on the air with 31 eloquent appeals. And 22 times that day and night WABC's staff announcers made appeals.

Under Kate Smith's leadership, the coordination of her magnificent talents with the facilities of WABC, the New York Telephone Company and the Postal Telegraph Company, a day in radio, the like of which no man has ever heard, and a personal patriotic triumph the like of which no man or woman has ever matched, resulted in the sale at WABC of $572,000 in U.S. War Bonds. And during this day and night Kate Smith personally answered over 1900 telephone calls from purchasers—answered them graciously, unhurried, warm and friendly, as only Kate can be. The New York banks gallantly and eagerly added their sales of War Bonds for the day to swell this amazing total to $2,013,500.

Of the humble but efficient part which WABC played in this historic achievement, we are pardonably proud. We've never assisted in a more inspiring demonstration of the power of radio to reach the hearts and minds and pocketbooks of the world's greatest city.

Owned and operated by the Columbia Broadcasting System. Represented nationally by Radio Sales with offices located in Chicago, Los Angeles, St. Louis, San Francisco, Charlotte.
Three weeks after her New York success, Kate Smith stood before a WJSV microphone in Washington, D.C., at daybreak of October 29th. As the studio clock clicked to 6:05 A.M. she went on the air to speak for five minutes about the purchase of War Bonds. It was the first of 29 patriotic pleas Kate Smith made before one o’clock the next morning.

For nineteen tireless hours Kate “stood by” at microphone and telephone—making and taking orders for War Bonds—bringing to bear on this great cause all the deep sincerity of her nature, the persuasive power of her personality. At her side was Ted Collins, joining his efforts to Kate’s with 23 air-appeals of his own.

Both Postal Telegraph and the Chesapeake & Potomac Telephone Company lent their facilities to the campaign. And as in New York the listening public responded magnificently—telephoning and wiring Kate Smith at WJSV until War Bond sales for the day soared to $511,650.

Washington’s banks—sharing the warm enthusiasm of the public—donated their sale of Bonds to the Kate Smith campaign to bring the day’s total to $1,016,750.

In this great tribute to a cause, Kate Smith stands supreme. WJSV feels privileged to have been the means of carrying Kate’s voice to every corner of the nation’s capital market.

Owned and operated by CBS. Represented by Radio Sales: New York, Chicago, Los Angeles, St. Louis, San Francisco, Charlotte.
Now the War of Nerves is backfiring! On September 21, untold thousands of Germans and their conquered slaves heard the first of a new kind of radio propaganda program, sent as part of the dedicatory program of WGEQ, General Electric's new 100,000-watt shortwave station beamed at Europe.

The program was a three-quarter-hour broadcast written by Ted Huston and produced under the direction of John Sheehan. In blood-curdling dramatic re-enactment it depicted the horrors of the German war machine in its ruthless march against civilization. Then it foretold the revenge of justice and the inevitable doom of Hitlerism. In a rising roar of wind and factory whistles and wheels of American production, the voice of fate spoke out—in actual words—to promise the death of the Nazi monster...

We wish you could have heard it. Like us, you would have been shocked and thrilled and stirred. Like us you would have been deeply impressed with the capacity of Sonovox to create dramatic illusions—to help sell Freedom as easily as it helps sell any of the products listed at the right...

How can you use Sonovox to increase the effectiveness of your radio efforts? Our top-flight Production Department would be glad to submit some ideas. Get them! No obligation, of course. Address:

SONOVOX CAMPAIGNS
Allied Mills, Inc. (Wayne Feeds)
American Chicle Co. (Black Jack Gum)
American Industries Salvage Committee (Steel Scrap Drive)
Bismarck Hotel Co.
Buick Motors Division of General Motors Sales Corp.
Chicago, Milwaukee, St. Paul and Pacific R. R.
Chick Bed Company (Chick Bed Litter)
Emerson Drug Company (Bromo Seltzer)
Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)
Colgate-Palmolive Peet Company (Vel, Palmolive)
Feltman-Curme Shoes
Forum Cafeterias of America
Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
Christian Hansen Laboratory, Inc. (Junket Quick Fudge Mix)
Lever Brothers Co. (Levera Breakfast Soap)
Naval Aviation Selection Board
Navy Seabees (U. S. Navy, Construction Battalions)
Pan American Coffee Bureau
Purity Bakeries Corp. (Taystee Bread, Grennan Cakes)
Algino Rey and his Orchestra (in all broadcasts)
Shell Oil Company
U. S. Treasury Dept.
Yale-Ryan, Inc. (Nettie's California Orange Drink)

WRIGHT-SONOVOX, INC.
"Talking and Singing Sound"
CHICAGO — NEW YORK — HOLLYWOOD

FREE & PETERS, INC., Exclusive National Representatives
Tax Relief Available on Excess Profits

Treasury to Rule
On Individual Petitions

RELIEF from the 50% tax on excess profits may be procurable by many broadcasters under Section 222 of the Revenue Act of 1942, officials of the Bureau of Internal Revenue told BROADCASTING last week. Each appeal for relief, however, must be decided separately and no provision of the Act will provide general benefit for the industry.

The new Section 222 amends and liberalizes reductions permitted last year under Section 752, extending permission for corporations to compute their tax on the net income for an average base period instead of on capital investment.

Types of Adjustments

Industry observers have pointed out that, as a service industry, broadcasting has a relatively light capital investment and that without benefit of the average income tax base, the taxable excess profits would be much higher.

The 1942 tax law virtually permits all corporations to use average income over a period of years as the basis of excess profits calculations. Section 222 provides a number of instances in which the "average income" may be modified to reduce the tax in case the sample years 1938-39 do not fairly represent "average years" of the firm's operations.

Some of the instances where broadcasters may expect adjustments are:

1. Where production of service was interrupted in the period 1938-39 by fire, strikes and other events, and where earnings have therefore suffered. Such a year, the Internal Revenue people say, is not representative of the earnings of the corporation.

2. Where one or more of the base years was particularly unprofitable because of unusual economic conditions. This has been interpreted by the Bureau of Internal Revenue to include unfavorable local business conditions or other individual economic reverses.

3. Where a broadcaster has suffered from economic reverses common to the entire industry, if figures proving such a reverse can be demonstrated for one of the base years.

4. Where the taxpayer either during or immediately prior to the base period 1938-39 has commenced business, or changed the character of his business. The law states that if the earning level, by the end of the base period had not reached an amount it would have been if the change had been made two years previously, the Bureau of Internal Revenue explained, can demonstrate a legitimate basis for relief.

Expense in Sale of War Bonds

Is Deductible, Treasury Rules

But 5% Net Income Deduction for Time Donated

To Federal Programs Is Deemed Unlikely

WHILE THE Treasury has not yet formally decided whether broadcast stations will be permitted to make a 5% net income deduction on tax returns for time donated to Government programs, it was indicated in a ruling of the Bureau of Internal Revenue covering time donated for War Bond sales that such special credits probably will not be allowed.

Guy T. Helvering, Commissioner of Internal Revenue, last Wednesday notified the NAB that expenses incurred in connection with sales of War Bonds are "deductible as ordinary and necessary business expenses". He said the same reasoning had been applied in the case of newspapers.

'Ordinary, Necessary'

Mr. Helvering's letter was in response to questions propounded by Russell P. Place, NAB counsel, last July, having to do with War Bond sales. The direct question of tax deductions for all types of Government campaigns and programs was not covered, though observers felt Commissioner Helvering's conclusion in the War Bond case probably would apply to the broader question.

The test of whether expenditures are deductible from gross income is whether they are ordinary and necessary costs directly connected with or pertaining to the taxpayer's trade or business. Commissioner Helvering wrote apropos the bond sale question.

By broadcasting information as to the necessity of buying War Bonds, he added, stations are carrying on "one of the functions for which they are organized and the expenses incurred in connection therewith are deductible as ordinary and necessary business expenses on the basis of the reasoning applied in the case of newspapers".

At the Treasury it was reported that the matter of total deductions for Government programs was still under consideration. This will involve an interpretation of an amendment to the 1942 tax law allowing a maximum of 5% of the taxpayer's net income to be deducted where contributions or gifts to Federal and State governments are involved. If it is concluded that the donations of time by stations constitute contributions, stations will be permitted to deduct the 5% item.

Letter A Precedent

Although there was no formal statement from Internal Revenue, it was indicated that the NAB letter (Continued on page 47)
Federal Probes Cover Locals’ Income

Plight of Independents Concerns Several Branches

DISTURBED over reports that a number of independent locals, notably those in the Rocky Mountain area and South, had been forced to suspend operations because of depleted income, several Government agencies are undertaking studies to ascertain the status of smaller stations, their need in the war effort and methods of coming to their aid.

Gardner Cowles Jr., assistant director of the Office of War Information in charge of domestic operations, said last Wednesday the Government is preparing to investigate the plight of the smaller non-network stations which have been hard pressed since the war’s outbreak.

His comment came after FCC Chairman James Lawrence Fly had stated last Monday he believed “through a reasonable way of organization to enable non-network stations to remain on the air and perform” a necessary service to the people and the Government.

Mountain Area Hit

While Mr. Cowles did not indicate how OWI planned to do out relieving the stations of their difficulties after the study, to be undertaken promptly, Chairman Fly said there were several possibilities including loaning for programs by the Government, and some measure of relief through tax measures [see editorial, BROADCASTING, Dec. 7 and this issue].

Mr. Cowles, president of the Cowles stations in Iowa, editor-in-chief of the Des Moines Register-Tribune and publisher of Look, said the preliminary reports indicated that the stations most vitally affected are in the Rocky Mountain area. He added, however, that the study would not be confined to that section of the country.

“I don’t know how serious the situation is, nor how widespread,” he declared. “We are on the verge of making a fact-finding investigation to find out which stations are suffering and whether it is national, regional, or local advertising that has suffered.”

Reports have been current that a substantial number of stations may be forced to give up the ghost by next March if some relief is not afforded them. There has been some talk of expanding network operations to supply such stations with much needed programs. But it was pointed out, however, that while network service might attract additional business, it could not be ascertained whether this would be enough to offset expenses.

Queried directly whether he meant Government payment for use of time, Mr. Fly answered affirmatively at his Monday press confer-
ence. Then after considering the possibility of loans momentarily he opposed that possibility, saying that he was “reluctant to see the Government touched by any sort of stock in private broadcasting”. In fact he said he preferred to see the problem handled otherwise, but felt that the problem must receive serious consideration promptly.

Staying on the Air

Mr. Fly said he didn’t think it was likely that the FCC was going to keep stations on the air but rather one of how such stations could be kept on the air. In defining smaller stations, Chairman Fly said he had particular reference to those situated in small cities reliant upon local radio business, which is drying up as a result of the reduced civilian economy.

Furthermore, he observed that such stations seldom share in the institutional advertising now prevalent among national advertisers currently getting any sort of a production, since this type of advertising is predominantly placed with the networks.

To illustrate the importance of the smaller stations, Chairman Fly said that some of these stations are the only mediums available to Government in reaching the people in scattered rural communities. Consequently, he said, that the people in such communities have come to be “nightly dependent” upon those stations to stay on the air, performing a necessary service to the people and the Government alike.

It was suggested that the Bureau of Internal Revenue was considering a plan to allow deductions for time given to the Government. Chairman Fly pointed out this was a matter that the Bureau of Internal Revenue, but he commented that such a move would not likely provide adequate relief for the smaller stations, which are not presently making money.

Chairman Fly explained that stations are gathered in clusters around the larger cities owing to economic factors, whereas, he pointed out, it is not an important determinant in the situations of stations. Consequently he said there was no way of shifting stations around because the economics of the station’s location insure a station’s profitable operation. He could see no value in closing down stations in larger cities except for the manpower that would result from such a closure.

He admitted he had no idea of how programs could be paid for, but recognized the urgent need. He could only say that he would not limit payment of the smaller stations, but emphasized that isolated communities with only one station need relief promptly to serve the needs of the Government and their listeners.

‘17 Buyers for Blue’—Kobak; Network, Petrillo Hold Talks

THERE are 17 prospective buyers of the BLUE Network Co.—all equally as big as RCA.

The BLUE is progressing in its talks with Petrillo, while the industries as a whole is fighting him.

In one case, a station, via transcription of many of the network top productions during the daylight hours to compete with the "soap operas" are being formulated by the BLUE.

These and other revelations came from Edgar Kobak, executive vice-president of the BLUE, in a stopover in San Francisco during a business swing around the country. He was guest of honor and principal speaker at a luncheon Dec. 4 attended by approximately 100 leading business executives, advertisers and advertising officials at the St. Francis Hotel.

Commenting on the satisfactory talks with Petrillo, Mr. Kobak said the company would probably fight the music war, but not the BLUE. It chose to meet him on his own ground and thrash out differences in person, he said. "You can smear a labor leader and win your case," he explained.

Mr. Kobak told of some of the innovations introduced by the BLUE and of its steady increase in commercial sponsorship. War-time advertising, he maintained, is picking up in all media. True, some advertisers are dropping out because of the pinch, but that is the way it has got to be. The group buying more advertising comprises the manufacturers whose plants have been converted to war industries but want to keep the public mindful of their products, he said. Among those attending were Don E. Gilman, BLUE vice-president in charge of the western division, and William Ryan, BLUE manager in San Francisco.

WTAG Names Raymer

APPOINTMENT of the Paul H. Robinson Co. executive to be representative, as national sales representative of WTAG, Worcester, effective Dec. 14, was announced last week by the manager. Raymer replaces Edward Petry & Co., which has shifted from WTAG to WAAB, Worcester, following sale of its outlet this month from Boston to Worcester. WTAG now is an NBC outlet, while the CBS outlet WAAB is an MBS outlet. The Petry Co. represents all four of the Shepard-operated stations.

WAAB on the Air from Worcester

WAAB, former Boston station, went on the air in Worcester, Sunday, Dec. 13, at 8 a.m., operating on 1440 kc, 5,000 watts day. It will carry, in addition to Mutual programs, broadcasts originating at WNAC, Boston, key station of the Yankee network. Studios are located in the Barnard Dept. Store building, Worcester, the transmitter at Holden.

Supervisor and sales manager is Mrs. Dorothy Robinson, former producer of radio plays and later sales manager of WTAG, Worcester. Edward Crocket and Margaret Scafe will assist Mrs. Robinson in the business department.

New Quarters for NAB Will Be Opened Dec. 21

NEW HEADQUARTERS of the NAB, a few blocks away from the existing offices, will be open for business Monday, Dec. 21, according to E. R. Cowles, assistant to President Neville Miller, final arrangements for the removal were completed last week with the approval of the District of Columbia Zoning Commission of the use of the building for "educational purposes".

NAB, along with other occupants of the Normandy Bldg. at 1760 N St., NW, were purchased by NAB for $31,000 (see cut in Nov. 30 issue). Mr. Arney said the moving would take place the weekend of Dec. 19. The telephone number—National 2080—remains the same.

Lt. Chandler Prisoner, Not Killed, Kin States

LT. BARRON CHANDLER, USNR, reported several weeks ago as killed in action in the South Pacific, is a prisoner of the Japanese, a family source, who was a retired naval officer, asserted that last available information from the Navy indicated he was not killed but wounded. He had been wounded and was captured a few days after being wounded and taken prisoner.

Corning Glass Spots

CORNING GLASS WORKS, Corning, N. Y., started Dec. 13 a 12-day campaign in behalf of its Christmas tree ornaments, being "transmitted announcements on nationwide basis. Agency is BBDO, New York."
A JOB TO DO

AND WE’RE DOING IT!

WSIX has a job to do for its advertisers—delivering coverage of the rich Nashville market. That's a complex job, but we're doing it!

Our station strategy includes heavy use of news, sports and music to draw the listeners, with ample power (5,000 watts day and night) to reach them.

Wire for full information on the Nashville market and station coverage

SPOT SALES, INC.
National Representatives
New York Chicago San Francisco

5000 WATTS

980 KILOCYCLES

WSIX
"The Voice of Nashville"

NASHVILLE, TENN.
Philadelphia Tests Coordinated Plan For Federal Plugs

OWL Scheduling Is Said to Ease Broadcast Problem

PHILADELPHIA stations are being used as a "guinea pig" by the Office of War Information to test the new coordinated plan of broadcasting all Government war agency announcements which it is expected will be adopted on a nationwide scale shortly after the first of the year. The plan, it was announced, has been in operation in Philadelphia since Dec. 1.

The nine network and independent stations in the city have been used as a testing field while 11 other OWI regions throughout the country were being organized for nationwide adoption of the system. The ultimate aim is to have all broadcasting stations in the country scheduling announcements on one-minute periods daily of war agency announcements prepared by the national and regional office of OWI.

Station executives in Philadelphia say that the simplified war message broadcasts and makes more effective scheduling possible. Dissemination of important war agency pronouncements covering a variety of subjects from rationing to manpower problems is said to be facilitated. OWI officials pointed out that the new plan is largely voluntary and was worked out by the radio industry to avoid confusion and to assure broadcast of vital messages from the waster of information which various Government agencies are having such great difficulty in getting on the air. There is no suggestion of censorship, station operators being free to use the announcements at their convenience, it is stated.

Improved Scheduling

Dr. Leon Levy, consultant for the OWI for Philadelphia, OWI, and president of WCAU, Philadelphia, said the experiment in the Philadelphia area has been so successful that it will be extended to all stations in Pennsylvania, Maryland and Delaware on Dec. 21. Results of the wider regional experience then will be worked out in the national plan.

All Government announcements are handled through national and regional OWI offices. Strictly national announcements are covered in weekly recordings from Washington, but to allow for presentation of local or regional problems, the national announcements are limited to 75% of the total. The remaining 25% may vary from 16 per day for independent stations to 12 per day for network or affiliated stations. Thus, if an independent station uses 12 announcements per day, it may handle only two network. It will also schedule four of the regional announcements. The latter are prepared in typescript by the regional OWI office. Typescripts of the recordings are also furnished.

The Last and most important lap in the life-and-death battle of NBC and CBS against the FCC chain-monopoly regulations was entered last Thursday with filing of an appeal from the adverse decision of the statutory three-judge court in New York in the Supreme Court of the United States. In separate pleadings CBS and NBC charged that the FCC's ruling, upheld by the intermediate court, was a violation of various provisions of the Communications Act, as well as of the regulations they had requested to be set aside.

The statutory three-judge court, in its actions last month, upheld the Commission's construction of the Act which prohibited radio networks and regional networks from negotiating for, or enter into or renew affiliation contracts, and have threatened to cancel and repudiate them. Many station operators, it was claimed, have notified the networks that because of the regulations they will not be bound by their contracts after the regulations have taken effect.

Regulations Held Up

The appeals are automatic under the Broadcast Defense Act, which provides for direct appeal to the Supreme Court from judgments or decrees of three-judge courts. Argument is expected during the current term. The New York court issued an order restraining the FCC from enforcing its regulations until Feb. 1, or the argument before the Supreme Court, whichever is earlier.

The NBC appeal was filed by John T. Cahill, its chief counsel, and by David M. Wood. Solicitor for WOW, Omaha, which participated in the original action as an NBC outlet; and Thomas H. Midden, attorney for WHAM, Rochester, which participated as a BLUE Network outlet prior to the separation of the RCA-owned companies.

The CBS appeal bore the signatures of Charles Evridge Hughes Jr., who handled arguments in the lower courts, and former Judge John J. Burns, CBS general counsel.

In the light of the Supreme Court appeal, Federal Judge John P. Barnes, of the Chicago Federal District Court, last Tuesday authorized postponement until April 12 of the Government's anti-trust suit against RCA-NBC and CBS, after the parties had joined in the plea. The case had been set for trial Dec. 11.

The MBS $10,000,000 triple-damage suit against RCA-NBC, set for trial on the same date, also was granted a 120-day postponement. The issues in the anti-trust suit largely parallel those involved in the pleadings before the Supreme Court. In granting the extension, Judge Barnes stated it was likely that the radio litigation will come to trial April 12 in view of the pending of a multi-million dollar patent suit before his court.

The CBS Supreme Court appeal was broader than that entered by NBC, as had been the case in the court below. CBS counsel contended that because affiliated stations fear the loss of their licenses as a result of the eight punitive regulations, they will not negotiate for, or enter into or renew affiliation contracts, and have threatened to cancel and repudiate them. Many station operators, it was claimed, have notified the networks that because of the regulations they will not be bound by their contracts after the regulations have taken effect.

Holding that the regulations impair seriously the ability of CBS to compete for national advertising and to maintain its identity and goodwill, CBS argued that they make the operation of the network burdensome and make the costly, time-consuming and expensive legal complications and expense will be a major factor in the fundamental character of its business and render its property value less valuable.

An overruling attack upon the FCC's authority to promulgate the regulations was made. The order was branded illegal and void, and beyond the authority of the Commission as well as Constitutional guarantees. The court was asked to set aside, annul and permanently enjoin the regulations.

The FCC rules were further branded as arbitrary and capricious in that they "bear no reasonable and rational relationship to the statutory standard of "public interest, convenience and necessity".

In stating its grounds for appeal, NBC, joined by WOW and WHAM, held that the FCC order is repugnant to the terms of the Communications Act and the First Amendment to the Constitution. The order was labelled an attempt by the FCC to regulate network broadcasting under the anti-trust laws, and an invasion of the intent of the Act and in derogation of the power of the Dept. of Justice and the Federal Courts.

It was argued, moreover, that the action of the three-judge court in dismissing the appeals was not in accordance with the principles covering judicial review.

Dept. of Justice Will Appeal

AFM Case to Supreme Court

AFM CZAR James C. Petriello must face further legal proceedings, as well as legislative inquiry, because of his arbitrary bans against public music performance. The Dept. of Justice last week procured authority to appeal directly to the Supreme Court from the anti-trust case against AFM, which on Oct. 12 had been dismissed by the Chicago Federal District Court.

Authority to take the suit to the highest court under the Expediting Act, was granted last Thursday to Assistant Attorney General Thurman Arnold by Federal District Judge John P. Barnes in Chicago. The request came after Attorney General Francis Biddle and Solicitor General Charles Fahy had authorized the action.

In requesting leave to appeal from the Chicago court's decision, U.S. Attorney Albert Woll, in Chicago, told the court that the case raised issues of "great public importance" involving the broad program of action by the union, which if permitted to continue, ultimately will deprive the public of the means of recreation hitherto available at a small cost and deprive it of a national service of importance of important radio communications.

In dismissing the Government suit Oct. 12 without a written opinion, Judge Barnes concluded that the case was essentially a "labor dispute" and that the proceeding was brought under the wrong statute. Assistant Attorney General Arnold, who had argued the case personally, immediately announced his intention of seeking Supreme Court review.

It has 40 days in which to perfect its appeal, which is taken as a matter of right under the expediting statute. It was indicated that the urgency of the case, particularly in connection with the ban on phonograph and transcription recordings, in force since Aug. 1, that the appeals would be perfected within a couple of weeks.

Mr. Petriello is scheduled to appear Jan. 12 before the Senate Sub-committee and by Sen. D. Wool Clark (D-Idaho) which will conduct a far-reaching inquiry into the entire music situation. He will be the first witness.

Herbert M. Bingham, Washington, attorney selected by the five-man subcommittee for the inquiry, is developing the committee's agenda. The inquiry is pursuant to the Clark resolution (SRES-55) which directs the committee "to submit to the Congress, without delay, a comprehensive and remedial legislation. Introduction of the measure was prompted by the Petriello onslaughts not only involving a recording issue but compelling -professional orchestra performances and the "made work" issue.
They KNOW they need WOWO

What's more, they've used WOWO in 1942. These important advertisers and their time buyers know that Chicago—or Cincinnati or Detroit—stations can't deliver the close-in sales punches required to influence that great tri-state, two-million-consumer market which surrounds and follows WOWO. Join them—and profit.
Shifting of XEAW to 1570 kc Eases Mexican Border Problem

XEG, Monterrey, Given 1050 kc in Realignment Of Stations Following American Protests

TANGIBLE evidence of the desire of Mexico's Communications Ministry to eliminate the "border station" problem was seen last week with realignment of the 1050 kc I-A channel to XEG, Monterrey, and cancellation of a proposal to move Reynosa, operated by Carr Collins, to its regularly assigned though less desirable 1370 kc channel.

