Here's Selling in your sock -

And Sock in your selling!

KLZ Denver
5,000 WATTS—560 Kc.

Affiliated in Management With The Oklahoma Publishing Co. and WKY, Oklahoma City * Represented by The Katz Agency, Inc.
Intensive Coverage — in Central Indiana. This is the fifth in a series of advertisements showing WLS coverage, by counties, of Midwest America. These 19 counties comprise the fifth and sixth congressional districts of Indiana.

From This Part of Indiana

**ONE Out of THREE Families Wrote Us!**

WLS last year received 52,487 letters from this part of Indiana, where there are 142,385 radio homes. Thus we received *definite evidence* of listening from 37% of the homes there — more than one out of three!

This is but one small part of the WLS Major Coverage Area, extended over a great portion of Illinois, Indiana, Wisconsin and Michigan. Throughout this vast area of Midwest America people listen ... and respond ... to WLS. That's why WLS Gets Results! For proof of results — ask your John Blair man.

**890 Kilocycles**

**50,000 Watts**

**Blue Network**

**The Prairie Farmer Station**

**Represented by**

**John Blair & Company**

**Chicago**

Management Affiliated with KOY, Phoenix, and the Arizona Network - KOY Phoenix • KTUC Tucson • KSUN Bisbee-Lowell
A very Merry Xmas
and a
HAPPY NEW YEAR

Standard Radio
Kind words from Quebec

Sales for you right here . . .

You get both with:

WWL
NEW ORLEANS

50,000 watts - - clear channel

Listeners in the far North hear WWL clearly. And they prove our power by writing in to say: "Program's coming in fine."

Listeners in the deep South go to their retailers—and prove WWL's selling-POWER—by buying the products we help advertise. WWL gives you complete dominance over the New Orleans area—growing, prospering, and profiting smart WWL advertisers.

The greatest selling POWER
in the South's greatest city

CBS Affiliate — Nat'l Representatives, The Katz Agency, Inc.

You'll have better luck buying spots on KFAB. We're rationing some of our time, but there are still places on our schedule open to smart, quick-moving advertisers who never let good opportunities knock twice. You really need this station, to do a complete selling job in the farm markets throughout Nebraska and her neighboring states. Call us, today.

DON SEARLE—Gen'l Mgr.

Page 4 • December 21, 1942
Somewhere in the far reaches of this war-weary globe seven men, who left this station for Freedom's fight, will spend their Christmas where duty finds them.

Yet, they will have two Christmases. Because at the traditional WSAV Christmas party seven empty stockings will mark their places. And in the hearts of us who stay behind will go a silent entreaty to the Prince of Peace that another Christmas will see them, and all their comrades, back again to the peace they risked their lives to give to the world.

Meanwhile, we who are immeasurably proud of them, will carry on, giving our utmost support to their cause, and endeavoring to keep our part of their world unchanged against their coming.
A TALE OF 412 CITIES

A PREVIEW OF THE MOST COMPREHENSIVE RADIO SURVEY EVER MADE*

There are 412 cities in the United States with a population of 25,000 or more. Nearly 50% of the nation's radio families live in them. What stations do they listen to most at night?

The largest survey of listening habits ever undertaken—NBC's 1942 Nationwide Survey—has just turned up with the answer:

In 324 of those 412 cities, NBC stations were listened to most at night, compared to 85 for the second network. That's a lead of nearly 4 to 1! Or put another way, 52% of the radio families in those 412 cities listen most to NBC stations, as compared to 24% for the second network.

Or put still another way, NBC stations (as the survey showed) have a substantial lead in night-time listening over the stations of all other networks in every type of market.

Or, to put it even more simply, NBC is today, more than ever, the network most people listen to most.
One out of every 120 radio families in the United States told us what their listening habits were and what stations were their favorites. The results of these surveys, which will give this information for every county and every radio station in the country, will be published shortly.

P.S. Out soon—The story of night-time listening in the 412 25,000-and-over cities. Watch for it.

This is The National Broadcasting Company
"LOOK! HE'S RIGHT OUT OF THE AGENCY BUSINESS"

Evidence of affection for our kind of results is found on our books. And the books of our sponsors. Over 80% of our current accounts picked wBBm from previous wBBm experience. And the average sponsor stays with us four years when he buys a program we build. We'd like to show you how you can advertise more effectively in Chicago. Call us.

wBBm is the midwestern key station for the Columbia Broadcasting System and is represented nationally by RKO Radio: New York, Chicago, St. Louis, Charlotte, Los Angeles, San Francisco
NO. 9 IN A SERIES
PORTRAVING THE ADVENTURES OF RADIO'S
INDISPENSABLE MAN-
THE TIME BUYER.

Johnny
Timebuyer

It's "heads-up" for
spot advertisers these days-
with market conditions
changing almost over-night!
Here's why KEX, Portland,
Oregon, rates a place on
any timebuyer's list!

Portland leads all other
major Pacific coast cities
in such market
measurements as retail
sales increases and
bank debits!

KEX, with its 5,000 watts
and Blue Network programs,
is an ideal spot to do a great
job for spot radio advertisers
in this great and
growing market!

You're making a
fine record!

KEX is proud
of the fact
that it's 'going
places' with
the
Blue!

In Chicago, the
Raymer office is
the 'mecca' for
all alert spot
time buyers!

Praise Allah-
and pass th' KEX orders!

For the answer to
the $64 question, 'Where
can I buy th' best radio
spots?' Call the nearest
Paul H. Raymer office,
or write or wire
direct to KEX!

KEX
"The Voice of
the Oregon
Country"
Portland
Oregon

New industries
in two years have
swelled Portland's
population from
355,099 to 474,194!
- The trade area
to 703,108!

PORTLAND
LEADS ALL OTHER
MAJOR PACIFIC COAST CITIES
IN SUCH MARKET
MEASUREMENTS AS RETAIL
SALES INCREASES AND
BANK DEBITS!

December 21, 1942 - Page 9
NOBODY but a ham would make a pun about bringing home the Bacon, so we'll get to the meat of this matter! For fifteen years, Johnnie Bacon did just about every kind of work there is, in newspaper and publication advertising. Then he saw the light about radio. Today Johnnie is one of the excellent reasons why WGR and WKBW are doing the outstanding job in Buffalo, and also one of the reasons you'll like to do business with WGR and WKBW.

Enough said!

Once when we were young, a very successful executive of our acquaintance made a remark that has stuck with us ever since. Said he: "Never invest in a company until you've investigated the management. With good management, any company will succeed." ... This year as never before, that rule also applies to the investment of advertising money in radio-station time. This year, as in every period of stress and change, good management is being reflected in better results for both the station and the advertiser. And this year as never before, we are happy that we can offer you these bonuses of good station-management, here in this pioneer group of radio-station representatives.
Yankee Sale Presages Blue Alignment

New England Net Acquired by Gen. Tire

PURCHASE of the Yankee Network by the General Tire & Rubber Co., subject to FCC approval, is expected to have a bearing on alignment of the BLUE Network in New England and possibly upon the ultimate sale of the BLUE.

That was the talk in radio circles after the formal disclosure last Wednesday that General Tire had consummated arrangements for purchase of Yankee, the four standard broadcast stations licensed to Yankee and two FM stations for approximately $1,200,000. Included also is the stock of Colonial Network Inc. Of this purchase price $950,000 would be in cash.

While formal confirmation was lacking, it was learned that William F. O’Neil, president of General Tire, has discussed acquisition of the BLUE Network itself, now a subsidiary of RCA, which is on the block by virtue of an agreement reached by the parent company with the FCC. A number of offers have been made for the BLUE. There was speculation about the formation of a syndicate, in which General Tire would be a principal, to take over the network. Acquisition of Yankee would be an important step in that direction.

Need for BLUE Coverage

Mentioned as possible participants in the syndicate with General Tire are John Shepard 3d, president and general manager of Yankee, who would remain with Yankee after FCC approval of the sale, and George B. Storer, president of Port Industry Co., which owns and operates six standard broadcast stations.

Need of the BLUE Network for outlets in New England since the transfer of WBZ, Boston, last July from the BLUE to NBC is expected to accelerate negotiations whereby a number of the Yankee Network stations will join the BLUE, assuming FCC approval of the transfer. The present BLUE outlet in Boston is WHDH, which is under a two-year contract. Consequently it is doubtful whether any arrangements for WNAC, Yankee key, to join the BLUE could be made.

Coincident with the shift of NBC from the Yankee key to WBZ, Yankee joined MBS and is a stockholder member. When negotiations for affiliation of Yankee with the BLUE failed the latter network contracted with the then independent WHDH as its outlet. The whole question of WHDH fulltime operation on the 850 kc. clear channel is involved in litigation now in the Supreme Court. Should the FCC lose that case on appeal, as it did in the U. S. Court of Appeals for the District of Columbia last September, then WHDH would revert to part-time operation. In that event under its contract the BLUE would be free to negotiate for another Boston outlet.

Personnel to Remain

While there is expectation of prompt approval of the transfer by the FCC in the hope of consummating the sale this year, it was pointed out that delays may be occasioned because of General Tire’s status as a stock company. Its 3,000 shares are widely held and it may be necessary to procure clearance through Securities & Exchange Commission in addition to the FCC.

Under the transaction Mr. Shepard announced in Boston that no material changes are contemplated in the operation of the network and its stations or in personnel. Mr. Shepard himself, now operating head, would remain as president and general manager under a five-year contract. He said the only reason for the sale was because of inheritance tax problems. His father, John Shepard Jr., owner of the network and the Shepard Stores in Providence, will be 86 years old Jan. 2 and it was decided that it would be desirable at this time for the estate to have a substantial amount of cash in order to meet future inheritance taxes.

Two FM Stations Included

Mr. O’Neil said the purchase of the 21-station network was the first step in the “post-war expansion plans” of General Tire, which include “entrance into other fields of manufacture and merchandising”. He said that communications expansion is the first move made because of the growing importance of this field in the American economy and because engineers of his company already have developed many radio devices which they plan to offer to the public as soon as the war ends.

The transaction, under which General Tire acquires 100% of the stock of Winter Street Corp., Yankee holding company, involves also the acquisition of WNAC; WEAN, Providence; WABA, Worcester; WICC, Bridgeport; and the FM stations W43B at Paxton Mass. and W39B with transmitter atop Mt. Washington. The Colonial Network, which does not hold any station licenses but operates independently, also would be acquired.

In the application filed with the Commission last Wednesday, containing a gist of the understanding between the two parties, it was stated the sellers are Mr. Shepard 3d and George R. Blodgett, Boston attorney, as trustees of Winter Street. The sole buyer is listed as General Tire. This statement revealed that substantially all of the assets of the standard and FM stations, plus the relay stations, as well as substantially all of the assets of Yankee, are acquired. There also will be sold to General, either directly or indirectly, all of the stock of Colonial Network Inc.

“The consideration of the sale,” said the application, “is $1,150,000, plus an amount equivalent to the net quick assets of the Yankee Network Inc., the Colonial Network Inc., and the Winter Street Corp. The seller will receive $950,000 in cash at the time of the sale and the remainder of the purchase price will be payable in annual installments over five years, with 2% interest on the unpaid portion.

Policies Unchanged

“The general policies of the stations operated by the Yankee Network will, for practical purposes, remain substantially the same for the reason that John Shepard 3d will continue as general manager of the company.”

Consummation of the purchase was disclosed coincident with the filing of the applications for transfer of the licenses of the four standard and two FM stations. General Tire, which has not other direct broadcasting interest, negotiated the transaction through President O’Neil with Mr. Shepard 3d and Attorney Blodgett. Paul D. Spearman and Frank W. Roberson, Washington attorneys for Yankee, filed the application for the transferor, while W. Theodore Pierson, Washington counsel for General Tire, filed in the interest of the purchaser.

The financial statement of General Tire, filed along with the applications, shows a net worth of $9,200,000, compared with $6,700,000 when the Yankee Network was acquired.

(Continued on page 67)
Outside Writers Tested
Compton Agency Tries New Plan to Build Day Sketches
COMPTON ADV. Inc., New York, is quietly attempting to work out its own approach for the future development of the daytime serial type of program, it was revealed on BROADCASTING last week when a query was made on the basis of recent charges denouncing serials as out of tempo with the psychology of a nation at war.

Without joining in the debate, Hal Compton, president of the agency which is currently producing seven serials for Procter & Gamble Co. over CBS and NBC, pointed out that the agency has been interviewing writers for the past two months but have not been previously active in the field and urging them to experiment with various serial types as a form of literary expression.

Not Amateurs
"These writers are not amateurs or beginners," Mr. James declared to BROADCASTING, "but experienced writers who have had success in writing other types of radio programs or motion picture scripts or stories for magazines."

In talking of these writers, Mr. James emphasized the belief of William M. Ramsey, director of radio for Procter and Gamble Co., on his long experience with radio serials. Mr. Ramsey offers the writer a challenging and important opportunity in a medium which has proved itself as a vital social force and a major means of advertising. Furthermore, Mr. James points out, the agency offers the experienced writer who is interested in tackling this new field, the objective criticism and sympathetic guidance of people who have had years of experience with daytime serials and yet who do not have any preconceived dogmas about their treatment or method of presentation.

"New" Writers Wanted
When one of these "new" writers has a story that he wants to write in radio serial form, Compton offers him a chance to experiment on a graduated plan. First he submits a basic story and its projection in outline form. Then, if he and the agency agree on the story's merits, he prepares a series of scripts sufficient for several weeks of broadcasting, working under close agency supervision. Each part of the work is sent on as it is completed. If the story develops as anticipated, the scripts are cast, rehearsed and broadcast, either live or by transcription, in a manner as successful as the plan may be. The program may then be launched on a national basis, with the writer engaged to carry it on as long as its audience appears and advertising, when may justify.

Although this particular plan is a new development, it is a logical step in the history of the daytime serial. In the early days of this form of radio entertainment, script shows were written and produced by stations during the first quarter of the year. The serials were not presented on the air until after the studio machines had been left by the creators of commercial radio.

Tested Writers Used
As the daytime hours became more and more filled with commercial programs, chiefly the dramatic serials, the broadcasters curtailed their experimentation with the serial form to a large degree, believing it better, more varied, programming to use some other type of program in the daytime hours. This has been the sponsored serials. Then the advertisers in search of a new daytime drama turned to tested authors, employing the writer of one successful serial to write another serial for him. As the buyers market had gradually developed into the writers market, so this latter developed into a period of doubling-up which has of late reached the saturation point. Now, according to Compton, a new plan to extend the advertising heads of Procter & Gamble, the time has arrived to go out after new writers who will bring fresh ideas and techniques to the field of daytime dramas and so keep it in step with the times.

Aid Infantile Drive
FULL COOPERATION in the annual campaign by the National Foundation for Infantile Paralysis is anticipated by the New York committee of foreign language broadcasters, who met at the Hotel Roosevelt to formulate broadcasting plans for this year's drive. Under the Chairmanship of Louis V. Weil, WOR, foreman of the committee includes Ralph Weil, WOV; Henry Greenfield, WEDV; George Ingersol, WBNX; Norman Waremud, WBYN, Brooklyn, and William Renman, WWRJ. Starting Dec. 21, those six foreign language broadcasters in New York area will present daily spot announcements.

Slashing of Non-War Funds Is Expected in Next Congress
WITH THE demise of the 77th Congress on Dec. 16, predictions were freely made in official Washington that the new Congress, to be convened Jan. 6, will be agreeable and determined to slash all non-war spending. In this respect the FCC, among other Governmental agencies, is expected to feel the brunt of the cuts. Congressional leaders predicted full investigations of appropriations and spending by Government agencies, except the Army and the Navy. A well-rounded attack is expected for retention of a staff of expert auditors and investigators by the House, to function under its Appropriations Committee in the house probe. The FCC appropriation has practically trebled in the last three fiscal years, and totals approximately $8 million dollars for the next fiscal year.

War Legislation
While there was considerable activity affecting broadcasting last year in Congress, no important legislation pertaining directly to the industry passed, though several measures dealing with the war effort were adopted. The Sanders Bill (HR-5497), for a sweeping reorganization of the Commission, died with the session, after it had undergone extensive hearings. There is still considerable sentiment for revision of the 15-year-old Communications Act provisions relating to broadcast regulation and a revival of the legislation is expected in the next session, even though Rep. Sanders (D-La.), will not be back. He was defeated in the runoff elections.

Congressional leaders have stated clearly that they intend to examine intensively use of appropriations by executive agencies and insist that "unnecessary" wartime activities have been set up as a means of procuring funds. They also have stated they want to determine whether Government appropriations have been diverted from so-called war activity to other work within these agencies.

While particular agencies have not been singled out in these pre-adjudgment comments, it was learned that the FCC is included among the agencies to be subjected to this type of inquiry. More than half of the Commission's funds have been earmarked for war operations, including its field and monitoring services built up since the defense program got under way.

Any investigation of the FCC, however, is unlikely to gather itself into its regulatory policies, which have been under fire virtually since creation of the agency. Several resolutions for full-scale investigations of the agency died with the adjournment of the 77th Congress. It is likely at least one or two will be reintroduced with the new session, probably in the House, where greatest interest has been evinced.

SYLVIA PASCOE NAMED
SYLVIA PASCOE of the timebuying department of Russell M. Seeds Co., Cincinnati, has been made a contevant timebuyer under June Rollins, chief timebuyer. Betty Pech of the secretarial staff has been added to traffic manager.

WCOP Operation Under FCC Fire
First Wartime Action Against Foreign Tongue Stations
FIRST FCC citation against a foreign language broadcaster since the close of the war last week when the Commission designated for hearing the application of the Massachusetts Broadcasting Corp. for renewal of the license. WCOP, independently operated Boston station and member of the Bulova operated Atlantic Coast Network.

The hearings are to determine whether WCOP's operation of WCOP in the hands of the present management will serve the public interest. According to the bill of particulars, WCOP has a broad range study the manner in which the management has conducted the station, particularly with respect to its foreign language programs.

Announcers Investigated
Testimony will cover methods of selecting timebuying personnel, qualifications of personnel, supervision of programs and sales.

Commission investigators have studied the activities of Franco Galluci, WCOP announcer and time broker of many Italian language programs. Mr. Galluci, according to information supplied by the FCC, was president for many years of the Massachusetts Association of Foreign Language Broadcasters, an organization which a FCC press release referred to as a Fascist front organization.

Another WCOP foreign language announcer, Ubaldo Guidi was arrested by the FBI and interned at the outbreak of the war. Guidi had been in close contact with the Italian consulate in Boston and was widely known in New England as a Fascist organizer.

Harry Pascoe, count, executive head of WCOP and of the Bulova stations and former member of the Federal Radio Commission, expressed surprise at the Commission's action. He indicated the station has cooperated with FCC in making program changes and in presenting Government war messages to the Italian-speaking audience of Boston. A representative of the station said that Galluci was no longer employed by WCOP and that services of other individual announcers is in the FCC's statement have been terminated.

The FCC announcement of the hearing stated that Italian language broadcasting on WCOP began at the direction of the late Luigi Fiaso, who was executive secretary of the Boston Fascio of the Fascist League of N. A.
PLUS LARGEST COVERAGE! Largest daytime primary coverage area and also the largest nighttime primary coverage area of any radio station in Iowa, based upon field strength surveys using FCC engineering standards. Only 1A Clear Channel station in State—50,000 watts.

PLUS BEST PROGRAM SERVICE! Only NBC program service station in Iowa. Has all the big shows and features. Also excellent local programs with many live talent shows that compete successfully against network programs for Iowa listeners. Unsurpassed in news-broadcasting leadership—in quality of service and audience.

PLUS GREATEST POPULARITY! "Listened to most" by 55.7% of all Iowa radio families (daytime), as against 18.2% for all other Iowa commercial stations—by 60.4% after 6 p.m., as against 10.9% for all other Iowa commercial stations, according to 1942 Iowa Radio Audience Survey. (1941 Survey indicates that "listened to most" station has six hours of listener's attention to every one hour for No. 2 stations in this State. However, this does not apply to large metropolitan centers.)

PLUS GREATEST SECONDARY COVERAGE! During winter months 60% of WHO's mail comes from Iowa, the balance from 35 to 45 States. Summer mail comes from 30 to 37 States.

PLUS LARGEST STAFF! Total 114 capable men and women are eager to deliver your program and sales message in a proper and acceptable manner into more Iowa homes than can be secured through any other radio station or combination of stations in the State. Every department head has many years of experience in "large station" operation. Engineering and research staff is considered to be one of the best in the U.S.A. by men who know.

PLUS RESULTS! WHO takes in more money for time and talent than all other stations in Iowa combined. This automatically must mean that WHO gives better results to advertisers. Let us prove it! Write today—either to us or to Free & Peters.
New Yorkers Turn to Radio, As Strike Halts Newspapers
Theatres, Department Stores Buy All Available Time; Stations Add News Broadcasts

RADIO'S ABILITY to keep the public informed of latest news developments and its flexible ability as a medium for any and all types of advertisers proved more than equal to the emergency in New York City yesterday when the strike of newspaper publishers and the Newspaper and Mail Delivery Union held up citywide delivery of eight morning and afternoon newspapers.

Radio, keeping the public informed of the war from the public the strike occurred most inopportunely the week before Christmas when advertising by department stores and local amusement theatres are at their heaviest to reach the holiday crowds.

Stores on Air
The motion picture industry alone is estimated by the agencies handling the various accounts as spending something over 2500 dollars a day from Dec. 14 through Dec. 17, day on which newspapers were again distributed to the New York public, after settlement of the strike at 1 a.m. on orders of the WLB.

Several local department stores took special time to promote their Christmas bargains. The Curtis Publishing Co. used regular time for special promotions of last week's Saturday Evening Post, and the newspapers themselves expanded their regular tie-ins many of them have with local stations, as well as contracting for sponsored periods of news.

Theatres Buy Time
Radio executives were literally deluged early last week with requests for time on their stations. New York newspapers purchased most of the accounts in the amusement field was Donahue & Co., which on Monday morning was instructed to buy as much time as possible for Loew's neighborhood theatres, the Capitol Theatre, Radio City Music Hall, the Center Theatre, and M-G-M, including spot announcements, participations, quarter-hours and half-hours on the four network outlets in New York, WABC, WEAF, WJZ and WOR, as well as NBCNEW, WMCA, WINS and WQXR.

WABC carried two quarter-hour participations for Loew's on Personal, It's Off the Record on Dec. 14, but before the early Arthur Godfrey show Dec. 15. Paramount Pictures, through Buchanan & Co., also sponsored four quarter-hours on the Godfrey program during the week. One-minute live announcements promoting current features were used on WEAF by Capitol, Music Hall and Loew's, supplementing tie-ins on such shows as The Funny Money Man, News at Midnight, Studio X, Morning in Manhattan and Melodies at Midday.

WOR also bought the Curtis Publishing Company's Philadelphia Record, which ordinarily takes large space in newspapers for each week's issue of the Saturday Evening Post, used participating 30-minute program on Dec. 16.

Time is now being distributed from the New York foreign wire services, as well as on the five network stations, WABC, WEAF, WJZ, and WOR, as well as on WQXR, to broadcast an additional quarter-hour for its Christmas trade on that station last Tuesday.

Other advertisers interested in using radio as a substitute for their extensive newspaper advertising included employment agencies and legitimate theatres, although the former requires no contract.

Programs Get Serious Consideration from Robert J. Landry (left), new CBS director of program writing, and Douglas Coulter, Columbia's director of home programs. Mr. Landry joined CBS Dec. 1 after 11 years with Variety.

Networks' Appeals Up Next February
Supreme Court. To Review Chain-Monopoly Cases
THE MAJOR networks get their "day in court" before the Supreme Court of the United States in their joint effort to block enforcement of the controverted chain-monopoly regulations during the second week in February, by virtue of the highest tribunal's action last Monday in agreeing to review the cases.

The cases have been docketed for the week of Feb. 8, though it is possible they will be heard a few days earlier or later. The appeals of NBC and CBS are from the adverse decision of the statutory three-judge court in New York last month dismissing the suits of the major networks. The lower court, however, issued an order restraining the FCC from making its regulations effective until after the Supreme Court's adjudication.

The Supreme Court noted "probable jurisdiction." Both CBS and NBC contended the FCC had exceeded its authority in issuing its regulations. In May, 1941, and held that they are unconstitutional, improper and destructive.

MBS is an intervenor in the case having registered its objections to the regulations throughout. Charles V. Denny Jr., FCC general counsel, is expected to argue the cases in the court of last resort. MBS chief counsel is Louis G. Caldwell. Chief counsel for CBS are Charles Evans Hughes Jr., and former Judge John J. Burns. NBC's chief counsel is John T. Cahill.

Book League Expands
BOOK League of America, New York, subsidiary of Doubleday, Doran & Co., New York, extensive user of radio, on Jan. 1 will start a campaign on 125 stations to promote its monthly releases. Campaign will consist of five-minute program, three weekly, featuring dramatizations of highlights parts of each month's book. List includes eight other subscribers. Business East of the Mississippi is handled by Huber Hoge & Sons, N. Y., and in West by Raymond Sprouster Co., N. Y.

Lesueur to FDR
WHEN Larry Lesueur, former CBS Moscow correspondent, visited Washington last week he attended one of the President's press conferences in the company of Eric Sevareid, CBS Washington chief. At the close of the conference he was introduced to Mr. Roosevelt and the two were chatted for a few minutes. Before leaving Larry offered the First Gentleman a German iron cross he had picked up on a Russian battlefield.

