WAVE DIDN'T CELEBRATE NO NEW YEAR'S EVE (Ky.)!

Well suh, we suspect they turned the lamps up right bright in Eve (Ky.) on Dec. 31—and that gingerale outsold seltzer in Alka (Ky.)! But we don't know, because we wunt there: As usual, we-uns at WAVE wasn't out in them hills and hollers—we was concentrating on the Louisville Trading Area, where the inhabitants do 17.1% more retail buying than all the rest of Kentucky combined!

If you ain't asking your salesmen to spend their gasoline out in the back woods of Kentucky, you probably ain't intending to spend any radio dollars there either! In that event, we'd like to tell you all the facts about Kentucky's one big market. How about it?

LOUISVILLE'S WAVE

5000 Watts

FREE & PETERS, INC.

970 K. C. N. B. C.

NATIONAL REPRESENTATIVES
If I Were An American

At the start of this 1943: I would thank God for the right to live. I would thank God for the right to worship as I please and for the right to speak up. I would thank God for the right to vote for whomever I please to shape my destiny. I would thank God for flowing rivers and majestic mountains—for towering cities and golden prairies. I would thank God for illustrious American patriots and legions of ordinary men and women, all of whom gave much to build a great heritage. I would thank God for the American Press and American Radio. I would thank God for the right to do my utmost to vouchsafe all this to me and preserve it for my children who will follow. And for all this I would pledge my loyalty to America and solemnly swear not to abuse my sacred right as an American citizen. 368 members of the Fort Industry Company organization are glad they are Americans.

THE FORT INDUSTRY COMPANY

WWVA WSPD WAGA WMMN WLOK WHIZ
WHEELING, W. VA. TOLEDO, OHIO ATLANTA, GA. FAIRMONT, W. VA. LIMA, OHIO ZANESVILLE, O.
Five years ago Roy Acuff, the son of a small town traveling preacher, came to WSM. He said he was an entertainer. So we set him to work proving it. Here's what he's done so far to justify his statement.

During the past two years Roy and the Smoky Mountain Boys and Girls have sold over 2,000,000 recordings. In 12 months they have sold over 320,000 song books. So sensational has been their popularity, not only in the WSM market, but all over the country, that they have made two movies. Both of them "hits." So successful has been their program that they've been on the NBC network for two years with the same sponsor. They have played to over 1,000,000 people in person.

Why does WSM recount this story? Not because WSM was privileged to "discover" Roy Acuff. But because it proves something we've long maintained. Get the right show on WSM and you'll get results that can't be topped by any other advertising medium anywhere.

Write us now. We'll show you what we can do for you, and at a cost that fades into nothing when compared with the results.
Kind words from Quebec

Sales for you right here . . .

You get both with:

WWL
NEW ORLEANS

50,000 watts - - clear channel

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

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

The greatest selling POWER
in the South’s greatest city

WHATEVER BECAME OF THOSE MUSIC COSTS?

Music Costs? Oh, yes, but that was before you used the ASCAP Radio Program Service. That was 26 weeks ago...26 weeks of good, profitable radio programs which, because you are an ASCAP-licensed station you receive without cost. You will find, in common with many other alert stations, that your "MUSIC COSTS" are now filed under "MUSIC PROFITS."

AMERICAN SOCIETY OF COMPOSERS, AUTHORS & PUBLISHERS
30 Rockefeller Plaza, New York City

WCHV
The voice of CHARLOTTESVILLE - in the Heart of Historic VIRGINIA

November 11, 1942

Mr. Robert L. Murray, Director
ASCAP Radio Program Service
30 Rockefeller Plaza
New York, N. Y.

Dear Mr. Murray:

We were very pleased to receive your bulletin of November 5th with enclosed programs for another thirteen weeks of "Music...As You Like It". The Model Laundry, as sponsor of this program, is very well satisfied with it, and has been on the air over this station for twenty-six weeks.

We also appreciate the special Armistice Day program, and sold it immediately, although we did not receive it until Armistice Day.

We are delighted to learn that the new series of 10-minute scripts will soon be available, for we know they will also be outstanding programs. We would like to have them released just as soon as possible and feel sure we will be able to sell them.

With best wishes, I am

Sincerely yours,

Charles Barham, Jr.
General Manager, WCHV

CB/sw

BROADCASTING • Broadcast Advertising

January 4, 1943 • Page 5
Sell all the booming Coast cities as one market with Pacific Blue

AND SECURE THE ADVANTAGES THAT ONLY NETWORK RADIO CAN OFFER

Sixty-seven accounts are now using the four Coast networks every week, selling all the booming Coast cities (population up 15%) the way they can best be sold—at one market. These advertisers know that network radio reaches all the West’s immense buying power—the high-paid war industry workers who have flowed into Coast cities by the hundred thousands, and the established millions whose per capita income is the nation’s highest!

Network radio gives these advertisers a uniformly good program in every major market.

Network radio delivers the largest circulation of any regional medium at the lowest cost per thousand families. Network radio has a priority on the choicest available time periods. Network radio is the only Coast medium that provides a monthly check on the net circulation of your advertising.

Increasingly, Pacific Blue is the network regional advertisers are buying. In the past five months, thirteen new accounts have purchased Pacific Blue. Here are some of the reasons:

1. COMPLETE COVERAGE

Recent mail patterns show that the thirteen strategically situated Pacific Blue stations are now delivering primary coverage of the counties where 95% of the Coast’s growing retail sales are made.

2. READY-BUILT PROGRAMS

You can buy a sales-proven program with a high Hooper rating for $246 (time and talent) on the 13 Pacific Blue stations and for $150 (T. & T.) on 9 California stations.

3. GUARANTEED TIME

Pacific Blue protects your program investment by guaranteeing your time against preemption. Many guarantees are on a 52-week basis. You retain the time you buy on Pacific Blue.

4. RATE ECONOMY

Pacific Blue costs 20% less than any other Coast network for comparable facilities. See Pacific Blue Rate Card No. 2 for the new discounts and rebates, now effective.

THE PACIFIC BLUE NETWORK

HOLLYWOOD—SUNSET AND VINE • SAN FRANCISCO—TAYLOR AND O’FARRELL

REPRESENTED BY BLUE SPOT SALES • New York • Chicago • Detroit
In reply address not the signer of this letter, but Naval Aviation Cadet Selection Board, Board of Trade Building, Chicago, Illinois.

NAVAL AVIATION CADET SELECTION BOARD
BOARD OF TRADE BUILDING
1411 WEST JACKSON BOULEVARD
CHICAGO, ILLINOIS

9 October 1942

Wright-Sonovox, Inc.
180 N. Michigan Ave.
Chicago, Illinois

Attention: Mr. Jesse L. Year, Pres.
Gentlemen:

Now that our "Fly for Navy" drive for Naval Aviation Cadets has reached a successful conclusion, I wish to extend my sincere thanks and appreciation for your whole-hearted cooperation.

As you know, we secured the enlistment of more than 2000 Naval Aviation Cadets in the Midwestern area. These men of course were selected from the much larger total of applicants who had responded to our campaign. We feel that the dramatic Sonovox radio plugs aided materially in the success of our drive. They were very well done and were very effective. You have made an excellent contribution, and you may be sure we appreciate it.

Very truly yours,
Lt. Comdr. A-(V)G USNR
Senior Member

When the Naval Aviation Cadet Selection Board of Chicago had a big recruiting drive on its hands, it turned to radio's newest, most dramatic and resultful broadcasting technique—Sonovox.

Transcribed 1-minute Sonovox announcements were used on seventy-one Midwestern stations. The enlistment appeal was spoken, in words, by the "voice" of a Navy dive-bomber. . . . We imagine you can imagine the results!

As Lieut. Commander Olson says, they were "very effective" . . . But no more effective than your Sonovox commercials can be, if you'll let us submit an idea! How about dropping us a line—today?

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

CHICAGO . . . NEW YORK . . . HOLLYWOOD
FREE & PETERS, INC., Exclusive National Representatives

SONOVOX CAMPAIGNS
Allied Mills, Inc. (Wayne Feeds)
American Chicle Co. (Black Jack Gum)
American Industries Salvage Committee (Steel Scrap Drive)
Bismarck Hotel Co.
Buick Motors Division of General Motors Sales Corp.
Chicago, Milwaukee, St. Paul and Pacific R. R.
Chick Bed Company (Chick Bed Letter)
Coats-Palmolive Peet Company (Vit., Patagonia)
Emerson Drug Company (Bromo Seltzer)
Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ale)
Feltman-Curme Shoes
Forum Cafeterias of America
Grocery Store Products Sales Co., Inc. (Foold's Macaroni Products)
Chr. Hansen Laboratory, Inc. (Jenkert Quick Fudge Mix)
Andrew Jergens Co. (Woodbury's Products)
Lever Brothers Co. (Lifebuoy Soap)
Naval Aviation Selection Board
Navy Seabees (U. S. Navy, Construction Battalions)
Pan American Coffee Bureau
Purity Bakers Corp. (Taymyre Bread, Greenman Cakes)
Alvino Rey and his Orchestra (in all broadcasts)
Shell Oil Company
U. S. Treasury Dept.
Valle-Ryan, Inc. (Nestle's California Orange Drink)
OWI Offers Program for Sponsorship

War Information
Is First Under New Plan

WORKING IN complete harmony with the broadcasting industry and taking full cognizance of existing operating problems, the Radio Bureau of the Office of War Information at a three-day conference in Washington last week with its corps of radio consultants and field information managers ratified an all-inclusive scheme of prudent planning of Government war-programming efforts.

Highlighting the sessions was the announced inauguration Feb. 1 of a five-day-per-week 15-minute transcribed program strip to be available for sponsorship on all stations, to afford stations some means of recouping extraordinary programming overhead. Announcement of this innovation was made by William B. Lewis, chief of OWI’s Radio Bureau, who presided at the sessions.

Detailed explanation of the scope of the new Station Allocation Plan, adopted by OWI to become effective Jan. 18, was given to the regional consultants, selected from among broadcasters’ ranks to function in their designated radio districts. This plan is geared toward dissemination of important war information on a planned basis so first things will be cared for first.

The sessions were addressed by Elmer Davis, OWI director; Gardner Cowles Jr., assistant director of OWI in charge of domestic operations, including radio; John Houseman, chief of OWI’s Overseas Branch Program Bureau; Ken R. Dyke, chief of the Bureau of Campaigns of OWI, and Richard F. Connor, director of station relations, Radio Bureau. Each of the score of radio consultants and aides discussed field reactions to the war-programming campaign.

The new Station Transcription Plan, under which stations have been requested to set aside a 15-minute strip Monday through Friday, was received enthusiastically by delegates, particularly those from the smaller stations.

Sponsors Must Be Approved

Under the proposed setup all Government agencies, except the Treasury and its three-weekly Star Parade, will make their individual transcriptions a part of this plan, thus applying to programs like You Can’t Do Business With Hitler, OFA’s rationing programs, the Marine and Merchant Marine programs and all the others. Writing and production will be of “top caliber”, Mr. Lewis has assured. Furthermore, he said that all subjects will fit logically into the overall framework.

The purpose of the plan, Mr. Lewis explained, is to build audiences for the important war information broadcasts. With well produced, well-written programs, Mr. Lewis pointed out that “if they attract really big audiences, local advertisers can be interested in sponsoring them”. To aid stations using their time on behalf of the war effort, Mr. Lewis said that provision has been made so that programs individually, or as a series, may be sponsored subject to several conditions.

Types of Sponsors

These conditions provide that no beer or liquor accounts may be accepted; that the sponsor or sponsors as well as the type of commercial must be approved by the radio bureau; no commercials may be inserted in the body of the program; all programs should be preceded by an announcement containing the name of the sponsor and programs must be separated at the end by a prepared statement before the concluding commercial; lastly, all programs must carry a disclaimer which establishes the fact that sponsorship does not constitute Government endorsement of product sponsored.

Program clearance was presented Thursday morning in a general discussion session as one of the major problems facing stations under the terms of Regulation 2 which gives OWI complete authority over all programs of Government agencies on a national, regional or local plane. Throughout an attempt was made to clarify the station’s position.

It was made clear that no Government agency could approach a station directly with a request for time; all such requests must be approved by OWI. This is not autonomous control by OWI, it was pointed out, but rather protection for the stations from various pressures.

Lewis Opens Session

Mr. Lewis greeted the Monday morning session with a brief story of the radio coordination accomplished to date and acknowledged the important contributions of the regional consultants in this progress. He announced the effective dates for the Station Allocation Plan and the Station Transcription Plan, the former for Jan. 18, 1943, and the latter, Feb. 1, 1945.

After explaining the purpose of the three-day sessions, Mr. Lewis introduced Elmer Davis, director of OWI, who discussed “OWI Policies and Philosophies”. Mr. Davis said he was grateful to the radio industry for its aid in the OWI effort to bring the truth to the greatest possible number of people. “We are giving the public truthful information,” he said, and explained that the OWI’s function is to serve as a buffer between the Government and the people, representing to each group the needs of the other. He
felt this was especially important in the case of military information but he stressed the important control which must be exercised at times to insure military security.

He showed the need for closer coordination between Government agencies releasing news to the public and recognized the constant need for servicing the radio and press with more accurate news and more accurate news. News is an important adjunct to the armed forces, he said, by way of explaining the constant need for clear, truthful news reports.

Overseas Activity

In the absence of Milton S. Eisenhower, associate director of OWI, who has been in North Africa on a special mission, John Houseman, chief of the Programs Bureau of OWI's Overseas Bureau, addressed the gathering on "OWI Overseas Operations".

He described the outpost setup of the organization, the largest of which he saw in London, and explained the need for close collaboration with the FCC in the matter of selection of broadcast frequencies. Comparing the Axis, he added, our transmitter total is hopelessly outnumbered. Nonetheless, he maintained the U. S. is doing an effective job.

In explaining the operation, he said 90% of the program material aired consists of news which is transmitted by radio. Daily, 38,000 words are sent to 18 points throughout the world, held feature material is shipped by mail and picture material is sent by radio-photo.

To emphasize effectiveness of this activity, he cited the case of Turkey, where four months ago there was only 6% of American news in Turkish newspapers. Today there is 60%. This represents (Continued on page 48)

Economic Losses May Force Small Stations to Suspend

OWI Regional Consultants Urge Immediate Aid; Manpower Problem Is Found to Be Acute

URGING development of national business for local non-network stations to participate in the OWI programming plans has been a problem throughout the industry. Richard Bay Times, offered two concrete remedies—alleviation of the manpower shortage and further relaxation of operators' requirements by the FCC. He said he found no support for Government subsidy, direct or indirect, pointing out that if the manpower requirements are taken care of, the smaller stations may be able to find men to sell sponsored war programs, such as OWI programs.

Loss of Service Threatened

Mr. Hudson, who previously had discussed with Gardner Cowles Jr., OWI assistant director in charge of domestic operations, the plight of smaller stations in the Rocky Mountain area, said the small station problem is one of simple economics which finds many of the non-network stations in the "economic squeeze which sooner or later will be felt throughout the radio industry". In addition to stations that already have given up the ghost, Mr. Hudson said the "handwriting is on the wall for scores of others".

He cited specific cases in the Rocky Mountain area and said it was just a question of time before such stations would be forced to close their doors in their licenses unless relief is afforded. Most of these stations provide service in areas not otherwise adequately served, he declared. He stated that the same situation is faced by nearly a score of stations in the Rocky Mountain area alone—-with complete loss of service inferred to many thousands of listeners.

