IT'S A SWEET "16"


WOR reveals the awful truth on pages 16-17
Intensive Coverage — of Northern Illinois. This is the sixth in a series of advertisements showing WLS coverage, by counties, of Midwest America. These 16 counties comprise the 11th, 12th and 13th congressional districts of Illinois.

From This Section
THREE Out of FIVE Families Wrote Us!

FROM this section of Illinois, WLS last year received 130,251 letters. In these same counties, there are 224,028 radio homes. That’s intensive coverage — definite evidence of listening — from 58 of every 100 radio homes, approximately three out of five! This is but one small part of our WLS Major Coverage area; it actually extends over the greater portion of Illinois, Indiana, Wisconsin and Michigan. Through this vast area of Midwest America, people listen ... and respond ... to WLS. That’s why WLS Gets Results.
RIGHT
IN THE TARGET AREA,
NOT ONCE - BUT
TWENTY-ONE TIMES

NOT near-misses, but direct hits at the strategic points where you want to explode sales and feel the concussion right in your sales manager's office.

That's the difference between using one bomb—or twenty-one in each attack.

The Yankee Network puts you on the target every time, for it multiplies sales effectiveness by the number of key markets it brings within range. There are twenty-one in all, covered by twenty-one stations, each with its own local identity, acceptance and neighborly influence to give on-the-spot impact to your campaign.

Tie up with Yankee and tie in with these twenty-one markets that give you the New England population density and concentrated purchasing power you can translate into sales.

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System
21 BROOKLINE AVENUE, BOSTON, MASS.

Sorry, Sir, Mr. Rafflesnaffle is not here...

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

Undoubtedly, you, too, have learned that the farm income in the middlewest is the greatest in history. You presumably are aware that the money in this area circulates like whirling dervishes—from farmer to merchant to doctor to grocer to wholesaler to farmer ad infinitum.

And, like other wise advertisers, you assuredly know that to reach the farm and small town markets throughout Nebraska and her neighboring states, you need KFAB!

Please, sir, do not procrastinate.

SWEET FIGURES FROM SUGAR...AND TAMPA

They counted the sugar ration cards in Tampa last week. The total for Hillsborough County was 230,000—with 30,000 in outlying districts and 200,000 in the greater Tampa area! (The thousands of soldiers in nearby Army camps are not included—they don't use ration cards.) Compare this figure with the 1940 census and you find, in Tampa and its suburbs, an increase in buying prospects of 50,000!

It's a sweet figure—for most of this bonus population is represented by families of well-paid shipyard and other war workers. You can reach the Tampa market—one of the best in the South today—thoroughly with WFLA—the NBC Station in the Tampa trade area.
NO. 10 In A SERIES DEPICTING THE ADVENTURES OF RADIO'S INDISPENSABLE MAN - THE TIME BUYER

Johnny Timebuyer

Well, whatta ya know - another year comin' up! Resolve now to make it a prosperous one for your clients - buy KEX, that great Blue Network station out in Portland, Oregon! Why? Let me tell you -

Things look so good in this market that even Edgar Kobak was practically speechless - honest he was!

All I can see is Blue Network!

Things are looking better and better for the Blue Network - and KEX is its Portland outlet. That means swell spots - next to top-rating shows!

The Paul Raymer Office in San Francisco is all set to take some of that California dough for KEX spots - a great money's worth if there ever was one!

Say - these KEX spots are worth their weight in gold!

May the world be free, in '43!

Let's work together determined to make this New Year's Resolution come true!

KEX 'The Voice of the Oregon Country' Portland, Oregon
Represented nationally by the Paul H. Raymer Co.

Broadcasting • Broadcast Advertising

December 28, 1942 • Page 5
"Keep advertising. Keep 'em remembering." That's been the BLUE Network's wartime prescription for American business.

It's a much needed prescription. Because it prevents loss of memory by customers in these days...when so many products are off the market...and when there's so much going on to make folks forget to buy.

Has rationing or war production left you with "nothing to sell"? Then take a tip from several successful BLUE sponsors. Tell the public how to make your product go farther. Tell them what you're doing for Victory. "Keep 'em remembering"...remembering your name...remembering the product you'll want to sell again in post war days.

Or, if you still have a product to market...then let the BLUE broadcast your sales message. "Keep 'em remembering" to buy, now!

That's the BLUE prescription. And we take it ourselves. That's why we're here now, to keep you remembering these important facts about the BLUE:—

37 new stations
added to the BLUE in 1942. Total, 146 stations, not counting the extra stations available.

561 counties that count
The BLUE delivers better than 86% coverage of the 561 counties that do 80% of U. S. retail buying.

35 new sponsors
That's more than any other network signed in 1942...even without including our special Victory Program sponsors.

Listenership bonus
New programs, plus aggressive audience promotion, have built BLUE listenership far ahead of rates.
"Teamed sponsorship"
If your product is out for the duration, you can "Keep 'em remembering" 52 weeks a year at 13-week cost.

Most homes per dollar
Truer than ever today. The BLUE can carry your message into more homes per dollar than any other national medium.

The Blue Network
A Radio Corporation of America Service

Ask your Blue representative
to reserve you a copy of the new Survey of Daytime Listening Habits. Out soon!
Lift up your eyes, gents, and take a look at Buryl Lottridge, a rare and unusual radio man—a program-minded executive who is also an excellent sales-and-business-man. For many years, Buryl has been proving that wits are just as important around a radio station as watts. And today, as Manager of WOC, he's got that fact really established in the Tri-Cities!

One thing we often wonder about, here at F&P, is the way some otherwise smart advertisers still try to evaluate radio stations by purely mechanical measures. That, to our minds, is like trying to judge the value of talent by the decibel measure of its voice, or the value of a script writer by the number of pencils he owns. In radio stations as in every other business, it's brains and management that count.

Maybe it's vanity to hope that our crusade about the importance of management can ever be more effective than the familiar "burp in a whirlwind". But we're going to keep on trying, because we know that good station management is the best success-insurance you advertisers can have—and therefore the best that we can have, too, here in this pioneer group of radio-station representatives.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932

CHICAGO: 180 N. Michigan
Franklin 6473
NEW YORK: 277 Park Ave.
Plaza 3-4131
SAN FRANCISCO: 121 Sutter
Sutter 4353
HOLLYWOOD: 2512 N. Gould
Gladstone 3949
ATLANTA: 322 Palmer Bldg.
Main 5667

Page 8 • December 28, 1942
BROADCASTING • Broadcast Advertising
Wartime Radio Ready for Crucial Year

Medium Destined to Hold Own Despite Baffling Business Dislocations

WHAT's ahead for radio?

That question posed to two score leaders in Government, industry and the craft by Broadcasting, elicited these significant conclusions:

1. Radio will achieve new heights in national and world-wide usefulness during the war's second year.

2. Baffling business problems face the industry, but as a medium it is destined to hold its own, based on foreseeable economic developments.

3. While civilian needs will become secondary, and people will go without the brand name and goodwill advertising will continue as a "must" for post-war merchandising and development.

Grade Labeling Seen

4. Grade labeling of many food products is inevitable, with repercussions on all media.

5. Radio will face an unprecedented selling job to meet the complexities and dislocations of our changed pattern of life.

6. Business already scheduled indicates that the first quarter of 1943 will be as good as, if not better than, the preceding three months in national spot and network. Local business is unpredictable and probably will continue its downward spiral, affecting smaller stations in secondary markets.

7. Adequate maintenance and repair equipment, including tubes, will be available during the ensuing year, despite the curfew on expansion of domestic facilities.

8. The radio audience will be maintained through the provision of sufficient maintenance and repair material to keep at least one set per home in operation.

Unrestrained praise for radio's part in the war effort came from all quarters. Station and network operators, however, viewed this as only a sample of its role in the immediate future. Commitments of Government collaboration to ease radio's wartime load can be found such figures as FCC-BWC Chairman James Lawrence Fly, who promised full cooperation of the agencies of Government so vital to radio which he directs.

From William B. Lewis, OWI's radio chief, came a pledge of reduction in quantity and enhancement of quality of Government war programs, now absorbing some 15% of radio's time across the board.

Newspapers and the printed media have white paper rationing in the immediate offing, with prospects of a 25% reduction next March. Radio, for "publication" purposes, must have replacement equipment, particularly tubes.

From Frank H. McIntosh, WPB's radio chief, came a word that plans already evolved will assure both the transmitting and receiving ends of broadcasting sufficient parts and replacements to guarantee full-scale operation as far as one can see ahead.

Voluntary censorship has been eminently satisfactory for radio, reports J. Harold Ryan, assistant director of censorship for radio. It has worked so well, in fact, that earlier thoughts of a rigidly-imposed mandatory censorship have been brushed aside. But there is a revision of the code coming up in January to keep it up to date.

From the business standpoint, the consensus was that despite the imponderables and uncertainties of wartime operation, radio, as the most dynamic of the media, stands to benefit. Despite the Pearl Harbor, the few who hazarded predictions foresaw a downward trend for all media.

With one year of war behind it radio's national business has increased some 10%. Local may be down an equal amount, though precise data is not yet available.

More Rationing

In the new year, in addition to grade labeling, which constitutes a threat to brand names, there will be further rationing of many commodities. This will bring into play greater ingenuity in exploitation and advertising in the effort to preserve trademarks and identities for the post-war era. Manpower shortages and transportation restrictions, linked with the distribution and grade labeling problems, will eliminate many well-known commodities from present areas of distribution. These factors also present a challenge to advertisers, their agencies and to media.

The broadcasting story of 1942, on an industry wide basis, seemed good. So far, the industry's drive to record-breaking sales but smaller profits because of increased taxes and operating overhead. The year 1943, based on the composite views of industry leaders, is destined to see the industry, from the national business standpoint, hold its own but with a sharp decline in profits because of taxes, manpower problems and other drastic income controls and readjustments.

Networks Confident

While the major networks face the future with uncertainty business-wise, they express confidence in radio's ability to out-perform its first year's public service in the war effort.

William S. Paley, CBS president, said the industry is entitled to feel some pride in having so auspiciously met the first year's test. But he pointed to new tests of "our ability to retain the confidence of the public and the leaders of America" which are bound to arise.

Niles Trammell, NBC president, said that radio has never been faced with so many uncertainties but that despite this, business generally faced the future with confidence. He predicted radio's increasingly important role "as we live through the turmoil of this global conflict" and said all were ready to do their job—networks and locals alike.

Alfred J. McCooker, chairman of the board of MBS, said radio will

Shepard Denies Yankee-Blue Overtures Toward Affiliation

Net Head Says Stations Will Remain with MBS; FCC Considers Sale DECLARING that the Yankee Network is under contract to MBS for two years from last summer, John Shepard 3d, president of the network, last week denied reports of conversations looking toward affiliation of any of that network's stations with the BLUE.

"There have been no conversations by any one in authority in regard to Yankee's affiliation with the BLUE," Mr. Shepard asserted. "Yankee will stay Mutual, with which it has a two-year contract."

Mr. Shepard said the only ones in authority are himself and W. F. O'Neill president of the General Tire & Rubber Co., which has negotiated a contract for acquisition of Yankee for approximately $1,200,000, now awaiting action of the FCC. Applications for the transfer were filed with the FCC on Dec. 16.

Additional data, dealing with certain financial and tax aspects of the transaction were submitted last week.

There was no refutation of the report [Broadcasting, Dec. 21] that Mr. O'Neill had had conversations regarding purchase of the BLUE, which has been for sale for about a year, following its separation from NBC as an operating entity under the parentage of RCA. Mr. O'Neill, however, according to Mr. Shepard, disclaimed any negotiations looking toward association of the Yankee with the BLUE.

Under the pending arrangement, awaiting FCC approval, Mr. Shepard will remain operating head of Yankee. The transaction, involving $950,000 in cash, is for acquisition of Yankee as an operating entity; of the four standard broadcast stations owned by Yankee (WNAC, Boston; WLAB, WOR, Worcester; WEAN, Providence, and WICC, Bridgeport) as well as its two FM (Continued on page 52)
be vastly more important as a morale-building factor. He pointed out that coordination between Government and broadcasters has reached a new high and that in the months to come this coordination will produce even better and more fruitful results.

The BLUE, newest of the network as an independent operating entity, finished its first year in the black. It was pointed out by Mark W. Schaefer, president, he predicted the coming year will see events and decisions that will unalterably change our pattern of life. While he was discussing the future, he mentioned, "we can feel fairly certain that radio will continue as a national advertising medium".

National Ads Down

A year of war, reported John Benson, president of the American Assn. of Advertising Agencies, reduced national advertising volume 9 or 10% and its manpower by 20%. (Based on available information, radio was not so affected, having increased national billings by about 10%)

He pointed to the "menaces" ahead under increased Government restrictions—price ceilings, grade labeling, and distribution restrictions. "But the new system will do all that can to minimize any resulting embarrassment to business. The effect of war on media will be most adversely felt by the small newspaper and small town radio station. In these instances the Government may have to help out either by paying for broadcasting space or making tax allowances."

Changes in programming during 1943 will not be revolutionary, though there will be an even greater war emphasis. Top-flight talent, encouraged by the Government a few weeks ago, will be affected only slightly, by virtue of the new draft regulations eliminating, under current procedures, those 35 or older. While the trend is toward shorter programs, most national accounts, notably network, plan to continue their schedules. Spot advertising appears due for another upsurge, because of its flexibility and ease of handling in connection with the ever-changing distribution picture.

Broadcasts From the Front

News direct from the battlefronts, following the new broadcast format, may make its debut soon. Brig. Gen. Robert L. Denig, Marine Corps public relations chief, points out that his branch may bring a new coverage of Marine activities to the people through radio. Having pioneered bylined Marine Corps campaign correspondents from the Pacific theatre, he predicts this coverage will be extended through radio.

"Soon it may be possible for you to sit in your own home and listen to a Marine Corps combat command, or to hear the Marines At Work", he stated.

That would be the forerunner of an entirely new brand of war reporting by radio.

As also significant of the trend of thinking in future war reporting was the prediction of Col. E. M. Kirby, chief of the Army's Radio Branch, that "a new dimension to war coverage will come about with the grabbers and combat line, combat zone reporting, with which we are now experimenting". He said no further announcement of this work would be made until after tests in the field show what technical and military elements are required.

A YEar Of war has reduced the volume of national advertising but mind, the price, and its power by an estimated twenty percent. It has made a series of changes in the kind of copy being run, by building some menaces which may materialize during 1943.

Due to war there are now arising a number of restrictions of manufacture, transportation and price control, which will adversely affect advertising designed to sell goods, but may build up a greater demand for advertising to keep trademarks alive in the public mind.

Price Ceilings

There is also a menace to brands and brand advertising arising from price ceilings. The OPA, to be followed by individual price ceilings on civilian goods to a fixed price, based, where grades are bought, on Government grade labeling. Some fear that brands will be displaced by Government standards and pushed off the market. Dire effects are predicted for free enterprise. Others think that grades will not harm branded goods of distinctive value, the former being mediocre in comparison and leaving ample leeway for advertising individual qualities no grading could reflect.

Another handicap is a threatened elimination of cross hauling of nationally distributed goods which is cloistered waste of traffic, and may be curtailed because of the shortage of railroad equipment. This would mean a much increased load. Marketing zones would be set up for local distribution. To the extent that branded goods are affected, it could be a menace to advertising.

A third menace lies in the concentration of civil production in so-called nucleus plants, regionally dispersed, to save raw materials, manpower, plant and transportation. This would convert all other plants to war production or close them down. Victory models would be made, which could not be branded, being stripped of all frills, gadgets and other dazzling marks. Brands could be kept alive in the public mind by goodwill advertising.

Mr. Benson

How far these menaces will be realized, only time can tell. Government, I believe, will do all it can to minimize any resulting embarrassment to business.

From the standpoint of public relations, advertising copy is becoming more useful to consumers by being more informative. As the war progresses consumers will find it more and more difficult to supply their needs and make ends meet. This gives them the unprecedented opportunity to make a favorable niche for itself by telling people what to buy, how to get most use of it, and prolong its life. It seems probable that this new appeal will carry over into the postwar period.

In the meantime, advertising is being put to its test of its power to help win the war, in establishing and working through the Advertising Council. This modifies all the factors which are used to make public opinion under the unified control of a single Board, in which the Government in conjunction with the various Government departments engaged in war effort, ascertains their advertising needs and meets them through an army of two thousand volunteers.

Reaching the Millions

In the meantime radio is making a splendid contribution in reaching tens of millions with war messages from the Government and appeals to cooperate. This will go down in the history of the war as one of the monumental feats of patriotic endeavor.

The effect of war on media will be most adversely felt by the small newspaper and small town radio station. Both are losing local business and not participating freely in the national flow. The Government may have to help out the latter by either paying for broadcasting space or making a tax allowance.

As to the post-war future of advertising, it is only a laid guest can be made, but it seems- favorable, based on facts and trends available, probably such as: (a) A huge accumulation of consumer wants deferred by war; (b) increasing power released after the war by billions of war bonds; (c) enormous expanded productive power of plant and skilled labor; (d) the inventive genius of American industry highly stimulated by new uses of many new and better goods; (e) a broader and more liberal policy of business towards both labor and consumer, making for mass prosperity and industrial peace.

Those millions of free enterprise in this country do not reckon with the natural bent of the people for free enterprise, an inbred desire to run their own business and make their own way in life. Every bootblack dreams of some day having a shoe shine parlor of his own. No politician can break that down. But it will prevent on what it serves the consuming public and furnishes mass security, with jobs for all. Advertising and the million of free enterprise, and will thrive with it. As long as people have a sense of the freedom of advertising, it will help to make it, provided, of course, that it really enables them to buy intelligently what they need or want.

Radio's Chance to Serve

JAMES LAWRENCE FLY
Chairman Federal Communications Commission

FOR THE next year at least, it must seem inevitable that radio will operate under wartime conditions. The shortages in materials and manpower do not bode well for advertising, and, I would like to caution all broadcasters to do more than their part in our conservation program. Broadcasting is the most effective means of mass communication we have. And it has made an outstanding record of wartime public service.

It is essential for the highest civilian and national interest that radio continue in a vigorous state, especially as our military opera- tions expand and the grimness of war becomes intensified. Our people must be able to turn to their radios for news, listening discussion, and spiritual encouragement. The continued fulfillment of that public responsibility will bring its own reward.

This will not be his only reward, however. After the war the many technical improvements in radio developed in the war laboratories will be returned to the industry and through it to the people. And I can say with confidence that as a result of these and other promising developments, broadcasting will increase in social significance, entertainment and educational value, and not be overlooked, dollar volume.

Television and frequency modu- lation broadcasting seems assured of a great development. An increased mobility of listeners through new sizes and types of receivers, in many cases, will result in a great alleviation of the summittime drop in audience (and consequently in advertising) that has so far been the rule. This certainly have the opportunity to render an even greater and more valuable service than is the case now, with the possibility that the post-war period will ensure the maximum benefit from the promised development is definitely in order, and the Commission is prepared to join with the industry to that end.

For the duration, our efforts must, however, be primarily directed toward making the best of wartime operation in every appropriate way. It will continue to do so.

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'A Great National Asset'

WILLIAM S. PALEY
President, Columbia Broadcasting System

NO NATION on earth is so blessed with radio broadcasting facilities and know-how as the United States. But, in the 29 years since the earliest operation to all, the broadcasting network has grown to four continent-spanning networks with thousands of trained radio announcers, technicians, writers, directors, newscasters, performers and other skilled people.

Taken together, the men, equipment and experience of American radio constitutes, now as ever, the most powerful arm of the national war effort—a great national asset. It is gratifying that the American people as a whole and responsible government authorities generally seem to appreciate this fact. We are entitled to feel some pride in having so successfully met the test of the first year of the war, but of course we must beware of complacency in our continued efforts. New tests of our ability to retain the confidence of the public and the leaders of America will constantly arise.

Days of Confusion

Looking back to December, 1941, we recall that broadcasters found themselves, as everybody else, who attempted to deal with the subject of morale, somewhat confused and at a loss as to procedure. Undoubtedly some broadcasters were over-cautious as others were over-confident. But, as experience has taught us, the true test of success lies in the ability to be flexible and to adjust our efforts to the changing situation. We at Columbia are fortunate as to future-mindedness due to the existence here at CBS of Madison Avenue, a kind of what we call "Department X." We have said almost nothing publicly about this activity, and I doubt if most of our clients know about it. Department X devotes all its time to studying the war, politics, the probable course of events and the probable nature of the problems that we shall have to solve. Department X has given us a great deal of interesting data to make us definitely forward-looking.

The staff of Columbia faces the future with a vivid sense of the problems ahead, but still buoyed by a conviction that the American radio industry will rise to its future opportunities as it has to those of the past.

Dan Dunn Series Ready

KASPER-GORDON Inc., Boston, is sending presentations to advertising agencies and stations on the transmission of the Dan Dunn, Secret Operative series, "Dunn, Secret Operative #8," based on the newspaper cartoon strip. Seventy-eight episodes are ready. Scripts are written by Maurice Zimm, CBS script contest winner. Lou Marcello who formerly played Dunn's father, the title role, with Lucille Meredith as Kay Fields, Dunn's girl friend. Heard as Justin, the title character, is Archie Gary, while Jerry Moli, formerly on Big Town, calls All Cars and other shows, plays the villain. Cast also includes Hans Conried, and David Starling.

'Ingenuity Will Solve Problems'

NILES TRAMMELL
President, National Broadcasting Co.

AS 1943 approaches, there is only one certainty—that never before in our history have we faced so many uncertainties. With this paradox in mind, how can any of us venture to forecast the uncharted course of life in the years to come? The pattern of international life changes daily; an unfamiliar and swift-taking war is taking the place of the one we know so well. It could hardly be otherwise in view of the state of world affairs.

Nevertheless, business faces the future with confidence. American ingenuity should surmount the domestic problems of production, of distribution, of financial and trade, while our vast resources and industrial might are bringing us victory abroad.

Mr. Trammell

The necessity of speedily marshaling our resources and manpower has given radio an opportunity and an obligation. The industry has taken the one and accepted the other. But however substantial our contributions may have been, we, like the nation, are at the beginning of our task. The triumph of our armed forces is indissolubly linked with and dependent on the job we do at home. And radio will play an increasingly important role in maintaining the Nation's morale.

Yet, to perform this task, we must not lose sight of practical problems. In the days and weeks and months ahead, the American public must continue to demand the highest standards of broadcasting.

To support our armed forces the Government, the public and the industry cooperate. Cooperation is the keynote; it is the means by which at one time and in one individual, each business enterprise may best express itself and at the same time conserve the general welfare. The American system of broadcasting which guarantees a free and responsible Government in the years to follow, continue to be a growing force for the instruction, the enlightenment and the development of our people.

'No Esso Time Curtainment'

J. A. MILLER
Manager, Advertising-Sales Promotion Dept., Esso Marketers

THERE isn't much point in dwelling on what a year of war has done to the petroleum business. The details are familiar to all because in one way or another, petroleum problems have touched each of us.

Esso has faced, with rationalization of gasoline and fuel oil, and the need to conserve transportation facilities, Esso Marketers radio program, The Esso Reporter, has devoted all of its commercial time to a three-pronged job:

1. Winning the War—Under this classification The Esso Reporter has recruited for the Army and Navy; sold War Bonds; collected scrap metal and salvage rubber; helped the Navy Department garner binoculars, radio telephones and radios, and other planes; supported U.S.O. and Community Fund drives; and stressed the need for gasoline, fuel oil, rubber and car conservation.

2. Public Service—In this category The Esso Reporter stressed the "how" of conservation, "how to conserve gasoline, how to save tires, how to cut down fuel oil consumption, how to conserve power for the duration. As a necessary corollary, The Esso Reporter has stressed the need for "Arsenal Ammunition—Use It Wisely" by telling of the vital work that gasoline, motor oil, and special lubricants are doing to keep our planes, tanks and ships in action.

THEsese two classifications—Winning the War and Public Service—took approximately 70% of The Esso Reporter's 46,000 separate live broadcasts in 1942.