Tax Ruling Asked On Donated Time
NAB Seeks Internal Revenue Opinion on Deductions
FURTHER explanations of the position of the Bureau of Internal Revenue on deductions from taxes for time used by broadcasters to federal agencies may be available soon as a result of a letter sent by the NAB Dec. 17 to Guy H. Helvinger, Commissioner of Internal Revenue.

The letter, written by Russell P. Place, NAB counsel, seeks to determine whether Internal Revenue will consider such free time, which is paid and held in a public service effort and a "contribution in money" for the use of the United States. Under an amendment in the 1942 tax law to section 66, in cases of such gifts and contributions, a taxpayer may deduct up to 65% of his net income.

Expense Deduction Approval
Internal Revenue has already ruled that broadcasters may deduct the actual expenses involved in preparing such broadcasts, and these will be considered ordinary operating expenses. This position was stated in a letter from Commissioner Helvinger to Mr. Place earlier this month [BROADCASTING, Dec. 14].

General opinion is that the Internal Revenue Bureau will follow the same reasoning in answering Mr. Place's second letter that was used in answering the first. It has been decided that newspapers cannot claim a 5% deduction and that such things as War Bond ads are not monetary contributions to the United States.

Using the same basis as applied in Mr. Helvinger's first letter to Mr. Place, Internal Revenue said newspapers cannot deduct the cost of the major networks' news and mechanical expenses involved in preparing such advertising, but that there could be no space charge. Internal Revenue ruled that it is the duty and the business of newspapers to advise the public to buy war bonds and that the mechanical expenses involved are not deductible, even from those of any other news or advertising page [BROADCASTING, Nov. 30].

'Time' Film Spots
MARCH OF TIME Inc., New York, is promoting the film "We Are The Marines," in which four to eight four-minute canvasses of live spot announcements totaling 108 on major stations in New York and Washington. The Pictures are showing on 70 different stations in New York, New York stations used are WQXR WEAF WNEW WOR WMCA WJZ WABC. In Washington, commercials were placed on WMAL WJSV WRC. In addition to commercial advertising, the picture is promoted through special mention on local stations and the major networks by competent Men. John J. Thomas, Martha Deane, Arthur Godfrey, H. R. Buhkshage, Adelaunityt, John R. Hughson and others. Agency is Lord & Thomas, New York.
Those boys KNOW what they're shooting at! And smart radio advertisers have learned they can AIM...FIRE...and HIT their market targets just as surely as the man behind the gun. No waste...no misses.

Consider Baltimore...today the country's 6th largest city. Do you know how sales costs can be reduced? The answer is WFBR.

The station that covers the Baltimore trading area without waste.

1. WFBR does not try to cover the surrounding states of Virginia, West Virginia, New Jersey, Pennsylvania or Delaware. Our job is the Baltimore market.

We're under the impression that radio stations in those scattered states have loyal listeners of their own.

2. WFBR uses the electrical power that gives a magnificently clear signal DAY and NIGHT. There are no dead spots.

3. WFBR is the station Baltimore people have depended on for years. It has a station loyalty of listeners that has brought one half million people out of their homes into our studios.

If you want people to hear about your products in the town you sell them in...WFBR is your buy in Baltimore.
Miles Laboratories Challenge FTC’s Medical Label Control

**Firm’s Court Stand Threatens FTC Position in Cases Recently Filed Against Headache Remedy Makers**

CHALLENGING the legality of Federal Trade Commission activities in the regulation of medicinal remedy labels, Miles Laboratories Inc., Elkhart, Ind., on Dec. 14 asked the Federal District Court of the District of Columbia to prevent the Commission from issuing a complaint against it for “unfair methods of competition in business.”

Although the firm is a large buyer of radio time for Alka-Seltzer and Vitamins, none of its radio-advertised products was involved in the FTC cases. The issues raised by Miles, however, may involve several pending FTC headache and medicinal remedy cases, some of which are against important time users.

**Action Is Surprise**

Miles move came as a complete surprise to FTC attorneys. It resulted from correspondence in which FTC sought a stipulation from Miles, agreeing to modify labels and advertising for its Nerve, Nerveine Tablets and Anti-Pain Pills.

In a letter to Miles Nov. 17 Web Woodhill, chief trial examiner for the Commission, wrote that Miles had failed adequately to reveal the potential danger to health that may result from improper or continued use of such drugs. Mr. Woodhill then referred to a copy of a stipulation which the Commission enclosed and asked Miles to agree to some modifications in it.

Miles complaint flatly rejected efforts of the FTC to obtain the stipulation and declared that the Commission was entirely without authority to ask such an agreement or to issue a complaint against it.

**Label Authority Challenged**

In effect, the complaint said that FTC uses its power over advertising indirectly to regulate labeling, a function entrusted to the Federal Security Agency by the Federal Food, Drug and Cosmetic Act of 1938. Miles said that its labels comply with the requirements of the Food, Drug and Cosmetic Act, designed to prevent mislabeling of merchandise.

The firm did not deny the FTC has authority over advertising, but insisted that this authority does not include the right to require changes in labels beyond those required by the Food, Drug and Cosmetic Act. Moreover, the complaint asserted, FTC cannot require labels to state specific danger unless it can prohibit the use of the product beyond the dosage specified on the label.

Miles pointed out that its labels for all three products contain all the warnings demanded by FTC, with the exception that the labels do not warn specifically that excessive use of Nerveine and Nerveine Tablets may cause mental derangement and that Anti-Pain Pills in excess may cause collapse. The complaint included exhibits of advertising and labels which it claimed to show the following warnings: “Do not exceed recommended dosage or give to children” and “Overdoses or habitual use may be dangerous.” The complaint stated that Miles’ advertising contained instructions to read full directions on the bottle.

**FTC Course Undecided**

FTC attorneys last week-end, although confident that the authority of the Commission would be sustained, had not decided whether to move for dismissal of the complaint or an answer. Dismissal must be made within 60 days.

If Miles were sustained by the federal courts in challenging jurisdiction of the Commission, observ-ers pointed out, Miles’ challenge to FTC’s jurisdiction might be offered by headache powder firms cited by the Commission Oct. 21. Three of the firms in these cases have filed answers on the facts of the case while three others, Emerson Drug Co., Baltimore (Bromo-Seltzer); Stanchak Co., Salisbury, N. C. (Stanchak Headache Powder); and B. C. Remedy Co., Durham, N. C. (BC Headache Powder) have been granted extensions in their cases and as such is doing so in heat of the nature of their replies.

Attorneys for Miles, although stating clearly that radio copy was not at issue in the present complaint, indicated that they felt the same arguments on FTC jurisdiction might apply in radio cases. Radio programs advertising Miles’ products, not involved in this case, include "Lax ‘n’ Abner and Quiz Kids on BLUE and News of the World and National Barn Dance on NBC.

**FTC Headache Cases**

NEW extensions were granted by the Federal Trade Commission last week to three of six headache and medicinal remedy manufacturers charged with misconduct Oct. 21. [Broadcasting, Oct. 28]. Emerson Drug Co., Baltimore (Bromo-Seltzer) was ordered until Dec. 29 to reply, while indefinite extensions were granted B. C. Remedy Co., Durham, N. C. (Headache Powder), and Stanchak Co., Salisbury, N. C. (Stanchak Headache Powder). The FTC said these firms have already answered, in general denying FTC charges.

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**FEERGUSON FOURTH TIME**

GARLAND S. FERGUSON, member of the Federal Trade Commission since 1927, was elected FTC chairman for the fourth time last week, the Commission announced. He will succeed William A. Ayres, Jan. 1. The chairmanship of the FTC is traditionally rotated among the commissioners.

Mr. Ferguson will be in his fourth term as head of the FTC with a longer record of service than any other commissioner. A Democrat from South Carolina, he was named to the Commission by President Coolidge. Previous to his appointment he had held no public office. Following a successful law practice, he was special counsel to the Southern Railway and assistant general counsel to the Newport News Co.

Other personnel of the Commission remains unchanged, including Mr. Ayres, Ewell W. Davis and Robert E. Freer, appointed by President Roosevelt, and Charles F. March, another appointee of Mr. Coolidge.

**OCD Program on WOL Sponsored by Hecht Co.**


Idea originated with OCD. Script is written by Tom Stone, chief of the Radio Relations, Information, and Division, of which H. P. Godwin, brother of the BLUE commentator, is head. Monday night Hecht Co. buying station time and presenting $25 cash or equivalent in merchandise each week to different Civilian Defense agencies in Washington. The marks first time the Washington OCD has built a radio show for sponsor- ship, agency is Koster Adv., Washington.

**SOME ‘PRINT UGLIES’ They Pole ‘Plug Shrinkers’— Says Retail Bureau**

COMMERCIAL copy laden with "print uglies," says Frank Wright, manager of the Retail Radio Bureau, in a letter to Reader’s Digest, causes him to take issue with the Plug Shrinker’s "stum- bling abash at radio’s modest transmis- sion."

Citing exhibits from a recent issue of the San Francisco Examiner in which he finds that 13 of 16 selected samples of commercial plugs are in their present text "unacceptable to Bay Area Radio Stations," Mr. Wright concludes that "plug uglies" have already "pillowed us down to their nards" and "no longer detract from the savor of the reader’s chop".
IN THE BOOMING AND BUYING WICHITA MARKET WITH

★ THE BEST WAVE-LENGTH
★ 24-HOUR, SEVEN-DAY OPERATION
★ PRESTIGE AS KANSAS' OLDEST STATION
★ TWO NETWORKS — BLUE AND MUTUAL
★ EIGHTEEN LIVE TALENT RADIO SHOWS DAILY
★ THOROUGH MERCHANDISING SERVICE BY FOUR EXPERIENCED REPRESENTATIVES
★ AN ENVYABLE REPUTATION FOR GETTING DISTRIBUTION, FOR PULLING MAIL

IF YOU WANT TO SELL THE RICH, AND THE NOW ENRICHED WICHITA MARKET,
BUY INFLUENTIAL KFBI

KFBI—WICHITA
5000 WATTS — BLUE AND MUTUAL
RAY LINTON, General Manager  HOWARD H. WILSON & CO., National Representatives
ONE OF RADIO'S most lovable characters—Cornelius D. Tomy, 64, known to thousands of radio listeners as "Uncle Neal", is dead.

It was in April, 1929, Mr. Tomy was named general manager of Station WXYZ, then being established in the Detroit Free Press. It was his voice that was first heard over that station. Later he became general manager of WGHP, the forerunner of the present WXYZ, but returned to WXYZ to resume his old position.

In 1929 WXYZ was absorbed by WJR, Mr. Tomy becoming an announcer and director of special broadcasts for the organization. He has been with WJR ever since, in recent years as director of publicity and as narrator on the Sunday morning reading of the comics.

With the opening of WXC, Mr. Tomy founded The Red Apple Club and became its "Merry Old Chief". A late night variety show starring many famous personalities of stage and screen, The Red Apple Club won a great audience. In those days when radio was in its infancy, WXC and WWJ divided time on the same frequency to avoid interference.

But it was through his years of service as conductor of children's programs on WJR that Mr. Tomy won a permanent place for himself in the hearts of young and old alike. He was a sincere love for children and they reciprocated with a warm affection reflected in the fond appellation, "Uncle Neal", with which they greeted him.

One of the features of Uncle Neal's Birthday Party that Mr. Tomy launched in 1931 was to reveal to young listeners the hiding places of their birthday gifts. Those early listeners, now grown, know now that Uncle Neal had the cooperation of parents, but in their youth it was a miracle indeed when he donned his "magic eyeglasses" and started telling those with birthdays where to go for their gifts.

Mr. Tomy's death was commemorated with memorial services by two Detroit radio stations. On WWJ Ty Tyson, sports commentator and, like Mr. Tomy, a veteran in Detroit radio; George Stark, staff writer for the Detroit News; together, organist, carried their audience back to the early days of radio, picturing with music and narration the story of Mr. Tomy's life. WJR's memorial broadcast brought to the microphone Bernice and Prudence Butterfield, pianists who were associated with Mr. Tomy on the air.

One of the closest friendships in radio was that enjoyed by Mr. Tomy and Leo J. Fitzpatrick, vice-president and general manager of WJR. Together they played broadcasing in radio's development from almost the very first days of broadcasting.

Mr. Tomy, who was born in Fairfiel, la., Oct. 27, 1878, died Dec. 14 in Cottage hospital, Groose Point, Mich., following a paralytic stroke. Besides his widow, Mrs. Reva Crane Tomy, he is survived by a son, Wallace C., Indianapolis, and a daughter, Mrs. M. Schilling Jr., New York.

Lohnes Is Elected By Radio Lawyers

Fisher, Gibbons Are Named To Be Vice-Presidents

HORACE L. LOHNES, Washington attorney, was unanimously elected president of the Federal Communications Bar Assn. at its annual meeting Dec. 12 at the Mayflower Hotel, Washington. Mr. Lohnes succeeds Judge E. O. Sykes, former member of the FCC.

Elected first vice-president was Ben S. Fisher, also of Washington, who succeeds Mr. Lohnes.

Mr. Lohnes is a partner of the law firm of Libby McNeill & Segal, USNR, who was not a candidate because of active duty. John F. Gibbons, general counsel of RCA Communications, was also a candidate but was not elected second vice-president succeeding Elliot Lovett, of Washington.

Others Elected

Lester Cohen, of the Hogan & Hartson law firm, was elected secretary succeeding Reed T. Rollo, who became chairman of the executive committee. Kenneth L. Yourd, Washington counsel for CBS, was elected treasurer succeeding John M. L. Price.

Also elected to the executive committee were retiring President Sykes for a three-year term, Mr. Rollo for a three-year term, and Mr. Lovett for a two-year term. All five officers likewise serve on the executive committee.

Holdover executive committee members are Ralph Van Oradel, general counsel of Chesapeake & Potomac Telephone Co., Washington, and Herbert M. Bingham, of Washington, for two-year terms, and Philip J. Hennessey Jr., of Washington, for an one-year term.

At its annual banquet, the association heard an off-the-record address by Commissioner T. A. M. Craven, of the FCC and chairman of the temporary technical committee on international shortwave broadcasting. Paul A. Porter, former CBS Washington counsel and now assistant director of the Office of Price Administration in charge of rent control also informally addressed the group in a humorous vein.

At its business meeting, the association adopted a resolution reuniting dues of all members in the armed services.

St. John's New Series

ROBERT ST. JOHN, NBC commentator, has started a series of five-part Christmas programs on the Washington scene at 1:45 p.m., replacing Morgan Beatty, military analyst, who has been assigned to Washington stations but formerly served as NBC representative in the British capital, returning to this country to recover from the effects of an over-heavy schedule.

Page 18 • December 21, 1942 • BROADCASTING • Broadcast Advertising
WORL
sends you the season's best.

THIS LITTLE BUDGET WENT TO WORL BOSTON
Cooperative League Planning Radio Series Early Next Year

No Conflict Between Proposed Program and NAB Code Is Found at Joint Meeting

ALTHOUGH NO date has been selected, the Cooperative League of the USA plans to take the air early in 1943 as the result of conferences at the Mayflower Hotel, Washington, Dec. 14-15 between the Code Committee of the NAB and officials of the Cooperative League.

The joint statement indicates that such a program must be sponsored by a specific cooperative and not by a trade association. Furthermore the program can't be a 16-minute commercial but must limit its sales talk to three minutes and must offer a specific product or service for sales; however, it can describe the features of the cooperative and its benefits, as specified in the agreement. If these terms are complied with it appears that CBS will accept the program.

At the close of the two-day session, a joint statement was issued by the NAB and the Cooperative League which points out that no conflict exists between proposed program and the terms of the NAB code. The text of the statement follows:

We believe that the advertising of cooperative enterprises is acceptable under the Code when the programs offered are designed to sell goods, trademarks or services of cooperatives.

Commercial Copy

"It is well that there is no objection to commercial copy incorporated in a program sponsored by a cooperative enterprise which states that (a) any person can make purchases at cooperatives; (b) membership in cooperatives is open and voluntary; (c) cooperatives are owned by members, each of whom has one vote; (d) profits or savings are returned to members. However, in making such statements no attack is to be made on any other business enterprise or system of distribution.

"The length of commercial copy and character of such program should conform to the provisions of the NAB Code.

"Any discussion of the cooperative movement as such or as an economic system is properly confined to sustaining time which may be given by stations or networks in accordance with the public interest."

Joint Statement Agreed Upon

Monday morning the NAB Code Committee met in executive session to consider the question. During the four-hour session the Cooperative League's representatives were invited to sit in with NAB officials in exploratory fashion to determine whether or not the spirit of such a program was consistent with the spirit of the code. After a complete hearing the Tuesday morning ses-

U. P. YEAREND SERIES
Editors Select Gen. Clark For 1942 Hero

FIRST choice of the more than 300 radio news editors queried by United Press Radio for the title "American Hero of 1942," was Lt. Gen. Mark Wayne Clark, who made a secret tour of North Africa to lay the ground work for the Allied invasion. His exploits will be featured in special program titled "American Hero of 1942," one of a series of nine-quarter-hour scripts UP will supply its 636 affiliated stations as summaries of the year's outstanding developments.

Others in the series of year-end scripts are: "The World at War, The Year and the Nation," The Year and the Year and the Farmer, Women of the Year, Chuckles of 1942, Sports List, 42, The Year in Movieland, The Year in Business. Special promotion includes a pamphlet bearing a slip, which should be distributed with the series to assist them in obtaining sponsors.

New WBP Field Service Designed To Assist Radio Horning Head of Group On Distribution of Parts

NEW MEASURES to provide aid to broadcasters in obtaining transmitter tubes and other replacement parts were taken last week when the WBP Radio & Radar Division established a new field service designed to decentralize the distribution machinery.

The new organization includes a staff of about 40 veteran radio men, in every region of the country. Their job involves expediting preference ratings for replacement parts and assuring a reasonable distribution of parts in the civilian economy.

Frank S. Horning, former RCA production and sales engineer, heads the new organization, which includes some 70 WBP staff radio engineers.

Until recently the WBP shakeup Mr. Horning was chief of the Radio & Radar Industrial Section [BROADCASTING, Nov. 16].

Will Eliminate Confusion

Although a principle duty of the field service is to iron out bottlenecks in the production of Radio and Radar equipment, it was said officially, the men also will be responsible for eliminating confusion of the network of preference ratings and the purchase of replacement parts.

Mr. Horning said that when the Field Service Section gets on its job operation it will no longer be necessary to sell Washington for aid. Field officers will have necessary power to grant effective preference ratings.

WBP said that the Field Service will play a major role in the forthcoming Victory Model and replacement equipment and will be responsible for distribution of these civilian parts. Allocation and distribution of rare materials, among other problems, will be handled through the field officers.

In its distribution function, the Field Service will insure civilian supplies against "raids" by non-civilian leaders. WBP indicated.

Members of distributors' associations had said recently that receiver tube shortage may be traced largely to raids by military purchasing agents on supplies earmarked for civilian use. [BROADCASTING, Nov. 23].

Field Offices already have been established in New York, Chicago, Philadelphia and Boston, while others are planned at Cleveland, Los Angeles and Detroit. The New York office, under Frank Mistry, has a staff of seven and a staff of nine, headed by Ray C. Woodford, formerly in charge of sales and production of Stewart Warner Corp., will be located in Chicago. Chicago also will control Kansas City. Frank Aiken, formerly with Atwater Kent, will have charge of the Philadelphia office.

TEN-FOR-TEN—Ten new members of the Ten-Year-Club of KOIN, Portland, Ore., were "inducted" at a recent banquet [BROADCASTING, Nov. 16]. Those inducted were: W. H. Myers, KOIN president, were (seated, 1 to r.): Earl Granger, auditing department; Clyde Phillips, treasurer; Charles Couche, advertising manager; Louis S. Bookwalter, technical director; Henry M. Swiftwood Jr., program manager. Standing: Ita Tena, night operations manager; James Riddel, chorus director; Lloyd Woodell and Byron Paul, transmitter engineers; Frank Trevor, member of the station artist staff.
The majestic Sphinx has sat for ages amid the shifting desert sands—a silent witness to the rise and fall of kings and conquerors.

No silent onlooker to the changing scene is WTIC. For more than 17 years, WTIC has played an active and important role in the lives of Southern New England’s inhabitants. Because of its unique position, WTIC is able to offer you an unparalleled sales opportunity in this wealthy market.

The above average per family buying power and the high radio ownership in Southern New England make it a natural to sell by radio. And when you employ the power, authority and public acceptance of WTIC to do that job, you’ll understand why we insist:

THERE’S NOT ANOTHER LIKE IT!

DIRECT ROUTE TO AMERICA’S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood
This new antenna by G. E., with circular bays, eliminates the usual complex, costly structure, yet radiates energy uniformly. It is an example of General Electric engineering leadership in FM equipment.

Among owners of frequency-modulation receivers, a large majority like the quality of FM reception. For example, 85 per cent say it is better than regular broadcast reception, and 91 per cent would recommend it to their friends!

These are facts and figures taken directly from a survey made for General Electric in 14 cities by an independent research organization. Among owners of General Electric FM receivers, the approval registered was even greater.
The research organization went directly to private homes for its findings. It sought and obtained answers from both FM and non-FM owners of high, medium, and low cost sets. The answers took on a pattern of telling significance.

Seventy-eight per cent of the non-FM owners rated virtual freedom from static and better tone quality as the outstanding FM advantages. Eighty per cent of FM owners emphasized these same advantages also.

Today G. E. is building FM transmitting and receiving equipment for war purposes only, with the same precision and skill that characterize all of its electronic devices. When peace comes, General Electric FM equipment will be more than ever the best that money can buy! . . . For detailed information on the FM survey, write for booklet, entitled "What the Consumer Thinks of FM," to Radio, Television, and Electronics Department, General Electric, Schenectady, N.Y.
AWARDS BY DUPONT PLANNED IN MARCH

The 1942 Alfred L. duPont Annual Radio Awards, established last May by Mrs. Alfred L. duPont of Jacksonville, widow of the famed Florida industrialist, will be announced the first week of next March, according to W. H. Goodman, secretary of the committee awarding the honors. Mr. Goodman asked that nominations be made in writing to him at the Florida National Bank, Jacksonville, nominations to be accompanied by data supporting the claim of the one or more candidates.

Two cash awards of $1,000 each are to be made. One will go to "the individual radio station in the United States which, in the opinion of a board of judges, has rendered outstanding public service during the calendar year by encouraging and promoting American ideals and giving devoted service to the nation and to its community." The other award will go "to the radio commentator who, in the opinion of the judges, has performed outstanding service by aggressive, consistently excellent and accurate gathering and reporting of news during the calendar year and for expert and reliable interpretation of the news."
The board of judges, not yet announced, will be made up of five members—one representative of a nationwide women's organization; one non-commercial, non-political affiliate of the radio and broadcasting industry; one nationally prominent educator; one nationally prominent journalist specializing in radio and national affairs; one representative of the Florida National Guard.
The Great Tennessee Valley houses a veritable swarm of giant war industries, playing a vital part in our national war effort. Taking advantage of the cheap TVA power in this area, 622 manufacturing plants are at work in the WLAC daytime market area, and this figure is conservative, having been made some time ago.

These giant industries mean giant payrolls, spendable income waiting for your message over WLAC, The Station of The Great Tennessee Valley.

WLAC
NASHVILLE, TENNESSEE
NOW
50,000 WATTS

THE ONLY CBS STATION WITHIN 125 MILES OF NASHVILLE

INDUSTRIAL GATEWAY TO THE RICH TENNESSEE VALLEY!
Fly Again Upholds
WJW Move Grant
Claims No Violation of Its Recent Freeze Order

OBSVIOUSLY irked over reactions of station applicants and owners to the recent decision approving the move of WJW from Akron to Cleveland, FCC Chairman James Lawrence Fly, for the third successive week, on Dec. 14 contended that the action represented no departure from the wartime rules established by the April 27 equipment freeze order.

Pointing out the order was intended to prevent the use of materials needed for direct war purposes, Mr. Fly said that in the case of WJW it was considered necessary to provide additional network service in Cleveland. The station will become a BLUE outlet, operating with 5,000 watts on the 850 kc. channel, in lieu of its present local assignment in Akron.

Claims No Violation

The Commission's authorization of this move, by a split vote, did not result in the use of any quantity of critical materials, Mr. Fly said. He declared the wartime rules provide against the use of such materials for construction purposes and the Commission did not intend to "bear down" these restrictions.

The chairman pointed out that the shift of the WJW transmitter to a point 14 miles closer to Cleveland involved no more than $85 worth of equipment, the "outside" He insisted this was wholly consistent with the Commission's wartime rules.

In industry quarters, however, there has been considerable agitation and a number of stations with pending applications for modifications have petitioned the Commission either formally or informally for authorizations based on what they regarded as the WJW precedent.

Similarly, there has been much eyebrow-raising over the FCC's recent "special service authorization" to WNYC, New York municipally-owned station, which has been authorized to operate until 10 p.m. on the 880 kc. clear channel, on which WCCO, Minneapolis, is the dominant station. The Commission last September has denied a formal application, after hearing involving WNYC's effort to duplicate on the clear channel.

Coast Phone Spots

SOUTHERN CALIFORNIA Telephone Co., Los Angeles, collaborating in a nationwide drive to in- sure the availability of communication service during Christmas holiday season, for three days ending Dec. 25 will utilize five spot announcements daily on 20 Southern California stations. List includes KWDE, KEFV, its mainstay KWEM, KFWM, KFTR, KFAC, KKKK, KMPK, KPSB, KKWB, KGB, KFGB, KBMB, KBPRO, KVOE, KXO KIB.