For several weeks Mr. Collins, head of Crazy Waters Crystal Co., Mineral Wells, Tex., had sought desperately to cling to the more desirable frequency at Reynosa, to serve American rather than Mexican listeners. The State Dept., however, through the American Embassy in Mexico City, had objected to the assignment because it was at variance with the Treaty and particularly the subsequent bilateral agreement governing use and location of stations.

License Revocation

Gen. Maximino Avila Camacho, Minister of Communications & Transportation and brother of Mexico's president, last week settled the issue by authorizing use of the contested 1050 kc channel in Monterrey to XEG. The frequency had previously been assigned to that station for operation by a Mexican company having American connections. In late October, however, the XEG license was revoked and the station went off the air.

XEAW procured a "temporary assignment" on the frequency at 1570 kc in November, 5, however, and XEG returned to the air with authorized power of 150,000 watts but operating output of approximately 60,000 watts, with a fine of $500.

XEG originally was licensed to Radio al Norte de la VEGA, Editor of the Monterrey El Sol. Because of purported Fascist tendencies, however, his authorization was revoked in October. The American company participating in the operation, headed by James A. Savage, president of the North American Adv. Agency, San Antonio, immediately proposed to reorganize and simplify the companies to comply with the Mexican laws. Mr. Savage represents a group of Kansas interests in the commercial operation of XEG.

During the reorganization period, Mr. Collins succeeded in getting the temporary assignment for XEAW on 1050 kc. Previously, the station had operated on 1010 kc, but because of protests from our Government it was forced to relinquish that frequency in early October.

The 1090 kc operation of XEAW caused interference with WHN, New York, also assigned to the channel. But the basic complaint was that the frequency could not be secured to XEG, even at the Monterrey location. On this basis Gen. Avila Camacho ordered the reassignment of XEG.

Other Protests

Mr. Collins, accompanied by his attorney, Thomas Love, spent considerable time both in Washington and Mexico City early last week to obtain the 1050 kc assignment.

It was understood that at one stage he offered to remove XEAW to Mexico, or at least change frequency. This also was vetoed.

There are several other border station assignments which other signatories to the Havana Treaty have protested. These are being studied, it is reported, as prospects of remedial action in the near future. Harvey Otterman, of the State Dept. International Communications Division, is handling the treaty matters for the department.

At the American Embassy in Mexico City, Sidney E. O'Donoghue, second secretary, is handling contacts with the Mexican Gov- ernment on broadcast assignments.

AFRA Preparing Pact For Increasing in Wages

DETAILS of the plan for putting into effect the increases of 10% in broadcast and printed matter salaries due for December, performers were being worked out last week by the American Fed- eration of Radio Artists, to be submitted upon completion to the net- works and stations concerned. Agreement to the increase was reached Dec. 3 by AFRA and NBC, CBS and MBS and the individual stations having sustaining contracts with the union [Broadcasting, Dec. 7].

Meanwhile conversations between AFRA and the BLUE con- tined in an effort to reach a solution to what this network feels are its individual problems, with both sides confident that they will be able to come to an agreement soon. Mrs. Emily Holt, executive secretary of AFRA, said the revised contracts would not be ready for submission to the other networks until some time after the first of the year. There are 42 individual contracts to be revised, many with differing terms and conditions, so that an early settlement would be further delayed by the illness of Henry Jaffe, AFRA counsel.

TIE FIRM PLACES NATIONWIDE SERIES

GREGOR ZIEMER, commentator for WLW, Cincinnati, is featured in a new series of transmitted spots to be aired over 160 radio stations from coast to coast, during December. Sponsor is Beau Brummell Tie Co.

The campaign, according to Harry Weisbaum, Beau Brummell Ties executive, is being conducted in conjunction with the Christ- mas gift tie business and as a test for the effectiveness of radio as a medium for national merchandising of neckwear.

Ziemer, author of Education for Death, a current best seller now being filmed for release early in 1943, will depict the fine in the Beau Brummell Tie spots—a technique that contrasts favorably with the many breathless types of spots and chain-breaks currently being used.

Included in the list of stations carrying the schedule are: WLW, Cincinnati; W.E.E., Boston; WGST, Atlanta; WCCO, Minneapolis; WZAF, Milwaukee; WTAM, Cleveland; CKLW, Windsor, Ont., Canada; KQO, Oakland, Calif.; WHTY, Va., Richmond; WBAL, Baltimore; WIRE, Indianapolis; KMBG, Kansas City; WJMC, Memphis; WOAI, San Antonio; KSD, St. Louis; WLAC, Nashville; WPTF, Raleigh; KFEL Denver; KRTN, Des Moines; WOW, Omaha; WINS, New York.

Agency is Key Adv. Co., Cincinnati.

MBS Gross Rises

MBS GROSS billings for the 11 months of 1942, totaling $13,715,300, represented a 9% increase over a corresponding period in 1941, and mark the highest 11- month total ever attained by the network. Billings for November, 1942, were $910,167, a dip of 5.1% from 1941 November figures.

POWER INCREASE for WRDW, Augusta, Ga., from 250 to 5,000 watts, effective Dec. 1, and a shift in frequency from 1490 to 1450 kc, was marked by a banquet and special con- gratulatory program on CBS, parent network, Dec. 10.
FIRST AID FOR WARTIME ADVERTISERS

COVER THE FATTEST MARKET

Even though your budget's short, you can still make ends meet to cover the fattest market in the U. S. Use WJZ's thrifty coverage of Greater New York. (WJZ recently pulled nearly 10,000 requests from four low-cost announcements on "The Woman of Tomorrow").

KEEP TRADE NAMES ALIVE

Keep your trade name alive for the duration by the WJZ "respiration" method. You're the one who'll be tickled. Because you'll keep that name alive and kicking in the minds of Greater New York's millions at lower cost over WJZ.

FINGERS ON PULSE

Keep your fingers on the pulse of what really counts in wartime advertising. WJZ advertising is up 37% for 1942. And there's a reason. For example, when WJZ and a competitor recently carried the same announcement 22 and 21 times respectively, WJZ pulled 20% better!

KEEP MESSAGE WARM

You'll find your advertising message getting hot with the help of WJZ's extra coverage... 5,336,253 radio homes in the Greater New York Market—658,253 more than its closest competitor. It's the lowest cost coverage of the world's greatest market!

WJZ 50,000 WATTS
77 ON YOUR DIAL

New York's First Station and Key Station of the BLUE NETWORK
WPB to Proceed With Repair Parts

Receiver Maintenance Plan
To Be Started by Jan. 1

WPB's twin programs for replacement parts and tube types will be ready to go into operation by the beginning of 1943 despite some disagreements with distributors and manufacturers over the details of this plan, a spokesman for the Radio & Radar Division said last week.

A deadline for today (Dec. 14) was given tube makers and distributors at a meeting last Monday, he said, and the WPB will probably no longer consider changes in the proposed list of 118 tube types that will be made in a concentrated production effort for the first quarter of the year.

To Avoid Delay

The spokesman indicated that the Tube Advisory Committee failed to approve several tube types intended to make. He said there were further minor changes suggested by the tube makers, but the WPB did not want to delay the program any further.

The Dec. 14 deadline was set as the last chance for changes before WPB prepares orders for production of tubes.

New tube program is not a limitation program, he explained, and does not forbid manufacturer of any of the 300-old types allowed under the Tube Limitation Order. Rather it is a production schedule requiring production of a scheduled number of fast-selling tube types.

Production of tubes under the program will be divided among seven manufacturers, he said, with each manufacturer concentrating on selected types.

Meanwhile WPB's other program, the Victory Model line of replacement parts -- condensers, transformers, resistors -- was further curtailed by engineers at a meeting of the American Standards Assn. in New York Dec. 8. The WPB spokesman said the revised program will be resubmitted to manufacturers and that it will receive final approval at an ASA meeting Dec. 23.

Aleshire in Red Cross

EDWARD ALESHIRE, radio di- rector of Broadcast Advertising, Chicago, has been granted a leave of absence to join the American Red Cross. After a brief training period at national headquarters in Washington, Mr. Aleshire will leave for an overseas assignment in charge of radio at one of the Red Cross foreign operation points. He will be succeeded as radio director by Mr. Hoister, who is production director of the agency.

EDWARD W. HOBBLER has resigned from the radio department of Benton & Bowles, New York, where he has spent a period in charge of radio sales to enter the Naval Reserve as an ensign. His duties have been taken over by Hugh Holt, formerly his assistant.

Holiday Breather

DROPPED for the holidays will be Simon & Schuster's radio edition of the new issue of Your Income Tax, giving people a rest Dec. 20-Jan. 3 from the reminder of H. W. A. Kraft, manager, Northwest Radio Adv. Co., agency handling the book. It will be released as a scheduled sale--to be doubled and tripled on best producing of the 516 stations now being used, while others will be brought into the program. It was America's best seller for 1941.

Bernie Program Covers Local Manpower Needs

IN VIEW of the fact that the na-
tion's manpower problem is pri-
marily a local one, a plan for local cut-ins announcements on com-

munity employment needs has been introduced on Ben Bernie's five-weekly CBS program, sponsored by William Wrigley Jr. Co., Chicago.

Worked out through the OWI, the plan calls for a period of five weeks' time on the network broadcasts for local station cut-ins bringing mes-
sages on local employment problem reported by the WAAS, the agency with the local U. S. Employment Service officials.

Under this arrangement, for ex-
ample, should the need arise for chemists in a particular city, a local announcement would be intro-
duced by the station urging all chemists not engaged in war pro-
duction to get in touch with the local Federal employment office. Agency for Ben Bernie's broad-
casts is Arthur Meyerhoff & Co., Chicago.

New Treasury Ruling Permits Bonuses In Line With Policy of Last Two Years

BONUSES in line with policies of the last two years may be paid to employees whose salaries are con-
trolled by the Treasury under the Salary Stabilization Program with-
out, or in conjunction with, the Treasury, Guy T. Helvering, Com-
misioner of Internal Revenue said Friday.

In a statement explaining the Treasury's regulations for execu-
tive, professional and administra-
tive personnel earning less than $5,000, and other salaried people above $5,000—all under the Treas-
ury as a result of the National Stabilization Program—Com-
misioner Helvering explained in de-
tail bonus regulations touched at in previous Treasury rulings [BROADCASTING, Dec. 7].

Formula Specified

At the same time, the War Labor Board, which has jurisdiction over workers earning $5,000 or less, not controlled by the Treasury, said that bonuses of the same size or amount as those specified by the Treasury on any previously established formula, would need no approval.

Commissioner Helvering's state-
ment for the Treasury says bonuses may be paid out without the Stabilization Regional offices when:

1. The amount in 1942 is not greater than the bonus paid that

employ, or paid the employee hold-

ing that position in 1941.

2. A contract exists, dated be-
or Oct. 3, 1942, binding the em-

ployer to pay a specified bonus, or a bonus determined by a specified manner provided the amount of that bonus could be determined on Oct. 3, 1942.

3. If, over a period of two years, the employer has paid bonuses based on a 1-year percentage of salary, his bonus may be increased so long as it is based on the same percentage.

4. A bonus is based on percent-

age of pay. All such bonuses paid on rates agreed on previous to Oct. 3, 1942 may be paid.

All other types of bonuses re-
quire the approval of the Commiss-
ioner of Internal Revenue, which is not to be obtained at regional stabilization offices [BROADCASTING, Dec. 7].

The Treasury also announced last week that application forms for employees who are participating in the Essential industries are now available in these offices. They will have at least two forms. The first is a simple inquiry sheet for a ru-
ing record of production and procedure. The second is the actual applica-
tion, involving two pages of ques-
tions and complete instructions.

TEXAS MOVIE CHAIN FAVORS AIR SERIES

APPROVAL of the plan for dis-

crutor participation in the insti-
tutional radio program Show Time in Chicago, the Southwest Dist.

rite Circuit has been received by the majority of the motion pic-
ture companies, according to R. J.

Donnell, general manager of the

ite Circuit, who was in New York last week.

Four film companies are actively participating in the Circuit's Sun-

days programming program, putting six of their current productions, it was reported, with others expected to join in the project.

The plan itself has been used for over a year in Texas, with the Interstate presenting regularly scheduled broadcasts on four Texas stations. Name bands and talent appearing on the stage of various Interstate theatres participate, and commercial announcements promote both the pictures currently being shown and the theatres them-

selves. In this way film distributors can divide the cost of the spon-

orship on a cooperative basis.

Emenco Sponsors

EMEMO INSURANCE CO., South Bend, Ind., is sponsoring a three-

week, four-night program at Not Forgotten on WMAQ, Chicago, to call to mind the "good ole days" in Chicago.

Harold Mintz and the backband piano music and Norm Barry recalls events of the past. MacDonald-Coo, South Bend, is agency.

Occupational List May Be Revised

Breakdown of Definitions for Various Industries Included

EXPECTED this week is a revision of Occupational Code No. 27, which was made last October, which established the essential occupations within the communications field, including broadcasting [BROADCASTING, Nov. 19]. The code is not expected to affect broadcasting, one War Man-

ower Commission spokesman said, explaining it would cover certain occupational positions within the industries which were previously overlooked.

As soon as this basic bulletin is revised the USES will be ready to release its breakdown list of defini-
tions to local offices for use in guiding local draft boards. Formerly, little satisfaction was found by the industry in cooperation attempted by USES offices with local draft boards. Now as a result of the cen-

ralization of manpower agencies under WMC it is expected that guidelines will be accepted by local boards in classifi-
cation of draft registrants.

Manning Tables

Another advantage of the cen-

ralization will develop in the use of manning tables [BROADCASTING, Nov. 19]. The revised list or "blueprints" for all manpower mobilization. They are designed for the manpower,

ential industries, including broad-
casting, and for war plants en-

gaged in at least 75% war produc-
tion. From the law was obtained in these reports from each company, a careful withdrawal can be arranged for the men who must be released to the armed services, it was said.

Thomas P. Littlepage Sr.

Dies After Heart Attack

ONE OF Washington's pioneer ra-

dio attorneys, Thomas P. Little-
page Sr., died in Washington last week of a heart attack. Littlepage, 69, was senior member of the law firm of Littlepage, Lit-
tlepage & Thomas, which was car-
making treatment for pneumonia when fatally stricken. He had been in ill health for a year.

He is survived by his wife and five children, Mrs. Willard L. Hart, Mrs. William B. Fletcher, John M. Littlepage, Thomas P. Lit-
tlepage Jr., both of whom were mem-

ers of his law firm; James H. Lit-
tlepage, patent attorney of Rich-

mond, Va. Mr. Littlepage, was born in Spencer County, Indiana. He had been active in the nearby Maryland civic and politi-

cal affairs.
TO ALL AFFILIATED STATIONS

Today we sent by express a complete ready-to-air program for your use at the end of the year.

"THIS WE HAVE DONE" is a 30 minute dramatized transcription of 1942 which we have produced for your use and profit. We suggest that you reserve your best half hour availability, because when you hear this program you will want to see your best prospect.

"THIS WE HAVE DONE" is not a promotion piece but a factual dramatization of all the history-shaping events of 1942. We suggest that, after you use it, you keep the program in your files permanently. It is contemporary history and you will want to use it again!

P.S. Do NOT send your check for "THIS WE HAVE DONE". It's "on the house".

PRESS ASSOCIATION, INC.
Radio Subsidiary of
The Associated Press
50 ROCKEFELLER PLAZA, NEW YORK, N. Y.
Elmer Davis Expected to Start Radio Reports in Near Future

Ready for Criticism, He Says; OWI Overseas Unit May Be Reorganized; Tells of Africa Reports

ALTHOUGH Elmer Davis would not indicate the possible date for start of his own broadcast series of reports to the nation, he indi-
cated at a press conference conducted Wednesday that he had only postpon-
ed the start of such a series owing to the pressure of other work. He explained that he hoped to get back to the plan which was or-
iginated several months ago as soon as he felt that various admin-
istrative responsibilities were being cared for adequately.

Questioned as to format of such a program he said it would be inter-
pretive and background in character without spot news. The pos-
sibility was raised that he might be competing with other commen-
tators and he said, "I realize that I would be competing with some of my old friends and them (list-
teners) interpretation".

Not a 'Propagandist' Mr. Davis emphasized, though, that his material would not contain spot news; instead he would try to tell a more meaningful story, perhaps or perhaps in a regular weekly period" how the general situation appears. He felt that periodic broadcasts would probably be bet-
ter than a direct one-a-day broadcast.

It was suggested that such a broadcast might establish him as the official voice of Government but he quickly countered that it would be official insofar as OWI is con-
cerned but would not be official in any other sense. Also in discussing the potential danger he said that concealed broadcasting might be made useful but that all such information would be made available from following any given broadcast.

The question arose as to the po-
tential danger he faced in becom-
ing a direct propagandist of the Government but Mr. Davis belit-
ted this suggestion, explaining there is always a "danger of being accused of something no matter what you do."

Quizzed on the published report that representatives of the OWI and British Broadcasting Corp. in North Africa were unable to broad-
cast because Admiral Darian didn't like the type of broadcasts, Mr. Davis asserted some use had been made of the Algiers radio but none had been of the Moroccan radio so far as he knew. Furthermore he pointed out that the news from Mor-
occo is a seeming confirmation but added that facts are lacking and an exact presentation of the facts is still unknown.

In the case of the Algerian radio he said that OWI representatives were not to his knowledge operat-
ing the station but were furnishing some material. Some reports from Morocco are "open to considerable doubt", he added, since they are inconsistent with news as reported by American sources. He added that there is even variance with confidential government organs on the same subject. Despite inconsistencies, he said he wouldn't discredit all radio reports from Morocco and Algiers.

Pearl Harbor Story

As part of a general roundtable on OWI activity he claimed full re-
ponsibility for the release of the news of the Pearl Harbor attack. In retrospect he felt that the only fault, if such, lay in the "rehash of all of those old sores" which provided the Axis radio with offensive material for their psychological warfare at a time when all other news was decided for defensive use. He said that the facts of Pearl Harbor "had to be told sometime" and were not re-
leased prior to his entrance into the OWI post last June. Listing asides rumors to the contrary he accepted the Pearl Harbor facts as the whole story insofar as he was involved.

In commenting on activity of the OWI Overseas Branch he admitted that a reorganization was under study but added that decision was still pending. However, he con-
cluded to decide whether to organize it geographically or ideologically. Whether a radio and news division and a publications division should be established or whether all ac-
tivity should be divided purely on the basis of geography was the crux of the reorganization problem, he said. He explained that no con-
clusion had been reached but sug-
gested the possibility that the final solution might conceivably be a combination of both organizational concepts.

Although Mr. Davis conceded that the Overseas branch enjoys few listeners in Japan he empha-
sized the importance of many other listeners in the South Pacific area. Furthermore, said he, West Coast radio stations are also being used to transmit news, information and en-
tertainment to American troops in the Pacific. Then he explained that certain medium wave broadcasts are beamed from Australia into occupied islands and territories. In explaining the medium wave trans-
missions, he said that Japs have been
confiscating shortwave sets but are unable to combat the medium
waves. At the same time he re-
ported plans under study for medium
wave broadcasts from China to Japan.

OWI Handling Only Its Own Programs InNewYork,IndependentsAreInformed

The quest for the gradual recognition of the need for recording studios to be used ex-
clusively by OWI. Before January, 1942, it says, OWI and its prede-
cessors, the Office of War Information Service Branch of the Coordinator of Information, had no recording equipment. Operations carried on in out-
side recording studios were found difficult as the programming ac-
tivities of the unit expanded. Time lost by producing personnel in traveling to and from recording studios, designed efficiency and in-
terfered with orderly production of the production department, the re-
port states.

In December 1941, the last month before installation of recording equipment, there were 107 recorded programs, 105 by New York studios and two in Detroit.

Installation of its own equipment was made necessary when the need for many simultaneous, multi-
language distributions of news and commentaries increased. In June, 1942, when OWI was organized and absorbed several other agencies, the volume jumped to a monthly total of 1,369, of which 1,152 were pro-
duced in New York. The remaining 237 came from private studios. Of these 233 were made in five studios in the New York City area, a dozen in or-
outside New York, one in Detroit and another in Hollywood.

When the program was an-
ounced under which the OWI would make its recordings and announce plans for 22 additional transmitters, it was felt private programming responsibilities would be lifted. According to the plan, recording studio space was rented in New York and plans made for studios to provide adequate programming, ac-
cording to the report.

Cost Factor

Another reason for the need for its own production of transcribed discs develops in a consideration of the cost involved. During October, for example, OWI produced 1,665 minutes of recorded programs at a total cost including blank rec-
ords, processing by outside com-
panies, recording engineers, de-
preciation, rentals, miscellaneous expenses, of $7,946.38. Based upon the charges shown in the General Schedules of Supplies—Recording and Transcription Service, Class 103, Supplement No. 2, the report states these recordings would have cost the Government $15,900. In other words it would have cost the Government an additional $7,954.02, as it would have by engaging recording engineers who it was felt would have difficulty fitting the OWI schedule into their own.

Filtrex Buys Spots

FIRST advertising of any kind to be undertaken by Filtrex Co., Eliz-
abethtown, N. J., a new firm pro-
moting Heatrex boiler-cleaning compound, participated in promotion of Arthur Godfrey's early morning program on WABC, New York last Saturday. The company said it would not plan to expand its advertising for the present. Business is placed direct.
Take stock and you'll find Kansas City in the midst of a record-shattering agricultural boom. You'll also find KMBC hogging most of the farm audience hereabouts . . . (surveys proving this are available on request). The explanation lies in a policy of "selling farmers by serving 'em" which has never yet laid an egg for an advertiser. Consider: In Phil Evans, nationally-known agricultural authority, KMBC has the only full-time farm service director in Kansas City radio. Only KMBC is authorized by the Kansas City Livestock Industry to broadcast market reports from the Livestock Exchange Building. KMBC is the only station broadcasting nearly thirty solid hours of farm service programs each week. For greener profit pastures, farm out your sales problems on KMBC—the station that's "9 Ways the Winner." Remember?
N. Y. District Seeks Easing of Rules

NAB Urged to Move for Relaxed Technical Regulations

HIGHLIGHTED by John Benson, president of the American Assn. of Advertising Agencies, and Paul West, president of the Assn. of National Advertisers, the meeting of NAB District 2 was held last Monday and Tuesday at the Biltmore Hotel, New York.

In addition to a review of the music situation and a presentation of the plan whereby the industry hopes to secure a fairer share of the advertising of department stores and other large retailers, the two-day meeting also featured a report of the method whereby many of 4,000 radio engineers have been trained in upstate New York through the efforts of the broadcasters and an avid discussion of the entire manpower problem.

Manpower Stand

On this latter subject the convention, attended by more than 100 members of the broadcasting and affiliated industries, adopted the following resolution: "OWI has radio stations, especially the smaller ones, facing a serious manpower problem, due to the lack of technicians to the armed forces and to various war industries. The relaxation of the regulations by the FCC has been very helpful and the stations are very grateful for the cooperation received from the FCC. However, many have found that operators now holding restricted operator's licenses will not be able, in the six-months period, to pass the required examination, due to the demands made upon their time and to the lack of technical instruction available.

"Therefore, be it resolved, that the broadcasters of District 2 urge upon the officials of NAB to bring to the attention of the FCC the aforesaid difficulties, to the end that a further relaxation of the rules and regulations of the Commission be made so that operators holding restricted licenses, showing good reason for not being able to pass the required examination, may be permitted to continue to perform their duties for such further period as the FCC may deem advisable and proper."

Convention also passed resolutions approving the radio allocation plan of the OWI, expressing appreciation for the work of the retail promotion committee and endorsing the efforts of the NAB executive board and steering committee in their handling of the AFM ban on recordings.