Declaring that local stations have their own audiences irrespective of metropolitan station coverage, Mr. Hudson told the conference that the problem was of "such urgent importance to the winning of the war that OWI must give it immediate and serious consideration.

In his report, based on a canvass of the 60 stations in Washington, Oregon, Montana and northern Idaho, Mr. Sackett pledged the 100% cooperation of all the stations but emphasized that the smaller ones urgently need relief on personnel and business problems which only Washington can afford. He said the small stations are suffering an "alarming decline in business. Before the existence of the OWI, "this area, population to wartime centers, curtailment or elimination of consumer goods, and business failtudes among smaller firms. He claimed the majority of small stations have not been served by networks and national station business is small or nonexistent.

Manpower Important

Mr. Sackett declared the War Manpower Commission should cease "the drab drain on small station personnel, which unthinking draft and enlistment bills have caused". He said that percentage wise he doubted if any American business has been so depleted by war calls as the radio industry and yet it is asked to stay on the job as many hours and give thousands more time monthly to Government calls.

If the Government orders the smaller stations to continue, he said it must act now to keep them in the radio business. Manpower is the all-important problem and said it applied to salesmen as well as to operators and announcers. Contrary to some draft board views, he said, salesmen cannot be had by magic or trained overnight. Without them to obtain the "sine of costs from private business, the OWI is not free time for OWI is impossible!"

Secondly, he urged the FCC to immediately order "blocking-in all Class III operators, without examination, for the duration of the war". Permission granted such operators to work for six months without further examination has been helpful, he said, but he saw no reason why such operators now should be forced to take time for examination. He urged the Commission to make the ruling prior to the year-end.

Mr. Sackett said he found no stations, large or small, seeking or wanting subsidy, direct or indirect. Given personnel, he declared, smaller stations can "slug it out successfully with the war's problems".

OWI Chief Officials Back

MILTON S. EISENHOWER, associate director of the Office of War Information, Washington, Dec. 27 from a special mission to North Africa [Broadcasting, Dec. 21]. Also back are Murray Brophy, chief of the OWI Communications Facilities Bureau, who accompanied him, and Harold Guinzburg, chief of the Outreach Bureau, who went to London. James Weldon, one of Mr. Brophy's engineers, remained in Africa.

Pillsbury Spots

PILLSBURY FLOUR MILLS Co., Minneapolis, Minn., is planning three to six participating announcements weekly on 13 stations. Complete schedule will start Jan. 18. McCann-Erickson, Chicago, is agency.
Six New Stations Authorized in '42

Equipment Crisis Causes Curtailment of New Applications

ACTIVITIES of the Broadcast Licensing Division of the FCC were confined to a minimum in 1942, a BROADCASTING survey shows, with only six new standard stations authorized for the year, and only one application pending since April 17 for a new station requiring installment of equipment.

The full in the work of the Broadcast Licensing Division resulted from the 1942 deadline established by the “freeze order” of April 27, along with the FCC Orders 78 and 79 of March 20 and July 1, 1941 suspending action on cases involving joint newspaper and radio ownership.

End of 1942 finds the FCC with a record low in applications for new station authorization. On July 17, and include several instances of multiple applications for facilities of stations already in existence. Four separate applications were pending for facilities of WBAX, Wilkes Barre, Pa., for example.

FM and 'Television' Down

At the same time, the FCC has only two applications for new commercial FM stations, and three for new commercial television outlets. FM applications include one at Superior, Wis., and the application of the Worcester Telegram Publishing Co., for an FM station in Worcester, Mass. Television applications pending are the Hughes Production Co. for Los Angeles and San Mateo County, Calif., and by the WCAU Broadcasting Co. for Philadelphia.

Since April 27, the Commission has granted only 11 applications for increased facilities, most of them involving no new equipment. Increased facilities were awarded: KUTA, Salt Lake City (C.P. for 5 kW-DA); WBW, Buffalo (unlimited Time); KBWD (1 kw.-LS); KPQ, Wenatchee, Wash. (C.P. for 1 kw.-DA-N); WWR, Woods, New York (C.P. 10 kw.-limited); WSM, Saginaw, Mich. (250 kw.-1,400 kw.-unlimited); KBTM, Abilene, Ark. (250 kw.); WNYC, New York (Increased Time).

Six in '42

Of six new stations authorized in 1942, one, KGDK, Kodiak, Alaska, has been delayed at the request of the applicant, WSAO, to go on the air at Portsmouth, Va., the only outlet which required new equipment authorized since the freeze order. KGDK, Kodiak, Alaska, was authorized Aug. 18, but this station uses facilities of the former KGBU. Other stations granted in 1942 are KXEL, Greenwood, Ia.; WSNY, Schenectady, N.Y., and WJHM, Elkins, W. Va.

Applicants for new stations, other than those for facilities of stations now in existence are: Chattooga Broadcasting Co. (1 kw., 1420 kw., unlimited) at Columbus, Ga.; Eastern Broadcasting Co. (1 kw., 120 kw., LT to WKTBW, Buffalo) at Bayshore, Long Island; J. C. R. N. J.; Herman Radner (250 kw., 680 kw., daytime) at Dearborn, Mich.; South Florida Broadcasting Co. (5 kw., 1450 kw., unlimited) at Miami; West Allis Broadcasting Co. (250 kw., 1450 kw., daytime) at West Allis, Wis.

Of the applicants for new stations, 25 are from the four corporations seeking WBAX, Wilkes Barre, has newspaper affiliations. The applicant for WMTM, Ocala, Fla., also has newspaper interests and is the Chattooga Broadcasting Co., according to the FCC, has newspaper connections.

The Commission also has in its files 61 applications for increased facilities.

Yankee Sale to General Tire Expected to Get FCC Sanction

Final Details Before Commission as Transfer Of New England Regional Is Considered

SALE OF the Yankee Network to the General Tire & Rubber Co. for approximately $1,200,000 was approved by the Commission at a special meeting called last Thursday (a day after BROADCASTING went to press on its holiday schedule).

Considered by the Commission at its regular Tuesday meeting, approval was withheld because of the comprehensive nature of the purchase contract, which had not been heard from.

Moreover, additional information on stock ownership of General Tire was sought by the Commission, in view of the statutory requirement that not more than 25% of the stock of a parent company may be owned by aliens.

Stock Ownership

At a late hour Wednesday, before BROADCASTING closed, this information had been procured and indicated that far less than the requisite maximum stock was held by aliens. All told, there are some 3,000 stockholders of General Tire, which absorbs Yankee as one of three corporations with about 500,000 shares issued.

There was some possibility, though regarded as extremely remote, that the actual transfer would not be approved at the Thursday meeting, but would be set down for further hearing. Later, however, it was learned that Yankee, however, were working overtime procuring the necessary details, particularly apropos the alien stock ownership question.

Along with the application for transfer, filed with the Commission Dec. 16, was a detailed 25-page contract covering the acquisition by General Tire of the Yankee interests, including the four Yankee-owned stations (WNAC, Boston; W A A B, Worcester; W A E A N, Providence; WICC, Bridgeport) and the eight affiliated Network, Stock Corporation Inc., a separate corporate entity, also is acquired.

The contract provides for payment of $950,000 cash and covers all of the network and station properties, plus quiet assets.

John Shepard 3d, president of Yankee, under the contract is retained in an executive capacity, and it is understood that General Tire will designate him chairman of the board and general manager. It is expected William F. O’Neil, president of General Tire, will become president of Yankee, though both these matters must await a session of the new board of directors. Mr. Shepard, along with Linus Travers, executive vice-president of Yankee, are expected to be on the new board.

Some question was raised, it is understood, regarding the desirability of ownership of an important broadcasting operation by a corporation foreign to the radio field, such as General Tire. This was not considered a barrier to approval, however, under the existing law, and it was generally felt that there must be an expression from the FCC before the General Tire can reject such an acquisition, if all other aspects are consistent with the statutes and regulations.

Six of the nine members of the FCC were present at the Tuesday meeting, at which time the entire matter was discussed, but went over because of the alien ownership question. Both members were fully acquainted with themselves with the terms of the contract. The only absentee was Commissioner George H. Payne, said to be in Florida.

As a precaution before it went to press Wednesday evening, all signs pointed to unanimous approval of the transfer despite the inferred opposition of possibly one or two members of the Corporate ownership aspect.

GROUP OF 6 BUYS INTEREST IN WEMP

ACQUISITION of half-interest in WEMP, Milwaukee, by a syndicate of six men prominent in official and noncommercial circles, was effectfed last week for a consideration of approximately $50,000. The group is composed of George Dyer, operator of WAIT and WGES, Chicago, as well as 5% of Milwaukee’s WOS, Wal- son, Wis., attorney, who retains the remaining half.

Papers were filed with the FCC last week for the dissolution of the corporation operating the BLUE Network outlet and creation of a partnership.

The group acquiring the half-interest comprises Senator Robert A. (C.P. 250 kw., 1400 kc., unlimited) at WAPK, Birmingham; George M. Crowley, Alien Property Custodian; James Markham, assistant to Mr. Crowley; and Dr. Willard Nesbitt, Madison physician, all from Wisconsin. William B. Dolph, executive vice-president of WOL, Washington, and his brother-in-law, Herbert L. Pettrey, director of WHN New York, are also partners.

The station operates with 250-watt fulltime on 1340 kc.

Wine Series Change

JACK PEARL, comedian, and his stooge, Cliff Hall, stars of the Cresta Blanca Carnival Program, which is heard by Cresta Blanca Wine Co., New York, since Oct. 14, are going off the show after the Jan. 6 broadcast, as a result of reported disagreements between sponsor and the comedian. The Wednesday evening series will be continued, and a Musical Review, Morton Gould’s orchestra, and according to William H. Weintraub & Co., New York agency in charge, Mutual format will be changed to include guest stars and variety acts.

BROADCASTING • Broadcast Advertising

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1942 Spot Business Shows 10% Gain

Future Is Uncertain But Agency Men Reflect Optimism

DESPITE a slight slackening in the final quarter of the year, spot broadcasting during 1942 hit an all-time high, with spot advertising expenditures for the year probably 10% or more above the 1941 total.

That, at least, is the consensus of a dozen or so leading station representatives and as many advertising agency radio executives queried by the New York office of Broadcasting last week. While the roundup of opinions was by no means ambitious enough to be called a survey, it ought to give a fairly accurate idea of the overall spot picture.

Future Held Uncertain

As to the future, the only agreement was that it is fraught with uncertainty and no one was willing to venture even a guess beyond the first three months of 1943. For the immediate future, opinion was divided. The representatives, whose lists comprise mainly high-powered stations in major markets, were optimistic about spot holding up to or even bettering the 1942 figures. Those representing smaller stations in secondary markets in general expect some decline in business, although it should be added that even they anticipate a volume not very far below the present level. The agency men were, on the whole, optimistic, predicting many increases in spot campaigns which they felt would overbalance the losses.

On the plus side for spot is the fact that many major users of this type of broadcast advertising are selling products which have not been affected by rationing, such as soaps, cereal products, drugs and proprietaries, cigarettes and pipe tobaccos which may be expected to continue or even to expand their advertising as the national income rises, while the list of things for sale is curtailed by shortages or governmental restrictions.

Rationing May Help

Spot users for products such as soft drinks, candies and chewing gums, have been hit by rationing and have made their adjustments so that they have already curtailed their advertising about as much as will be necessary. Still others, like certain gasoline and motor car companies, have little or nothing to sell to the public but are continuing to use time to sell service and to maintain their brand prestige.

While the effects of food rationing are still problematical, several representatives pointed out that they may be good as well as harmful to advertising. Rationing, they explained, is designed to prevent bare shelves in retail stores by limiting the purchases of each shopper so that there will be enough merchandise to supply the needs of all. Therefore, it should stimulate competitive selling, with each advertiser stressing the values his goods give for each coupon they take and with coupons rather than monetary prices being stressed in copy.

The major adverse influence on spot business, cited by many representatives, is the full-network discount plan adopted in one form or another by all nationwide networks during 1942. Advertisers who previously used networks of 50 or 75 stations and supplemented these with spot programs in secondary markets are being induced by the extra discounts to discard their spot advertising in favor of full networks.

This influence is strengthened by the Petrollo ban on musical recordings, making it difficult to record network programs for supplemental use by transcriptions unless the programs contain no music at all. Some advertisers are recording dramatic network shows, separating out theme and bridge music and omitting them from the records, to be filled in locally at the stations, but the necessity of doing this is not exactly a selling point for spot radio.

Spot Activities Continue

The increasing shortages of materials, forcing advertisers to change their copy from direct selling to institutional selling, advertising, may be bad for spot, some representatives fear, as advertisers who have successfully used announcement campaigns for direct sales or publicity for spot radio as an institutional medium and are apt to turn to network programs or magazine advertise- ing as has been the case recently to stress more dignity and prestige value.

These fears are not reflected in the statements by agency executives, however, who reported that their clients are continuing their spot activities. The flexibility of spot advertising, enabling the advertiser to place his messages when and where they will be most effective and allowing him to change copy and schedules rapidly when such changes are necessary is of great value to many advertisers as these rapidly changing times, the agency men reported. Spot advertising is also attractive in that it requires the advertiser to make no long term commitments, which he is hesitant to do under present conditions.

The coming year may be expected to bring a lot of changes to the American scene, changes that will affect all consumers, all business, all advertising and all advertising media, including spot broadcasting. It may also be anticipated, however, that spot broadcasting, which won its place among the nation’s major advertising vehicles in times of depression and against the strongest competition of other media, will continue to hold that place during 1943.

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Robinson Promoted

HUBBELL ROBINSON Jr., manager of talent in the radio division of the National Broadcasting Co., New York, has been named associate director of radio of the agency, assisting James F. Hargraves, president and radio director. Mr. Robinson will continue to handle talent contacts with clients and to super- visor auditions.

Network Coercion Is Denied by Davis

OWI Head Says Three Chains Agreed on Broadcast Time

LASHING out at charges attributed to Senator Burton K. Wheeler (D-Mont.) that the Government had demanded time from the major broadcasting companies, Elmer Davis, Director, Office of War Information, at his news conference last Wednesday said the Senator’s allegations were incorrect.

Mr. Davis said that three major networks, and not four, had agreed to a suitable time for his and Secretary of Agriculture Wickard’s broadcast Jan. 1943 at 5:30 p.m. He declined to name the fourth network but declared that OWI did not force participation. Instead, he added, “they came along of their own volition.”

Senator Wheeler, chairman of the Interstate Commerce Committee which deals with radio legislation, used International News Service as saying: “The next thing these bureaucrats will do is to demand that new network sales in the first column of page one with streamer headlines. I’m wondering under what authority they can make these demands and I’m wondering whether broadcasting companies will give opponents of programs the same privileges they give bureaucrats.”

Referring to charges that a member of the OWI threatened network officials by saying, “we can eventually take you over,” Mr. Davis branded them as entirely false. In fact, he emphasized that such a statement was not made by any one in his organization.

Expansion of communications facilities in North Africa within a week was announced by Milton S. Eisenhower, associate director of OWI, just returned from North Africa. Mr. Eisenhower said a new 40 kw. communications transmitter of six channels will be in operation shortly. Five channels will be used by the Army and the six for OWI purposes and correspondents. This will mean direct communication between North Africa and New York.

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RADIO PERSONNEL DENIED C RATION

Amendments to the extra gas ration restrictions, adopted by OPA last week, virtually remove radio employees from the classes of workers eligible for C rations.