3. Product Sale—It has been estimated that 25,000,000 cars are essential to the wartime economy of this country. If these essential cars are acquired,—and Esso Marketers must have a dealer organization to service them. The Esso Reporter has helped keep dealer organizations alive by telling the products and services not rationed or eliminated—motor oil, chassis lubrication, batteries, accessories, etc.

Esso Marketers do not plan any curtailing of radio advertising in 1943. Bringing up-to-the-minute news to Americans four times a day is in itself a public service, doubly so in wartime. And the jobs the commercials on The Reporter are essaying, will take more, not less, of the war effort.

When victory comes, unquestionably we will use The Esso Reporter to tell listeners of the miracles of ingenuity that are an ingredient that are taking place in the Esso Research Laboratories. Now, and for some time past, 100% of the work done in Esso Laboratories has been directly connected with the war effort. Most of the products and methods developed there are military secrets. But after the war, these products and methods will usher in a new era of petroleum in its relation to the lives, habits and happiness of the people of this country. All of us here hope, and work, that the day of victory will come soon.
THE COMING year will see events and decisions that will unalterably change our pattern of life. The customs of our people and our lives will alter under the influence of social change, philosophy, and business. Business and industry are even now changing rapidly as a result of a worldwide war.

Today our life is radically different from that of only a year ago. Tomorrow it will be changed still more. Naturally, for all of us war predictions are impossible. But, no matter how long before the successful conclusion of the war, we all will be affected throughout our lives by war results, and the decisions causing these results during 1943.

For us in broadcasting the coming year will be particularly significant. Radio as we know it was born in World War I. It will reach seeming maturity during the war, making a total of 146. The average number of stations used by commercial sponsors has risen from 70 in February to 91 in December, a development which can be traced to several pioneering methods of operation: the adoption of the 2% cash discount, the daytime package rate, which allows any advertiser to buy time as they buy space in national, magazines, and a special discount structure. (Continued)

Frank H. McIntosh
Chief, Domestic Broadcasting Branch, WPB Broadcast & Radar Division

Military demands have diverted facilities of production normally used for all radio communication purposes during peacetime. Yet the broadcasters have been able to provide the public with a variety of police radio equipment, in fact, all of the phases and extend the service of police operation. The broadcasters have done an impressive job of maintaining their important and essential functions. At the same time, they have provided a satisfactory operating condition in spite of the additional work heaped on them.

The ban of the AFM has not yet affected business. A supply of new advertisers and new clients is still available.

Leo Burnett
President, Leo Burnett Co.

Never before have we been so impressed with the vitality of medium of radio and its function in the dual role of public service and personal advertising. Radio is a particularly friendly medium which lends itself ideally to the psychology of the times. With the pressure of selling goods removed, it enables advertisers to present their personalities and ideas in a particularly warm and telling manner.

Mark Woods
President, BLUE Network

Mr. Woods: The BLUE in 1942 garnered 24 new accounts on the national network, in addition to 10 on the Pacific Coast, and added 36 new stations to the network, making a total of 146. The average number of stations used by commercial sponsors has risen from 70 in February to 91 in December, a development which can be traced to several pioneering methods of operation: the adoption of the 2% cash discount, the daytime package rate, which allows any advertiser to buy time as they buy space in national and special print, and a special discount structure. With Ford and Coca Cola, the BLUE signed two of the biggest contracts in network history and has been responsible for the development of the "trip show" in network advertising. The show has been aired from four to seven nights weekly by Socrates-Vacuum Oil, Shell, and the Monticello-Goldwyn-Mayer in addition to Ford and Coca Cola.

This is a good record for a first year, but for the BLUE there is an end to pioneering. The constantly changing conditions and situations which led to the proliferation of pioneer methods of operation have passed. The situation now will be one in which the network is ready to do all possible to maintain the standards of our network and what we have learned to call "The American Way of Life".

Mr. McCosker: There are a number of factors which will make 1943 a great challenge to radio in many ways. More of our books will be going overseas, more of our troops will be engaged in decisive battles. Anxious families will turn to radio, more than ever, for news and last minute information as well as for entertainment and relaxation. The radio industry will be vastly changed from the opinion of a morale-building force.

When the war started a new era began for radio. It has been through war before, yet the nation's networks and stations, realizing that broadcasting was destined to become one of the major forces of this great conflict, have rushed to the aid of our country. Many of the difficulties that first presented themselves have been eliminated.

Over the last two years, Government agencies and broadcasters has reached a new high; in the months to come, we can expect even better and more efficient results.

1943 will see great strides in all fields of our industry, from programming to public service, and in the development of technical equipment. 'Radio knows that the future of radio is to provide all its users with all its resources and help to bring about victory!'
Nearly half of this 50,000 watt station's non-network time—43% to be exact—is bought by Philadelphians.

These advertisers, many of them retailers, are on the scene, in the finest of all positions to judge the effectiveness of Philadelphia radio. They can appreciate how successfully any given station is giving Philadelphia listeners exactly the service and the programs that they want. And they have found, in KYW's strength, directed coverage to the Philadelphia trading area—the nation's 3d market. They use it not only as one of the nation's great stations, but also as an overwhelmingly successful local influence.

When you seek advertising action in this territory, remember that KYW is Philadelphia's dish—and join the feast.
OPA Plan May Revive Direct Sales

Industry Could Sell Now for Delivery After the War

REVIVAL of serious competition in the automotive and housing equipment fields, as well as in other fields, is anticipated by the Office of Price Administration, as a revamping of its direct sales plan. The agency announced last evening that it was preparing to make sales of equipment directly from manufacturers to consumers, bypassing the dealer intermediaries.

A number of firms, including automobile manufacturers, had already expressed interest in the plan. The Office of Price Administration (OPA) said it would like to have the plan operational early next year.

The plan would involve the establishment of field offices in key cities, where consumers could purchase equipment directly from manufacturers. The Office of Price Administration would set prices for the equipment and ensure that manufacturers did not charge more than the specified price.

Under the plan, consumers would purchase equipment by signing a certificate of purchase, which would be delivered to them after the end of the war. The certificate would serve as a voucher for the equipment and would be honored by the manufacturer.

The plan would also include a system for monitoring the price and quality of the equipment. The Office of Price Administration would conduct regular inspections of the equipment and would take action against manufacturers who violated the terms of the plan.

The plan was expected to be welcomed by both consumers and manufacturers. Consumers would benefit from lower prices and better quality, while manufacturers would be able to sell more equipment and maintain their market share.

The plan was one of several that the Office of Price Administration had announced in recent weeks. Other plans included the establishment of a national rent control board and the imposition of a 5% surcharge on all goods.

New Carter Tests CARTER PRODUCTS, New York, will be running five-minute programs in comparison to its usual one-minute announcements for Little Liver Pills (Brooklyn, Dec. 1), in planning a similar experiment for Arrid. A transcription of Jimmie Fidler's From Hollywood, BLUE series aired in behalf of Arrid Sunday, 9:30-9:45 p.m., will be heard on WOR, New York, Tuesday, 10:30-10:45 a.m., starting Jan. 5, and on WNAC, Boston. Contracts for 52 weeks were handled through Small & Seiff, New York. The recordings will supplement the regular schedule of spot announcements for Arrid, aired on approximately 150 stations throughout the country.

Grid Game on MBS CARRIER wave of KFRC, San Francisco, lit the bonfires for a mammoth football rally held Dec. 22 as the forerunner of the annual all-star East-West game in San Francisco on New Year's Day. The game will be major events of the Shrine, which this year, in addition to devoting proceeds to the children's hospital for Crippled Children, will divide the gate among various war agencies.

Russell Law RUSSELL LAW, 60, chairman of the board of the Frank-Guenter Law Inc., New York, died Tuesday, Dec. 22, in New York, after a short illness. He left a son and a daughter. After three years with the Wall Street Journal, Mr. Law organized his own firm in 1914, and in 1919 amalgamated with Ralph Guenter under the name K u d o l p h Guenter-Russell Law Inc. Present agency resulted from a merger with Albert Frank & Co.
Advertising Holds Its Ethical Level

Special Wartime Drive Not Contemplated By the FTC

By PGAD B. MOREHOUSE

FTC Commissioner Robert E. Furniss in his address before the Advertising Club of New York on March 14, 1940, stated that the Federal Trade Commission was neither contemplating nor attempting to discredit advertising, nor to restrict advertising copy to such an extent that it would no longer be able to "sell". He concluded his address as follows:

"In conclusion, I want to say that the national advertising generally has improved greatly, from the standpoint of ethical responsibility and self restraint. Of course, there are exceptions, as may be attested by Commissioner P. O. Narveson and others. But your standards of what constitutes the best in advertising have been raised, just as the applicable minimum requirements of law have been raised by Congress in passing the Wheeler-Lea Act, and, in enforcement work, by the Commission and the courts.

It is supplied today a broad spread between those minimum requirements of law and your own self-imposed standards. I have no doubt that both of them will be raised in the future as they have been in the past, and I hope that this trend will not only remain, but widen, so that your own voluntary standards of what constitutes good advertising will be elevated at an even more rapid rate than are the minimum requirements of the law."  

Same Attitude

My observation of official corrective action instituted and taken by the Commission, including the issuance of certain complaints in the tobacco and medicinal fields since the outbreak of the war, fails to indicate to me any change whatsoever in the above expressed attitude. That the Commission never procures excessive criticism in a careful investigation into the facts and law of the case has been demonstrated by the extremely low percentage of court affirmances of its decisions on appeals therefrom. In all of the cases referred to, the investigations were initiated prior to the present emergency, and the complaints represent the fruits thereof. In all of the cases, the complaints will be sustained upon the facts and law in whole or in part, remaining to be seen after all of the evidence, pro and con, is received and considered by the Commission as follows.

FOLLOWING RECENT complaints by the Federal Trade Commission against major cigarette manufacturers and against well-known headache remedy firms, BROADCASTING asked the Commission for a restatement of its policies. In a letter to Chairman William S. Ayres, inquiry was made whether the FTC had launched any sort of a drive against possible wartime offenses in advertising. The inquiry was forwarded to PGAD B. Morehouse, director of the Radio & Periodical Division. This is his answer.

and the courts in their regular and ordinary procedure, neither of which is immediate, and therefore is suspended so long as there is still time for, fair and judicial procedure in this land.

Only if complaints by the public are still entitled to the protection afforded by the proper enforcement of the laws administered by the FTC. The necessity therefore, and the benefits to be derived therefrom, have not ceased by reason of the emergency.

I can think of no governmental agency which accomplishes more for the benefit of the consuming public, as well as for the ethical businessman, with a comparable minimum of staff and funds. For instance, in the Radio & Periodical Division we average a survey of 5,000 pages of radio commercial script each working day in addition to our very complete coverage of all principal periodical advertising, with from six to ten readers who have an average salary of $2,000! About 85% of such advertising cases as are deemed to warrant corrective stipulations on the part of the advertiser and his agency to discontinue the unfair and deceptive claims, with no expense whatever for litigation. These facts speak for themselves.

A Lot of Progress

I have seen no tendency on the part of advertisers, generally speaking, to lower ethical standards when it comes to advertising. On the contrary, an extensive and splendid accomplishment in the furtherance of the war effort is manifest to anyone who scans national advertising. There always has been, and perhaps always will be, a large and ever-changing group of unethical advertisers whose copy must be modified if not curbed, if the consumer and ethical advertiser are to have any protection against them. False advertising is obnoxious both to consumers and to ethical advertisers.

We have come on a long way in advertising standards since the organization of the FTC in 1915, in a large part through cooperation with the Commission on the part of those who sincerely desired truth in advertising and who continually have strained to raise the standards of all business conduct. It is a distinct social gain very evident by comparison of most advertising then with now.

War Activities

The era of "caveat emptor" and the "horse-trading" attitude in business designed never to give a "sucker a break" is well behind us. I doubt that any responsible advertising agency or advertiser would like to return to that era, even for the duration.

Yet, to paraphrase a thought from an editorial in American State (January, 1940) which in my judgment is apropos to the advertising situation now as it then was:

"Oddly enough, against all tradition that surrounds the habits of governmental commissions, it (the FTC) has worked tirelessly toward the end that some day, by the simple showing of a conscience completely free from taint, business would demonstrate the needlessness of eternal vigilant over its conduct. Yet thus far, as the record of 1939 (1942) is closed, there is much evidence to indicate that the era of self-discipline is still in distant prospect, that FTC's work must not cease."

The Commission is directly devoting much of its present activity to the war effort. Its wartime activities as described in its recent Monthly Summary have been as follows:

"Through its legal, investigative, accounting, statistical and other services, the Commission continued to conduct wartime studies and investigations for various Government agencies, including the Office of Economic Stabilization, the War Production Board and the Office of Price Administration."  

Late in October the director of the Office of Economic Stabilization asked the Commission to undertake a survey of the bread and flour industry. The request was complied with immediately and the investigation is under way.

"Nearing completion was the inquiry conducted for the War Production Board to determine whether 284 companies, all users of tin, are complying with priority orders and regulations issued by WPB with respect to tin.

"Industrial corporation reports of the 1940 series containing financial data for 12 groups of manufacturing corporations engaged in textile production and marketing and in manufacturing special industry machinery; power boilers and associated products; clay products and other textile machinery; automobile parts and accessories; tanned, cured and finished leather; drugs and medicines; smelting and refining equipment; paper and paper manufacturing; oil and gas; rubber and synthetic rubber; dry, dry cleaning and pressing machines; and railroad equipment.

At the end of October, industry reports for 69 groups engaged in important war work had been completed. These reports are not being made public except to interested Federal departments and agencies.

Protecting Public

"Cost, price and profit studies continue to be completed by the Commission and its pools of companies and a group of phosphate rock mining, sulphuric acid, super-phosphat, organic nitrate, and mixed fertilizer companies were made known to the Office of Price Administration."

So far as the initiation of corrective action is concerned, in determining what procedure would or would not be in the public interest, the Commission must, and does, take into careful consideration the facts that we are at war. While it endeavors to protect the consuming public against the inherent risks involved in the excessive use of dangerous drugs and of fraudulent advertising, it avoids the initiation in the present emergency of what it considers to be comparatively trivial cases. It has a big job and a difficult one.

However, the job is not only and will be a steady, unremitting effort on its part to do just what the people of the United States, through their duly elected representatives, directed it to do; namely, prevent unfair methods of competition and unfair and deceptive acts and practices in commerce so long as both commerce and the mandate exist.
WOR'S "SWEET SIXTEEN"
WOR’s "sweet 16" are the 16 great, war-active cities of more than 100,000 people each into which WOR flashes your message backed by 50,000 power-full watts.

More important, perhaps, is that each of WOR’s "sweet 16" is a preferred city; i.e., a city where shrewd "Sales Management", the magazine of marketing, predicts that retail sales and services for January 1943 will far exceed the record highs of January 1942.

Here then are the cities—16 of them—and a 16 which is today one of the sweetest buys in radio . . .

**BRIDGEPORT, CONN.**
**NEW HAVEN, CONN.**
**TRENTON, N. J.**
**NEWARK, N. J.**
**ALLENTOWN, PA.**
**PHILADELPHIA, PA.**
**NEW YORK, N. Y.**
**JERSEY CITY, N. J.**
**PATERSON, N. J.**
**YONKERS, N. Y.**
**CAMDEN, N. J.**
**ELIZABETH, N. J.**
**READING, PA.**
**WILMINGTON, DEL.**
**WATERBURY, CONN.**
**HARTFORD, CONN.**

**NOTE**—WOR does not argue the point that each of these vital war centers is served in a very special way by one or more local stations. Their job is an important and unique one. So, too, we feel is WOR's collective 16-city impact.

—that power-full station

at 1440 Broadway, in New York
FCC Asks Revenue Data From Local Stations

300 Stations Queried In Study to Halt Deficits

In its quest for accurate data on the status of smaller independent stations which are threatened with closure because of depleted incomes, the FCC last week sent to a list of some 300 stations a separate questionnaire on their operations for the calendar year ending Jan. 1.

The questionnaire was supplemented by letters to broadcast owners. It was intended to get a clear picture of the financial status of the nation's 4,300 radio stations, many of which are in the red.

The questionnaires must be returned to the FCC by Jan. 15.

Local Revenue Declines

Declines in local revenue, plus the fact that secondary stations in secondary markets do not share proportionately in national business, have caused many of these smaller outlets to lose money. They are under financial threat because of the reduction in revenue from the viewpoint of the rate at which they can charge for advertising.

The list to which the questionnaire was sent Dec. 21 included some 175 stations which reported losses in revenue for the calendar year 1941, plus another 100-odd which were "borderline" operations last year and figure to lose during the current year by virtue of the continuing decline in the business of local business.

While thought has been given to some sort of subsidy for such stations, both industry and Government reaction to the problem has largely been to allow the situation to solve itself. The FCC, incidentally, has been against such a move. FCC Chairman James Lawrence Fly, who is directing the preliminary study, has indicated that such a solution would come through encouragement of national advertisers in placing business on such outlets and through network expansion, carrying the "little fellows" along for the duration. Gardner Cowles Jr., associate director of OWI in charge of domestic operations, has also taken cognizance of this situation, but is awaiting the result of the FCC's inquiry before pursuing a definite course of action.

The actual number of "losers" last year, aggregating 177, actually was substantially less than the number reported in 1938, when the total was about 240. It was pointed out, however, that at least 25 of the red ink stations actually did not lose money, because of their operations as subsidiaries of other businesses.

The report also said the radio facilities for promotion and exploitation. Moreover, in some cases, it is felt that the owners probably took sufficient salaries to absorb what ordinarily might show as profitable operation. Yet, in other cases, it is felt that stations did lose money during the last two or three years could not properly expect to be money makers, based on past operations' history.

Questions Cover 1942

In its covering letter to the "red ink" stations, the Commission said it wanted the data in connection with its current consideration of "financial problems of certain classes of broadcast stations". The summary of data requested will cover operating expense for 1942 and estimated net broadcasting income for 1943. Stations were told that the summary would be regarded as tentative, and that approximations of specific figures are not available, all subject to correction in the regular annual report.

Stalingrad Outstanding

OUTSTANDING EVENT of 1942 was Russia's defense of Stalingrad, according to a poll of 18 eminent commentateurs on the five biggest news stories. Second in importance was the U.S. invasion of North Africa, followed by Wallace's speech, the Battle of the Solomon Islands, and The Reveider Report, ranked fourth and fifth respectively.

Plan to Use Vinylic Sheet Trimmings Tested in Hope of Easing Record Crisis

AN EXPERIMENT that may ease somewhat the shortage of Vinylic and make more material available to the makers of transcriptions has been started by Union Carbide & Carbon Corp., producer of Vinylic.

Last month this company shipped out to its clients in the transcription industry samples of trimmings from reprocessed Virgin Vinylite. The recipients were requested to try using these trimmings in place of virgin stock for making transcriptions.

Results of the first tests were in the hands of the company's director, in charge of Vinylic sales for Union Carbide & Carbon, told Broadcasting. It takes a longer time to mold records from this material, which is used principally today for making aircraft instrument panels, and in times of peace is used for radio dials, slide rules and similar products, than to make transcriptions from virgin stock, he said, but there was no noticeable difference otherwise.

Use Higher Pressure

Mr. Miller said that it is possible that by using higher steam and higher molding pressure the time taken to mold the diacs from these sheet stock trimmings might be cut to same as when the regular transcription sheets are used.

Miller said that the use of Vinylic trimmings will not augur the public to the use of the scar Vinylic pile, although WFB pointed out that many Government-owned records could not be salvaged because they were overseas, and necessarily could not be brought back.

NBC Reaches 412 Cities in Survey

Analysis of Listening Habits Will Be Published

First of two preliminary reports on NBC's 1942 nationwide survey of radio listening was released last week by Charles Brown, director of Advertising and Promotion study. The book, retitled "A Tale of 412 Cities", was released last week to postcard questionnaires mailed in March and April to 2,100,000 radio homes in the U.S., a continuation of an annual survey conducted in 1940.

Survey, which NBC believes the most comprehensive study of radio listening ever undertaken, polled the preferences of more than 250,000 radio families, covering all of the 3,072 counties in the country.

47% of Listeners Reply

Vividly illustrated in red and blue, the book graphically and in black and white presents the results of tabulating the answers of approximately 65,000 radio families living in the 412 U.S. cities with a population of 10,000 to the question, "To What Radio Station do you Listen Most at Night After Dark?" Book does not go into the response to a second question asked in the survey, "To What Stations do You Listen to Regularly at Night After Dark?"

The 412 cities covered in the survey included 13,674,000 radio families, 47% of the national total, whose nighttime listening habits are analyzed.

Through the 412 book, NBC shows the relative popularity of stations in each city, with a special section comparing network coverage from a local station with that from an "outside" station. A second preliminary report, to be issued next month, will give similar data for daytime listening in the same cities.

Comparing nighttime listening returns by cities, the book shows that when only NBC and the "second network" are considered, NBC wins; in 324 of the 412 cities, the "second network" wins in 85 and there are three ties. Of all radio families responding in those cities, 52% reported listening most to NBC stations and 24% to the stations of the "second network." When all four networks and independent stations are considered, the book shows NBC taking first place in 73% of the cities and first or second place in 92%.

Subsequently, NBC plans to publish two volumes giving the survey's findings in detail for every county and radio station in the U.S. The NBC "first volume" will "permit advertisers for the first time to evaluate the performance of every station on a uniform basis and offer considerable data, a potential contribution to the more scientific use of radio as an advertising medium."
Volcanic economic changes in St. Louis:
-$67,000,000 increase in retail sales since last year
-50% jump in effective buying income over 1938
-many an industrial worker’s living habits are turned topsy-turvy
-which means new periods of day and night for working, sleeping, shopping, radio listening.

Only the insatiable human need for relaxation and instruction and entertainment remains constant.

So...

on October 19th, 1942, station KMOX inaugurated 24-hour radio service for its community.

This marks the first ‘round-the-clock operating schedule of any St. Louis radio station.

It marks another first for KMOX penetration of the St. Louis market.

It underscores, once more, KMOX’ operation “in the public interest”—serving “all of the people all of the time.”

And it indicates, once more, why KMOX has most listeners, most business of any station in this eighth most important market of the nation.

*Sales Management—Survey of Buying Power.
Amusements, Schools, Among New Accounts; Perfumes and Retailers Spot Sales Up

ADVERTISERS of all types who have never used the medium of radio prior to 1942 placed time on the four New York outlets of the major networks and on four leading independent stations in the metropolitan area, according to a survey by BROADCASTING completed last week after the stations had listed their newly-acquired accounts during the 12 months of this year. (See list of accounts on page 48).

The number of new radio advertisers, both national and local, totaled 158, as reported by WJZ, WABC, WEAF, WOR, WQXR, WMCA, WHN, and WNEW, while an aggregate of advertiser totals reported by each station as new to their schedules this past year, was 488.

Amusements Lead

WNEW had the greatest number of new sponsors of the stations queried, reporting 86, of which 21 are new to radio in 1942. The others with their new accounts and the percentage of radio time entering radio for the first time, in order, are: WHN, 73 and 10%; WJZ, 69 and 21%; WMCA, 53 and 17%; WQXR, 52 and 25%; WEAF, 41 and 3%; and WABC, 39 and 4. WOR with 75 new accounts, 34 never having used radio before 1942. The others with their new accounts and the percentage of time entering radio for the first time, in order, are: WHN, 73 and 10%; WJZ, 69 and 21%; WMCA, 53 and 17%; WQXR, 52 and 25%; WEAF, 41 and 3%; and WABC, 39 and 4.

Of the various classifications of advertisers, the amusement industry, embracing motion pictures, theaters, hotels, restaurants, night clubs, and such events as the Ringling Bros. circus and a local rodeo, was the outstanding new radio advertiser group in the New York picture. A large proportion of time purchased by this group was placed Dec. 14-18 during the strike by the Newspaper and Mail Delivery Union when eight New York newspapers were kept off newsstands for four days [BROADCASTING, Dec. 21], causing local amusements to turn to radio to tell the Christmas crowds what they had to offer.