DRESS FIRM PLANS
TEST RADIO SERIES
QUEEN MAKE DRESS Co., New York, national advertiser with 3,500 outlets throughout the country, will enter radio Jan. 5 in what is believed to be the first effort to sell moderate-price dresses on a regular radio schedule. Queen Make has signed for a weekly participation for a 12-week period on Woman of Tomorrow, WJZ, New York, a test for dresses ranging from $5 to $25.50. Firm will solicit mail orders through offering a giant postcard with a paper doll attached.

Card, which is perfumed, can be used for a mail order and the doll as a sachet. Potential costumer need only send in her request on a penny postcard. B. Altman, New York department store carrying Queen Make dresses, will use displays to promote the program, Agency, Abbott Kimball Co., N. Y.

BURIED IN ADDING MACHINE TAPE is the accounting staff of WWL, New Orleans, totaling the free time given Government programs in the past year. Almost $100,000 in time alone was donated, some in the face of advertising offers. Girl at the machines are (1 to r) : Marie Louise Jacob, Mary Thiel, Miriam Jacobs. Men are Charles Blaise, program dept., and A. J. Cummings, auditor and office manager.

WDLP, WTMC Get Renewals; Deception Claimed in Ruling

New FCC Lineup Sharply Disagrees on Grants to Florida Stations Operated by John H. Perry

BUESIDE admissions that it had been "grossly misled" and that the station licenses had been obtained by "falsehood and deception", a majority of the FCC has voted renewal of the licenses of WDLP, Panama City, and WTMC, Ocala, Fla., to John H. Perry, prominent newspaper publisher and station owner.

In separate strongly worded opinions the Commission, by a 3-4 split, vacated its orders of a year ago revoking the licenses of the two stations on grounds of deception, although approved by "dummy" companies financed by Mr. Perry. Voting in favor of the continued operation of the stations, because of what they regarded as necessity for service in these areas, were Commissioners Walker, Craven, Case and Payne. The opinions, reached Dec. 2, for unexplained reasons were not released until Saturday, Dec. 12.

New Alignment

A hotly dissenting opinion, applicable in both cases, was handed down by Chairman Fly and Commissioners Wakefield and Durr. Mr. Fly himself, it is understood, spent considerable time in Florida last year investigating the circumstances surrounding the licensing of the stations.

The split opinion represented a new alignment on the Commission. Herebefore, in most policy matters, Commissioners Craven and Case have constituted the minority, with the other five Commission members usually solidly aligned as the majority.

The majority held in effect that Mr. Perry, owner of several newspapers and licensee of WCOA, Pensacola, and WJHP, Jacksonville, through his newspapers, was the "innocent victim" in the proceeding which led to the licensing of the two stations in the names of other companies. Because of his other interests, including his acquisition at the time of the Western Newspaper Union, the majority said, Mr. Perry had been unable to devote time to the prosecution of the station applications and was misled by his own agents and former counsel. The majority found that Mr. Perry in fact had put up all of the funds for the two stations but that this information deliberately had been withheld from the Commission.

The Commission found that the newspaper ownership question was not directly involved, since Mr. Perry from the outset was the real party in interest. It found that no transfer of control to a newspaper interest was involved and that the case was not affected by the policy under Order No. 79 dealing with applications for new facilities from newspaper interests.

The majority said it was apparent that the Commission had been grossly misled in granting the two applications. Its main opinion was written in the WDLP case, but the same conclusions were made applicable to that involving the Ocala station.

The deception practiced on the Commission was "deliberate and not innocent," said the majority. It was held that Mr. Perry's agents "uniformly gave false answers in spite of the fact that they were under oath" in the Panama case, the majority said the "culpability of Mr. Perry's agents is clear. In fact, no effort was made at the hearing on the order of revocation to extortuce Mr. Perry's agents."

Others Would Suffer

The majority held that if the licenses were to be revoked, this should be done on the ground that they were obtained by falsehood and deception. If the persons directly responsible were the only ones who would suffer from the revocations, the Commission "would have no hesitation in revoking" the licenses. Stating this, it said generally tolerated, "would make a mockery of the law regulating radio broadcasting, founded on the personal responsibility of the licensees, and of administration of the law."

The Commission held, however, that the parties directly responsible for the condemned conduct, Mr. Perry's representatives and agents, are not the only ones who will chiefly suffer or benefit by any action which the FCC might take.

The parties primarily to be considered are "Mr. Perry and the listening audience of Panama City". The majority pointed out that Mr. Perry personally should not suffer, but that the audience should not be penalized. It held that Mr. Perry demonstrated his good faith by instructing his agents to make the appropriate amendments to the applications when the pressure of his other work abated. Moreover, it held the evidence demonstrated that Mr. Perry personally did not command the representatives, their numerous half-truths and outright falsehoods.

(Continued on page 50)
What Majesty...What Splendor!
What a Pain in the Neck!

Nowhere in the country does one encounter such rugged splendor, as is found on the Pacific Coast. Mountains rising majestically 5,000 to nearly 15,000 feet, form natural barriers around most of the Pacific Coast’s important cities. It’s a Mecca for tourists, but a pain in the neck for long-range broadcasting. Watts bounce off mountains like hail off a tin roof. There’s only one way to completely cover these mountain-surrounded markets...release your message locally. Use Don Lee, the only network with enough stations to deliver local primary coverage on the entire Pacific Coast. More than 9 out of every 10 families on the Pacific Coast own radios, and more than 9 out of every 10 of these families live within 25 miles of a Don Lee station. If your message is important enough for all the radio families on the Pacific Coast to hear, use the only network with enough stations to do the job...Don Lee.

Thomas S. Lee, President
Lewis Allen Weiss, Vice-President, General Manager
5515 Melrose Ave., Hollywood, Calif.
Represented nationally by John Blair and Co.

Mutual
DON LEE

The Nation’s Greatest Regional Network
SEASON'S GREETINGS
As the holiday season approaches, we bid farewell to the year that is past with thankfulness for the definite and encouraging progress it has brought. Such success as has fallen to our lot, we owe to the many advertisers whom we have had the privilege of serving; and we take this opportunity to express the hope that the services we have rendered them may also have contributed to their success. With the hope that the New Year may be for all of us a year of continued progress, we extend to our advertisers and their agencies, and to all who may chance to read this, our sincere wishes for a joyous holiday season.

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THE TEXAS QUALITY AND YANKEE NETWORKS

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO. INCORPORATED

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
FCC Approves WOW Transfer Under Lease by Vote of 4-3
Gillin Heads New Operating Company; Suit by Woodmen Stockholder Still Pending

OWNERSHIP OF WOW, Omaha, last week shifted from the Woodmen of the World Life Insurance Society to a new corporation headed by the society's general manager, John J. Gillin Jr., under authorization of the FCC.

By a 4-3 vote the Commission approved the assignment of the license to the new corporation, for which Mr. Gillin is president. It sanctioned the transfer which involves a 15-year lease arrangement providing for payment to Woodmen by Radio Station WOW of the new corporation, of $8,100 a month for the first three years and $5,600 monthly for the remaining 12 years. Mr. Gillin becomes a substantial owner, though not the controlling, stockholder of the new company. Approval came last Tuesday after a two-week delay occasioned by a 3-3 tie vote.

Commission's Vote

Voting in favor of the assignment were Chairman Fly and Commissioners Craven, Case and Payne. Voting against allowing the transfer without further investigation were Commissioners Walker, Wakefield and Durj. Commissioner Payne had been absent at the time the original vote was rendered the preceding week but cast his vote by mail, breaking the tie in time for the meeting last Tuesday.

One of the best-known NBC outlets in the country, WOW has been directed by Mr. Gillin since 1932. He had started on the station as chief announcer in 1931.

The application for lease was submitted and approved in the last week. It received some surprise, since the FCC in the past has deprecated leaseholds. The contract, however, contains no reversionary clause or provision by which the new company could secure a license in the event the new corporation defaulted. Actually, the lease involves only the use of the equipment and has no bearing on the license, resembling a contract similar to that entered into in installation purchase of equipment.

Under the new structure the new WOW company has 2,000 shares of stock. Of these 750 are Class A preferred, 250 Class B preferred and 1,000 common. All of the stock is of the same par value and is voting stock. Mr. Gillin holds all of the Class B preferred, 100 shares of Class A preferred or 13.3% and 350 shares of the common or 5.5%.

John J. Gillin, president of the new corporation, is a Seattle and New York City businessman. Secretary is M. M. Meyers, Omaha, bookkeeper. C. E. Coke of Black Co., Harvey E. Milliken, Omaha, president of the Omaha Printing Co., commercial printers, is treasurer. In addition to the officers, who serve on the board of directors, other stockholders and directors are Robert Sarnardick, Omaha, vice-president of Danbaum Inc.; J. J. Isaacsen, vice-president of the Aksarben Bridge Assn.; Francis P. Matthews, Omaha attorney, Supreme Knight of the Knights of Columbus and president of the Rarick & Loan Assn., and Thomas J. Wallace, Winnetka, vice-president of Russel M. Seeds Co., advertising agency.

Vice-president Myers holds 250 shares of A preferred or 33.3% and 250 shares of common or 25.5%. Directors Matthews and Isaacsen hold 100 shares preferred or 13.3% and 100 shares of common each or 10%.

Suit Still Pending

Secretary Meyers, Treasurer Milliken and Directors Sarnardick and Isaacsen each hold 50 shares of Class A preferred or 6.6%, and 50 shares of common or 5%.

The application for transfer was filed Oct. 7. Some repercussions developed locally in Omaha when Dr. Homer H. Johnson of Lincoln, president of the Society of the Supreme Knight, applied for a restraining order in District Court to enjoin the sale. The case is still pending. It was held that the station earned $210,000 in 1941 and that it is estimated earnings for 1942 would be $278,000. One contention was that the lease arrangement was too low.

The petition stated that under the contract the new corporation would pay the old company $67,000 a year for three years and $58,000 a year for the following 12 years, with total rental for the 15-year period amounting to $588,000. The sum is 70 less than the station would earn in that time, assuming its earnings would be $300,000 a year.

News For Mexico

A DAILY series of 10-minute Spanish newscasts, News for Mexico, is being transmitted over RCA Communications facilities for the exclusive use of the operators of some 250 Spanish-language stations in this country. The Spanish newscasts originate alternately at WCI, Washington, and Radio City, New York, with Kenn Smith and Ignacio Carral as announcers.

WOW 24 Hours

SERVING defense workers in Omaha and vicinity, WOW, the Omaha, went on 24-hour operation, filing new programs in the 12:45-5:45 a.m. period.

WRITTEN out for the duration is E. Miller, (right), who portrayed Jack Barbour in the weekly NBC One Man's Family and recently moved into the A-1西部 Town a serious as a traveling publicist who has appeared in the roles of a character from future scripts. Mr. Gillin, son of E. Miliken, Western division vice-president of the Blue Hollywood, has taken the role since inception of the program more than 11 years ago. Series sponsor is General Brands Inc.

OTHER FELLOW'S VIEWPOINT

With a Tin Cup

EDITOR, BROADCASTING:

When will American business advance into a high enough ethical sphere to do away with such bribery? We know a few of the people who were paid something for nothing, yet are able to pay the bill. I mean that glibly, but powerfully. The recent trends to bring you industry news, yet plug every well-known manufacturer or service organization that represents you, my mind is that they are in the same class with panhandlers with a tin cup.

Why should American business hire anybody to panhandle on their behalf? To my mind this is evidence that business still keeps its ethics in a trunk to be brought out on special occasions. If American business does not want to buy publicity, that is another thing. But for American business to hire somebody to panhandle publicity is no better than I would be, or anyone else, who hired somebody to stand on a city street corner with a tin cup in my personal behalf.

They're Experts

The fact that these panhandlers carry the name of public relations experts does not remove them one inch above the man with the tin cup. They are asking something for nothing, plain and simple.

I think it is high time that American manufacturers are willing to grant that publicity mediums have something to sell just as important as their products. Were you ever given a free electric fan by a manufacturer or a parachute or a free auto appliance by writing a smirking letter to headquarters? It's time radio and TV desire to place itself in just as important a position as the manufacturer and call a halt to supporting the panhandlers. Let the chips fall as they may.

RUSSELL BENNETT

KXXO, Sweetwater, Tex.

WOL Seeks Lower Power for WNAC

Unusual Request Is Based on Clause Never Invoked

In A NOVEL proceeding—believed to be the first in radio annals—the FCC last week petitioned by WOL, Washington, to reduce the nighttime power of WNAC, Boston, from 1,000 to 250 watts because of interference created by failure of the Boston outlet to install a directional antenna.

Herbert M. Bingham, Washington, D.C., attorney for the Commission to invoke the provisions of Section 312(b) of the Communications Act, which grants the power to the station to license if it will promote public interest, convenience and necessity.

Charges Interference

Specifically, the Commission was asked to invoke the law unless it can be shown to the contrary, by entering an order for the power reduction until such time as WOL completes a displaced in licensed operation the directional antenna specified in a grant originally revoked by the FCC, that WNAC was causing serious interference to its service and to a lesser degree to the service of WFBM and WNAC both of which also operates on the 1260 kc. regional channel.

Each station received a construction permit to operate with a directional antenna on this frequency, it was pointed out. Both WOL and WNAC are licensed and operating and have suppressed their radiation in the direction of Boston.

It was stated that WNAC "does not seem to be serious in its efforts to fulfill the understandings it had with WFBM and WOL, nor to comply with the authorization granted by its construction permit," Mr. Bingham said that something resembling a serious effort on the part of WNAC to accommodate itself to the two complying stations from "the serious interference of WNAC."

The new proposal, informally suggested by WNAC had experienced difficulty in erecting the new directional at its present transmitter location. The suggestion that the Federal Commission might "do something remedial measures could be applied the shortage of equipment stemming from the war development and tended to block the installation."

Satepost Spot

In A TWO-DAY campaign calling attention to the rescue story of Lt. Com. John Morrill and his companion Officer E. H. Post placed transcribed one-minute announcements on stations in nine major cities from four to seven times weekly Dec. 16-17. From three to four outlets were used in each market. Agency is BACO, New York.

CBS Honors Philharmonic

In HONOR of the 100th anniversary of the New York Philharmonic Orchestra in December, 1942, CBS, which has broadcast its shows over the air every year of its existence, presented a special advertisement in the New York Times Dec. 13, with a caption "How the Philharmonic became a multimillion..." The Philharmonic is 100 Years Young!!"
IT MAY be the “holiday season”—but war needs the wires that you used to use for Christmas calls.

Long Distance lines are loaded with urgent messages. Extra lines cannot be added because copper and other materials are needed for the war.

So—this Christmas please don’t make any Long Distance calls to war-busy centers unless they’re vital.
**NEW PROGRAMS**

New weekly half-hour variety show, "Singing With Watts" is heard daily on WATG, Worcester, Mass., under the auspices of J. Walter Thompson Co. on the NBC Kraft Music Hall, sponsored by Kraft Cheese Co.; Hank McCune, formerly m.c. and commentator of NBC, Hollywood, and now western division guest relations manager of that network. Staff Sergeant Garner Clark conducts the 16-man orchestra consisting of post crew members.

**Directing Manpower**

ASA PUBLIC service and to help resolve manpower problems in the surrounding Los Angeles area, KMAL Radio, on Dick Lake's "On My Own" started a weekly quarter-hour program designed to aid in directing the flow of workers to critical production tasks. Presented under the auspices of the aviation department of the Los Angeles Commerce and with full cooperation of the Southern California office of the War Manpower Commission, these broadcasts feature government and war production industries officials. Tom Brennan is m.c. Programs are not confined to manpower situation in the aircraft field, it was said. All segments of industry, whether government or factory, are to be covered in a broad educational endeavor.

**News Fo' Y'All**

SOUTHERNS get news with a southern drawl and localized interpretation in a six-week WBX, Atlanta, series, "Views of the News," presented by the Atlanta Journal, in which six commentators, a managing editor, two editorial writers, two columnists and a Washington correspondent, each one night, participate: Wright Bryan, William Cole Jones, Edwin Camp, Raimundo de Ovies, Morgan Blake and Ralph Smith.

**City Desk Secrets**

BEHIND the scenes view of newspaper operations and personalities is presented in a weekly quarter-hour Saturday morning program on WMAQ, Chicago, revealing how news is gathered, written, edited and published. Program features interviews with noted editors, foreign correspondents, cartoonists, and Chicago newspaper men.

**Interviewing Santa**

INTERVIEWS with Santa Claus and with children who come to see him are featured on Sears Radio Station, providing fun for WGL, Fort Wayne listeners. Paul Roberts m.c.'s the thrice-weekly program.

**Answering Listeners**

NEW WOMEN'S feature, "Polly and the Police," is aired thrice-weekly on WTAG, Worcester, provides listeners with answers to their questions on fashion, fashions, beauty and household topics. Role of piano-playing Polly is played by Ben McQuillan, WTAG scripter, authoring the show. Announcer Bob Rissling enacts the part of the straight man who jams on his mail route to sing and chat with Polly as she opens her letters and answers queries. Woven into the script are commercials of participating sponsors.

"Dear Santa—"

CHRISTMAS program on KEX, Portland, told Letters to Santa Claus, features kiddies' letters to Santa received by Meier & Frank, Portland department store. Frank Sardam, enacting the role of Santa, reads many of the letters and comments on them in the five-week quarter-hour series, but no specific letter is read or any letter is narrated by the writer, in keeping with wartime practices.

**Rational Rationing**

AS A PUBLIC service and to clarify details KPI, Los Angeles, in cooperation with the Office of Price Administration, has started a weekly quarter-hour informative program devoted to application of ration rulings. Durward Howes of the OPA is commentator.

**Saga of American Music**

DEPICTING the development of music in the United States, weekly half-hour program titled American Rhapsody has started on CBS Pacific Coast stations. Series of vignettes dramatizes what music means to people. Bob Hafer is producer with Wilbur Hatch assigned musical director.

**Italian-American Broadcasts**

UNDER the auspices of the College of the City of New York, Civilian Defense Council, who, in Jersey City, has inaugurated a series of Italian language broadcasts designed to demonstrate "The American Way of Life," and "Our Stake in the War." Italian-speaking professors present talks on different aspects of these subjects.

**For Salmon-Hunters**

FISHERMEN of Alaska, at sea for weeks at a time, often lose track of days and for their benefit KTKN, Ketchikan, runs an "alarm clock" program, "Alaskan Almanac," at 9:40 p.m. nightly, when date as well as time are announced.

**Note to Letterwriters**

LETTERS from the folks overseas are presented on a Thursday night program of CRBI, Princeton, S. A. Saat, titled Passed By the Censor. The most interesting letter contributed to the show is made a record to send to folks overseas or to friends. The Northen Hardware sponsors the series.

**SANTA CLAUS has consented to allow WIP, Philadelphia, to eavesdrop on his interviews with the kiddies as he jots down their requests for presents this year. WIP's special events department will conceal a microphone near Santa Claus in the Toyland of the Gimbel Brothers department store to pick up the children’s voices. The tiny tots will not be conscious of the microphone. Recordings will be cut and broadcast at various times during the week.

**Mass WAAC Enlistment**

RECRUITING WAACs is the purpose of a series presented by WCKY, Cincinnati. Periodical public enlistment ceremonies originating from the city's Fountain Square, during which the oath of allegiance is administered, such as the first mass enlistment of WAACs in Cincinnati recently aired, will take place on the program from time to time. A similar series for the Navy, Navy Time, is also broadcast on WCKY.

**Fur Information**

AFTER 17 years of research on furs, Walter J. Horvuth, lecturer, author, world traveler and fur expert, is conducting a series of programs, Know Your Furs, sponsored by the Alex F. Kessler Fur Co., St. Louis and broadcast Sundays at 12:45 p.m. on KMOX, that city.

**Kress to Press**

CARL KRESS, guitarist on NBC's morning program, Everything Goes, has turned commentator. His daily humorous comments on world news and regular feature of the series. His new stunt is introduced as "Karl H. V. Kress Goes to Press". HIDDEN MIKE
Audience Research Started by Nielsen
Audimeter Forms Basis for New Measuring Service

A NEW radio listening research service designed to aid in placing advertising on a more factual basis is announced by A. C. Nielsen, president of A. C. Nielsen Co., Chicago. Heart of the method is the audimeter, a device installed in the receiving set which makes a graphic record of all the times at which the set is turned on or off and the station to which it is tuned. Service to seven advertisers and nine agencies begins Dec. 27.

Original pilot operation has been expanded to 1,000 instruments in an area from the Mississippi River to the Atlantic Coast, including small-city and rural communities. The index service is offered on a privileged, non-profit basis during the first phase of its operation to 15 radio advertisers, their agencies, national networks and a limited number of stations, according to Mr. Nielsen.

In Cross-Section of Homes
Only service offered to date is to the following subscribing companies: Carter Products, Colgate-Palmolive-Peet Co., General Foods Corp., Lever Brothers Co., Miles Laboratories, Sterling Drug.


Placed in a scientifically controlled cross-section of homes in an area containing 8 million radio homes, “each audimeter produces in the course of a year an amount of information approximately equal to that which could be obtained from about 500,000 coincidental telephone calls”, say officials of the Nielsen Company, as well as information “which cannot be secured by any other method.”

Types of information furnished by the Nielsen Radio Index are general listening habits, program ratings, program analyses and station coverage data (for individual stations). The company expects to produce the instrument in quantity and increase the scope of research.

Marketers to Meet
RADIO luncheon group of the American Marketing Assn., under the chairmanship of George H. Allen, salesman of WOR, New York, has announced a series of meetings to start Jan. 14 with the special aim of helping radio employees filling war vacancies to acquire an immediate background in radio problems in wartime.

ED TOMLINSON, BLUE commentator, was recipient of the annual Award of Merit of the City Business Club of Philadelphia at a luncheon Dec. 18. The presentation was broadcast by WFIL, Philadelphia, and carried by the BLUE.

Any schoolboy or housewife or farmer or businessman or war production worker in Northern California will tell you that KPO is the number 1 station. They all like KPO’s top-flight programs. But advertisers are more impressed with our market coverage, our low cost per-listener and, mostly in KPO’s ability to produce results. Get the facts... and you’ll buy

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

KPO
50,000 HIGH FIDELITY WATTS
NATIONAL BROADCASTING COMPANY • RADIO CITY • SAN FRANCISCO
Americans always have had faith in the things we fight for today. Hitler couldn't see it. Nor could Tojo. But it was there. There, just as surely as at Concord . . . just as strong as at the Argonne.

Faith is not something you can measure out by the pound. It can't be packaged, and passed out on a here's-your-share plan. It can be nourished and grown. And it must not waver. Not if there is to be any hope for the future.

Perhaps that is why Radio says little about the War Bonds it has sold . . . the scrap collections spurred . . . the extra bombers put into the sky through its morale building.

We in Radio know . . . there's a still bigger job to be done.

It is to make Radio the greatest power on earth for the good of mankind. It is to keep building the faith which will triumph. It is to help win and hold world peace through faith and understanding . . . with God's help.

The Great Stations
of the Great Lakes

WJR
THE GODWILL STATION
Detroit
WGAR
THE FRIENDLY STATION
Cleveland

KMPC, BEVERLY HILLS, CALIF.—UNDER SAME MANAGEMENT

BASIC STATIONS—COLUMBIA BROADCASTING SYSTEM . . . G. A. RICHARDS, PRES.
ON THE PREMISE that a knowledge of racial customs is essential to the Jewish market broadcaster WBNX, New York, has issued a guide to the religious holidays, dietary laws, and Jewish religious customs. The booklet is written by Abe Lyman, producer of Jewish programming on WBNX, and approved by leading rabbis and distributed to agency executives, time buyers, writers and advertisers.

A five-year calendar of important Jewish holidays is followed by an analysis of the Jewish listening audience, particularly from the point of view of language preferences. Here the author estimates that at least 60% of the Jewish radio audience understands Yiddish although unable to speak it fluently or at all. A section on definitions and requirements of acceptable food products follows.

Holidays, and a detailed account of attendant ceremonies and customs, are described in an "Introduction to the Holidays." Suggestions for appropriate commercials and products suitable for promotion at various times of the year are sound at the conclusion of the guide.

"IT'S A GIFT, FELLERS—JUST LIKE THE WAY WDAY HAS OF BUILDING UP RED RIVER VALLEY BUSINESS FER SMART ADVERTISERS. TRY WDAY, AND SEE FER YERSELF!"

Merchandising & Promotion
Jewish Market Guide—Nothing to Sell—Newscast Timetable—Eyes Aloft—Audience Survey

Sewing Class
WITH NOTHING to sell, G. Tamblyn Ltd., Toronto drug store chain, is sponsoring sewing classes on CFRB, that city, in cooperation with the clothing administration of the Canadian Wartime Prices & Trade Board. Planned to aid the firm's customers in remodeling old garments for additional wear, the drug chain provides expert instructors and the women bring their own garments to work on. Other firms with merchandise to sell to the women attending sewing classes may later sponsor the program.

Giveaway
A WAR STAMP giveaway highlights the Dunn's Lucky Shoe Box quarter-hour programs scheduled daily on WPEN, Philadelphia. Listeners are invited to register their names each week at any Dunn store in the city. All the coupons are placed in a shoe-box and three names are called during each broadcast. If the selected registrant calls the station within 15 minutes he or she is awarded $5 in War Stamps, the money pyramiding. A new registration is used each week. Bob Roberts, announcer, handles the program.

CBS Advance Promotion
ALL CBS affiliates carrying the network's sustaining series Daytime Showcase, Mondays, 10:30-11 p.m., recently received from the CBS promotion department a special envelope containing sample announcements and advertisements to be noted locally as advance promotion for each week's broadcast, through Dec. 28.