New provision specifies that engineers and technicians shall receive the extra gas rations for transportation from their homes to permanent facilities in suburban areas, but specifically eliminates other radio employees from the essential workers entitled to supplementary rations.

OPA officials point out, however, that this does not prevent radio employees from seeking extra gasoline for other reasons.

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Page 12  •  January 4, 1943  •  BROADCASTING • Broadcast Advertising
Drawing a 0.5 millivolt contour line around a station and calling it "primary coverage" is plain baloney! There are such things as cross-talk with stations on adjacent channels, inadequate signal strength for certain areas, etc. to be considered in determining the real coverage.

Out here in Iowa—a state that is 330 miles wide and 216 miles "deep"—mere physical coverage is a job that requires power, and no two ways about it.

WHO is the only 1A Clear Channel Station in Iowa—50,000 watts. Based on field strength sur-veys using FCC standards, WHO has the largest daytime primary coverage area and also the largest nighttime primary coverage area of any radio station in the State—includes or touches every county in Iowa, plus large areas in Missouri, Nebraska, Minnesota and Illinois. . .

That's Plus No. 1 for WHO. If you want to cover Iowa, you can do it with WHO alone, and only with WHO! Write us for all other Plusses, or just ask Free & Peters!
Selective Service Considers
Broadcasters’ Deferment Plan

NAB Seeks Representation on National Group Which Would Decide Draft Cases

ACTIVE consideration is being given a request by the NAB that Selective Service include the broadcasting industry in its plan for occupational deferments established in critical scientific and other highly specialized fields.

After receipt of the request from Radio News, P. A. C. counsel in Washington, it was stated last week at Selective Service headquarters that a ruling can be expected soon. The overall plan, which probably would require modifications to fit the requirements of the broadcasting industry, was released last November and covers only physicists.

If the broadcasting industry is brought within the purview of the plan, or some variation of it, an industry committee would be appointed and authorized to endorse all applications from broadcasting stations, which, in its judgment, make out proper cases for occupational deferment. Should the industry plan be approved, local boards would be so notified by Selective Service and proper weight would be given deferment requests thus approved by the projected industry committee.

Suggests National Committee

In his letter to Maj. Gen. Lewis B. Hershey, director of Selective Service, Mr. Place requested that a “national committee on radio broadcasting,” functioning under the NAB, be authorized in line with the plan for creation of “national committees for critical scientific fields.” He pointed out that Neville Miller, NAB president, had designated the broadcasting industry as a member of the NAB and designate the network directors of the association to constitute the committee. Because these directors are elected by the members of the NAB, he said he was sure the industry would have complete confidence “in the integrity and judicial temperament of the committee.”

The committee as designated would comprise Edwin W. Craig, WSM, Nashville; J. O. Maland, WNO; Des Moines; Eugene O’Fallon, KFEL, Denver; Don S. Elias, WWNC, Asheville; Herbert Hollister, KANS, Wichita, and James W. Woodruff Jr., WRBL, Columbus, Ga. If the networks are to be represented, these committee members would be Paul W. Keten, vice-president and general manager of CBS, and Frank M. Russell, Washington vice-president of NBC — the only two networks represented in NAB membership.

“Inasmuch as the greater part of the industry’s requests for occupational deferment deal with physicists requiring scientific knowledge or others in highly specialized fields,” Mr. Place wrote, “I believe the industry can be appropriately brought under the National Committee Plan.”

“The adaptability of the Manning Table plan to the radio broadcasting industry has been thoroughly explored. We have concluded that our industry, chiefly composed as it is of 909 relatively small units, is not well suited to that plan. Exclusion of network employers as such, the average number of employees per radio station is estimated to be 21, with the range of employment running from two to only 132.

21 Employees to Station

“Based on returns from a survey we have recently completed, 601 stations out of 809 in operation all over the United States and its territorial possessions have indicated that there were in their employ on Sept. 16, 1942, only 2,464 men whom they deem to be ‘necessary men’ in critical occupations. Of this number, 150 are in Class I-A, 116 are in Class II-A or II-B, and 1,968 in Class III-A or III-B. Applying the industry has been thoroughly explored and in the Collins Pool of 67% of the men in Class III-A and III-B have dependent children. Thus it may readily be seen that the number of registrants in the radio broadcasting industry likely to be affected during the next year is exceedingly small, and that our situation is one well adapted to the National Committee Plan set forth in LBR 159, and ill adapted to the Manning Table Plan.”

Doremus Names Miller

GEORGE LAFLIN MILLER, di-
rector of general advertising ac-
counts of Doremus & Co., New
York, has been named vice-presi-
dent of the agency. He was for-
merly with Wildrick & Miller, J.
Raven Thomson Co., and Lord &
Thomas, all in New York. Also
joining Doremus & Co. are Charles F. Schroeder, formerly of Film Productions, who will be a copywriter; Edward H. Pearson Jr., of Lord & Thomas, also to be a copywriter and account executive, and Reginald W. Tickner, former in the investment banking business, to join the agency’s general staff.

Detrola Corp. Sold

DETROLA Corp., Detroit radio set manufacturers now engaged solely in production of special equipment for the armed forces has been sold to Strong, Carlisle & Hammond Co. of Cleveland, according to C. Russell Feldmann, principal stockholder of the Cleveland firm which will operate Detrola Corp. as a subsidiary Company.

67% of the men in Class III-A and III-B have dependent children. Thus it may readily be seen that the number of registrants in the radio broadcasting industry likely to be affected during the next year is exceedingly small, and that our situation is one well adapted to the National Committee Plan set forth in LBR 159, and ill adapted to the Manning Table Plan.”

WINNER of the nationwide contest for the best amateur interpretation of any Spanish song heard on NBO’s networks in the past week is Manuel Marin of Demetron, Marsch Island, N. Y. Formal announcement will be made on the Jan. 9 broadcast of the program, which was instituted as a regular series last year as an understanding of the Spanish and Portuguese languages through the presentation of Latin American music.

Remote Swap

THE FAME of NAB’s equipment swap service has now spread to higher, if registrar institutions. Howard Frazer, NAB engineering di-
rector, last Wednesday re-
ported receipt of this offer from an unnamed registrant at the Minnesota State Re-
formatory, St. Cloud: “As an indirect aid to the war effort I should like to register as available a transmitting tube which I now have. The tube is a Raytheon RK-36. Al-
though the tube is about 5 years old, it has been used only about 100 hours. This tube has not been abused, and unless the tube has deter-
iorated while laying on the shelf it should be in good condition. My minimum price is $3.75.”

Crosley Is Denied W8XO Rehearing

FCC Action Means the End for 500,000-Watt Transmitter

W8XO, the 500,000-watt developmental adjunct of WLW, Cincinn-
ati, was to stop operating with the end of the year as a result of a final order taken by the FCC last Tuesday denying the Crosley Corp’s petition for rehearing. Cros-
ley sought a new hearing on the FCC order denying to its company the right to operate the transmitter to experiment with increased power of 750,000 watts and at the same time allow the station’s 500-
000-watt experimental authorization to expire under its own terms.

War Role Slated

The Commission, in its action Dec. 20, not only denied the petition for rehearing but dissolved the Crosley application for renewal of license of W8XO. Use of the 500,000 watt W8XO transmitter for international broadcasting, war purposes is under considera-
tion at the Office of War Informa-
tion though, so far as is known, no definite negotiations have taken place as yet.

Reports have been current that the transmitter either will be used as an international shortwave sta-
tion or for standard broadcast transmission to occupied countries.

Cudahy’s Schedule

CUDAHY PACKING Co., Chicago, in promoting its all-purpose line of live-
eral livestock and poultry feeds, has set up the following schedule: Six participating spots a week on farm programs of WIBW, Topeka; three quarter-hourly spots weekly on Sky Riders, WOC; three quarter-hourly spots weekly on “Pepplum, WOC; three quarter-hourly spots weekly on Early Birds, WFAA-VP, Dal-
las-Ft. Worth, and three quarter-hourly spots weekly on the Good-Will Family Hour, WKTO, Springfield, Mo. Agency is Grant Adv., Chicago.

Jewish Market Data

EXPLAINING the Jewish radio market, WBNX, New York, has prepared a pamphlet to familiarize national advertisers with the buying habits, customs and the popula-
tion of this group. The pamphlet is intended to promote a better un-
derstanding of the buying group on the part of advertisers and thus improve their sales opportunities.

Kent to Gardner

KENT VITAMINS, being market-
ed by food outlets from the Kent Labs, Inc., Des Moines, Iowa, Co., St. Louis, has appointed the Gardner Adv. Co., as agency. Ra-
dio and newspapers will be media for the new Kent product

VAL FLEMING, financial editor of the Christian Science Monitor, has started a weekly analysis of the eco-
nomic aspects of the war on NBC, Sat-
day, 1:45 p.m.
American industry is working 24 hours a day to win the war. A third of the men and women making this total effort work at night. They compose the swing shifts, who breakfast at bedtime and dine at dawn. They miss much of normal life.

But United Press sees to it they do not miss the news. United Press 24-hour radio news swings along with them, keeps them as accurately, quickly and completely posted as it does listeners during the seven-to-eleven peak radio hours. No matter in what part of the nation or at what time Americans work, United Press across-the-country and around-the-clock radio service assures them of the world's best coverage of the world's biggest news.
Evans Sees Radio As Vital Factor in Post-War Period

Westinghouse Official Looks To Peaceetime Engineering

MIRACULOUS radio inventions developed for modern warfare, when they are stopped, will point to ever-increasing service that radio will provide the world after the "war", according to Walter Evans, vice-president of Westinghouse E. & M. Co. and its top radio executive.

Himself an engineer, who started as a "brass pounder" on fruit ships in the early days of wireless, Mr. Evans said in a year-end statement that broad extension of peacetime uses of radio will wait until "we beat our enemies into submission".

He pointed out that a few weeks ago the sensational revelation of a new industrial use for radio in the flowing of tin which saves approximately 60% of the tin formerly required in tinplate processes. A single installation of this high-frequency equipment equals the output of 70 highpower broadcasting stations, he said.

"Battle of Radio"

Following is the full text of Mr. Evans' statement:

"When a thousand warplanes take off at dusk for an all-out raid on Continental Europe, radio guides and controls this air armada; when a Navy Task Force sets out on its mission, radio communication enables ships to act as a compact striking unit or to disperse for individual adventure; when a mechanized army clashes at enemy lines, radio commands direct and acts as the actual agent of the army. Radio has been the chief weapon of the nation's armed forces, and the Classic of all the Classic of the early history of radio. It is known as the 'Battle of Radio', a term which aptly expresses the way radios and navies of the world now depend upon radio equipment. More than anything else, the term expresses the vital importance of radio and radio engineers.

The fighting of men and machines today depends on what airmen call the 'Battle of Radio', a term which expresses the way radios and navies of the world now depend upon radio equipment. More than anything else, the term expresses the vital importance of radio and radio engineers.

A NEW advertising agency, Foote, Cone & Belding, has made its appearance since the New Year began. It takes over the interests of Lord & Thomas.

Emerson Foote, vice-president in charge of the Lord & Thomas New York office; Fairfax M. Cone, vice-president and director of the Chicago office, and Don Belding, vice-president and head of the Los Angeles office, are officers of the new firm.

Lord & Thomas bowed out of the national advertising picture Dec. 31, with the announcement that Albert D. Lasker, principal owner, president and director, was retiring to devote himself once more to public affairs. A name which for 70 years was prominent in the advertising field, has been erased. Liquidation of Lord & Thomas completes a course of action determined upon by Mr. Lasker in 1938, when he retired as president and chairman. He turned his attention to public affairs.

War Drained Personnel

With the outbreak of war, however, the agency's personnel was affected and Mr. Lasker returned as active head early in 1942 after Frank C. Belden, Jr., now radio director for the Office of the Coordinator of Inter-American Affairs; Edward Lasker, general manager, was appointed an officer in the Navy and, L. M. Masius, New York manager, who became a major in the Army.

Personal changes in the past few years have seen the resignation in the Chicago office of John F. Whedon, vice-president; Howard Jones, vice-president, who has joined Grant Adv. as executive on the General Foods account; Don Medall, account executive who joined MacFarland, Aveyard & Co., Chicago; Eugene Powers, copywriter, to Leo Burnett & Co., Chicago, and others.

In the New York office, C. W. H. Berg and Robert J. Koretz will remain as vice-president; William R. Sache, secretary and treasurer; H. R. Foote, advertising director; Dave Lockwood, art director; Genevieve Lemper, timemaker, and George Heiland, production manager, will retain the positions they now hold.

Lord & Thomas was incorporated in 1872 by Daniel M. Lord and Ambrose L. Thomas and by 1938 it was one of the country's three largest advertising agencies. In 1910 Mr. Lasker became sole owner, taking over the interests of P. R. Egan, Mr. Thomas in 1904 and Mr. Lord had retired.

In 1918 Mr. Lasker took a leave of absence to become assistant chairman of the Republican National Committee. Later he was named chairman of the U. S. Shipping Board. He returned to the agency in 1925 and three years later Lord & Thomas was merged with Thomas F. Logan Inc. under the firm name Lord & Thomas and Logan. After Mr. Logan's death in 1928 the agency reverted to its original name.

Pioneered in Radio Time

During the first four years of radio network operation, Lord & Thomas is reported to have placed more than 30% of the entire advertising time nationally on the air. For its accounts, the agency introduced such well-known programs as Your Hit Parade, Cities Service Concert, The Goldbergs, Mr. District Attorney, and The Story of Mary Martin, one of the first daytime serials.

A pioneer in the use of radio advertising, Mr. Lasker introduced the concept of advertising as "salesmanship in print" in 1908, begun scientific copy and product tests, handled the first national advertising campaign for automobile tires, was one of the first to use double-page spreads in magazines other than the center pages.

Noted for his philanthropic interests in the medical, educational and charitable fields, Mr. Lasker conceived the reorganization of baseball known as the "Lasker Plan", in 1920 when Judge Kenney was President of radio and was Baseball Commissioner. He also was responsible for the first public 18-hole golf course with grass greens constructed in Pasadena, Cal.

The Canadian offices of the agency, known as Lord & Thomas, are maintained in Toronto and Montreal, will be continued under the direction of G. F. Mills and J. W. Spitzer, both managing directors of the firm. They handle Lord & Thomas and business in Canada, and for the present, it is understood, no change in the name will be effective.

Commenting on the dissolution of the firm, George W. Hill, president of The American Tobacco Co., said that his firm would continue to place its advertising with the successors of Lord & Thomas. Mr. Hill's statement declared:

"Mr. Lasker has advised us of his decision to dissolve the firm of Lord & Thomas. Of course, we are sorry. I have always looked upon Mr. Lasker as outstanding in his profession, a genius, in fact. He and I have been continuously associated for 19 years. During all that time his firm has handled the advertising of The American Tobacco Co., with a success that has made advertising history. We will continue to place our advertising with the young men Mr. Lasker has trained and who are now associated with his firm to be called Foote, Cone & Belding."

Clients of Lord & Thomas listed in the announcement of the newly organized firm of Foote, Cone & Belding included:

**COCA COLA SIGNS NEW BLUE SERIES**

COCA COLA Co., Atlanta, one of the most extensive users of radio with its current Spotlight Bands program on the BLUE and the "Famous in Advertising Circles" series, on the CBS, is planning still another network program to start the end of May. Details of the new series will be heard five times weekly, 3-3:15 p.m., and will feature tenor Morton Downey with orchestral background.