Schools Use Radio

Breweries in and around New York City were particularly active during 1942, using transcribed announcements, music and sports programs. Eichler Brewing Co. entered radio this fall with sponsorship of ice hockey games on WHN. Pabst, Schaefer and Edelbrau Breweries all use the New York stations extensively. In the bar-TOUR category, several wine companies increased their schedules or began spot announcements and musical shows in the New York market, including Garrett & Co. for Virginia Dare wines, Roma Wine Co. and Sam-\n
Dolan Enters Radio

CERTIFIED Extracts, New York, through its newly appointed agency, Duane Jones Co., New York, will enter radio full time in the fall after the first of the year with participations on the Marjorie Monroe Program, to be heard on the New England Regional Network. Product advertising will be Dolan's Cake. Other stations may be added later.
Maybe you, too,
know some stations that fold right up the instant an order is signed. That’s just when we roll up our sleeves and really begin to pitch. Our Announcers, Program Department, Merchandising Staff... ALL of us get a kick out of proving how “right” you were in choosing WISH FOR RESULTS IN THE INDIANAPOLIS MARKET!

CAPITOL BROADCASTING CORP.

INDIANAPOLIS, INDIANA
Wrigley Converts Business to War; Keeps Radio Time Advertising Copy Directed To Necessary Workers

STORY of the conversion of chewing gum from a civilian luxury to a war necessity, with priority ratings from the War Production Board, largely through the personal efforts of Philip K. Wrigley, President of the William Wrigley Jr. Co., is related in an article, "Chewing Gum Is a War Material!", in the January Fortune.

Revising his advertising to sell gum to war workers only instead of the general public; allocating the distribution of Wrigley's gum so that war plants get preference; turning over to the Government his entire supply of aluminum for foil wrappers nine months before this metal was prohibited for civilian manufacturing; arranging for the company's gum base suppliers in Central and South America to collect rubber as well, which is turned over to the Government at cost, Phil Wrigley has missed no opportunity to serve his country and preserve the gum business, Fortune states.

Devoted Radio to War
"Phil's first major step," the article relates, "was to devote all his radio time to selling not gum but war. It was a big contribution: he was spending around $2 million for two CBS programs alone. The half-hour on Sunday featuring Gene Autry was appropriately devoted to the Army; Mr. Autry became a sergeant in the Army Air Forces. Phil Wrigley converted his Thursday night half-hour to telling about the Navy in a program called The First Line. At the start, the Navy was a little suspicious and held back. Then some saw the light. Now admirals speak on the Wrigley hour, and broadcasts are even made from ship control rooms. The program is immensely effective. When commentator Art Bees (Navy's Construction Battalion) recruiting drive was launched on The First Line last September, the Bureau of Yards and Docks reported enlistments increased 100%.

With both Army and Navy thus covered, Phil Wrigley turned to the home front. He hired Ben Bernie for five 15-minute programs a week to glorify war workers and their families. Later the show was turned over to OWI, who used it to put across special messages to war workers. In addition to making them feel pretty good about themselves, Bernie sometimes tells them: 'Chew gum, any kind of gum.' He may add, 'I prefer Wrigley's Spearmint.'"

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POISED TO CUT CAKE celebrating three notable events at WKNE, Keene, N. H., is Ozzie Wade, chief announcer, surrounded by interested and hungry staff members. Event marked WKNE's 15th year on the air; its second year at Keene, and the renovation of its studios. About to share the cake are (l to r): Front row, Howard Wheelock, Beatrice Col- ony, Ozzie Wade, Ruth Duplissie, Dick Rath; second row, Harold Werner, Bob Stephens, Manager David Carpenter, Margaret Wyman, Bill Ste- phens, Bob Peebles, Evelyn Howe, Ernest Batchelder Jr., Friscia Dav- ieaux, Bradley Hart. The anniversary pastry was quickly consumed.

Crosley Protests FCC Order Denying WLW Experimental Use of 750,000 w.

STRONG protest against the FCC's action last month denying WLW's application for authority to experiment with 750,000 watts during early morning hours, and at the same time terminating the existing WLW 500,000-watt experimental authorization Jan. 1, was lodged with the FCC last Monday by the Crosley Corp.

The company, licensee of WLW and its experimental adjunct W8XO, filed with the Commission a petition for rehearing, alleging the Commission had violated its own regulations in denying the 750 kw. developmental authorization.

WLW's present 500,000-watt transmitter unofficially is said to be earmarked for the Government's psychological warfare program. Consideration now is being given to using a 750,000-watt transmitter earlier for international shortwave broadcasting from the United States or for standard band broadcasting to Axis countries, unless, as far as could be learned, final decision has not yet been reached regarding its ultimate disposition, though the Crosley Corp. said it was to be col- laborating with OWI and other Governmental agencies with re- spect to its ultimate disposition.

Dereliction Charged

The Crosley petition contended that the Commission, in its decision of Nov. 30 denying the 750,000- watt developmental application, was erroneous in several important particulars. "To pass off such an important matter on specious procedural grounds would be a seri- ous dereliction of the Commission's statutory duty," said the petition filed by Crosley's Washington at- torneys, Dempsey & Koplovitz.

The Commission was asked to set aside its decision denying the application and enter an order granting it. As an alternative, Crosley suggested that the Com- mission advise it what additional information it desires; that if on

the basis of the information sup- plied the Commission believes a valid objection to the granting of the application exists, that Crosley be advised of this objection and be given an opportunity to meet it; and, finally, if the Commission has no other basis than that stated in its decision and order denying the application, that Crosley be af- forded an opportunity for oral argument.

Crosley said the purpose of the W8XO 750 kw. application was to enable it to prove the technical feasibility of higher power opera- tion, important in the national and the war interests. The only ques- tion which the Commission had to decide was whether the demonstra- tion of the technical feasibility of such operation would constitute a "contribution to the radio art".

No Reason Given

It was contended that, in deny- ing the application, the Commis- sion assigned no reason for its ac- tion. Crosley claimed that it had supplied the Commission with all essential information in accordance with established procedure. That portion of the Nov. 30 order also terminating the 500,000-watt experi- mental authorization of W8XO as of Jan. 1 was not protested by Crosley. No exception was taken "because the station's license by its own terms expires on that date", it stated.

In citing specifications of error, Crosley enumerated seven points. It held that the Commission had violated its own regulation and that it should have been afforded an opportunity to be heard on the rea- sons for denial.

The Communications Act re- quires the Commission to study new uses for radio, provide for ex- perimental uses of frequencies and generally encourage the larger and more effective use of radio in the public interest, Crosley contended. It was pointed out that develop- ment of progressively higher pow- er has made substantial contribu- tion to broadcasting and that Crosley has been a pioneer in this field. Of the successful construc- tion and operation of a 750 kw. transmitter would prove its feasi- bility, it was contended. New ad- vances in radio "do not spring full- grown from a drawing board, nor even from a laboratory—actual working tests and experiments un- der regular experimental conditions must be made", said the petition.

W8XO Not Involved

Crosley contended that the ques- tion whether the continued op- eration of W8XO, with maximum power of 500 kw., would be in the public interest has no relevance to the 750 kw. operation which would be in the public in- terest. It also protested the Com- mission's reliance upon the so-called Wheeler Resolution adopted in 1938, deprecating the use of power in excess of 50,000 watts, question- ing the "force and effect" of that resolution and whether or not the Commission should follow it.

Declaring it was at a loss to de- termine why the Commission be- lieves it has authority to deny the application without a hearing, Crosley said it still desires ful- l hearing and "intends to insist upon having the hearing to which it is entitled".

Crosley pointed out that its decision of Nov. 30 said that since the applicant did not offer any evidence at the hearing, it was unable to determine that a grant would be in the public interest. "It is the principle of the law that "the Commission consumed some 10 months in reaching that conclusion."
Most extensive survey on radio listenership ever made in the Philadelphia Market Area!!!

Ten thousand five hundred personal interviews, made in one week, show . . .

WCAU IS FIRST!

More people listen more to WCAU than to any other radio station in the Philadelphia Market Area.

Copies of the complete survey, with fifteen-minute breakdowns for the combined Monday through Friday, Saturday and Sunday ratings, are now on the press. We shall be glad to send you a copy if you so desire.

WCAU
PHILADELPHIA
50,000 WATTS IN ALL DIRECTIONS

*The Bell Telephone Co. of Pennsylvania is authority for the fact that only 44% of homes in Philadelphia are telephone equipped. This survey, an accurate cross-section sample of the population of the Philadelphia Area, included the other very important 56%.
More Listening Shown During New York Strike

DAYTIME RADIO listening during the period Dec. 8-14 was not as high as the corresponding two weeks in November at the time of the North African invasion, according to C. E. Hooper Inc., New York, although listening on Dec. 14, first day of the strike affecting distribution of eight New York newspapers, was 16% higher in the morning and 6% higher in the afternoon than it was on Nov. 9, first Monday after the Allied invasion.

This increase in radio listening during the four-day strike is further substantiated by the fact that evening listening Dec. 15 and 16 was up 12 1/2% over the corresponding days in November, the Hooper study reported.

CIAA Latin Discs

U.S. SERVICESMEN of Latin American origin or background will be featured in a projected series of transcriptions to be offered to representative stations of Latin America by the Office of the Coordinator of Inter-American Affairs. Production of the 13 quarter-hour programs is scheduled to start on Dec. 15, the first of the year, with a crew from the CIAA visiting various training centers to make the recordings with the servicemen. Those with musical talent will be invited to contribute musical numbers. Camp bands and choral groups may also be included. Another CIAA project is the preparation of Spanish and French versions of the OWI-Mutual series, This Is Our Enemy, for broadcast throughout Latin America. Series presents dramatized exposés of Axis brutalities, based on the accounts of eye-witnesses.

Rabat Radio to OWI

WITH the arrival of Milton S. Eisenhower in North Africa, the Office of War Information announced that Radio Maroc at Rabat is now being used by OWI for programs which may now be regarded as purely military as well as propaganda broadcasts in French to the populace and in English for American troops, just as does Radio Algiers which was transferred at the time of the American landings. Mr. Eisenhower, OWI associate director, left several weeks ago for Africa. He is a brother of Lt. Gen. Dwight D. Eisenhower, commander of the American forces.

Coast Market Study

BASIS for an analysis of the rapidly changing marketing conditions of West Coast advertising, an intensive research covering the state market was recently compiled by CBS, according to George L. Moskowics, West Coast sales promotion manager. He learned to reflect changes in conditions, results of the study are now being compiled. They will serve as a nucleus for a series of conferences among CBS West Coast sales executives. Interpretation of the marketing data precedes its presentation to the advertising agencies, advertisers and CBS executives by Arthur J. Kemp, West Coast sales manager of the network, it was said.

ANNUAL DINNER for actors and writing-producing staff connected with the NBC comedy serial "The Aldrich Family" was held recently in the Shell Room, Radio City, New York, with members of the press, and client and agency representatives on hand. Laughing at some joke just before dinner are (seated) 1 to r: House Jameson, "Mr. Aldrich"; Kay Rabbi, "Mrs. Aldrich"; and Norman Tokar, "Henry Aldrich." Standing: Charles Wiggins, assistant advertising manager of Postum, product manager for General Foods Corp. on the show; Francis van Hartesveldt, director of the program; Clifford Goldsmith, its author; and Tom Burch, contact man on the Postum account for Young & Rubicam, New York.

Solemnity to Blend With Holiday Spirit

In Special Network New Year Programs

THE NEW YEAR will be ushered in on the networks with the usual holiday entertainment, but with special features striking a solemn and retrospective tone in keeping with the times.

Taking its cue from President Roosevelt's proclamation of New Year's Day, as a day of prayer, Mutual will present prayers written by representatives of leading denominations, every hour, on the hour Jan. 1, from 8 a.m. to midnight. Presented under the auspices of the Federal Council of Churches, Catholic Charities of the Archdiocese of New York, and the Synagogue Council, the prayers will in most cases be read by the personage featured on the programs to be heard that day.

Newscasters Plan Prayers

Newscasters who will devote a minute of prayer, or who will read prayers submitted anonymously by religious leaders, will include Sydney Mssley, Boake Carter, Cal Pinsky and Gabriel Heather. A prayer will be included in the broadcast of the Cotton Bowl game, which is to be shortwaved to American troops overseas in addition to the domestic broadcast on Mutual. New Year's Eve will be marked on Mutual by an hour-long Review of the Year, a dramatic re-enactment of America's first year of World War II.

Preminent editors and editorial writers will address NBC listeners from the editorial rooms of ten leading newspapers in as many cities, to give three-minute talks on subjects of their own choosing, New Year's Eve, from 11:30 p.m. to midnight. The round-up, on the general topic of problems facing the nation in 1943, will start in the office of the Christian Science Monitor, Boston, and after a series of cross-country pick-ups, will conclude with a broadcast from the editorial rooms of the New York Times.

FROM CRUISER'S DECK

Major Nets Carry Broadcast

From 'San Francisco'

RADIO made history Dec. 11 when the first broadcast to be picked up from the deck of a big warship was aired by the four major networks when the damaged heavy cruiser, USS San Francisco docked at San Francisco after taking part in a battle with the Japanese.

Because only one pickup could be arranged, the various networks collaborated. NBC installed remote microphones on the ship and a nearby hill point where others joined in. NBC, BLUE and MBS cleared time, then Blue and MBS later re-broadcast transcriptions.

Among those taking part in the historic broadcast were Capt. Frank Candless, Lt. Com. H. E. Schonland, Capt. Walter K. Kilpatrick, Capt Albert France and Vice Adm. John W. Greenlade. Commander Candless was decorated with the Congressional Medal of Honor for his part in the fight in taking command after the two senior officers were killed. Lt. (jg) Mel Venter, Coast Guard public relations, Twelfth Naval District, and for ten years with KFRC, San Francisco, was m.c. of the special broadcast.

STRATEGIC IMPORTANCE of various war centers of the world are analyzed by Caruth Wells, explorer and engineer, in a series of quarter-hour programs now being prepared by National Concert Artists Corp., New York.
"WENR brought the biggest return per dollar value!"

Another advertiser proves the pulling power of this Chicago station

We've been saying it for a long time. WENR produces results at low cost. Many advertisers have had first hand proof.

Comes now this clipping to give added emphasis to the point. It shows that WENR did an outstanding job for Serutan. Despite top-flight competition on the dial!

WENR is rapidly climbing to new heights. Splendid new programs are attracting more and more regular listeners. Keep this in mind. WENR can reach more families at lower cost per thousand than any other major Chicago station. Ask a Blue Spot Sales representative for all the facts.

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

OWNED AND OPERATED BY THE BLUE NETWORK COMPANY
REPRESENTED NATIONALLY BY BLUE SPOT SALES

NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • DETROIT
T O PRESENT a wartime agricultural service to agriculturists and stock raisers on Central and Southern California, KPO, San Francisco, will dedicate a new farming feature Jan. 4. The Farmers’ Digest will be built and presented five weeks before (PWT) by Henry Schacht, recently appointed director of agriculture for KPO, who will bring day-by-day challenges to the local and international farming picture. The Dept. of Agriculture, the Office of War Information, the U. of California College of Agriculture, the State Dept. of Agriculture, farm organizations and other agencies will be drawn upon for information. A period will be devoted especially to the rural housewife and her problems. Jane Lee, whose Woman’s Magazine of the Air is heard daily on KPO, will present this portion of the program. The time to time farm leaders and Government officials will be interviewed.

Interviewing Celebrities FRANKIE BASCH, of Baschi Radio Productions, New York, conducts a six-weekly program of informal talks and interviews on WBN, New York, entitled Meet Frances Scott. Guests scheduled to appear on the broadcasts include Mary McCarthy, milliner and designer; and Wilford Funk, publisher and author. Mrs. Basch is known to radio audiences as “Frances Scott”, and has been heard on various network programs, including It Takes a Woman and What Burns You Up?

Quiz by Telephone TELEPHONE figures in a quiz program on WOR, New York, under the title, Do You Know The Answer? Presentation of last minute news headlines is interposed with the calls to various persons chosen at random from the telephone book. Individuals are paid for answering the phone, and earn a larger sum if they know the answer to news questions put to them by Alan Courtney, known to WOV listeners as m.c. of 1280 Club. Answers to the questions are contained in statements announced during the program by Courtney. A news announcer presents the news items.

Medical Dramas AS A continuation of programs heard on NBC for the past nine years under the auspices of the American Medical Assn., a series of medical dramas began on the network Dec. 26, under the title, Doctor’s Story. Initial broadcast stressed the importance of civilian blood donations in a drama entitled “Give your blood to a soldier.” Various medical officials in the armed forces will take part in the programs. Narrator is Dr. W. W. Bauer, director of health education of the AMA.

True or False? DURING an early morning six-weekly question and answer program on WOR, Chicago, Facts or Fancy, Mel Galliart, m.c., makes 15 statements, some of which are fact and others false. Every statement contains a number and prize-winning answers of listeners must have the correct total number of the fact items. Rustic Gill furnishes the music and show is sponsored by Little Crow Milling, WGN, Indianapolis, for Cock Weats.

Small Town Setting HOLIDAY CROWDS at Chillicothe, O., chosen as a typical American small town, provided background for WLW’s Truly American program on Dec. 19. Aired from Chillicothe’s Public Square the program included Christmas Carols by 50 combined choirs of 600 voices. Program was rebroadcast at 3 a.m. Sunday over W50X, 500-kw experiments transmitter. Recordings were made for the Office of War Information for shortwaving to troops throughout the world.

Brooklyn Red Cross WEEKLY INFORMATIVE interviews on the widespread activities of the Brooklyn Red Cross are presented Tuesdays on W47NY, New York FM station, with all arrangements handled by the radio division of the chapter’s public relations department, under the supervision of Elizabeth Shipman, radio chairman. After a two week lapse because of the holidays the series will be resumed the first week in January.

It’s Human! VARIOUS characters of human beings are discussed in new five-minute weekly program presented on WJZ, Newark, by Mr. and Mrs. Dick & Mary, a husband and wifeand character analyst, whose aim is to enlighten listeners as to cause and effect of common human traits. The Program is sponsored by Soy Food Mills, Chicago. Agency is Jim Dufy Inc., Chicago.

Shops for Listeners AN UNUSUAL service to listeners is provided by Lynn’s Personal Shopper, who conducts the program by that name of KIDD, Boise, Idaho. Miss Lynne provides rationing and conservation news and offers to shop for out-of-towners whose gas ration may not permit them to come to town to do their own.

Thermostat Theme WHEN a request came through recently from the WPTO to produce a natural gas shortage necessitating curtailment in use of heating appliances, KOY, Phoenix, as a special event, ran a short remote to the thermostat in the building’s hallway and described with appropriate remarks the setting of the instrument to 60 degrees or less.

PARKED ON A MAIN Cincinnati street, WOKY’s studio plane was used in a 20-hour sign-on-to-sign-off drive by Rex Davis, chief announcer of the station. Mrs. Joseph Halpin and Mrs. Brown McKee, Red Cross staff workers, brought in the “Save A Life” campaign of the American Red Cross blood donor service to a new 1,800 weekly quota for wound men.

CIVILIAN Defense in Ohio EFFECTIVE way of relaying important defense information to the public is Irwin Johnson’s Meet Joe Doakes, Civilian, series on WN, Columbus, O., presented in cooperation with the Ohio State Council of Defense. Important bulletins, dramatic skits, announcements and salutes to Ohio communities set in a musical frame characterize the scripts which are being sent to other Ohio stations for local adaptation.

News for Kiddies A CHILDREN’s newscast started by CJOR, Vancouver, Junior News Round-up and Commentary, is aired Monday to Friday at 5:30 p.m. The program, designed to give children more of the news in a form that they will understand, is under the direction of Nina Anthony of CJOR staff, and has been commended by the Parent-Teachers Assn. and the British Columbia Minister of Education.

Food in the Spotlight A TIMELY program for homemakers is the Saturday morning program, War Food in the Spotlight, WTAT, Milwaukee, featuring Ethel Morrison Marsden, a food authority who suggests how to prepare and serve nutritious, appetizing dishes, tables, canned foods and substitutes for rationed foods and beverages.

Brocoders! LET YOUR AUDIENCES HEAR STARLIGHT SONATA the most unforgettable melody since “My Sister and I”.

Lyrics by Helen Bliss Music by Henry Manners

and AMERICA’S VICTORY SHOUT HALLELUJAH! (Judgment Day is Comin’) to be featured by Judy Canova in her forthcoming Republic picture “Chatterbox” accompanied by music by Paul J. Winkop.

Both songs have been arranged for orchestra by JACK MASON
BUY WGBI

You can't escape the sound... or the sound logic of WGBI in the NATION'S 19TH MARKET!

KNOW why most national spot advertisers rely on WGBI to cover the rich Scranton—Wilkes-Barre area? There's a sound reason! WGBI is heard by 629,000 customers in the Nation's 19th Market. It's the biggest, most powerful station in a big, profitable industrial valley that is separated from outside stations by miles and miles of mountains.

Ask your John Blair man about Scranton and the job WGBI is doing for other advertisers. He can show you in results just how it pays to sell this major market inside out with WGBI.

SCRANTON WGBI PENNSYLVANIA

CBS AFFILIATE
910 KC
1000 WATTS DAY
500 WATTS NIGHT

FRANK MEGARGEE, President

JOHN BLAIR & COMPANY
National Representatives
Continued from Page 12

continued in operation, such as broadcasting, police, aircraft, are considered essential to the war effort, and worthy of the maintenance and repair of equipment, so long as they keep them in operation. This is not only our opinion but the opinion of many in both the military and in other offices of authority.

The Victory line of tubes and parts will play a part to conserve material in the defense and programs of distribution now in effect and planned for the near future will insure the necessary items of maintenance for the radio of this country. This to the extent that at least one set per home will be insured, and that the corresponding broadcasting needs will continue to be met on the basis of conservation measures already in force or about to be put in force.

Coordinated Program

The transmitting tubes for all radio service outside the military will be provided through a program of coordinated production for the armed forces and for the radio industry. In fact, we believe that the radio transmission tubes will be taxed up to the limit of necessary production to the armed forces. It is estimated that the total of the tubes produced in the United States, for all purposes except military, from January 1 to June 30, 1944, was 1,000,000.

The radioactive material for these tubes is consumed in the production of atomic energy. At present, the demand for the material is less than the amount available, as the output of the atomic energy plants is much below the output of the plants. The demand is expected to increase as the output of the atomic energy plants increases.

W. A. AYRES
Chairman
Federal Trade Commission

THE DESIRE of broadcasters and publishers to maintain an atmosphere of false and misleading advertising is noted in the annual report of the Federal Trade Commission for the fiscal year which has just been submitted to the Congress. The report tells of the cooperation of the broadcasters with the three nationwide networks, 20 regional networks, and transcription producers engaged in pressing commercial radio recordings, in addition to that of the radio service outside the commercial networks and more than 1,000 newspaper publishers and publishers of magazines, farm journals and trade publications.

Soon after the United States' entry into the war, some of the war agencies made prompt use of the system long established by the Commission for conducting comprehensive surveys of radio and periodical advertising on a continuing basis. Such advertising, including radio broadcasts, included any reference to the programs of the armed services, the armed forces of the United States. Consequently, many reports were made, and the public was made aware of the extent of the radio service outside the commercial networks and the programs which were being conducted.

Mr. Ayres

EMIL BRISACHER
President
Brisacher, Davis & Staff

OURGENCY is completing its most hectic, as well as its largest year. Hectic because our commitments throughout the year have been on a basis of growth and an additional basis due to wartime conditions. The month of April has been our best month of the year because of the fact that it has been a profitable month for our clients, practically all of whom have obtained little advertising, and, even if they have little to sell at present, are building ahead for the competitive post-war days.

The year ahead looks as though it might be a continuation of our accelerated 1942 pace, although it, too, is fraught with daily complications that threaten the actual execution of advertising programs.

The earlier prospect of victory should help advertising. But, 1943, like 1942, is unpredictable.

Mr. Brisacher

DON BELDING
Executive-Vice President
Lord & Thomas, Los Angeles

THE FORECASTERS who predicted that war would materially reduce radio advertising tones seem to be wrong. PIB figures for first ten months of 1942 show that network went 8% ahead of 1941—radio's greatest year. The 10 months was $94, 492, 782 for 1942 against $86,000-773 for 1941. Included is the three types of media are equaling or surpassing radio in 1942. The daily newspaper supplements for the first 10 months were 12% up. The Confession type of magazines and the business papers advanced about the same as radio. In the same 10 months period, network increased for newspapers 10%, in 1941.