Newscast Timetable
POCKET-SIZE timetables are issued weekly by WGBF-WEOA, Evansville. The cards contain listings of stations' newscasts and a hint to refrain from disturbing friends with phone calls while news is on the air.

Pacific Eyes Aloft
DESIGNED as a reminder, red and white 8½ x 11-inch announcements of the weekly half-hour NBC Eyes Aloft, morale-building program presented under auspices of the Fourth Fighter Command, have been forwarded to more than 150,000 volunteer observers and workers on the West Coast, which feature photograph of the NBC gold trophy awarded to an outstanding observation post or filter center each week, were distributed through cooperation of Brig. Gen. William E. Keppel, commanding general of the Fourth Fighter Command.

Theatre Tieup
IN A TIEUP with a Hellzapoppin' unit running at the Forrest Theatre, Philadelphia, recently WPEN, that city, used display advertisements daily in the Philadelphia Daily News to publicize its Night Club of the Air show which presented various members of the cast of Hellzapoppin'. During the entire performance of the stage show, WPEN microphones were prominently displayed and station call letters were announced during the radio Rock'n'Roll act.

Audience Study
A RECENT SURVEY of the economic background of WQXR, New York, listeners who know how much money is spent on food, drink and taxes, indicated that all WQXR families "live neither on Park Avenue nor in the slums." The research agency, The Pulse of New York, analyzed a random group of listeners, 1,000 families in the five boroughs of Greater New York, in Northern Jersey, Westchester and Nassau.

British War, Peace Aims
BOOKLETS containing official statements on British war and peace aims, are offered to listeners free by Sydney Moseley, commentator heard on WMCA, New York.

WALTER TETLEY who portrays Leroy, the nephew in the weekly NBC Great Shadows, sponsored by Kraft Cheese Company (Daytime magazine), plays a cockney role in the Warner Bros. film, "Gorilla Man." Dale Evans and Connie Haines, radio vocalists, have been added to the cast of "Stage Door Canteen," being produced by Sol Lesser Productions. Miss Evans is featured on the weekly NBC Chase & Sanborn Show, sponsored by Standard Brands Inc. (coffee, TootsieRolls). Miss Haines is soloist on the NBC Abbott & Costello Show, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes).

THE 5000 WATT Voice of the Tri-Cities
ROCK ISLAND — Davenport — Moline

"Radio homes coverage—more than the whole state of Maine."

WHBF
Affiliate: Rock Island Argus
Basic Mutual Network
1270 KC FULL TIME

Gertrude Niesen
records for LANG-WORTH

WDAY
FARGO, N. D.—5000 WATTS—N. B. C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

Page 36 • December 21, 1942

BROADCASTING • Broadcast Advertising
THE PERSONAL bankruptcy petition of W. K. (Hello World) Henderson, operator of KWH and KEWA, Shreveport, La., has been reported to the Radio Commission, and may be made an issue at a hearing involving the KWH license renewal which is held probably in February. WWL, New Orleans, which now operates 3 300 kc channels with KWH, has applied for fulltime, and a local insurance company has also applied for the KWH frequency.

THAT RADIO'S $75,000,000 to $100,000,000 annual business is still small by comparison with the printing and publishing business is evidenced by a Census Bureau report on the census of manufacturers for the printing and publishing business in 1931. The latter showed a total business of $2,107,621,196, including newspapers, book and job printing plants and music publishers.

WITH THE American delegation to the International Radio Conference at Madrid due to return shortly before Christmas, preliminary plans are being made for a North American conference on the distribution of wave-lengths and the possible widening of the broadcast band into the lower waves below 550 kc. Judges Eugene O. Sykes, chairman of the American Delegation, and his party are expected to arrive in New York Dec. 22 on the S. S. Man- suetus.

THAT THE Soviet Weak Current Trust, in charge of production of all communications equipment for the Russian Government, is considering the erection of a 1,000,000-watt broad- cast transmitter near Moscow, is reported by Dr. Louis Cohen, noted American radio scientist, who returned from Russia, where he was called as a radio consultant. Russia already has five 100,000-watt transmitters, the first of which was an RCA installation.

INCREASED ACTIVITIES of CBS in Washington since its recent acquisi- tion of WJSV, Alexandria, Va., have led the network to transfer Henry Bellows to the capital. Mr. Bellows, former Federal Radio Commissioner and now a CBS vice-president and di- rector of its WCCO, Minneapolis, will work with Harry C. Butcher, director of the Washington office.

REINCKE-ELLIS Co., Chicago, an- nounces change in corporate name to Reincke-Younggren & Finn. The new partners, Charles C. Younggren and Joseph H. Finn, were formerly with McJunckin Adv. Co.

SCOTT HOWE BOWEN Inc., New York, reports that about 70 stations will be used during January for a series of five-minute transcriptions sponsored by Chrysler Motors to announce the new Dodge line.

WCWA, Philadelphia, has occupied its new home in a modern nine-story build- ing at 1922 Chestnut St., purchased upon completion by Leon Levy, station president.

PREDICTING a decline in broad- casting of major league baseball games next season, the United States Reports as a result of a poll that four clubs will broadcast their home games, five will not and seven are still undecided.

HEARST newspapers will launch a series of musical-dramatic transcription programs during the week of Jan. 4 over a large list of stations with the avowed purpose of boosting the cir-

It Happened

TEN YEARS AGO THIS MONTH

From the 1932 files of Broadcasting

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More than ever...

"the Blue Ribbon Buy of the South"

WAGA
ATLANTA
Blue Network
Today, thousands of new listeners are regularly tuning in on WAGA. For hard at work at this Atlanta, Georgia station is one of the last commercial transmitters to be built by Westinghouse for the duration.

This transmitter . . . another Westinghouse type 5 hv . . . has substantially boosted WAGA’s coverage of the South’s First Market. Now operating on 5,000 watts full time, this station’s primary daytime coverage (.5 mv or better) now includes more than a million listeners in 42 counties in Georgia; a valuable market for advertisers to cultivate.

* * *

We are naturally pleased that so many progressive radio stations like WAGA have chosen Westinghouse Transmitters. However, our number one job today is—and for months has been—the development and production of special radio and electronic equipment for the Armed Forces. Naturally, peacetime production has been abandoned for the duration, but electronic planning and research have been greatly intensified. These developments promise much for the future, mean even finer commercial equipment for you when we are again able to produce them.

J-08049

Westinghouse
PLANTS IN 25 CITIES... OFFICES EVERYWHERE
FOR THE LADIES

WHEN BIGGER manpower woes are developed, radio will have them. The problem now is woman-power.

Women are doing men's jobs throughout industry in this war-time economy. They are doing everything from watchman to welder, and well, too! Radio always has had its share of the ladies, but now they're in every department—even technical (when no union restriction is involved).

More women are needed to keep transmitters perking and to ride the studio gains. Uncle Sam won't allow stations to shut down because of lack of technical help, but he must have radio technicians for the tremendous communications job entailed by war operations.

For reasons not readily apparent, the ABTU of IBEW has refused to permit employment of women in technical jobs, or rather to declare them eligible for union membership. Evidently, the only argument advanced is that the post-war security of IBEW members might be threatened.

At International Headquarters of IBEW we're told the question is being considered but that the locals are autonomous in each district, and must decide the membership question individually. Thus far, not a single local has revised its anti-suffrage requirement.

It seems to us the union is taking a shortsighted view. The war need is evident. The problem is critical. It should meet the issue squarely and lead the way for the locals. If it doesn't, we predict that Manpower Cas McNutt will find legal means by which to get action.

HELPING HAND

WHEN NEW YORKERS were deprived of their daily newspapers last week because deliverymen were on strike, radio stepped to the fore and again demonstrated its value as a public servant in time of crisis.

Virtually every station in the metropolitan area added news periods to its schedules. In several instances broadcasters cooperated with daily newspapers by airing local copy gathered and written by newspaper staffs. Frequently, scheduled commercial programs were cancelled so that New York's millions might be kept abreast with the news. Feature columns ordinarily appearing in daily newspapers and some comic strips were read over the air.

Among advertisers hardest hit by lack of newspapers were theatres and department stores. The top theatres chains immediately instructed their advertising agencies to buy all available time on the air to promote feature pictures and stage attractions. Several department stores deprived of newspaper coverage used radio to advertise their Army and Christmas wares. The Saturday Evening Post, which usually uses newspaper space to advertise current issues, went heavily into radio.

New York listeners heard commercials on former sustaining programs; they listened to theatrical plugs on participation broadcasts; bargain hunters listened to the messages of retailers. Many newscasts were used effectively for brief sales messages.

Innumerable times in the past, radio has performed outstanding public service. In the Ohio Valley flood of 1937 when transportation was interrupted and newspaper publication and delivery were uncertain, radio performed a public service that has gone down in communication history. On Dec. 7, 1941, when the Japs attacked Pearl Harbor, plunging this nation into war, it was radio that bore the first news and it was to radio that Government officials turned to get important messages before the people.

Throughout any emergency, be it national, regional or local, radio stands ready to lend a helping hand.

SHOWS FOR THE BOYS

AS URGED in one of our recent dispatches from London, big name radio acts and stars may soon be flown abroad to entertain our troops in the various war theaters. Nothing would be more welcomed by the boys in uniform, as evidenced by the tremendous reception given Al Jolson and his troupe during their tour that ended in England in September. Our soldiers are simply hungry for live entertainment; indeed, all too many of them haven't heard with them in camp and field and are not even getting the kind of radio entertainment they want on regular basis.

Now the Army's Special Services Branch, working in collaboration with the Office of War Information, has a project afoot to send nationally scheduled commercial programs abroad. Some of these shows could continue their commercial broadcasts from some parts of the war theatres where facilities are available, notably from England. Others must regard themselves as enlisted for special missions, and it is gratifying indeed to find [Broadcasting, Dec. 14] that both talent and sponsors have evinced willingness to do the chore. They are considering a pinch-hit arrangement whereby if the star of one show is detailed for this kind of duty, other sponsors will lend their stars for the interim—truly a cooperative spirit. Kay Kyser's OWI talent committee is working on the plan which, if effected, will be another great contribution by radio to troop morale.

WRITE THAT LAW

WHAT'S GOING ON in Washington? Those three big tragic letters that spell WAR appear at first blush to size up the situation to the exclusion of everything else.

But they're other things going on, too—things that portend to bite deeply into radio's future well being if not its freedom. It's just one of those unfortunate truisms that most people in these difficult times of the FCC's present reputation for aloofness to events that, in normal processes, were regarded as life and death developments.

Radio is no exception. Broadcasters have been busy tending to important knitting at home—gearied toward peak war service—to really concern themselves with these developments. And they reasoned that they'd find it easier to look at these problems in the long run, sooner rather than later.

Let's look at some of these events as they may affect radio. The Government, of necessity, is talking about grade-labeling of commodities. Unless that is handled deftly, it can deal a serious, and possibly a fatal blow to brand-name advertising. That would strike the radio business for all time.

And what about radio regulation itself? Radio holds the all-American record as the most regulated of industries. Despite the war, the vise continues to close on licensees, though the steps haven't been too clearly discernible.

At this writing the two oldest networks—NBC and CBS—are fighting for their very economic lives against the FCC majority's punitive chain-monopoly regulations. They stand before the Supreme Court in a last desperate bid for relief, lest the whole broadcasting industry be turned topsy-turvy through regulation of practically every phase of their business by a Government agency.

They're not alone. A great many others are struggling in the midst of mankind's greatest war. They are infinitesimal, meaningless, pinpricks against the backdrop of a world engaged in all-out conflict. But they still mean life and death to radio in that post-war hereafter.

Which gets us to our point. Congress makes the laws, its creature (like the FCC) are supposed to enforce them. The Courts interpret the laws Congress makes. An aggressive, power-grabbing FCC has taken an extreme course in interpreting the Communications Act, the radio provisions of which are 15 years old. We believe the FCC has gone too far. That followed the recent Supreme Court in February. The FCC thus far has succeeded in convincing the lower courts that it is right.

To end all the surmise, speculation and confusion, and most important, to safeguard the rights of radio as a free American institution, Congress should assert its intent. The old Congress has adjourned sine die. The new one, with many new faces, convenes next month. We hope that one of its first orders of business (after vital war measures are handled), will be a reappraisal of the antiquated Communications Act. Every broadcaster interested in remaining a broadcaster after the war, should take time out to do his part.
MAK E A mental picture of a man whose stock in trade includes measurements, records, tabulations and surveys—and then throw the picture away if you want to know what the new and young vice-president of CBS, Frank Stanton, is like. Also, disregard the fact that he has a Ph. D.; because he neither looks nor acts like one. However, he does think like one.

Today, Frank Stanton is one of the three CBS administrative vice-presidents, and on his 34-year-old shoulders he carries the direction of six important departments. Besides research, he is responsible for publicity, commercial editing, the library division, Radio Sales, and Columbia's owned and operated stations.

Stanton is a big fellow, just under 6 feet and just under 200 pounds. A full, round face and wavy yellow hair give him the appearance of being a very old associate said "the best-fed man in radio". Never a line shows in his face when, as he frequently does, he's been up all night, putting together a report for a client who is in the inevit able hurry.

The progress of Frank Stanton from a young pre-med student at Ohio Wesleyan U to a CBS vice-presidency has been, in the main, an orderly one. He was born in Muskegon, Mich., March 20, 1908. In Dayton, back in 1922, he was as good a radio crystal-set builder as any kid in town. And at college, given a free hand in his senior year to study any special field he wanted, he chose radio.

To help pay his way through college, Stanton freelanced layout and production for the advertising department of a Dayton department store; and when upon graduation, he found himself without a job in depression-bound Dayton, he taught typography for a year in a Dayton trade school.

Because of his pre-medical back-ground at Ohio Wesleyan, he was offered a job as instructor at Ohio State in psychology, along with the opportunity to study for his master's degree, and later his Ph. D. The faculty saw in him the possibilities of a fine music-minded and nerve expert. Much to their disappointment, however, he turned again to radio.

Because then as now, Stanton knew what he was about. Crosley was just beginning its work in audience measurements—and Stanton quickly saw that radio could well use men who might be to radio what Gallup and Starch were to newspapers and magazines. So, Stanton's thesis for his doctorate was titled, "A Critique of Present Methods and a New Plan for Studying Radio Listening Behavior". In conjunction with it, he developed the first automatic recording device to determine accurate records of radio set operation.

Wavering between service with the Government and his post-graduate alma mater, Stanton was invited by Paul Kesten (then the CBS sales promotion manager, now second-in-command to Paley) to expand some of his thoughts about radio research for CBS. The up-shot was that Stanton joined Columbia as a research worker. The department then had three employees, of which Stanton, despite his degree, was No. 3.

For the first few years in New York, Doe was somewhat bewildered by his surroundings. Nobody, as he admits, could have looked or acted more buckeye. But gradually, he began to see that things in New York were just about the same as they were back in Ohio—only in New York they made more fuss over them.

One thing, it soon turned out, he and Kesten shared in common—a passion and a capacity for working hard. And it also turned out that he was just the man to put a solid foundation of research under Kesten's brilliant "imagineering". It was a fine combination.

Before long Stanton had become director of research, and in his department were not 3 but 80 fact finders. And as he was turned Stuart, CBS research became not only a pattern for the industry, but it proved its value as an important contributor to the rise in CBS sales.

It's possible, however, that he might never have moved out of research had it not been for the fact that as research director, he was responsible for research on the States. His colleagues got into the habit of using him as an "Ask Mr. Poster". And being an amiable as

(Continued on page 4)
Frank Stanton
(Continued from page 41)
well as able fellow, Doc got into the habit of turning up with the right answer. Because he had to find out so many things for so many people, he came to know more about radio and CBS himself than most other people in the company.

No more than he can say "No" to a request for information from a CBS colleague, can he say "No" to anyone who wants him to participate in extra-curricular activities. For instance, his dossier would disclose that he was a member of the American Psychological Assn., American Statistical Assn., American Marketing Assn., Market Research Council, American Assn., of Applied Psychologists (Fellow), and The Psychological Corp. (Research Associate).

And furthermore, that he is a member of the Advisory Council, Office of Radio Research, Columbia U., member of the Research Committee, National Assn. of Broadcasters (NAB); member of the Committee for National Morale; member of the Editorial Board of Sociometry; consultant, Bureau of Intelligence, Office of War Information; and finally an expert consultant to the Secretary of War.

Recently, his added duties at CBS have cut into his war work. But if and when they have a really tough research problem, they will undoubtedly send for the apple-cheeked, yellow-haired man who probably knows more about the relationship between radio and the public than anyone else in the country.

Stanton is married to Ruth Stephenson, a girl he knew back in high school. They live in a New York apartment, and she shares with him a voluntary interest in photography and architecture, along with an inescapable interest in CBS.

INCUMBENT officers of Local 892 of the American Federation of Musicians were reelected to their respective positions following an election at the New York local recently. Continuing in office are Jack Rosenberg, president; Richard McCann, vice-president; William Feinberg, secretary; and Harry A. Sibner, treasurer.

CLIFF HENDRICKS, formerly of KXEL, Waterloo, has been a guest announcer for WMT, Cedar Rapids. In 1951, he MacElroy, conductor of the Voice of Iowa program, has joined the Army. George Moon, another staff announcer of WMT, is attending officer training at Great Lakes, Ill.

DOUG EDWARDS, former associate newscaster of WBB, Atlanta, has joined the announcing staff of CBS, and has been succeeded by Add Penfield, formerly sports editor.

DICK PITTS, newscaster of WBT, Charlotte, has joined the Army at Camp Croft, Spartanburg, S. C., and Pvt. Jack Phillips, former staff organist, in service since last August. Entered the officer candidate school at Miami, Fla., on Dec. 15.

WILLIAM L. SANDERS, newscaster of WHIN, Dayton, is principal speaker at the Tippencake City, O., Victory Bond Memorial Dinner. Places at the table for the 2nd present required purchase of a $50 War Bond.

FRED BARR, announcer and program manager of WWRL, Woodside, N. Y., Doug Gray, former announcer is now with the Army Air Forces and Gus Chan, announcer, is now in the Army as a candidate for a commission. He is at Kolline College, Iowa. those of the overall routine.

MICKEY REYNOLDS, musical director of KOMA, Oklahoma City, has joined the Army. Three new additions to the announcing staff of KOMA are: Ben Carne, news and sports; Jean Swindells, on the air as Jean Sutton, and Bill Shaefer, new host of the of the Stations program.

RICHARD DOUGLAS, formerly announcer of KGB, San Diego, Calif., has joined KFI Los Angeles, in a similar capacity. He replaces Vince Elliott, resigned, who is waiting call to active service in the armed forces.

EARLY BIRD RULES

Dawn Announcer Gives Tips
To Successor

DAILY announcing routine of Roy Franklin, WCFL, Chicago, has been revised and no longer will be do the early morning shows. But to be sure his successor, Bernard Johnson, got off to a good start in the studio opening-up duties, Franklin prepared list of rules to help his co-worker maintain a happy-go-lucky attitude while announcing at 6 a.m. Here they are:

1. Be punctual. When you're late be sure to have a new alibi.

2. Try to smile even though the night was tough.

3. Retire early, realizing that the early bird doesn't always get the worm but often the bird.

4. Arrange your rising routine so that in seven minutes you can shave, take a shower, dress and boil coffee, if you have the coffee.

LEILA MUSKIN, Hollywood musical consultant, has been given that assignment on two CBS programs featuring Orson Welles. Muskin's assignments include the weekly Ceiling Unlimited, sponsored by Lockheed Aircraft Corp., as well as Hi-Fi America, a sustaining feature. He replaces Bernard Herman who rejoins CBS New York, as an announcer.

ROBERT ANDERSEN, newscaster of CBS Hollywood, is the father of a girl born Dec. 11. Mother was former Manager of Radio Sales, San Francisco.

GEOGEO ROSEN, formerly of the production staff of WWIR, Chicago, has become continuity editor replacing Ward Colly, who has joined J. Walter Thompson in Chicago as an assistant to Buckingham Gunn.

JANE TAYLOR WAGNER, home economics authority who joined NBC early in November as director of women's war activities, has been appointed an assistant to William Burke Miller, manager of the NBC public service department. Miss Wagner will assist Mr. Miller in his capacity as war program manager, and will develop network and local station projects related to women's war activities.

JENE GAYLOR, announcer of WPAT, Paterson, N. J., was inducted into the Army Signal Corps Reserve Dec. 7.

BILL BERNHARD, who conducted a six-week program of Hollywood and Broadway at the F.W.W., New York, left the station Dec. 10 to enter military service. Hollywood Pastime, sponsored three-weekly by Hum- ifoam Co., for Hum- ofoam shampoo, will continue for the present with guest stars replacing the regular announcer.

BERNARD DUDLEY is serving as announcer on John B. Kennedy's news program, which on CBS recently under sponsorship of Bar- sol Co.

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
FRANK COOLEY, formerly of KOH, Seattle, has joined the announcing staff of KON, Portland, Ore.

JOHANNES STEELE, foreign news analyst of WMCA, New York, has been currently broadcasting from his bedside, confined by a serious cold.

BRYCE OLIVER, commentator on Washington papers, heard WWJ, New York, has been named director of public relations for Friends of Democracy Inc., Kansas City, patriotic organization headed by Rex Stout, based on CBS Secret Weapon.

ROBERT ATHEARN, formerly of WFBF, Manchester, has been added to the publicity staff of WHEB, Portsmouth, N. H.

JEROLD MORVAY, formerly of WKIP, Poughkeepsie, N. Y., has been appointed production manager of WIP, Philadelphia. He succeeds Sam Serota, who was advanced to assistant program director and director of public relations.

MARVIN MUELLER, Chicago, actor-manager, and George T. Case, CBS Chicago producer, were inducted recently into the Coast Guard temporary reserve.

JERRY STONE, former announcer and publicity director of WDAI, Philadelphia, has been graduated from officers candidate school at Fort Monmouth, N. J., and commissioned a second lieutenant in the Army Signal Corps.

DICK OLANOFF, formerly on staff of the Philadelphia Record, has joined the announcing staff of WIP, Philadelphia, as assistant announcer of the all-night recorded Daum Patrol show.

TOM MOORE, announcer of WAGG, Philadelphia, has been commissioned a lieutenant in the Army Air Forces at Davis-Monthan Field, Tucson.

FRANK MILLER and Donald Patoka, guides of WTMJ-W55M, Milwaukee, have enlisted in the Army Air Forces, and the Naval Air Corps, respectively.

JAMES ROBERT PEERY, writer and literary critic, has been appointed news editor and United Press correspondent of WJX, Jackson, succeeding R. W. Moody, who has enlisted in the Army.

MERLE BERNARD, formerly of WKRC, Cincinnati, and WGF-F, Weoa, Evansville, Ind., has joined the staff of WCKY, Cincinnati, during the illness of Bill Robbins.

KYW Staff Shifts

BOB COTTINGHAM, assistant publicity director in charge of news at KYW, Philadelphia, has taken leave of absence to accept a position with Douglas Aircraft Co., Los Angeles. Chick Kelly of the news department takes his place. Bill Rambo, of the Norristown (Pa.) Times-Herald, is now news editor, and Jimmy Gants, former sports editor of the Pottstown Daily Record, has joined the news staff. Three members of the KYW staff have signed up with the armed forces. Jay Faraghan, announcer, is a private in the Army Air Forces Reserve. B. H. Skilton, of the Westinghouse auditing department, joins the WAAAC's as does Clara Lauwer, assistant to Helen Kiley, director of women's programs. Ella Oertel will take over Miss Skilton's duties and Barbara M. Volkman, formerly in the music department of CBS Washington, takes Miss Lauwer's place. Jim McCann, former announcer, and "Snuffy" Smith, of the mail room staff, both in the armed forces, have been accepted for Officers Candidate School.

Credit Father

GERALDINE WEIBLE, secretary of WJSV, Washington, promotion department, has distinguished the station by becoming the first daughter of an Army Brigadier General to be regularly employed in a radio station, so far as records show. Credit goes to General Walter L. Weible due to his recent promotion.

REX KOURY, staff officer of NBC Hollywood, has joined the Army Air Forces. Eugene LeVique assumes Koury's former duties.

LEN HOWE, newscaster on WHO, Des Moines, will be inducted into the Army Dec. 22.

JOE FORD Jr., of the announcing staff of WPGP, Palm Beach, recently was married to Miss Jeanette Dickson, of Boston. The wedding took place in the studio, and the ceremony was performed by Dr. Sidney H. Davies, WWPG commentator.

GUY H. CUNNINGHAM, formerly sales promotion manager of Screenland, Silver Screen and Movie Show, and scriptwriter for WHN, New York, on Dec. 14 joined WBCF out of Boston, as sales promotion manager.

PHILIP BROOK has been appointed chief announcer of WFAO, Worcester. Bob Dixon has replaced Brook as director of special events, and Louis Chapin Jr., has been named supervisor of sound effects department.

BETTIE Focht, formerly of the Line 10 News, has joined the continuity department of WOWO-WGL, Fort Wayne.

HILL NEWKIRK, special events department, of KYTR, Houston, has enlisted in the Army as a volunteer officer candidate and is stationed at Camp Walters, Tex.

HAL KOSUT has resigned as announcer of WPAT, Patterson, to enter military service.

LARRY ELLIOTT, freelance announcer, has been selected to do a new set of recorded commercials for Ex-lax, Brooklyn, for use in the company's national advertising campaign.

J. Kats, Baltimore, is the agency.

LEIGHTON BLOOD, of the NBC press department, is taking over additional duties, handling publicity for WRAF, New York. He replaces Lois Lorraine, who has resigned.