Music Problems

Tuesday morning session, devoted largely to music problems, opened with a review of the BMI status by Carl Haverlin, BMI vice-president as well as OWI executive, who stated that "there's nothing wrong with BMI that a little performance won't cure".

Merritt Tompkins, BMI vice-president and general manager, reported that a number of BMI-licensed tunes are among the leaders in sales and performances each week. He announced that BMI has just secured the performance rights to the Harry James catalog. Mr. Haverlin said BMI bulletins are being combined into a single volume, to be issued about the first of the year, and that henceforth the weekly bulletins will be consolidated quarterly.

Reviewing the Petrillo ban on recordings and its effects on both the recording and broadcasting industries, Sydney Kaye, NAB counsel on musical affairs, said the impending Senatorial hearings may be helpful by requiring Petrillo to answer such questions as: "What do you want? From whom? To whom shall it be paid, and how much?"

Expressing disappointment that no recording company has taken legal action in the State courts to test the AFM's right to prohibit the making of commercial transcriptions for one-time use, which Petrillo himself admitted do not harm the musicians, Mr. Kaye pointed out that this action cannot be taken by the NAB but must originate with one of the transcription companies which has been directly affected.

Support for NAB

The ensuing discussion, participated in by Lloyd Egger, NBC Radio-Recording; Clinton Finney, Associated Music Publishers; E. O. Langlois, Lang-Worth Feature Programs; Milton Blink, Standard Radio, evoked expressions from all speakers that the problem must be faced by the entire broadcasting industry and they pledged their support to the NAB and to whatever plan of action its steering committee may evolve.

Leonard Callahan of SESAC spoke briefly on the liaison work his organization has done between the broadcasters and the Treasury on the War Bond sales drive. J. M. Collins, of ASCAP, invited any interested broadcaster to come to ASCAP's offices for information about the Society's program services.

Speaking at the luncheon session, Paul West, president, Assn. of National Advertisers, declared the war, following a world depression, was having a terrific effect on the American system of merchandising and distribution, an effect which is just beginning to be felt, but which within the next six months will hit full force. Stressing the need for straight thinking and facing realities, he declared that under today's conditions there is no place for advertising which does not perform a useful function and which fails to be truly the voice of business.

Advertising must rediscover the individual, he declared, and must learn again that markets are not a mass of people or of pocketbooks but individuals.

Radio Club Quiz

H. V. Kaltenborn, NBC commentator, gave an analysis of the war situation and the luncheon session concluded with a question and answer session put on by members of the Radio Executives Club of New York, which was introduced by Tom Lynch, William Esty & Co., president of the club. Participants included: Murray Grabhorn, BLUE, quiz master; Beth Black, Joseph Katz Co.; Walter Duncan, WNEW; Carlos Frangio, Young & Rubicam; John Hynnes, Lord & Thomas; Linnea Nelson, J. Walter Thompson.

Remainder of the day was given over to a discussion of sales problems, with Charles Phillips, WFBL, Syracuse, chairman of the NAB sales managers committee, presiding. Lewis Avery, NAB director of broadcast advertising, presented the retail promotion plan and reported that 261 stations have already pledged their support, about half the number required for carrying out the plan.

OWI Spot Plan

Carl Haverlin, OWI head quar ters consultant for the radio industry, opened the meeting Monday morning with a report on the allocation plan, with each station asked to take 16 one-minute announcements (12 if the station is a network affiliate) daily for the war effort, and five quarter-hour transcriptions a week, the latter

(Continued on page 88)
JOHNNY TIMEBUYER AT YOUR SERVICE! EVEN IF YOU'RE "ALL WRAPPED UP" IN YOUR WORK, IT WILL TAKE ME JUST A MOMENT TO TELL YOU ABOUT KEX - THAT SUPER-DUPER STATION OUT IN PORTLAND, OREGON!

BONNEVILLE DAM, ONE OF THE WORLD'S GREATEST HYDRO-ELECTRIC PROJECTS, HAS HASTENED THE AREA-WIDE INDUSTRIAL DEVELOPMENT OF THE KEX MARKET - MEANING: BONNEVILLE POWER HAS ENHANCED PURCHASING POWER IN THIS MARKET !!!

GEORGE! I FORGOT TO TURN OFF THE SHOWER!

-AN' OF COURSE KEX GIVES SPOT RADIO ADVERTISERS THE FULL BENEFIT OF THAT GOLD-PLATED, STERLING SILVER, DYED-IN-THE-WOOL BLUE NETWORK PROGRAM SCHEDULE FOR THIS FALL AND WINTER!

YOU'LL HIT THE SPOT (AND THE JACK-POT!) BY PUTTING KEX ON YOUR SCHEDULE. GRAB THE PHONE AN' CALL YOUR NEAREST PAUL H. RAYMER OFFICE - OR WRITE OR WIRE DIRECT!

BROADCASTING • Broadcast Advertising

December 14, 1942 • Page 21
Nathan Lord New 7th District Director; NAB Music, Retail Plans Are Approved

REPLACING J. Harold Ryan, assistant director of censorship for radio on leave as vice-president and general manager of the Fort Industry Co. stations, Nathan Lord, general manager of WAVE, Louisville, was named director of the NAB for the 7th district, comprising Ohio and Kentucky, at a two-day district meeting in Columbus Dec. 4-5.

Mr. Lord, former newspaperman and for the last decade the executive head of the Louisville NBC outlet, begins his term with the end of the 1943 NAB convention, to be held in New Orleans or Chicago next spring.

Following the same general theme of preceding district meetings, the Columbus session was addressed by NAB President Neville Miller, ABC, more broadcasters, Government and industry representatives attended, with Mr. Ryan presiding.

Praise for Mr. Ryan

Resolutions adopted at the meeting included approval and endorsement of the OWI-MU, ALF allocation plan; the work of the Retail Promotion Committee of NAB and the department store exploitation project; action of the NAB board and its officers in handling the Petrollo recording and transcription ban. The meeting also extended its thanks to Mr. Ryan for his able representation of the district on the NAB board during the last four years.

At the opening day's session, 51 members and representatives of the Ohio, Illinois, and West Virginia area of broadcasters convened at a luncheon presided over by Mr. Ryan as president of the association. The remainder of the program, attended by a general luncheon presided over by President Miller. Gov. John W. Bricker of Ohio addressed the sessions and praised the free American system of broadcasting which he said permitted full and fair discussion of political issues of the times and made them available to everyone regardless of the country, and especially stressed the impartial handling of the recent political campaign in Ohio.

OAB elected Carl Everson, of WCKY, Columbus, president for the ensuing year. Robert T. Mason, WMNR, Marion, O., was elected vice-president; and Laben Smith, WCOL, Columbus, was named secretary-treasurer.

At the second day's session, the delegates were guests of the Fort Industry Co. at luncheon. Lewis A. Avery, director of the NAB's Department of Broadcast Advertising, spoke on "Good Taste in Radio Advertising.'
This is a machine to help Germans remember

It works very simply. An American steps before it and calmly reads a script in German. Powerful short-wave transmitters beam the words to Axis Europe. That's all there is to it.

Yet to the Fascist dictators, this simple process is a thorn in their sides, a threat to their power, a danger to the success of their bloody schemes.

Why? Because these American short-wave broadcasts are often devoted to waking up German memories---on a subject Der Fuehrer would prefer to be forgotten. That subject is: What America's might and manpower will mean to the cause of the United Nations.

Hitler wants the Germans to forget what happened in the last war when America swung in its full strength. He wants them to forget the boatloads of ammunition, the fleets of soldier-packed transports, the food and the weapons. He wants them to forget the Yanks ever came, because memories like that are not good for Fascist morale.

That's why American short-wave stations WRCA and WNBI are so busy nowadays giving a memory course to the German people. RCA is proud that its equipment, used by these stations, can help remind Axis-dominated Europe that America is again on the march, that America's factories are rolling out the tanks and the planes and the guns, that America's shipyards are sending out an armada of transports and freighters and battleships, that America's manpower is moving---moving fast---moving with all its might.

Yes, you Fascists who fight for Hitler, this is something to remember: the Yanks are coming---again!
PATERNED after a detective story, written and illustrated in a humorous mood, a recent promotion piece released by WDBO, Orlando, Fl., discloses the mystery of the Central Florida market, shunned by potential radio advertisers on the basis that sales records showed few shipments to the Orlando area. But on the right track by Dept. of Commerce figures, showing retail sales per capita to be actually higher for Orlando than for several nearby competing cities, the station "unearths" the solution from grocery and drug merchants. Supplies are first shipped to Florida sea ports, then trucked to Orlando, thus benefitting from competitive water rates.

* * *

Signs for Retailers
STORES carrying radio advertised goods have been receiving signs in recent months from CKBI, Prince Albert, Sask., reading "As Advertised on CKBI!" thereby keeping the station in the public eye.

** Merchandising & Promotion **

Florida Market Mystery—Oakland Sports—Laughing Shirts—Column—Tips on Copy

Bowling Tournament
KROW, Oakland in cooperation with the Post-Enquirer, evening newspaper, is currently sponsoring a bowling tournament for shipyard workers. The tourney committee is made up of public relations officials from the Bethlehem, Kaiser, General Engineering, Moore Drydock, United Engineering and Pacific Bridge shipyards and is headed by Lloyd (Speed) Maddock, sports writer for the newspaper and commentator on KROW. Participants are interviewed on Ten-Fin Topics on KROW each Thursday night. Several hundred 18 x 24 inch cards announcing the tournament have been distributed to the shipyards and posted by the publicity officials.

Shirts for Chuckles
DAILY CHUCKLES, a five-minute daily series on CFCF, Montreal, features laughs contributed by listeners who receive a Pioneer shirt from the sponsor for each chuckle used. Response of the public to the program conducted by Brahm Seymour has been excellent.

Car Card Plugs
ADAPTING its promotion technique to changing habits of people and changing methods of transportation, KSO and KNRT, Des Moines, have supplemented their outside car cards with new car cards plugging shows which are placed inside buses and curbliners now overcrowded with potential buyers.

* * *

Sales Problems Solved
WIBW, Topeka, has still another promotion stunt: Encased in a gift box mailed to "future radio advertisers" is a bottle of bright red nail polish and a note to the firm describing how with the aid of WIBW it can "polish" off three pests—Hitler, Mussolini and Hirohito—and meet 1945 sales problems that may result from the war. Carter-Owens Adv. Agency, Kansas City, originates the local and national direct mail material for WIBW.

* * *

Plugging Its Shows
WAIT, Chicago, is distributing a series of direct mail promotional pieces calling attention to the individual live-talent, locally originated programs on the station with a brief description of the m.c. and the format of each show. The campaign is being supplemented with a comprehensive stand-up presentation.

* * *

WTAG's Copy Guide
TO AID local advertisers prepare radio copy and to maintain high standards, WTAG, Worcester, has issued a Radio Advertising Copy Guide, containing a time-table of dates when copy is due, standards of good taste recommended in the NAB Code and helpful hints on copy length and preparation and copy limitations.

* * *

Dial Habit
TO BUILD local advertisers prepare radio copy and to maintain high standards, WTAG, Worcester, has issued a Radio Advertising Copy Guide, containing a time-table of dates when copy is due, standards of good taste recommended in the NAB Code and helpful hints on copy length and preparation and copy limitations.

* * *

Ward Matches
WARD BAKING Co. (Tip-top bread) is distributing through grocery stores, a one-half million book matches promoting the five-weekly quarter-hour early morning listener participation program on WBBM, Chicago.
OVER THE HILLS IS FAR AWAY
FROM THE NATION’S 19th MARKET!

If you know Northeastern Pennsylvania, you know how population is centered in the Scranton—Wilkes-Barre valley. You know this big, bustling industrial section (The Nation’s 19th Market) is isolated by miles of mountains. And you know that—even for radio—“Over the hills is far, far away.”

That’s why most national spot advertisers depend on WGBI to reach the 629,000 spenders in the valley. Inside the market, WGBI is bigger, more powerful than any other station. And WGBI works the market inside out to give you more sales for every dollar spent. Call your John Blair man and BUY WGBI.

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

DESPITE conflicting reports, Lionel Barrymore, for the sixth time on the air, will re-enact the part of "Scrooge" in Charles Dickens' 'Christmas Carol' as the feature of the Dec. 24 broadcast on NBC of the Sealtest Ruddy Valleym Program. The dramatization of the immortal story, now a radio institution, has been heard twice on the Vallee program, with Barrymore in the main role. Program is sponsored by Sealtest Inc., New York, account handled by McKee & Albright, Philadelphia. Barrymore is heard in his capacity as Mayor of Our Town, on CBS for Lever Bros. Co., Cambridge (Rinso). Ruthrauff & Ryan, New York, is Rinso agency.

WCAU Buys Building

PREPARING for the post-war period, WCAU, Philadelphia, has purchased the eight-story Perry Bldg. at 16th and Chestnut, Philadelphia, to house television and FM facilities after the war. Sale of the building by the trustees of the estate of Edward Perry to the WCAU Broadcasting Co. was approved last week by Judge Allen M. Stearne in Orphans' Court. The purchase price was $505,000. Regular broadcasting facilities are housed in the nine-story WCAU Bldg. at 1622 Chestnut St. The additional floor space in the new building will be used to house television and frequency modulation. Present tenants of the Perry Building will not be disturbed.

NAB in New York

(Continued from page 30)

programs with a war theme but suitable for local sponsorship. Herbert L. Petteway, WEN, New York, radio consultant to the OWI from the district, also spoke briefly on this topic.

Neville Miller, NAB president, outlined the work war of the NAB. Representatives of the war services thanked radio for its vital contributions to them, with Lt. Col. Edward M. Kirby speaking for the Army, Lt. Comdr. Morgan S. A. Reinhart for the Navy, Capt. White for the Marine Corps and Lawrence Bender for the Office of Civilian Defense. Col. Lennuol Q. Stoopnagle spoke on whimsical humor.

John Benson, president, American Assn. of Advertising Agencies, was featured speaker at the luncheon meeting, with "Solidarity: An Indispensable Need", as his topic. Reviewing the industry solidarity in meeting various problems, Mr. Benson cited case after case of united action by different branches of advertising, including the support by one medium of its competitors, such as the newspaper opposition to the tax on broadcasting, and outdoor advertising which aided materially in its defeat.

Exposed to Attack

"There is no sector in the whole advertising circle which is more exposed to external attack than broadcasting," he said. "It must have a franchise to use the air, backed by popular sentiment, or it will seem to be imperitive between this medium and the public for whom it has become indispensable daily. The NAB also holds also for solidarity between networks and individual stations, so that no wedge may be driven between them to their common hurt. The record inside the industry about this problem underlines the whole system of national broadcasting as a well-organized and firmly knit medium of mass communication.

"May there be full harmony among us so that we can present a solid front, not so much of protest as of service during the remaining days of war and the peace as which follows."

Opening the afternoon meeting Eugene Carr, of the Office of Censorship, told broadcasters they should use their censorship code book as "a yardstick for measuring the things you put on your station" and urged them when in doubt to consult the OC. Censorship is a vital military weapon, he declared, emphasizing that if voluntary censorship does not work there is only one alternative.

G. Lynn Summer, New York State War Savings Staff, said the growth of the War Bond and Stamp sales and paid tribute to broadcasters for their splendid work in this field, both in carrying Bond programs and in acting as selling agents for bonds. There are now 730 stations licensed as selling agents, he said, and quoted Vincent Callahan, director of the Treasury's radio activities, that these stations have sold very nearly $30,000,000 worth of Bonds. Adrienne Ames, motion picture actress, now a commentator on WEN, New York, spoke on the work of women in the war.

Labor Problems

Aid by New York broadcasters in getting the colleges of the state to establish evening courses for the training of radio engineers, resulting in the training of approximately 4,000 men and 190 women as qualified operators, was described by Col. Harry Wilder, president, WSYR, Syracuse, and head of the committee on this project. Most of the men have gone into the Army Signal Corps or the Air Force's communications branch, Col. Wilder said, but added that some of them have found suitable military service, and all the women are available for work at stations needing replacements in their operating staffs.

Neville Miller, NAB president, concluded the first day's session with an informal discussion of the general manpower problems of broadcasting and said interference for radio station employees will be increasingly harder to get.

He urged broadcasters not to wait until their technicians are called up before attempting to have them deferred, but to go to their local draft boards now, explaining the needs of the stations and stating which men are most essential, which next, and so on. If each man is made the basis for an individual fight for deferment, he said, one or two may be kept, but then when a chief engineer or other key employee comes up the local draft board is apt to tell the station it is going to take up all of its employees and to take this man, regardless of his essential status at the station.

He suggested also that when filling out 4-A forms for deferment a supplemental letter be attached, describing in detail what the employee's duties are and the importance to station operation. The NAB has also secured letters from the armed services and Government departments, which may be attached to the file to show how essential radio is to the war effort by the Government.

Filling Vacancies

Mr. Miller said applications to the U. S. Employment Service for filling the vacancies in the broadcast industry are now up to 60% of the number of applications in previous years.

There has been some opposition to the employment of women by local unions, he stated, adding that some national unions appreciate the situation and will do what they can to help break down resistance from the locals, although the latter are autonomous and have the final say on this subject. Often the locals will not object if the wives of the drafted men are taken on to replace their husbands, Mr. Miller reported, perversely asserting that after the war the women will return to their homes, turning the jobs back to their husbands.

Stating that the smaller stations
Beulah Karney talks

... and housewives listen!

FIVE DAYS A WEEK Beulah Karney airs her “Woman Today” program over Chicago’s powerful WENR.

In a one minute announcement, opposite the World Series, Miss Karney offered a booklet on rationing for a local participating sponsor. More than 2,000 requests were received, and they’re still coming in!

For another sponsor she pulled 700% more inquiries than the client considered satisfactory.

Every day she receives hundreds of letters asking questions about home-making and food. Women listen when Beulah Karney speaks.

If you have a message for women, investigate this exclusive WENR feature. The cost is low, the coverage is great. Call a Blue Spot Sales representative for all the facts.

CHICAGO’S BASIC BLUE NETWORK STATION
50,000 WATTS 890 KC.

OWNED AND OPERATED BY THE BLUE NETWORK COMPANY
REPRESENTED NATIONALLY BY BLUE SPOT SALES
NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • DETROIT
are being hit the hardest, Mr. Miller said some of them have secured restricted licenses, good for six months, for men in the sales or program departments.

One difficulty with this, he said, is that such men seldom pass the examination given at the end of the six-month period, partly because they are not interested in remaining as engineers and so do not apply themselves to learn any more than the actual work requires and partly because the demands of a short-staffed station leave little time for instruction. Applications have been made to the FCC to relax their requirements and permit restricted licenses to run for more than six months, he said.

From conversations with broadcasters throughout the country, Mr. Miller concluded that by and large, women make better replacements than older men, who do not pick up new skills so readily. Girls with telephone experience have worked out especially well, he said. He also reported that many stations are using women as announcers and have had a good reaction from listeners.

At New York Meeting

John T. Adams, WINS; Ben Adler, RCA; Herb Ackerman, CBS; W. C. Alcorn, WBNX; George Allen, WABC; Warren H. Ambron, BLUE; C. S. Arrey Jr., NAB; Lewis H. Avery, NAB; Carol Bagley, WNEW; Jerome B. Barnum, SRA (guest); Claude Barrere, NBC; Charles Barry, WJZ; Arthur Beckwith, AMP; Lawrence Bedinger, 2d Region, OCG, New York; Herman Best, WNEW.

LONGINES-WITTNAUER HONORS John P. V. Heinmuller, president of the company, on his 30th year of service with a custom-built transcription player. The company, well-known for its use of spot broadcasting, sponsors the transcribed World's Most Honored Music programs over many stations. With Mr. Heinmuller (holding transcription) are (l to r): Fred Cartoun, vice-president in charge of sales and advertising; Edward Detjen, vice-president and secretary; Fred Wilkinson, dean of the sales force; Morris Gulden, treasurer. Mr. Heinmuller joined the New York office as a stock clerk coming from the company's offices in Switzerland and took his present post in 1936. He was also advertising manager.

Milton Blash, Standard Radio; H. K. Boice, WQXR.

Leonard D. Callahan, SRA EG; H. Carman, WGBB; Eugene Cary, Office of Camerah; Woolferry Carter, WTRY; Ruth Chilton, WNEW; Edward Cade, Atlantic Coast Network; Martin Codel, Broadcasting; J. M. Collins, ASCAP; Nathan W. Cook, WIBX; Albert E. Dale, NBC; Jerry A. Danning, Public Relations Office, USNR; William Doerl Jr., WBZ; Richard Driscoll, WJZ; Walter Duncan, WNEW; C. Lloyd Ebert, NBC; F. C. Edelman, ASCAP; B. Estes, WINS.

William Fay, WHAM; C. M. Finney, AMP; Raymond C. Gantzer, WFLR; Clifford H. Glick, WNEW; Stanley W. Goulden, RCA; Herman Greenberg, ASCAP; S. D. Gregory, WEAF; J. C. Gude, CBS; Ruth Hardie, WSBJ; Carl Havelin, BMI; L. B. Hawkins, WNB; Arthur Hull Hayes, WABC; William S. Hedges, NBC; S. B. Hickox Jr., NBC; George B. Just, WITF; Bernice Judis, WNEW; Robert S. Kelley, AMP; Dorothy A. Kemble, BLUE; Marvin Kirsch, Radio Daily; C. A. Kratzer, Howard W. Nelson Co.

Bert Lambert, WNEW; William T. Lane, NBC; Joseph Lang, WHOR; Jack Lee, WHAM; Harry C. Levin, OW; Charles Lewis, 2d Region, OCG; Maury Long, Broadcasting; I. E. Lopulidzky, WQX; H. L. Ludorf, NBC; Alex Macdonald, WGDY; T. S. Marshall, WOLF; Jay Mason, WJTN; John Mayo, AMP; E. Ruy McCombie, WBNF; John McKay, NBC; Jack McNeil, WJZ; Maurice Memrey, NAB; B. M. Middleton, WABC; Henry L. Miller, WPAT; Neville Miller, NAB; William Burke Miller, NBC; Hermit J. Moss, WNEW; John T. Murphy, NBC; M. S. Novak, WNYC; Brenda Olin Jr., WABP.

Lt. John R. O'Neill, 5d Naval District; John P. O'Leary, ASCAP; William S. Paley, CBS; Connie Porroco, WBOY; Willis B. Parsons, NBC; Herbert L. Petter, WT; Charles F. Phillips, WFEI.

J. H. Rams, CBS; L. Com. M. S. A. Reitman, USNR; William Ripley, WTRY; Fred B. Ripley, WWSY; Bruce Robertson, Broadcasting; I. R. Rosenbaum, WAA; R. J. Rossman, General Electric Co.; Frank M. Schmitz, RCA; Bill Schlicht Jr., CBS; Frank A. Seltz, WPAB; Ben Selvin, AMP; M. H. Shapiro, Radio Daily; Alex Sherwood, Standard Radio; Franck Stantion, CBS; Elliott W. Clark, WIBX; Col: Stone-magle, radio comedian.

Dale Taylor, WNY; C. Roberts Thompson, WBEN; Jack Tracey, NBC; Roland Treutell; WATF; K. E. Trompkin, BMI; Oscar G. Turner, NBC; Edgar H. Twamley, WBOY; H. C. Vance, WBDO; Ernest Walker; Ralph N. Weil, WBOY; Pierre Weis, Lang-Worth; Frank K. White, CBS; Norman H. White Jr., USMC; Mr. Wilcox, WHOM; D. C. Wilkins, WCTJ; C. O. Wigg, WRC; Syliva Weiss, Radio Daily; Helen Wood, WIBX.