Further details of the new show will not be announced until after meetings of bottlers, to be held in Atlanta, Jan. 10-14. Agency is D'Arcy Adv. Co., New York.

**BROADCASTING**

**Broadcast Advertising**


WSIX, now operating with 5000 Watts, covers 107,100 Radio Homes in Tennessee and Kentucky with a Primary Signal. 0.5 MV / M and 0.1 MV / M measured by Ring and Clark, Radio Engineers, July, 1942.

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

1940 MARKET DATA

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<th>0.5 MV / M</th>
<th>0.1 MV / M</th>
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<td>Population</td>
<td>610,984</td>
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<td>Families</td>
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<td>155,914</td>
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<td>Radio Homes</td>
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<td>Total Retail Stores</td>
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<td>Sales, $</td>
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<td>Food Stores</td>
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<td>Sales, $</td>
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<td>Sales, $</td>
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All money values in thousands of dollars. Radio homes by Joint Committee Radio Research 1938 percentages of 1940 families (occupied dwelling units).
All other data from sixteenth decennial Census of U. S., 1940.
FCC Service Rule Covers All Outlets
Regulations Amended to Aid Assignment Shifts

AMENDMENT of its special service authorization rules, to make it applicable to all classes of radio stations instead of standard broadcast stations only, was voted by the FCC last Tuesday at its regular meeting. The change in regulations is designed to allow the Commission greater latitude in quickly shifting assignments of international frequency assignments to other types of stations to meet the exigencies of wartime operation.

Simultaneously, the FCC adopted an order extending the normal license period of international broadcast stations in conformity with the new operating plan evolved for wartime purposes with the OWI.

Following is the full text of the FCC's public notice covering both actions.

Amended Section 1.306 of its Rules and Practice in order to make it apply to special service authorizations for radio stations generally, instead of applying to only standard broadcast stations. The amended Section reads:

> Sec. 1.306 Special service authorizations. Special service authorizations may be issued to radio stations for service other than that authorized in its existing license for a period not exceeding that of its existing license upon proper application therefor, and satisfactory showing is required to the following, among others:
> (a) That the requested operation may not be granted on a regular basis under the existing rules governing the operation of the class of stations to which the applicant belongs;
> (b) That in the event the application is on behalf of a standard broadcast station, that experimental operation is not involved as provided for by Section 3.32 of the Rules and Regulations;
> (c) That public interest, convenience, and necessity will be served by granting the authorization requested.

The Commission adopted an Order designed to extend the normal 2-year period of international broadcast stations. The Order states:

> 1. The license term for every international broadcast station, either licensed at this date or licensed hereafter, shall end at the earlier of the following dates:
> (a) The first day of January, 1945, or
> (b) The first day after October 31, 1943, on which its operations are not controlled, by agreement or otherwise, by the Office of War Information or the Coordinator of Inter-American Affairs;
> 2. The portion of Section 4.3 of the Rules and Regulations, which established for international broadcast stations a normal license term of one year, is hereby suspended for further order of the Commission.

Applications for authorizations to use frequencies assigned to the international broadcast service may be made on an informal basis: formal application must be made for other authorizations.

Ripley M.C. of Series

BOB RIPLEY, originator of "Believe It Or Not!" features, has been assigned as special blue. "BLUE" series presented under the auspices of the National Aeronautic Assn. and the Junior Air Reserve, in cooperation with the Army Air Forces. Program is designed to interest young people in aviation.

IRE Will Conduct Annual Convention By Radio; Regional Meetings Planned

INSTITUTE of Radio Engineers, foregoing its usual January three-day convention in New York to conserve transportation facilities, has turned to radio to link its members into an international convention.

That evening, IRE members, at meetings in 11 cities in the United States and Canada, will hear retiring President, Arthur F. Van Dyck of RCA, and their new president, Mr. Lynde P. Wheeler, chief of technical information of the FCC engineering department, speak from New York. The program, to be carried by CBS, 10:30-10:45 p.m., will switch to Washington for the principal address by James Lawrence Fly, FCC and Board of War Communications chairman.

An all-day technical meeting to be held in New York Jan. 28 will be duplicated in ten or more other cities. Copies of papers and other material presented at the New York conference will be mailed to the regional meetings, the Institute reported.

H. W. Leverenz, H. F. Olson and O. H. Schade, all of RCA, and R. S. Julian of Bell Telephone Labs., will present papers during the morning session. In the afternoon retiring President Van Dyck will give the annual report and Dr. Wheeler will be installed, following which the session will be devoted to the part the radio engineer is playing in the nation's war effort.

Lloyd Eschenbach of AT&T will brief summarize radio in two World Wars. Rear Admiral S. C. Hooper, chief of the Radio Division of the Navy, will speak on "The Production of Radio Facilities for the Armed Services." Ray Ellis, director of the Radio-Radar Division, War Production Board, will discuss the function of the WPB in radio. F. R. Lack of the Army-Navy Electronics Production Agency will discuss the work of that agency. H. P. Westman of the war committee on radio of the American Standards Assn. will speak on "Radio Standards Go to War." Kirk Miles of the National Roster, War Manpower Commission, will define the status of the

HUGE DUFFLE BAG containing traveling necessities of a member of the station relations department, was presented to Edgar Kobak, BLUE executive vice-president, who claims to have visited 50 U.S. affiliated stations during his travels in 1942.

Headed by Keith Kiggins, vice-president in charge of stations, a delegation descended on Kobak in full force Christmas Eve to make him a member of the station relations department with the duffle bag offering, marked "Eagd! Ko- bak! Station relations contact representative No. 8!"

ED BYRON, director of Mr. District Attorney, sponsored on NBC by Bristol-Myers Co., New York, was the host during the Dec. 30 broadcast to a group of radio directors. This was one of a series of visits to broadcasting studios made by Rear Admiral Thomas F. Fahad, head of the Directors Guild, of which Byron is vice-president.

radio engineer in the Selective Service System's program.

In the evening Dr. George C. Southworth, Bell Telephone Labs., will speak on ultra-high frequencies at a joint session of the IRE and the American Institute of Electrical Engineers.

WANTED

ANNOUNCER

Thoroughly experienced man special events as well as studio—for Columbia's station in Washington, D. C.

Give full details in letter accompanied by transcription of voice on brief news and commercial copy.

Address program manager, WJSY, Washington, D. C.

Page 18 • January 4, 1943
Another year --- another STANDOUT!

NINTEEN FORTY-TWO topped KLZ's 22-year span of service to the Rocky Mountain region. It was a year of standout accomplishment from every standpoint.

Yet today even greater efforts are being made to extend KLZ's service and influence in this region still further . . . to concentrate all its imagination and creative ability on the problem of more effective wartime programming . . . to continue to grow in the favor and esteem of its community, its state, and in the service of its country.

By being that kind of station for its listeners, KLZ will be the right kind of station for advertisers. Another year has started . . . another STANDOUT year for Denver's STANDOUT station and the advertisers who use it.
Government Should Buy Time, Says Small Station Operator

Institutional Advertisers Said to Ignore 'Whistle-Stop' Outlets; Krasin Favors Fly Plan for Aid

ANNOUNCEMENT that the OWI would investigate declining income of small stations with a view of formulating some plan to save them brought the following letter to the FCC from Les Krasin, President of Krasin-Krutzen Broadcasting Co., operators of KTNN, Tucson, A. M. The letter follows:

WE NOTICED in the Dec. 14 issue of BROADCASTING that there was to be some sort of a probe by the Office of War Information into the declining income of local broadcast stations; and an investigation made of some way to help keep these “whistle-stop” broadcasters on the air.

Today, in a news dispatch from Washington, we were told that Mr. Davis, director of the OWI, is quoted as saying that any suggestion that the Government should subsidize radio stations is “a very dangerous idea”. Mr. Davis was further quoted as saying that “their strength and freedom lies in the fact that they operate free from a government subsidy”. On the surface this might appear true, but we would like to get in the record several things which Mr. Davis is evidently not taking into consideration.

No Institutional Revenue

We understand that Mr. Fly, the chairman of the FCC, will probably figure quite prominently as a witness before any investigating committee, and we are taking the liberty of presenting the side of the small, local, non-network station.

The first point that we would like to present to our view is the point that the small local non-network station does not receive any of the money being spent by major companies on so-called “institutional advertising” which is carried by networks. We might be a bit wrong on this and if we are, we would appreciate being corrected, but it seems to us that the Government is actually sponsoring these programs, in a way of speaking.

The Government allows these companies a certain percentage for advertising, a certain percentage of the money being paid them to make munitions. We’re not kicking about this, but it seems to us that the Government is just as surely paying the networks and their affiliated stations, as they would be if they paid us for running the Treasury Star Parade or other programs put out by various Government agencies.

We don’t want an outright grant of so much a month and have complete Government control, (which in our idea of a subsidy) nor do we believe that a loan would help the situation. A study of the profit and loss statements by local stations will show that even in good times they wouldn’t have a hard time of paying back indebtedness which they would incur now. Loaning stations money would be a mighty fine way of putting the Government into the broadcasting business. For our part we wouldn’t accept a Government loan of sufficient amount to carry us over a long period of losing money; because at the time we were taking it we would know that we couldn’t pay it back.

Wanted: Action

If it is important to keep us small stations on the air, and we believe that most Government agencies believe it is, something is going to have to be done, and done soon.

A word about what the average small local station is doing. We’re located in a town of probably not over 10,000 people, and cover probably more people in the surrounding rural area than in the urban center. We give radio service to people who have no other stable service — granted that the more powerful stations at times cover our area, but day in and day out, we are the station that they depend on. If it were not so, the average small station would have ceased to exist long ago, for after all we cannot hope to compete with network program material for listeners, but we do have two important things on our side, signal strength and local interest. We don’t know the exact figure, but a good share of the listeners is dependent upon us. Therefore, non-network stations for news, entertainment and educational features. This number is on the increase, due to sets (receivers) not being in the perfect condition they once were, and the impossibility of obtaining new receivers.

Offhand we would imagine that the income of the average small station has declined much as ours—right now we have about 65% of the income we had before December 1941. If the income, or the gross business of a grocery store for example, fell off that amount, without curtailments, but in a broadcast station the expenses remain almost constant. Of course there are things that can be done to reduce the overhead somewhat, but without curtailing the quality of service, a substantial cut cannot be taken in the average small station.

So it is evident that the cut comes off the top of the pile, or out of the pocket of the owner almost entirely, so when the income of a station is reduced 35%, the net income is reduced not 35%, but almost completely; in some cases it may throw the station completely in the red.

Prevailing Situation

So much on what is happening to us today, and from what we have been able to find out, this situation is a pretty general one in this area. As chairman Fly said, a 5% deduction in our income tax will not keep us on the air next year, meaning of course that we made only peanuts this year, and the outlook for the next is less favorable.

May we go on record as being in favor of the tentative suggestion made by Mr. Fly, that through some method the Government buy time from these locals, time that could be utilized for the important messages now being carried gratis by these stations. This would be all the landfill we would need, and it surely would be a small price to pay to keep the American system of broadcasting alive.

WLB to Simplify Wage Adjustment

Regional Groups Handle Case Involving Less Than 100

SIMPLIFICATION of War Labor Board procedure in handling wage freeze adjustments is being studied by the board and steps have already been taken to speed administration of cases involving employers of not more than 100 persons.

A WLB order issued Dec. 24 delegated to ten regional directors power to rule on proposed voluntary wage increases where 100 or less persons are involved. This action is expected to insure prompt handling of any wage adjustments that broadcasters may undertake.

Permission is needed from the WLB for increases for employees ordinarily under the Wage & Hour Act, except in special cases of promotion, or merit increases. Informal rulings on jurisdiction may be had at 100 local offices of the Wage and Hour administration.

Simple Form Planned

Still under consideration of the WLB in Washington, but scheduled for release within a few days, is a new simplified form of application for wage adjustments. The exact nature and scope of this form has not yet been revealed, but one WLB official said “it will make it easier for the small business firm to apply for rulings on proposed adjustments.

At present all such applications must be made in quintuplet on the highly complicated Form 10. WLB’s new form is expected to streamline the questionnaire when 100 or less persons are involved, in keeping with the Dec. 24 ruling expediting these cases.

A second WLB Order Dec. 24 delegated power to the ten regional boards to decide upon voluntary wage adjustments, so that the National Board in Washington becomes virtually a supreme court for appeals. Cases before the National Board on its own motion or on appeal, the announcement said, but employers may obey decisions of regional boards without fear of penalty in case of subsequent reversal.

Miniature WLB’s

Since James F. Byrnes, Economic Stabilization Director, issued the freeze order Sept. 27, the WLB has received regional wage orders in ten cities: Boston, New York, Philadelphia, Atlanta, Dallas, Kansas City, Cleveland, Chicago, Denver, San Francisco.

Each of these Regional Offices also has its own Labor Board made up of four representatives each of public, labor, management — exactly like the Board in Washington. Regional directors will act in cases of voluntary agreements where 100 or less are involved, and will intervene in future wage disputes.
News 'round the clock from everywhere

KXOK is the only St. Louis station with the full 24-hour facilities of the United Press and International News Service. Listeners know it and they're keeping tuned to KXOK for the news.

War news is a powerful factor in the lives of St. Louisans. They're geared for war and they're producing war goods. They want all the news and they get it through KXOK.

This news feature is being played up in a big way in St. Louis. It's going to increase KXOK's already vast audience among 3,500,000 people in its primary area alone which penetrates four states. Audience counts... advertisers have it on KXOK. KXOK offers advertisers a quick and sure way to reach an ever expanding market. Sales tax reports show that retail sales in St. Louis are up 8 to 10 million dollars per month over pre-war levels. There's a lot of money being made in St. Louis and throughout the rich Mid-Mississippi Valley Market. Alert advertisers are making the most of the opportunities it presents.

There isn't a better combination in St. Louis than KXOK and the Blue Network. Write or wire for choice spots... learn what KXOK can do.

KXOK
SAINT LOUIS, MISSOURI

BLUE NETWORK•630 KC•5000 WATTS DAY AND NIGHT•OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES REPRESENTED BY WEED & CO., NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO

*Except Wednesday from 2 A. M. to 5 A. M.
Axis Propaganda To Latin Declines
Francisco Outlines American Efforts Through CIAA

COUNTERACTING the flood of Axis propaganda released in 20 Latin American republics via short-wave from 100 transmitters in Germany and the subjugated European nations, the United States, with current shipments of nearly two tons of transmissions monthly, is well on its way to dislodging enemy propaganda, according to Frank Palumbo, radio division director of the Office of the Coordinator of Inter-American Affairs.

Mr. Francisco thus summarized activities of CIAA during a Hollywood conference in late December with Jack Runyon, Hollywood representative of the CIAA radio division staff on 1943 plans of that organization. Admitting that Germany still has the edge in beaming propaganda programs to South American countries, he went on to point out that this country is fast outwitting it.

"Just now," Mr. Francisco continued, "Germany has 100 transmitters feeding South American republics as against England's 54 and our 14." Latter number will be increased by 22 new projected or under construction, he revealed. Emphasizing the Axis programs are losing their pull while those from this country have picked up materially, he went on to cite music programs most popular with South American listeners. Specifically mentioning Your Hit Parade and the March of Time, he added that commentators are high in favor.

Hollywood Praised

The Hollywood Victory Committee was paid tribute for its cooperation with the CIAA in supplying radio and film talent for the transmitted and shorts shows.