From these figures it is rather evident that advertising as an industry is keeping a fair keel, and that radio is a little ahead of the game in spite of the war.

No one knows, of course, just what's ahead, but if we analyze all the factors—experience of the last war—technological advances being put into production in the present war—depression of the Federation leaders as well as the public at large—the attitude of Government—the conclusion remains that advertising will at least maintain its 1941 average and possibly the 1942 volume.

In our own shop, present estimates indicate that network advertising in 1943 should be about 10% ahead of 1942.

The greatest advance by the advertising industry during the past year was the splendid job done by the Advertising Council in bringing a better understanding of advertising to the various government officials and a full clarification of advertising costs in the general tax accounting.

This clarification was of tremendous importance and has paved the way for the acceptance of radio advertising as a legitimate expense in the American economy—something which has stood in many important government quarters prior to the Council's work and something which every signer of an advertising should be thankful for.

From these efforts of the Council, we believe that the future will be greatly and will continue to profit in 1943 and the years to come.

MEADE BRUNET
Vice-President, RCA Mfg. Co.

BECAUSE this is literally a radio war—a war in which radio communications, electronics and sound play a vital and essential role, the radio industry is being called upon to put forth the greatest production effort in its eventful history.

Every branch of the armed services relies upon almost every phase of their operations heavily on radio and associated equipment for the transmission and reception of communications that only radio can provide. On the home front, radio is omnipresent in disseminating news and information, and in providing entertainment and relaxation for the entire nation.

The broadcasting branch of radio is making notable contributions to the war effort in many ways, some of which are unsurpassed and unheard of. But these services are understood and appreciated by our country's military and civil leaders. They recognize that keeping our highly sophisticated American broadcasting system functioning at topmost efficiency is of the utmost importance to the nation's morale. Nevertheless, everyone recognizes that first call on the nation's manufacturers of electronic components, manpower and other resources must be on behalf of our far-flung fighting forces in the actual theaters of war.

Must Preserve Equipment

That means that broadcasters must rely upon traditional American resourcefulness and enterprise to maintain their services, despite all difficulties. With increasingly tighter wartime restrictions on resources and materials, broadcasters and all other radio stations will have to learn how to make the equipment they now have work as efficiently as possible, as a patriotic duty as well as a requisite of survival to make the most out of equipment and parts now on hand.

Mr. Brunet

WINX, Washington, has appointed the Walker Co. as national representa-
Help Wanted

ENGINEER—Virginia & K W Network Station has opening for transmitter engineer. Box 149, BROADCASTING.

WANTED—Technical Director—Chief Engineer—A WOMAN. Daytime 1 kilowatt, regional in mid-east. Must have first class FCC license and knowledge of how to take full charge, maintenance, operations and personnel. If you have the training and experience, you applied to fill this position even though you have not held post of this kind and you want the good salary that such a position commands, write TODAY, Box 149, BROADCASTING.

SOUND EFFECTS MEN—Experienced sound technicians for Midwest network originating station. Outline qualifications, draft station, salary, references. Box 145, BROADCASTING.

Two More First or Second Class Operators—For Alaska broadcasting stations, working in War Department and Office of War Information. Edwin A. 708 American Legion Building, Seattle, Washington.

Midwest Localize—Wants program director, man or woman, who is sober and dependable. Must be able to take full charge of all programs, write new shows, and do all contracting. Must also answer phone, mail, union, and answer. Salary $50.00 per week. Give availability date and full particulars in first letter. Box 144, BROADCASTING.

ENGINEER—With first or second class license, KBIZ, Ottumwa, Iowa.

Help Wanted (Cont’d)

Salesmen—For permanent territory rich in potential program business. Excellent opportunity for a self-starting conscientious man. Complete list of information in application will influence consideration. WTOL, Toledo.

Transmitter Engineer Wanted—Write in for full details and send your qualifications and references for position. Not a draft replacement. WAGE, Syracuse, N. Y.

1000 Watt Network Station—Has opening for experienced draft exempt announcer. Ideal working conditions. Salary scale generous. Send full details first letter. WTJS, Jackson, Tennessee.

Situations Wanted

Program Director—5 kw or manager small market station. Six years executive experience, sales, promotion, production, S.A. family. Now employed. Box 149, BROADCASTING.

ANNOUNCER—47, New York, voice excellent. Write for full details. Box 149, BROADCASTING.

Wanted—Announcer for KLO, Ogden, Utah. Be an accomplished announcer who knows what is expected. Good salary. Box 146, BROADCASTING.

ANNOUNCER/SPECIALTY NEWS—Excellent opportunity for experienced announcer. Good location. Box 146, BROADCASTING.

WANTED—Will buy station in any part of country. Box 142, BROADCASTING.

Midwest Station—Require 5 kw in good location. Resides right here. Box 142, BROADCASTING.

Two New or Good Used Turn-tables—Western Electric or RCA 72-F or 72-C or similar with pick-ups. Station KLO, Ogden, Utah.

For Sale

For Sale—150 foot Blaw-Knox tower complete with Lapp insulators and tower lighting equipment. Used only three years. Apply D. M. Bradham, WTMA, Charlotte, S. C.

Cantor's 11th on NBC

Eddie Cantor, NBC comedian, celebrated his 11th anniversary as a network star on a recent broadcast of NBC's Time to Smile, sponsored by Bristol-Myers Co., New York. Cantor entered radio as a guest of Rudy Vallee in February 1931, starting his own show later in the year. He is credited with having discovered many of the popular personalities in the entertainment world such as Burns & Allen, Deanna Durbin, Farina, Carmen Miranda, Dinah Shore and Bobby Breen.

STATION MANAGER

An opportunity exists on a regional frequency, network affiliated station in the Rocky Mountain Area. Applicant must be experienced, have thorough background in both programming and sales, and his record must bear careful investigation. Give complete details of education, experience, and earnings, and enclose photograph with application. Address Box 124, BROADCASTING.

CLASSIFIED:

AdVERTISEMENTS

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

Free to All Broadcasters:

In order to prevent the duplication of requests, a new plan has been adopted by the publishers. Interested parties are requested to return all replies to the publishers so that they may be forwarded to the sender. This will greatly facilitate the exchange of information. Thank you.

Classified Advertising.

McNARY & WRAITHALL
CONSULTING ENGINEERS

An Organization of Qualified Radio Engineers
Dedicated to the
SERVICES OF BROADCASTING
National Press Bldg., Wash., D. C.

CULFORD YEWALL
Empire State Bldg.
NEW YORK CITY

An Accounting Service Particularly Adapted to Radio

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.

BROADCASTING

For Results!
Networks Increase War-Effort Time

Chains’ Coverage Grows Through Affiliates

IN 1942 American radio went to war and the year-end reports of the coast-to-coast networks unanimously highlight the way they met "the challenge of keeping a militant people aroused, inspired and informed," to quote the CBS review. Together the networks have, in the past 12 months, devoted well over 4,000 hours to broadcasting war effort programs and announcements.

That total does not include the thousands of news and news analysis programs which were almost completely concerned with reporting and explaining the progress of the war, both on the battlefields around the globe and on the production fronts. From Jan. 1, 1942, it include the thousands of hours of programs labeled as entertainment, but which also rendered worthy service in providing troops and war workers with amusement and relaxation.

Hundreds of Hours for War

The BLUE network, during the first 11 months of the year, broadcast 747 hours of war effort programs, including 232 hours of programs presented in cooperation with the various government agencies. Of the total, 644 hours were sustaining material and 103 hours sponsored programs.

Mutual, during the same period from Jan. 1 through Nov. 30, broadcast 1,913 war effort programs, 906 devoted to activities of the armed forces and 1,007 to home front events, occupying 721 hours of MBS time or roughly 10% of all Mutual time on the air.

Extending its figures through the full year, NBC reports that as of midnight, Dec. 31, it will, in 1942, have broadcast 2,700 war effort programs, utilizing 850 hours; 5,300 announcements of government messages, totaling 85 hours; and 4,500 war bond announcements, totaling 55 hours. The sum is 990 hours of pure war broadcasts.

CBS, figuring its data for the year ending Dec. 7, 1942, reports that it carried 6,481 war broadcasts, amounting to 1,501 network hours; plus 3,723 war announcements. Of the programs, 59.8% were sustained. They covered 86 major subjects.

News in the Foreground

On the news front, CBS broadcast 1,618 war news broadcasts and analyses, adding up to 775 hours; NBC calculates that in 1942 it devoted 1,015 hours to news and special events, 14.9% of the total air time, compared to 10.5% devoted to these programs in 1941. Similar figures are not reported by the other major networks, but MBS reports that it increased its news coverage to a round-the-clock schedule with news reports every hour and half-hour from New York, Washington and Los Angeles, which, supplemented by commentaries, accounted for 80 newscasts weekly.

Of its total of 7,175 network hours of broadcasting in 1941, NBC reports that 27% or 2,663 hours were devoted to public service programs, including news, forums and talks, serious music and general cultural broadcasts.

Nets Add New Stations

With the Boston Symphony Orchestra broadcasting its first concert on the BLUE on Dec. 26, the year ended with all of the four networks presenting regular concerts by outstanding symphonic orchestras. NBC each Sunday broadcasts its own symphony aggregation, with Arturo Toscanini and Leopold Stokowski each conducting 12 programs during the 1942-43 season. CBS each Sunday begins another program of the New York Philharmonic - Symphony and Mutual on Fridays brings its listeners the music of the Philadelphia Symphony.

All of the networks increased the number of their affiliates during the year. The BLUE began with 116 outlets and finished with 146. MBS added 28 stations for a year-end total of 211, the largest total of the five networks. CBS, with 10 stations in 1942 to bring its total of affiliates to 140, of which 134 are in the continental United States. CBS, with two new stations during the year, now has 117 outlets. All networks also added to their coverage through power increase and improved facilities of some of their affiliates.

Volume discount plans, encouraging advertisers to use larger networks, resulted in increased network billings and in larger average networks for commercial programs. Mutual, only network regularly reporting dollar revenue, for the first 11 months of 1942 had gross billings of $8,776,306, an increase of 28.5% from the 11-month total of 1941. The BLUE, reporting that the average number of stations used by its advertisers has increased from 70 last February to 91 of December, NBC added will finish the year in the black, first network ever to make a profit in its first year of operation.

CBS, which put its discount plan into operation July 15, reports that by Dec. 15 more than 400 station hours had been added to its network commercial schedule and 35 additional program periods are currently heard over all CBS stations in this country. NBC’s discount plan, becoming effective in late Jan., within two months had added 608 station hours to its network, NBC reports, adding that in this period the average day-time network expanded from 49 to 74 stations, with an average evening network from 76 to 94 stations. As the year ends, 29 NBC sponsors have utilized the plan, to which the network credits much of the year’s sales increase, which it states will bring NBC’s dollar volume to an all-time high.

ANNUAL REPORTS CALLED BY FCC

FOLLOWING annual practice, the FCC last week sent to all stations its preliminary form on 1942 business, requesting returns by Jan. 15, at the latest.

Because of conditions provoked by declining business on local outlets in smaller markets, the FCC also sent to stations in that category a separate questionnaire eliciting information pertaining to business losses to be returned by Jan. 8. Presumably, this data will be used in attempting to evolve a formula to perpetuate the stations, through plans which may be developed by OWI.

The Commission asked all stations, as soon as possible following closing of their books but in no event later than Jan. 15, to supply it with total time sales, broken down between network, national spot and local with a tabulation of commissions deducted, talent and sales costs, and other items of income.

Spots Avert Crisis

THREATENED with a recent breakdown in the city’s gas supply as a result of the heavy burden resulting from a cold spell, the Washington Gas Light Co. bought time on all local Washington station to appeal at frequent intervals for prompt curtailment of gas use in homes. Newscasters also stressed importance of burning no more gas than necessary in cookstove. The utility followed up next day with newspaper space thanking Washingtonians for the manner in which the “public came through” in the emergency.

CROSSLEY SURVEYS MULTI-SET HOMES

TO DISCOVER facts which might change the usual supposition in radio time buying circles that only one radio set is operating at one time in a home, Crossley Inc., at the request of WOR, New York, recently contacted 6,777 families in greater New York, asking them how many radio sets they owned as well as whether all families usually were in operation at one time.

Results were three-fold, as revealed in the Crossley Continuing Study of Radio Listening in Greater New York last week.

1—Two radios were on at the same time in 28% of the homes contacted and in 8% of the homes found to own more than one set. In most cases, the sets were tuned to different programs.

2—26% of the families contacted owned two sets.

3—10% of the families own three or more radios. The study suggests that “radio probably delivers more than twice its indicated circulation in many homes”, according to these results.

WSFA Head a Solon

HOWARD E. FILL, president and general manager of WSFA, Montgomery, Ala., has taken his seat in the Alabama legislature following his election, without opposition, in November, as representative from Montgomery County. His term of office expires April 30. Gorden Persons, recently with the Office of War Information and formerly part owner of WSFA, is now a member of the Alabama Public Utilities Commission.

"It's Raymond Gabriel Gawdwin, the War Correspondent—He Thought I Was Going to Drop This Shell!"

Drawn for Broadcasting by Sid Hix

Page 58 • December 28, 1942

BROADCASTING • Broadcast Advertising
Metropolitan Philadelphia is now America's Number One Arsenal. There is new money here—spending money—payrolls more than 46% above last year—170% above 1939.

32.8% of all Philadelphians listening to radios from 6:00 to 6:15 P.M. six times a week—listen to WPEN, according to a 3-month Hooper Survey (the next station has 18.5%).

More facts reveal that in ten weeks WPEN as co-operating station for the Philadelphia Defense Council Bond Committee has helped SELL $2,271,843 in cash War Bonds.

Whether it be commercial products or War Bonds, we can SELL it. We ARE. These are the facts... the proof is in the Listener. We have THEM—plus.

**THAT IS THE Philadelphia Story in Radio**

5000 WATTS • 950 ON THE DIAL

Affiliated Station of the Atlantic Coast Network
WHAT A WHALE OF A DIFFERENCE A LOT OF LISTENERS MAKE!

- WKY has a lot of listeners morning, afternoon, and night . . . more than all three other Oklahoma City stations put together . . . and that's what makes the big difference in the price tag!

The tags indicate average costs of delivering a quarter-hour evening program to one percent of the sets in use in Oklahoma City via its four stations, computed from Hooper measurements and 13-time rates. WKY delivers 56 times this amount of audience (Hooper, May-September, 1942) at less than half the unit cost of other stations, plus the coverage beyond Oklahoma City where WKY likewise dominates decisively both in square mileage and popularity.

You want listeners. You pay for listeners. That's what WKY gives you more of, at lower unit cost than any other Oklahoma City station.
IF THIS WAR has proved nothing else, it has proved again that the greatest propaganda weapon the world ever has known is radio. On the battlefield, radio, long since has proved itself the great mass medium of entertainment. This is more true now than ever.

But beyond these facts, radio has other uses, uses by any other medium. Mr. Callahan, in his unique conception of the combined essential channel of communication — and we can be certain that no other officials of our Government, truly have been able to go to the people! Thanks to radio, their words — important decisions of our Government — have been brought with fullness and immediacy to the people of the United States in their homes, wherever these homes be in crowded communities or sparsely populated countryside.

And radio’s ability to “unify” has been extended, beyond our country, to the hemisphere and the world of the United Nations. Witness, for example, the parallel and efficient operation of our Government’s answering of radio’s call to conserve, to handle the vital American responsibility in conservation.

Any discussion of radio today and in the future cannot overlook the tremendous achievements which the radio industry has made in connection with the War Savings Program. Overnight, the radio industry has power to reach and speak directly to the public with a message made the word “Bond” synonymous with “War Bond”. The national ingenuity and genius of radio did not allow itself to halt with a mere performance of the requests of the Treasury or the War Savings Program — networks, affiliate stations, local stations, sponsors, advertisers and others — went on to originate ideas and promotions which were a thousand times more effective than we had anticipated. That the selfless and patriotic wish of the radio industry to cooperate with the War Savings Program was manifested in an exchange, within the industry, of all the possibilities and promotions.

Frankly, infamy is the only limit on what’s ahead for radio.

C. M. CHESTER
Chairman
General Foods Corp.

IN THE WAR year ahead, many difficulties and emergency problems loom ahead for General Foods, as well as for many other firms. Among the problems facing manufacturers, let me mention a m a n u f a c t u r e r s. During 1942 we had few serious head-aches to overcome. There isn’t the same lid of smoothness in sailing in 1943. We are now wrestling with indigo-blue glasses. We are determined to help win the war and to maintain victory in our free way of life. After all, General Foods has a heritage of nearly 100 years and we believe the war. Our food products divisions are pioneers—one dating back to before the War of Independence in 1776. Survival and steady growth, through various wars, have come with steadily improved products and public services.

Right now the food industry’s major job is furnishing for military, civilian, and civilian, a world-wide daily volume of food-stuffs. To contribute to that, I submit, is General Foods’ most important problem.

While it is too early to report on earnings in ’43, we have achieved a new record. Sales were up in the first nine months of the year, and that value and tonnage for the seventh successive year.

We have invested millions of dollars in scientific research. It has meant better products and moderate costs. We believe our products have been improved to the best advantage possible by our research staff. Already we have new items planned for the post-war market.

As you know, General Foods was a pioneer in radio broadcasting. We have felt that such advertising is an essential channel of communication, to be maintained, through advertising, consumer good will for its principal products, especially in a time of several major war restrictions.

A recent survey among our 67,- 000 dealers indicates that more than 15% in every retail outlet maintain, because of competition in communications, both by private and Government industry. The Army-Navy Canteen has had about several exhibitions in both the art of the country. Media and as发觉.

Tomorrow’s radio broadcasting station will be much more economical to operate because new ways have been found to make smaller tubes do harder work, with actually improved tube life. New parts have been priced at a fraction of the cost and are so far improved over the older type that they will not allow setting up production lines, etc. However, manufacturing of large quantities of the new tubes has not been made. It seems to have been developed in a number of cases and, in production, systems of smaller units quantities of manufacture which has resulted in such uniform production and most important of all, lower cost to the consumer.

Radio’s future, in my opinion, is without question the brightest future of all, and this short period of national radio’s war period is only a breathing spell before a big spurt ahead.

G. F. GLASSER
President
Glasser-Galley & Co.

THE COMING year should be an interesting and definitely progressive one for radio, and it depends upon radio’s ability to adjust itself to changing conditions which, in the absence of armed forces, may be an epochal or a critical one. Anything that we will see radio companies and more advertisers coming to radio in types of products, businesses and services never before re- spected.

As Miss Glasser-Galley has said, we have seen a great number of industrialists come into radio and for the first time have seen radio used by the great aircraft companies, as a help-wanted advertising medium.

We will see radio being used more and more as an information medium since tire and gasoline rationing and travel curtailment is at least not feasible, for manufacturers to con- takt their dealers as often as in the past.

I think we will see radio used more and more in an employee relations manner, particularly by big companies with thousands of employees and sizable labor problems confronting them.

There are many radio programs along the lines of the Wheeling Steel program. We will definitely see the passing of the soap drama. In its place, I believe we will see an entirely new radio development . . . the network participation program. In fact, in anticipation of this, we are now under way on the network participation program which we have operated successfully on a local basis for the past two years—called the "Homemakers’ Club", de- signed for food sponsors exclusively on a participation basis.

And as more of our accustomed radio-advertised commodi-
For scale and importance of events, 1942 has been the greatest year for news in the nation's history.

Starting from the date of Pearl Harbor, the war hit America full on, shocking the country into drastic and deep-reaching changes in its outlook, work, way of life and relation to the rest of the world.

Now, as the year ends, United Press news experts select and sum up its most memorable and vital news stories for radio.

Their summaries will compose a group of nine special 15-minute scripts, covering all fields of interest.

Copy for the scripts will reach United Press radio clients over the 24-hour U. P. radio news wire by December 20th, for release any time thereafter.

There is no additional charge, of course. United Press is merely passing extra ammunition to its clients for winning more listeners and more sponsors.

The World's Best Coverage of the World's Biggest News
ties disappear from the scene through rationing and war needs, new advertisers, new types of products and institutions given advertising designed to keep a name before the public and to build post-war business will take the place, and I believe that one of the most important functions of radio this coming year will be to do just that. 

Publicity Idea

And in this connection I would like to make a suggestion to the radio industry in general. Why don't stations and networks launch a public relations campaign of their own, using available vacant time and program facilities to acquaint radio listeners with the fact that American Radio, with its big time shows, its Kate Smiths and Jack Benny's, its splendid music and entertainment, is what it is; instead of the compulsory propaganda, because and solely because of the commercial sponsors? They should make people realize that advertising is the basis of American freedom of speech in radio as well as in the press, and that commercial, instead of being ignored or resented should be appreciated and thanked, just as any well-bred person is thankful to the person or medium which brings him something valuable or enjoyable.

Yes, I think 1943 will be a big year for radio . . . and the brains and initiative which brought radio to its present moment will successfully surmount any wartime "crises" that may arise.

Data Booklet

NEW pocket-sized handbook of frequently used mathematical formulas and other data for engineers in electronics has been published by Allied Radio Corp., 833 West Jackson Blvd., Chicago (10c). Edited by Nelson M. Cooke, chief radio electrician, U. S. Navy, the book covers such topics as Obms' Law, inductance, reactance, impedance, resonance, exponents, trigonometric relationships, logarithms, radio color codes, mathematical symbols, wire tables, formulas affecting meters and vacuum tubes.

LT. GEN. J. G. HARBOUR
Chairman of the Board
Radio Corp. of America

REAL FIGHTING is ahead. Wherever the battle lines are drawn, radio will be in the thick of the fight, for it is the life line of wartime communications on land, sea and in the air.

The war map today reveals that American soldiers, sailors and marines are lined up at more than 60 places on the worldwide fighting front. To unify them in communications is a mighty task.

Without radio it would be a slow, almost impossible task. Every outpost, whether in jungles or on glaciers, no matter how remote, is linked to headquarters. American fighting men, almost a million of them, are focused in action by radio and its global lines of communications.

In World War I, the center of action lay in France. From that battlefield the radiated the communication lines. Wireless was being given its first wartime test, but at no time did the demands upon it remotely approach those of World War II. In the intervening years, the development of the crystal set, of shortwaves and of many other devices and services of radio have tremendously increased the efficiency of communications.

The result has been that in 1942 radio was ready to play the vital role assigned to it on the many front lines.

Radio now qualifies as the voice and ear of the Army Signal Corps, of the Navy Communications and of the Air Corps. We have but to look at the global war map to realize the great importance of radio. Its definite assignments and achievements necessarily are military secrets. But when we compare the present demands upon communications with those of the first World War, it is easy to understand that radio's present role is a thousandfold more important.

The airplane, the worldwide transport problem and blitz warfare, all of which call for utmost speed and efficiency in communication, have multiplied the demands and responsibilities of radio.

Within the past year—a year of tireless effort in the manufacturing plants—the men and women on the production lines have given the American armed forces the finest radio equipment in the world. As the war rages into 1943, every American finds himself and herself linked in some way with the battle. There must be no let-up on the home front. Every day in the New Year must find production rushing full speed ahead to keep the battle fronts. Then, and only then, will the last battle end in our victory.

C. E. HOOPER
C. E. Hooper Inc.

TWO THINGS are ahead for radio—new responsibilities, new opportunities. Any dark cloud which may appear on the horizon is man made and strictly temporary. This is not a daydream. Rather this fact is attested to in the record. No other conclusion is possible from an intensive analysis of radio's basic long-time trends of listenerhip. Numerous facts, however, for this contention which may be illustrated by two trends revealed in the continuous records we keep for the industry:

NEWS: Three years ago less than one hour per week of sponsored network time was occupied by 15 minute news programs. Since then seven hours per week have been added (with proportionate additions of less than 15 minute network units and other newscasts of a strictly local nature). Each program has added new listeners. That is, it has found a place for itself without destroying the audiences to previously existing news programs.