Members of Radio Executive Club of New York attending luncheon of District 2 Meeting of NAB:

Elizabeth Black, Joseph Katz Co.; A. H. Broshaw, Press Assn.; Robert Buehner, Press & Peters; Ralph Dunn, BLUE; Chick Doty, BLUE; Jules D'Autremont, WABC; Walter Dunham, WNEW; Bob Eastman, BLUE; Rae B. Elborn, Franklin Bruck Adv. Co.; E. Schubert Ensell, WABC; Hugh Feiler, BLUE; Carlos Franco, Young & France; W. M. Francis, AM & B; Murray Grabhorn, BLUE; Jerome H. Harrison, WABC; John L. R. Lord & Thomas; Paul H. Larson, Press Assn.; James M. Kelly, Radio Adv. Corp; Alan Kest, WABC.

REMEMBER THAT handsome radio button that WGAR, Cleveland, placed beside delegates' luncheon plates during the 1942 NAB convention.

It made an immediate hit. When the supply ran out the disappointment was intense. So much so that WGAR and Broadcasting, as a non-profit service, ordered a new supply and undertook their sale throughout the industry. Radio stations, advertising agencies, radio industry personnel bought them; several thousand were sold.

At Eastern State Penitentiary, Philadelphia, Horace H. Moore, an inmate, saw the emblem pictured in Broadcasting and made a linoleum-cut replica 12 inches in diameter. He shipped it to Broadcasting as a gift, where it attracted so much attention that Mr. Moore was commissioned to make 10 more which were distributed to key radio officials in Washington.

Many Send Orders

Neville Miller, president of the NAB, liked his so well that he volunteered to carry it throughout the nation to a series of NAB district meetings. As a result of his personal salesmanship many more plaques were sold, and additional orders are being received through Broadcasting.

Mr. Moore has written to Broadcasting expressing his delight at the way his plaques have been received. John F. Patt, vice-president, general manager of WGAR, has ordered a number of them and writes that “everyone who sees them thinks they cost $20 to $25 instead of the $5 you charge us.”

Many Send Orders

Norman R. Goldman, business manager of Broadcasting, recently visited Mr. Moore and found his cell fitted as a workshop.

Institutional Capt. Kelley, who acted as escort, explained that Mr. Moore works steadily on the radio plaques from 7:30 a.m. to 9:30 p.m. It was learned that Mr. Moore, who reads Broadcasting and several other advertising publications, is a journalism graduate and saw two years of foreign service in World War I. While at the penitentiary he has taken correspondence courses in advertising and radio. In 1940, entering a contest conducted by Boston University featuring Arrow Shirts advertisements, he won first prize over 268 contestants from many colleges. He will soon be eligible for commutation of sentence.

Over a period of years Mr. Moore has made himself known, through his interest in radio, advertising and linoleum cuts, to many people prominent in advertising. Recently he received a letter of commendation from Brig. Gen. Robert L. Denig, Marine Corps, on a linoleum plaque reproducing the Marine insignia.

Davis Buys KMAC

HOWARD W. DAVIS, veteran Southwest broadcaster, has purchased the other half of KMAC, San Antonio, 250 watts on 1340 kc., he announced last week. Mr. Davis, who has managed the station since 1933, purchased the 50% ownership of the Walmac Co., licensee, from W. W. McAllister. No change is planned in the operation of the station. Mr. Davis is also president of Laredo Broadcasting Co., licensee of KFAB, Laredo, Tex., which he owns in company with Mr. McAllister and J. K. Beretta, banker.

Chicago Committee

COPYWRITERS of Chicago agencies who have been selected by the War Savings Staff of the Treasury Dept. to serve on Chicago editorial committee which edits scripts and announcements before air presentations are: Kirby Katz, Leo Burnett Co.; Howard Crum, H. W. Kastor & Sons Adv. Co.; G. B. Drake, Blackett-Sample-Hummert; Kathryn Brady, Gunther-Bradford; Frank Tyson, Erwin, Wasey & Co.; William Ohle, Needham, Louis & Brophy; Garrick Taylor, Goodkind, Joyce & Morgan.

Any Way You Figure It...

It's KOA First in Denver

It doesn't take a mathematical marvel to figure the "best buy" in Denver radio. It's as easy as ABC to see it's KOA...the only station in Colorado that put 50,000 watts behind your sales messages. Not only that, but KOA is owned and operated by the National Broadcasting Company...the network most people listen to most.

Let your nearest NBC representative give you the full story. Call him today about KOA!
The Facts First

RELIEF for local non-network stations caught in the downward local business spiral appears to be in the offing. Last week two government officials—FCC's Chairman James Lawrence Fly and Gardner Cowles Jr., assistant director of OWI, himself a practical broadcaster and publisher—took cognizance of the plight of these stations. OWI is to investigate, as the agency charged with the weighty task of handling war information.

Of course, the simple way of meeting the crisis would be for the Government to buy out for particular types of war-effort programs. That, however, has some disadvantages which are readily evident. Consideration is being given to allowance of credits for taxes which, while admittedly attractive, likewise might smack of discrimination or even subsidy.

It has been suggested that network service be extended to these stations, so that program structures would be lifted, and business thereby attracted to stations. That has some merit, but it can't be applied generally with the same result.

Mr. Cowles, we believe, is pursuing the only reasonable course in undertaking an investigation before he decides upon relief measures. There are many factors to be considered. Whereas FCC has received reports of some 177 stations lost money last year, they do not reveal how many of those stations were comparatively new operations, how many were adjuncts of other businesses which may have made money, and how many actually were destitute and faced with suspension of operations.

The Government, as a wartime measure, is interested in having service maintained nationally, with at least one effective signal in every community. Of the stations that lost money last year, approximately 100, we understand, were the only outlets in their communities. But there is no information as to how many of these communities received acceptable service from stations in nearby cities.

We assume a substantial number of the stations now in peril are included among those licensed in the last two or three years. In 1935 there were 600 standard broadcast stations. That figure has jumped to some 920. Approximately 100 stations were newly-licensed in the last two years—until the April 27 freeze order terminated new grants.

If it develops in the final analysis that only a handful of the red-ink stations are deemed essential for war information purposes, it would seem some means might be evolved whereby the industry itself would see to it that they were sustained. In that fashion, all semblance of Government bailing out of big business, or of discrimination in favor of one medium as against others, would be eliminated.

But before anything is done, the facts should be known. They are readily accessible, and little time will be lost in making the essential preliminary analysis. It is refreshing to observe the government's swift action in taking notice of the situation.

'Scare Advertising'

RADIO, TOO, has faced occasional charges of "scare advertising," which high Government sources, otherwise quite friendly disposed toward the necessity of wartime advertising, have taken occasion in recent weeks to condemn. All media are equally blamed for allowing some short-sighted retailers to urge people to buy merchandise because of expected shortages or impending rationing.

This and what might be called "flag waving selling"—telling people to buy a certain commercial product because it is "patriotic" to do so—are problems that can be met by closer scrutiny of copy with an eye to its effect on wartime policies rather than short-term merchandising.

The condemnation of "scare advertising" comes not only from the Dept. of Commerce and OWI Administrator Leon Henderson, but also from the National Better Business Bureau. None of these agencies has evinced any anti-advertising attitude. Indeed, the Dept. of Commerce, as it states, has shown an attitude that has been a vigorous refutation of the careless voice claim that the Government is against all advertising." And Mr. Henderson, in supporting the BBB's current campaign against this form of advertising, stated:

"Today's advertiser has a tremendous opportunity in this war. He can be a leader for good. He can mold minds in the right direction. And through the medium of newspapers, magazines, radio, direct mail and outdoor advertising, he can dramatize to the public the part it must play in winning the victory.

Yes, the advertiser can do all these things. And, praise be, literally hundreds of advertisers are doing them every day. They stand as an enlightened information industry functioning for the common good."

That doesn't sound like crackdown. It's an appeal to common sense, and so is the Dept. of Commerce's echoing warning against building up "unnecessary fears" and sending a "panicky public rushing to stores" for needless buying that fosters hoarding and speeds the day of actual shortages.

Like bad-taste commercials, the danger of "scare advertising" is that its use by a few sponsors creates an impression that casts reflection on the zealous war efforts of advertising as a whole. So far as radio is concerned, eternal vigilance must be exercised. The great war job the broadcasting industry as a whole is doing should not be obscured by a few missteps.

Electronics at War

THE OTHER DAY news reports from London told of the precisely-planned bombing raid by United Nations' fliers which completely demolished the Phillips radio tube factory at Eindhoven, Holland. The real significance of that action will become apparent as the war progresses.

Because the whole story of electronics and communications in this global war cannot yet be told, one can only surmise the importance of that magnificently executed action. We know that today the vacuum or electronic tube is perhaps the closest approach to the "secret weapon" of this war. It is far more than the actual field of communications, though it is the all-important link in guiding the greatest war armadas on land and sea, and in the air in world history. The vacuum tube is being used in the armament factories for innumerable industrial purposes.

The tube factory reputed to be the most important radio manufacturing plant in Europe. It is reported that, following Nazi occupation of Holland, it was greatly augmented. It probably was the greatest single producer of radio equipment for the Axis, as evidenced by the fact that it was heavily defended.

We don't know what the Axis has or had in the way of electronic development, though they appear to be well advanced in this revolutionary art. The intelligence services of the United Nations, however, must have known, because the levelling of the Phillips plant was the planned objective of our bombs.

Herein lie the factors that, in the job of writing the story of this war, it is entirely possible that the December 6 bombing of Eindhoven will prove a highly important incident in the breaking down of Axis production and communications supply lines. But that will be only an infinitesimal part of the story yet to be told about the role of the vacuum tube in the war.

GREAT generals of all time have recognized the value of psychological warfare and propaganda as adjuncts to the work of their fighting forces. The armies of Genghis Khan, whose conquests are still without parallel, were preceded by secret agents who worked on the populations of the countries he was about to attack, spreading defeatism and division, and softening them up so that they had less heart to put up a really tough fight when the Mongol armies came along. And if there had been radio broadcasting in those days, never doubt that Genghis Kahn would have used it—Elmer Davis, director of the Office of War Information.
We Pay Our Respects To --

Personal Notes

ROBERT SCHUETZ, manager of NBC Radio-Recording Division, Hollywood, has been commissioned a lieutenant in the Navy and on Dec. 15 reports to Naval Training School at Bethesda, Md. After a six-month training there, he will be enrolled at Harvard U for additional study. Jack Bankston, his assistant for the past six months, has taken over Schuezt's former duties.

JAMES KELLEY, Chicago manager of Radio Adv. Corp., station representatives, has been inducted into the Navy as lieutenant (j.g.) and will report to Great Lakes, Ill. He succeeded as Chicago manager by R. L. (Bud) Swarts, formerly in charge of testimonial and station promotion at Blackett-Sample-Hummer, Chicago.

DAVE TAYLOR, commercial manager of WBBM, Chicago, recently enlisted in the Air Force Enlisted Reserve; he begins flight training at Lockbourne, Ohio, in Dec. 15.

PAUL KESTEN, CBS vice-president and general manager, has left his office for a three-week vacation. He is expected to return around the end of December.

W. BROCKSTON, advisor to the Empire Division of the British Ministry of Information, will address the nation via CBS in London, from WJSV, Washington, Dec. 15, after his return from a trip around the world as the guest of the British Broadcasting Corp. (BBC) regions to check on CBS news bureaus.

JAMES ISHAM CHRISTIE, former chief of NBC's Brazilian section, international division, has joined the Naval Reserve as ensign, and reports for duty Dec. 15 at the Florida indoctrination school.

CLARK LAWRENCE, vice-president of the Iowa Broadcasting Co., celebrates his tenth anniversary with the company this month. He became station manager last April, replacing Maj. Luther H. Hill, who is in the Army Air Forces.

HARRY R. LUBKE, television director, former commercial manager of WBBM, Chicago, is now sales manager of KBFF, Sacramento.

WOODROW HATTIE, formerly director of public relations, agriculture and sports of WVL, New Orleans, has joined KMCO, Hollywood, Calif., as director of war activity.

WILLIAM ANDREWS of the staff of Service-Radio Guide, on Dec. 21 joins the press department of the National Safety Council, Chicago.

LAWRENCE W. McDOWELL, commentator for a tour of Pacific Coast and prairie region CBS program offices.

ROBERT STODDARD, formerly business manager of WFXC, Jackson, Miss., is now sales manager of KBFFK, Sacramento.

JAMES L. W. BROCKINGTON, assistant program supervisor of the Canadian Broadcasting Corp., Toronto, has been named to the western CBC regions to check on CBS news bureaus.

WAYLAND FULLINGHAM, promotion manager of KWTU-KGKH, Springfield, Mo., has been named volunteer officer candidate at Ft. Leavenworth antiaircraft artillery school Nov. 29.

DR. JOHN GRAY PEATMAN, director of the office of research, radio division, College of the City of New York, has been named from the rank of assistant professor to associate professor of psychology.

MAJ. HAROLD W. KENT, recently transferred to War Dept. public relations bureau's radio branch to the reserve section (Dec. 7) has been moved back to the radio branch on detached duty.

BROADCASTING • Broadcast Advertising
PATRICIA GRIFFITH, of the dramatic department of WIO, Des Moines, became the station's first feminine contribution to the military service by joining the WAC on Nov. 20. Ken Gessler of the continuity department enlisted in the Navy the same day. Patricia Griffith, sister of Pat, has left community service of WIO to accept a teaching position at Lomirin, Ill.

TOMMY SNOWDEN, program director of WBD, Rocky Mount, N. C., has joined the Army, and has been replaced by Douglas Hunt of the announcing staff.

GOODWIN D. (Coly) ANDERSON, announcer of KJBS, San Francisco, has been inducted into the Army.

JOHNNY O'HARA, sports announcer of KWK, St. Louis, is teaching code to students at St. Louis U.

STANLEY R. TALL joined the Philadelphia office of the OWI on Dec. 7 as station controller of W2XU, script writer. Before joining the OWI radio division, he handled the network broadcasts of the 24-hour Army, and prior to it was in program planning and script writer of WBAI, Baltimore.

MARY SCHWARTZ, personal secretary of Arthur Simon, station manager of WFEN, Philadelphia, and Fred Kligman, of the Marine Corps, were married Dec. 6.

DAYTON LUMMIS, formerly of WCAT, Camden, joined the announcing staff of WACB, PM, adjunct of WCAU, Philadelphia. He replaces Tom Livsey, who joined the staff of WIP, Philadelphia.

JOHN SCHUEER Jr., announcer of WFIL, Philadelphia, and Lois Andrews, of the station's promotion department, announced their marriage Nov. 28.

DON DOUGLAS, announcer and actor of WMCA, New York, has resigned to continue his work on a freelance basis.

MRS. MARGARETTA SMITH, formerly of WIPM, Suffolk, Va., has been appointed commercial traffic manager of W69PH, FM, adjunct of W69PH, Norfolk, Va. Milton Green, of WINX, Washington, has joined her.

JILL SULLIVAN, formerly of WLPM, St. Louis, has resigned to join WTIC, New Haven, Conn.

GEORGE COMINOS and Shirley Hager, recent graduates of the Missouri U School of Journalism, have been added to the KNOK, St. Louis, radio news department.

TENNESSEE farmers hit pay-dirt in December. The burley tobacco markets open next month putting hundreds of dollars in pockets of thousands of farmers. And WJHL is the only single station that can reach the farmers served by the five big markets in this area.

Griper Hired

"DO YOU think you can do any better?" challenged the program director of WINX, Washington, when William Grayson, a fan, wrote that the announcing of the program to which he had been listening was considerably less than satisfactory. Grayson did; so did the program director when Grayson presented himself to prove it. Grayson is now WINX Sunday Symphony Hour announcer. Program director is Sam Launder.

STEWART DEAN, announcer and news editor of WFAA-KGKO, Dallas-Fort Worth, a native of Hamilton, Texas, has received his first nationalization papers. Gene Martin, news editor of WFAA-WBAP, has become father of a girl.

JILL JACKSON

EVERYTHING from "play by play—blow by blow" sports descriptions to "radio takes" of Helen Hayes' dramatic interpretations—that's the record of Jill Jackson, versatile sports commentator, special events announcer, Hollywood reporter and actress of WWL, New Orleans.

A back injury changed Jill's career from cup winner in tennis and golf tournaments to a unique position in radio. Unusually talented in all sports from her college days at Tulane U, New Orleans, Jill won many city and college titles in tennis as well as the municipal golf title. After her injury on the links she turned to another talent, the stage, and later made her bow in radio. Jill writes, produces and delivers all material used on her shows and appears in her spare moments in WWL's dramas. Employed by the Jackson Brewing Co. of New Orleans, she has become known as one of the most active radio women in the South and one of the few women sports commentators in the country.

HOWARD A. PETRIE, NBC announcer on Gary Moore's Everything Goes, and 1942 winner of the H. F. Davis Memorial Announcers' Award, has been named announcer for "The Story of Mary Martin," sponsored on WYBC by Procter & Gamble Co., Cincinnati, for Ivory Snow.

JAMES MARION, after seven months on the junior announcer staff of NBC, has been promoted to the rank of senior announcer.

MARY SEITZEK, teletype operator of NBC Hollywood, resigned that post in early December to marry Howard Dill, Minneapolis businessman.

We have the peak soil conductivity in the U. S.—plus the Joe Louis "punch" of a 580 kc frequency. The result is RESULTS!

WIBW The Voice of Kansas
in TOPEKA
ALLAN DILL has been appointed farm commentator for the Canadian Broadcasting Corp. Maritime region, succeeding Ralph Marvin who has joined the Dominion of Agriculture. Dill is a practical farmer as well as former newspaperman. He is attached to CIA, Sackville, N. B.

TIM DAVIS has resigned from the recording department of NBC Hollywood, to join the Navy.

JACK SHEWELL, sound effects man of NBC Hollywood, has been transferred to KPO, San Francisco.

JOHN REDDY, newsvriter of CBS Hollywood, is the father of a girl born Nov. 25.

MIKE CLARK, staff announcer of WWL, New Orleans, has joined the Army. Sharing his announcing duties are Jack Lewis, Ervin Victor and John Keut, who replaces Clark as staff announcer.

BOB FRANKLIN, announcer of KGW-KEX, Portland, Ore., has become a Naval air cadet and is stationed at the training station near Boise, Idaho.

DOUGLAS EDWARDS, for five years announcer of WSB, Atlanta, has joined the CBS announcing staff.

DONALD J. DEAN, formerly assistant promotion manager and in charge of farm department of WCKY, Cincinnati, has been commissioned a second lieutenant of the Army, following successful completion of the officer candidate course at The Infantry School, Fort Benning, Ga.

JON DUFFY, newscaster and producer of KWDW, shortwave station in San Francisco, joined the Marines Dec. 7 as a combat correspondent.

JOSEPH W. GRAHAM, former announcer of WCKY and WCPO, Cincinnati, inducted into the Army a year ago, has been selected for officer candidate training and is now at Fort Benning, Ga.

LILLIAN ZATT, formerly in charge of promotion and publicity of women's programs and activities of WMCA, New York, has joined WBRY, New York, as assistant to Jack Banner, publicity director. She succeeds Betty Preer, who resigned to join her husband, who is completing his military training in Florida. Prior to joining WMCA, Miss Zatt served in the promotion department of The New York Daily News. She has also been associated with CBS and BBC in a production capacity.

DON BESTOR on Dec. 14 joins WHN, New York, as leader of the studio band, replacing Dick Ballou. Don Albert continues as manager of the band, also handling some of the conducting.

DICK ALLAN, announcer of WLIB, Brooklyn, has joined the Army Signal Corps Reserve and will study radio communications while continuing his announcing duties. The station has added Evelyn Dworkin to the music department, and Jeanne Teischke to the program department.

JEAN CAMPBELL, formerly newswriter and assistant to WNEW's in New York, LILLIAN Benning, candidate for mayor, as newscaster in San Francisco, Dec. 7.

DONALD DOUGLAS, formerly a producer of Johnny Mercer's Broadway show, has joined the NBC staff in New York, as a sales promotion executive.

BOB REEDY, New York, has been appointed farm commentator for the Canadian Broadcasting Corp., to succeed Captain Jack Shnall.

GENE CHENAULT, formerly of KMJ, Fremont, Calif., is now program director of KFRE, that city. Del Forrest has been added to the announcing staff. Robert Davis has been made special events director of KFRE, with Miss Frances Quinn, war-program manager as well as director of women's programs.

LES LADDATZ, formerly of KJY, Fresno, Calif., is now program director of KFRE, that city. Del Forrest has been added to the announcing staff. Robert Davis has been made special events director of KFRE, with Miss Frances Quinn, war-program manager as well as director of women's programs.

STOCKTON HELFFRICH, manager of NBC's acceptance and booking department, is father of a son born Dec. 11.

ENSIGN CLINTON MISSING

ENSIGN JACK W. CLINTON, formerly of the CBS Junior Training Group, Hollywood, and recently on combat duty in the Solomon Islands, is reported missing by the Navy.

JOHN WOOLF, handling joint work in the program and announcing departments of KDKL, Salt Lake City, is now fulltime announcer. Dave Simons, promotion manager, is assisting George Snell, continuity editor, on special assignments.

CAPT. WALLACE BEEBE, former announcer of KIY, Yakima, Wash., now with the Army somewhere in the Pacific, is the father of a boy.

MILLICENT POLLEY, formerly of the staff of WHBF, Rock Island, Ill., has enlisted in the WAVES.

DURWARD KIRBY, Blue staff announcer, and his wife, Mary Paxton, née of The Wishing Well, on WBBM, Chicago, are parents of a son, born last week.

HENRY SCHACHT has left OWI in San Francisco to write, produce and voice a new agricultural program on KPO, San Francisco, which is scheduled to begin on the air about the first of the year.

BILLY NEWELL, for seven months with the OWI in San Francisco, has rejoined KONO-KJR, Seattle, in the news and special events department.

HOMER J. BLISS, education director of WHAM, Rochester, N. Y., and member of the Army Signal Corps Reserve, was called for active duty December 1. Gordon Keeler, of the U. of Rochester, will handle some of Bliss' announcing duties.

WILLIAM S. RAYBURN of the CBS sales promotion department, became the father of a boy Nov. 27.

DICK DE FREITAS, formerly chief announcer of WFAA, White Plains, N. Y., and previously of WAAT and the Alabama Network, has joined the announcing staff of WHN, New York.

GRACE HELLERSON of the Blue program department, has been appointed manager of the booking office of the Blue, replacing Grace Gundeman, resigned. Geraldine Bohne has been named looking supervisor.

CHARLIE BARNET records for LANG-WORTH

BROADCASTING • Broadcast Advertising December 14, 1942 • Page 35
PAGE GILMAN, who portrayed Jack Barbour in the NBC serial "One Man's Family," sponsored by Standard Brands (Fieldman's yeast), has been inducted into the Army. He is the son of Don E. Gilman, BLUE western division vice-president.

DOROTHY R. SPICER, formerly of WWJ, Detroit, and WCCO, Minneapolis, has joined the publicity staff of Free & Peters, Chicago.

ADELAIDE GERWIN, of Wright-Sonovox Division of Free & Peters, New York, was recently married to Lt. Lloyd Bethune of the Army Air Forces.

ALICE MUSCATINE has been placed in charge of traffic department of WTTM, Trenton, and Charlotte Wolf, new to radio, has been appointed continuity director. Russ Andrews, formerly of WFPG, Atlantic City, has joined the announcing staff of WTTM.

RALPH L. POWER having become an inspector in the Army Signal Corps and assigned to a field unit, the Los Angeles agency bearing his name has been taken over by Mrs. D. H. Cameron, for the past ten years office manager. The agency, specializing in technical radio equipment manufacturers, has resigned all accounts, with one exception, and will remain inactive for the war duration. Universal Microphone Co., Inglewood, Calif., will be serviced by a wartime budget by Mrs. Cameron.

EMILY PETERS, former traffic manager of KIY and the Don Lee Network, will become the bride of J. Glen Turner, former chief engineer in master control at KIY, now in Government work. Miss Peters' duties have been assumed by Mary Ellen Ryan, assisted by Betty Secretti and James Cowen over KIY page-boy, Irwin Buckegan, has enlisted in the Signal Corps. He is replaced by Bob Weber.

RICHARD H. CUTTING, formerly announcer of KFSD, San Diego, has joined KFAC, Los Angeles.