With the goal of complete coverage of the 20 South American republics in all languages and full mobilization of propagandists, the radio division director of CIAA expressed as heartening the progress being made in breaking down Latin prejudices toward the United States. "The people," he stated, "are gradually being slated away from the Axis-propaganda conception of Americans as mercenaries, selfish and bent on culture. Our virtues are being accepted due to the excellent job being done by our organization here and in New York."

To illustrate how that job is being accomplished, Mr. Francisco pointed to the numerous Latin American programs offered by NBC and CBS. As such well-known market leaders, some 26 shows are released with daily schedules comprising 16 hours of Spanish programs, seven hours of Portuguese and eight hours of English. With development of adaptive radio for Latin as the present need, Mr. Francisco revealed that work was already under way.

AN EQUIPMENT conservation campaign is now under way on Canadian stations. Dr. J. S. Thomson, general manager of the Canadian Broadcasting Corp., has recorded the campaign's opening talk which was sent to all CBC stations and studios. Canadian stations have been supplied with bright yellow tags for microphones in all studios to point out to take care in handling.

The tags read: "This Mike is the Last. Make it Last." "If You Must Bust Something Try the Axis, but Lay Off Me, Yours for the Duration, Mike," "For the Love of Mike, Handle with Care." On the reverse side of each tag is a similar brief message calling attention to conservation of copper and rubber, with a caution that there are no replacements or repairs for microphones.

The tags were issued by the War Emergency Operations Committee of CBC.

In his recorded talk Dr. Thomson said: "Being an old infantryman, I think wars are won by the men who fight them on the battlefronts, on sea or land or in the air. But I also know how wars can be lost, and among the most important factors is a collapse in public confidence. That is where you and I come into the picture of the war."

"Like all other branches of the services, we need our munitions. They consist of physical apparatus such as transmitters, connections, batteries, wires, telephones, and that familiar, sensitive and all-important instrument into which all that we produce must first of all go—the microphone. There can be no replacement. There must be no waste. Make the same bit of equipment do twice; make it do three times, four times, even more if you can."

"Don't throw anything out. Keep it. Repair rather than discard. There must be no use of equipment beyond what is absolutely necessary. It is better to do without than to do without it here where you may need it rather urgently. Keep what you have in good condition."

The CBC War Emergency Operations Committee consists of Charles Jennings, Toronto, program planning supervisor, chairman; D. C. McArthur, Toronto, chief news editor; E. W. Jackson, Toronto, traffic supervisor; J. A. Ouimet, Montreal, assistant chief engineer; and the subcommittee on conservation is composed of Wells Ritchie, Toronto, Ontario Press and Information representative, and H. E. S. Hamilton, Toronto, technical liaison officer.

ENEMY PATENTS OPEN

THOUSANDS of enemy-held patents, including almost 2,000 processes of special interest in the electronics and radio field, are now controlled by the office of the Alien Property Custodian, it was announced in Washington last week, and unrestricted licenses are being offered to American radio operators. Index of available patents may be obtained at the Office of Alien Property Custodian, Chicago. A $50 fee is charged for licenses, but no royalties or other charges are involved.

CIAA CHIEF "NO STRATA" IN CANADIAN BROADCASTING

Mr. McArthur also expressed the view that there were no strata in Canadian broadcasting. "We have no layout," he said. "We are simply in the broadcasting business to serve the public need."

"There is a lack of classification and segmentation of the media. It is our business to fill in the gaps, to provide service to the public in all its cultural needs."

Mr. McArthur was one of the arrangers of a meeting of radio representatives from the United States and Canada at the hotel握, several top broadcasting executives participated in the meeting. Among these were David Lodge, agency, Philadelphia; Morton J. Schwartz agency, Philadelphia; and Mr. Palumbo himself.

A NEW PLAN whereby the Canadian Broadcasting Corp., will pay for its news from Canadian Press and British United Press, which has been receiving free since the inception of the CBC News Bureau Jan. 1, 1941, is now nearing completion. According to the Toronto Financial Post, the new system goes into effect April 1, 1943, and the CBC will pay the Canadian Press $40,000 a year for its full news coverage. A similar arrangement is being made with BUP, the newspaper states. Before the CBC set up its own news bureau, it was supplied with CP bulletins and the expense of getting these ready for radio was paid for by the CBC, amounting $20,000 a year. Now CP sells news to individual broadcasters through its subsidiary, Press News Ltd.

FDA ISSUES REPORTS

FARM market reports carried daily by more than 450 radio stations and recently started wartime food bulletin service by 175 stations, will be issued by the Food Distribution Administration, instead of the Agricultural Marketing Administration which will be dissolved effective immediately. The various offices of branches of the AMA will also operate under the new name. The department will be directed by Vice-Commissioner, former commissioner of the AMA.

TRANSCRIBED PRAYERS

VOICES of Springfield, Mo., ministers are heard over KTWO each morning at 7:45 in another prayer. Half of the one-minute period is devoted to silent prayer.

CIAA DRIVE FOR CONSERVATION

Recorded Talk and Tags Used in Campaign to Preserve Radio Equipment

This Mike is the Last

Make It Last

FOR NIGHT CLUBS

4 STATION DRIVE

A 52-WEEK radio campaign is under way for the Frank Palumbo Cafe, Philadelphia, one of several night clubs operated by the Frank Palumbo interests. In the past the program's budget was devoted almost entirely to newspapers, although radio was used periodically. Now a budget of $75,000 for radio, newspapers and outdoor advertising, radio will receive more than $20,000 for a series of special spot announcements each week on four Philadelphia stations, WIFL WIP WPTL and WINS. The campaign began Dec. 24.

Robinson Recording Labs., Philadelphia, cuts the records. Commercial copy, emphasizing the cafe's banquet facilities, is handled by Jack Steck, WIFL publicity director.

Other cafes and night clubs in the Palumbo group, for which radio campaigns are under consideration, are the New 20th Century, Philadelphia; Renault Tavern, Atlantic City; Club Avalon, Wildwood, N. J., and Paradise Cafe, Trenton. A new club, The Cove, will be opened shortly in Philadelphia.

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High among the fine things appreciated in Philadelphia is KYW and Philadelphia advertisers know it. In five short years their purchases of KYW program time have increased 780%.

We mention this because Philadelphia time buyers are in the ideal position to judge Philadelphia stations. They know the results their associates and competitors have had. And they now contract for nearly half of KYW’s non-network time!

You need a 50,000 watt station in the nation’s third market. You need KYW’s directed coverage of the entire trading area. Investigate the availabilities—and make KYW your dish, too.
Radio Booms a Furniture Mart

Merchandise Moves During Normal Lulls

By WILLIAM CRANE
President
Crane Brothers Furniture Co., Philadelphia

FINDING OURSELVES in a period of up set business conditions, just before the sneak attack of the Japanese on Pearl Harbor, it was a bold venture that led Crane Brothers Furniture Co. to an entirely new field of advertising. Radio, while not exactly "new," was untried and untested so far as our business was concerned. It was quite a step when one considers that until then the scope of our advertising was confined to small insertions of an institutional nature in the classified columns of one local paper.

The job that radio proved it could do for us far exceeded our wildest hopes and dreams. Little wonder for all my enthusiasm when the topic of conversation is kilocycles. I can now look back to our first 12 months in radio and, attributable entirely to the radio, find that it has brought us the most profitable year in our history. And that goes back 35 years ago—over similar periods of wartime stress, periods of depression and periods of prosperity.

Credit Rejections Drop
Radio has done for us two things, which I am certain no other medium could have been able to do. First, it brought to our furniture showrooms, which are just outside the central shopping district, a better class of customer—creating a new market for us in finer furniture merchandise. And just as important, it has expanded—and at the same time refined—our budget business. Prior to our entrance into radio, our credit rejections were averaging around 15%. Now, after a full year on the air, credit rejections average only 1% of applicants.

It was on Nov. 3, 1941, that we purchased *It Happened Today*, a 15-minute dramatized news show on WPEN, Philadelphia, Mondays, Wednesdays and Fridays. The only dramatized news show on a Philadelphia station, it had been building an audience for several weeks as a sustaining feature. Written and directed by Robert H. Bloomfield, continuity director of WPEN, the program was highly satisfactory. We provided only commercial material and the station wrote the entire show, including commercials.

Business Soars
Since radio was an untried venture for us we took the program on a trial basis for 13 weeks. After all, it is an advertiser's privilege to be cautious and to seek full value for each dollar he spends. If the results justified it, we intended to renew for the balance of the contract year after the 13-week trial period.

Once on the air, it did not take us long to realize that we had "struck it rich" with radio. Although we had not, at the time, broken down our sales figures for 1941, by early January, 1942, our sales had begun to soar to unprecedented heights. Our business for 1941 had shown the greatest rise for November and December which is normally a slack period. It was our first two months in radio. The answer was obvious. Our radio program was doing the job we expected. I am frank to admit that we found in radio a "pot of gold."

It was all the more remarkable to us because we was a period that brought depressing war news at home and abroad. It was a period of growing Government regulation. It was a period of general recession in furniture trade as sales dropped sharply in other stores. But it was radio that turned the trend for Crane Brothers.

Entire Sale Item Told
There was no question but that it was our radio program which brought about this rise in business. We were sure of it. We had been able to check by the response of our customers. In many instances they told us they had heard our program. In other cases we noted that they asked for the particular merchandise being advertised on the air. During the Christmas buying season of 1941, the commercial copy on three programs was devoted entirely to fireplace sets. Before Christmas day we had completely sold out our entire stock of fireplace sets.

It was only the ninth week of our 13-week trial period and already we found it expedient to act upon our option earlier than we had expected. Accordingly, we renewed the program to continue for the full 52-week period until Oct. 31 of last year. And it was without any hesitation, in face of continuing adverse conditions in the furniture industry, that we again readily renewed *It Happened Today* for 52 more weeks to make for our second year in radio.

Earlier last year, when we fully analyzed our sales records, we found that the year 1941 was the biggest in sales and dollar volume in our 35 years in the retail furniture business. And since most of this volume came in November and December, we were just as correct in assuming that a large portion of it was due directly to our radio program.

Higher Type Customers
Before many more weeks rolled by, we began to realize a most significant fact. Our radio program was bringing about a change in the type of our customer. A change for the better. We began getting a more substantial type of customer and our unit sales began to rise accordingly. Although we were out of the better shopping district, we were getting the better class of furniture buyers who do not usually shop in this neighborhood. It was the kind of store traffic we had always hoped to get. And now, thanks to our radio program, we were actually getting it. Moreover, our budget business continued to expand.

Our sales reports for July also proved very interesting. In keeping with the upward trend of our sales, it was our biggest month. We regarded as an unusually fine record, especially since the weather in July was against us. One week's promotion on our radio program of live ads and a newspaper ad brought to the store the greatest volume of business in that line during the firm's entire 35 years in business. More recently, in October of last year, our records showed the biggest month sales on expensive bedroom suites, which we featured extensively in our radio copy.

Business Still Grows
Our system of checking each day against the same day in 1941 shows that we are equaling and even bettering our 1941 mark. Our business in 1942 promises to be more profitable than in any other year. That we attribute entirely to the better class of customer we are getting since we began our radio program, and to the expansion in budget business.

I think we are putting the advertising medium on the spot when I say that we are relying on our radio program to continue to pull for us the way it has been doing. Except for the continual influence of an institutional nature in the classified columns of only one local newspaper, we are depending solely on radio to keep bringing in business.

From the keen interest and from the volume of evidence of our sales records, we feel certain that a radio program which can build an audience for us also is a sales-getter.

Is it any wonder we are so firm in our conviction that radio can be depended upon to create sales for the retail furniture store in face of a sagging market?
One guess as to Kansas City’s “best-seller” this year and every year. Exactly—it’s KMBC, the author of so many fascinating stories of successful radio advertising. The record book shows KMBC carrying more national spot business than any other Kansas City station—which speaks volumes for KMBC’s pulling power. Strictly for publication, KMBC leads in Kansas City by nine different standards of radio station superiority. We’re first in program production—first in promotion, in public service—in popularity of network programs. First, in fact, by almost any gauge you might apply. So if you’re interested in getting “rave” reviews from your severest critics, the listeners, put a show on KMBC. From the first edition on, you’ll know you’ve got a classic in sales-boosters.
Place of Advertising After the War

Will Be Studied by Conference Board

A SCIENTIFIC study of advertising and the place it will occupy in the post-war economy, with special attention to its part in the reconstruction of the consumer market after the war, will be started early this year by the National Industrial Conference Board, a non-profit institution for research in problems of industrial economics and management.

Study, as outlined to Broadcasting by Leonard Kuviv, administrative director of the Conference Board, will appraise advertising as an instrument of economic development and social progress and not merely as a means of promoting the sale of consumer goods.

Raising Fund

It will take from six months to a year to complete, he said, and will be underwritten by the entire advertising industry. A committee of 11 leaders of American business is now raising a fund of $200,000 to finance the study.

Explaining that the NAB has already pledged its support of the project in the name of the broadcasting industry and that the four nationwide networks have also pledged contributions, Mr. Kuviv said that a letter to the regional networks and individual stations will go out shortly. In mid-December, he said, letters were mailed to national advertisers, advertising agencies and publishers of magazines and newspapers.

Idea for such a study was first broached to the NICB last summer by James F. Bell, chairman of the board of General Mills, Mr. Kuviv explained. When the organization agreed that such a study was needed and that it was equipped to handle the research, Mr. Bell organized his sponsoring committee, whose other members are: W. B. Sel, president, American Cyana-mid Co.; Ralph Budd, president, Chicago, Burlington & Quincy Railroad; C. M. Chester, chairman of the board, General Foods Corp.; W. D. Forrester, president, Curtis Publishing Co.; Walter S. Gifford, president, Americai Tel. & Tel. Co.; A. W. Robertson, chairman of the board, Westinghouse Electric & Mfg. Co.; Alfred P. Sloan Jr., chairman of the board, General Motors Corp.; Arthur Hays Sulzberger, president, New York Times; Niles Trammell, president, NBC; Thomas E. Wilson, chairman of the board, Wilson & Co.

Objective of the study, as stated in a prospectus prepared by the committee, "is to assemble and present it in as completely as possible, the facts regarding the extent of the use of advertising as a tool of the American enterprise economy, and its economic and social effects upon the level and pattern of American living during the period of expansion since the last war. The investigation is designed to bring together for the first time in a comprehensive way, for the use of everyone concerned with advertising as consumers, producers, advertisers, or from the point of view of public policy, reliable and practical information about advertising as an industry and as an economic and social force in American life."

Scope of Study

Study will not concern itself with the problems of advertising copy or presentation or other matters of technique, Mr. Kuviv said, but will investigate such fields as the part advertising plays in stimulating technological progress which produces new consumers' goods and new fields of employment, or the social contributions of advertising, such as the sponsoring of broadcasts of symphony concerts by industrial companies, which tend to raise the musical taste of the nation.

Questionnaire method will be largely used, he said, in collecting data which will then be studied by technical advisory committees of experts from the various fields of advertising. A number of these committees will be formed and will be called together frequently to give practical guidance to the various research projects and keep it alive and prevent its degeneration to a mere desk job.

The money which is being raised to finance the work will be divided into two equal parts. Mr. Kuviv stated, $100,000 will be allotted to research and the other $100,000 to the presentation of the findings of that research in popular form. The sponsoring company, he said, insisted that this not be a dry-as-dust reference work to be studied by a few research students but a usable guide for advertising men that can also be understood by public at large.