BOB MOONEY, announcer of WBNX, Hartford, left Dec. 18 for Army service.

BOB BINGHAM, formerly of WWNC, Asheville, N. C., has assumed the announcing staff of WBWN, New York.

AILEEN CHOWN has joined the transcription department of CKBO, Vancouver, and Calvin George is a new announcer of CKWX, same city.

Have You Heard?

Every mail provesWWVA's programs now powered with 50,000 WATTS are taking hold with new Listeners like wild fire!

LAST REPORT —
before press time gives 3,841 pieces of COMMERCIAL MAIL from 33 states and Canada in ONE DAY!

An advertiser writes:

"I want to thank you for the grand job you did for us. It certainly is a pleasure to work with a station that can really do a job."

Ask

JOHN BLAIR

50,000 Watts

BASIC BLUE

WHEELING, W. VA.
HELENE HINBURG, in the publicity department of Don Lee Broadcasting System, Hollywood, has taken an indefinite leave of absence.

MILTON CHARLES, organist of WBBM, Chicago, has joined the music staff of KNX, Hollywood.

PRISCILLA BLACKETT, daughter of Bill Blackett, vice-president of Blackett-Bample-Huyn, has joined the production staff of WBBM, Chicago.

JACK EDWARDS, formerly Hollywood radio and film actor, has joined KFI-KECA, Los Angeles, as announcer.

ARTHUR LAURENZ, formerly Hollywood writer and now in the Army, is author of the Christmas fantasy, "Outside of Heaven," to be presented on Dec. 23 broadcast of the weekly CBS Dr. Christian, sponsored by Chaseborough Mfg. Co. (tireline). Original play features special Christmas music and a choral background.

ALEX PETRY, head of music rights, NBC Hollywood, and music librarian, has resigned to join the Army Air Forces, and is stationed at Douglas, Fla. Myrna Bay Comparte replaces Petry as head of music rights. His librarian duties have been assumed by William A. Krantz.

ROBERT E. LEE, Hollywood radio writer, has been inducted into the Army.

JACK WILLIAMS, program manager of KOY, Phoenix, is conducting classes in microphone technique for the local Civilian Defense speakers bureau.

MIKE FRANKOVITCH, former sports announcer of KFAC, Los Angeles, and now a Special Services officer and supervisor of radio programs for the California Group of the Ferry Command, Air Transport Command, has been promoted to first lieutenant.

JACK SCHWARTZ, former CBS page, has replaced Bill Schwartz as desk assistant in the CBS newsroom, the latter having resigned to join the Army Signal Corps. Albert Cindro, staff photographer at CBS, reports for duty Dec. 21 as chief specialist in the photographic division of the Navy. A former member of CBS publicity staff, Michael J. Foster, is now an Army corporal at Gage Field, Washington.

WOODROW WIRSIG, CBS shortwave broadcaster, and Jane Deely, CBS newsreader, were married Dec. 11.

JOF BOSTIC, producer of the program Voice of the Negro Community on WLIR, Brooklyn, has completed a six-week tour of the United States collecting material for People's Voice, a weekly Negro newspaper, and for his WLIR broadcasts. Joan Sander has been placed in charge of traffic at WLIR.

EDDIE GRIEFE, of the NBC press department, is the father of a girl, born Dec. 11.

WENDELL REED, announcer of WHOI, Rockford, III., has enlisted in the Army Air Forces.

BETTY KINION, from the staff of WMT, Cedar Rapids, la., has joined the WAVES, and will go into training at Stillwater, Okla.

USO Radio Ducats
DISTRIBUTED through special channels, tickets for Hollywood originating network, regional and local shows are being supplied each week to more than 4,000 servicemen in the Southern California area, according to local USO officials. Although quota of the service organization has been increased from 175 to over 4,000 in less than six months, demand still exceeds available supply by 500%, it was said.

SPINACH ADORNS the chin of Los Scott—"The Great Scott" by his own confession—m.c. of an early morning recorded show on KSQY, Dallas. It's supposed to be in the interest of all-out war, for Scott has renounced shaving for the duration—"to save the finest steel, now used for razor blades," he says.

Directors Meet
RADIO Directors Guild, meeting in New York Dec. 14, elected the following new members: Harry Ackerman, director of Kate Smith's program on CBS; Leonardo Berovic, free-lance director; Walter Craig, radio director of Benton & Bowles, New York; Guy della-Cioppa, CBS director; John Taylor, S. Bunting, Flag Secretary of the Eastern Seaboard Frontier of the Navy, specializing in anti-submarine warfare. New members elected were: Oliver Barbour, Transamerican; Ed Cashman, radio director of Lord & Thomas, New York; Mark Loew, CBS director; Herbert Moss, director of NBC's Truth or Consequences; Dan Sutter, director of NBC's Mr. District Attorney; and Frank Telford, OWI radio director.

Charles Lloyd
CHARLES LLOYD, 69, for 15 years a member of the staff of KLX, Oakland, Calif., dropped dead recently from a heart attack while enroute to his office. He was program manager at the time of his death and recently served as acting manager of the station when Preston Allen, the manager, joined the armed services. He was a born radio man in the early days. He leaves a widow.

Here's the story in a nutshell...
KOAA is Colorado's ONLY 50,000 watt-er!

With 10 times the power of any other Colorado station, KOAA offers complete coverage of the Rocky Mountain region. More listeners come from KOAA.

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BROADCASTING • Broadcast Advertising
Meet the #
LADS

ALICE V. CLEMENTS

"LESS WORK for Mother," is the slogan created by Isaac W. Clements, head of Clements Co., Philadelphia agency, to promote the automat and "ready-made" baked goods of Horn & Hardart. Actually, H & H has meant more work for one mother—Mrs. Clements, who as radio director of her husband's firm, guides the radio careers of some 1,000 children a year through the stores' child talent program on WEAF, New York, known as the Children's Hour.

Children's Hour dates back to the "make-believe" mile placed in a nursery park to amuse children left there while their mothers went shopping. Playing radio proved to be so popular that the real estate contractor responsible for the park installed a 100-watt station, from which the children broadcast to nearby listeners in the community. Mrs. Clements persuaded her husband to sell Horn & Hardart through its own children's programs.

Starting on WCAU, Philadelphia, in 1928, the child talent show, under the direction of "Aunt Alice," finally landed a permanent spot on WEAF in 1939, where it has since remained. Commuting to Manhattan every two weeks, Mrs. Clements auditions 50 children and supervises rehearsals for each program. Proof of "Aunt Alice's" coaching technique is found in the ranks of professionals in the entertainment world. Nine graduates of the WEAF program have "made" the movies; 20 are in vaudeville stage and night club shows; 13 are in radio.

Among the radio stars are two managed by Mrs. Clements: Olivio Santoro, NBC singer and yodeler, sponsored by Modern Food Process Co., for Thrivo dog food, a Clements Co. account; and the Moylan Sisters, youthful harmony team, entering their third year on BLUE, sponsored by Hecker Products Co. for Force cereal, produced by Clements and handled by Arthur Kudner Inc., New York.

Ann Thomas Honored

ANN THOMAS has been named America's typical secretary by the Abbe Institute, New York, for her voice portrayals of secretaries on "The Irish Rose," sponsored on NBC by Procter & Gamble Co., Cincinnati; on Easy Acres, sponsored on CBS by Anacin Co., Jersey City; and in the Broadway revival of "Counselor at Law."

Linkletter Is Indicted On Citizenship Charge

ARTHUR G. LINKLETTER, Pacific Coast m.c., sponsored by several advertisers, was indicted by the Federal Grand Jury in San Francisco Dec. 9 on charges of falsely claiming citizenship. Assistant U. S. Attorney Louis Mercado charged his actual birthplace was Moose Jaw, Saskatchewan, Canada, but that Linkletter had represented himself since arrival in the United States in 1916 as a native of Lowell, Mass. In September of this year Linkletter applied for naturalization papers.

"I am an adopted child," he said. "I had been told that we came from Lowell, Mass. I learned of my adoption in 1942 while searching for my birth certificate and discovered we had come from Canada when I was about 2. I applied at once for naturalization papers. I pointed out to the authorities that in voting in the 1940 elections and in filling out various application and identification cards, I had innocently misstated my true position, because before September, 1942, I had not known the true facts myself."

Linkletter posted a $2,500 bond with the U. S. Commissioner pending his court appearance. He faces a maximum penalty of five years in a Federal penitentiary and a $5,000 fine if convicted.

Lewis Honored

FULTON LEWIS jr., received a tribute from William Shepard, president of the National Junior Chamber of Commerce during his Dec. 17 news program on Mutual, marking the completion of five years of broadcasting for that network. Lewis' broadcasts are carried on approximately 120 Mutual stations. He is sponsored on a local basis by over 50 advertisers.

WTAG's leadership is again confirmed!

C. E. Hooper's latest Worcester survey shows that our audience is greater, 8 a. m. to 10.30 p. m., than the combined audience of all other stations heard in this area.

When You Buy Time—Buy An Audience!

WTAG
Worcester, Massachusetts

NBC BASIC RED NETWORK

Owned and operated by the Worcester Telegram-Gazette
MINOR (Ky.) AIN'T NO MAJOR MARKET!

You can't expect to move much merchandise, suh, in towns the likes of Minor (Ky.). Not while the Louisville Trading Area has 35.5% more purchasing power than the rest of Kentucky combined! Your major market in Kentucky, the Louisville Area, is covered completely by WAVE—the station that reaches all 242,077 radio homes in the Area at lowest cost! Frankly, suh, isn't that what you want?

LOUISVILLE'S WAVE
5000 WATTS ... 570 K.C. ... N.B.C.
LEE & PETERS, INC.
National Representatives

PERFORMANCE
DEPENDS UPON ACCURATE WORKMANSHIP

EACH OF OUR DEPARTMENTS IS TrAINED TO BE ACCURATE

J. CLARK SAMUEL has resigned as publicity director of Anderson, Davis & Platte, New York, to join Busines Iron & Steel Corp., Baltimore, as an editor of employe information.

DEAN POWERS, formerly copywriter of Lord & Thomas, Chicago, has joined the copy staff of Leo Burnett Co., Chicago.

ROBERT J. DAVIS, vice-president and general manager of Hrascher, Davis & Staff, Los Angeles, has returred after conferences with New York and Chicago clients on spring advertising plans.


DON EASTMAN, formerly media and research director of Paris & Peart, New York, has been named assistant publicity manager of The Saturday Evening Post.

MORTON BASKETT Jr., time and space buyer of Maris International, New York, expects induction in the armed forces about the first of the year.

ROLAND ISRAEL has been appointed radio director of J. M. Korn & Co., Philadelphia, effective Jan. 1.

JIM FONDA, radio production supervisor of Lord & Thomas, Hollywood, has been inducted into the Army.

DAVID W. STOTTER, formerly of the copy staff of Lord & Thomas, Chicago, has joined MacFarland, Avey & Co., Chicago, as copy and account executive.

REVERSING PROCEDURE, California Fruit Growers Exchange (Sun- kist oranges, lemons) executives and those of Lord & Thomas, Los Angeles agency servicing the account, upon the conclusion of her three-year contract, staged a testimonial luncheon in Hollywood on Dec. 10 for Hedda Hopper, film news commentator, formerly on the twice-weekly quarter-hour CBS Hedda Hopper's Hollywood. West Coast advertisers usually launch a network program with festivities. This is believed to be the first time a sponsor and agency has staged an appreciation testimonial for talent upon completion of an assignment. Luncheon was staged three months after expiration of contract. Well-wishers surrounding Miss Hopper are (1 to r) William J. Pringle, vice-president of Lord & Thomas; Don Belding, executive western vice-president of that agency; Russell S. Simmons, assistant advertising manager of California Fruit Growers Exchange; W. A. Wilkinson and Kendall Thurston, agency executives on Sunkist lemon and orange accounts respectively.

Joseph Burland Heads New York Media Men

JOSEPH BURLAND, media director of Kelly, Nason, Inc., N. Y., was elected president of the Media Men's Assn. of New York at its December meeting, third since formation of the group early in October.

Other permanent officers include: Samuel Gill, Lord & Thomas, and Joseph Vesey, Kenyon & Eckhardt, vice-presidents; Robert B. White, Wm. Esty & Co., secretary; Mare Sevasta, White, lowell & Owen, treasurer, and Sid Schaefer, Buchanan & Co., sergeant at arms. An executive board of three, with Lucian King, of Arthur Kudner, as chairman, includes Joseph Brau, Kenyon & Eckhardt, and Walter Barber, Compton Adv. Chairman of the press committee is T. Norman Tvetter, Erwin, Wasse & Co.

Radio, outdoor and publication media buyers have received invitations to the group's January meet- ing to be held at the Advertising Club of New York. Purposes of the group are to foster a mutual understandings of the duties "every media person must perform in the advertising of today, and of the future."

Hilton Named Buyer

AUGUSTINE J. HILTON has been named spacebuyer of Duane Jones Co., New York, taking over the duties of U. Brent Groves who will now devote full time as account executive for B. T. Babbit Co., New York. Formerly assistant spacebuyer and production manager, Mr. Hilton will continue in the latter capacity.

AGENCY

TRANS-PAC SERVICE Inc., New York (Cerenk tonic, drugs), to Irwin Vivaldi & Co., N. Y.


H. D. LEE MERCANTILE Co., Kansas City (Lox, week ends), to Grover Adv. Co., St. Louis, effective Jan. 1, 1943 for clothing and fruit.

RAY PREPARATIONS, New York (facil. preparations), to Director & Lane, N. Y. New using some spot announce- ments locally.

Twenty-Year Sketches

CONDEMNED biographies of many of the men and women who crested American broadcasting are contained in a book, issued last week by the Twenty Year Club, organization for radio veterans, founded by H. V. Kal- tenborn, NBC commentator [Broad- castings, Nov. 30]. In a foreword to the publication, which outlines the ra- dio careers of 84 charter members of the group, Kaltenborn points out that "all are radio pioneers, but not all radio pioneers are included". He adds that every effort was made to contact those who were eligible, but that many had been missed.

BARTON A. STERRENS Adv., Los Angeles agency has sold Canadian and Newfoundland rights of the 39 chapter hour-length drama, "Ex- solved Mysteries," to All-Canada Ra- dio Facilities, Toronto, Transcription was through Ralph L. Power Agency- Los Angeles.
Fulton Lewis, jr.

EXPLODES
ANOTHER BOMBSHELL!

Hats off again to scrapping, campaigning Fulton Lewis, jr. Lewis jumped in and rescued America's farmers when he found out they were sinking in the red tape of gasoline and tire allotments. Lewis reported this story on his November 30th Mutual broadcast and as a result of this and his follow up... farmers from now on will be given all the gas, tires and equipment they need.

Fulton Lewis, jr., was also the FIRST to expose the muddled rubber situation... FIRST to predict coming of the Price Control Program... A "Lewis" appeal brought in 44½ tons of keys for the Scrap program. Fulton Lewis, jr., starts things and sees them through to a finish!

EDMUND CHESTER, CBS director of broadcasting to foreign countries, is author of an article in the December issue of The American, describing CBS shortwave coverage of the North African invasion for Latin American listeners.

NORMAN CORWIN's rhymed dramatic fantasy "The Plot To Overthrow Christmas," will be presented for the fourth time on CBS Dec. 24, 5-8:30 pm. (EWT).
Mr. A's Kris Kringle

By Maurice Condon

Mr. K. W. Amplistat finds that even Santa Claus employs cliches in profusion, advises him against such a practice, and is suitably rewarded.

Q. Pardon me, sir, I am looking for the gentleman who enacts Santa Claus on the air.

A. That's me, K.W.

Q. Well! Frankly I expected a much older man.

A. Nope, you're looking at good old Santa.

Q. Your voice is quite young for such a role.

A. That's my regular voice. When I'm Santa I talk deep—like this,

Q. That is indeed deep. I trust you will not rupture any blood vessels.

A. Not a chance, K.W. I've been Santa for three years now.

Q. To whom do you direct your broadcast efforts?

A. The kiddies—all my boys and girls—all you young tots—all my little friends.

Q. Your listeners are youthful, then?

A. No bigger than a minute; just kneel high to a grasshopper.

Q. What is your radio manner?

A. I am hearty, cheery and jovial. I chuckle and laugh.

Q. How hard do you laugh?

A. I laugh all the way from my boots. I shake all over.

Q. And your chuckle?

A. It is merry and irresistible.

Q. Where are your reindeer?

A. My faithful reindeer are out in the stable, snorting and pawing the floor because they just can't wait to get going.

Q. Do they bear the traditional names?

A. Yes, for instance, there are Dancer and Prancer.

Q. And Dunder and Blinks?

A. No, they're out for the duration.

Q. Of course; do you have a helper?

A. Little Twinkle Toes is my chief helper. He's an elf. Talks in a high squeaky voice.

Q. And who takes this part?

A. I do. Raise my voice, y'see? I'm the cast—for the organist.

Q. To ascertain the behavior status of the children, where do you look?

A. I take a look in my Big Book.

Q. Do you read the letters from the children?

A. Yes. Here's a letter from my good friend Ronnie Gumph. A peachesyfine letter.

Q. Uh—peachesyfine?

A. Or a dandy letter. Letters are also nice, fine, wonderful, jolly, happy, beautiful, jim-dandy. Once in a while I call a letter a super-dooper.

Q. What do you say when you read the letter?

A. Well, what do you know about that!

Q. An enthusiastic comment?

A. Yes, I see. To wish him and nosiree.

Q. How's that again?

A. Y'know. Here's a fine letter from my little chum Gus Matterhorn. Yesiree. And he says he wants a jeep like the soldiers. Well, Gus, ol' Santa won't disappoint you—no—yesiree. He'll try to get you one, yesiree. But remember Gus, that ol' Uncle Sam needs those jeeps for the soldiers, and you wouldn't want to take one from the soldiers, would you? Nossiree. So maybe Santa can find a toy one, just like the real ones. Yesiree.

Q. I think I understand.

A. I use a lot of Ho's too.

Q. That I don't understand.

A. Like this Ho! Ho! Ho! Yesiree! Ho! Ho! Ho!

Q. The traditional joviality of Santa. What do you say to indicate pleased surprise?

A. Well, bless my silver whiskers—or bless my shiny black boots—or bless my sleigh bells!

Q. Yes. Do you instruct the children?

A. Absolutely. Look up and down before you cross the street, boys and girls—and don't run out from behind parked cars.

Q. Do you comment on the children's deportment when Mother wants errands run. And little Mary there—you help Mother with the dishes and the dusting. Yesiree! I want you to be Mother's star helpers. Will you do that? Of course, you will! That's fine. Fine!

Q. What about the toys? How do you describe them?

A. A fire engine is big and red and shiny.

Q. A train set?

A. Just like the big trains you see chugging along. You'll have to share these with Daddy because he likes trains, too—ho ho ho! Yesiree, he'll be down on the floor first thing Christmas morning—just you wait and see.

Q. A motion picture projector?

A. Here's the chance to have movie shows in your own room with this big—say, Mr. A, why are you asking all these questions?

Q. Your speech, sir, is studded with cliches, hackneyed, trite phrases.

A. I use a lot of 'em.

Q. You are one of the worst offenders.

A. I see. By the way, are you a family man?

Q. I have a boy of seven years, one of five years, and twins, aged three. Every one of them bright as a new dollar. Full of life. On the go all the time.

A. That's fine. I'll leave some special presents for them.

Q. Excellent.

A. Let me make a note of that. For each of the Amplistat boys; a drum, a whistle, a horn, assorted noisemakers and a carpenter set.

Q. Er—that will make for a good deal of noise, Santa.

A. Precisely.

Q. And boys will be boys, you know; is it wise to put tools in their hands? Might they not go to work on the furniture and woodwork?

A. Undoubtedly. Goodbye, Mr. A, and a very Merry Christmas to you. Ho!

In terms of news-listeners per penny—and sales results per advertising dollar—there's no better buy anywhere than a KMBC Newscast.

Dozens of big-time advertisers will vouch for this. Not often, therefore—and not for long—is a KMBC Newscast available for sponsorship.

But just opening—right now—are two. Look them over, and please let us hear from you immediately.

Here they are:

Erle Smith
KMBC News Editor
3:00 PM Daily
Monday through Saturday

John Farmer
KMBC News
9:45 AM Daily
Monday through Saturday

Your nearest Free & Peters office has detailed data on the audience, sponsorship record, and the cost of each of these KMBC Newscasts. Or, you may write KMBC direct.

WISN
MILWAUKEE
5000 WATTS
DAY & NIGHT
COLUMBIA

The Katz Agency, Inc. — Representatives

Page 48 • December 21, 1942 BROADCASTING • Broadcast Advertising
Need of Trained Personnel Inspires Plan To Use—Colleges for Instruction

FOR THE first time in radio history, college radio courses have been put on a mass production basis.

Urgent need of radio stations and armed forces for technicians and engineers shortly after Pearl Harbor brought into existence in New York State a plan whereby colleges and stations cooperate to recruit and train men and women to relieve the shortage of radio specialists.

Funds were made available for instruction and equipment and H. C. Wilder, chairman of the military committee in NAB's District II organized the colleges, so that in nearly every New York community with over 10,000 population one or more night radio courses of 35 weeks duration were offered by colleges and were operating by February, 1942.

Good Response

The response was encouraging. Nearly every college had more applicants than could be accepted. Throughout the State about 5,200 took the night courses; 2,400 of these have already completed the first half and will soon graduate.

Training activities at first included Metropolitan New York and New Jersey under the direction of Dean Newman of the College of the City of New York, coordinator representing the U.S. Office of Education. Dean Hollister of Cornell U supervised courses in the up-state area. Later it was found advisable to divide into fields and New Jersey was separated from the New York State training program.

Instructions were provided by stations of the local areas from their regular personnel. Recent reports from the Army and Navy observing the quality of graduate's work indicate the value of their courses. Applicants were originally accepted in the enlisted reserve of the Signal Corps. Later Army Air Forces Communications Branch and the Navy were invited to join in similar enlisted reserve plans.

Although the main purpose of the courses was to furnish graduates to the armed services, about 170 women were trained. The WAACs now want some of these graduates and many will replace station engineers entering the services.

Curriculum of the radio courses is identical with that required by armed services. Additional equipment and instructions are now needed, according to Mr. Wilder.

Changes at KFRC

CHANGES in managerial capacities have just been announced by KFRC, San Francisco. General Manager William D. Pabst has been commissioned a lieutenant, senior grade, in the Navy, and reported for active duty Dec. 17. His successor is Dan J. Donnelly, who became sales manager of KFRC a few months ago after serving with Don Lee stations KDB, Santa Barbara, and KGB, San Diego. Mel Venter, production manager of KFRC, was commissioned lieutenant (j.g.) in the Coast Guard. His post was filled by Pat Kelly, writer and producer and formerly publicity head.

THANKS, BOYS, says Adm. James O. Richardson, USN, retired, vice-president of Navy Relief Society, to the three sports commentators who donated their pay for broadcasting the Chicago Bears-Washington Redskins pro football championship game over KBS for Pabst Blue Ribbon Beer Dec. 13. Standing (l. to r.): Russ Hodges, Harry Wismer; seated, Jack Drees, Adm. Richardson.

Canadian Army Show

THE Canadian Army Show, directed by Maj. Victor George, president of Whitehall Broadcasting Ltd., Montreal, has started its performances at army training camps and is now being aired on the Canadian Broadcasting Corp. national network. Members of the cast have been drawn from the Army, both men and women, and the troupe ultimately will tour all Canadian training camps and send sections overseas.
Small Station Head Concerned About Loss of Personnel to Larger Outlets

EDITOR BROADCASTING:
We are one of those 250-watt stations serving an area not effectively served by any other single station; and like all the other stations in the same position, we are having our troubles in keeping our engineering personnel because of labor piracy the part of stations in the large metropolitan areas who can afford to pay what appears to the personnel a higher salary.

These stations would prefer to use holders of first class radio-telephone licenses in their control room as a matter of standards of employment. This is admirable in normal times, but isn't it time that these stations cooperate with the industry in general to the extent that replacements in the control room be made with holders of tickets lower than first class or with apt persons having no tickets at all.

Whether such employment is by the station or by the union controlling stations' technical personnel, we think it time that these standards of employment be relaxed and that these large stations stop raiding the small stations of their technical personnel.

We believe your publishing this letter may bring to the attention of any one guilty of this practice the plight of the smaller station which is just as essential as any of the larger ones and will possibly help such an unthinking employer to see how much damage the smaller stations in the industry are suffering at his hands.

WELDON STAMPS,
Manager,
KADA, Ada, Okla.

Infinitive Drive

RADIO stations in the United States, Hawaii, Puerto Rico and Panama will participate in 1943's campaign against infinitive paralysis, according to Basil O'Connor, president of the National Foundation for Infinitive Paralysis, National Radio Division in the drive will be headed by Neville Miller, NAB president, assisted by co-chairmen: Mark Wood, president of BLUE; William S. Paley, president of CBS; Niles Trammell, president of NBC; Miller McClintock, president of MBS.

Ken Niles in Film


Florida Renewals

(Continued from page 28)

contained in the documents filed with the Commission. Finally, the majority held that it was most important in war time to preserve radio as a means of communicating with the public. If the licenses were re-issued, the loss could only be remedied after a considerable lapse of time, because of equipment shortages and the like.

The minority held it could reach no other conclusion than that there had been a clear violation of the Communications Act and that the licenses should be revoked pursuant to it. Declaring it impossible for them to accept the conclusion of the majority that Mr. Perry was "victimized by his agents and counsel", the minority said the record clearly showed he was at all times fully informed as to the plan of action he caused to be followed, if not as to every detail.