TED FIN, announcer of WGST, Atlanta, married Betty Cain of Atlanta Dec. 7.

LT. STARR SMITH, former radio special events announcer, has been appointed public relations officer for the Army Air Forces Flying School, Stuttgart, Ark.

MAX KARL, educational director of WCCO, Minneapolis, shot a 225-pound bull, the biggest taken in Minnesota this season, within thirty miles of his home.

LEE NEAL, formerly news editor of WPAR, Parkersburg, W. Va., has joined the announcing staff of WIND, Chicago.

FRED WITTING, stage and screen critic of WIBG, has enlisted in the Navy.

KU Staff Changes

KEN TONE CASE, formerly of KGMB, Honolulu, has assumed the duties of program director, and Josephine Silva, formerly of KMOX, St. Louis, is a new commentator at KGU, Honolulu. Ken Carney, former program director of NBC San Francisco, and head of the radio department of Bowman, Holts, MacFarlane & Richardson, has just been appointed publicity relations director of Hawaiian Sugar Planters Assn., but remains in radio by producing the MBS show "Hawaii Calls," Bill Paine, former assistant manager of KGU is now an ensign in the Navy.

Arthur Perles Is Named As Crandall Assistant

ARTHUR PERLES, formerly in charge of CBS shortwave publicity, has been appointed assistant director of CBS publicity, it was announced last week by George Crandall, recently-named CBS director of publicity.

Joining CBS four years ago as publicity copy editor, Mr. Perles was assigned in July, 1941, to direct publicity here and abroad for all CBS shortwave activities, including the new CBS Latin American network—"Cadena de las Americas." Prior to entering radio he was with the "Daily News" and other New York newspapers. Perles has also served as assistant U. S. Commissioner for Public Relations involving federal participation in the New York's World Fair.

Clay Leaves KMOX

LOD CLAY, continuity director of KMOX, St. Louis, has left to join the FBI in Washington, the eighth KMOX executive to go on war duty. Of the hundred men on the KMOX payroll, 28 are now in the armed forces. Executives who have taken war posts are: Louis M. Young, chief engineer, now a Lt. Col. in the Army; Larry Neville, continuity director, FBI; C. C. Calaway, publicity director, Army Air Forces; Thomas Rooney, promotion manager, Marine Radio Activities; Including the new CBS Latin American Network—"Cadena de las Americas." Prior to entering radio he was with the CBS Latin American Network—"Cadena de las Americas." Prior to entering radio he was with the Daily News and other New York newspapers. Perles has also served as assistant U. S. Commissioner for Public Relations involving federal participation in the New York's World Fair.

Schafer Succeeds Hull

WALTER SCHAFER, for the past 10 years with WDZ, Tuscola, Ill., has been appointed manager of the station, succeeding C. B. Bull, who resigned as of Dec. 15 to join Ferry-Hanley Co., Kansas City, agency [BROADCASTING, Dec. 7]. Mr. Schafer, who has worked as an announcer, program producer and salesman, will also supervise the commercial end of WDZ. Mr. Hull had held the joint posts of manager and commercial manager.

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NO HOBBY! Skating is transportation for these two employees of KNX, Hollywood. With advent of gas rationing, Ken Hodge, staff producer, rolls eight miles to work, meeting his secretary, Elaine Fish, at the station entrance.

Drake Promoted

JOHN DRAKE, assistant promotion manager of KSO-KRNT, Des Moines, has been named promotion manager, replacing Wayne Welch, who has joined the Menough Adv. Agency, Des Moines. Drake was formerly a writer of KGGO, Coffeyville, program director of KKKN, Kansas City, Kan., and studio manager of KGNO, Dodge City. Wilda Whitescarver has joined the KSO-KRNT staff to handle general promotion and the house organ, Dial Tones. She was formerly in the traffic and continuity departments of WMH, was program director of KKKN, Kansas City, and is in the continuity department of KTUL, Tulsa.

Benny's Movie Plans

DESPITE wage ceiling, effective Jan. 1, 1943, and skipping reports to the contrary, Jack Benny, star of the weekly NBC show bearing his name, sponsored by General Foods Corp. (Grape-Nuts Flakes), will not limit his activities to that program. Agreement for at least one United Artists film each year is still in force, according to the radio-film star. He will begin a new film assignment upon selection of a suitable story. Plans for an independent motion picture producing company with release through United Artists, however, have been set aside for the war's duration.

THE ENTIRE announcing staff of WTTM, Trenton, has enlisted in the Signal Corps Reserve of the Army. Program director Milton March has staggered the hours of his staff to permit the men to attend the evening courses at Rutgers University.

"And to think those announcers on WFDF Flint Michigan were worrying me!"

BOSTON SYMPHONY IS SIGNED BY BLUE

NEGOTIATIONS in progress two weeks ago between the BLUE and the Boston Symphony Orchestra, which recently signed a three-year contract with the American Federation of Musicians, were said last week, with the announcement by Mark Woods, president of the BLUE, that the orchestra, under the direction of Serge Koussevitzky, will begin a series of weekly concerts Dec. 26 on 145 BLUE stations.

Absent from the air for five years, the Boston Symphony has held the unique position of the only major nonunion orchestra in the country until last month when the AFM amended its by-laws to give Koussevitzky full control over the employment of his musicians [Broadcasting, Nov. 30]. The new series of concerts on the BLUE, most of which will originate from Symphony Hall in Boston, will be heard Saturday evenings 8:15-9:15 p.m. under a long-term contract covering a season of 46 weeks each year.

At the expiration of this year's season on May 1, 1943, the BLUE will broadcast the Pops concerts under Arthur Fiedler as well as the open air concerts on the Charles River Esplanade, Boston, later in the summer. It is hoped by the BLUE that conditions will permit resumption of the Berkshire Symphony Festival at Tanglewood in Lenox, Mass.

McCaw Named Major

PROMOTION of Capt. J. Elroy McCaw, principal owner and manager of KELA, Centralia, Wash., to rank of major in the Directorate of Communications of the Army Air Forces, headquartered in Washington, was announced last week by the War Department. Maj. McCaw, an engineer, was commissioned a second lieutenant last March and was jumped two grades to a captaincy a month later. He is chief of the Liaison Section of the communications directorate, working directly under Col. Alfred W. Marriner.

WHITEY FORD, formerly the "Duke of Paducah" on NBC Plantation Party, on Dec. 10 left for overseas assignment in the USO.
MYRON DUTTON, Hollywood producer of the Bow Co. on the weekly WOC Johnny Present's Gung Simms, sponsored by Philip Morris & Co. (cigarettes, tobacco), has resigned that post to assume a similar assignment on two CBS programs featuring Orson Welles. Dutton currently handles the weekly quarter hour Ceiling Unlimited, sponsored by Lockheed Aircraft Corp. (institutional) as well as the half hour weekly sustaining feature on that network, Hello America.

CLAIRE OLMASTEAD, for two seasons production manager of Orson Welles' radio shows, has rejoined Yonne & Enich as producer of the new John Charles Thomas-John Seshutt program, to be sponsored by Westinghouse Electric & Mfg Co. on NRC starting in January, Sunday, 2:30-3 p.m. (EWT).

CLYDE L. WOOD, one time production manager of Transcription Co. of America, Hollywood, has joined Bow Co. that city, as production contact on the NRC Johnny Presents Gung Simms, sponsored by Philip Morris & Co. (cigarettes).

NORRIS HOUGHTON, formerly the production staff of USO-Camp Shows Inc. on Dec. 7 joined RBDT, New York, as program coordinator for the NRC Johnny Presents Gung Simms, sponsored by Philip Morris & Co. (cigarettes).

GEROLD M. LAUCK Jr., assistant account executive of W. Ayer & Son, New York, and son of Gerold M. Lauck, executive vice-president of the agency in Philadelphia, has enlisted as an aviation cadet.

T. V. HARTNETT, president of Brown & Williamson Tobacco Corp., Louisville, receives an award on the B & W Plantation Party on NBC from Clark E. Woodward (right), vice-president of the Liberty Mutual Insurance Co., Boston. The record of over 13,000,000 man-working hours without an accident was established by the B & W Petersburg plant as their part in the "Squash the 7th Column" campaign against careless accidents.

MORTON GOULD has been appointed musical director for the William H. Wentzthul Co., agency, New York, and will have complete charge of all music pertaining to broadcasting, announcements and programs.

GATES FERGUSON, formerly of K. L. Piel's Co., account director pub. agencies, has joined the public relations staff of W. Ayer & Son, New York.

DONALD S. HARRIS, former account executive of McCann-Bristock, Minneapolis, for the Pillsbury Flour Mills Co. account, has joined the Food Unit of Ruthrauff & Ryan, Chicago.

ESTER D. SAGAL, for 15 years an administrator in the advertising department of Ex-Lax Inc., has resigned effective Dec. 31, with no future plans announced.

Walker Promoted

ROBERT E. WALKER, account executive of W. Ayer & Son, since 1935, has been appointed vice-president. Prior to association with Lord & Thomas, where he has been in charge of advertising for Armour & Co., Mr. Walker headed his own agency and served for several years as vice-president and general sales manager of Jewel Tea Co.

DO YOU KNOW YOUR IOWA MARKET?

Get this latest survey now—FREE!

Do you know what station "intends to market" by 55% of the Iowa radio audience? Who writes to radio stations, and why? These and many other questions are fully answered in the "Iowa Radio Audience Survey", important, informative, helpful. Get yours today, without obligation! Write:

CENTRAL BROADCASTING CO.
916 Walnut St.
Des Moines, Iowa

Build Mental Attitude

For War, LaRoche Urges CREATION of "the mental attitude that will make for the most successful prosecution of total war," is the challenge facing advertising men, according to Chester J. LaRoche, chairman of the Advertising Council and chairman of the board of Young & Rubicam, New York, speaking last week before the American Assn. of Advertising Agencies at the Medina Club in Chicago.

Calling upon the advertising industry to apply talents and facilities in explaining total war to all the people, Mr. LaRoche emphasized the importance of advertising as a "mighty weapon of psychological warfare."

Florsheim Joins Blue

STANLEY C. FLORSHEIM, formerly of the Dan B. Miner Co., Los Angeles, and previously head of his own company, has joined the program department of the BLUE to specialize in promoting the sale of local cooperative programs. Currently, the BLUE has five locally sponsored programs, including Bankhouse Talking; Daily War Journal, with W. Hillman: Boy Porter's News, Scramble and Counterspy, the latter sponsored by Mail Pouch Tobacco Co. on 63 BLUE stations and available to local sponsors on the remaining stations of the network. Mr. Florsheim was at one time with the Wessel Co., Chicago, where he specialized in the development and sale of local cooperative programs.

Ad Club Laughs

WITH C. C. AGATE, advertising manager of Piel Bros., Brooklyn, as chairman, the Dec. 9 luncheon meeting of the Advertising Club of New York was officially designated "Laugh Day" based on a special "program" put on by the cast of It Pays to Be Ignorant, sponsored by Piel's on WOR, New York. Tom Howard, George Shelton, Harry Piel, Lulu McIlwain, the cast, and Roger Bower, producer, were present.

Meldrum to Council

DOUGLAS MELDRUM, for 20 years an executive of N. W. Ayer & Son in this country and abroad, has joined the Advertising Council as project director. Most recently, Mr. Meldrum was general sales manager of the Package & Container Corp., New York, and prior to that was with Ivey & Ellington, Philadelphia.
Sound Studios Opened
SOUND STUDIOS Inc., Washington, representing Muzak Transcriptions Inc. and General Sound Corp. of New York, formally opened its studio Dec. 11, at the Burlington Hotel, 1124 Vermont Ave. The new studios offer vertical and lateral transcription facilities with eight channels of recordings available. Robert J. Coar, formerly owner and general manager of Broadcast Service Studios, Washington, is president and general manager of Sound Studios.

Writer Enlists
THIRD War Savings staff radio man to enlist in the Naval Reserve in two months is Lloyd Bartlett Dunning, chief copy writer of the radio section, who reported at Princeton U Dec. 11. Dunning, who assumed his Treasury post January 1942, previously worked in the copy department of the J. Walter Thompson and Maxon agencies, New York.

Ashley Joins Lyons
ARTHUR H. ASHLEY, president of his own advertising agency, Arthur H. Ashley Adv., New York, has joined A. & S. Lyons, New York, talent agency, as vice-president in charge of the radio division. In addition to expanding the agency's package shows and talent list, Mr. Ashley will take over the duties of William Tuttle, who is joining the Army Air Forces this month. The Ashley office will continue its Government work and foreign language series, much as the transcribed programs of "You Can't Do Business With Huns" on stations throughout the country.

WALTER CASSELL, Metropolitan Opera baritone, has been selected by E. R. Squibb & Sons, New York, as the singing star of the three-week CBS program Keep Working, Keep Singing, America, succeeding Frank Parker, who made his final appearance on the Dec. 11 broadcast prior to joining the U. S. Maritime Service as a chief bos'n.

It would take a Z ration card...

...to follow Martha Brooks on the radio visits she makes every day.

Martha is the gal who conducts WGY's "Market Basket" participation program from 8:45 to 9 a.m. every weekday morning. She is a nosey gal who isn't content to stay in her own primary area. She goes out and gets regular listeners more than 200 miles from Schenectady, throughout New York and western New England, from Rochester to the outskirts of Boston.

The map you see here is what came out of a ten-day trolley ride recently between Martha and 4490 letters and cards received during that time. P.S. It takes a lot more space than this to tell the story of Martha. In fact it takes at least 12 pages. We'll be glad to send you a copy of her story in exchange for your name on a postcard.

* the area's only 50,000-watt station
* the area's lowest frequency
* the area's only outlet for those popular NBC programs

Sales Plan Offered
A PLAN for broadcast sales promotion was presented by Bill Wright, of Stovin & Wright, Toronto station representatives, at the joint luncheon meeting December 7 of the Broadcast Sales Club of Toronto and the directors of the Canadian Assn. of Broadcasters at Toronto. The joint luncheon was held in conjunction with the meeting of the CAB board of directors from all parts of Canada. The sales promotion plan in the form of a scenario for a film was drawn up by Bill Wright and Jack Part of Mason's United Advertisers Agency, Toronto. The luncheon was attended by about 40 broadcasters, agency and station representatives, with Glen Bannerman, CAB president, presiding.


No Penny Pinchers
Winston-Salem wage earners are well paid, are sure of their jobs and now free. A campaign on WAIR will convince you that these good people like the good programming of this good station.
Reps.

Vick Chemical
Chicago Sun, Chicago,
Gilbert Shoe
thru
N.
Burl.
Kare
(Illinois), 11
Globe Watch Co.,
E. J. Brach & Sons, Chicago (candy), 5 weeks, weeks, thru McCormick-Brincken,
Kibbles, Newark (dog food), weekly, thru Al Paul Leighton Co, N. Y.
Barbasol Co., Indianapolis, 6 w's, thru Erwin, Wasey & Co., N. Y.

WGY, Schenectady
Lever Bros., Cambridge, Mass. (Rinso), 6 w's, thru, Ruthrauff & Ryan, N. Y.
Lobn & Fisk Products Corp., New York (Hinds honey & almond cream), 6 w's, thru
American Pearl Corn Co., Sioux City, Ia., thru
United Drug Co., Boston, Mass. (Rexall products), 6 w's, thru
Mother Hubbard Products, New York (Golden Center wheat germ), thru
New York State Savings Bank Asm., New York, 65 w's, thru Ruthrauff & Ryan,
Simon & Schuster, New York (income tax books), 6 w's, thru
WMC, Chicago, 5 w's, thru
American Tobacco Co., New York (Lucky Strike cigarettes), 6 w's, thru
Burlington, Vt.

Stations

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American Tobacco Co., New York (Lucky Strike cigarettes), 6 w's, thru

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Burlington, Vt.
BELL TELEPHONE Co. Ltd., Montreal, has started a test campaign on CHRC, Quebec, to urge people to look up telephone numbers in the telephone book rather than taxing unnecessarily the services of the telephone information service and thanking telephone users for their cooperation. The campaign is expected to be used in other cities as well. Account is placed by Cockfield, Brown & Co. Ltd.

CANADIAN PACKERS Ltd., Toronto (various products), has started daily quarter-hour newscasts on CJGN, Yorkton, Sask.; five-minute newscasts on CKRL, Prince Albert, Sask.; and five-minute On The Farm Farm program on CKCA, Kenora, Ont. Account was placed by Cockfield, Brown & Co. Ltd., Winnipeg.

HAWTHORNE MELODY FARMS Dairy, Chicago (dairy products), has placed a series of half-minute transmission spot announcements on WIND, WJJD, Chicago, and six station break announcements weekly on WBBM, Chicago. Agency is Harry E. Clark Adv., Chicago.

Correction
IN AN ITEM about a new program series sponsored by Sachs Quality Furniture Inc., New York, on WMCA in that city appearing in BROADCASTING, Dec. 7, Neff-Rogow Co., New York, was erroneously listed as the agency handling the account. Company places its advertising direct.

ALFRED BUSIEL, head of Lady Esther Co. (cosmetics), Evanston, Ill., sponsoring the weekly half-hour Screen Guild Players on 118 CBS stations, is headquartered in Southern California for the winter.

CONSEQUENTLY . . . .
The largest radio audience in the Chicago area—the second largest market in the country—listens to WMAQ.

OBVIOUSLY . . . . . .
The first station in Chicago is

THE STATION MOST CHICAGOANS
LISTEN TO MOST

For further information, write or telephone your nearest NBC representative.
Too Many Orders

H. COOK Sporting Goods Co., Albuquerque, discovered that ducks are plentiful and ammunition scarce in the Southwest. The sponsor had to discontinue advertising guns and ammunition because it was deluged with mail orders. A California listener offered to pay $40 express charges to send 90,000 cases of ammunition.

Radio networks and stations using Printers' Ink during the first eleven months of 1942

NEW FACES of 1943

New faces step into private offices all over the country as Uncle Sam calls executives to his service. Radio station sales problems become more complex, more numerous.

A sales engineer moves over to advertising responsibilities . . . a company official takes added duties as sales manager . . . an executive moves into a new field . . .

These men, conditioned by developments to the importance of acquiring quickly the new knowledge demanded of them, know that obscurity in advertising can be costly.

And, so, many of them are joining the large army of subscribers to Printers' Ink. This magazine meets their needs for practical information on advertising, management and sales methods. It will meet your needs as a low-cost, clear-channel route to your hottest sponsor-prospects. Add this "salesman" to your staff now!

Printers' Ink

The Weekly Magazine of Advertising, Management and Sales
205 EAST 42ND STREET • NEW YORK, N. Y.

Who's sixth annual Radio Corn Festival was slated for Dec. 12 in the lobby of the Hotel Kirkwood. Cash and seed corn awards valued at more than $350 were offered, with time-buyers cooperating. Among WIO users taking part were: H-Bred Corn Co., Des Moines; DeKalb Agricultural Assn., DeKalb, III.; Vinton Hybrid Corn Co., Vinton, Ia.; Funk Brothers Hybrid Corn Co., Bloomington, Ind.

To HANDLE state and regional news of the Baird plains and Great Lakes area, Press Assn. has set up a radio news bureau in Minneapolis. PA regional bureaus have been established recently at Omaha and Baltimore. WSAN, Allentown, Pa., BLUE and Quaker Network affiliate, has just announced acquisition of the special AP line of news from WSAN.

WOR's child entertainer, "Uncle Don," sold War Bonds and Stamps to his listeners at the new War Bond Square in Manhattan, last Saturday, designated as "Uncle Don Day." Purchasers were invited to make recordings of their voices, to be mailed free of charge to friends or relatives in the armed forces.

WGQ, Chicago, has started a 25-min. afternoon Monday through Friday program titled Open House With Johnny Nebrich featuring philosophy and informal observations.

Clarence Roberts

CLARENCE ROBERTS, 52, editor of The Farm Bureauman for 16 years, affiliated with KVOR, Colorado Springs, WKY, Oklahoma City, and KLZ, Denver, died from asthma Dec. 4, after a year's illness. Mr. Roberts was a student of cooperative marketing; a director of the Federal Reserve Bank in Kansas City, and was frequently called to Washington as a consultant of the AAA.

Mass Induction Via Radio

MADE POSSIBLE through radio, the largest induction ceremony ever held in military history was broadcast Dec. 7, anniversary of Pearl Harbor, when 2,000 young men in radio studios in 128 cities across the country took their oaths as naval aviation cadets simultaneously via NBC. Lt. Comdr. Albert F. Rice, officer in charge of the naval aviation cadet selection board, New York, was on hand to administer the oath from the stage of the Vanderbilt Theatre, New York, during the 7 p.m. broadcast of Fred Waring's Pleasure Time. Some 300 inductees were present with similar groups took the oath before microphones throughout the country.
ILLINOIS?

For a big chunk of it, use the
DECATUR station,

WOSY

BROADCASTING • Broadcast Advertising
December 14, 1942 • Page 43

Radio Sponsors Named
By Advertising Council

THE Advertising Council last week
announced the formation of a sub-
committee of radio advertisers to
work with the Council's agency ra-
dio advisory committee in coopera-
tion with the Office of War Infor-
mation. Members of the new com-
mittee are: Charles G. Mortimer
Jr., General Foods Sales Co., chair-
man; Robert Brown, Bristol-Myers
Co.; Willard A. Hart, E. I. duPont
deNemours & Co.; William Ram-
sey, Froeter & Cahn & Co. They
will serve as individuals and not as
representatives of their companies, in
line with the policy of the agency
administered by the Council reported.

Members of the advisory committee are: Heagan
Bayles, Ruthrauff & Ryan, chair-
man; John Carter, Pedlar & Ryan;
William A. Fricke, AAAA; John
Hymes, Lord & Thomas; John Mul-
len, Benton & Bowles; Arthur
Pryor Jr., BBDO; Russell Bun-
on, Young & Rubicam; R. J. Scott,
Schwimmer & Scott, and A. K.
Spencer, J. Walter Thompson Co.

NBC Shortwave Service

NBC is currently shortwavida
total of 35 hours a week of news
and entertainment to American
servicemen stationed abroad. More
than 30 news broadcasts and over
a dozen features are included in the
programs, which are ar-
ranged as complete, hour-long units
designed to offer the greatest possi-
ble variety in a limited period.

NBC's English language programs for
men in the armed forces are
beamed eastward via WBOS, from
1-6:15 p.m. and over WNBI from
6:15 to 9 p.m.

COOPERATIVE PICKUPS

Wartime Plan for Remote Jobs

COOPERATIVE COVERAGE of
all special events on remote pick-
up for the Philadelphia stations as
a means of conserving equipment
and manpower is proposed by Jack
Stock, director of public relations
of WFIL. Other stations have sig-
nified interest in the plan. Instead
of each station sending out its mo-
tile unit to cover a special event, it
is proposed that only one station
be assigned to make the pickup,
feeding it to all the other stations.

No station mention would be made by the announcers covering
the event, call letters being cut in
at the studios by the individual
stations. Expenses would be shared
equally by the participating sta-
tions and each station with a mo-
bile unit will take turns in cover-
ing the various events.

Apart from the conservation ele-
ment, the plan allows for a better
coverage of all special events in
the city, especially in connection
with Government and patriotic
drives. As a result of shortages
in engineers, it is often not pos-
sible for a station to spare an
engineer from the control room
to make a desired pickup. In addi-
tion, rationing of tires and special
line looms as an important fac-
tor in scheduling remote pickups
of the outdoor events. While the
smaller stations will be able to
enjoy the same advantages in
technical and announcing facilities
as the larger stations, which would
take turns in making the pickups.

Station unable to clear time for
the special events will cut out their
own records for rebroadcasts.