Among the main topics to be studied, with the cooperation of the technical consulting groups in the various fields referred to, the prospectus lists the following:
1. The relation between advertising, productive expansion and employment.
2. The relation between advertising and technological development.
3. The effect of advertising on total national consumption, i.e., on plane of living.
4. The effect of advertising on values of goods and services, i.e., on pattern of living.
5. The effect of advertising on per capita use of economic commodities.
6. The effect of advertising on distribution of family income between consumption and savings.
7. The effect of advertising on per capita use of staples.
8. The effect of advertising on flow of necessities, comforts and luxuries.
9. The relation between advertising and the growth of use of consumer credit.
10. Advertising as integral part of management of selling and cost of distribution.
11. The role of advertising in support of the press.
12. The support given by advertising to broadcasting, to the system of radio communication, in private hands, as distinguished from government broadcasting.
13. The dimensions of advertising as an industry.

Gould-Moody Pamphlet

TECHNICAL standards and good engineering practices and the NAB for electrical transcriptions and recordings for radio have been published in book form by Mr. Gould, president of the Conference. The Gould-Moody Co., New York, manufacturers of Black Seal Glass Base discs and are being distributed without charge to those requesting the folder.

New Boston Symphony Series

A SERIES of concerts by the Boston Symphony Orchestra, conducted by Serge Koussevitsky, and designed for Latin American audiences by NBC's international division, began Dec. 30. Spanish listeners will hear the concerts Wednesdays at 9 p.m. to midnight on WNBH WBOS WGBA KWGB WRUW, while Portuguese-speaking Canadians will hear the broadcasts on WRCA and WCBX, Thursdays, 6-7 p.m. The Boston Sym-phony staged a special series of con- certs for American listeners on the BLUE Dec. 26.

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BROADCASTING • Broadcast Advertising
Streaming out to every battle front: *Western Electric* equipment to keep 'em in contact

1. HEADSETS for many types of communication.
2. MICROPHONES of numerous types for planes, tanks, boats and gun crews.
3. TELETYPewriters for military and industrial communications networks.
4. FIELD TELEPHONES for use on all battle fronts.
5. TELEPHONE APPARATUS of many kinds for industry, military camps and theatres of war.
6. EQUIPMENT of many types which can not be revealed.
7. VACUUM TUBES for many types of communications equipment.
8. FIELD TELEPHONE WIRE AND CABLE for armed services and war industries.
9. QUARTZ CRYSTALS for radio sets and carrier telephony.
10. SOUND POWERED TELEPHONES for cargo vessels and fighting ships.
11. BATTLE ANNOUNCING SYSTEMS for carriers and other warships.
12. FIXED RADIO TRANSMITTERS of many types for global communications.
13. RADIO SETS for use in army tanks.
14. RADIO COMMAND SETS for use in Army and Navy planes.
15. TELEPHONES for military and industrial communications.
Eleven NBC programs land among the 18 winners in this year’s RADIO DAILY Poll, as against 10 out of 18 last year. On the “Favorite Commercial Program” side of the fence, NBC advertisers take 8 out of the first 10 places as against 6 last year.

Our sincere thanks to the sponsors, artists and those behind the scenes for their part in enabling NBC to vault to new heights in this year’s program popularity polls.

**FIRST PLACES**

**11 out of 18 on NBC!**

Favorite Entertainer—Bob Hope
Favorite Commercial Program—Bob Hope
Favorite Comedian—Bob Hope
Favorite Dramatic Series—One Man’s Family
Favorite Male Vocalist (Classical)—Richard Crooks
Favorite Quiz Show—Information Please
Favorite Sports Commentator—Bill Stern
Favorite Symphony Conductor—Arturo Toscanini
Favorite Female Vocalist (Popular)—Dinah Shore*
Favorite Male Vocalist (Popular)—Bing Crosby
Favorite Educational Program—Chicago Round Table

*Also heard on another network.

**FAVORITE ENTERTAINER**

**7 out of 10 on NBC!**

Bob Hope
Jack Benny
Bing Crosby
Fibber McGee & Molly
Edgar Bergen
Red Skelton
Eddie Cantor
Winners on NBC!

FAVORITE COMMERCIAL PROGRAM
8 out of 10 on NBC!
Bob Hope
Fibber McGee & Molly
Jack Benny
Kraft Music Hall
Information Please
Chase & Sanborn Hour
The Aldrich Family
Red Skelton

FAVORITE COMEDIAN
8 out of 9 on NBC!
Bob Hope
Jack Benny
Fibber McGee & Molly
Edgar Bergen
Red Skelton
Eddie Cantor
Abbott & Costello
Fannie Brice

FAVORITE DRAMATIC SERIAL
TOP 3 on NBC!
One Man’s Family
The Aldrich Family
Vic & Sade*

FAVORITE SYMPHONY CONDUCTOR
TOP 3 on NBC!
Arturo Toscanini
Leopold Stokowski
Frank Black

This is the National Broadcasting Company
It Would Help

DEEP CONCERN over the future of scores of small radio stations has been expressed by various Government agencies. The FCC has just sent to some 300 stations questionnaires designed to provide data on revenue, operating losses etc. [Broadcasting, Dec. 28]. With that information the FCC hopes, in collaboration with the OWI, to arrive at some solution to the fast-widening income problem which confronts the smaller stations.

During World War I—before radio's meteoric development—the Government put across many ideas through newspaper advertising. Copy was provided by Government agencies and newspapers were privileged to sell the space to local merchants, either as individuals or on a participation basis.

Today conditions have changed. With rationing of virtually all essentials scheduled in the near future, the smalltown retailer must necessarily curtail his advertising budget, with national advertisers placing the larger share. That national advertisers plan to keep trade names before the public, is indicated in present copy. C. M. Chester, chairman of General Foods Corp., in his year-end summary for the Dec. 29 Broadcasting, said: "A recent survey among our 67,000 stockholders indicates that more than 88 in every 100 believed that the company's policy on continued advertising of its brands, the sale of which has been restricted because of war conditions, is 'advisable', or 'of some benefit'."

Radio reaches into virtually every home in the country. In the year just ended the four major networks alone devoted well over 4,000 hours to broadcasting war effort programs and announcements [Broadcasting, Dec. 28]. That figure does not include the hundreds of hours given by small stations. It was estimated by Elmer Davis that aggregate time worth $64,000,000 was donated by the industry last year.

Network revenue has been a boon to the larger outlets but the small non-network broadcaster, who has depended on national spot advertising, plus some local sales, has seen his income dwindle while his operating expenses have increased or, to say the least, have remained stationary.

Networks and larger stations, with necessary facilities, are permitted to originate sponsored programs from Army and Navy camps and stations. But most of the smaller broadcasters, who have neither facilities nor personnel for such pickups, can't replenish their lost revenue with similar programs.

As a thought in line with the "save-the-smaller-stations" campaign, why not provide them with Government programs for sponsorship? Libraries of transcribed broadcasts and scripts embracing Government objectives (similar to the type now being aired gratis) could be offered those small non-network stations which are doing outstanding jobs in their respective communities.

Fortunately the OWI is considering a move in that direction. At the three-day meeting of the regional directors and consultants in Washington last week (see page 9) William B. Lewis, OWI radio bureau chief, announced plans for a daily transcription to be offered stations with the privilege of selling the time if they wish.

Some stations might prefer, however, to draw on local volunteer talent and produce their own shows. In such cases the Government could provide scripts.

The various Government agencies maintain radio branches, staffed with experienced personnel largely drawn from the industry. In the last year these agencies have turned out hundreds of hours of radio scripts, transcriptions and spot announcements which have been used by every broadcaster in the country. If Government programs are necessary and the American people listen to them, then certainly on a sponsored basis they would provide fertile fields for the advertisers with money to spend to keep trade names alive.

We call this thought to the attention of the OWI, FCC and other Government agencies interested in the direction of radio as an integrated broadcast service, as perhaps offering a partial solution of the vexing problem of saving the "losers".

HOW BIG is radio's manpower problem? As Mr. McNutt and Gen. Hershey ponder the question of whether this position or that in radio should be classified as essential, it is interesting to note the results of a survey completed recently by the NAB. This reveals that in 601 of the 900 stations in operation there are only 2,484 men whom the owners deem "necessary men in critical operations". Not so big a problem, after all, if radio is really an "essential" industry, as we've been told.

'LAY-AWAY' Plans

OUT OF A Washington that is bursting its buttons with war strategists and workers emanates hundreds of ideas, plans, reports and rumors about what's going to be done to hedge against disruption of things in the post-war economy. Most of the plans go up in smoke, but that doesn't stop the deluge. Washington continues to teem with plans and projects. Now and again there comes something that appears to have real merit. We're talking now about the economic side. Naturally there's no belaboring the job of the military commands who necessarily work behind a cloak of secrecy, and against whom these days there's little complaint.

One project that has been looking for a spot to put in the economic sphere now appears to have gained sufficient momentum to get a real hearing. It's the "lay-away" buying plan—purchase of post-war products such as automobiles and durable goods, on a merchandise certificate basis. Several different ideas have been advanced. There appears to be no integrated plan yet but, with proper support, one is destined to take hold.

Even without the details, we believe the Office of Price Administration is on the right track. There must be inducements to the public. If the people, now enjoying a greater earning capacity than ever before, can buy merchandise certificates that will appreciate in value, he who can purchase war or surplus goods (and perhaps television-combination) or other merchandise now frozen when they become available, all concerned are helped.

The Government thereby siphons off excess purchasing power as a hedge against inflation. The Treasury gets immediate funds to help finance the war, buttressing tax and war bond receipts. Businessmen generally get a lift, because retailers would get a sales commission (6% is mentioned). Manufacturers would be given further incentive to promote brand names.

Actually such a project, properly exploited, might insure a post-war boom rather than a depression. It would provide manufacturers, merchants and retailers (generally) a hedge against war production 100%, with a backlog of orders secured to consumer demand. And it would immediately enable brand-name advertisers to divert from pure institutional and prestige themes to competitive promotion for the postwar or "victory" market.

We don't profess to know all the answers. A well-integrated plan hasn't yet been developed. Objections are raised to any plan under which certificates would specify particular brand names. There are reasons advanced, contrarywise, to any plan which would provide for the purchase of any items, or to the allowance of priorities of purchase to certificate holders.

One of thing we are convinced. Some such "lay-away" plan can prove a real boon all-down the line. OPA is working on one, shortly to be released. The American Marketing Assn. has called a conference to devise a plan. Henry J. Kaiser, the master ship-builder, has proposed something along the same line. Many national advertisers already are exploiting one facet of the same thing—purchase of war bonds for acquisition of their products after the war.

With that caliber of brain-power and genius at work, something close to a fool-proof plan should evolve. Here's one project that will win the support of a united broadcasting industry.
We Pay Our Respects To

J U S T before the turn of the 20th century, a four-year-old boy stood before the one-cylinder Oldsmobile while his mother had left at the curb while shopping. As if in a dream, he slowly approached the heaving, coughing, noisy car. With great difficulty he clambered onto the high, front seat. Tenderly he fondled the instruments. Then, with sudden determination, he yanked a lever and off went the horseless carriage. And while the gentle folk of Cedar Rapids watched—petrified, frightened—the car careened down the street until it came to an abrupt halt at the curb. This was Miller McClintock’s first encounter with an automobile.

Twenty-five years later Miller McClintock who, back in 1898 had himself created a traffic problem, was again deeply absorbed in automobiles. But this time it was his job. He was director of the Bureau for Street Traffic Research at Harvard—a job that proved to be the forerunner of a brilliant career in a vital field, and culminating in his ascendency the other day to the presidency of Mutual Broadcasting System.

Within a few years Miller McClintock became the man whose job it was to stop the brutal, needless killing and mutilation of millions by automobiles. Only in his early 30’s, McClintock was regarded as the founder and foremost member of a new engineering profession that took upon itself the momentous task of changing the highways, trade markets and social habits of America—the task of perfecting our flow of traffic so that it is restrained and safe.

McClintock began applying this scientific, analytical ability to the economic interpretation of traffic data, realizing that traffic was merely a reflection of the daily trade and economic habits of the American people. In quick succession he founded, on behalf of the advertising industry, the Traffic Audit Bureau which has analyzed the daily movements and people in 17,000 cities and towns throughout the United States. He is now the head of the Advertising Research Foundation, dipping into the functions of all advertising media.

This is the Miller McClintock who, at 48, becomes the first president and chief executive of Mutual.

How does McClintock, who has never been in radio, feel about taking over the management of this 207-station network, the largest in the world?

That’s a question you don’t ask McClintock if you know anything about his life. McClintock is used to tusseling with new jobs and new problems. He has never stayed with any job where he doubted the social value of his work.

His first job after graduating from Leland-Stanford in 1918, was on the San Francisco Bulletin as a reporter. But his employment in the Fourth Estate was short-lived. Overpowering temptation to remain under Lem Parton (now of The North American Newspaper Alliance), McClintock announced to his wife one morning at breakfast that he was going to teach English at his alma mater, with considerably less pay.

Now the young university instructor had every right to be happy. At 26 he was married and well-established in the teaching profession.

One day, however, the young instructor dismissed his class in Chaucer, came home, called for his wife, and said: “We’re getting out; I’m quitting! I thought I’d be happy shaping the lives of young men, but I’m not doing much shaping. I want to be happy at it. I want to get into something that has to do with modern problems, real ones!”

His wife listened calmly. “What would you like to do?”

“We’ll go to Harvard. I’d like to study municipal government under Professor Munro; there’s a field that’s alive.”

Once in Boston the thing to do was to get a job. At Boston the only course left was financial publicity. “I’ll take it,” said McClintock.

“I don’t know finance and I don’t know publicity, but no one knows anything about the subject. The students and I will find it out together.” The dean, impressed with the young man’s frankness, gave him the position and Miller taught the course for two years.

Before Mr. McClintock had been at Boston three full years his thesis, “Street Traffic Control”, was completed. So vital had this question become that the thesis was published as a book and the young instructor found himself holding the reins of a real problem.

As a professional whose job it was tilling off the assembly lines; Americans were buying them; but the roads were fast becoming choked. Action had been taken and traffic commissions were quickly organized to carry out Dr. Miller McClintock’s suggestions in his book, Street Traffic Control.

Soon Mr. McClintock became director of the Bureau for Street Traffic Research at Harvard, holding that post 13 years. During this same period, he directed Harvard’s Bureau for Municipal Research.

In 1933 he began to meet some of the men who later appointed him to the post of chief executive of the Traffic Audit Bureau, set up by the Assn. of National Advertisers. Under his direction the bureau became the nucleus of an organization that evaluates outdoor advertising.

Mr. McClintock’s work with the ANA and other advertising organizations led to his selection in 1939 as director of the Advertising Research Foundation. He was soon working closely with representatives of various industries throughout the country. Recently he was market research advisor to the can manufacturing industry.

In the fall of 1941 Messrs. Paul West, ANA president, John Benson of the 4A’s and Chester LaRoche, General Manager of all, got together to find an active director for advertising’s wartime organization, The Advertising Council. They picked Miller McClintock—a brilliant speaker, a skillful organizer and a diplomatic executive, to head the council, sponsored by all elements in the industrial world to coordinate and utilize the power of advertising in war.

Now in January, 1943, Mutual turns to Miller McClintock for leadership.

What future does Mutual’s new president see in radio? Network radio, he says, had “during this war period made phenomenal contribution to the unity, understanding and morale of the people. The challenge of the war period, however, dwindles into insignificance in comparison with the reconstruction problems after the war.”