Other Charges

Mr. Perry was represented as being the real party in interest, while the officers of the two companies were "merely dummies". The funds were his and "his was the guiding hand".

Pointing out that Mr. Perry was a lawyer himself, the minority said that even if it should accept the majority's conclusion that Mr. Perry's only guilt was his failure to exercise good judgment in the selection of his agents and advisers, "we still could not subscribe to the principle that he should be allowed to retain the fruits of their misrepresentation." To do so, said the opinion, would be "to reward him for his own bad judgment". The statement makes the explicit provision for revocation "for false statements".

Even if Mr. Perry could be found free from personal fault, said the minority, it is obviously to be questioned whether an applicant whose other business affairs are so pressing that he cannot give proper attention to his application, can be safely entrusted with the serious and exacting responsibilities of a licensee. "As to the contents that the communities would be left without radio service in war time in the event of revocation, the Fly-Wakefield-Durr opinion said they could not share the majority's concern that the communities would long be without radio service, "for our general observation has been that frequencies and radio equipment are far scarcer than qualified applicants."

"Moreover," said the minority, "we cannot accept a principle which would in effect mean that when the Commission grants a broadcast station license, the people of the community to be served are automatically given as hostages to the licensee to guarantee him against the legal and equitable consequences of his own improper conduct."

"Approval to Fraud"

Then the minority concluded: "What purpose, then does the

Peace and Goodwill

Peace and goodwill are in all our thoughts at Christmas. Perhaps this year, more than ever before, we look forward to the time when they may become a reality to all men.

When peace does come, let it bring the confidence and understanding—the goodwill upon which progress and prosperity are built. You can do your part by showing your goodwill, now, for the people who have made your business possible—your customers. Give them something they value—radio entertainment—to remember you by.
To the radio advertising industry
on a vital year of meritorious
public service

Congratulations and
Season's Greetings
**The Business of Broadcasting**

**STATION ACCOUNTS**
- spot programs
- news programs
- transcription
- spot announcements
- transcription announcements

**WGY, Schenectady**
- American Mahones Co., New York, as thru Charles W. Hoyt Co., N. Y.
- McKee & Robbins, Bridgeport (Color), 14 as thru J. D. Tarcher & Co., N. Y.
- B. Meler & Son, New York (toasted wheat grits), 6 as thru H. C. Morin & Co., N. Y.
- Lever Bros., Cambridge, Mass. (Vimms), 8 as thru BBDO, N. Y.
- Fann, Farmer Candy Shops, Rochester, N. Y., 4 as thru J. Walter Thompson Co., N. Y.
- Pan American Coffee, New York, 30 as thru J. M. Mathes Inc., N. Y.
- American Candle Co., L. L. City, N. Y., 1 yr., thru Badger & Browning, Boston.
- Johnson & Johnson, New Brunswick, N. J. (surgical dressing), 24 as thru Young & Rubicam, N. Y.
- P. B. Dunn & Sons, Pittsburgh (gingerbread mix), 3 as weekly, 12 wks, thru W. Earl, Ruth百货, Pittsburgh.

**WWRL, Woodside, N. Y.**
- Bunch Credit Jewelers, New York (chain), 200 as thru H. H. S. Agency, N. Y.
- Flag Pet Food Corp., New York, 50 to weekly, 12 wks, thru Samuel Croot Co., N. Y.
- James Gooden, Inc., New York (russel's), 1 as weekly, thru Charles W. Hoyt Co., N. Y.
- Paramount Pictures, New York ("Palm Beach Story"), 4 as, thru Buchanan, K. Y.
- Studebaker Corp., South Bend, Ind. (institutional), 3 as weekly, thru Roche, Williams & Baxham, N. Y.

**WWJL, Johnson City, Tenn.**
- Allied Drug Products Co., Chattanooga, 5 wks weekly, 22 wks, thru Liller, Neal & Co., Nashville.
- Chattanooga Medicine Co., Chattanooga (Black-Draftus, Cardiss), 39 as, thru Mason Chemen Co., Chattanooga.

**WZJ, New York**
- Adler Shoes, New York, 3 as weekly, thru Ted Bates Inc., N. Y.
- Continental Baking Co., 12 to weekly, thru Ted Bates Inc., N. Y.
- Paramount Pictures, New York, "Palm Beach Story," 12 as weekly, 1 week, through Buchanan, K. Y.
- Adam Hot Stores, New York, 28 as, 4 weeks, thru Glenshaw Adv. Co., N. Y.
- March of Time Inc., New York (March of Time), 23 as, 1 week, thru Lord & Thomas, N. Y.
- Peer Co., Warren, Pa. (candy), 1 as weekly, thru Lake-Spiro-Monmouth, Memphis.
- Queen Make Dress Co., New York (dresses), weekly as, 12 weeks, thru Abbott-Kimball Co., N. Y.

**WEAF, New York**
- Adam Hats, New York (men's hats), 6 as weekly, thru Glenshaw Adv., N. Y.
- Flag Pet Food Corp., New York (dog food), 6 as weekly, thru Peck Adv., N. Y.
- B. Meler & Son, New York (Golden Crown beer), 3 as weekly, thru H. C. Morin Co., N. Y.
- Charles B. Knox Gelatin Co., Johnstown, N. Y.
- Potocki Diamond & Chemical Corp., Malden, Mass., (Cotchea soap), 3 as weekly, thru E. J. Hurton & Currier, N. Y.

**WABC, New York**
- Dryden & Palmer, L. L. City, N. Y. (Gravy base), 10 as weekly, thru Samuel Croot Co., N. Y.
- Charles Golden, Inc., New York (mustard), 1 as weekly, thru Charles W. Hoyt Co., N. Y.
- Continental Baking Co., New York, 5 as thru Ted Bates, N. Y.
- Paramount Pictures, New York ("Palm Beach Story"), 4 as, 1 week, thru Buchanan, K. Y.
- Studebaker Corp., South Bend, Ind. (institutional), 3 as weekly, thru Roche, Williams & Baxham, N. Y.

**WLJ, Brooklyn**
- Reverie Inc., New York (cosmetics), 12 as weekly, thru Craven & Hedrick, N. Y.
- Paul-Cole Co., Long Island City, N. Y., 24 to weekly, 4 weeks, thru Newell-Emmon. Adv., N. Y.

**KFCR, San Francisco**
- Associated Dental Supply Co., San Francisco (Dr. Farkus' tooth powder), 5 as weekly, thru McCann-Erickson, San Francisco.
- Golden State Co., San Francisco (milk), 3 as weekly, thru Ruhlman & Ryan, San Francisco.
- Southern Pacific Co., San Francisco (rail transport), 18 as, thru Lord & Thomas, San Francisco.
- Pacific Brewing & Malting Co., San Jose, 6 as weekly, thru Long Adv. Serv., San Francisco.
- Western News & Tract Co., Oakland, Cal. (bibles), 2 as weekly direct.
- Personal Finance Co., San Francisco, 3 as weekly, thru Al Paul Leffon Co., Los Angeles.

**KSFQ, San Francisco**
- Western Union Telegraph Co., San Francisco, direct.
- Spicer Island, San Francisco (seasonings), direct.
- Loom & Storage Co., Los Angeles, 2 as weekly, thru BBDO, N. Y.
- Eagle Products & Vinegars Co., San Francisco (wine) 6 as thru Frederick Seid Agency, San Francisco.
- Golden State Co., San Francisco (creamery products), 12 as weekly, thru Ruhlman & Ryan, San Francisco.

**WKZO, Kalamazoo**
- Block Drug Co., Jersey City, 52 weeks, thru Schwimmer & Scott, Chicago.
- W. S. Sales, 6 as weekly, 12 weeks, thru Rossu, M. Seeds Co., Chicago.
- McCrory Drug Co., Jackson, Miss., 3 as weekly, 9 weeks, direct.

Coast Rail Series

SOUTHERN PACIFIC Co., San Francisco (rail transport) conducted a public-relations campaign approximately 30 stations in the West Dec. 2 to 8, in which it urged the general public not to use the railroad during the holiday season, Dec. 15 - January 5. One-minute transmitted talks by F. S. McGin- nis, the railroad's official commentator, was used at each station on the list during the campaign.

BING CROSBY, star of the weekly NBC Kraft Music Hall, appeared with the Kraft Cheese Co., is now an official adviser to the War Dept. on entertain-ment programs for servicemen.

**L. A. SOAP FIRM EXPANDS COVERAGE**

With redistribution of product and increased advertising appropriation Los Angeles Soap Co., Los Angeles, (White King, Sierra Pine, Scotch cleanser, granulated soap) Jan, 4 adds ten stations to Art Baker — News, making a total of 13 NBC West Coast stations, Monday through Friday, 7-7:15 a.m. and a five-week quarter-hour newscast on three Arizona network stations (KOP, KTRC, KGUN), Monday through Friday, 8-8:15 a.m. In addition the soap company Dec. 28 renews for 52 weeks, "The Best Christmas You've Ever Had," on 12 CBS Western stations, Monday through Friday, 12:15-12:30 p.m. (PWT).

Firm will continue to use supplementary spot radio in various Western markets having renewed for 52 weeks, effective Jan. 4, the five per week quarter-hour newscasts on KFWB, Hollywood; a thrice-weekly five-minute news program and daily spot announcements on KROD, El Paso; daily five-minute newscasts on KMED, Medford, Ore., daily participation in Homemaker's Club on KJHI, Hollywood, and a varied announce-ment schedule on KOGM KGMB KBHC, Raymond R. Morgan Co., Hollywood, has the ac-count.

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**FEATURES**

**IT'S LIKE MAGIC THE PULLING POWER OF KXL IN THIS PROSPERITY MARKET**

Oregon's highest power station.

Ref. Joseph Hershey McGIlhara—10,000 Watts, 750 Kr.

**BROADCASTING • Broadcast Advertising**
BOYANT WORKED MILLS, Pas-
saic, N. J., has started an institutional-
program on WPUT, Paterson, N. J.,
designed primarily to aid the war
effort. Titled North Jersey Industry
Beviles, the series started Dec. 18
on a bi-weekly basis, with a dramatic
presentation urging listeners to avoid
over-confidence in a quick victory, at
the same time stressing the achieve-
ments of New Jersey war industries in
repairing the damage inflicted at
Pearl Harbor. Salvage drives and con-
servation were also emphasized.
Contract for Botany, manufacturers of
woolen wear, was placed direct.
Program is a half-hour in length.

DR. LOUIS T. TALBOT, Los
angeles (religious) besides a weekly half-
hour live program on KMPC, Beverly
Hills, and KPAS, Pasadena, also spon-
sors a transcribed version of his talks on
KROW, Oakland. Expansion to in-
clude other Pacific Coast stations is
contemplated. Agency is Smith & Bull
Adv., Los Angeles.

MILK DEALERS Bottle Exchange,
Chicago, has placed spot announce-
ments on WGN WBBM, WAIT
WIND WJJJD, all Chicago stations,
as part of a campaign urging house-
wives to keep milk bottles in circu-
lation and not to hoard them. Agen-
cy is Newby, Peron & Flitcroft,
Chicago.

CANADA DRY GINGER ALE, To-
ronto, has started a weekly quiz show
Duble or Nothing on CJRC, Win-
ipeg. Account was placed by Mac-

SCRIPT CONFERENCE occupies
attention of stars and working staff
of the five-weekly BLUE GRACE
Fields series. Five-minute program,
sponsored by American Cigarette &
Cigar Co. (Pal Mall), recently started
origination from New York to
Hollywood enabling Miss Fields to
complete a film assignment. Co-
workers (1 to 7) are Robert Moss,
Hollywood; Harry Sonnich, pro-
gram musical director; Miss Fields,
and Sam Pleet, producer of Ruth-
rauff & Ryan, account's agency.

WHITING-MEAD Co., Los Ange-
les (building materials), considering
women as house-makers in that word's
most literal sense, on Dec. 9 started
three-weekly participation in Norma
Yong's Happy Homes, on KJH,
Hollywood. Placement is through
Stellar Millar Adv., Los Angeles. In
addition to doing a selling job on
a woman's program, commercials fea-
ture service whereby firm offers in-
structions in use of its materials.

CAPWELL, SULLIVAN & FURTH,
Oakland, Cal. (department store),
recently started for 14 weeks three
quarter-hour newscasts weekly with
Roger Williams and Austin Fenger on
KSFQ, San Francisco. Agency is Sid-
ney Garfinkel Adv. Agency, San Fran-
sisco. Lyon Van & Storage Co., Los
Angeles, has started for 12 weeks,
two-quarter-hour programs on
Brooke Temple weekly on KSFQ.
Agency is BBDO, New York.

LOGIN Corp., San Francisco (Al-
so pure orange juice), recently started
for 26 broadcasts a five-minute pro-
gram twice weekly on KFRC, San
Francisco. Agency is M. E. Harlan
Adv., San Francisco.

GOLDEN STATE Co., San Francis-
cos (Golden V. Vitamin Milk) recently
started 21 broadcasts of Louise
Neva, three-times-weekly on KFRC,
San Francisco. Agency is Ruthrauff &
Ryan, San Francisco.

SPARKLETS DRINKING Water
Corp., Los Angeles, on Jan. 5 renew-
s for 13 weeks twice weekly sponsorship
of Fulton Lewis Jr., on KJH, Holly-
wood, Tuesdays, Thurs., 9-10:30 p.m.
(PWT). Firm also sponsors participa-
tion three times per week in Home-
makers' Club on that station, and in
addition utilizes a five-quarter-
hour newscast on KFI, Los Angeles.
Raymond R. Morgan Co., Hollywood,
has the account.

RALPH R. LEDDER, account exe-
cutive of Duncan A. Scott & Co., Los
Angeles, publishers' representative, has
reSigned to become advertising man-
ger of W. & J. Sloane Co., Beverly
Hills, Cal. (home furnishings).

MARY LEE CANDY SHOPPES,
Montreal (chain), has started quar-
ter-hour musical programs on CBM
and CDF, Montreal. Account was
placed by Associated Broadcasting
Co., Ltd., Montreal.

RIDD LABORATORIES Inc., San
Francisco (Riddifoot powder) on Dec.
8 started A Collection of Plays with
Frank Parke Wright, narrator, re-
lewing stories about the invention
or discovery of modern drugs and lit-
tle known facts about physicians, sur-
gons and scientists from medi-
 eval times to the present, on KPO,
San Francisco, a quarter-hour weekly.
Agency is Rhodes & Davis Adv., San
Francisco. Milton Soperan was the
KPO account executive.

PUREPAQ Corp., New York (Flen-
nes cough medicat), is sponsoring five-
minute newscasts every half hour dur-
ing afternoons, six days weekly on
WHN, New York. Beginning Dec. 14,
contract is for 13 weeks. Sid Wal-
ton, news editor of WHN, prepares
and delivers the news. Agency is Klinger Adv. Corp., N. Y.

BY LISTENERS: Over 15,000 families requested the
November Master Program Booklet, listing all musical
selections to be heard over WLIB. Listeners are now
paying $1 a year for this Booklet.

BY ADVERTISERS: WLIB quickly established itself as
a productive medium with New York's keenest local
advertisers who check results, must get results and
buy results.... Hotel St. George, L. Blau and Sons,
Sachs Quality Furniture, Empire Diamond Buying,
L. F. Fox, John Mullins and Sons, Michael Bros.,
Revere Cosmetics, Community Opticians, Barney's
Clothes, Stadler Shoes, Brass Rail Resturant's, etc.
Alert National Advertisers (Albo, Chemet Motion,
Papi-Cola) are joining the parade to WLIB.

BY NEWSPAPERS: WLIB has already won a promi-
inent place in New York's press. The DAILY NEWS,
MIRROR, TIMES, HERALD TRIBUNE, POST, PM,
WORLD TELEGRAM, JOURNAL AMERICAN highlight
WLIB programs every day.

AND WLIB IS STILL MAINTAINING THE
LOWEST RATE FOR EFFECTIVE COVERAGE OF
THE NEW YORK BUYING MARKET.

RKO BUILDING, New York
Chicago Representative THE WALKER CO.

"THE VOICE OF LIBERTY"
Clear Channel - 1190 on your dial

BROADCASTING * Broadcast Advertising
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CLAIR, synonym for QUALITY TRANSCRIPTION PROCESSING

Think of quality transcription processing and you think of CLAIR. That's natural as ABC. Since radio's pioneer days CLAIR has been the symbol of pride of workmanship and dependability of performance. All over America electrical transcriptions bear the stamp of CLAIR experience. Today nearly every sizable transcription producer is a CLAIR client. How about you?

HAVE YOU SEEN HENRY

The Pole Vaulting Fish?

If not, visit beautiful WAKULLA SPRINGS, 20 miles south of Tallahassee, Florida. See enchanting underwater scenes and thousands of rare fish through the glass bottom boat. Enjoy a boat cruise through primeval Florida jungles. See the new home of underwater photography. Swim in the crystal clear water of the world's largest single spring, and relax in Florida's healthful sunshine.

THE MODERN LODGE

MODERN LODGE

Write for free booklet and rates: Wakulla Springs Lodge

Wakulla, Florida
NAB Letter Asks FCC to Relax Rules Curbing the Tenure of Limited Licenses

FURTHER RELAXATION of the restrictions on holders of limited permits was proposed in a letter to FCC-BWC Chairman James Lawrence Fly, the NAB said last week, and NAB representatives are taking steps to bring the matter before the Domestic Broadcasting Committee of the BWC.

Mr. Fly wrote NAB President Neville Miller last week that the matter was being studied by Committee IV, and would receive careful Commission consideration.

Need for the new changes in the FCC licensing restrictions was spotlighted at the 17th District NAB meeting Nov. 19-20 at Portland, Ore., when Marshall H. Penga, manager of KRRN, Roseburg, Ore., said that very few part-time engineers would be able to operate much longer under present FCC emergency rules.

Manpower Problems

He told the 17th District that holders of restricted permits are badly needed in local stations in the face of manpower difficulties. FCC has made them available under Order 91-B, he said, but a restriction requiring that these men pass a theory examination within six months will force many of them to yield limited permits.

The 17th District meeting adopted a resolution urging FCC to suspend theory test for the duration. More recently, the petition has been approved by other NAB District meetings.

NAB officials have pointed out that Order 91-B, permitting holders of third class licenses to operate Class IV (local) stations was adopted May 26. Six months have passed, and the deadline for theory tests is approaching for personnel now serving as limited licensed technicians.

The 17th District petition explained: "These salesmen, program men and other station personnel although already fully familiar with station operation and able to properly perform their duties as operators, nevertheless, due to other demands which are made upon their time in connection with many phases of the work, and due to the lack of available personnel at the stations or elsewhere with the time to give instruction in technical details, and due to a certain lack of technical temperament, these operators are not able to absorb the technical details necessary under present requirements to pass the second examination."

The petition expresses "appreciation for the sympathetic and intelligent approach to this and other industry problems shown by the FCC". It refers to Orders 91, 91-A and 91-B which authorized the limited permits.

Although some opposition was reported by BWC in April, when restricted permits were under consideration, indications were that the Domestic Broadcasting Committee would look favorably toward the suggestion.

Labor leaders in Washington said they were aware that it was impractical to expect these part-time men to pass theory examinations in six months, and Lawson Wemberly, International Representative of the International Brotherhood of Electrical Workers, said his organization would not oppose the plan.
Disc Makers Hit OWI Record Plan

Industry Contests Report

On Cost of Operation

COMPLETE disagreement with the report on recording costs issued by the OWI [BROADCASTING, Dec. 14] was voiced by the Asn. of Independent Studios last week after a special meeting in New York.

The figures as outlined by the OWI for the cost of its recording studios were claimed to be “incom- plier” by numerous studios. The OWI estimated the cost of recording studios to be $8,500 per week in New York.

Figures Incomplete

Continuing to press its case against the Government’s entry into the recording business through the OWI “to the detriment of small independent studios,” the Asn. states that these figures were incorrect, in no way can they compensate for the amount of money, time wasted, and vital materials consumed in the duplica- tion of broadcasts, when audio equipment and personnel has been standing partially idle for over two years in this time of crisis.

Why did not the OWI, instead of so much talk in augmentation of the means—take over the existing studio facilities included among the members of the ARS? The association claimed that most of the independent studios have not yet received payment for work done for the Government in August and have had to finance the necessary expenditures themselves. Many independent studios were forced to increase their staffs of union crews to handle the extra recording assignments, withour doing away with other than verbal commitments.

Lorillard’s Plans

P. LORILLARD Co., New York (Old Gold cigarettes), is considering a new half-hour network program to supplement the current weekly CBS Nelson Eddy Show. Robert T. Colwell, radio executive, of W. Walter Thompson Co., New York, agency servicing the account, was in Hollywood during the past week to supervise recording of three proposed shows which are being submitted to executives of the tobacco company. The proposed pro- cedure of the half-hour program is a comedy series built around Bill Thompson, character comedian, the manager for the weekly NBC Fibber McGee & Molly Show; a musical with Gene Krupa’s orchestra; and a variety program with Johnny Mercer’s Music Makers. Besides Mercer, the song writer, several other radio stations have been reported interested, including Lever Bros. Co., Cambridge, which has been looking around for a network program for Viven tablet. KBBD, New York, the target agency, could make no definite statement, although it was admitted that Lever was discussing the series with Lorillard.

It was rumored that Lever is considering moving the show to New York during the spring, as a result of a reporter that Lever’s series was being prepared. The three proposed programs are: “The Great American” series, which would be a series of short radio plays, the “Western” series, and the “Theater” series.

Golenpaul Negotiates With Several Potentional Sponsors for “Info Please”

ANNOYED AT the “teaser” campaign based on the tag-line “Lucky Strike green has gone to war,” which American Tobacco Co., New York, started Nov. 9 on the Lucky Strike Information Please program on NBC, Dan Golenpaul, owner- producer, has informed American Tobacco Co., Lord & Thomas, New York, that the program will no longer be available to them for sponsorship after Feb. 5, 1943, when the contract terminates.

Mr. Golenpaul’s objections to the catch-line had proved detrimental to the program’s effectiveness and that these “teaser” announcements were the main reason for his cancellation of the program for Lucky Strike promotion. Since the campaign began there has been considerable interest among printing ink manufacturers, who definitely refuse the impression that Lucky’s change in package design has been caused by any shortage of green ink to go to war.

Sponsors Dicker

It was understood that no advertiser had definitely signed with Golenpaul for the Information Please program when it goes off the air on Feb. 5. Several advertisers are reported interested, including Lever Bros. Co., Cambridge, which has been looking around for a network program for Viven tablet. KBBD, New York, the target agency, could make no definite statement, although it was admitted that Lever was discussing the series with Golenpaul.

Mrs. White’s Play

SUE TAYLOR WHITE, wife of Paul White, director of public affairs of CBS, is author of a fanchiful play titled “Christmas at Bentsorugden” broadcast on NBC Dec. 18. Mrs. White is also the originator and author of “Penguin Secret” presented on CBS by Freedom House and sponsored by National Geographic Society. Several other radio plays and scripts have been written by Mrs. White, who is also the author of several other radio plays and scripts.

Mrs. White’s play, “Christmas at Bentsorugden,” was broadcast on NBC Dec. 18.

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Major Networks to Carry Rendition of ‘Command Performance’ Christmas Eve

THE ARMY’s Command Performance, world’s premiere shortwave program, will have its first public showing Christmas Eve from 11 p.m. to 12 m. EWT as a “Christmas present” to the nation.

Elmer Davis, director of the Office of War Information, will give a brief explanation of the program, how it has served our fighting forces overseas, and officially “present” it to the domestic audience in behalf of the service men.

To be broadcast on all four major networks simultaneously, the program will feature an outstanding array of talent. As is the case with the regular weekly renditions, the hour-long program will be transcribed and dispatched for broadcast to United Nations troops throughout the world. The American radio audience will “look over the shoulders” of the men in the armed forces, for whom the program was developed.

Top Talent Scheduled

Artists who will perform in the Christmas Eve event include Bob Hope, Bing Crosby, Red Skelton, Edgar Bergen, Dinah Shore, Ginny Simms, Dorothy Lamour, Ethel Waters, Kay Kyser and his orchestra, and Al Newman and his 20th Century Fox orchestra. There will also be special choral groups.

Fred Allen, Jack Benny and Charles Laughton have wired War Dept. officials they, too, will participate.

O’W1 offered the program to all four networks, which promptly accepted. The suggestion was made editorially in Broadcasting on Sept. 14 that there be a gala Christmas presentation of Command Performance domestically on all networks and stations. There is considerable support for presentation of the program to the domestic audience regularly. It has been on the air 44 weeks, but until now has never been heard domestically.

Has Worldwide Audience

The program, in addition to being shortwaved over all available transmitters, is carried by BBC and beamed to the Middle East and to Australia. Transcriptions are flown by bomber to such points as Cairo, New Delhi, Brasoville, Chungking, Hawaii and Alaska.

for rebroadcast. Copies also are being dispatched throughout the Caribbean area under British and American domination.

The program is said to have the greatest worldwide audience of any single performance. Talent, made available gratis for each week’s program, at commercial rates, would cost in the neighborhood of $50,000. Since the programs were launched 44 weeks ago, it is estimated some two and one-half million dollars in talent values have been donated, including orchestras.

14 Drug Firms Included In Bond Promotion Plan

FOURTEEN companies, many of them important buyers of radio time, will participate in the drug, cosmetic and allied industries plan for promotion of War Bonds, the Treasury announced last week [Broadcasting, Aug. 31, Dec. 7-14].