Clapper on Shortwave

RAYMOND CLAPPER, MBS com-
mentator sponsored by General
Cigar Co., New York, after the first
of the year will start a series of
weekly news broadcasts to be short-
wave to Latin America on the
San Francisco shortwave outlets
KWD and KOLE. Asked to take
the assignment by the Office of the
Coordinator of Inter-American Af-
fairs, Mr. Clapper will give the
talks by phone from Washington to
San Francisco, where they will be
recorded for rebroadcast. Aim of
the series is to reach the English
speaking residents of Latin Amer-
ica, as well as the United States
citizens residing there.

Says J. E. TONE:

"(Tone's Coffee)"

"The news program really
gave Tone's Pressure Pack
Coffee its greatest momentum
right from the start with the
first week's broadcast."

Using News, KRN

Says W. H. BISHOP:

"(Mrs. Clark's Dressing)"

"This may sound surpris-
ing—but in the 13 weeks we
have been on the air, our
sales on this item have in-
creased over 600%."

Using News, KSO

Nothing succeeds like success
and the success of KSO-KRNT
in selling should be consid-
ered when buying radio time
in Iowa.

KSO BASIC BLUE AND MUTUAL 5000 WATTS
KRN T BASIC COLUMBIA 5000 WATTS

The Cowles Stations in Des Moines

Affiliated with the Des Moines Register and Tribune
Represented by The Katz Agency

IL. Affiliated with the Des Moines, Register and Tribune
Represented by The Katz Agency

Personalities that SELL...

... KEEP ADVERTISERS SOLD

* Says JOHN McDOLE:
  Sun Ray Cleaners
  "We have opened as
  many as forty-five new
  accounts in one week... as
  many as ten calls directly
  following our participation
  on your program."
  Using Helen Watts Scheible, KSO

* Says J. E. TONE:
  "(Tone's Coffee)"
  "The news program really
gave Tone's Pressure Pack
Coffee its greatest momentum
right from the start with the
first week's broadcast."
  Using News, KRN

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  "This may sound surpris-
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creased over 600%."
  Using News, KSO

Nothing succeeds like success
and the success of KSO-KRNT
in selling should be consid-
ered when buying radio time
in Iowa.
GENERAL

The company definitely based announcing charge. mined, hour period have two Sunday evenings nati, absence of Lt. on.

ALTHOUGH is agency. as cast twice a week as an rolet Mitchell, New York, pending network.

Hollywood newscaster. The BLUE during the leave United GM Plan above depicts December Forecast, Ewald, Detroit, Chicago.

Page

WITNESSES GALORE were present (unseen), as Jack Starr, sports editor of XOK, St. Louis, was sworn in as a member of the U.S. Navy. Taking part in the induction ceremonies were (1 to r): Arthur E. Kaye, business manager of Star-Times; Oscar E. Zahner, vice-president of Ruthrauff & Ryan, St. Louis; Mr. Starr; Clarence G. Cooby, sales manager, KOK; Roy Shannon, advertising manager, Griesedieck Bros., sponsor of Starr's programs.

RADIO ON THE FRONT
Letters to AMA Radio and Market News Section

Cite Aid to Farmer's War Effort

THE VITAL part radio is playing in wartime farming in the United States has been revealed in letters to Elwyn J. Rowell, chief of the Radio and Market News Section of the Agricultural Marketing Administration, from farm directors of radio stations and networks.

"Radio in wartime, as far as the farmer is concerned, is of untold value," writes William E. Drips, director of public service, central division, BLUE Chicago. "With a scarcity of help farmers have had to stay at home more than ever and likewise with tire restrictions and now, gasoline rationing, they have to depend on the airwaves for first-hand information. I personally feel that radio is doing and can do an outstanding service, can bring information quickly to every farmer in the country."

"It behooves every farm operator to know, for example, what products are in demand, such as those being bought in quantities by Lend-Lease and AMA, and without radio to give this first-hand information and explain to him the need for greater production, things might be decidedly different."

Kentucky Praise

John F. Merrifield, agricultural coordinator of WHAS, Louisville, relayed to Mr. Rowell the comments of farm officials in the Kentucky area.

L. F. Skeffington, manager of the Livestock War Emergency Service Council at Louisville's Bourbon Stockyards, praised the work of WHAS. "Farmers all over the Bourbon Stockyards area have repeatedly told me of the important part radio broadcasts from WHAS gave in their war effort. Livestock shippers, livestock truckers, and livestock handlers have been closely advised of every marketing order issued, every ODT order issued, and of every price fluctuation, and have thus been able to do a more orderly job of supplying the needs toed to carry on the war effort. This service does not confine itself to livestock and livestock problems alone; but to every other agricultural commodity that will!"

The WHAS campaigns for hemp production and hog staggering were lauded as of definite value in wartime by M. D. Royse, chairman of the Kentucky Agricultural Concerns Association and the Kentucky Agricultural War Board; and Cecil Embry of Tatum-Embry Livestock Commission Co. of Louisville.

From C. M. East, County Agricultural Agent of Floyd County, Indiana: "The farm labor shortage in this area is acute. But it could be a lot worse, were it not for the type of radio programs being broadcast by your station (WHAS). Through these programs several farmers have been able to use their equipment and their available manpower much more efficiently. However, the need for more help is still alive."

Inspiration to Youth

A 4-H Club leader at the College of Agriculture, U of Kentucky, J. D. Whitehouse, said: "Farm radio programs have proven to be of vital importance since the start of the national emergency, in that they have inspired the young people to greater effort."

Describing the service to farmers given by WSB, Atlanta, Bill France, the station's farm director, writes: "... our information directed toward the farmers involves a great number of crops and livestock which are included in your Lend-Lease purchases, dehydration, livestock and ceiling prices, marketing orders and operations. And, of course, is supported in season with market reports. ... I don't think any of these groups could function properly without the timely information they receive. The radio of the market, ceiling prices, Lend-Lease or marketing orders—in peace time or war time, and of course, it's more important in war time."

Capudine Reply Denies Charges Made by FTC

ANSWER of the Capudine Chemical Co., Raleigh, N.C. (Hick's Liquid Capudine), to a Federal Trade Commission complaint filed Oct. 21, has been received by the Commission, the FTC announced last week. The firm was one of six headache, cold and medicinal remedy firms cited.

Capudine denied that it disseminated false advertising, declared that FCC quotations from its ads "were not typical!" insisted that it includes full and complete directions in its advertising statements on its label. Answers from the six firms, due Dec. 9, had not yet been received by the FTC last Friday.

Grove Rumor Spiking

GOVERNMENT agencies will supply accurate answers to Axis-inspired rumors in a rumor-spiking series launched on WOR, New York, Dec. 6, by Grove Labs., St. Louis, on behalf of Bromo-Quinine. Program format of the weekly broadcasts, titled The Rumor Detective, featuring Troman Harper, has been officially approved by the OWI, which has made an exhaustive survey of thousands of rumors that have been spread throughout the country since the outbreak of the war. The program is part narration, part dramatization of false rumors, with the general policy of making the answer to the rumor more exciting than the rumor itself. Grove's has just launched a twice-weekly program on WOR, titled Melody Lane. Agency, Russell M. Seeds Co., Chicago.
Evening Listening Found Increasing

But Daytime Quarter-Hours of Nets Are SHOWING DECLINE

A "SUBSTANTIAL" upswing in nighttime listening, "to the 1941 level" during July, August and September, is reported by the Co-operative Analysis of Broadcasting in its review of "Radio Listening—Third Quarter 1942." It was issued last week, which notes a gain of 7% in the average ratings of evening network programs. This trend is reversed for daytime listening, however, as the CAB discovered the average ratings of quarter-hour daytime network programs dropped 7% for the three-month period.

"Whether the shift is the beginning of a definite trend or whether it was a mid-summer interlude awaits the conclusions that can be drawn from future reports," the CAB states. "The stimuli that affected listening, curving the nighttime level upward and the daytime level downward, can be rationalized as the result of gasoline rationing, increased employment, and so on. Isolation of the actual reasons, however, requires exacting research which is outside the scope of regular audience measurements."

INTERESTED IN NEWS

The CAB also found the interest in news programs far greater last summer than during the summer of 1941, with a rise in news listening "even larger than the spurt in listening to such programs that took place in the months immediately after Pearl Harbor."

High-ranking special events of the third quarter included the broadcasts of Cordell Hull, Secretary of State, on July 23, which scored a rating of 34; Prime Minister Winston Churchill's address to Parliament on July 24, which received a rating of 25, and President Roosevelt's cost-of-living talk Sept. 7, which was credited with a rating of 58.

JOHN W. VANDERCOOK, NBC news commentator, has been signed by Columbia Pictures to handle the commentary for a short feature on the North African "Operation Torch," by National Concerts & Artists Corp.

WNAx Girl Newscaster

WYNN HUBLER, women's director of WNAx, Yankton, S. D., has started a new mid-morning newscast. Using the services of Associated Press and the United Press, Miss Hubler gives an individual analysis of the news, together with a factual summary, every morning at 10. Miss Hubler is a pioneer in this field, being one of the first women newscasters in the Northwest.

SERVICES REVISING BROADCAST PLANS

WHEN ALL enlistments were halted recently by Executive Order of President Roosevelt, it became apparent that use of the broadcast medium by the Army, Navy and Marine Corps would be affected to an extent not clear among radio officials of the three armed forces.

It was considered likely that use of spot announcements would be reduced, since their primary purpose was in recruiting. However, Navy spots will continue on behalf of youths between 17 and 18, specialists and the Woman's Reserve, Army and Marine officials were not clear on the exact use of spots since their policies have not yet crystallized.

All three service units were emphatic, however, about their use of other time, stating that programs previously utilized for recruiting would now be used to tell the story of each branch of service, its history and its present day problems.

BMI, SPA Dickering

NEGOTIATIONS between BMI and the Songwriters Protective Assn. toward acceptance by the broadcasters music organization of the basic SPA agreement are approaching a conclusion, it was reported last week, with BMI ready to sign if SPA will waive its prohibitions on bulk deals and television rights, both of which would conflict with commitments already made by BMI. Allowance for sale of rights in bulk has previously been made by SPA for ASCAP publishers, so it is expected to prevent no undue difficulty in the case of BMI.

Swing Candy Spots

E. J. BRACH & SONS, Chicago (Swing Candy Bar), has placed one and five-minute transcribed musical announcements on WBBM, WMAB WIND WCXO KMOX KMBC WAG WGN WLW WXYZ WTMJ, featuring harmonica talent. Agency is U. S. Adv. Corp., Chicago.
KNOX PRAISES CBS
Sends Letter to Paley on Religious Series

CONGRATULATIONS have been received by William S. Paley, president of CBS, for the CBS Church of the Air program in the form of a letter from Secretary of the Navy Frank Knox, who wrote: "May I express the appreciation of the Navy Dept., as well as my personal congratulations, to you on your religious broadcast program, Church of the Air, conducted by chaplains of the armed services."

"I can assure you that Navy chaplains were delighted to have this opportunity to participate in this program. I am sure that these broadcasts will comfort many parents through the realization that their sons in the armed services have the counsel and the inspiration of our Catholic, Protestant and Jewish chaplains."


Covered by
WMF ★ 5,000 Watts Day
1,000 Watts Night
MEMPHTFBN
NBC RED NETWORK
Owned and Operated by THE COMMERCIAL APPEAL
Represented Nationally by THE BRANHAM CO.

TO PROMOTE and merchandise programs and products sponsored from time to time, WFBM purchased one of the largest signs available at an important intersection in Indianapolis streets. The three inserts on the right of the four-color sign are changed by the station each week to call attention to CBS national and local programs in alternate weeks.

NBC'S NEW YEAR PARADE
New Promotion Project Planned as Sequel to Successful Autumn Campaign

FOLLOWING up reports from NBC affiliates on the success of NBC's "Fall Parade of Stars", a program promotion plan instituted in September [BROADCASTING, Aug. 10] the network has decided to continue the campaign in a second project, to be named the New Year's Parade of Stars. The second will follow the plan of its predecessor which consisted basically of an elaborate portfolio of recordings made by advertising agencies especially for the purpose of promoting, through local stations, radio's leading comedians, musicians and commentators of the approaching season. Included with the recordings was a variety of promotion material.

Promotion Technique

Reports from NBC outlets revealed that 7,566 broadcasts of the "Parade" were made, representing 314 hours of entertainment including spot announcements. According to data supplied to NBC, the merchandising campaign was further carried out through the use of 4,550 window posters; 3,965 counter cards; 49 bill-board displays; 1,760 car and bus cards; 1,757 window displays; 1,377 lobby decorations; 2,975 newspaper advertisements; 52 rotogravure spreads; 2,646 press notices; 661 newspaper feature spreads; and 62 table card placements in hotels and restaurants. All material was taken from the publicity helps included in the "Parade" packages. As examples of the type of cooperation received was the fact that a Texas newspaper affiliated with a local NBC station, devoted an entire issue to the "Parade"; and that one broadcaster alone made over 200 spot announcements calling attention to NBC's sponsored shows.

The material in the merchandising package now in preparation will emphasize the theme that dim-outs and ratlining will have no effect on the network's morale-building broadcasts, and will stress the need for features supplying relaxation for workers laboring longer hours in the nation's war production program.

Dr. Black's 10 Years

DR. FRANK BLACK, general music director of NBC, on Dec. 12 completed 10 years in that position. An advance observance of his anniversary was heard on NBC Dec. 5 when a special NBC Symphony Orchestra under the baton of Dr. Black gave a concert in his honor.

MANPOWER CRISIS IN CANADA PROBED

MANPOWER, priorities and cooperation with government departments were discussed at a meeting of the Canadian Assn. of Broadcasters Board of Directors at Toronto Dec. 7-8. Recommendations to the government's National Selective Service on manpower problems of the industry were authorized by the board and are to be taken up with the NSS at Ottawa about mid-December.

A suggestion for a swap arrangement with the NAB at Washington was discussed in connection with increasing shortage in transmitter equipment. The board approved the work done by the research committee on preliminary steps for an audience audit bureau and the work done with agency timebuyers on a new rate structure to apply to all Canadian stations.

Both subjects were approved for discussion at the annual meeting at Toronto, Feb. 15-17.

Presiding at the meetings was Harry Bedrick, of CPEB, Toronto, chairman of the CAB board, who came up from New York where he is now Representative of the Canadian Wartime Information Board. Present were George Chandler, CJOR, Vancouver; A. A. Murphy, City Broadcasting, Saskatoon; Col. Keith Rogers, CFCH, Charlottetown, P. E. I.; N. Nathanson, CCFAC, Sydney, N. S.; James Browne, CKOV, Kelowna, B. C.; Jack Cooke, CKGB, Timmins, Ont.; Phil Labor, CKLS, Montreal; Ed. Sandell, CKBK, St. Catharines, Ont.; Arthur Evans, CAB secretary-treasurer, Toronto.

The CAB board were tendered a luncheon Dec. 5 at the Advertising & Sales Club of Toronto, at which Arthur Porter of the Canadian Institute of Public Opinion (Gallup Poll) spoke. A joint luncheon with the Broadcast Sales Club of Toronto was held Dec. 7.

FM Film Honored

A FILM produced by the General Electric Co., Bridgeport, Conn., entitled "Listen—It's FM", has been classified among the ten best nontheatrical pictures produced in 1942, by New York Movie Makers Magazine, trade publication of the 10mm. motion picture industry. Movie was made by the Sales Education Section, of Bridgeport, and produced by the GE Radio, Television and Electronics Dept.

Sustainer's 700th on CBS

ONE OF radio's oldest consecutively presenting sustaining programs, the Sunday morning Salt Lake City Tabernacle and Organ program, heard on CBS, celebrated its 700th nationwide network broadcast Dec. 13. Conceived and produced by Earl J. Glade, managing director of KSL, Salt Lake City, station originating the series, it went on the air July 1, 1929, shifting to CBS in September 1932, where it has remained ever since.

you can't miss with
CKLW
5000 WATTS DAY and NIGHT

in the DETROIT AREA
at 800 kc.

you can't miss with
CKLW
5000 WATTS DAY and NIGHT

NOTE: War production and earnings in the CKLW primary trading area, covering 8,000,000 persons, are setting new records. Investigate CKLW now!
A HOMEMAKERS’ PROGRAM

conducted by men is going great

wires. Titled Bat-itorially Speaking, the
daily
daytime
performing feature cov-

ers wartime food budgets, prepara-
tion and selection of foods and

nutritional values, interlarded with
comedy. Dick Stone (center) or-

ginator and narrator, is a food
consultant and his copyrighted
"Editorials" columns is carried in
some 55 newspapers. Push-card Pete (right) the Cranberry
merchant, provides the comic relief
along with Uncle Wally (left) the
announcer.

War Bond Expense

(Continued from page 9)
ter will be considered a precedent
and a definite ruling for all broad-
casters. Moreover, it was stated
informally that the decision dispels
hope that broadcasters will be
allowed to deduct the 5% item from
their 1942 taxes for donated time.
This was on the preliminary as-
sumption that stations make no
actual "contribution" in money by
donating time.

Any extraordinary expenses in-
curred in placement of Government
programs will be deductible as ex-
 pense, it was pointed out. Should a
station hire an orchestra especially
for a government program, that
expense would be deductible, it was
pointed out. Services of additional
clers, switchboard operators and
the like, working on War Bond cam-
paigns, are also deemed deductible.

Revenue Bureau officials said
that extraordinary expenses, to be
allowable, must be incurred for
an "instrumentality of the Gov-
ernment". Thus, additional expenses
for Government program-

ming, whatever their nature, would
be deductible items. On the other
hand, it was pointed out, in a cam-
paign such as the recent scrap
metal drive would not have been
deductible. Though conducted with
the cooperation of the Federal Gov-
ernment, this campaign was not
organized by the Government itself.

The text of Commissioner Hel-
vering’s letter to Mr. Place follows:

"Further reference is made to your
letter of July 21, 1942, regarding the
deductibility for Federal income tax
purposes of expenses incurred by radio
stations in promoting the sale of
War Bonds. You enclosed two copies
of the "NAB War Service Bulletin", which
you state indicates, in a general
way, that the kind of expenses that
will be incurred by radio stations in
promoting the sale of War Bonds. Plans
of handling these columns are set
forth therein as follows:

"Plan 1. A station becomes an
issuing agent and gets a supply of bonds.
Its employees handle the over-the-
counter as well as mail order sales.
An all-out promotion job is launched;
listeners are urged to come in and buy
or send in their orders. The station is in
the bond selling business.

"Plan 2. A station does not become
an issuing agent. It gets a supply of
all-out cooperation with some estab-
lishments, the kind of expenses that
agents are urged to go and buy or send
in their mail orders direct to these
agents.

"Plan 3. A station becomes an
issuing agent and gets its bond supply
from a volunteer organization, like Navy
Relief, etc., takes on the job of handling
the over-the-counter as well as the
mail order sales. Again an all-
out promotion campaign is launched
to get buyers to come in or write in
and buy.

"Plan 4. A station steps up its pre-
cent War Bond Program and agrees
to receive mail orders and see that they
are transmitted to an issuing agent."

You also enclosed a newspaper article
from the Advertising Age of June 23,
1942, covering the deductibility for
Federal income tax purposes, of
expenses incurred by newspapers in
promoting the sale of war bonds under
section 23(a) of the Internal
Revenue Code.

Bureau Ruling

The test of whether expenditures
are deductible from gross income is
whether they are ordinary and neces-
sary expenditures directly connected
with or reasonably incidental to
the taxpayer’s trade or business. As
indicated by the newspaper clipping
from the Bureau has ruled that expenses incurred
by newspapers in promoting public
attention to the vital necessity of the
successful marketing of War Bonds are
deductible as ordinary and neces-

sary business expenses. Such ruling
is based upon the recognition that it
is the business of newspapers, among
other things, to disseminate
and bring to the attention of readers mat-
ters of public interest. Newspapers in
thus promoting the sale of War Bonds
are considered to be engaged in carry-
going on one of the functions for which
they are organized and the expenses
incurred are identified as being directly
connected with the business of oper-
ating a newspaper.

It appears that the business of a
radio station includes, among other
things, broadcasting of news, advertis-
ing of products and dissemination of
other matters of interest to the pub-
lit. By broadcasting information as
to the necessity of buying War Bonds,
radio stations are carrying on one of
the functions for which they are or-
ganized and the expenses incurred in
connection therewith are deductible
as ordinary and necessary business ex-

penses on the basis of the reasoning
applied in the case of newspapers.

Acting As Agent

As appears from the plans above
set forth, it is contemplated that in
addition to broadcasting information
as to the necessity of buying War
Bonds, radio stations may either re-
ceive mail orders for Bonds and see
that they are transmitted to an issu-
ing agent or sell Bonds as issuing
agents, either by mail or over-the-
counter, using their own employees
for these purposes. Expenses incurred
by

radio stations in carrying on such
activities may properly be considered
as expenses for institutional or good-
will advertising, which are also de-
deductible from gross income under
section 23(a) of the Internal
Revenue Code.

In this connection attention is called to I.T.
3504 H.R.B., 1942-28, 2, which reads as
follows:

"Advice is requested as to the de-
ductibility for Federal income tax
purposes of amounts expended by
business concerns for advertising
which promotes the sale of United
States War Bonds and Stamps.

"The test of whether expenditures for
advertising are deductible is whether
they are ordinary and neces-
sary and bear a reasonable rela-
tion to the business activities in
which the enterprise is engaged.
This is not intended to exclude in-
stitutional advertising in reasonable
amounts or goodwill advertising cal-
culated to influence the buying hab-
its of the public. If such expendi-
tures are extravagant and out of
proportion to the size of the com-
pay or to the amount of its adver-
sising budget in the past, or if they
are not directed to public patronage
which might reasonably be expected
in the future, expenses will be
disallowed as deductions.

"The above general tests are equally
applicable in the case of expenses
in the deductibility of amounts ex-

pended for institutional or goodwill
advertising which promotes the sale
of War Bonds and Stamps."

CASE HISTORY #32

Weis & Fisher, one of Rochester's
oldest and largest furniture dealers
are sponsored many programs and
appearances over WHEC continuously
for 7 years. This record

WHEC Furnishes The Medium

WEIS & FISHER’S Furnish The Homes

IT TAKES a lot of business acumen to keep going as long as
Weis & Fisher’s. In a field where competition is extremely
keen, this firm has grown steadily in both size and reputation
for more than sixty years.

How natural then, when confronted
with the question of radio advertising,
for Weis & Fisher to rely heavily on
WHEC to reach the prosperous Rochester market.
Early Morning Shift

In the first glow of sunrise before the morning shift begins, The towers stand silhouetted against the sky. By the early morning’s light, their rugged grandeur seems Lacy and ethereal to the eye.

Soon from their lofty peaks the unseen carrier will hurry To the waiting world News—music, advertisement and song; a veritable panorama Of words and images, whirling as before.

What news of victories, or defeat, from these towers Will come today? Only the passing hours will tell, for that No one can say.

For the man on the early shift it remains a lasting thrill To send those first words out on the morning air so still, While skyward the towers seem imbued with fresh As they hurl the morning’s first words and music out to you. 

Thomas Nelson
KHSL, Chico, Cal.

Latins Will Study Techniques in U. S. Radio Observers Also Are to Serve as Consultants

Latin American radio people will be given an opportunity to study American broadcasting techniques and in turn will serve as consultants on shortwave programs directed to their respective countries through a project sponsored by the Office of the Coordinator of Inter-American Affairs. Plans call for the selection of ten professional radio workers to be brought to this country in January for a six-month period of training and consultation with the OCIAA.

Picking Candidates

One representative from each of the following countries will be chosen: Argentina, Chile, Colombia, Ecuador, Mexico, Peru, Uruguay, and three Central American Republics. Various Latin American radio organizations are now being invited to submit qualifications of likely candidates from the producing, writing and announcing fields. The group will spend a major portion of its time with the New York office of the OCIAA, and the remainder with Washington headquarters, making a first-hand observation of broadcasting processes in American studios. Members of the group will also be available in a consultant capacity to the native Latin American personnel of the OCIAA for radio programs directed to their respective countries, and in some instances will handle actual assignments.