Radio has not replaced the newspaper. Rather, the listener has added the newsreader to the newspaper as a source of news. The newspaper has brought timeliness, vividness, eyewitness realism and above all, personality to its news treatment. Currently he is discharging his war-born responsibilities to the people by functioning in the face of a maze of restrictions and cooperating to the limit with our own Government's informational objectives. Radio has accepted this new responsibility. Radio can accept the opportunity to maintain the lines of global communications in the post-war world. It can keep the United States citizen who will know places and people personally from pole to pole informed hour by hour and day by day. This recently acquired responsibility of radio is indeed a lasting opportunity.

PLAYS: In the past three years the number of hours of sponsored net-
work time devoted to plays has approximately doubled, and the increase in opportunities to listen to additional theatrical presentations has not been at the expense of existing programs. The audience to individual performances of all plays has, in short, held up. The number of people in the audience to one of radio’s “one night stands” totals many times the number that witnessed all of the performances of “Lightnin’,” “Ace of Irish Rose”, “Rain” or “Tobacco Road.” Radio is, in short, currently and magnificently performing the function of supplying release and diversion to our wartime citizenry at home and, by short wave, to every front on the globe. Radio has developed and is developing its own techniques of adaptation, its own range of writers, dramatists and producers, who are ever more successfully satisfying this age-old demand. It is a function for which the ages drama was created, but radio has acquired and expanded to its far-reaching projection of radio’s attention, its responsibility.

The audience to radio has doubled, and with an intensity that grows. The radio audience is the citizenry in short, and the audience to radio and radio is the function of radio.

Lt. Col. E. M. Kirby  
Chief, Radio Branch  
Bureau of Public Relations  
War Department

LT. COL. E. M. KIRBY
Chief, Radio Branch  
Bureau of Public Relations  
War Department

IT IS BOTH a trivial and tremendous thing to say simply: This is a radio war.

Radio, the instrument, gives commands to planes and tanks and foot soldiers. It conveys intelligence, weather, guides our planes to safe landings, and targets enemy installations to their final destruction.

Radio, the force, links the fighting front with the home front, our allies one with another. It penetrates barricades of space and steel to arouse conquered peoples to the call of liberation.

Radio now has become a common denominator for mankind. Through it, men everywhere are beginning to speak the same language. And men who speak the same language know one another and understand one another’s intentions, be they good or bad.

There will come a time when an Englishman will know what we mean by a “jerf”, and we in turn will know what they mean by a “jervy”. There will come a time when a liberated Dutchman will tell our wives how to grow tulips, and when a Texas cattlemen shares experiences with an Australian sheep-herder. There will come a time when there will be an international Farm and Home Hour, and an international Hit Parade, as men and women the world over dance and sing each other’s music and experience emotional reactions from the same program at the same time.

Radio Points the Way

There will come a time when radio will sit down at the conference table and enable the men and women of every nation to have a voice in the pattern of peace that we are fighting for.

Right now our job is one of war, but it is proper to look ahead to see where we are going. Radio is pointing the way. And new responsibilities will be imposed upon it, that it not become a twentieth century Tower of Babel, speaking in many tongues and in many confused voices. It must speak with the voice of unity and of understanding. It must aid and abet an economic and social structure now a bulding out of the ruins of war.

More immediately, let us look at American radio close up and examine what it is doing now to see what it may further do to round out its already excellent war record.

Seldom a day goes by but that the newspapers run pictures of anxious wives and mothers seated beside their radio waiting for “the word”. The American family, with some seven and one-half million of its sons in the armed forces, turns to radio, hungry for news about

KIRBY HAWKES  
Creative Head of Radio  
Benton & Bowles

I BELIEVE that radio advertising has, by this time, more or less found its level, and that a great majority of the shows now on the air will remain on through 1943. Naturally, some agencies, by the very nature of the products they advertise, have been harder hit than others.

Benton & Bowles has, I think, been reasonably fortunate. We have lost a couple of shows last year because of priorities, but have acquired a couple of new ones to take their place. With radio playing such a vital part in the war effort—"It is, after all, the greatest medium for information, education and propaganda developed in the history of the world—the Government is bound to encourage commercial advertising to continue using this medium.

It has undoubtedly done a superb job so far and will, I am sure, continue to do so. Our own show "Our Own Family Hour," to cite but one of many possible examples, devotes one-third of its time to furthering the war effort.

As for new technical developments in the year to come, there is no doubt that the radio industry must be making them. However, I am pretty certain they are being absorbed by the war, and that the civilian world won’t benefit from them for the duration. When peace comes, then will come a great flood of marvelous technical developments to amaze us all.
No single individual in broadcasting has a greater responsibility to the country, to its fighting sons, and to his own conscience than has the news broadcaster. The spreading of undue alarm, or the building up of false confidence in exaggerated evaluations of local military successes or reversals is a disservice to the war. To make of personal predictions which may, by some happening, coincide with a military movement already in progress and thus call the attention of the enemy to a possibility that has been carefully shielded from him, is a practice fraught with danger to American lives, and sorely needed equipment, which may be lost as result of premature disclosure.

There is a trend growing among radio stations to pay more attention to better timing and spacing of commercial spot announcements which follow the announcement of war news of transcendent importance, or which follow the utterances of some leader of the war whose every word is hung onto by a public eager to learn the facts and act upon them. Nothing is more jarring to this writer’s ears than to hear a Churchil roundup and exhortation followed by a jingle-rhyme. Many stations have found that by spacing the spot a few minutes later they are able to more effectively discharge their economic as well as their public service mission. They are to be congratulated.

The War Department is grateful to stations, networks, sponsors, agencies and talent for their unflagging cooperation. It cannot be recalled that there has ever been a time when the War Department was confronted with the necessity of reaching the public by radio that its request for cooperation was ignored. In fact, the reverse is true. Radio is coming to the Army for asking for new opportunities for service. And we express our appreciation to the Radio Bureau of the Office of War Information, which is doing a tremendously complicated and needed job of coordination for government radio, in a manner most sympathetic, efficient and cordial.

Looking ahead, we believe it is safe to predict that a new dimension to war coverage will come about with the introduction of front-line combat-zone reporting with which we are experimenting. No further announcement of this will be made until after tests in the field satisfy certain technical and military elements which are required.

It has been a memorable year. 1943 will be even more memorable.

**IN THE RADIO LIMELIGHT**

**1000 WATTS**

**KRRS CORPUS CHRISTI, TEXAS**

**NCR NBC MB**

Corpus Christi on the Texas Gulf Coast is a spectacle of growth. Population increased 106.6% from 1930 to 1940 — and 52% in 1942 over 1940. Now 101,400 residents in the city zone!

Additional thousands are stationed at the naval air base (world’s largest) and 3 auxiliary air fields within the city zone.

Primarily the KRIS market owes its tremendous expansion and high-level incomes to oil (over 10,000 producing wells in KRIS area pipe oil to Corpus Christi), manufacturing, shipping and agriculture. 1941 Retail Sales estimated at $305,767,000. Only KRIS covers this ranking Texas market...buy it in combination with KXYZ, Houston...at 10% discount!

**For Spots that SELL. Call a Branham-man.**

**THE BRANHAM COMPANY**

**CHICAGO • NEW YORK**

**DETROIT • ATLANTA • CHARLOTTE • DALLAS • ST. LOUIS • MEMPHIS**

**KANSAS CITY • SAN FRANCISCO • LOS ANGELES • SEATTLE**

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**FREEMAN KEYES**

**President**

**Russel M. Seeds Co.**

**RADIO advertising during its first war year clearly demonstrated its integration into the war effort. And every effort must be made to extend that one objective — winning the war.**

Through the building of morale, through providing entertainment information for mass audiences radio advertising has contributed materially to the war effort. Institutional trends plus the recognition of advertisers that their most valuable possession is their brand name which has developed consumer acceptance over a period of years has been the better surger we are for the continuation in 1943 of the achievements of radio advertising in the three year past.

Now, as we go into 1943 many of us on the agency side feel certain operational readjustments in the industry. There is a definite need for the establishment of uniform rate and standard rules, which should include uniform standards as to number of commercials in each line, length of commercials, or governing hitches, etc. Now that radio has realized its potential, it’s time to formulate definite standards so that we in the agency business who place millions of dollars annually in spot advertising can better service our client’s needs and the radio industry as a whole.

Because of war conditions most agencies which are operating with unlimited personnel and with the frequent turnover of personnel agency problems are multiplied by lack of consistency on the part of radio stations to set up definite standards of acceptance and rate structure. After a spot campaign is planned, copy written and placed, it requires a liaison officer of no membership to fit the spot within the war into the hundreds of definite requirements laid down by the stations.

Radio in the past could be excused for some of its administrative shortcomings. We know that radio has done a tremendous job and that within the last few months it has surprised other media in national account billing. However, conditions must be remedied or we are going to throttle spot business in 1943.

The manpower shortage is a major acute problem, not only for radio, but for most other businesses. The personnel turn-over has been exceedingly high. To meet this problem, 1943 will see a dramatic increase in employing women, and the universal experience has been satisfactory. It has been found that women learn more quickly and do a better job than men above the draft age. A more realistic realization of the soundness of the problem, are cooperating in establishing schools, helping in every way to train the necessary personnel, and, although the problem will remain acute, it is believed suitable trained personnel will be available.

Radio enters 1943 determined to embrace the opportunity and fulfill the obligation placed upon it by the Government and determined to prove the war industry’s value and implement its policy. I am sure the broadcast is conscious of the important part he is playing and also the importance to radio that he measures up to the obligation placed upon him by the Government. Undoubtedly we shall face many problems in the coming year, but with a sound government policy and greater cooperation on the part of the broadcasters, I am sure radio will add greatly to its stature by its 1943 performance.

**WILLIAM B. LEWIS**

Chief, Radio Bureau

Office of War Information

**IN THE FIRST year of this war, America’s radio industry was quick to shoulder its responsibility of relaying vital war information to the listening public. The Office of War Information has nothing but praise for the free radio industry, which, it is said, in 1943, to an even greater degree of radio cooperation, utilized to the fullest the facilities placed at our disposal. Above all else, we are reminded of the radio industry’s ability to do nothing that would lessen the vast listening audience it now commands. We want those facilities available and ready to be reached with important war messages whenever the occasion arises. And, at the same time, we want them to find in radio the relaxation and entertainment which is indispensable to a nation at war and fights so hard as America does.

We see, during 1943, an intensification of war advertising as a qualitative standpoint. This will mean a reduction in the actual number of messages broadcast, but constant improvement in their effectiveness and audience impact. Quantity, as we now know, is dangerous.

It leads to listener fatigue and can lose much of the available audience. Fewer messages, better written and more skillfully presented, are the key to increased results. We shall need more surveys and checks of listener reaction to assure that our war messages are serving their mark and bringing action.

We hope that in 1943 all individual stations, networks and advertising agencies will redouble their efforts to present necessary war information in new, more effective terms. Casual mention, routine announcements, lukewarm presentation, inaccuracies are worse than nothing. This is a time for initiative, for hard-hitting words. Let's use both.

The radio industry has a reputation to uphold and is determined to do so. The first year of its first war has enhanced that reputation. If this is everything that has been done certainly is helping its share—carrying it with an aggressive campaign that assures the superiority of free enterprise by which our nation has grown great.
IT HAS OFTEN been said that the only way to learn about war is to fight a war. If this is true, then the American radio industry should be highly commended for meritorious service in its first full year of operations under wartime conditions.

Throughout 1942, radio has been ever eager to add its effort to our fight. Yet in a very real sense, the broadcasting industry of this country was already a seasoned war veteran when the Japanese attacked Pearl Harbor. Its microphones were witnesses for history at the funeral of Hindenburg, with an untimely montage named Hitler ever-present in the foreground. Up through the years since then, radio has allowed American millions to listen to history as it was being made—the Austrian Anschluss; the sound of gunfire on a battlefield of revolutionary Spain; the hysterical clamor of the mobs underneath the balcony of the Palazzo Venezia; the march into Czechoslovakia; the Fall of France; today's news from our own armed forces.

In 1943, radio will do even more to aid our war effort. That has been radio's record since its beginning—each year to better its own accomplishments. This will mean even an even greater measure of cooperation with the aims of our country's armed forces. Needless to say, the Navy will continue to share in this cooperation, with a continuing benefit from radio's rich store of talent, initiative and patriotic spirit. And for radio's many contributions, the Navy and the country will continue as a debtor to the entire broadcasting industry.

ELMER G. MARSHUTZ
President
Gardner Advertising Co.

AT 2:26 p.m., Sunday, Dec. 7, 1941, radios all over America carried President Roosevelt's flash that Pearl Harbor had been attacked. From that moment on, radio had gone to war. A year has now passed since Pearl Harbor, and radio can point with justifiable pride to its part in the national war effort.

During the first weeks of war, a great many people wondered whether or not the American system of broadcasting could survive. There were rumors of censorship; rumors that programs would have to be radically changed to meet the national emergency; rumors that advertising's messages would incite the wrath of the masses; rumors that humor was out; rumors that spies would be using the network to get secret code messages to U-boats; rumors that talent was in danger of being labeled "slackers." Rumors that the Government would take over the radio, lock, stock and barrel and unleash upon the people a flood of propaganda.

Despite all the rumors, more people listened in on more radio sets than ever before. For radio was quick to adapt itself to the needs of the people and the needs of the times.

And Then Censorship

Censorship was set up, but the kind of censorship you and I would demand. Beyond that, radio has gone on selling goods, entertaining millions, functioning as liaison between the Government and the people, publicizing the whys and wherefores of what we had to do, and do quickly, on the home front. Talent has carried on to give comfort and a smile to the stay-at-homes, and has gladly accepted its job of entertaining, in person, hundreds of thousands of the armed forces at camps.

Radio, like any other industry, has stepped up its production in the first year since Pearl Harbor . . . and it will so continue in the year to come. There will be no rationing of the national usefulness that is radio.

ELAINE B. MINER
President
Dan B. Miner Co.

ALICE in Wonderland learned that standing still actually means going backward — and that one must run fast even to stay in the same place. That is true of any business, and particularly the advertising business. While the war has dealt a hard wallop to many an account and appropriation, that very fact has called for harder work, deeper thinking and longer hours in order to "stay in line".

It is certainly so with this agency. The year 1942 has been a good one with us, and appropriations for next year show substantial increases. Activities on our important accounts embrace all medias—newspapers, magazines, radio, trade papers, outdoor, street cars and buses—with particular emphasis being placed on the merchandising program. Our billings for radio during the past year were larger than those for any previous year, and will show a further substantial increase during the year ahead.

It is easy to become blatant and cite "Sanford and Merton" mottoes on how business should be conducted today. Times are changing faster than the colors of a chameleon on a Scotch plaid. Nevertheless, the old principles still do obtain. And those of us who remember the businesses that came and went after the last war—particularly "went"—will bear this out.

To meet—or to avoid—the tax situation, many concerns during that period advertised for the first time; and the gods of advertising wept over the sad perpetuation committed in advertising's good name. Other concerns stopped advertising altogether — and many once proud names now repose with
John H. Platt
Director of Advertising
Kraft Cheese Co.

LIKE MANY another institution developed in time of peace, Radio broadcasting as we know it in its present form is undergoing the stern test of wartime necessities. It helps keep up the best informed of people in the world. By providing bright, refreshing entertainment, it aids in maintaining the morale of our armed forces and of civilians at home. It helps mobilize our people for the daily tasks necessary to win the war by giving and keeping the home fires burning, by organizing, maintaining, and feeding the stimulus to the world. By keeping the home fires burning, it provides the only sure and substantial answer to the dire needs of the war effort.

Mr. Platt

Col. David Sarnoff
President
Radio Corporation of America

RADIO, in every phase of its activity, has only one aim—aided into the future—to serve the nation in its hour of need with the power to help win the war.

Just unprecendented developments of scientific research and engineering production of worldwide communication and domestic broadcasting, through 1942, supply the best answer to what's ahead for Radio? The answer is Victory for the United Nations.

Mr. Ryan

J. H. Ryan
Assistant Director of Censorship

Just a year ago today as this is written—on the 19th of December 1941—the Office of Censorship was established. One of the outstanding contributions that the broadcasting industry of the United States has made toward the war during this year has been its operation of voluntary censorship, a system unique and never before tried in time of war. This system recognizes the stations themselves as their own censors. The Office of Censorship at its inception, drew up a list of rules and regulations, called a Code, and asked the broadcasters to measure all broadcast material with the suggestions carried in this Code, to the end that nothing of harm to the war effort of this country, or of aid or comfort to the enemy, might be released through domestic broadcasts.

Mr. Ryan
have been to date. After a year of training we should not make very many mistakes in 1943.

The Office of Censorship strives to keep its Code up to date and as the case of the June revision, the changes will not be fundamental, but will be such as to put into practice the experience already gained.

So, let's all of us make a real accomplishment of an unpleasant task!

WALTER SCHWIMMER
Schwimmer & Scott Adv. Agency

THE WAY business looks at Schwimmer and Scott, you can very candidly say that there will be an excellent billing for the first three months of 1943. After that, what will happen is in the lap of the gods. My guess is that the second three months period may see fair business from an advertising viewpoint, although extenuating circumstances may change this picture upward or the reverse.

Mr. Schwimmer

After that, what may happen is extremely difficult to determine. Most people tell me that the last six months will see advertising taking a tumble and this may very likely be the case. The only arguments I can advance against this are the following:

(1) When business zoomed the early part of 1942, we all expected a sharp decline in the summer and fall of 1942. Nothing like this happened. 1943 could conceivably follow this pattern, although to a lesser degree.

(2) A substantial percentage of advertisers are very advertising minded even though they don't have much or any merchandise to sell. Their reasons are obvious.

Taking the entire year as a whole, a pretty fair estimate is that most aggressive agencies will show a profit and keep their heads above water. In exceptional instances, some agencies may do very well. These will be agencies with accounts not affected by priorities or with accounts who are very institutionally inclined. The very large agencies and very small agencies will be the ones most affected.

However, I must frankly confess that if the last six months are good, I will still believe in miracles and the Chicago Cubs.

Newsman at Film Debut

WAR CORRESPONDENTS and news analysts took part in a broadcast on WBN, New York, Dec. 22, from the Lobby of the Capitol Theatre, New York, where Noel Coward's latest film "In Which We Serve", had its world premiere under the auspices of the Overseas Press Club. Lowell Thomas, president, officiated. Speakers included: Wytche Williams, WBN; Raymond Gram Swing, Blue; H. V. Kaltenborn, NBC; William Shriver, CBS; Upton Close, NBC; Waverly Root, WINS; George Putnam, WABC.

IN 1943 radio offers to the sponsor, to the advertising agency, to the artists, to the networks and to the government the greatest opportunity for cooperation and understanding that has ever been offered by a medium. For suddenly with war has come full realization that radio, the advertising medium, has been transmuted into a vital agent for public information and public understanding to further our war efforts. The sponsor, confronted with shortages, priorities, rationing, tremendous taxes, shoulders the burden of maintaining his valuable radio franchise in the face of mounting merchandising difficulties.

The advertising agency grapples the problem of gearing its programs to the tastes of a nation at war, and with the task of furthering the war effort with convincing production of Government messages allotted to its sponsors' programs. Stars and artists face the strain of delivering the highest level of entertainment of which they are capable, while sacrificing time and energy to bring live shows to the camps here and to fighting forces in foreign lands. The networks and stations which have set such magnificent standards in staging brilliant war information programs must bend the conceptions of future programs to the inevitable mental changes of a nation at war.

And the government, which through admitted successful results of its projects has proven to itself the enormous informational value of radio circulation, should do everything in its power to encourage continuance on the air of the scores of sponsored programs and the valuable networks, which together have put thirty million radios in the homes of America, radios that are listened to eagerly by all members of the family day and evening, 1943 will test severely a brilliant advertising medium, but 1943 will test, also, an invaluable ally for winning the war.

Jap Flag for Bonds

A BLOOD-STAINED flag captured from the Japanese Aug. 21 at Guadalcanal and sent to United Press by Robert C. Miller, UP correspondent, brought in nearly a half-million dollars in War Bonds at a recent auction on the CBS Hobby Lobby program. The flag was won by Kensington High School in Buffalo, Colgate-Palmolive-Peet Co., Jersey City, sponsors the show. Ted Bates Inc., New York, is the agency.
OUR BUSINESS came through the first year of war much better than we anticipated. True, there were some casualties over which neither we nor the clients had any control. But we secured some substantial new accounts and several old accounts increased their budgets. Merchandise in many lines has remained more plentiful than was anticipated, when we considered the picture in the spring of 1942. New accounts were created by the war program itself. Our radio expenditures were way ahead of 1941. Looking ahead at this time is very much the same problem that we faced in January and February this year. However, it is even more certain now that necessary government controls will affect advertising more adversely in 1943 than it has in 1942. Bigger and better shortages are just ahead. Bigger and better government controls are just about to be announced. All of these things make business managers more hesitant to commit themselves for the immediate months ahead.

Therefore, I think radio plans—all advertising plans, if you please—will get a slow start in the new year. There will be some easing up in the spring when certain businesses discover that they have more to sell than they expected. Then agencies will do more thinking about firms helped by the war. Many of these accounts will start new advertising, including radio programs, with an institutional flavor.

Spot radio for the real selling effort will come in for a lot of attention, because it is so flexible. Overnight plans can be revised, if necessary, without too much of a headache.

The radio audience should increase and listening hours should increase. That makes radio a mighty good choice for 1943, even though budgets are curtailed.

Few new funnymen are coming along, and those on deck cost a lot of dough for advertisers who are short of raw materials, containers and gas ration books for salesmen. Daytime groaners will find it increasingly difficult to ladle out endless hours of synthetic tragedy. This because the world is sick with the greatest tragedy of all time, and it's the genuine article. Imulators who climbed on the quiz bandwagon after the first few shots and originals hit bits that are finding listeners fed up and soldier contestans of doubtful value.

Newspapers that thought they were fat ducks and could ride out with their new ideas, not for lifetime, but forever, are sagging. Magazines that rehashed the same dull and dismal grist are nose-diving. The outdoor boys aren't thriving, because it takes tires to get out there and you can't see a guy watching the Parades go by from a 24-sheet in a dimout. That's the cue for radio to shake off some Shibboleths and turn the greatest volume of business for 1943 the industry has ever known.

Atmosphere

TO ACCOMMODATE servicemen wishing to send home snapshots of themselves in a Hollywood setting CBS, that city, supplied necessary photograph props for two days during the holiday season. Marques in the networks' forecourt lettered "Merry Christmas from Me in Hollywood." and a six-foot microphone were background of the photo gallery. CBS employees stood by to operate service men's cameras.

RAYMOND R. MORGAN
President Raymond R. Morgan Co.

ONE YEAR of war has upped our radio billing about 50%. Contracts now in hand indicate another 50% increase for 1943. We know that change is going to be short. But the idea of radio ideas is going to be shorter. There always was and always will be a waiting and eager market for radio ideas that really work. 1943 looks tough for the start.

Few new funnymen are coming along, and those on deck cost a lot of dough for advertisers who are short of raw materials, containers and gas ration books for salesmen. Daytime groaners will find it increasingly difficult to ladle out endless hours of synthetic tragedy. This because the world is sick with the greatest tragedy of all time, and it's the genuine article. Imitators who climbed on the quiz bandwagon after the first few shots and originals hit bits that are finding listeners fed up and soldier contestans of doubtful value.

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LEWIS ALLEN WEISS
Vice-President, General Manager Don Lee Broadcasting System Executive Vice-President, MBS

BECAUSE it is more closely geared to the tempo of modern warfare than any other medium, radio broadcasting has taken the lead in this war in its stride. In fact, the war has provided radio with its greatest opportunity for a full expression of its public service, convenience and necessity, and American radio can broadcasters have certainly responded to this need in full and satisfying measure.

Notwithstanding the contribution of about 15% of our total time to the needs of the armed forces and the other agencies of the Government, we have contributed an even greater percentage of our total personnel to the Army, Navy and Marine Corps.

With this substantial stake in the way of the total war, we are still managed to maintain an intelligent balance in our program structure and serve our advertisers, the Armed Forces and the public with greater usefulness than ever. As a logical concomitant of this latter fact, our programs have kept a comfortable pace with our increased operating costs so that our economic equilibrium is likewise being maintained without government or other assistance.