Plan involves a gift of five per cent of each firm’s radio, newspaper, magazine and other advertising, for a contribution estimated at $2,500,000. Firms included in the promotion are: Bristol-Meyers Co., Miles Labs., Hoffman-LaRoche, Coty, American Home Products, Fralley Products, Sterling Products, Pepsodent Co., Colgate-Palmolive-Peet Co., Vick Chemical Co., Gillette Safety Razor Co., E. Fougera & Co., Centaur Co., Weco Products Co.

Phonograph Disc Firm Is Planned by Robbins

TO OFFSET the present situation whereby the recording of hit tunes usually falls to established name bands, making it difficult for up-and-coming talent to make a place for itself, Jack Robbins, of Robbins Music Corp., New York, is organizing a phonograph disc firm of his own, recently incorporated under the name of Lion Record Corp.

Defamation Ruling

RULING that a station cannot be held liable for extemporaneous defamatory remarks of a speaker it presents, provided the station exercises “due care in the selection of the least of its facilities and in the inspection of the script,” Judge Landor Wasservogel in New York Supreme Court last week issued an order dismissing the efforts of the plaintiff, Dr. Emanuel M. Josephson, to strike out defenses offered by WMCA, New York, as its part of a slander suit. The suit was brought by Dr. Josephson in 1941, at which time the plaintiff was representing the Democratic candidate for mayor, O’Dwyer. Claiming his professional reputation had been assailed by F. H. LaGuardia, incumbent mayor, in a campaign speech broadcast on WMCA, Josephson brought suit against LaGuardia, WMCA and several newspapers.

WHAMLAND IS HOMELAND

There are 716,900 dwellings in WHAMLand...

... homes where "10% every pay day" for War Bonds and Stamps is the rule rather than exception...

... homes that are both a market for today's goods and services as well as for the post-war products those Bonds will buy.

WHAM gives you dependable day and night coverage of this market...

WHAM's clear-channel, 50,000 watt signal reaches all of 43 Western New York and Northern Pennsylvania counties with the programs and services listeners prefer. WHAM gives complete coverage of the entire market at approximately one-third the cost of localized coverage of the same area.

National Representatives:

GEORGE P. HOLLINGBERY Co.

50,000 Watts... Clear Channel... 1180 Kilocycles... Full Time... Affiliated with the National Broadcasting Co., and The Blue Network, Inc.

"The Stromberg-Carlson Station"

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WRDW, Augusta, began broadcasting Dec. 6 with its new 5,000-watt transmitter. Honoring the occasion were salutes by CBS and World Broadcasting System and talks by Mayor Woodall of Augusta and other notables. Officials of WRDW are: W. R. Rinkson, manager; Thurston Bennett, commercial manager; Charles Pointel, program director; Harvey Aderhold, chief engineer.

JOHN W. VANDERCOOK, news commentator of NBC New York, is narrator on the special Columbia Pictures short subject, "Our Second Front!"

IF YOU HAPPEN to tune in to WQXR, New York, at 10:30 a.m. on Saturdays and Sundays you will hear the pleasant convincing voice of Charlotte K. Demorest talking over her latest apartment or hotel discoveries with her audience.

You will hear a vivid description of the layout, size and rentals, and the exact address of several buildings—given by a native New Yorker with 16 years of professional experience in recognizing a good apartment when she sees one.

Had Failed Before

At the end of the program you will hear the announcer's invitation to write or phone the station for further information about any of the apartments or about the specific problem any of her listeners might have. And New Yorkers totaling some 3,000 persons have taken advantage of this offer since the program first went on the air April 2, 1941.

Huber Hoge & Sons, New York, agency handling the series, has been placing radio for its accounts on a national scale for many years, and thought that Brett, Wyckoff, Potter, Hamilton, a real estate account, should be able to use radio to rent apartments. This had been tried previously in New York, but had not proven too successful.

To do this, the agency's staff built up a simple five-minute program which was merely the friendly, yet authoritative, voice of Miss Demorest describing apartments she had seen, and answering on the air letters that people wrote in to her concerning their apartment needs.

But before the program could go on the air there was the question of selecting a station. If, for example, one of the 50,000-watt stations in New York were used, the right audience would be reached, but a good proportion of listeners would be for out of the city and more or less useless to Brett, Wyckoff.

On the other hand, one of the lower-powered local stations would reach many who probably could not afford the apartments the firm was trying to rent. A happy compromise was reached in using WQXR, which had built up a quality audience in New York proper by a policy of classical music and other high-type programs.

Rent Worries

When the program started it was rather light and airy with some attempt at entertainment and amusement, but the letters and phone calls that came flocking in to the station showed less interest in the conversation than in such problems as having so much to spend for rent or certain specific worries, as needing to be near schools or different types of transportation. So eventually, Apartments on Parade, worked out into a program de-scribing specific apartments and the myriad details a potential tenant wants knowing.

For the first 13 weeks, Brett, Wyckoff, an exclusive agent of Apartments on Parade, reported good results. Soon, however, it became obvious that the program had too large a following for one real estate firm to carry, so other management firms or building owners were urged to insert advertising in the program, much in the manner of classified advertising.

In July, Miss Demorest first took leave of absence and later on Oct. 15, 1941 resigned from Brett, Wyckoff, to set up a completely non-biased service for apartment renters at no cost to the listener.

Other leading real estate firms participated on the program until there were 30 firms advertising their apartments six days a week. Each of them has been able to trace subsequent sales directly to the program depending upon the amount of participation. For instance, J. H. Taylor Management Corp. traced five leases from their first four broadcasts. One large building on Central Park West produced inquiries at half the cost of its newspaper advertising and leases at one-third the cost. London Terrace made four leases in the first five weeks of the 1942 participation and has included Apartments on Parade in its weekly budget steadily since April, claiming that it produces results equal to New York's second most important medium for real estate advertising. This is because Miss Demorest is regarded by the public as an impartial expert rather than the commercial voice from one firm.

As Apartments on Parade draws near the close of its second year,
Radio Used During New York Strike

(Continued from page 11)

reported to have taken any specific time.

In expanding its new schedules, WNEW cut indiscriminately into its commercial commitments to bring the New York audience emergency news roundups of 10-minute and quarter-hour duration, in addition to the station’s regular policy of five minutes of news every hour on the half hour. Sponsors who relinquished the commercial time on WNEW as a courtesy measure to the station’s efforts to service the public were I. J. Fox, Howard Clothes, Barney’s of New York, Tappin’s Jewelry stores, Grove Laboratories and Canadian Fur. The station also was swapped with requests for time from the moving picture companies and theatres, but managed to sandwich in numerous extra commercial half-hour, quarter-hour and one-minute spots during the days of the strike.

WHN, by coincidence, effective Dec. 14, the day the strike began, had started 50 more news periods per week, of which 46 were signed by a new sponsor, Purepac Corp., New York (Fluxmen), with Sid Walton handling the broadcasts. The station added no more news periods for the emergency but carried a large amount of the picture business.

WINS added four quarter-hour newscasts daily, stressing local headlines as well as national news of importance to the newspapers affected by the strike; WMCA, which already has a news tie-up with The New York Times, increased the hour half-hour newscasts from three to five minutes; WOR put on a purely local newscast Dec. 14 at 5 p.m. and at 5 p.m. featured Uncle Dan reading the more popular comics, which would have been distributed in the metropolitan papers; and WQXR, through its regular schedule of newly applied—The New York World-Telegram, increased the coverage of local news and, as a special feature, presented Mrs. Estelle Steinerberger in a condensation of the daily columns in the same paper by Mrs. Roosevelt and Raymond Clapper.

WNYC, New York’s municipal station which ordinarily presents one-minute of news every hour, increased that period to five minutes and also added four 10-minute periods of special local news.

WOR reported two more advertisers later in the week, when the New York Herald Tribune sponsored a full quarter-hour of news Wednesday morning, and the Saturday Evening Post contracted for 10 one-minute announcements and two chain-breaks. The latter magazine also took three new periods and some participations on WABC.

Warner Bros. joined the parade of amusement advertisers on WJZ, taking over nine one-minute announcements Thursday and Friday to promote “Casablanca” and “Flying Fortress.” Agency for Warners is Blaine-Thompson Co., New York, which placed several thousands of dollars worth of business on the local stations during the strike period.

According to Bert Frager, radio director of Donahue & Co., that agency placed a total of about $15,000 for Loew’s, Radio City Music Hall, Capitol and Center Theatres, RKO and 20th Century-Fox. At Buchanan & Co., Jack Wyatt, radio director, estimated the week’s expenditures for Paramount’s “Palm Beach Story” at $12,000. He stated that a small portion of the campaign was cancelled Thursday, after the strike was settled, with the majority of the spots continuing on seven local stations despite the sale of newspapers on the stand. Buchanan placed mostly transmitted announcements for Paramount with some live tie-ins, the recordings having been prepared at World Broadcasting System all day Monday to put the announcements on the air by 5 p.m., the first day of the strike.

Several station and agency executives queried by Broadcasting voiced the opinion that last week’s rate of the New York World-Telegram, increased the coverage of local news and, as a special feature, presented Mrs. Estelle Steinerberger in a condensation of the daily columns in the same paper by Mrs. Roosevelt and Raymond Clapper.

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Several station and agency executives queried by Broadcasting voiced the opinion that last week’s strike may bring about an increase in business for radio from the motion picture industry, which ordinarily concentrates on newspapers for promotion of its features playing at local theatres.

Advertisers in this rich farm belt already knew the selling impact of WTAD. But we wanted a more exact measurement. So we asked the Robert S. Conlan organization to find out ... through personal interviews outside the city.

In the city—where 10 stations were mentioned—an average of close to half of all the listeners were tuned to WTAD ... a 127% larger audience than any competing station!

Outside the city, two out of every three listeners reported WTAD as their favorite station — 50% more mentions than the nearest competitor!

Here’s another foregone conclusion. Surveys prove it. Unique merchandising campaigns confirm it. WTAD — serving 655,000 listeners in Quincy and throughout the richest farm land in the world— can make your sales curve jump ... UP ... FAST!

A CBS STATION

1000 Watts, Day and Night

930 Kilocycles

WTAD

QUINCY, ILLINOIS

Represented Nationally

by the Katz Agency

BROADCASTING • Broadcast Advertising

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CBS Protests Special Authorization Permitting WNYC Evening Operation

FLABBERGASTED over the Dec. 1 action of the FCC granting WNYC, municipally-owned station in New York, to operate during evening hours under a "special service authorization", CBS last Saturday protested the grant and asked for an explanation.

Acting in behalf of WCCO, Minneapolis, which owns, the network asked the Commission to reconsider and vacate its grant authorizing Mayor LaGuardia’s station virtually fulltime, in lieu of daytime operation on the WCCO 830 kc. clear channel. It requested the matter be set down for hearing and that WCCO be permitted to intervene.

Interference Would Result

CBS pointed out that on Oct. 29, nine days after the Commission had denied the application of WNYC for duplication on the clear channel, the New York station filed application for a special service authorization for operation until 10 p.m. This was granted by the Commission on Dec. 1, with Commissioners Craven and Case dissenting.

Contending there was nothing in the public record which indicated that the facts were any different than those presented at the formal hearing, CBS said it appeared evident the same degree of interference would result from the operation as proposed as would have developed if the original application had been granted. It pointed out, however, that no facts were available, since no explanation was given for the action.

CBS said it was unable to determine whether the factual basis for the grant was based on the same findings adduced following the formal hearing or upon different findings.

Claims Regulations Violated

In citing purported errors in the Commission's action, CBS said the Commission had ordered substantial modification of the license of WCCO contrary to its own regulations; that the operation of WNYC as proposed would result in interference; that the order was entered without notice and hearing and results in a clear channel breakdown; and that the action reached a result opposite to that which was reached following formal hearing on essentially the same request of WNYC.

The Commission was asked to hold in abeyance any order permitting WNYC to operate pending consideration of its protest petition and to vacate the WNYC grant and set the whole matter down for hearing.

Should the FCC deny the protest the way would be open for appeal by CBS to the United States Court of Appeals for the District of Columbia. In the past the Commission has maintained in litigation that "special experimental" authorizations, which superseded the "special service" authorizations, were not actually licenses but only temporary sanctions and therefore were not appealable.

Tribute to Knod

SINCERE tribute to Lt. Thomas Knod, former Ex-Reporter on WRC, Washington, and news editor of NBC Washington, was sent last Monday by Earl Godwin on his regular Ford Motor Co. program on the BLUE (see story on page 43). Lt. Knod, now in the Army, has been reported wounded in a battle hospital in New Guinea and Godwin, a friend of his, urged those who knew him to write him a Christmas card. His address is Lt. Thomas Knod, 034928, Company E, 1224 Infantry, APO 32, c/o Postmaster, San Francisco.

Hope Leads Hooper

BOB HOPE, Charlie McCarthy, Fibber McGee & Molly, and the Aldrich Family, in that order, hold the first four positions in the Dec. 15 "Hooper-National" Evening Ratings report. Others in order on the list of "First 15" are Jack Benny, Radio Theatre, Frank Morgan-Fanny Brice, Screen Guild Players, Jergens Journal, Bing Crosby, Eddie Cantor, Mr. District Attorney, Kay Kyser, Rudy Vallee and Bandwagon. The Hooper report also stated that Red Skelton leads the programs broadcast after 10:30 p.m. (EWT), and therefore, not measured in the Eastern time zone.

Son Dies in Action

PVT. NOEL MORRIS of the Royal Regiment of Toronto, reported "killed in action" at Dieppe Aug. 19, was the eldest of four Philip Morris employees, manager of CPPI, London, Ont.

STANLEY J. QUINN, Australian radio representative of J. Walter Thompson Co., New York, since December, 1940, has replaced Frank Cubel as Mutual correspondent and newscaster in Australia and is heard three-weekly on the ABC overseas news report. Cubel is to be transferred to another war zone post as yet undisclosed.

Loss of Revenue Gets FCC Study

Fly expresses concern over plight of small stations. Although no positive action was taken last week to relieve the smaller stations who are operating at a loss, it was learned that the FCC is currently studying the 177 stations which lost money last year as well as an additional 100 which just managed to squeeze through the 1941 year.

Until this report has been completed, it is unlikely that Gardner Cowles Jr., OWI associate director, will take any steps. When questioned last week he said that the FCC’s report would likely be completed in January.

Situation Acute

Deep concern was still the keynote of FCC Chairman Fly’s remarks in discussing the plight of the small stations at his press conference last Monday. In fact, he said the situation was acute in smaller towns and cities served by a single station since there is "perhaps not a more essential station in the whole structure."

Commenting on tax measures, Mr. Fly said he felt that they may be helpful but added they would not represent a major factor of alleviation. When asked about "uneconomic licensing", the chairman replied that stations are licensed primarily on the basis of serving the public interest. Of course, he said, the capital structure behind any proposed station is considered and pointed out that it must be ample. In justifying the existence of most stations, he observed that very few left the air during the depression and felt this was sufficient evidence to minimize the claim of "uneconomic licensing".

He said that conferences with interested OWI officials were being conducted and everything possible would be done to solve the problem. Chairman Fly said that war needs and Government information are dependent upon small stations as part of the mass communications program. He was emphatic about this, saying that news and information must reach listeners "in the folks and creeks".

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BROADCASTING • Broadcast Advertising
Contracts of AFRA Near Completion

Pacts With 10% Increase to Be Submitted to Networks

AMERICAN Federation of Radio Artists will probably have the majority of its sustaining contracts revised in line with the tentative agreement reached Dec. 3 with the major networks and key stations [Broadcasting, Dec. 7] and ready for submission to the broadcasters sometime this week, the union reported Friday.

Early in the week difficulties in revising some of the 42 individual contracts involved had appeared insurmountable.

Despite the fact that an agreement had been reached on the major point of minimum wage scales, which are to be advanced 10% over the minimums called for in the original agreements signed in 1940. While there are still some points to be settled, AFRA executives on Friday were optimistic about the outcome.

Blue Agreement

Chief development of the week was the BLUE agreement to go along with the other networks on the 10% increase in minimums. The BLUE had originally felt this too steep a boost for a network that was still in its first year of independent operation, especially as the original scales, inherited from NBC, were felt to be higher than the BLUE would have accepted on its own. Further discussions, however, resulted in the BLUE going along with the general agreement.

Question was raised whether the escalator clause in the new contracts, providing for their reopening a year from now if the Government cost of living index has risen more than 10 points from its present level, does not conflict with the ruling of the War Labor Board that there shall be no wage increases of more than 15% above the scale paid Jan. 1, 1941. AFRA explained that the WLb rules only on actual wage increases and that the increases immediately asked for are less than 15%.

If the cost of living goes up more than 10% in the next year and if, at that time, further increases are agreed upon by AFRA and the broadcasters, these will have to be submitted at that time to the WLb, AFRA pointed out.

NAB Convention Plans for Next Year To Be Discussed at Meeting of Board

WHETHER THE NAB will hold its convention in 1943 at all, in the light of war transportation conditions, will be considered by the NAB board of directors at its next meeting in latter January or early February. The convention tentatively is for New Orleans in April or May, though consideration has been given to a shift to Chicago, more centrally located and where adequate facilities apparently will be available.

Suggestion last week by Joseph B. Eastman, Director of Defense Transportation, that conventions which will not contribute in an important way to the winning of the war should be banned brought from NAB President Neville Miller the observation that the whole matter would be presented to the board. The last NAB convention, in Cleveland, selected New Orleans as the 1943 site.

Mr. Eastman said a number of requests had been received for the Government's attitude on holding of conventions involving inter-city travel. He asserted individual associations must make their own decisions, but indicated that no such gatherings would be justified in view of the war burdens on the transportation system, unless they would help to shorten the war.

May 'Remote' Meet

Expanding war production, larger troop movements, as well as a rising volume of travel on war business would subject the already heavily burdened transportation lines to heavier strains in 1943, he pointed out. He added that every convention or meeting canceled, even if it would have involved travel by only a comparatively small number of persons, will mean a "decidedly worthwhile saving of transportation facilities and will itself constitute a contribution to the war effort."

The NAB convention usually draws an overall attendance of some 1,200, of whom 1,000 are registered from out of town. Many trade groups this year have conducted their conventions by mail, circulating information, circulating speeches that would have been made and handling other ordinary convention matters, by remote control, including elections.

Mr. Eastman suggested that trade groups, in considering the holding of conventions, ask themselves if the proposed convention "will contribute in an important way to the winning of the war" and whether the gathering will "help to shorten the war." If the answer is no, he added, "I strongly urge that the convention plans be abandoned."

"I realize that I am proposing a difficult test, one which few organizations can pass, but the war demands on our transportation facilities call for this test."

DISC FEES STAND

SAYS HARRY FOX

RECORDING royalty fees for transcription libraries will probably remain at the current rate of $10 per year per composition per master throughout 1943. Harry Fox, agent and trustee for a large number of music publishers, including most ASCAP publisher members, stated last Friday. He had previously announced, on behalf of his principals, that the fees were reverting to their former rate of $15 [Broadcasting, Nov. 23].

Reduction in 1942, Mr. Fox explained, had been based on the fact that with the war between ASCAP and the broadcasters just concluded there were many stations which a year ago were not licensed to broadcast ASCAP music. The producers of transcription libraries had asked for a reduction in their payments for recording licenses for that reason, he said, and his publishers agreed to cut the fee by $5 for 1942. Stressing the point that this reduction was clearly announced as a temporary arrangement, with the understanding that the former rates would be resumed when ASCAP music was again in general use by broadcasters, Mr. Fox said that his publishers had felt that this condition had been met and had accordingly announced the reversion to the $15 fee for 1943.

THE VOICE OF MISSISSIPPI

WJDX

In 1943 Remember "The Voice of Mississippi" WJDX-Jackson FOR MAXIMUM RESULTS IN THE GROWING, Able-to-buy Mississippi Market.

-employment UP
-buying power UP
-farm income WAT UP
-livestock sales UP

WJDX Dominates Mississippi's EXPANDED civilian and military Markets—WJDX can get RESULTS FOR YOU

Owned and Operated by LAMAR LIFE INSURANCE COMPANY JACKSON, MISSISSIPPI

BURN-SMITH COMPANY Nat'l Rep.

Harry Cumming—South East Rep.

WESTERN N. CAROLINA-SOUTHWEST VIRGINIA-EAST TENNESSEE

BROADCASTING • Broadcast Advertising

December 21, 1942 • Page 61
America honors its top ...and Two are members

Stanley Crawford, Woodlynne, N. J., honored by the President for suggesting a new type of caliper used at RCA Victor. This caliper salvages 13 out of 16 castings previously rejected, thus saving valuable semifinished material and many skilled man-hours. It has been adopted by war plants throughout the country.

Edwin C. Tracy, Rockville Center, N. Y., received a WPB award from the President for suggesting an oscillator to test radio equipment designed for fighting planes. Testing time was thus cut down from 8 hours to 3 minutes. Mr. Tracy's oscillators are now installed, or on their way to every American flying field.
The President of the United States has personally honored ten American workers for contributing outstanding suggestions to further the war effort.

Two of these ten heroes of the home front—chosen from the nation’s millions of war workers—are skilled craftsmen at RCA. As a war plant, we are proud to have two winners.

In addition, the War Production Board has selected a total of 142 workers from the entire country as meritting special honor for their suggestions to increase and improve America’s war output.

21 of that grand total were men and women who were doing their share at RCA!

To radio dealers, servicemen, amateurs, and radio engineers everywhere, this comes as no surprise. They have seen in a hundred ways over dozens of years, what RCA initiative, imagination, and skill can mean to radio. They have learned that from top to bottom—from engineering to production, from designing to packaging, from construction to pioneering—RCA leads the way in all branches of radio and electronics.

When peace returns, they can be certain that RCA will once again prove its leadership—in the development of new and better radio tubes, radio-phonographs, broadcast equipment, and electronic devices, in the perfecting of new production techniques, in the creation of new radio products to serve America’s industries and America’s homes.

Other RCA Workers Honored by the War Production Board

| C. F. Bartlam     | Miss Victoria Kocher |
| L. J. Cronin      | Mrs. Bonny Lee Smith Lewis |
| Joseph F. Eckert, Jr. | James G. McKelvie |
| Charles I. Elliott | Leon Morell |
| A. S. Fish        | Andrew Rau |
| Thomas Flynn      | Fred F. Rimmler |
| Frank E. Giessen  | Albert P. Ruggieri |
| Charles W. Hear   | Thomas H. Shelling |
| Edward S. Hoffman | Arthur Waggoner |
|                  | Benjamin Willett |

RCA LEADS THE WAY

IN RADIO • IN TELEVISION • IN ELECTRONICS

Radio Corporation of America
Revision Deferred On Manpower List

More Changes in Definitions Of Occupations Proposed

REVISION of the Occupational Bulletin No. 27 which covers the communications industries, including broadcasting, has been postponed as a result of minor changes decided upon last Thursday afternoon at a special meeting between BWC representatives and War Manpower Commission officials.

This week WMC officials are scheduled to consider the essential occupations and the breakdown list of definitions. As soon as these lists have been approved they will be released to local USES offices for use in guiding local draft boards in the careful classification of broadcasting employees.

News and the War

Stations can't exist for the isolated purpose of news and information without subsidization, FCC Chairman Fly commented at his press conference last Monday. Then he pointed out that this was not the American way of broadcasting.

Audiences must be built up, he asserted, and said this cannot be done without the aid of entertainment. To dramatize this point he said that audiences can't be turned on and off merely by the twist of a dial. This comment came from a published report which said that War Manpower Commission officials were primarily concerned with the best use of news and information relevant to the war effort.

Explaining the FCC's position, Mr. Fly said that all positions essential to the requirements of "continuity, stability and security" will be recognized.

Peg Maloney to Remitco

MARGARET (PEG) MALONEY has resigned as publicity director of WRCO, Cincinnati, to join Remington Rand, Inc. in charge of Louisville offices of Remitco Supplies Div. Before joining WKRC in 1955 Miss Maloney was managing editor of Radio Dial, Cincinnati, James M. Palt, sales promotion director of WKRC, takes over publicity duties. Francis Swing has been named continuity supervisor.

Correction

THE last sentence in the second paragraph of the Cooperative League story on page 20 of the issue you read, "If these terms are complied with it appears that CBS and NBC will accept the program," should read: "If these terms are complied with it appears that CBS will accept the program,"

Kaiser's Here, Too!

Henry Kaiser Does get around! The shadow cast by our antenna crosses the shadow of the Kaiser smoke stacks, making an X right in the center of the populace in this vast Orange empire.

See the Blair Representative

Successful Series Of NAB Sessions

Miller Sees Benefits From Exchange of Viewpoints

HAILING the 1942 series of NAB district meetings, which covered an eight-week period, as "the most successful ever held", NAB President Neville Miller reported to his members last week that all attendance records were broken.

Total attendance at the meetings was 1,485, comprising owners and employees of stations, representatives of Government departments and agencies, and others interested in radio. There were 456 stations represented, of which 549 were members and 116 were non-members. Those making the entire trip, including President Miller and spokesmen for several Government agencies, traveled a total of 10,307 miles, it was stated.

Exchange of Views

The primary purpose of the meetings, Mr. Miller announced, was to discuss war problems and they offered an excellent opportunity for broadcasters to meet with representatives of all the Governmental agencies involved. He said broadcasters gained a clearer understanding of how they can assist constructively in the war effort. Conversely, he added, these Government representatives ob- served the broadcasters' appreciation of their problems.

"On every side we heard expressions of appreciation for the wonderful cooperation given by broadcasters to every Government department, campaign, and war activity," Mr. Miller added. "Broadcasters have made a splendid contribution of time and effort, and have reason to be proud of the record they have made."