Beer Time Is Increased To Meet Cap Shortage

Research Co. of America, New York, has released a "Basic Marketing Chart of the United States," originally prepared for its own clients, A. linen, general manager, to record basic facts and figures for each state and geographic area. Among the figures included are those on population, retail sales, income tax returns, distribution of families, housing facilities and equipment such as telephones or radios, and educational status.

The company also released a report last week on beer sales in the United States for the first 10 months of 1942. Total was 54,615,989 barrels as compared with 48,175,566 for the corresponding period in 1941, an increase of 13.4%. According to the report, advertising by leading brewers increased substantially in recent months "to circumvent the prospective loss in beer sales volume due to WPB restrictions which limit the purchase of bottle crown.

UP War Correspondents Address New York Club

WARTIME experiences of two United Press correspondents, returned from the Pacific,搏 up the December 14 luncheon meeting of the New York Club of the United Press Associations, and highlighted the Dec. 9 meeting of the Radio Executives Club of New York when "Holocaust of War Day," Walter Rundle, sales promotion manager of UP, handled arrangements. Robert Belleaire, manager of the news service's Tokyo bureau, told of a typical day of prison life in Tokyo, his imprisonment there with other American correspondents, prior to returning to the United States. The attitude of the Russian people toward the Nazis was outlined by Virgil Pinkley, European manager of UP, who has been covering war in those areas.

Out-of-town guests at the luncheon included Nathan Cook, WLIB, New York; Linnton, WSYR, Syracuse; Bernie Goodrich, WHCU, Ithaca; John Carey, WIND, Gary; Robert M. Edgerton, Jr., WMIR, Memphis; Ronald Woodard, WING-WIZE, Dayton; Norman Brown, WSUN, St. Petersburg, and Edwin F. Gibson, Transcription Co. of America, Hollywood. It was announced that this week's meeting would be "WABC Day."
ASCAP DISTRIBUTES FUNDS FOR QUARTER

DISTRIBUTION of roughly $1,150,000 for the fourth quarter of 1942 to ASCAP members was authorized last Thursday by the Society’s board of directors. This brings the total disbursements for the year to more than $4,300,000, of which some $3,000,000 came from the broadcasting industry.

Robert L. Murray, public relations directors of ASCAP, leaves this week on a Western trip expected to last from four to six weeks, during which he will confer with state officials of Wisconsin, North Dakota, Washington, Kansas, and Nebraska in an effort to straighten out details in the laws of those States and so enable ASCAP to resume operations within their boundaries. Pointing out that ASCAP is willing to comply with whatever requirements a State deems necessary for the protection of its citizens, Mr. Murray said that ASCAP does object to being outlawed in any state and that during this trip he hopes to reach an understanding which will eliminate that condition in all States.

In the State of Washington, ASCAP has recently filed a suit for a declaratory judgment of its rights under the statute of that State, naming as defendants the Secretary of State and the Attorney General and associations and individuals who are users of music. ASCAP’s contention is that it has already complied with the requirements of the law of the State for licensing public performances of music and that the decision of its rights is in error in claiming that the Society has failed to comply with the State’s copyright law. Suit is designed to clarify the exact requirements of the law.

Iceland Pickup

WTAG, Worcester, planned to stage a War Bond selling show Dec. 14 at 5:10 p.m., featuring an address by Assistant Secretary of the Treasury, Albert W. Johnston, and pickups from England and Iceland, where Worcester men are to be heard. From a local high school, 500 interviews will be conducted.

The program was designed to sell $500,000 more bonds than their November, with a bomber to be named for Worcester.

Hope Is Named Champion of Champions
In Motion Picture Daily’s Radio Poll

FOR THE SECOND consecutive year Bob Hope has been voted Champion of Champions by the more than 600 radio editors and columnists of United States and Canadian newspapers in the seventh annual poll conducted by Motion Picture Daily.

The year’s outstanding news star was Bob Hope, and while the award for the most effective film player on the radio also went to a woman, it was made to Madeline Carroll. Among the new classifications introduced in this year’s poll was an award to Herb Shriner as the most promising star of tomorrow; best program for women to the Martha Deane program, conducted by Marian Young, and best musical show, won by The Pause That Refreshes on the Air.

Cecil Brown, CBS correspondent, won the editor’s citation for his broadcasts from the Pacific area, winning the best news job performed in 1942, while CBS’ all-around coverage of news won second place in that category. Best commercial war program was Cheers From the Camps, and best Government war program was The Army Hour. The station which network and which local station had given them the best news service during the year, the radio editors selected CBS as the network with the best publicity department, while WGN and WBMM, Mutual and CBS outlets from Chicago, respectively, tied for first place in the local station group.

The poll results follow:

Champion of Camps - Bob Hope
Most Promising Star of Tomorrow - Herb Shriner
Music: Cass Daley, Garry Moore
Comedians - Parnell Prize
Male Vocalist (Popular) - Bing Crosby
Female Vocalist (Popular) - Dinah Shore
Group Vocalists - Glenn Miller, Tommy Dorsey
Radio Announcers - Ken Carpenter, Don Williams
Sports Announcers - Bill Stern, Ted Haggerty
Symphonic Conductors - Arturo Toscanini, Leopold Stokowski, Leopold Okem
Years Outstanding New Star - Dinah Shore, Zero Mostel, Red Skelton
Comedians - Bob Hope, Jack Benny, Fred Allen
Dramatic Leads - Fibber McGee & Molly, Burns & Allen, Jack Benny & Mary Livingstone
Film Players on Radio - Madeleine Carroll, Lionel Barrymore, Orson Welles
Male Vocalist (Classical) - Richard Crooks, Nat Serot, John Charles Thomas
Female Vocalist (Classical) - Gladys Swarthout, Lily Pons
Vocal Groups - ?
Orchestra Directors - Dorothy Thompson, Kate Smith, Shearer Carter
Symphonic Orchestras - New York Philharmonic, NBC Symphony Orchestra, Philadelphia Orchestra
Dance Banda (Swing) - Harry James
Juke Box Jivings - Bob Hope, Fibber McGee & Molly
Variety Programs - For Children
Science Programs - A Time to Remember, Darkroom
to the Air
Radio Orchestras - Kraft Music Hall, Bob Hope, Fibber McGee & Molly

New Order Lowering Age Of Service Assists Radio

SINCE President Roosevelt’s Executive Order revamping the manpower structure also lowered the age group for military service to 18, it now appears likely that the radio broadcasting industry will derive a larger pool of essential employees, according to an announcement by the NAB last Friday based upon the results of its Manpower Survey Questionnaire.

Stations which participated in the survey were requested to list key men from 20-40 and 60 stations listed 240 employees necessary. Reducing the age limit for military duty to 18 provides another 51 essential men.

OWI Names Trimmer

FRED H. TRIMMER was named last Monday as the administrative officer for the OWI Bureau of Communications Facilities, serving as assistant to Murry Wilson, OWI facilities chief. Mr. Trimmer has served in various administrative capacities with the Office of Emergency Management and Federal Security as well as with private industry.

Now Col. White

LT. COL. EDWIN L. WHITE, former FCC general counsel last week was promoted to a full colonel. He has been transferred last month to the Army Air Forces Central Command in the post of communications officer with the Army Air Transport Command, and is understood to be slated for foreign duty.

POSTER STAMPS A TIMELY ANSWER

FOR AN EFFECTIVE PREMIUM PROGRAM

Replaces plastics or metal. Investigate this proven quick answer premium program. Inclusive applications can file-in with products, travel and resorts. Interesting and appealing. Send for case histories and detailed information of How You Can Use Poster Stamps Effectively — at Low Unit Cost. No obligation.

Winner of the PEABODY CITATION for Public Service to Foreign Language Groups.

Mid-States Gummed Paper Co.
315 S. Damen Avenue, Chicago, Ill.
Radio News Policy
In Canada Studied
Press Service Cooperation
Topic at Board Meeting

POLITICAL broadcasts and news featured the meeting of the Canadian Broadcasting Corp. Board of Governors meeting at Ottawa, Dec. 7-8, the first meeting since the change in general manager from Gladstone Murray to Dr. J. S. Thomson. Presiding was Rene Morin, Montreal, whose appointment as chairman of the CBC Board was recently renewed for three years.

The board discussed with representatives of the Canadian Press arrangements for cooperation between the CBC and CP in CBC bulletins. Both CP and British United Press at present supply news free, the news being prepared by the CBC News Bureau and not commercially sponsored.

 Lease of CPBB, Prince Rupert, B. C. (BROADCASTING, Nov. 30) by the CBC was discussed, particularly from the viewpoint of supplying programs to the armed forces in the Northern British Columbia region where reception is not good and where conditions are few. A pension fund for CBC staff members was approved in principle, the fund to be on a contributory basis and to provide for retiring annuities at 65.

The board ruled that no political program or speech will be permitted "which by means of a mechanical reproduction achieves indirectly or by evasion what a ruling of the CBC prohibits," the board statement reads. The board upheld General Manager Thomson's decision in refusing to grant the Conservative Party permission to purchase time it had already been refused on a sustaining basis. It agreed to give time to the prospective new Conservative Party leader on Oct. 14 in the event a new leader had been appointed by that time.

Present were Rene Morin, Montreal; J. W. Godfrey, Halifax; Rev. Canon W. E. Fuller, Saskatoon; Dean Adrien Pouliot, Quebec; R. Rowe Holland, Vancouver; E. H. Charleson, Ottawa.

PROFESSOR JERRY COLONNA took on extra curricular duties recently when the Bob Hope Show sponsored on NBC by the Pepsi Co., Chicago, made a non-broadcast appearance at Scott Field, Ill. to probe into the why and wherefore of NBC engineering equipment. Endowing to carry on in spite of the professor's able assistance are (l to r) Bob Jensen, G. J. DeVlieg, engineers, and Jack Hill, producer.

CBC Election Policy

A POLITICAL furor has developed in Canada over refusal of the Canadian Broadcasting Corp. to allow network time for the National Conservative Convention at Winnipeg, where the party is to elect a new leader. In an official statement answering Gordon Graydon, national chairman of the Conservative party, CBC general manager, Dr. J. S. Thomson stated that the CBC board of governors had been consulted on the subject and "their decision that such a broadcast would come under the standard of policy on controversial broadcasting..."

WBC Studios Move

MOVING DAY FOR WIBG, Philadelphia, is Dec. 16, when studios and offices are shifted from the present Glencoe location to new quarters at 1425 Walnut St., Philadelphia, where it will take the air the morning of Dec. 17.

W-E Achievements

IN WAR REVIEWED

A RECORD of what Western Electric Co. has been doing during the first years of World War II is condemned in a 31-page booklet titled "The Western Front," prepared by the company under the direction of Will Whitmore, advertising supervisor, for the information of its employees, as well as in commemoration of Pearl Harbor.

The addition of 20,000 women workers brings the total personnel at Western Electric to 75,000, of which 45,000 are men and 32,000 women. The booklet discloseing adding that this represents a growth from 60,000 a year ago despite the fact that 15,000 W-E men are now in the armed forces.

The war production this staff has been turning out includes an extensive list of special combat equipment ranging from radio telephones for airplanes, tanks, land stations and ships to specialized electronic equipment surrounded with military secrecy. W-E also has equipped more than 9,000 military camps, depots, airfields and arsenals with standard telephone apparatus, cable and wire while continuing to supply the essential needs of the Bell System.

One of the most interesting features in the vividly illustrated booklet is "The Invasion of Island X" showing how communications equipment made by Western Electric helps our fighting men in the conquest of an enemy stronghold.

The company looks ahead to "easily greater" efforts during the coming year, according to a statement addressed to employees by G. G. Stoll, W-E. And closing on the "Victory" note, the record of the year sets forth the resolve to Western Electric workers "that we shall carry on, and in the new day, each week, each month our total strength in the knowledge that our effort brings victory and peace that much nearer."

Butler Honored

MADISON BUTLER, assistant chief inspector of the WIBC-WIBG-Stromberg-Carlson Tel. Mfg. Co., Rochester, has been awarded the highest honor within the power of the War Production Board, for suggestion and design of a testing device for communications instruments. The WBP's "Citizen of an Individual Production Merit," was bestowed on Butler by President Roosevelt, at a ceremony at the White House, Dec. 10.

50% Increase

On top of all the time high for October, WIBC's mail containing proof of purchase showed an increase of 50% for the month of November.

To sell your merchandise now 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

Represented Nationally by Paul H. Raymer Company

Wake Up... Your Georgia Sales with WRBL COLUMBUS

Represented by SPOT SALES Inc.
Further Experiments in Video Sought
In Preparation for Post-War Period

THE NEED for continued experimentation in the field of television programming through the war period, to prepare for the expected rapid development of this industry after the war, is stressed by American Television Society in a letter sent recently to the heads of NBC, CBS, Philco Radio & Television Corp., Balaban & Katz., Don Lee Broadcasting System and other operators of sight-and-sound stations. Copies of the letter were also sent to government authorities concerned with television.

Pointing out that television is regarded as a “pilot industry” for post-war reconstruction, the letter states that “while we recognize the need for certain wartime restrictions and limitations—and are in accord with the FCC's changed rulings permitting as little as four hours of weekly operation—we view with alarm the present tendency for the transmission of motion picture program material or slides.”

Post-War Problems

Norman D. Waters, ATS president, in a separate statement, explained that “at the present time, General Electric at Schenectady and DuMont in New York are believed to be the only studios still transmitting live programs, as CBS turned to motion pictures last week and NBC has presented only movies or slides last summer. Pointing out that television will have several months, if indeed went into a new location, and have since been engaged in advertising.”

GLEN A. DAVIS, for the last 33 years chief engineer of WCPO, Cincinnati, has left the station to accept a commission in the Navy.

WILSON PACE, chief audio operator of WFBF, Greenville, S. C., married Miss Hazel Hicks, that city, on Nov. 20.

EDWARD ANTHONY, operator of CKY, Winnipeg, recently became father of a boy and girl, respectively.

W. A. DUFFIELD, chief engineer of CKY, Winnipeg, has been promoted to Captain in the Royal Canadian Corps of Signals, Reserve Army.

VINCE McMAHON, operator of CKY, Winnipeg, recently became father of a boy. Thomas Edward. Town Lewis, CKY operator, has joined the Royal Canadian Air Force.

Ham Rule Suspended

WARTIME conditions have caused the FCC to extend its suspension of regulations governing licenses of amateur radio operators and stations until January 1, 1943. The Commission first acted similarly in December 1941 to protect those in the military service and the continued existence of war made an extension of the suspension necessary.

WILLIAM HILLMAN, news commentator heard on the BLUE on a local cooperative basis, is now bringing his listeners interviews with prominent Washington personages.

AFM BAN INCLUDES FILM SOUND TRACK

USE OF film sound tracks for recordings to plug current and future motion picture releases is the latest inclusion under the transcription music ban handed down by the AFM. Hollywood film studios and radio stations have been thus informed by Los Angeles Musicians Mutual Protective Assn., Local 47, upon instruction from New York headquarters.

Since union members are forbidden to make transcriptions or recordings without special permission of James C. Petrillo, president, it was pointed out that utilizing work of AFM members in any film for broadcast purposes is a violation of the general ruling which went into effect on July 31. Use of sound tracks for recordings to plug films is, in effect, the same as musicians recording directly, according to the union.

New ban affects advertising campaigns of several film companies who have been transcribing brief musical excerpts of current pictures for radio release. Practice has been to put film sound on recordings and broadcast portions as advertising. While this normally would not involve musicians, but concerned actors, use of film sound tracks was thought immune from the Petrillo edit. Since music, however, backgrounds the spoken word and is used for dramatic dressing and sound effects, ruling was ordered.

Acceptance Repeated.
NAB First District
(Continued from page 14)
meeting for station managers was conducted simultaneously with a meeting of sales managers, over which Kingley F. Horton, of WEEI, district chairman, presided. The managers listened to a discussion of the AFM-Petrollo problem by President Miller, who hurried from Washington to participate in the second day's session.

The delegates unanimously endorsed the OWI allocation plan, the retail promotion committee plan, and the NAB board's stand on the Petrollo situation. At the sales managers session, Miss Linnea Nelson, timebuyer for J. Walter Thompson, Co., New York, outlined what buyers want to know. Dr. Robert Elder, of Lever Bros., a pioneer in broadcast economics, also addressed the session.

The second day's luncheon was featured by a discussion by Irving T. McDonald, news analyst, who covered "A World at War." The second day's session concluded with further discussion of the retail promotion committee plan and of other sales problems, with Mr. Horton presiding.

The attendance included:

Ray Adler, RCA Mfg. Co.; A. N. Armstrong Jr., WLOF; E. A. Ayres Jr., NAB; Jack Atwood, WRGB; Louis M. Avery, NAB; T. F. Allen, WFCI; Claude Barrow, NBC, recording engineer; F. D. Bergey, WTHY; Samuel Berkel, ASCAP; Winslow Betts, WJXT; Milton Bink, Standard Broadcasting; Marshall Blobs, WAPI; L. S. Bowers, WBZ; John J. Boyle, WJAR; G. A. Boos, WSPR; Major Walter Boulter, U.S. Army; A. R. Brainard, Press; Ann. W. T. Bratton, WPRO; David Carpenter, WKNE; Vincent H. Chandler, WURJ; Edmund Clem, WNYC, New York; outlined with what buyers want to know. Dr. Robert Elder, of Lever Bros., a pioneer in broadcast economics, also addressed the session.

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IN LOVE with their jobs are these KTUL, Tulsa, women in key positions: Betty Dyer, switchboard operator, and now a fully qualified control room operator demonstrates for (1 to r) Berenice Ash, continuity chief; Nancy Ward, advertiser; Doreen Berg, Stern, traffic manager and Lillian Smith, marketing manager. Mrs. Edythe Alexander, personnel director; Helen Lee, saleswoman and Sylvia Stecher, executive secretary, not shown help keep the station going until the men come back from the service.

NBC Juggles Lineup of Commentators With Shift of Morgan Beaty to London

WITH announcement that Morgan Beaty, NBC Washington military analyst, has been transferred to the network's London office, and that Robert St. John, NBC foreign correspondent, will succeed him in Washington, William F. Brooks, NBC director of news and special events, last week effected a number of changes in NBC's news staff to extend further the network's coverage of world news.

Mr. Beaty will go to London shortly to replace Alex Dreier, who has been serving in that office most recently and was formerly in London for NBC. Mr. Dreier has already returned to this country, on Dec. 14 resuming his daily NBC broadcasts under sponsorship of Shell Oil Co., Kansas City.

The NBC Washington station has been further increased with the addition of Richard Harkness, formerly the newsman of United Press and a member of the Washing-
Five Sponsored Programs Weekly Slated To Carry Government's Bond Messages

SIX commercially-sponsored network broadcasts during the week of Dec. 21 will devote their commercial time entirely to the sale of War Bonds and Stamps and from then on an average of five sponsored programs weekly on the networks will go on for the Government's Bond program, with the message of their regular sponsors cut to a mere credit line [BROADCASTING, Aug. 31, Dec. 1].

These broadcasts are part of a general plan for the drug, cosmetic and allied industries worked out last summer [BROADCASTING, Aug. 31], by a policy committee headed by Lee H. Bristol, vice-president in charge of advertising, Bristol-Myers Co., in cooperation with the Advertising Council.

Will Donate Time

Plan calls for advertisers to aid in the war effort by voluntarily donating 5% of their advertising appropriations, either in cash or in "kind", to War Bond advertising. Instead of devoting 5% of the time or space of each advertisement to the Bonds, this plan calls for every twentieth advertisement, either on the air or in print, to be devoted exclusively to Bonds and Stamps.

Allocation of network broadcasts of participating sponsors under this plan calls for two broadcasts a year of each once-a-week program, five broadcasts annually of the twice-a-week programs, 10 broadcasts of the four-a-weekers and 13 of the five-times-weekly programs to be turned over to the Bond drive. These Bond programs will be spaced throughout each advertiser's yearly schedule as evenly as possible, with allotments staggered from schedule to schedule "so that an even flow of War Bond effort is maintained and a continuing effect be given to this campaign," according to the presentation of the plan distributed to the drug, cosmetic and associated industries in August.

A similar allocation plan was prepared for magazines, with the first advertisement appearing in Time for Dec. 7. Advertisers in spot radio, newspapers, outdoor, etc., were asked to make their own schedules for giving 5% of their time or space to the Bond drive, as the committee felt that the establishment of allocation plans for these media on an overall basis was impractical.

Advertisers donating network time during the week of Dec. 21, and their programs, are as follows: Vick Chemical Co., Dr. J. Q., NBC, Mon., 9:30-10 p.m.; Aramac Co., Just Plain Bill, NBC, Wed., 5:30-5:45 p.m.; also Easy Aces, CBS, Wed., 7:30-7:45 p.m.; R. L. Watkins Co. (Dr. Lyons Toothpowder), Second Husband, CBS, 11-11:15 a.m.; Charles H. Phillips Chemical Co. (Milk of Magnesia), Young Widder Brown, NBC, Thurs., 4:45-5 p.m.; Kolyne Co., Romance of Helen Trent, CBS, Tues., 12:30-12:45 p.m.

Grant Adv. Agency, Chicago, placed the Dr. J. Q. programs; all others are handled by Blackett-Sample-Hummert, New York. Concentration of the Bond commercials in the early part of the week is presumably due to the advent of the Christmas holiday on Friday.

Directors to Meet

GOVERNMENT war programs will be discussed at the regular membership meeting of the Radio Director's Guild, Dec. 14 at the organizations headquarters in the Hotel Berlnaire, New York. Election of new members will take place at this time. A council meeting will precede the membership gathering.

Bailey Joins Pearson

W. K. (Bill) BAILEY, formerly Chicago manager of Spot Sales, radio representatives, has joined the Chicago office of John E. Pearson Co. Mr. Bailey was at one time account executive of Schwimmer & Scott, Chicago, and also served as commercial manager of WCAR, Pontiac. Peterson Kurtzer, who was formerly manager of the Chicago office of Spot Sales, will resume that position Jan. 1, following an honorable discharge from the Navy because of eye trouble.

RAYMOND EDWARD JOHNSON, radio setter on BLUE programs, has been given the leading role in "The Patriots", new Sidney Kingsley play which will start rehearsal next week.
WOOD STARTS 5 kw. IN GRAND RAPIDS

NINE neighboring cities sent their mayors and city managers to join the celebration of George W. Trendle and H. Allen Campbell of the King-Trendle Broadcasting Corp., owners of WOOD, Grand Rapids, and Stanley W Barnette, manager, upon the occasion of the station's increase in power from 500 to 6,000 watts. More than 200 persons assembled in the ballroom of the Parthlin Hotel for the inaugural broadcast last week.

Coincident with the power increase, the new four-building layout of WOOD, including the fire-proof transmitting plant headquarters, was opened. The new equipment includes a control system which can be pre-set so that the station may be put on the air by touch of a button. Among the equipment features installed in the main plant is a system whereby the building is heated in winter, and cooled in summer, by the station's tubes. Emergency cooking and sleeping facilities are also provided.

FOLLOWING out its customary coverage of visits of Latin American government officials, through shortwave broadcasts to the South, NBC is covering the installation of Dr. Genaro Batista, President of the Republic of Cuba, who arrived in this country Sunday. In addition to special broadcasts of ceremonies in the general's honor, NBC is transmitting a nightly resume of his daily activities, in collaboration with the CMQ network, and Radio Salas, NBC's Pan-American affiliate in Cuba.

TRANSMITTER BUILDING and towers of the new four-building layout of WOOD, Grand Rapids, which increased its power to 6,000 w. Dec. 1.

Tax Relief
(Continued from page 9)

also have actual earnings figures for other radio stations offering similar services, and similarly situated.