In view of the foregoing experience, I am satisfied that radio broadcasting, under the system of free enterprise and private ownership, can face the future with complete confidence in its ability to meet and fulfill whatever opportunities for service and responsibility the future may have in store for us.

H. N. WILLETS
Manager, Commercial Radio Contract Services Western Electric Co.

WHEN the bombs fell at Pearl Harbor the war production wheels of Western Electric were already rolling. The transition from peacetime manufacturing to a war footing had started six months before Mr. President. Roosevelt declared a state of national emergency. When war was declared, we were already hard at work producing radio equipment for ships and tanks and planes.

The year 1942 has seen a great intensification of this effort. Employes in the plants have increased from 60,000 to 300,000. Total production has stepped up more than seven times that of 1941; all the Company's vast stores of engineering skill, research facilities and manufacturing knowledge have been devoted to the vast communications requirements of our No.

EARLE PEARSON
General Manager Advertising Federation of America

THE FIRST responsibility of radio is to serve the public. That holds true in peacetime as well as war times, but is especially important in times of emergency, more specially a total war in which everything we have is at stake.

Is radio helping to win the war? Certain it is that it is performing a valuable service in this gigantic effort. In which we are all engaged.

The measure the public will place on the value of radio depends, as I see it, upon radio's effort in helping to win the war. If the future is largely dependent upon public support that should be its first consideration. If it offend the public, its future is retarded. If it serves the public and comes off as it mightily, it need have no worry as to the future.

In this critical time, the country need the help of every agency that can serve in the war effort. So long as radio serves, and the extent to which it serves, will be the measure of public acclaim and support.

H. N. WILLETS
Manager, Commercial Radio Contract Services Western Electric Co.

Mr. Willets

Mr. Weis
BROADCASTING

Meet the LADIES

Canadian Radio Group Heads Talk Manpower

MANPOWER PROBLEMS featured the recent annual meeting of managers and commercial managers of the Taylor-Pearson-Carson stations in western Canada. Meeting in Calgary, Alta., the group made recommendations on manpower and other subjects for the forthcoming annual session of the Canadian Assn. of Broadcasters. Talks were presented by V. L. Stewart of Stewart-McIntosh, Vancouver, and representatives of Press News, Canadian Press subsidiary, and British United Press.

Attending the conference were Harold B. Carson, CFAC, Calgary; J. M. Taylor of T-F-C, Calgary; Gordon Henry and Walker Blake, CJCA, Edmonton; F. E. Elphine and Spencer W. Caldwell, CKWX, Vancouver; B. Perry, CJRM, Regina; Norm Botterill, V. Staples and W. Watson, CJOC, Lethbridge; Gerry Gaetken, CKNC, Winnipeg; Bert Cairns and Fred Shaw, CFAC, Calgary; H. Crittenden and Bob Buss, CKAS, Regina; Waldo Holden, CJRC, Winnipeg; Jim Alland, CJCA, Edmonton; Guy Herbert and M. McGuire, All-Canada Radio Facilities, Toronto; P. H. Gaynor, All-Canada Radio Facilities, Winnipeg; John Baldwin, All-Canada Radio Facilities, Vancouver; Cliff Dowling, BUP, Toronto; Sam Ross, PN, Toronto. Absent were M. V. Chesnut, CJVI, Victoria; F. V. Stelan, CJRM, Regina; Art Nicol, CJAT, Trail, B. C.

JANE TIFFANY WAGNER

NO STORY about Jane Tiffany Wagner, NBC's new director of women's war activities, would be complete unless it included some mention of her mother's career as a home economist, a field Jane followed assiduously until her present assignment with NBC. Both Jane and her mother, Mrs. Helen Wagner, have master's degrees in the subject from Columbia U. Only last year Mrs. Wagner, at 70, retired as director of home economics of the Des Moines public schools.

After graduation from Iowa State College in 1927, Jane went to New York and started her first job as organizer and supervisor in the home service division of Consolidated Edison Co., later becoming division director. Subsequently she was director of the home economics department, public relations division of Standard Brands; held a similar position at Servel Inc., and was home economist for the Certo Corp., Rochester, N. Y. At NBC she also serves as assistant to William Burke Miller, manager of the public service department and the network's war program manager.

"One of the most important battles of the war will be won in the home," said Miss Wagner. "I think our women are all willing and eager to do all they can, but many are confused about conflicting reports as they pertain to home problems. I believe that radio can clarify this confusion and show women just what they can do and how they can pull together."

Jane Wagner is the mother of twin daughters, Diana, 10, and Sally, 5. Travel is one of her hobbies; interior decoration, as it applies to her own home, is the other, while she also enjoys collecting antiques which are usable and practical.

MORTON GOULD, musical director of William Weintraub Co., New York, and conductor of WOR, New York, has prepared a package of six of his own arrangements of popular tunes. The album was released Dec. 18 by Columbia Recording Corp., Bridgeport, Conn.

CASH INCOME and GOV'T PAYMENTS (IN MILLIONS)

NORTH CAROLINA

$221.8

AVERAGE OF NINE OTHER SOUTHERN STATES

$133.3

Source: — Department of Agriculture, 1940

WPTF

with 50,000 Watts

in RALEIGH is

NORTH CAROLINA'S NO. 1 SALESMAN

NBC - 680 K.C.

FREE & PETERS, INC. National Representatives

BROADCASTING • Broadcast Advertising

December 28, 1942 • Page 39
Clear Channel Group Protests WNYC Grant as Detriment to Rural Areas

ACTING THROUGH the Clear Channel Broadcasting Service, 15 of the country’s 50,000-watt Class I clear channel stations last week protested to the FCC against the “special service authorization” to WNYC, New York, municipally-owned station, allowing it to operate on 830 kc. during evening hours, in lieu of daytime.

The contention was that the action in effect destroyed the 830 kc. clear channel, on which WCCO, Minneapolis, is the dominant station, as a Class I-A frequency and would deprive rural and small-town listeners of the character of service upon which they are dependent from clear channel stations.

Charge No Notification

In a detailed petition for rehearing and leave to intervene, the petitioners asked that the Commission vacate its order of Dec. 1 granting WNYC the special service authorization and that the application either be denied or designated for hearing. The petition followed the protest of CBS, which owns WCCO, along the same general lines [BROADCASTING, Dec. 21].

Stations subscribing to the petition, all using 50,000 watts on Class I-A channels, are KFI WSM WLW WGN WSB WBAP WFAA WHAS WVL WLS KDKA WHO WHAM WOAI. The petition was filed in behalf of these stations by Allan B. Miller, newly appointed director of CBBS, and Louis G. Caldwell, attorney for the organization.

The Commission was petitioned to enter a special order “staying or postponing” its order of Dec. 1 until after the decision or order upon the petition or until further order from the Commission. It was contended that the special service authorization was considered, acted upon and granted without hearing and without giving notice or affording opportunity to be heard either to the clear channel group, which had intervened in the original proceedings, or to any other person or persons.

Moreover, it was argued that WNYC’s operation with its proposed directional antenna would not permit coverage of large portions of the area now served by the municipal station in the daytime, including most of Manhattan Island itself. Pointing out that New York now has some 20 standard broadcast stations, including 13 with unlimited time, the petition said the Minneapolis-St. Paul area has only seven broadcast stations. WCCO is the only one assigned to a Class I clear channel unduplicated at night, as against five such stations in New York.

Thus, it was contended that WNYC’s proposed operation would destroy or impair broadcasting service over a wide area and to the detriment of a large rural and small-town population already inadequately provided with service, for the sake of merely adding another nighttime broadcast service in a limited portion of the New York metropolitan district, already served by more stations, day and night, than any other city.

No Difference Claimed

The petition brought out that the application of WNYC originally denied by the FCC after hearing, was no different from that granted on a special service basis only nine days later. The only difference in character given the authorization was the name, it was contended.

The petition recited that the Commission had violated its own regulations in granting the special service authorization and that despite its denunciation, it is actually a modification of the WNYC license. The Commission has no power to grant such a modification, it was argued, without notice and hearing.

If the Commission’s regulations authorize it to make such grants, the clear channel group contended, the provision would be invalid and contrary to the constitutional guarantees. Moreover, it pointed out, the act makes no provision for recourse to the courts with respect to actions of the Commission granting or denying such applications, thus violating the Constitution.

The 15 stations claimed they had a definite interest in the WNYC-WCCO proceedings because of the vastly increased importance in wartime and the vital significance of broadcasting as a means of mass communication. A very large number of both the civilian audience and the armed forces can be reached only through clear channel stations, it was claimed.

WTBO Transaction

TRANSFER of control of WTBO, Cumberland, to Aurelia S. Becker, general manager, and widow of Frank V. Becker, was announced by the FCC last Tuesday. The consent, involving no monetary consideration, was to transfer control of Associated Broadcasting Corp. from Mrs. Becker, as administrator of the estate of her husband to herself as an individual. Mr. Becker was killed in an airplane accident last May.

CHICKENS FOR UNCLE SAM was the theme of the 47th annual poultry show in Oklahoma City in which poultrymen from 25 states participated recently. Cooperating to make the show a success were (foreground, l to r) B. B. Galloway, sales promotion manager, Hardeman King Co. (Merit Feed), H. J. Lovell, chief engineer, WKY, Oklahoma City, Lowe Kunkle, vice-president, Kay K. Glenn Adv. Agency, Oklahoma City, which handles the Merit Feed account on WKY. In background are some of the WKY Serenaders.
BROADCASTING

A NEW six-weekly morning show over KSD, St. Louis, is Oddities in the News, sponsored by Double Mix Butter- makers of Double Mix butter extend- er. Program features unusual news of persons and events. Broadcasts are heard Sundays from 8:30 to 9:30 on WJPC, St. Louis. Sponsors are: Men's Wear, St. Louis.

INTERNATIONAL Salt Co., Scranton, Pa., has signed for participations on Martha Donald's program on WGN, New York, effective Jan. 4, bringing the total number of sponsors to seven. Agency is M. J. Mathes Inc., New York. Other advertisers participating in the Monday thru Friday program are: Miles Labs, (1-A-Day Vita- mines), Pan-American Coffee Bureau, Pure Food Corp., (Herb-Ox Bouillon Cubes), O'Connell Corp., (cleaner), Reeder Bros, (Fique Kitchen Magic), and Hughy Theatre, for "(The Black Swan)."

JOHN L. ANDERSON, treasurer of McCann-Erickson, New York, has been elected treasurer of the American Assn. of Advertising Agencies, succeeding E. DeWitt Hill, who withdrew from the post after 15 years of service, to enter the Army Air Forces with the rank of captain. Hill has been associated with McCann-Erickson as a vice-president.

EDGAR A. WAITE, vice-president of Brauns & Co., Los Angeles business counselors, has been appointed public relations director of Standard Oil Co. of California, a newly-created post. He will divide his time between San Francisco and Los Angeles. Mr. Waite at one time was with the Los Angeles office of Lord & Thomas. Prior to that he was associated with Bentley & Bowles, New York.

NORTHERN NEW YORK Trust Co., Watertown, N. Y., has signed for 24-minute AP newscasts weekly at the rate of four a day, for a 52- week period on WATN, Watertown, and bought time for an hour-long institutional program on Christmas, account handled direct.

BOND CLOTHES, St. Louis, has re- renewed its daily newscast at 7:35 a.m. over KWK, St. Louis, featuring Martin Bowin, chief announcer. Nell Rog- row, St. Louis, is agency.

GROVE LABS., have added three newscasts to its weekly schedule of A Dispatch From Reuters over KWK, St. Louis. Before the addition the program was heard nightly except Tuesday. The three added pro- grams are heard at 4:45 Tuesday, Thursday and Saturday.

CENTLIVRE BREWING CORP., Fort Wayne, is sponsoring Skyline Club, a midnight hour on WOWO, Fort Wayne, Dec. 21-30 in addition to its regular Thursday hours a week. New Year's Eve the firm will be on the air 10:15-2:30 for a dance party fea- turing talent from the Brewery's other programs. Agency is Westheimer & Co., St. Louis.

JOSEPH JACOBS Jewish Market Organization, has renewed Women's in the News, 15-minute program over WEVD, New York, each week-day morning at 9:15 for the first six- months of 1945, for Kotex, Kurb and Quest, products of International Cel- liculture Products Co.

LEGARE MEDICINE Co., St. Louis (poultry, livestock remedies) is spon- sorship a threeweekly series of early morning programs on WLS, Chicago featuring Doc Hopkins and the Cum- berland Ridge Runners. Agency is Post- drom & Collins, Dallas.

THIRTY DRUG Co., Los Angeles (chain), effective Jan. 1 renewes for 52 weeks the six-weekly quarter-hour commentary, Inside the News, on KFI, that city. Firm will also con- tinue to use other Southern California radio. Agency is Hillman-Shane- Breyer, Los Angeles.

P & G Appointments

TWO NEW appointments in the Procter & Gamble Co., Cincinnati, have been announced by Ralph F. Rogan, vice-president in charge of advertising and promotion. William G. Werner becomes manager of the division of public relations, a new post. Howard J. Morgensen has been named manager of the advertising division.

UNITED GRAIN Growers Ltd., Cal- gary, Alta., has started for rural list- eners hourly newscasts on OFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CJO, Lethbridge, Alta. Ac- count was placed by McConnell East- man & Co., Ltd., Winnipeg.

NORTHERN ILLINOIS Evangelistic Assn., Chicago, in a 52-week campaign which started Dec 27, is sponsoring a weekly half-hour Sunday morning pro- gram on WJFC, Chicago. Account was placed direct.

NUTRIMONE Co., Los Angeles (plant foods), new to radio and plac- ing direct, in a 13-week campaign which started Dec. 29 will sponsor a thrice-weekly garden talk on KHJ, Hollywood.

SIGNS OF CONTRACT for an hour of musical recordings interspersed with two five-minute news periods on KMOX, St. Louis, for Falstaff Brewing Corp., St. Louis, are (1 to z) Charles Hotkiss, ac- count executive of Blackett-Sample- Hunnett Adv. Agency; Harvey Beffa, vice president of Falstaff; Wendell B. Campbell, sales man-ager of KMOX. The sponsor is a heavy user of radio time through- out the year.

WGN HAD A SWELL YEAR IN 1942 . . .

- In local time revenue, WGN set a new high.
- In percent of time sold, WGN topped all previous figures.
- In local and national spot time sales, WGN led all other major Chicago stations by a wide margin.
- Watch WGN in 1943!

A Clear Channel Station

50,000 Watts
790 Kilocycles

EASTERN SALES OFFICE: 220 E, 42nd Street, New York, N. Y.

PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.

20 YEARS
1922-1942
USUR
SYRACUSE, N. Y.

5000 WATTS AT 570 KC.
The Perfect Combination

BROADCASTING • Broadcast Advertising

December 28, 1942 • Page 41
WHY PAY A GREAT PRICE FOR PEARL (Ky.)?

If you've been paying extra dough to reach a lot of little towns like Pearl (Ky.) you may be glad to know that, as a matter of fact, all such towns together are more and more when compared with the Louisville-lexington area. The only area, for example, accounts for 17.1% more retail sales than the rest of Kentucky combined!... WAVE reaches every radio home in this area, at lowest cost! So why pay more for anything else?

LOUISVILLE'S WAVE
5000 WATTS... 970 K.C... N.B.C.
FREE & PETERS, INC.
National Representatives

AFRA Agreement Before Members
Locals Will Vote on Contract Revisions Made by Board

AMERICAN FEDERATION of Radio Artists, having submitted revised sustaining contracts to the networks and key stations last spring, has a plan this week in the network key cities where members of AFRA locals will be given a chance to ratify the general terms of the new agreements.

While the AFRA national board is authorized to make certain modifications in the union's contracts without consulting the general membership, it was felt that the revisions agreed to in its instance, especially the provision for extending the termination date of the sustaining agreements from Nov. 1, 1943, to Nov. 1, 1944, should be ratified by the members concerned before being officially accepted by the union. Other changes include an overall increase of 10% in minimum scales for work on sustaining programs on the national networks and key stations and a provision that the contracts may be reopened next year if the cost of living shall have advanced 10 points or more from its present level, as shown in the department of labor cost-of-living index figures.

The broadcasters to whom the revised contracts were submitted were still studying the written form of these documents as BROADCASTING went to press last week, and with the interruptions of the holiday season it may be next week before they are all signed and returned to the union. Nevertheless, AFRA is going ahead with its local membership meetings on the basis that the general changes in the agreements have already been accepted in essence and that special terms affecting certain individual groups have already been discussed with the persons concerned, so that it is safe to go ahead to secure the membership's approval or disapproval of the deal.

When the contracts have been signed by both sides, they must still be submitted to the War Labor Board for its approval before the new terms can be put into effect. AFRA is anxious to get these contracts to the WLB as soon as possible as the board's treatment of them will have considerable bearing on the revisions in the national commercial contracts between AFRA and employers of its members on sponsored programs.

The national commercial code, like the sustaining agreements, contains a provision for reopening if the cost-of-living index has risen 10 points in the past two years, with Dec. 15, 1940 and 1942, the dates of comparison for commercial code purposes as Sept. 15 of those two years were the essential dates for the sustaining agreements. The Dept. of Labor index figures for Dec. 15 are expected to be available about the middle of January and AFRA expects to open negotiations for proportionate increases in the minimum scales for commercial work shortly after that time.

Sincere Wishes for a Victorious 1945
FROM THE MAKERS OF LEHIGH VERTICAL RADIATORS

MODEL KDKA ANTENNA recently developed for display in the "Pittsburgh at War" exhibit dramatizes the station's part in the war effort. Now the exhibit is over, the display has been moved to the station's studio. It was conceived by W. B. McGill, station promotion man, and Mrs. Victoria Corey, coordinator of war propaganda, for the station.

FIRST IN THE SOUTH'S FIRST MARKET WREC MEMPHIS

JOHNNY LONG records for LANG-WORTH

All Liquor Advertising Is Prohibited by Canada
LIQUOR ADVERTISING of all types is prohibited in Canada as of Feb. 1, 1943, for the duration. It was announced by Prime Minister W. L. M. King, in a Dec. 16 talk during a wartime program on the Canadian Broadcasting Corp. network. Liquor advertising has not been large on Canadian radio stations in recent years, but some programs have been carried on Montreal stations and on some American border stations for Canadian companies.

No ruling has been given at this writing as to whether or not Canadian beer, wine and liquor companies will be able to continue the use of such border station advertising, although Ottawa has ruled that periodicals published in the United States carrying liquor advertising will not be banned in Canada. The prohibition on liquor advertising in Canada was one of a number of temperature regulations announced by the Prime Minister in order to cut wartime consumption of hard liquor by 30%, wine by 20%, beer by 10% and alcohol content by 30%.

Howard Clothes Plans

HOWARD CLOTHES, New York men's clothing chain, as of the first of the year will renew for 52 weeks its sponsorship of 26 different programs per week on WNEW, New York, following a successful 17-week test of that station. Howard has discontinued its sponsorship of Free Story Theatre of the Air on eight Mutual stations, Wednesday at 5:30 p.m. Agency is Redfield-Johnstone, New York.

In the South's First Market WREC MEMPHIS

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BROADCASTING • Broadcast Advertising
CONGRATULATORY handshake is extended by Freeman Keys (left), president of Russel M. Seeds Co., Chicago, to his former assistant Eugene N. Axell on the latter's visit to Chicago after receiving a commission as second lieutenant at Fort Benning, Georgia.

Agencies for New Items

NEW YORK AGENCIES designated to handle the new products now being introduced on the market by Standard Brands, New York [BROADCASTING, Dec. 21] are Kenyon & Eckhardt for Fleischmann's B Vitamin Yeast tablets; Ted Bates Inc. for Stams and Stan B., both vitamin tablets, and J. Walter Thompson Co. for Sted cereal beverage. No specific advertising plans have been announced for any of the products by the agencies in charge, although spot announcements in test markets are definitely under consideration.

DR. HANS ZEISEL, formerly a consultant with the Market Research Co. of America and the Office of Radio Research at Columbia U has joined the research department of Benton & Bowles, New York, in a consultant capacity. Dr. Zeisel is an instructor in statistics and economics at Rutgers U.

GLASSER-GAILEY & Co., Los Angeles, has moved to 3275 Wilshire Blvd., that city. Telephone is Five-2141.

JAMES E. JULE, formerly vice-president in charge of radio at MacFarland, Avery & Co., Chicago, has resigned to join the production staff of CBS Chicago. Mr. Jule was the original producer of the Lone Ranger and Green Hornet programs and was also radio director of Steck-Goble, Chicago.

LAURENCE S. STAPLES, formerly vice-president of Ferry-Handy Co., Kansas City, has joined the Gardner Adv. Co., St. Louis, as an account executive.

Fritz Blocki, a writer-director of Benton & Bowles, New York, has resigned to join Kenyon & Eckhardt, New York, as a producer in the radio department.

The Texas Rangers Transcribed Library is on WENR Chicago and other stations, large and small, coast to coast

“Cities to stress saleswise”

- Babson

Colorado Springs +50% Pueblo +40% "Hand picking is again the key to sales success"

Colorado Springs and Pueblo lead the list of “ten top cities for selling in February” in the current Babson Spot Forecasts. Expected percentage gains over February 1942 are 50% for Colorado Springs and 40% for Pueblo.

Colorado Springs, scene of booming military establishments, and Pueblo, the Pittsburgh of the West, are two cities to pick for sales drives in 1943. KVOR, home station of Southern Colorado and CBS outlet, is the medium to pick to drive your sales message home in the two largest cities in this area and all the surrounding area alive with mining and agricultural activity.

Hand-pick your markets. Hand-pick your sales promotion mediums. Southern Colorado and KVOR are good picking... now!

KVOR Colorado Springs

Columbia Network • Full Time

Owned and Operated by the Oklahoma Publishing Company • The Daily Oklahoman and Times • The Farmer-Stockman • WKO, Oklahoma City • KLZ, Denver (Affiliated Management) • Represented Nationally by the Katz Agency, Inc.
Voluntary Censorship will Work!

By EUGENE CARR
Office of Censorship, Radio Division

After an eight-week trip covering over 10,000 miles of the country from coast to coast and border to gulf, talking with approximately 1,400 representatives of some 450 radio stations at NAB district meetings and elsewhere, I would say that voluntary censorship in American Broadcasting will work.

From this contention is the fact that each one of the 18 meetings held under the auspices of the NAB from Oct. 19 to Dec. 11 set a new record for attendance, evidencing an acute interest on the part of station executives in their welfare problems.

Voluntary censorship is one of those problems, and if the tendency has been to take censorship responsibility too lightly in the past, I am sure that such is not the case today. There are many signs pointing to new and renewed interest in censorship matters coming up in our Washington office every day. This is as it should be, for voluntary censorship.

(Continued on page 51)

To Be Or Not to Be

If normal processes are followed, the NAB will hold its 21st annual convention in New Orleans this March or April. But normalcy is a war casualty.

The Mardi Gras city bid fairly and squarely for the convention — a plum as conventions go. But, like other strategically located cities, it is a beehive of war activity these days. It probably couldn’t accommodate a full-scale convention, with its hotels overtaxed. Beside there’s the question of transportation.

Second choice of delegates at the convention in Cleveland last May was Chicago. It’s more accessible but also overcrowded, the Government having taken over several of its main hostels. Transportation is a problem there, too.

So here’s where we stick our neck out! Why a regular convention at all next year? War Transportation Director Joseph B. Eastman has admonished all trade associations and professional groups that no conventions would be justified, in view of war transportation requirements, unless they would help “to shorten the war”.

Radio probably can make as good a case as any trade association in meeting that requirement. But what can radio accomplish at an overall convention that it can’t do through a “mail” convention, with the electricity of officers? Or what can it do that wasn’t done at the series of district meetings covered by President Neville Miller and a retinue of Government war-effort spokesmen, held since last October and concluded this month?

There are, to be sure, such matters as industrial politics and leadership. Last the accusing finger be pointed, claiming we're trying to save the hide of this figure or that, or circumvent a reorganization of the NAB, we hasten to report that we haven't even discussed the question with NAB President Miller, any of his lieutenants, or those who may be awaiting the chance to stampede the convention. Mr. Miller has announced he will put the question to the board at its next session in latter January or early February.