“A man, as no other influence, tie together the culture and civilization of a new world,” said Mr. McClintock as he looked ahead to the role of radio in a post-war world, an industry in which he is destined to occupy a prominent place.

For the benefit of the statistically minded, Miller McClintock was born in Cedar Rapids, Neb., June 13, 1884. He married the former Miss Eliza Barton, and is the father of two sons, Thomas, aged 15, and John William, 13.

BROADCASTING • Broadcast Advertising

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MATTHEW CORDON, former news editor of CBS, currently chief of the Foreign Service Division of the OWI and author of the recent book, News Is a Weapon, was guest speaker Jan. 2 on Of Men & Books on CBS.

G. S. McALLISTER, CBS director of construction and building operations, has been given a leave of absence to attend the War Dept. Third Army. He has been assigned to train business executives in coordinating war activities with civilian life. Course is given at the Command & General Staff School, Ft. Leavenworth, Kan.

LT. KENNETH W. STOWMAN, former public relations manager of WCAU, Philadelphia, has been assigned to radio publicity with the public relations office of the Navy in Philadelphia.

FERRY HYLEH, formerly of KDYL, Salt Lake City, was inducted into the Army as private 1st class.

ROBERT M. SCHOLLE, formerly sales manager of WQXR, New York, and more recently affiliated with the Atlantic Coast Network, has been appointed director of sales of WLIR, Brooklyn. Louis W. Berne continues as sales promotion manager.

BOYD RIPPEY, merchandising and promotion manager of KFRC, San Francisco, for the past year and a half, recently was transferred to the sales department as account executive. Frances Sareander, formerly manager of KMID in Dallas, takes over as assistant to the general manager. 

Caldwell takes over this week.

Under the new job, a half, recently was transferred to the sales department as account executive. Frances Sareander, formerly manager of KMID in Dallas, takes over as assistant to the general manager.

MARGARET HERRON, traffic manager of CKM, Prince Albert, Sask., is convalescing from an appendectomy.

MARGARET McBride, of NBC New York, was the subject of a seven-page “Profile” in the Christmas issue of New Yorker Magazine.

JACK LOWE, formerly of WOB, WAT and other Eastern stations, has joined the announcing staff of WBAL, Baltimore.

VAL CLARE, news commentator of CKLW, Windsor, now has three children in the Canadian fighting services. Two sons are in the Canadian Army, and recently 15-year-old daughter Betty joined the WRENS, Women's Royal Naval Service.

MARGARET WARNock, formerly a freelance writer, has joined the continuing department of WHBE, Rock Island, Ill.

CARL GOODWIN, formerly of WTRO, Cumberland, Md., and Crane Airdrome, Plainfield, N. J., has joined the announcing staff of WPEN, Philadelphia. He succeeds Ray Derry, inducted into the Army Dec. 20.

JACK RILEY, former freelance announcer and actor of Philadelphia stations, where he was known as Jack O’Brien, has been joined the announcing staff of KYW, Philadelphia.


CPL. MICHAEL J. FORSTER, formerly of the CBS publicity department, reported to Camp Stewart, West Point, early in December, to work on the post newspaper. While stationed at Geiger Field, Spokane, Washington, with the Army Air Force engineers, CPL. Forster wrote a column for the base newspaper entitled “From Doughboys to Engineers.”

JACK ROYCE, formerly an announcer of WOTY, CBS FM station in New York, has been transferred to all-night announcing staff of WABC, New York.

ROGER WAYNE, assistant musical director of WLIB, Brooklyn, has been assigned to serve as acting chief of the station’s production department. Recent additions to the station’s personnel include: Aya Zucker, sales staff, and Ken Josephs, news staff.

CHARLES A. EARLEY, formerly of various Pennsylvania press associations, has joined the staff of KDKA, Pittsburgh, as night news editor.

ALUN WILLIAMS, chief announcer and morning host of WMCA, New York, left Jan. 1 to join the Ferry Command. He is succeeded by Joe O’Brien, who has handled assignments for the station in the past, including sports, special event and feature program announcing.

ROBERT BALL, from Salt Lake City, Utah, is the newest addition to staff of WWDC, Washington.

SAM SCHNEIDER, farm editor of KYOQ, Tula, is the father of a girl. Gene Besch, former AAF employee, has become the farming editorial staff of KYOQ.

SYLVIA L. CHANDLER has joined KVAN, Vancouver, Wash., as news manager and program director. She was formerly at KAST, Astoria, Ore., and KOUS, Marshfield, Ore.

JIMMY SIMPSON has been appointed program director of WAIM, Anderson, Ind., succeeding Charles Ford. Sam Field has been added to the WAIM announcing staff.

DAVID HINSHAW, for the last four years with Standard Oil Co. of New Jersey in a public relations capacity in connection with Latin American problems, has joined the Institute of Public Relations, headed by Ben Lichtenberg, as vice-president.

MILLENT TURLOCK, former driver of women’s programs of WFAS, New York, has been appointed assistant to the director of the American Flying Services Foundation.

MARTIN BLOCK, announcer on various network shows, and conductor of the Make Believe Ballroom on WNBW, New York, has resigned his commercial announcing chores on the CBS and NBC broadcasts of Pepper Young’s Family, sponsored by Procter & Gamble Co., Cincinnati. He continues in the Ballroom and on several Lucky Strike programs.

MAC C. MATHIESON, formerly traffic director of Arizona network and now with the Army Air Forces, has been promoted to corporal. He is currently stationed at Roswell Field, N. M.

JACK ELLISSEN, formerly with KIDN, Mo, has joined the announcing staff with a station of KPFB, Sacramento.

GEORGE WEISS, formerly announcer at WGAC, Augusta, Ga., and now radar operator in the Army Air Forces, has joined a bombardment squadron in Louisiana.

JOAN HARDING, Washington commentator and BLUE network con- ductor of the It’s a Great Day program, recently was married to Lt. Robert Hooper of the Navy. sister-in-law and staff writer, Mrs. Hooper will return her duties with BLUE.

KENNETH ROMNEY, news editor of WMAL, Washington, has been inducted into the Army, and is now stationed at Fort Stevens, Ore.

Hooper Day Report

The Hooper December National Daytime Report shows Kate Smith’s "Here’s Life" tied for first place as the most listened to daytime program of the month, according to the coincidental surveys of the Hooper organization. Others of the top ten weekday daytime programs for December are: "Stella Dallas, Life Can Be Beautiful (tied); Big Sister, Our Gal Sunday (tied); When a Girl Marries, Right to Happiness, Young Wives Bloom, Vice and Code (CBS broadcast). Variation in ratings of first and tenth program is only 1.4.

Top rating weekend programs not included in the weekday list are "William Lyon Phister," first, and "Presidential Family Hour," second.
WGAN launches the largest radio promotion schedule ever put on in the Maine area ... starting with a 12-COLUMN advertisement, picturing 53 CBS radio stars ... which appeared in 16 daily and weekly newspapers in Maine, including every daily newspaper.

This represented a combined circulation of over 280,000 copies ... OVER A MILLION READERS (on the conservative basis of four readers per copy the entire population of the State of Maine.)

Now following up this initial advertisement, promoting the individual stars, with insertions in daily and weekly newspapers throughout Maine.

Maine listeners ... MAINE PEOPLE WITH MONEY TO SPEND ... are dependent on Maine radio as never before for their entertainment and information.
A STATEWIDE newspaper campaign calling attention to its CBS programs is being used by WGAN, Portland, Me.

Station placed a 12-column ad, picturing talent of 58 programs, in every daily newspaper in Maine, in addition to some of the outstanding weeklies. The 12-column ad is being followed up in weekly publications in WGAN territory with two-column ads, exploiting and promoting the star and his program. This campaign will run 13 weeks.

"We believe strongly in the effectiveness of the weekly newspaper," said Creighton E. Gatesell, WGAN manager. "Readers' interest is very high and for all practical purposes a weekly newspaper is read completely."

That's one reason why WGAN is exploiting the individual stars in the weekly campaign. Another is the fact that the smaller newspapers carry little radio information.

Milwaukee Survey
WTMJ, Milwaukee, has released a booklet with results of more than 85,000 telephone calls in local survey. Milwaukee and its suburbs are booming industrially with purchasing power of residents far above average purchasing power, it is claimed.

DIRECTIONS
New England
Sponsored by
New York
Powerful
SIZED
January
By
George
John
Gen.
and his
program. Another is
are
industrially
little radio information. 

Another is
products in 20 States in the subject of a
and industrial firms by NBC on the third case history in a continuing series of product studies by the network. Figures on which the presentation is based, were compiled from a survey by C. E. Hooper Inc., in 18 representative cities in the East, Midwest and South during the week of Aug. 17-22.

Huge Catalogue
GIANT 17x22 inch catalogue, printed on heavy stock and stapled with plastic rivets has been distributed by W. E. Long transcription service, makers of spot feature stories. Catalogue plugs W. E. Long bread sales programs and includes huge enlarged pictures of Featurette stars.

$1,000,000 Bond-Man
FACSIMILE of the Ohio State Journal, Columbus, with a sales message overprinted in large red letters, plugs "Genial Jim" Cooper, news commentator for WBN, Columbus, as million-dollar "bond-man" at large.

Meet the LADIES
VIRGINIA MANSELL
The management of WLAC, Nashville, will tell you to "keep your eye on Virginia Mansell," and anyone with any vision at all will agree that it is an excellent idea. But in the case of this talented young lady, it is also a pleasure to listen to her. She is the program Beyond The Looking Glass, six-weekly over WLAC, Nashville, in addition to heading the traffic department of this 50,000-watt station.

Virginia Mansell is a native of Boston, and was educated there, being graduated from Emerson College in June, 1942. She participated in many shows presented by WEEI, Boston, and produced student shows for WMEX. Virginia had planned a prosaic life as a teacher of speech and dramatics after graduation. Came the war, however, and the best laid plans, etc. etc. So she volunteered for a job with the USO at Camp Forrest, near Nashville. Shortly thereafter, WLAC beckoned and Virginia answered.

If you ask Virginia about her favorite pastime, hobbies, or ambitions, she will tell you: "I'm in radio for life; my favorite pastime is attending the theater, but—confidentially—sleeping and eating are running it a close second and third choice!"

BILL STERN, NBC sports director and sportscaster, has been signed to play himself in Walter Wanger's "We've Never Been Licked" film based on the story of Texas A & M. After completing the Rose Bowl broadcast on NBC New Year's Day, Stern returned in Hollywood for the time needed to shoot his part in the picture.

WHKY
5000 WATTS DAY
1000 WATTS NIGHT

BROADCASTING • Broadcast Advertising
**Purely Programs**

*With emphasis not so much upon the physical dangers of war but upon the need of keeping small children emotionally healthy in times of stress, a CBS network series titled "Children and the War" begins Jan. 4, 4:30 p.m.* Mrs. Clifton Fadiman, editor of Child Study Association publications and expert on child problems, conducts the programs, which will be based on material from the "Children in Wartime" course to be given at the Child Study Assn. beginning in January.

During the broadcasts a series of interviews with mothers, factory workers, noted psychologists and experts on child problems will deal with topics such as "How can children be expected to behave under conditions of gas attack and bomb drops?" "What can we learn from British wartime experience with children?" "How can we explain war to young children and how keep them from being frightened at war?" Mrs. Fadiman discusses these during the first broadcasts.

Future programs will be devoted to family background, how to handle behavior problems, the importance of play, children in war emergencies, bringing children into the war and the effect of emotion on the physical stage and parents and children under war status.

Original Love Letters

**To Encourage Letter Writing to Men in the Service**

*Notes of Love,* a transcribed musical series of 39 programs just released by Harry S. Goodman Radio Productions, New York, features Joey Nash, vocalist. Consisting of original love letters which lead into love ballads sung by Nash, each program includes three letters and three songs. Already several stations have contracted for the series to be offered for local sponsorship. According to the company the series was transcribed just prior to the recording ban and contains very recent melodies.

*Radio Querist*

**To Help Clarify Various Rulings and Campaigns of Government Agencies**

With the ultimate purpose of dispelling false rumors, a half-hour evening program will be started on the Atlantic Coast Network, in cooperation with the Office of War Information. ACN is planning to augment its present schedule of live dance band remotes to a total of three hours nightly of straight dance music by name bands.

*Commentators' Forum*

**Three Commentators of WHN, New York—Fulton Oursler, George Hamilton Combs and B. S. Bercovici—take part in a weekly discussion forum on WHN, entitled Commentators' Round Table. Robert Bellaire, former manager of the UP office in Tokyo, was heard as guest commentator on the initial broadcast of the series.**

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**War Information Bulletins**

**Planned system to keep listeners of WTAG, Worcester, more fully informed on local and national matters relating to the war, has been inaugurated recently in the form of "war information bulletins" remaining listeners of time limits for use of ration stamps, messages from the WPB and OPA of the kind can collection dates. Bulletins follow each 15-minute local news period and are in addition to Government spots.**

**Living Problem in Washington**

**Problems of men and women of all ages in wartime Washington is the subject of a new swapping program on WIX, Washington, 8:15-8:30 p.m., Mondays, titled My Problem Is ... . In charge is Martha Day, radio and magazine writer, of long experience in Washington. Without revealing identities she will bring to the microphone for discussion of their problems those seeking advice.**

**Art for Servicemen**

**Keeping servicemen in touch with their artistic interests is the object of the new KGO, San Francisco program Artists in Uniform, started recently. The program consists of a forum discussion among men from all branches of the service.**

**American Democracy**

**German-language programs interpreting American democracy are running on WHOM, Jersey City, following a pattern similar to the Italian series we heard on that station. Italian-speaking faculty members of the city colleges give talks on various phases of democracy.**

**Food Problems**

**To aid the housewife in the problem of obtaining food shortages during the war, Jane Lee, home economist has started a series of round table discussions on Woman's Magazine of the Air, KPO, San Francisco. Authorities on the various food subjects are invited to appear on the broadcasts.**

**Broadcasters!!**

**Let your audiences hear**

**Starlight Sonata**

*The most unforgettable melody since My Sister and I*<br>Lyrics by Helen Blau<br>Music by Henry Manns and<br>America's Victory Shout<br>(Judgment Day Is Coming!)

*to be featured by Judy Canova in her forthcoming revue "Chatterbox." Words and music by Paul J. Winkop

Both songs have been arranged for orchestra by Jack Mason

**BroadcastMusic, Inc.**

380 PMR Ave. - New York City

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**Farm Roundtable**

**Experimenting with a new forum discussion of farm problems, WGO, Schenectady, on Jan. 8 will start a new series, Dinner With the Bishops, which is set to run for six months. Guest on that day will be Millard C. Faught, of the New York office of the Agriculture Dept.'s recently reorganized Food Distribution Administration. To bring to public attention Farm Mobilization Day (Jan. 12), he will discuss with Mr. and Mrs. Bishop, directors of the series, what farm mobilization means to the farmer and consumer. A real dinner will be served during the broadcast by those in charge.**

**Junior News**

**News for young people is presented by MBS in a daily series featuring Connie Desmond, announcer and sportscaster, and Georgie Ward, 19-year-old radio actor. Titled Junior Newscaster, the program brings brief summaries of the day's major news, a dramatized story of the day's American hero, educational stories, letters to a big brother or father in the service and a human interest story.**

**Sports Thrills**

**Sports stars from Cincinnati and the nation take part in "My Favorite Sports Thrills," new feature of Lou Smith's Sports Review on WCKY. Guests relate their biggest thrill in a sports event as a participant or spectator.**

**What's What in Boston**

**16.**

**WCOP has what it takes to put a feather in the cap of any listener. Just ask us.**

**WKBW**

**Buffalo's only 50,000 watt station**

**Blanketing 11 Eastern seaboard states 227,000 square miles Over 12,000,000 people**

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**Basic COLUMBIA 1520 K.C.**

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**Buffalo’s Most Powerful Transmitter Plant**

**Makes WKBW Buffalo’s only 50,000 watt station Blanketing 11 Eastern Seaboard States 227,000 Square Miles Over 12,000,000 People**

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**New $350,000 Transmitter Plant Buffalo Broadcasting Corporation National Representatives: Fred & Peters, Inc.**

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**Broadcasting • Broadcast Advertising**

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THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

WMAT, Chicago

WIBD, Chicago, Inc., Chicago, 6 sp weekly, thru Neumon & Brody, Chicago.