A Growing Industry

BROADCASTING also compiled figures from the reports of Dr. Herman Hettinger in the 1942 Broadcasting Yearbook, showing an orderly progression in the volume of radio business for the past ten years. Although these figures indicated that 1936-39 were not average years, since the industry was growing, a tax expert at Internal Revenue said no special relief for expanding industries is provided. Dr. Hettinger's estimates of radio gross billings, made in cooperation with Paul F. Peter, NAB director of research, show this orderly increase over the last nine years:

1933 - $7,000,000 1937 - $144,142,000
1934 - 72,857,000 1938 - 159,158,000
1935 - 87,854,000 1939 - 190,653,000
1936 - 107,551,000 1940 - 227,568,000
1941 - 148,900,000

Although these figures might indicate income gains for broadcasters, the number of stations was constantly expanding during these years, jumping from 610 in 1933 to 928 on Dec. 31, 1941. Expense of operation has kept pace with the expansion of business, the average income figures show. With exception of 50,000-watt clear-channel stations, the average broadcast service income has not greatly increased.

Internal Revenue also told Broadcasting that no special provision in the tax law will allow broadcasters any exemptions from unusually high 1941 incomes on grounds that as a service industry, annual income may fluctuate, and that special reserves should be permitted.

Among the other items which may give relief to broadcasters is a provision in the Act that any change in the capacity for production or operation of the business made subsequent to 1938 under an agreement completed before Jan. 1, 1940 shall be considered a change in the business made during the base period.

This has been interpreted, so far as radio is concerned, to mean that a station which agreed during 1939 to change its network affiliation, or received a construction permit for increased power, need not have benefited from that change within the actual base period. If income increases in subsequent years as a result of the agreement made during the "sample" period, an adjustment will be permitted to increase the average income for the sample period, and thus reduce the excess taxable income.

Intangible Assets

Corporations which were not in existence or authorized during the period 1936-39 will have to determine their tax on the basis of capital investment. This involves considerable handicap to broadcasters, since the allowance is only 8% of the investment, and radio involves relatively low capital compared to returns.

Some relief may be had even in these cases. Internal Revenue said, for intangible assets not includible in invested capital; for goodwill; and cases where invested capital is abnormally low. Intangible assets may be interpreted to include such things as "going concern" value accruing from licensed operation.

COMING of war has caused no emergency in maintaining the complex broadcasting facilities of WOR, New York, according to J. R. Poppele, WOR chief engineer, who revealed recently that the conservation and efficiency program adopted by the station long before the war has proved completely sufficient in maintaining perfect transmssions. Internal Revenue told him: "Even the present manpower shortage was anticipated by WOR," Mr. Poppele said. "We realized our technicians would be next to impossible to replace immediately in an emergency, so we had to plan ahead."

Mr. Poppele explained that the workings of highly technical apparatus has been reduced to an A-B-C plan of operation, making it less difficult to replace the highly skilled men called to the colors than it would have been otherwise.

Replacements of burned-out equipment have also been cut down to a minimum, he added, although WOR sometimes "has to spend more money renewing old parts than it would cost to replace them."

WXOK Round the Clock

WXOK, St. Louis, recently began operating round the clock. Announcer Jerry Burns, assigned to the all-night program, will broadcast news every hour on the hour, beginning at 1;00; dramatic and comedy sketches and music will be aired between newscasts. Among special features Burns has planned is a once-weekly newscast, News of Our Neighbors, for which items from surrounding small-town papers are selected to interest people who have moved into St. Louis from the towns named.

KWTH

CBS-50 KW

The Selling Power
in the Buying Market

A Shreveport Times Station

SHREVEPORT, LA.

The Brashin Company

Page 54 • December 14, 1942

BROADCASTING • Broadcast Advertising.
Bing Crosby Is Named Top Personality In Cleveland Plain Dealer Radio Poll

FROM a list of 61 nominated entertainers Bing Crosby is 2-1 choice to be "captain" of the All-America 1942 Radio Personality Eleven of the Cleveland Plain Dealer Reader's Poll. In a new classification, war programs, The Army Hour was selected as the favorite among six nominees. Others in the group were March of Time, Stage Door CAN- ten, Camps From Camps, Soldiers With Wings, Cavalcade.

Complete results of the poll follow:

All-America Radio Personalities Eleven
Bing Crosby, Kate Smith, Lionel Barrymore, Red Skelton, Don Ameche, Paul Barbour, Fibber McGee, Fred Allen, Edgar Bergen, Bob Hope, Joan Davis.


Most Popular News Commentator-Walter Hennich, Gabriel Heatter, Earl Godwin, Cedric Potter, Lowell Thomas.

Award to U. S. Disc
FIRST GOVERNMENT show to receive the award, "Production of the Month", is the program, Food is a Weapon, Agricultural Marketing Administration presented by Millard C. Fauth and produced by Dorothy Vanston, the quarterly hour program has been recorded by Brinckerhoff Studios, New York, and is offered to stations by the A.M.A.

KENNETH W. MacGregor, chief of production of WGN, Chicago, is a contributor to Richard's Topical Encyclopedia with an article, The Romance Behind The Broadcast, the new edition of the juvenile encyclopedia, published by Richards Inc., Chicago, will appear early next year.

News to Gunners
EACH DAY at 2:30 p.m., the public relations department at Tyndall Field's gunnery school calls WDLP, Panama City, Fla., and takes a telephonic report of the UP news bulletins, which are then typed and put on bulletin boards. Thus the officers and soldiers who are unable to tune in the newscasts are able to get the latest news while carrying on their regular work assignments. This policy was fostered by Edward J. Conture, program and production director of WDLP.
Of the FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 5 TO DECEMBER 11 INCLUSIVE

Decisions...

DECEMBER 4


WAXZ, Las Angeles.—Granted modification of CP to change of type of antenna and visual transmission, change of antenna, increase power, and change of transmitting power rating, antenna system and extend community to cover all Recond, Calif., Dec. 15, 1943.

WAXR, Kansas City.—Set for hearing application for CP to increase new transmitting and increase power to 3 kw.

KBTD, Jonesboro, Ark.—Approved power of stations 2, B. B. Campbell, owner and licensee of KBTD, to be handled by wife, Voda Brand, during his service in armed forces.

DECEMBER 9

WIBA, Madison, Wis.—Granted petition to intervene in a hearing of WISI, Indianapolis, Ind., for CP for 1310 kc., 5 kw. and 10,000 watts.

WMID, Peoria, Ill.—Postponed one week action on petition for leave to intervene in a hearing on license modification of WBC, Virginia Beach.

WALB, Albany, Ga.—Denied petition for consolidated hearing to be held in Albany instead of Washington, D. C., granted right to present depositions of witnesses to be held in Washington, D. C., on Tentative Calendar.

WORK, York, Pa.—Granted continuity of hearing on modification of CP to Jan. 22, 1944.

W53NY, New York.—Granted continuance of petition of Jan. 22, 1944, on application for modification of CP.

KFAC, Los Angeles.—Postponement of hearing on CP to Jan. 26, 1944.

Applications...

DECEMBER 7

KETH, Houston, Tex.—License to cover CP for frequency change, power increase, move transmitter 1100 meters (740 kc.)

KXYZ, Houston, Tex.—Same (1330 kc.)

DECEMBER 8

WSTPH, Philadelphia.—License to cover CP for experimental new high frequency broadcast station.

WSRT, South Bend, Ind.—License to cease operation of WSRB, auxiliary transmitter (960 kc.).

NEW, Balaban & Katz Corp., Chicago—CP for new experimental television broadcast station using facilities of commercial television station WGN. Frequency Channel No. 2, 60,000-66,000 kc.; power, 15 kw.; aerial, 2230 ft.; emission A4 special for FM for aural.

KGER, Long Beach, Calif.—License to cover CP for increased power, 10,000 watts, and move of transmitter (1360 kc.).

ESHL, Chicago.—Modification of CP as modified, authorizing DA DAY- and night power, increase and extension and completion date to Jan. 16, 1943.

KTRB, Modesto, Cal.—Modification of license to move main studio locally.

Tells of African Assault

JOHN LELAND CROSBY Jr., former BLUE page boy, gave an account of his participation in the North African invasion as an enlisted man in the U. S. Navy, on a recent broadcast of the BLUE's Men of the Land, Sea & Air program. He described a group of assault boats launched from his transport at Fedala, French Morocco.

DE. SIGMUND SPAETH, musical commentator of WQXR, New York, had a "coming of age" party Sunday, Dec. 4, to celebrate his 21st year of continuous radio performing. WQXR threw the party, to which several radio veterans, new celebrities, were invited.

Actions of the

Tentative Calendar...

KOBH, Rapid City, S. Dak.—CP for 610 kc., 5 kw., unlimited, DA-night & day. (Dec. 15).

WALB, Albany, Ga.—(Condolled council for license, renewal of license, 1650 kc., 1000 kw., unlimited, and addition of auxiliary transmitter. (Dec. 16).

KTRB, Modesto, Cal.—Modification of CP for 1000 kc., 1 kw., unlimited, DA-night & day. (Dec. 16).

KFAC, Los Angeles.—Petition to reconsider pending application for CP for 1350 kc., 5 kw., unlimited. (Dec. 16).

WCHS, Portland, Me.—CP for 970 kc., 5 kw., unlimited, DA-night and day. (Dec. 16).

WWDQ, Augusta, Me.—Petition to reconsider pending application for CP for 1450 kc., 250 kw., unlimited. (Dec. 16).

NBC Doubles War Time

NBC's total amount of time devoted to the war effort during the first 15 days of December is approximately double the time allotted to this purpose in the entire month of January, 1942. The October figure, 45 hours and 25 minutes, is also an increase of six hours and two minutes over the preceding two period.

Motor Tunnel

Purchaser of electric motors must show that the horsepower of the motor he is applying for is no greater than required to do the job, the WPB ruled last week. Conservation Order 1-221 prohibits the use of electric motors unless they comply with certain standard specifications and are of the simplest design.

MR. RADIOMAN:

Your Opportunity is Now!

GET THE BETTER RADIO JOB YOU WANT

CREI Technical Training Enables You To Go After—and get The Better-Paying Engineering Jobs in Broadcasting!

Every page in Broadcasting could be filled with more astounding facts concerning employment opportunities for trained radio men... but this is not news to the majority of you who are now in broadcasting. It may be more interesting to know that the most important thing you can do to take advantage of this situation is... what are you going to do to obtain the greatest benefit from the present opportunities?

If you have a commonplace job—a ten-dollar an hour job, you have the ambition to hold a position of greater responsibility with higher pay... then enrollment for, and completing a CREI home study course in electronics, is the most important thing you can do to add to your present employment opportunities.

SEND FOR OUR FREE 52-PAGE BOOKLET

and facts about CREI Home Study Courses

CREI students and graduates, attention!

The CREI Placement Bureau is flooded with requests for CREI trained radio men. Engineers in all branches of radio want trained men. Your government wants every man to perform his job, or be placed in a job, that will allow him to work at maximum productivity, or will be in need of re-employment, write your CREI Placement Bureau at once.

CAPITOL RADIO ENGINEERING INSTITUTE

Home Study Courses in Practical Radio Engineering for Professional Self-Improvement

DEPT. B, 3224 16th Street, N.W.

Washington, D. C.

Contractors to U. S. Signal Corps and U. S. Coast Guard.

Providers of well-trained Technicians for Industry

Network Accounts

All Line Eastern'Wartime until indicated

New Business

ASSOCIATED DENTAL Supply Co., San Francisco, -for dental toothpaste, toothbrush, etc., on Dec. 1 started for 15 weeks Rokie Carter, news analyst for KFRC KGB KFRE KAL KFIO KFGO, 9 AM until 8 PM, M-F., (PWT), Agency: McCann-Erickson, San Francisco.

KELLOGG Co., Battle Creek, Mich. (cerals, on Jan. 4 starts for 3 weeks, 9 AM until 8 PM, M-F., (PWT), Agency: McCann-Erickson, San Francisco.

STANDARD OIL Co. of California, San Francisco, on Dec. 25 only sponsors Christmas football game, Thurs., 12:15-1:10 P.M. (PWT), Agency: BBDO, San Francisco.

Renewal Accounts

PHARMACO INC., New York (Fenamint), on Dec. 25 renewal for 13 weeks $250 each, Thurs., 9:30-10:00 p.m. Agency: Wm. Esty & Co., N. Y.

AMERICAN CHIEF Co., L. I. City (Dentyne Chewing Gum), on Dec. 20 renewal for 15 weeks $500 each, M-F., 6:30 until 7:00 p.m., (PWT), Agency: Blue Book Co., New York.

CONTI PRODUCTS Corp., New York (soap and shampoo), on Dec. 6 renewed for 26 weeks $9.00 each, Thurs., 6:15 until 6:30 p.m., (PWT), Agency: Ogden & Nabisco, N. Y.


Price Debates on Blue

OVER 247 colleges and universities have registered for the second series of National Intercollegiate Radio Prize Debates held under the auspices of the American Economic Foundation in cooperation with the Student National Network. The theme is "American Youth Support the Establishment of the War of Communism. Evidence for Our Dominant Economic System?" Eight qualifying radio debates in selected cities precede the finals, which will be debated in Chicago, Thursday, April 18, at the Wake Up, America period, 3:15-4 p.m., WJZ, New York. First prize is $1,000 and second $500. Mark your calendars, enter today!...
Labor Priority Ratings Are Listed in Canada

In the first published list of priority ratings of labor under the Canadian National Selective Service, operational staffs of radio stations obtained a "high B priority," along with workers in electric light and power, telegraph, cable and telephone companies, reported the Ottawa Journal. Newspaper printing and publishing under the list published in the Ottawa Journal is "low C priority" for manpower. The National Selective Service has been grading jobs as a preliminary move to channeling all man and womanpower in the Dominion. Top priority is A, high priority is B, low priority is C, and no priority is D. The priority yardstick so far has been used only in the voluntary transfer of labor from dispensable civilian positions to essential occupations, says the Journal. "This grading of essential jobs likely will be used to a greater degree in operation of the compulsory military service draft. It has been used to some extent as a guide in granting deferments."

CLASSIFIED

Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. Bold face CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box or for preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Midwest Local—Wants program director, man or woman, who is sober, and dependable. Must be able to take full charge of all programs, write new shows, and all commercial copy. Musical ability as organist, pianist, or instrumentalist, and announcing experience helpful but not necessary. Salary $56.00 per week. Give availability date and full particulars in first letter. Box 198, BROADCASTING.

Can You Do Personality Mail-pull Programs?—Are you good at musical clock type programs? If so, there may be a place for you. Staff of a progressive radio station must hire a woman to give 8,000 watt western network station. Send qualifications, draft status, age, and salary requirements to Box 109, BROADCASTING.

IMMEDIATE OPENINGS—Announcers and licensed technicians. State details and requirements. WFPF, Atlantic City, N. J.

An Experienced Copy Writer—A man capable of announcing and who can write forceful copy. A new station in Western Pennsylvania. Salary commensurate with ability. Box 110, BROADCASTING.

Combination Announcer-Operator Wanted—Excellent opportunity with first class operator's license. Must be qualified newscaster. Submit transcript of newscast and commercials with application. KSEI, Pocatello, Idaho.

Full- or Part-time:—Studio or operator. Available in February, Box 115, BROADCASTING.

Operator—First class. Available January, No hobbies. Box 119, BROADCASTING.

PROGRAM DIRECTOR-TOPEX CONTINUITY WRITER—Production man, with good commercial ideas. Know music, sports, news. Can handle milks. Now available. Send details. Box 120, BROADCASTING.

ALERT YOUNG LADY—Secretarial and other diversified experience. Familiar with advertising and radio production. Box 122, BROADCASTING.

Wanted to Buy

One complete broadcast remote-control equipment. Box 116, BROADCASTING.

Hammond Organ—In good condition. WJTN, Jamestown, New York.

One Good Used Portable Recorder—Preferably Presto Y 5 or similar. Western Electric or RCA. $75 or $100. Write Box 124, BROADCASTING.

For Sale

1. Presto Type Y2 Portable Recording Unit—With Presto Transformer, and good as new. R.C.A. Communications, Inc. Box 127, BROADCASTING.

TUBES—Five 212E, one 864, one 204A, four 189, four 246C. Three E88, four 248B, all in exceptionally good condition. Box 117, BROADCASTING.

Kibling’s Remotes

CHARLES KIBLING, one-time engineer of WOR, New York, who handled remote dance broadcasts before entering the Army Signal Corps, is still doing remotes, but not in the United States. Now a master of the remote art at ORR (Ottawa Remotes Remote) Kibling’s familiar voice, though he didn’t identify himself by name.

TOWERS FOR SALE

Three Truscon, welded, self-supporting insulated radio towers. Two are 194 feet high; one is 172 feet high. Towers standing. Midwest city.

Box 120, BROADCASTING

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

An Organization of Qualified Radio Engineers Dedicated to the SERVICE OF BROADCASTING

Jansky & Bailey, Inc. 54 W. 44th Street, New York City

Mascy & Wrathall Consulting Radio Engineers

518 South Michiga Avenue, Chicago, Illinois

GEO R. SKIFTER

Consulting Radio Engineer

Field Intensity Surveys

Station Location Surveys

Custom Built Equipment

SAINT PAUL, MINNESOTA

HECTOR R. SKIFTER

Consulting Radio Engineer

FIELD INTENSITY SURVEYS

STATION LOCATION SURVEYS

CUSTOM BUILT EQUIPMENT

NEW YORK CITY

An Accounting Service Particularly Adapted to Radio

McNARY & WRATHALL

CONSULTING RADIO ENGINEERS

National Press Bldg., New York, N. Y.

E. L. HURD

Commercial Radio Consultants

Frequency Monitoring


SILVER SPRING, Md.

Main Office: 1420 Main St.

 crosses of the World

BROADCASTING

December 14, 1942 • Page 57

RING & CLARK

Consulting Radio Engineers

WASHINGTON, D. C.

Munsey Bldg., 2347 S. D.C.
IBEW Plans to Adopt Policy To Cover Women Technicians
Local Units to Be Encouraged to Hire Female Operators; Matter Before Executive Council

ISSUANCE of a statement of policy urging local units of the International Brotherhood of Electrical Workers (IBEW) to take in women technicians for the duration of the war was now under consideration at International headquarters in Washington, it was learned last week, and a preliminary draft has already been prepared for consideration of the union's Executive Council.

The statement, the first opinion on women as broadcast engineers ever issued by the union, was drawn after several locals had expressed fear that they would be unable to meet contract obligations. Organizational technicalities of the IBEW up to now have prevented any substantial number of women from obtaining membership.

Proposed Requirements
Officials of the International Union said the statement would be accompanied by a "memorandum of understanding" which each woman working in a union station would have to sign. Among other things, the memorandum will probably provide that women, after following the regular union pay scale, and that the employer release her within six months after the war. Approximately 300 stations would be affected.

An approval of the statement of policy had been expected at an Executive Council meeting Dec. 1.

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Broadcasting learned, but minor disagreements on provisions of the memorandum interfered. Some locals still report opposition to employment of women, an IBEW official said, mainly on the ground that their training will threaten the economic security of men after the war.

In some instances, the same IBEW sources pointed out, Union people, both in the locals and in Washington, have slowed adoption of the statement in hope that other measures, involving liberal IBEW internal adjustments, might be found. A suggestion heard this week proposed an intensive recruiting campaign to train men over 38 as broadcast technicians.

Proponents of this plan contend that after Feb. 1 large numbers of electric workers and radio service men now engaged in construction work for defense will be released, as expansion of the nation's industrial power will then be in its final stages. These men, many of them alumni of IBEW members, might be "converted" to broadcast work, they say.

Majority of IBEW officials favor a "temporary arrangement" for women to work as studio engineers.

Convention by Air
FOR THE second time, a national meeting of school teachers unable to hold conventions because of war-time travel restrictions, will meet via NBC broadcasts, Dec. 14 when the Educational Policies Commission of the National Education Assn., presents a half-hour broadcast on the full network. Program will be followed by discussions among listening groups assembled throughout the country. Reports of the first teachers' meeting by air, heard over NBC this fall, indicated an attendance of $1,000 at such meetings. The NEA will broadcast a third radio meeting in cooperation with NBC.

Charges of Raiding Denied by IBEW
Union Says It Has Not Placed Obstacles to Hinder WGRC
OFFICIALS of the International Brotherhood of Electrical Workers last week denied charges of S. A. Cisler, general manager of WGRC, Louisville, that the Louisville local of the union "raided" WGRC and imposed "imposed obstacles to free supply of trained technicians at the station.

In a letter to the Louisville local, Mr. Cisler had protested union methods which, he charged, discriminated against smaller stations. He also had complained that the union "imposed obstacles in the training of women." The Cisler letter also alleged union rules requiring two men in some jobs "where one could do the work." [BROADCASTING, Dec. 7.]

Denies "Raiding"
Guy Horne, president of IBEW Local 1286, Louisville, denied the union's opposition to the station, WHAS, declaring "it is our opinion that both WHAS and the union have the normal intelligence to meet whatever conditions may arise." He denied there had been any "raiding" of WGRC technicians, asserting that a WGRC technician was within his rights in applying for work with WHAS.

Mr. Horne's letter said the union felt no obligation to meet with Mr. Cisler to work out relief for his problems since "we have no agreement with you even though we have been trying since June to negotiate one."

Lawson Wemberly, international representative of the IBEW, said in Washington that the agreement with WGRC had lapses and had not been renewed. He said WHAS had gone on a 24-hour schedule at request of the Army and that two men were required at some WGRC technicians because of the equipment to be handled.

WMOB to Join Blue
WMOB, Mobile, Ala., on Jan. 1, 1943, will join the BLUE as a member of the Southcentral group, making a total of 146 affiliates of the network. Owned by S. B. Quigley, WMOB operates on 250 watts, 1250 kc., with network evening hours of 800. Making the 145th BLUE affiliate, WFIG, Sumter, S. C., has already become a bonus outlet of the BLUE group to its eastern group. It operates on 250 watts, 1340 kc.

New MBS Outlets
TWO ALABAMA stations to become affiliated with Mutual Nov. 23 are WBHP, Huntsville, and WLAB, Mobile, both owned by Muscle Shoals Broadcasting Corp., on 1450 kc., with 250 watts.

Page 58 • December 14, 1942 BROADCASTING • Broadcast Advertising.
WHAT DO YOU KNOW ABOUT THE PEOPLE OF
Tunisia, New Guinea, India

As Pearl Harbor flamed into total war, news dispatches of the conflict were flooded with names of strange places known only to most people in legend and story. Almost immediately the need became apparent for fuller understanding, greater knowledge of the countrymen our soldiers would meet in waging global war. The significance of news happenings would be clearer, we felt, if our listeners understood the political background, the mingled race heritages, the conflicting national aims of countries on whose soil war would be fought.

Accordingly, nine months ago, we inaugurated the World Front Guest Observer series. This series has brought to the microphone nearly a score of people who are peculiarly fitted by reason of profession or nationality to give authentic background information on the nations which have become a part of the theatre of war. They have given revealing accounts of its political, social and economic aspects in Europe, the Far East, Russia, Burma, Czechoslovakia, Holland, North Africa and many other countries.

World Front Guest Observers augment what is perhaps the most comprehensive independent station news coverage in radio. WLW is served by all of the major American news services—AP, WIDE WORLD, INS, and UP—plus the dispatches of Reuters, famous European agency. No expense has been spared to assemble an able staff of news writers, reporters and commentators who rewrite and present the news in radio style to fit the listening requirements of the Middle Western audience.

New names are being added continuously to the list of distinguished men and women who have appeared as guests on the "World Front Observer" series... WLW welcomes your suggested names of new arrivals from war fronts, who in your opinion might contribute to the interest of this series.

THE NATION'S MOST MERCHANDISE-ABLE STATION
WKY travels your dollar farther

- Your dollar buys 74½% more afternoon listeners on WKY in Oklahoma City than on the next station, and more than twice as many as on either of the other two. That's based on Hooper measurements of listening in Oklahoma City, May through September, and each station's 13-time quarter hour rate.

Morning and night, too, WKY gives advertisers the most for their money, delivering more listeners than all three other stations put together and at substantially lower unit cost.

Reaching more listeners at less cost is the way WKY makes more sales at lower advertising cost. It's the reason why WKY advertising is exceptionally resultful, economical, profitable.