To justify a convention, under existing conditions, broadcasters must give compelling reasons. Doctors and lawyers and scientists have deferred theirs. Broadcasters are great convention-goers — those dote on suites and cocktail parties and banquets, and they like to travel via drawing room or compartment. Yet they do get their business done and there is an interchange of ideas and plans reflected in the ensuing year’s activities.

In these times broadcasters have new questions to ponder each day. They need guidance — the sort that comes out of a meeting of minds. They got it, we're told, from the district meetings, which meant a minimum of interstate travel of comparatively small groups. This convention business came to them, so to speak.

So, unsolicited, we cast our ballot for a convention by remote control in the spring or early summer, as a small contribution to the war effort. Then, if the fortunes of war bring that happy era of the '43, as we all fervently hope, let's have a tremendous Victory Convention. Where else but New Orleans?
Recenty named general manager of Fort Industry's WAGA, Atlanta, is Charles Smithgall. Born ' growing up in radio, Literally announcing for his upper as a self-supporting junior at Georgia Tech, he handled the school orchestra's dinner-hour broadcast over WGST and has never left the radio field since those undergraduate days. Thus he represents a generation of radio executives developed entirely within the confines of the broadcasting industry.

When Charlie finished Tech in 1933 it was about as easy to get a job as it is to buy a new set of tires today. Earning was a luxury not every young college graduate could afford. Therefore he considered himself fortunate when WGST gave him a chance on its announcing staff at a salary of three meals a day from a local restaurant advertising on the station. He remarks the time when he was finally put on the payroll as an unforgettable important milestone in his progress.

As the newest announcer on the staff, Charlie was assigned what was then radio's stepchild, the early morning shift, and it was the profitable use to which he put this period during the next few years, over all four Atlanta stations, that helped to convince broadcasters of the gold mine they owned in early morning time. From the start his acceptance by the public as an outstanding microphone personality and by the trade as a shrewd student of broadcast fundamentals has been marked by steady growth.

Charlie was born in the piney woods sawmill town of Aycock, Fla., near Chipley, just south of the Georgia line where his father was engaged in the lumber business. Following the timber to Alabama, South and North Carolina, then to Georgia, the Smithgall family settled in Gainesville long enough for Charlie to graduate from high school. Moving on to this Gainesville episode was his drafting by community leaders there last year to help organize a local station. He is now past owner and vice-president of the Blue Ridge Broadcast- ing Company, operators of Station WGG.

But getting back to 1933 when Charlie was handed the uninviting post of early morning announcer he immediately sensed the potentialities of this period and set about building it into a conspicuous station feature. Arthur Godfrey was then trail-blazing in the morning commercial field and the Georgia novice went to Washington to confer with this radio personality and to study the mechanics of broadcasting's newest specialized service.

Maintaining that the public wants its early-morning listening as painless as possible, Mr. Smithgall developed a then unconventional type of program consisting of phonograph records interspersed with the correct time, weather report, and his own particular brand of patter which stemmed from an inborn wit. Within a year, WGST's Morning Sundial, with "Old Man Smithgall's Son Charles" presiding, had become a by-word with listeners in the Atlanta area and its conductor had become the station's program director and assistant manager.

After a propitious period on WA and one other feature, Mr. Smithgall transferred to WSB in 1936, where 50,000 watts and a clear channel greatly expanded his opportunity and heightened his prestige. He considers as invaluable his WSB association with Lambdin Kay, under whose tutelage he received priceless training in broadcasting policy and showmanship.

For four years, his Morning Merry-Go-Round wrote a notable success story at WSB from the standpoint of popularity and return to advertisers. Nearly 10,000 farmers among his early morning listeners, along with his urban audience, Mr. Smithgall felt a kinship with the agriculturists which expressed itself in the purchase of his own farm near Stone Mountain. He began to mix a solid element of practical information with the rare type of entertainment which he had already developed.

He left WSB in 1940 to become radio director of Burton E. Wyatt, Inc., Atlanta advertising agency. A year later he joined WAGA as morning man. After the station was purchased by W. T. Smithgall, Mr. Smithgall's increase in power to full time 5,000 watts and change in frequency from 1480 to 590 kc last fall, George B. Storer, president of the Fort Industry Co., announced Smithgall's elevation to the post of general manager.

He succeeds Don Iosef, who returned to his home office in Toledo to fill an executive vacancy created by loss of personnel to the armed services. WAGA, a BLUE outlet, is one of six stations of the Fort Industry's operation.

Just prior to his appointment as executive head of WAGA, Mr. Smithgall was elected vice-president of the Georgia Assn. of Broadcast- ing.

In 1935 Mr. Smithgall married Celestia Bailey, WGST continuity editor. They have two children, a son and a daughter.

Besides his love for farming Mr. Smithgall's hobbies are hunting and fishing.

O.W. Names Barry

Charles Barry, member of the radio production department of the Overseas Branch of the Office of War Information, has been appointed production manager succeeding Harold McGee, who left the OWI to handle production of the new Snow Village series on NBC, sponsored by Proctor & Gamble. Mr. Barry has been in radio about three years and is director of W47NY, FM station in New York, before joining OWI.

Thomas in Navy

Norman Ashley Thomas, president of W47NY, Chattanooga, Tenn., has been commissioned a lieutenant (senior grade) in the Navy Reserve and has been ordered to report on Dec. 22 to the Navy School at Quantem Point, R. I. He is a graduate of Temple U. and was appointed before joining RCA about four years ago.

Harry L. Beisswenger

Harry L. Beisswenger, 20, assistant controller of the RCA Mfg. Co., Camden, N. J., died Dec. 17 at Philadelphia Municipal Hospital, after a brief illness. He was a graduate of Temple U. and was appointed before joining RCA about four years ago.
EMMERT JOINS NBC
MERTON V. EMMERT, assistant farm program director of WVL, Cincinnati, since 1939, on Jan. 1 will resign to join NBC as farm program director of WREF, New York outlet of that network. Mr. Emmert joined WVL as one of two winners of farm school scholarships to study farm broadcasting for six months, after which he was added to the station's regular farm staff. He later was named assistant to Ed Mason, WVL farm program director. Emmert is a graduate of Kansas State Agriculture College.

CLIFFORD EVANS has just returned from a two-month tour of war plants where he has been gathering material for his news broadcasts on WIFL, Brooklyn, to be resumed Jan. 4.

PETER H. BRADLEY, chief announcer of WATL, Atlanta, is the father of a boy born Dec. 14.

TED HENTLEY, announcer of KFDR, San Diego, Calif., has joined KFYB, Glendale, in a similar capacity.

REGINALD HARDEN, formerly of WIS, Ohio, has joined KFWX, St. Louis, as an announcer.

LEN HOWE, newscaster of WHO, Des Moines, has joined the Coast Guard. His duties have been taken over by Richard H. Cutting, recently added from Procter & Gamble, formerly of WQXR, New York.

MARY STEPHENS, former woman's commentator of WJNO, West Palm Beach, Fla., has joined the staff of WJTN, Washington.

SPIKE JONES, Hollywood musical director, has been given that assignment on the weekly CBS Bob Burns Show, sponsored by Lever Bros. (Lifebuoy). He replaces Billy Artzi.

EARL WRIGHTSON, concert and radio singer, is substituting for Edward MacHugh on the five-weeks BLUE program The Gospel Singer, while the latter takes a five-week vacation. Wrightson is varying from the usual program of religious music with ballads.

MARY JAMES, formerly of WAGE, San Francisco, has been named as chief copywriter of CBS to join WREF, New York, as sales promotion manager, replacing John Sullivan, who has been inducted into the Army.

FORMER SPEAKER speaks for Bond on KSO-KKNT, Des Moines. John R. Palmer, speaker of the Iowa House of Representatives, now is newscaster on the early morning news series sponsored by the Bond. Meeting local Bond representatives is Mr. Irwin (center) with Creel Boushka, associate speaker (left), and Ralph Jarnagin, manager.

G. A. FORTON, formerly of WBBM, Chicago, joined the overseas staff of National Broadcasting to handle radio news service for the station's branch in London. The station's overseas service is handled by George I. Sullivant, Jr., producer-director of Overseas Branch.

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Lt. Finch Appointed

APPOINTMENT of Lt. Howard K. Finch, public relations officer of Kirtland Field, Albuquerque, was announced by General Governors Frank D. Fitzgerald and Loren E. Dickenson. Born in Battle Creek, Mich., he was national oratorial champion and represented the U. S. in Pan American Oratorical Relations in 1929.

TOM SLATER, MBS director of sports and special events, is going to New Orleans next week to supervise broadcast on Mutual of the Cotton Bowl game New Year's Day, sponsored by Gillette Safety Razor Co., Boston.

PHIL COCHRANE, formerly of the promotion department of McCrory's Magazine, has joined WOR, New York, in similar capacity, replacing Bill Crawford, now a member of sales division. Promotion duties of Jack Mohler, now in the armed forces, have been taken over by Miriam Aleson. Military service has also claimed Samuel Adams, WOR pageboy.

PETER FINNEY, publicity director of the Treasury Dept. War Savings Staff in New York, has enlisted as an instructor in the Air Forces Reserve.

RAY LEWIS, announcer-newscaster, formerly of a number of Bay district radio stations, has joined the production department of the OWI in San Francisco.

HOWARD DONOHUE has been appointed program director of WCAR, Pontiac, Mich., and H. Y. Levinson, manager, has taken over the duties of commercial manager following the resignation of Monte Meyer.

JACK STECK, publicity director of WFIL, Philadelphia, has been assigned to produce the show and entertainment for the annual banquet of the Poor Richard Club to be held next month at the Bethlehem-Stratford Hotel. Roger W. Cohen, general manager of WFIL, is chairman of the banquet's entertainment committee.

ROGER BACON, sports announcer of WTOP, Toledo, has joined Class V-7 of the Naval Reserve and will be called to active duty about Jan. 1.

MARY REUBEN, announcer of WSFA, Montgomery, Ala., has enlisted in the Army Air Forces and is now stationed at Maxwell Field, Ala.

JEANETTE SWART of news and special events department of WGY, Schenectady, was married recently to Lt. Henry M. Schrader.

KEN OVRNEND, announcer of WEEL, Boston, has left the station to enter an eight-week training period in preparation for duty as flight instructor in the Army Air Forces Reserve.

AL ZINK, senior announcer and special events commentator of WGY, Schenectady, has been inducted into the Army and is currently at Fort Dix, N. J. Howard Tupper, former WGY announcer, currently with Army War Show, is engaged to Miss Kitty Liptal of Cleveland. O. John Cornell, of accounting department, also of WGY’s first contribution to the armed forces, has been promoted to second lieutenant.

CARLTON KADEL, formerly announcer-actor of Hollywood, after more than three years in Chicago has returned to the former city. He is assigned male lead in the five-week CBS Second Mrs. Burton, sponsored by General Foods Corp. (Sanka). He replaces Gale Gordon who joined the Coast Guard.

BOB WESSON, publicity director of KGO, San Francisco, has been elected a member of the board of directors of the San Francisco Chamber of Commerce.

JOE WALTERS, formerly program director of KFSD, San Diego, Calif., has joined CBS Hollywood, as announcer. He replaces Wally McLain who recently joined the Marines.

MARY CROCKETT has been appointed receptionist of KGO, San Francisco, replacing Janet Matter, who has become secretary to Ann Holden, KGO’s home economist.

FRANK BARTON, announcer of NBC Hollywood, is the father of a boy born in San Francisco Dec. 15.

ARLEEN COLING, formerly on the staff of WBBM, Chicago, has been inducted into the WAVES.


JAMES G. MCDONALD, BLUE news analyst, is serving as commentator for the BLUE broadcasts of the Boston Symphony Orchestra concerts, which started Dec. 26.

HOWARD R. BELL, chief announcer, has been elevated to program director of KPAS, Pasadena, Cal. Kay Dunlap, sales secretary, has been made traffic manager.

Mullen B & B VP

JOHN A. MULLEN, head of the radio communications department of Benton & Bowles, New York, has been elected a vice-president. Mr. Mullen joined B & B in 1929, after serving with the Chicago Tribune and J. Walter Thompson Co. With his present agency, he was first writer, then radio producer, becoming head of radio commercials.

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Gruenberg and Stark

Form Production Firm

SPECIALIZING in package shows aimed at the wartime audience, a program production firm is being formed in New York by Axel Gruenberg and Richard Stark, director and announcer, respectively, of the Procter & Gamble Co. serial Against the Storm on NBC. Offices of the new firm, to be called Gruenberg & Stark, will be at 30 Rockefeller Plaza. According to Mr. Stark, some eight shows have been prepared for prospective sponsors.

Mr. Stark also stated that, effective Dec. 28, when Against the Storm is replaced by Snow Village on NBC, he will take over announcing for another NBC P & G show, Right to Happiness. Mr. Gruenberg will direct that program along with General Mills' Light of the World, also heard on NBC.

"UNTIL VICTORY!"

-,

Victory is much nearer than it appeared to be a year ago.
But mighty tasks still lie ahead before the goal is reached.
America’s all-out war effort demands careful planning in every line of business and the complete elimination of waste.
That's why more and more creative-thinking executives are making their advertising dollars go farther by using WOAI to get the selling job done in the great Central and South Texas market. They know that the "Big Gent's" 50,000-watt voice—carrying the finest programs on a clear channel— is listened to and preferred by the bulk of the audience—at the lowest cost per listener.

"Until Victory" is WOAI's toast to the New Year!

50,000 WATTS CLEAR CHANNEL AFFILIATE NBC MEMBER TQN
San Antonio

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

Represented Nationally by E DWARD P ERTY & CO. & CO.
"I complained because I had no shoes, until I met a man who had no feet."

Keep this proverb in mind and even your income tax can be paid with a smile.

A HAPPY AND PROSPEROUS NEW YEAR
TO YOU FROM THE PACIFIC NORTHWEST

...where a combination rate in effect Jan. 1, 1943 gives you coverage of 1,250,000 people at an unbelievable low cost.

KXL, Portland; KFPY, Spokane; Z NET, Montana

The Business of Broadcasting

EDITOR'S NOTE: Because the use of spot advertising on New York City stations more than often pressages expansion of such accounts to the national field, BROADCASTING herewith presents a compilation of 1942 accounts on New York stations which either used radio or those particular stations previously. Asterisk (*) indicates first use of radio by advertiser in 1942. See also story on page 24.

WABC
*Filippet Corp.
Terminal Barber Shops
Beckley-Nut Packing Co.
Studebaker Corp.
City Title Insurance Co.
Elton Publishing Co.
Mutual Benefit Health & Accident Assn.
J. J. Fox
Seaman Bros.
Peppadent Co.
*Ringling Bros., Barnum & Bailey
R. G. Williams & Co.
Readers Digest Assn.
Dime Corp.
25th Century Fox Film Corp.
Schuster Candy Co.
Northwest Cherry Growers Assn.
Noring Co.
New York Telephone Co.
* Savings Banks of New York State.
Pensole Tobacco Co.
Molasses Co.
Malco Inc.

WEAF
Christmas Club
E. Fugera & Co.
Postal Telegraph Co.
Knodens Inc.
Dryden & Palmer
March of Time Inc.
Lowes Inc.
Charles Golden Inc.

WJZ
R. C. Williams & Co.
Curwen Publishing Co.
S & W Fine Foods
J. Precontainer Co.
*DiF
Barrett & Hedges
C. F. Mueller Co.
Ironized Yeast Co.
Firestone Tire & Rubber Co.
Leever Bros.
Planters Nut & Chocolate Co.

RPCO) Radio Pictures Corp.
Johnson & Johnson
Hills Bros. Coffee

"...I complained because I had no shoes, until I met a man who had no feet."
Passersby Watch WIBG Broadcasts
Show-Room Studio Features New Philadelphia Home

A SHOW-WINDOW studio in the downtown building of WIBG, Philadelphia, will be used for most of the station's newscasts and celebrity broadcasts, General Manager Edward D. Clery announced. The second-floor studio makes it possible for passersby to witness programs.

Now settled in its new three-story home at 1425 Walnut St., WIBG recently moved [BROADCASTING, Dec. 14] from Glenwood, Pa. In addition to the studio with plate-glass window the ground floor contains a newsroom and an auditorium seating 250 persons. Use of the auditorium has been granted the Navy League of Pennsylvania, which maintains headquarters there.

New Facilities
The second floor houses master control and three studios. Executive offices, including program, production and promotion departments, as well as audition rooms, are on the third floor. The basement contains workrooms for the engineering department, artists' lounges and shower rooms. Because of wartime conditions no special ceremony marked the move.

A new transmitter, which will provide fulltime operations with 10,000 watts, is under construction. Until it is completed WIBG will continue to operate with its 1,000-watt transmitter, located in the Barren Hill area of Philadelphia. WIBG is operated by Seaboard Radio Broadcasting Corp. of which Paul F. Harron is president.

A MAGAZINE to be called Victory, designed for free distribution abroad, will shortly be issued every two months by OWI under a non-profit contract made with Crowell-Collier Publishing Co. About 500,000 copies will be issued in various languages. The publication will carry advertising and will be largely pictorial, designed to counter enemy propaganda by showing the magnitude of the American war effort.

BROADCASTING • Broadcast Advertising
December 28, 1942 • Page 49
Victory Slogan
NEW STATION break: 'WHO, Des Moines, — A Voice for Victory has brought favorable response from the public. The slogan was adopted at the suggestion of Capt. Frank Miles, World War I veteran, Iowa State Director of Public Relations for the Selective Service System and editor of the Iowa Daily Register. The publication of the Iowa Dept. of American Legion.

Heads Infantile Staff
HOWARD J. LONDON, formerly with Pedlar & Ryan, New York, and more recently radio director for the Navy Relief Society, has been appointed radio director for the 1943 fight against infantile paralysis. George Brenzel, former broadcasting director of 600,000 Ad, will be assistant. Scriptwriters will include Frank Dahm and Betty Hatch. Francis Brodick is in charge of national radio publicity and Milton Ward, former radio director, who will assume his post early in January.

Supervises Government Program
In explaining the new operation, Mr. Davis said that facilities of both the Domestic and the Overseas branches will be used to tell Britons what the U.S. is like.

Asked to discuss the implications of a recent announcement that OWI would approve movie scenarios, Mr. Davis asserted that there were no implications. He explained that it was a voluntary matter for the studios, but pointed out that OWI had no power of compulsion even after advice was given. He said, however, that the presidential directive which created OWI in June gave the agency complete supervision over all radio programs and motion pictures sponsored by a Government agency or department. Such supervision has been in effect, he said, but reiterated that OWI had "no idea of exercising it" over privately produced radio programs and motion pictures.

He noted that a degree of control over Radio Morroco became apparent last Monday, since all material broadcast and entirely in line with United Nations’ policy. He added that complete control of personnel and programming of the station is not yet thought to be in American hands.

Mr. Davis pointed out that trans- missions to Africa had increased. He mentioned a half hour of news from the U.S. for the troops which had been sent last Monday and re- broadcast through Radio Algiers.

A similar broadcast of an hour’s length was sent to North Africa last Wednesday, plus a news broadcast in French for the natives. In discussing broadcasting to the natives he explained that it was necessary to fill them in on what has happened in the past as well as current developments, since it was discovered shortly after the invasion that natives had no word of the raid on Dieppe nor of Dou- little’s raid on Tokyo.

MAJOR RENEWALS
ON CBS NETWORK.
CBS LAST WEEK announced that during the period Dec. 28 through Jan. 10, 13 sponsors will renew cur- rent contracts, covering 18 different programs, of which eight are broadcast on the full CBS network of 117 stations.

Largest individual renewal is from Procter & Gamble Co., Cin cin- nati, for its five serial programs on CBS, effective Dec. 28. They are: The Goldbergs (Duz); Life Can Be Beautiful (Ivory soap); Vic & Sade (Crisco and Duz); Pepper Young’s Family (Chipsco and Ca- may) and Perkens’ Oxydol (Oxydol). Compton Adv. places the first three shows; Pedlar & Ryan handles Pep- per Young, and Heyden-Sample & Hummert is agency for Ma Per- kins.

Lever Bros. Co., Cambridge, on Jan. 4 will renew Lux Radio Theatre on CBS and 30 CBS stations, as well as Bright Horizon, serial dramas for Swan Soap, J. Walter Thompson Co. is the Lux agency, and Young & Rubicam handles Swan.

Wrigley Renew

Two CBS commentators on the full network will be renewed Dec. 26 and Jan. 2, respectively, when Parker Pen Co., Jamesville, Wis., re-signs Eric Severeid and the News (Quik), throug J. Walter Thompson Co.; National Biscuits Candy Co. renews Warren Sweeney, through C. L. Miller Co.


FCC Stays on Job
THE FCC does not plan a recess over the Christmas-New Year’s holidays. The regular broadcast meeting will be held on Tuesday, Dec. 29, with ordinary business carried on except on the holidays.

Orson Welles in Film
ORSON WELLES, producer-director of CBS’ Mercury Theatre and Foxy Unlimted, the latter sponsored by Lockheed and Vega Corp., Los Ange- les, has signed for the leading male role in Twentieth Century-Fox’s film, “Jane Eyre”. 

Page 50 • December 28, 1942 
BROADCASTING • Broadcast Advertising
Absorbs
entirely undisturbed number and wholly Board of Policies, New Sterling the reorganization, owned of the Sydney Ross Centaur in aries drug products."

the corporate change James
kins Patents Proprietary H. Co. Delatone vision. The sion, vice
of the businesses which were conducted through subsidiaries, Mr. Hill explained. Reorganization does not affect the company's wholly-owned subsidiaries in Canada, England, Australia, South Africa and Latin America nor the affiliates over which Sterling exercises management control.

Beverage Alarm
BRITAIN'S new financial plan, called the Beveridge report, caused serious alarm in the hearts of Washington, D. C. bottlers recently when Bob Menefee mentioned it in an early morning broadcast over WJSV, Washington. Following this broadcast he was telephoned by the head of the local bottlers' association who explained that he had received 12 calls from harrassed bottlers seeking "the dope on this new beverage plan, and how it will affect supplies and sales."

Publicizing this reorganization, James Hill Jr., president, said that the corporate change would leave "entirely undisturbed the company's sales policies, trade marks and advertising programs," and that the Sterling name would appear for the first time on packages containing many of the company's popular drug products. Sterling's subsidiaries have been among the leading users of broadcast advertising, both in network and spot.

The board also elected three new vice-presidents: Harvey M. Manas, president of the Bayer Co.; Otto W. Ergenzinger, president of the Centaur Co. E. I. DuPont de Neme, and Harold B. Thomas, president of the Chas. H. Phillips Chemical Co., and chairman of the board of the Sydney Ross Co., wholly-owned subsidiaries not included in the reorganization, is already a vice-president.

The new divisions formed within the company are: Bayer Co. Division; Centaur Co. Division; Cummer Products Co. Division; the Chas. H. Phillips Chemical Co. Division, and R. L. Watkins Co. Division. The action of the board includes the following Sterling subsidiaries, listed with the states in which they were incorporated: Bayer Co. (N. Y.); Bayer Co. (Calif.); W. B. Caldwell Inc. (Ill.); California Fig Syrup Co. (Calif.); Centaur Co. (N. Y.); Cummer Products Co. (Ohio); Delatone Co. (Ill.); Ironized Yeast Co. (Del.); Knowlton Danderine Co. (Ill.); Mole Co. (Ohio); Chas. H. Phillips Chemical Co. (Conn.); Proprietary Agencies (Del.); Sterling Drug (W. Va.); Synthetic Patents Co. (N. Y.); R. L. Watkins Co. (Ohio).

This reorganization follows the action taken last fall [BROADCASTING, Oct. 26] when the Sterling stockholders ratified the board's recommendation that the name be changed from Sterling Products to Sterling Drug Inc. Both steps are toward the goal of simplification of the many subsidiary corporate structure and the operation of some of the businesses which were conducted through subsidiaries, Mr. Hill explained. Reorganization does not affect the company's wholly-owned subsidiaries in Canada, England, Australia, South Africa and Latin America nor the affiliates over which Sterling exercises management control.