Mr. Miller, upon his return to Washington Dec. 11, conferred with FCC Commissioner Lawrence Fly and reported on the series of meetings, which began Oct. 18 in Philadelphia and wound up Dec. 10 in Boston.

Barbasol Co. to Sponsor Singin' Sam on Mutual

BARBASOL Co., New York (shaving cream), will again sponsor Singin' Sam, who some years ago became known to radio listeners as "The Barbasol Man", before going to Coca Cola Co., Atlanta, as a recorded feature on stations throughout the country. With the AFM ban on transcriptions eliminating the possibility of producing new discs of the musical feature, which included orchestral accompaniment, Coca Cola dropped the series at the termination of the last contract.

Barbasol will start the program on Mutual Jan. 4, as a live feature Tuesday and Thursday, 8:45 p.m. on a 65-week basis. The station lineup has not been determined. The company also sponsors a Sunday quarter-hour newscast by Gabriele Heatter on 45 MBS stations and on Dec. 4 started John B. Kennedy, news commentator, in a 15-minute three-weekly period.

Agency for Barbasol is Erwin, Wasey & Co., New York.

McAllister to Camp

G. STANLEY McALLISTER, director of construction and building operations of CBS, will attend the Command at General Staff School, Fort Leavenworth, Kan., at the invitation of the War Department. Planned for civilians selected by the War Dept. from civic, business and professional leaders, the curriculum covers military matters.

Mr. McAllister Army organization, staff procedures and logistics. It is designed to acquaint representatives of Congress with the Army and its problems, in order that they may better conduct their part in the war program.

The Show Goes On

FOR TEN hours last Wednesday WGAR, Cleveland, relayed programs from its Statler Hotel studios to the transmitter by shortwave when the telephone cable carrying WGAR's transmitter-studio line was accidentally severed by a construction crew. Lloyd Wingard, assistant chief engineer, after obtaining FCC approval, fed all programs through the station's shortwave transmitter, WEMU.

The Magic Circle

And this job takes priority over All with WBIG!

"...scripts equaling in quality and often surpassing network shows."

KFM

A new series of ASCAP Radio Program Service shows is available without cost to any ASCAP licensed station. These programs are written in complete understanding of programs both Program and Commercial Manager, Write or wire at once.

ASCAP

Radio Program Service
30 Rockefeller Plaza · New York

WBIG

GREEN/BORO., N.C.
CEO.HOLLINSBERRY·CO.NAT.HER

KFXM

MUTUAL

SAN BERNARDINO
CALIF.

Kaiser's Here, Too!

Henry Kaiser Does get around! The shadow cast by our antenna crosses the shadow of the Kaiser smoke stacks, making an X right in the center of the populace in this vast Orange empire.

See the Blair Representative
Coca Cola's 12-Hour Christmas Event Heads Net List of Special Programs

Reported plans of the Coca Cola Co., Atlanta, to send an orchestra overseas to entertain American troops have not been approved by the War Dept., it was learned. A War Dept. spokesman in Washington indicated the Coca Cola Co., had submitted such a proposal through D'Arcy Adv. Co. last Thursday but that no action had been taken. D'Arcy representatives in New York declined comment.

It was learned, however, that prior to submitting the formal proposal Coca Cola, which sponsors Parade of Spotlight Bands [BLUE, 9:30-9:55 p.m.] informally discussed with the War Dept., a plan to send a six or eight-piece band overseas, the unit to be headed by a well-known musician.

In view of Coca Cola's contribution to soldier morale through its present schedule of Spotlight Bands and since the firm has purchased a 12-hour period on the BLUE to air the bands from Army and Navy camps and stations overseas, it was felt that the War Dept. would look favorably on the proposal.

Entertainment of troops abroad has been a primary problem with Special Services Division, charged with keeping up soldier morale. A group of gramophone music, the bands and radio stars already has gone overseas and plans contemplate further entertainment along that line.

Elmer Diddler's Doings:

18 + 44 + 50,000 =

IT ADDS UP THIS WAY, ELMER

1. With the buying power in the Schenectady Trading Area 18% above the U.S. average,
2. and the farm income of N. Y. state up 44% in two years,
3. and with WGY having the area's highest power (50,000 watts), the lowest frequency (810 kilocycles), and the most popular network (NBC),
4. the sum is this: WGY can do the best job of selling your product: in one of the nation's booming markets.
PERSONNEL of WOLO-WG, Fort Wayne, journeyed to Columbus City, Ind., recently to present a special, "demonstration program" showing the various points of radio broadcasting before a meeting of the Columbus City Lions Club. Those presenting the panel were J. B. Cowsill, manager; Eldon Campbell, program director; Alva Smith, chief engineer; Jack O'Mara, promotion manager.

INDUSTRIAL LEAGUE basketball games in New Haven, Conn., will be broadcast over WELI, that city, every Thursday night starting Jan. 7, for the primary benefit of war workers in New Haven plants. Sportsmaster Phil Bussem Jr. will broadcast the games from the YMCA courts.

AS PART of the educational program of KIL, Denver's CBS outlet, the fifth year of Music in the Denver Schools program has been started. Music in the Denver Schools program is being conducted at noon on Saturdays, under Music Director John C. Kendrick of Denver Public Schools. All programs originate in auditorium of West High School, and present a musical group from a different school each week.

SLANTED to men in service, a new end of the day type, an OAL Benefit, has been started on KOY, Phoenix. Substituted Modern Air With Martinet Ayres, program consists of request recordings interspersed with chatter.

ENGINEERING staff of WBL, Brooklyn, is assembling a battery-equipped emergency control room at the station's headquarters, from parts and equipment discovered during an intensive search of the plant.

SECOND annual poll of high school and college students in and around the metropolitan area, to determine their favorite orchestra leaders is being conducted by Alan Courney of WOW, New York, m.c. of the 1820 Club. Student assembly ballots and school newspapers will tally the votes. Last year 70 schools participated.

ENLISTING aid of every star, commentator and announcer on the stations' staff to deliver War Bond commercials, KFI-KECA, Los Angeles, staged a large selling campaign to mark anniversary of Pearl Harbor attack. Total sales passed $250,000 on Bonds which were dated Dec. 7 and mailed out in special commemorative envelopes. Volunteers from Navy Mothers' clubs, Red Cross and similar organizations were utilized to handle the rush purchase of bonds.

ANNUAL Christmas Jimbores of WLJ, Nashville, was held Dec. 21 at Murrell's Dinner Club with all employees except those necessary for station operation invited by F. C. Powell, station manager, to "stay early... stay late... the party is on the house".

AN EXTREMENarily War Bond sale started by Bill Shepherd of WBLI, Dalton, Ga., during a 45-minute transcribed program last Saturday, resulted in the "day off" delivering the Bonds in person — this being his selling point for a total of $375.

PARTICIPATION popularity in the New York area on Spanish Voice of the Air, over WWRL, Woodside, N. Y., has caused a 30-minute addition to the daily feature which is now being heard in New York, through Saturday, and Sundays 6:05-6:30 p.m.

WPEN, PHILADELPHIA, has been designated as the cooperative representative and Lew London, station program director, as head of the radio division, of the newly-organized Philadelphia Civilian Defense Committee headed by Mayor Bernard Samuel. The committee will work in conjunction with the Civilian Defense and Air raid wardens in the promotion of War Bond and Stamp sales. Some committees will be set up in neighboring communities where there is an active air defense organization, and an interested cooperating radio station.

WCMS, CHARLESTON, W. Va., key station on BTC, was functioning together with WSAX, Huntington; WBAR, Parkersburg; WILK, Clarksburg, have received the Navy's Official Recruiting Certificate in recognition of the time and effort devoted to this service. Lt. Comdr. Saunders, in charge of the West Va. District, made the award to Howard E. Chernoff, manager of the station, in a special ceremony last week, at WCMS.

WHEN THE historic battleship Oregon was recently officially turned in for scrap, KOIN, Portland, Ore., originated a broadcast of the ceremonies over KOIN and Mutual direct from the ship's deck. KOIN had previously paid tribute to the battleship on the People's Payroll Party program.

PURSUING A POLICY of expanding the sphere of its affiliations and operations, Standard Brands, S. C., has acquired the wire service of Press Assn. and in addition, has authorized that the STANDARD WORD is the blue outlet for the city and area, which includes Campbell's tablet; Stan-Art, piano and a music store; KSO and KRTN, Des Moines, cooperated with the Des Moines Junior League in a recent victory auction at the annual charity ball; when a pair of gold kid sandals worn by Dorothy Lamour was auctioned for $4,300, a jeweled lipstick case donated by Leona Menken brought $2,100; Meredith Willson's baton brought $500; Betty Grable's hairbrush, worn by Charles Boyer, $500, totaling $8,100 worth of War Bonds.

Kate Smith Show Cut to Half-Hour
Distribution Problem, Ratio Threat Causes Change

IMPELLING rationing of foo products in addition to the dif ficulties of distributing Jell-O an Jell-O puddings are the reason for the decision of General Food Corp., New York, to cut down the 55-minute Kate Smith program on CBS to a half-hour, effective witl the Jan. 8 broadcast. The same total of 117 stations will carry this program on a 1:00-4:00 p.m., and Kate Smith program will follow her usual format as nearly as possible.

The following 25-minute period will be retained by General Foods which will take over sponsorship of the Adventures of the Thin Man, program currently on NBC for Andrew Jergens Co., Cincin nati, but scheduled for replacement Dec. 30 by Mr. and Mrs. North [BROADCASTING, Dec. 14].

Products promoted on the 8:30-8:55 p.m. spot on CBS will probably be selected according to Young & Rubicam New York, agency for the account.

Four New Products

Standard Brands, New York: following a board of directors meeting last week, has announced the introduction of four new products on the market, the purchase of Standard Margarine Co. of Indianapolis and various promotions for its executive personnel, which was revealed by James S. Adams, president of Standard Brands.

The four products are: Fleischmann's S B Vitamins Yeast Tablets, which will be distributed through the grocery trade; Stans, a new multi-vitamin and mineral tablet; Stan-B, a vitamin B complex tablet, and Sted, a cereal beverage which will be added to cereal with the idea to make it go further. Full details on the media to be used to introduce the products have not yet been announced, but the company reported that test announcements will be made on Standard Brands network programs, and some spot announcements will be tested in selected markets outside of New York.

Ownership of Standard Margarine by Standard Brands will take effect prior to Jan. 1, subject to legal and accounting clearance. The company and its subsidiaries will make margarine products and salad dressings.

The board of directors also approved the following personnel changes: Dr. Theodore Sedlmayr, vice-president in charge of research of the company, was elected vice-president and chief of manufacture, purchasing and traffic, and a director, succeeding the late John W. Luce; Chester A. Barth, former regional manager of the Pacific Coast office, was elected vice-president and general sales manager, and Philip S. Lord, former Philadelphia regional manager, was made field sales manager.
Yankee Sale (Continued from page 11)

plication, showed total current assets of approximately $15,000,000.
That part of the Application filed for General Tire stated that the
company was interested in engaging in the business of broadcasting and has the facilities and ability
to conduct the operations in a manner that will serve public interest, convenience and necessity.
“It is expected,” said the application, “that advertising on the networks
and in the neighborhood of $800,000.
Mr. O’Neil, in a press release, said that post-war America is going
to be an entirely new America, with increased manufacturing
capacity and facilities, entirely changed methods of merchandising
and advertising, a tremendous buying power and an even higher standard of living.”
With this in mind, he added, General Tire is making plans now
for post-war expansion with chemists, research engineers and scientis-
ts in other fields already having
developed a score of new products and materials and hundreds of new uses for known products and materials. Yankee, he said, covered the “grand section of the United States completely”.

IN THIS STACK of listener mail is No. 1,060,000 for 1942, re-
ceived recently by WLS, Chicago. Admiring the group of letters con-
taining the seven-figure epitite are (1 star) George J. Keup, its trea-
turer; Don E. Kelley, sales promotion manager; Charles (Chick) Freeman, sales manager.

Son Manages WJW
While General Tire has no di-
rect interest in broadcast station
ownership, William M. O’Neil, son of the company’s president, is the sole stockholder of WJW Akron, which he also manages. The sta-
tion on Dec. 2 was authorized by the FCC to move its new transmitter
from a point midway between Akron and Cleveland 14 miles
closer to Cleveland, which it will serve as a BLUE outlet operating
on 850 kc. with 5,000 watts full-
time.
It is understood that, in addition to the Messrs. O’Neil, John Shep-
ard 3d and Linus Travers, execu-
tive vice-president of Yankee, will serve on the board of direc-
tors along with other unnamed ex-
cecutives of General Tire.

General Tire, an old line com-
pany which originally used radio
a decade ago as sponsor of Jack
Benny over an NBC network, is
one of the leading entities in tire manufacturing. While the elder O’Neil is the founder of the com-
pany, he is not the principal stock-
holder. The company’s stock is
widely held, with the O’Neil family
(Mr. O’Neil, Mrs. O’Neil, five sons and a daughter) holding only a
minority interest.
A number of proposals for the network have been considered, it was learned, since the first dis-
closed last summer that the property
was for sale on a cash or equiva-
 lent basis.
Post-War Expansion Planned
M. H. Aylesworth, first president of NBC and now an attorney in
New York, is understood to have offered to acquire the network and the four standard broadcast
stations, but not the FM adjuncts.
His offer, it was understood, was

CONSTRUCTION DISCS

War Building Is Dramatized
On 37 Stations

A SERIES of bi-monthly trans-
scribed dramatic constructions,
Construction Goes to War, is cur-
rently being presented by 37 major
radio stations and two regional
networks to give the public some
conception of the size and impor-
tance of the nation’s $30 billion
dollar construction program of the
war.
In this broadcast tells the story of the
building of naval bases throughout
the world for American fighting
ships, how airfields are laid out
before the ships are launched, and
how huge industrial plants and army cantonments are built. Each program features a
brief message from top-ranking Government officials, such as Lt. Gen. Brehon B. Somervell, Com-
manding Generals of the Army’s Services of Supply, and Rear Adm.
Ben Moreell, chief of the Navy’s Bureau of Yards and Docks.
Written, directed and narrated by Hardy Burt, of the U. S. Cham-
ber of Commerce, who has been a commentator on industry and the
war, the series has been produced by Sound Studios Inc., Wash-
ington, for the American Contractors of America, Washing-
ton.

Army Jobs to WAACs

RADIO mechanics, operators and
control tower operators among the
50 job classifications in Army Air Forces to be taken by the Women’s Army Auxiliary Corps, War
Dept. announced last week. Plans for training WAACs to replace men
needed for combat duty are still incomplete, although it was learned that in some cases private
industry and schools probably will be called upon to assist in the
educational program.

Extend War Insurance

MONEY and securities may now
be insured against war damage un-
der protection of the War Damage
Corp. of America, Jones, secretary
to the War Damage Corp., War
Dept., announced last week.
Eighty-five or more casualty and
property companies have been com-
missioned to act as fiduciary agents
of the War Damage Corp., Secre-
tary Jones said, and policies will
be issued through local insurance
agents or brokers.

Boston Orchestra Plans

BOSTON Symphony Orchestra, now
affiliated with the American Federa-
tion of Musicians (Local 84, Musi-
con), and for a Saturday night series of broadcasts on the 
BLUE BROADCASTING, December 20, has signed a new long-term recording con-
tract with RCA Mfg. Co. to make Victor Red Seal records at such
time as the AFM may lift its present ban on recording. The Boston Pops Orches-
ta, which will do a summer series on the BLUE, has signed an exclusive recording contract with RCA-Victor.

OLSON: RUG Co., Chicago, through
Presba, Fellers & Presba, Chicago, has
added Music Lovers program on
WCPX, Cleveland, to its already-sched-
uled, in addition to Concert Hall series on WJJD, Chicago. This makes a total of 16 hours per week of classical music now sponsored by the concern.
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BROADCASTING • Broadcast Advertising:

FEDERAL COMMUNICATIONS COMMISSION

DEC. 12 TO DEC. 18 INCLUSIVE

DECISIONS

WDLP, Panama City, Fla.; WTMC, Orlando, Fla.—(Consolidated hearing on renewal of license of WDLP for 10,000 watts from 2600 to 2800 kc., and on applications for new station within same city; Application for renewal of license and decision rendered Dec. 2, but not made public until Dec. 12. See detailed story elsewhere in this issue.

WBBU, Philadelphia.—Grant of modification of CP for studio transmitter and change in antenna system, condition that applicant take care of complaints on blanketing.

WSAY, Rochester, N. Y.—Grant of modification of CP for studio transmitter and change in antenna system, condition that applicant take care of complaints on blanketing.

KDNT, Denton, Tex.—Set for hearing application for license to change frequency from 1450 to 1460 kc.

WJNO, West Palm Beach, Fla.—Set for hearing application for license to change frequency from 1450 to 1460 kc.

WSMM, Marietta, W. Va.—Set for hearing application for renewal of license to change hours from daylight to universal, until 5:00 p.m.

Temporary renewals of licenses: WCOC, WDOE, WDCB.

EMLA, Los Angeles.—Cancelled outstanding applications, CP, deleted call letters and closed Commission's record of files, because of inability to obtain materials.

KFCG, Los Angeles.—Denied petition for reconsideration and grant of application for CP, increase power, more transmission detail for new transmitter and DA-night use.

WWO, Omaha.—Granted consent for voluntary assignment of license for 30 years to Woodmen of the World Life Ins. Soc., Soil Conservation Radio, Inc. Signer proposes to assign license and lease of WWO station for 30 years.

WSJS, Winston-Salem, N. C.—Modification of CP for station inspection and renewal of license.

KDKA, Pittsburgh, Pa.—Hearing on renewal and modification of license of other operator, WNEW, New York City.

TENTATIVE CALENDAR

WTJN, Trenton; WCAM, Camden; WBBU, Westerfield, Ky.—Filings on renewal and modification of licenses. Other participants, WNEW, New York City.

DEC. 17

KXMB, Chico, Cal.—Granted license to cover CP installation of Tuesday & night use, increase power.

WICH, Wichita Falls, Tex.—Granted license to cover CP for new station.

KDKC, Kansas City.—Granted license to cover CP for new 85 ST station.

Applications

WHEB, Portsmouth, N. H.—Special Service Authorization for extension of CP for extension of completion date to July 7, 1943.

Wymi, Richfied, W. Va.—License for new auxiliary unit (using unit formerly licensed to WIXA).

KSRO, Santa Rosa, Cal.—Involuntary assignment of license from Ernest L. Finley, deceased, to Ruth W. Finley, executrix.

KAOY, Los Angeles.—License to cover CP as modified, which authorized new radio broadcast station.
Help Wanted


Help Wanted (Cont'd)

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, and all commercial copy. Musical ability as pianist, instrumentalist, and announcing experience helpful but not necessary. Salary $50.00 per week. Give availability date and full particulars in first letter. Box 138, BROADCASTING.

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

Situations Wanted

Available at Once—First class engineer. 3-A. Announcer, 4-F, four years in radio. Write or wire Box 138, BROADCASTING.

Commercial Manager—With proven sales background, and clean personal background. Married, 3 dependents, 28 years old. Interested in middle-west, but considers any worthwhile proposition with future. Now employed. Desire change by January 15th. Box 138, BROADCASTING.

Musical Director and Producer—Complete Symphony, Radio and general musical background. Capable producer, arranger, conductor, composer, A. F. of M.; Library; Married; age 47. Desires permanent connection. Finest references. Address: Eddie Perrigo, 1140 So. 100th, Lincoln, Nebraska.

Station or General Manager—That knows every phase of radio business available to station willing to reward a result. Box 138, BROADCASTING.

EXPERIENCED RADIO MAN—Wants better proposition, management, song, writing, selling. Draft deferred. For man who wants it. Box 138, BROADCASTING.

Program Director—Announcer—Desires change. Five years experience. Hold thing, phon, ticket. 3-A. War program manager at present. Also, Box 138, BROADCASTING.

Wanted to Buy

1230 KC Quartz Crystal—For transmitter and record. Must be low temperature, efficient type. Box 138, BROADCASTING.

Wanted—Twin 250 towers, complete with base luminaires and tower lighting controls. Box 138, BROADCASTING.

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

ANNOUNCEMENT

BROADCASTING

December 21, 1942 • Page 69
William J. Dempsey Is Named by FCC
In KOA-WHDH Supreme Court Appeal

FOLLOWING its petition to the Supreme Court seeking a review of the decision of the U. S. Court of Appeals in the so-called KOA-WHDH case, the FCC last Wednesday announced the appointment of William J. Dempsey, former general counsel of the FCC, as special counsel to handle the case before the highest tribunal. In undertaking this assignment Mr. Dempsey declined compensation.

The FCC on Dec. 12, through the Dept. of Justice, filed its petition with the Supreme Court for review of the lower court's opinion of Sept. 12 reversing the Commission's decision in this hotly contested case involving the right of hearing and directly related to the breaking down of clear channels through duplicated operation. The lower court, in a 4-2 opinion, held the Commission had erred in not giving the licensees of KOA the opportunity to intervene and present testimony.

Station Rights

It held, moreover, that by whatever name it may be called, a broadcasting station has a definite right acquired through its operating license and that the Commission cannot temper with or destroy a station's facilities without according it a hearing.

WHDH was authorized to operate full-time on the 850 kc. clear channel, on which KOA, Denver, is the dominant station. WHDH subsequently became a BLUE outlet.

The Commission announced that it had designated Mr. Dempsey to assist in the preparation and presentation of the case to the Supreme Court. This presupposes that the highest tribunal will grant a writ of certiorari, which is done in most Government cases. The Commission said the case involved the validity and interpretation of the Commission's intervention rule, which was adopted while Mr. Dempsey was general counsel of the Commission. Mr. Dempsey, along with William G. Koplowski, assistant general counsel, resigned from the Commission in May 1940, to enter private practice in Washington. They had amassed a record of 36 cases in the Supreme Court and the Court of Appeals without a reversal.

In its petition, the FCC held that the questions presented were whether the granting of the WHDH application constituted a substantial modification of the license of KOA, or otherwise affected KOA's rights as a licensee so as to require that the Denver station be permitted to intervene in the proceedings and, if so, whether KOA was denied any substantial right of participation in these proceedings.

There were five separate opinions in the case in the lower court, four of the six judges concurring in the view that stations are entitled to hearing practically as a matter of right when they can show substantive injury. Although the court reversed and remanded the Commission, agreement was reached under which the NBC plea for a stay order would not be pressed and the existing assignments on the 850 channel would be permitted to stand until Supreme Court adjudication.

Assignments Affected

In addition to WHDH, the FCC has authorized WJW, Akron, to operate on 850 kc. with 5,000 watts, and to move to Cleveland. Thus, if the Supreme Court sustains the lower court, both WHDH and WJW would be required to vacate their assignments. WJW also is slated to become a BLUE network outlet.

In citing its reasons for appeal, the Commission said the uncertainty resulting from the diverse views in the opinions expressed by the lower court calls for the exercise of the Supreme Court's power of review. It stated that it was difficult to determine what is required of the Commission in the exercise of its power of review and that the Commission could not with assurance follow an intervention procedure which will command the approval of the majority of the members of the lower court. It cited the differences in view expressed by the judges of the lower court in the five separate opinions.

Variances Below

Moreover, the FCC held the questions presented are important in the construction and administration of the Communications Act, again citing the extent to which the opinions below were at variance.

The petition for review was signed by Charles Falby, Solicitor General, and Charles R. Denny Jr., FCC general counsel.

New Overseas Waves

THE FCC has allocated two additional frequencies, 7005 and 7235 kc., to the international broadcast service for the duration, at request of the Board of War Communications. These frequencies are available for assignment to zone and interzone police stations.

The broadcast transmissions will be intended for reception outside the continental United States, and as most of the police communications on these frequencies occur during daylight hours, it is expected that police service will be usable for a significant portion of the day.

Although some of the existing assignments have not been affected, it is expected that the new frequencies will provide a significant improvement in the service.
This is a market of 2,471,713 radio homes. The people who live here buy more drug and grocery products than are sold in the five boroughs of New York and the city of Chicago combined. A constantly increasing number of advertisers have found the morning audience a profitable field for exploitation over WLW, the dominant radio station in the area.

WLW
The Nation's Most Merchandise-able Station
Felix the Cat had a bewildered look on his face in 1929 when he swung around for hours on a phonograph turntable in front of television's early scanning disks. Felix's image was slashed into 60 horizontal lines—60 streaks of light and shade. Engineers of RCA watched the antics of Felix as he was tossed through space to receiving screens. They realized that all streaks and flicker must be removed.

Scientists of RCA Laboratories abandoned mechanical scanners and developed an all-electronic system of television, featuring the Iconoscope and Kinescope, electronic "eyes" of the radio camera and the receiving set. Motors and high-speed disks were eliminated both at transmitter and receiver. Electronic television became as quiet and fool-proof in operation as a home radio set.

By 1936, the number of lines per picture had been increased to 343, with marked improvement in quality. But the research men still were not satisfied. They continued to experiment, and to develop new equipment, for finer pictures of 441 lines. Before Pearl Harbor, 525-line television pictures were on the air from the NBC station atop the Empire State Building.

The streaks had vanished. Television at last had the texture of rotogravure. Now, faces and scenes are photographed directly from television screens without betraying the presence of scanning lines.

Brought to life by electronic tubes, and given wing by radio, television emerged from RCA Laboratories to reveal its practical usefulness. Today, knowledge gained from years of television research is contributing vitally to the war effort.

Recognizing the importance of television as a post-war industry and useful public service, RCA is continually pioneering in the science of radio sight. Television's album of progress has only begun.