Purex Coast Series
PUREX Corp., Los Angeles (bleaching solution), formerly occasional spot users, on Dec. 21 started sponsoring Boake Carter, news commentator, three-weekly on 8 Don Lee Pacific Coast stations (KHJ KFRC KGB KFRE PECOLE KOL KFRT KFRE), Monday, Wednesday, Friday, 9-9 1-15 a.m. (PWT). Contract is for 52 weeks. In addition, firm currently sponsors thrice-weekly participation in Art Baker's Notebook on KFI, Los Angeles. Agency is Lord & Thomas Los Angeles.

RUSH HUGHES, announcer of WKK, St. Louis, who had already sold $90,000 in War Bonds, recently added another $175,000 to his sales when he sparked a War Bond Rally sponsored by the St. Louis Maca-bean Club.

Voluntary Censorship
(Continued from page 44)
ship is a priceless responsibility to the broadcaster—one he cannot afford to reject.

Exercising voluntary censorship is a day to day broadcasting problem. Of course, this problem breaks down into some rather general categories such as weather information, interviews with service-men and civilians from combat zones, letters from men in the armed forces, commercial copy, quiz and request programs, ship launchings, plane crashes, industrial accidents, rumors and unconfirmed reports, foreign-language broadcasts, service announcements, and others. But no two problems are exactly alike in any two stations so, consequently, there remains no substitute for care, caution, investigation and thinking in the term of provisions of the Code of War Time Practices for American Broadcasters.

The code will answer most of the broadcaster's day in and day out censorship problems. The answers are found upon reading the code and measuring it against such problems. But for these unusual problems, those borderline cases, those out of the ordinary events, the Office of Censorship is always ready and willing to be of assistance.

Remember, censorship of any kind is a powerful military weapon. Voluntary censorship, however, is even more powerful because it is a democratic censorship because any adoption of the democratic process is more powerful in the long run.

Let's make voluntary censorship work!

Night Club Sponsors
TEN NIGHT CLUBS and restaurants have signed 1-week contracts for a total of 138 announcements weekly on WINS, New York, R. Feldman, New York, placed eight of the accounts: Famous Door, Onyx Club, Club 18; Diamond Horseshoe, Dave's Royal Room (Park Central Hotel), Rio Bamba, Royal Casino and Ubangi Club. Remaining accounts, Coral Restaurant and Duffy's Taverns were placed direct.

Year ago, HOGS brought $10.50 per cut. . . this year $14.30. A boost of 25% PLUS! Our farmer-listeners have pockets that jingle-jangle.


dip into the pork barrel market
now 5000 watts
old 1000 watt rates are still in effect

CBS AFFILIATE * WEED & COMPANY, NAT'L REPRESENTATIVES

December 28, 1942 • Page 51
WFMJ

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

Headley-Reed Co.
National Representatives

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

335,000

CHARLESTON, S.C.

5,000

This rich market.

FIRST—

IN THE SOUTH'S

FIRST

MARKET

WREC

MEMPHIS

Studio Notes

Headley Reed

Charleston, S. C.

3,000

5,000

45,000

250,000

DAY-BOOK

CHARLIE REED

Director

Affiliate

WHERE SALES MULTIPLY

CBS AFFILATE

WCHS

CHARLESTON, W. VA.

5,000,000

500,000

CBS AFFILIATE

WCHS

CHARLESTON, W. VA.

5,000,000

500,000

CBS AFFILIATE

WCHS

CHARLESTON, W. VA.

5,000,000

500,000

CBS AFFILIATE

WCHS

CHARLESTON, W. VA.

5,000,000

500,000

CBS AFFILIATE

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CBS AFFILIATE
Blue Network in the Black
At Close of Its First Year

Commercial Success Due to Many Innovations
Including Daytime Package Rate

THE BLUE Network, incorporated
as an independent company Jan.
19, 1942, after 15 years of opera-
tion as one of the NBC network
stations, will finish its first year "in
the black," Mark Woods, BLUE pres-
dent, stated last week in his year-
end report, adding that it is "the first
network to make a profit in its
first year of operation".

In addition to the primary aim
of helping to win the war, with
more than 240 network hours de-
voted to governmental programs
and others programmed in coopera-
tion with government agencies,
the BLUE also has been building
for the future, Mr. Woods said.

Only 20% Commercial

"We realize that a broadcasting
organization, be it station or net-
work, is judged in the final analy-
sis by the quality of the programs
it presents," he asserted. There-
fore, during our first year we have
plowed back into sustaining pro-
grams all available money. Inci-
dentally, it is interesting to note
that only 20% of BLUE Network
is commercial, but that this
small amount of total time is the
source of revenue which provides
the many fine sustaining programs
line of success, while the businesses
filling the remainder of the broad-
cast schedule."

At present the BLUE commer-
cial schedule includes 40 sponsored
programs of which 24 are new ac-
counts, the network's sales depart-
ment reports, also pointing out the
steady rise in the average number
of stations used by sponsors from
70 in February to 91 in December.
BLUE clients include two of ra-
dio's largest contracts, the report
states, the Ford series presenting
Earl Godwin for 15 minutes seven
weeks weekly on 125 stations and
the Coca-Cola Victory Parade of
Spotlight Band, six nights a week for
25 minutes on

137 stations.

New Institutional Copy

The report attributes the BLUE's commercial success in its
first year to such innovations as
its daytime package rate for
across-the-board sponsors, its spe-
cial discount structure with progres-
sively increasing discounts as the
number of stations is increased and
to the BLUE being the first net-
work to introduce a 2% cash dis-
count. The BLUE also has stimu-
lated a new type of institutional
advertising, one-time programs cel-
lbrating special awards won by
companies, according to the sales
department. There have been 14 such
broadcasts this year, many spon-
sored by companies new to radio,
and in some cases by companies
new to all types of consumer
advertising.

During the year the BLUE has
grown from 116 to 146 affiliated
stations which, together with pow-
er increases, the BLUE estimates
have added 91,000 radio fam-
ilies to its coverage. To maintain a
close contact with its affiliates and
to keep them intimately informed
on developments at the network's
headquarters, the BLUE has es-

dablished a station advisory and
promotions committee, on whose seven
members are elected regionally by
BLUE stations, to act as a
clearing house for station
problems and for network coopera-
tion. Further, the network has in-
istituted a weekly closed circuit
conference over network wires, with
department heads discussing new
development and problems affect-
ing the stations.

Flexibility in Programming

In programming, flexibility has
been the keynote, according to
Phillips Carlin, vice-president in
charge of programs, who stated
that "the BLUE is constantly of-
ffering programs in line with
changing conditions changing
thinking, changing habits". During
the coming year Mr. Carlin is

planning for more service programs,
such as the current Mystery Chef,
which is designed to help solve food
problems arising from meat and
butter shortages, the replacement
of canned goods by dehydrated
foods, and the like. With conserva-
tion continuing as an all-important
theme, the BLUE is considering
entering such other fields as medi-


e, clothing and household
equipment if public necessity dic-
tates.

In addition to war programs, to
which the BLUE from Jan. 1
through Nov. 30 devoted 644 hours
of sustaining and 103 hours of
sponsored time, the network has
built up a news and commentator
program by that title on the BLUE.
Sponsor of both is Carter Products
Inc., (Arrid). Scripts for these
broadcasts are prepared by Filde-
lier. Lumiere is currently in Holly-
wood under auspices of the Mexico
Coordinator of Foreign Affairs to
study U. S. trends in broadcasting.

DON'T SPEAK same language,
but script and sponsor of these
two commentators are identical.

England and Europe are free to
Jorge Lumiere, film news commen-
tator on XEW, Mexico City;
and Jimmie Filde, who is charg-
ing continuity acceptance, BLUE
Hollywood. Jimmie Filde, featured
on the weekly quarter-hour chatter
program by that title on the BLUE.
Sponsor of both is Carter Products
Inc., (Arrid). Scripts for the
broadcasts are prepared by Filde-
lurer. Lumiere is currently in Holly-
wood under auspices of the Mexico
Coordinator of Foreign Affairs to
study U. S. trends in broadcasting.

NBC Classes Continue

HARRY C. KOPF, vice-president and
general manager of NBC Cen-
tral Division, announced last week
that the NBC-Northwestern
Summer Radio Institute, begun
this year as an experiment in pre-
paring aspirants for station personnel,
will continue in 1943. In 1942, 144
students, now graduates of the insti-
tute, completed the initial session ap-
plying for jobs have been placed
in active broadcasting occupations.
A group of five textbooks, based
on studies and lectures of the 1942
Radio Institute and all phases of
radio broadcasting, will be publish-
ed shortly. Albert F. Crews, In-
stitute director and chairman of
the radio division, department of
speech, Northwestern U, will edit
the series.

Blue Program Posts

JAMES BIXLER, until recently
assistant production manager of
BLUE, has been reappointed night
program manager. Position was
held at one time by Bixler and
subsequently left vacant, but has
been reinstated due to recent de-
velopments including special and
new commercial programs, which
have increased importance of night
operations. Addition of the night
program department, has been
nenamed night program man-
ager.

NOW — You sell GOODWILL

12 local men's and women's Service Clubs, to help
sell over a half-million dollars worth of War Bonds in
December, capitalized on the goodwill of the only
local radio station. And KFXM earned more goodwill
for the local radio advertising that you should capitalize
on in 1943.

SAN BERNARDINO KFXM CALIFORNIA
THE GOODWILL STATION ★ MUTUAL ★ BLAIR
More Impressive Role for Radio Seen By La Roche in Analyzing Year Ahead

By CHESTER J. LA ROCHE
Chairman, The Advertising Council Inc.

CAST AS a major weapon in the nation’s psychological arsenal, radio has, during the past year, fulfilled its highest responsibilities of public service. Networks, individual stations and local, as well as national radio advertisers have given freely of their talents and facilities to carry home to the American people the story of total war.

The volume of listening time contributed for war themes is indeed impressive; a recent analysis indicated that the four major networks alone have devoted over $1,000,000 broadcast hours to war information—the equivalent of more than 125 solid, round-the-clock blocks of time or approximately three full hours of time every day in the year. Add to this other demands on war programming, and spot announcements contributed by local stations.

Allocation Plan
From its inception, The Advertising Council, which was originated to meet the special problems of advertising in behalf of the war effort, has been keenly aware of the manner in which radio, along with other major media, has converted its thinking and planning to the needs of the hour. The Council is proud of its participation in the development of the radio allocation plan, which transformed into an orderly pattern a set of circumstances that might otherwise have led to confusion and inefficient use of radio’s tremendous resources.

The Council’s Agency Radio Advisory Committee has been an active force in developing this pattern in conjunction with the OWI’s Radio Advisory Committee to which radio plays an important part in the Council’s activities was further evidenced only recently when a special committee of leading users of network time was set up to work with the emergency group.

One of the most striking uses of radio geared to the prosecution of the war is the drug and cosmetic industries’ space and time pool, in means of which important sponsored network programs are being used to promote the sale of war bonds. In total war there are no bystanders. In total war all the people are pressed to do things they are not used to do—and to do without things they are accustomed to having. In total war everybody must buy abnormally, give abnormally and live abnormally.

Selling ideas to masses of people is advertising’s forte. As our armed forces are fighting their victory, it will be necessary for us to step up the pace of our information activities on the home front. Rationing, salvage, conservation, bonds and more bonds—these and other programs will be continuously harnessed home. As a major medium of mass communication, radio is at work every day and may meet a more serious role during 1943 than in the months since Pearl Harbor.

Gen. Foods Shifts
GENERAL FOODS Corp., New York, on Jan. 20 is giving up the five-weekly broadcast on NBC of the serial Young Dr. Malone, for the program Brian Thakes, 10:45-11 a.m. on 16 stations. The serial comes on 87 CBS stations, Monday through Friday 2-2:15 p.m., according to Benton & Bowles, New York. The company is discontinuing sponsorship of Don Winslow of the Navy Hour and the Blue five-weekly show for the same product. No replacement has been set. It is understood Procter & Gamble Co., Cincinnati, has taken an option on the 10:45 morning period on NBC.

Cardinal, Brown Games
On KXOK for Brewery
MAJOR LEAGUE home games of the St. Louis Cardinals and Browns, except Sundays and holidays, will be broadcast on KXOK, St. Louis, sponsored by HM & Sons’ Park Breweries Inc., that city. Clarence G. Cosby, KXOK sales manager, announced last night the degree to which broadcast card-

ways would now again find themselves at the mercy of a single dominating music licensing organization.”

“Mr. Tompkins said BMI now has licensed nearly 900 stations — 804 in the United States and 88 in Canada, as well as major and regional networks. ‘With this support,’ he declared, ‘BMI’s financial position is assumed beyond question.”

Progress in Music
Forseen for Year
BMI Plans to Continue Its Competition with ASCAP
ASSERTING that Broadcast Music Inc., has saved the industry approximately $1,000,000 annually, the group, in its annual report to ASCAP, M. E. Tompkins, BMI general manager said in his year end statement that his organization “enters 1940 by embarking on a campaign of improved service” to give further assurance against “attack by any monopolistic aggressor in the field of copyright law.”

Mr. Tompkins wrote that 1942 saw BMI pass from a purely emergency phase to “an aggressive and permanent organization.” He described BMI activities as building stocks of popular phonograph records, issuing the country’s top tunes, clarifying license provisions of the ASCAP consent decree, and arranging to confer with station program directors.

Original Aim
When it began two years ago, he explained, BMI “geared its operations to the sole purpose of supplying the broadcasting industry with the best music to enable it to continue its service to the public without interruption during the time that the music licensed by ASCAP was unavailable.”

“With this success of BMI,” Mr. Tompkins said, “broadcasters were offered a new ASCAP license on a much more equitable basis than they had ever before. BMI was then in a position to realign its organization for its permanent function of maintaining competition in the music licensing field. The eventual broadcasters would never again find themselves at the mercy of a single dominating music licensing organization.”

“Mr. Tompkins said BMI now has licensed nearly 900 stations — 804 in the United States and 88 in Canada, as well as major and regional networks. ‘With this support,’ he declared, ‘BMI’s financial position is assumed beyond question.”

The End of the Rainbow
Let WAIR guide you to that creative pot of gold. Winston-Salem works from call paid, sure of their jobs, easy to sell when you use the right medium. In this great market, the right medium is—
Keystone Net Head Would Help Locals
Sillerman Says Disc Methods Spread National Accounts

CITING the growth of the Keystone transcription network in its two years of operation, Michael M. Sillerman, president of KBS, said in his year-end statement that his organization will deliver an increasing volume of national advertising to small stations now suffering a serious decline in local billings.

"As 1942 closes," Mr. Sillerman wrote, "it rounds out the second full year of the operation of the Keystone transcription network. More national advertisers have made their debut in the secondary markets through Keystone, and thus a new type of important national business has been made available to small stations."

"Speaks for Locals"

Referring to statements by FCC Chairman James Lawrence Fly, and the NAB idea of a chain of local billings, Mr. Sillerman declared "There are 204 radio stations affiliated with Keystone. We are in a position to speak for the country's small stations about whom justifiable concern has been expressed."

"Through our efforts, as a national transcription system, we intend to deliver an increasing volume of national advertising to our affiliates—the country's small stations—and thus help alleviate the problem brought about by the shrinkage in local billings."

The statement also described the efforts the transcription network is making to "spread the gospel of the secondary market" and to "feed vital government messages and war effort material to areas that otherwise devoid of this information."

RCA Agency Status

ALTHOUGH it had been reported as definite that Lord & Thomas, New York, was resigning as agency for RCA and its subsidiary companies, an executive of the agency told Broadcasting last week that the matter was still under discussion between the interested parties and that no positive decision had been made one way or the other.

WJZ, New York, cooperated with the Brooklyn Junior Chamber of Commerce, in a WAC Bond project which resulted in the sale of over $5,000,000 in War Bonds, at the Chamber's annual Christmas luncheon, Dec. 21.

PAY, JURISDICTION CAUSE WTTM STRIKE

DISPUTE between the International Brotherhood of Electrical Workers (APL) and WTTM, Trenton, over compensation and union jurisdiction resulted in a strike Dec. 18, both parties reported last week. William Maregosili, Government mediator, had intervened in the case Dec. 11, the U. S. Conciliation Service said, and reportedly has arranged for the New Jersey State Mediation Board to consider the compensation issue.

Meanwhile, A. Harry Zozg, general manager of WTTM, told Broadcasting by long distance telephone that the controversy was only one of jurisdiction between IBEW and ACA (CIO). He said it affected only three announcers, two salesmen, two office employees and a newswriter. IBEW spokesmen in Washington insisted that the entire staff, except for three ACA members, was out. IBEW said it had informed the station in October that employees were affiliated with the union, but had been unable, "after repeated efforts" to meet with responsible officials.

IBEW insisted that the compensation issue was responsible for the walkout.

Quaker Soup

QUAKER OATS Co., Chicago, extensive user of both network and spot advertising for its cereals and flours, is introducing a new line of dehydrated soaps, to be marketed under the name "Aunt Jenny." Sherman K. Ellis & Co., New York, agency handling the firm's Aunt Jenny range, Fours and Pettijohn's, is appointed to handle advertising for the new product. No media plans have been set.

Morse Heads WSBA

APPOINTMENT of Otis Morse IV as manager of WSBA, York, Pa., has been announced. Mr. Morse has been assistant program director since the station opened last Sept. 1. Succeeding him in the program post is Max Robinson, former announcer of WHO, Des Moines.

NED BURMAN, formerly newscaster and announcer of KGW, KSFO, KJBS and other San Francisco stations, now a sergeant in the Marines, was the national correspondent in the South Pacific. His account of one of the air battles over Guadalcanal recently appeared in the American press.

MBS Celebrates

MBS celebrates its sixth year of coast-to-coast operations Dec. 29. Organized in 1938, the network did not expand to transcontinental proportions until 1940, when the Don Lee Broadening System of California, and against Nevada, joined it.

Educators Seeking School Equipment

Urge Public to Donate Sets For Classroom Courses

MAJOR OBJECTIVES of the National Radio Education Committee for 1943, outlined at a recent executive board meeting in Washington [BROADCASTING, Dec. 21] include a campaign to encourage the public to give extra radio sets to schools and a study to determine how schools can make better use of available education programs.

With the fate of colleges in the balance, the NRE will undertake a subject which might be taught by radio.

At a dinner Dec. 18 in Washington, given by the D. C. Chapter, Assn. for Education by Radio, for NRE executive board members, Neville Miller, NAB president, declared that the use of radio in schools must be considered as a most important project by the industry. Loss of education today as a result of the war will not become apparent, he said, for 10 or 15 years. Just how the problem will be solved remains to be worked out.

Studies Completed

Outlining the background of the NRE, Mr. Miller explained that field studies conducted by Princeton and Ohio U have been completed. He praised the script exchange service and circulating transcription libraries originated by the group.

He paid tribute to the various Government agencies which, he said, have been staffed with competent personnel from the industry. He lauded the present censorship system of voluntary cooperation and added, "It is very important that broadcasting remain in the free, untrampled field."

H. B. McCarty of the OWI, on leave as general manager, WHA, Madison, Wis., commented on the uncertain future of universities. He said "here is where radio may rise to its opportunity". He asserted that radio, both commercial and educational, faces "a tremendous opportunity" in filling the gap which will be brought through curtailment of college work because of the war.


Guests at the dinner included Judith Waller, NBC Director of Education, Chicago; George M. Spalding, assistant chief engineer, FCC; Elizabeth Gowdy, national secretary, AER, and Dr. Franklin Dunham, former director of education, NBC, now with the USO.

Waverly Root, news commentator of WBN, New York, is the commentator of a special short on "What Happened to Hesse?", a background story of the Radio "Horse" flight to South America, currently being shown at the Embassy Newsreel Theatres in New York.

BROADCASTING - Broadcast Advertising  December 28, 1942 - Page 55
PLEASANT FAREWELL and a warm welcome were evidenced as former WRKC, Cincinnati, for the last four years, resigned to join Westinghouse Electric and George Wilson (center) was appointed his successor. Wilfred Kennedy (right) was given Wilson's post as superintendents of engineers.

New Business

PUREX Corp., Los Angeles (sweeping and washing assembly line operations on Don Lee Pacific stations, Mon., Wed., Fri., Nov. 18-20, 1942), agency: Lord & Thomas, Los Angeles.

J. B. WILLIAMS Co., Montreal (share the broadcast of Le Claro de Rol-Rod Hedick on CKAL, Montreal, and CHRC, Quebec, for the month of Nov, 1942), agency: J. Walter Thompson Co., Montreal.

Renewal Accounts

COLGATE-PALMOLIVE FEET Co., Ltd., Toronto (various products) on Jan. 1 renewed license for 1 year for 5 Canadian Broadcasting Corp. French stations, Mon., thru Fri., 8:30-9:30 p.m., agency: Lord & Thomas of Canada, Toronto.

COLGATE-PALMOLIVE FEET Co., Toronto (Cashmere Bouquet) on Jan. 5 renewed for 3 years for Canadian Broadcasting Corp. French stations, Tues., 8:30-9:30 p.m., agency: Lord & Thomas of Canada, Toronto.

COLGATE-PALMOLIVE FEET Co., Toronto (Juneau Joyeux Trouse-poudres) on 5 Canadian Broadcasting Corp. French stations, Mon. thru Fri., 11:30-12 noon, agency: Lord & Thomas of Canada, Toronto.

COLGATE-PALMOLIVE FEET Co., Toronto (Cashmere Bouquet) on Jan. 5 renewed for 3 years for Canadian Broadcasting Corp. French stations, Tues., 8:30-9:30 p.m., agency: Vickers & Benson, London.


CAMPBELL SOUP Co., Toronto (soups) on Jan. 1 renewed license for 9 months for Canadian Broadcasting Corp. French stations, Mon. thru Fri., 12:30-1:15 p.m., agency: Canadian Broadcasting Corp.

LIVER BROS., Ltd., Toronto (Ramsay) on Jan. 1 renewed license for 9 months for Canadian Broadcasting Corp. French stations, Mon. thru Fri., 11:15-12 noon, agency: Rutherford & Nash, N.Y.

LIVER BROS., Ltd., Toronto (Sonlight) on Jan. 1 renewed license for 9 months for Canadian Broadcasting Corp. French stations, Mon. thru Fri., 11:15-12 noon, agency: Rutherford & Nash, N.Y.

STANDARD BANANAS, (Chese & Bannanae) on Jan. 3 renewed license for 9 months for Canadian Broadcasting Corp. French stations, Mon. thru Fri., 9:30-10:15 p.m., agency: J. Walter Thompson Co., Montreal.

KRAFT CHEESE Co., Montreal, on Jan. 7 renewed license for 9 months for Canadian Broadcasting Corp. French stations, Thurs., 8:30-9:30 p.m., agency: J. Walter Thompson Co., Montreal.

DEPT. OF FINANCE, Ottawa (war savings) on Dec. 25 renewed for 15 weeks for 5 Canadian Broadcasting Corp. French stations, Mon. thru Fri., 8:30-9:30 p.m., agency: Adv. Agencies of Canada, Toronto.

COLGATE-PALMOLIVE FEET Co., Toronto (Juneau Joyeux Trouse-poudres) on Jan. 1 renewed license for 1 year for Canadian Broadcasting Corp. French stations, Mon. thru Fri., 8:30-9:30 p.m., agency: Lord & Thomas of Canada, Toronto.

COLGATE-PALMOLIVE FEET Co., Toronto (Cashmere Bouquet) on Jan. 5 renewed license for 3 years for Canadian Broadcasting Corp. French stations, Tues., 8:30-9:30 p.m., agency: Lord & Thomas of Canada, Toronto.

Network Changes


W. A. SHAEFFER Co., Fort Madison, Ia. (pencils, pencils) on Dec. 20 shifted their Sunday Up-Date program, from 7:30 to 8:30 p.m., on 152 CBC stations, Sun., 7:30-8:30 p.m., agency: REIS & Assoc., Chicago.

Procter & Gamble Co., Cincinnati (Woodbury cosmetics), on Dec. 30 replaces The Adventures of the Thin Man with Mr. Peanut's Country Store, on 150 CBC stations, Thurs., 8:30-9:30 p.m., agency: Lenelen & Mitchell, N.C.