Houbigant (Quick Elastic starch) 15 sp weekly, thru Ralph Moore, Chicago.


Johnson & Johnson, New Brunswick, N. J. (medicated & dental) 8 thru, thru Young & Rubicam, N. Y.


WIND, Chicago
First Church of Deliverance, Chicago, 1 sp weekly, 62 thru, thru Bondon & Cohen, Chicago.

Family Bible League, Chicago, 6 sp, thru Jim Dufy Inc., Chicago.


Sears Roebuck & Co., Gazz, 49 sp, direct.

Milk Dealers Bottle Exchange, Chicago, 12 thru, thru Newton, Person & Flittcr, Chicago.


WBBM, Chicago


J. Walter Thompson Co., Chicago, 12 thru, thru First United Broadcasters, Chicago.


KFRO, Longview, Tex.

Northern Mutual Casualty Insurance Co., Chicago, 13 thru, thru First United Broadcasters, Chicago.


KFAQ, Los Angeles
Douglas Aircraft Co., Santa Monica (employment), 5 sp thru, thru Esso Co., Los Angeles.

Magnolia Petroleum Co., Dallas, thru Battelle Oil Co., Dallas.


WMAQ, Chicago


Johnston & Johnson, New Brunswick, N. J. (medicated & dental) 8 thru, thru Young & Rubicam, N. Y.


WBBM, Chicago


J. Walter Thompson Co., Chicago, 12 thru, thru First United Broadcasters, Chicago.


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WHO, Des Moines

Studebaker Corp., South Bend, 23 thru, thru Roche-Williams &Conn, Chicago.

Peter Paul Inc., Naugatuck, Conn.

Thompson, 38 thru thru Platt-Forbes Inc., N. Y.


Peters Certified Poultry, Newton, Ia. (baby chix), 6 thru, thru Coles Inc., Des Moines.

Paramount Pictures, New York, 104 thru, thru Buchanan & Co., N. Y.

Crow's Hybrid Corn Co., (seed corn), 13 thru, thru Crisfield & Company, Chicago.

Mid-Continent Petroleum Corp., Tulsa, 355 thru, thru R. J. Putte, Kansas City.


Lewis-Howe Co., St. Louis (M R tablets), 75 thru, thru H. W. Rastor & Sons, Chicago.


Crazy Water Distri Co., Chicago.

Crazy Water Distri Co., Chicago.


Monticello Drug Co., Jacksonville, Fla. (666 cold tablets), 27 thru, thru.

WNAX, Yankton, S. D.
Iowa Master Broilers, Osaw, Ia., 5 thru, thru.

Lancaster Poultry, N. B., 6 thru, thru Buchanan & Co., N. Y.

Hamburg Hatchery, Hamburg, Ia., 6 thru, thru Buchanan & Co., N. Y.

CURRENT ADS

WTRY, Troy


Plough Inc., Memphis (St. Joseph aspirin), 1 thru, thru Lake-Spiro-Sharp, Memphis.


New York State Milk Bureau, Albany, 5 thru, thru J. M. Mathes Inc., N. Y.

WRC, Washington


Thomas Leeming & Co., New York (Baume Bongs), 6 thru, thru, thru William See & Co., N. Y.


KOA, Denver

Eagle Flour Mills, Denver, 100 thru, thru Woolley & Hunter, Denver.

Colgate-Palmolive Co., Denver, thru, thru Robertson Adv., Denver.

C. C. Clifton Co., Denver, thru, thru, thru, thru Robertson Adv., Denver.

C. C. Clifton Co., Denver, thru, thru, thru, thru Robertson Adv., Denver.

KROW, Oakland, Calif.
Adam Hat Stores, New York, series of ta for Oakland and San Francisco branch stores, placed direct.


WLAC, Nashville
Smith Bros., Poughkeepsie, N.Y., 3 thru, thru J. D. Tamhe & Co., N. Y.

Vick Chemical Co., New York, 10 thru, thru Morton National, N. Y.

WJZ, New York

Coverage that delivers a real WHAM!

Ad Clubs Planning Civil Defense Aid
Will Extend Wartime Program To 200 New Communities

EXTENSION of the wartime activities of the Advertising Federation of America into 200 communities not served by member clubs is now under way, the Federation's War Advertising Committee said last week, and the campaign is expected to be in full operation by March 1.

Under the arrangement, leading advertising men in radio, newspapers, agencies and other fields will pool their talents to promote various community war projects, the committee explained.

Project has been undertaken at the request of the Office of Civilian Defense and the OWI, the Advertising Federation said, and eventually is expected to cover other communities in addition to the 200 trial centers.

In a letter commenting on the plan, Elmer Davis, OWI chief, told the Federation, "The importance cannot be overestimated of properly executed war information programs to direct and inform our people of the many things which they must do on the home front to help win the war."

"To do this, the Defense Councils in every town need the advice and skilled production services of advertising people-on an organized basis."

Importance of the plan was outlined in a letter from James M. Landis, OCD Director, to Earl Pearson, Advertising Federation general manager. Explaining that Civilian defense activities include much more than air raid precaution, Mr. Landis wrote, "I believe the Advertising Federation of America can do an enormous amount of good by urging its members to participate in and strengthen local defense council information committees where they already exist, and provide the impetus for the creation of good committees where none exist."

Folger Moves

J. A. FOLGER & Co., Kansas City (coffee), has appointed Grant Adv., Chicago, as agency effective Jan. 1. Former agency was Lord & Thomas, Chicago. Company has been a large user of spot radio in the Midwest with transcribed quarter-hour Monday through Friday daytime serial, Jody & Jane, which will continue to be broadcast on its current list of 19 stations.

‘Tabernacle’ Ends

CANCELLATION of Cadle Tabernacle, religious Sunday feature on Mutual, followed the death of Howard Cadle, who conducted the broadcasts, as founder and pastor of the Cadle Tabernacle, Indianapolis. The half-hour series will be discontinued Jan. 10. Program is sponsored by Peoples Church Inc. Agency is Ivey & Ellington, Philadelphia.
ONLY A HOLE IN THE WALL
But That Was Before Barney's Found That
-Radio Could Do a Job for It-

A CATCHY SLOGAN, a headline trial, and nearly 500 consecutive weeks of advertising on one of a number of stations, have all played their part in the growth of Barney's, Manhattan men's clothing store, radio advertiser since 1933, when the business volume averaged $250,000 a year.

Barney's, which now does a million-and-a-half dollars worth of business in a year, has used radio almost exclusively from the time the store was a mere "hole in the wall", with a single program directed at the city's Irish population, to its present schedule on seven stations in the New York area, involving a total of approximately seven and one half hours of station time plus over 250 transcribed announcements weekly.

Calling All Men
Outstanding factor in the store's use of radio has been the slogan, "Calling All Men,—To Barney's—Seventh Avenue and Seventeenth Street—The Only Store of Its Kind in New York." It would be hard to find a listener in the New York area unable to repeat the commercial in part, or word for word. It is hammered out up to 70 times weekly on some stations. Sales results cannot be directly attributed to the slogan itself, but its effect can be measured by the fact sales jumped noticeably when it was first introduced on the air in May, 1935, by Martin Block, now m.c. of Make Believe Ballroom on WNEW, New York.

Others associated with the introduction of the slogan, and guiding forces in the company's nine years of broadcast advertising are: Barney Pressman, president of Barney's; Emil Mogul, president of Emil Mogul Co., agency servicing the account from the start; Herman Bess, vice-president, and Bernie Judas, general manager of WNEW; and A. B. Schillin, then vice-president, now commercial manager of WAAT, station which has always figured prominently in Barney's radio setup.

Barney's entered radio in 1933 with a quarter-hour daily program of Irish tunes on WODA-WAAM, later to become WNEW, New York. Station has carried Barney's advertising unretimingly from week to week, for the past nine years, and the same agency, Emil Mogul Co., has handled the account from the start.

The Hauptman trial for the Lindberg kidnaping in 1935 was indirectly instrumental in establishing radio as an advertising medium for Barney's. With WNEW possessing exclusive coverage rights for the court trial in Flemington, N. J., a huge listening audience was built up practically over night, and sales at Barney's, then using about 12 announcements and five-minute news periods, jumped spectacularly during this time. This coincidence, coupled with the introduction of the successful slogan several months earlier, did much for the store's sales climate.

Since that time the advertising appropriation increased gradually until 1939, remaining more or less at a constant level since that time. Threatened with curtailment of merchandise, by current wartime restrictions on men's clothing, Barney's met the challenge by throwing the spotlight on its boy's department, using radio exclusively to build up the section into one of the store's main attractions.

Juvenile versions of the famous commercial were prepared, with Ronny Liss, boy-actor and announcer, "Calling All Boys", the transcriptions being interspersed throughout the store's radio schedule. Through this device, Barney's has more than offset decreases in volume of men's clothing sold.

Power of Women
Barney's is inclined to hold on to a good program, once it has proved its worth. The Irish song program remained on the air for seven years, and Beat the Band has been sponsored on WAAT, Newark, by the store for the past five years. Until wartime regulations changed the format, this series was built around request numbers and birthday greetings, averaging from 10,000 to 15,000 requests a year. The firm was one of the first local advertisers to use quiz programs, when they first came in vogue, sponsoring You Don't Say, a word-association contest, on WMCA, New York, from 1935-1939.

One of the first to recognize that women, rather than men, were the buyers or influential factors in the purchase of men's wear, Barney's policy has been to use 85% of their radio time on daytime programs directed at feminine listeners. For example, a ten-minute segment of recorded songs by Bing Crosby is aired six-times weekly on WNEW at 11:45 a.m., followed at 3 p.m. by a ten-minute period on Music Hall on the station, also on a six-weekly basis.

Light opera recordings are favored in the placement of 70 announcements weekly on WLIB, Brooklyn. Barney's addresses itself to men listeners, through dance music and news programs, having just completed a schedule of 12 new programs weekly on WHN, New York. Firm also uses six-weekly half-hour and quarter-hour music programs on WAAT.

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In addition, sponsoring a thrice-weekly news analysis by Hans Jacob on WOV, New York, Barney's uses a fairly heavy schedule of spot announcements in Italian on that station, and on WHOM, Jersey City.

Stays on One Medium
Keynote of the advertising policy of Barney's might be found in the character of the store, confined as it is to one large, centrally-located building, having for some time the usual tendency of an expanding store to set up chain branches. Evidently satisfied with the results of its first radio ventures, Barney's has concentrated on one advertising medium.

Hitting on a catchy commercial, the advertiser has plugged it in spot announcements from 200 to 300 times a week, exclusive of regular programs used, until it has become almost as familiar as the police call from which it is derived.

Continued association with the same agency, and in one instance with one station, for over nine years, is also characteristic of the firm. Yet, conservative is not the word for Barney's as it continues to explore ways of making the best use of broadcasting and to prove its ability to build up the hazards of war-time merchandising with the help of radio.

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
Shreveport, LA.

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BROADCASTING • Broadcast Advertising
1942 Edison Medal Goes to Armstrong
Radio Developments Cited in Making Award to Inventor

AMERICAN Institute of Electrical Engineers has announced that the Edison Medal for 1942 will be awarded to Dr. Edwin H. Armstrong, professor of electrical engineering at Columbia U., for "distinguished contributions to the art of electrical communication, notably the regenerative circuit, the superheterodyne and frequency modulation."

Medal, awarded annually by an AIEE committee for "meritorious achievement in electrical science, electrical engineering or the electrical arts", will be presented to Dr. Armstrong on Jan. 27 during the Institute's national technical meeting, to be held in New York, Jan. 25-29.

Important Discoveries

"Probably no one man has contributed as many fundamental radio inventions which so closely touch on our every day life as Dr. Armstrong," says the Institute announcement of the award. The discovery of the regenerative circuit made possible long distance wireless communication and the building and operation of worldwide communication systems. Then as broadcasting began to grow, the superheterodyne circuit became the greatest stimulant to the art, bringing with it better reception and the attendant increase in enjoyment to millions of listeners. At the same time the manufacture of apparatus and the building and operation of stations brought work and prosperity to thousands.

"The super-regenerative circuit made practical the first two-way police communication systems on the ultrashort waves and has resulted in more rapid police action in safeguarding property and in the protection of life and limb. Now the frequency modulation system of communication is beginning to give the public a finer radio service and like Dr. Armstrong's other inventions is destined to add much to the nation's enjoyment and wealth."

Philadelphia Operators Would Curtail FM Time

CURTAILMENT of the operating time for Philadelphia's five FM stations because of manpower shortage is under consideration. Tentative plans call for operation of each station one day a week, permitting announcers and engineers to fill the gap at regular studios brought about by loss of personnel to the armed forces.

Because of the limited number of FM sets, station managers feel the Philadelphia listening area would be adequately served by one FM station a day. Broadcasters have discussed their plan with the local OWI office. Operating six hours daily on staggered schedules, the Philadelphia FM stations include WFL's W58PH; WIP's W40PH; WCAU's W69PH; WPEN's W70PH; KYW's W57PH.

![Dr. Armstrong](image)

**Philadelphia Operators Would Curtail FM Time**

*Big Freddy* Miller moves merchandise like nothing human—because he is so human! He has a natural facility for putting across a warm, genuine personality on his "Timekeeper Program" that has made his feature one of the most popular in the whole Tri-City area. How? By utilizing to the fullest advantage 10 adventurous years' experience in big-time radio (most of it on WSM, WLYW, and Yankee Network)—by developing the participating program to its very best.

Sales results prove his great value—day after day, and he proves that WTRY's policy of creating superior local programs builds a continuous listening audience. "Big Freddy" is ready to sell your product as it should be sold on his Timekeeper Program, or on an individual program built to fit your special requirements.

**WTRY**

TROY, NEW YORK

1000 Watts  980 Ke

Only Basic BLUE Station in the Tri-City Area

Represented by Rayner
ANNOUNCERS are being trained by WEEI, Boston. Draft-deferred men are being auditioned this week, and actual training will commence on Jan. 11. Arthur Edes, director of radio at Emerson College, will conduct individual training courses in voice, production and style, twice-a-week. Lectures covering all phases of studio work will be an added feature of the WEEI endeavor.

ARTHUR BORAN, well-known mimic of prominent stage and screen celebrities, acted as "Guest Salesman" for War Bonds and Stamps on WBZN, Brooklyn, Dec. 30, 10-11 p.m., for the Keep Freedom Ringing program.

What is so silly as a six-day bike rider on a velocipede? Well, for one thing, any radio advertiser who thinks he’s reaching the 798,000 people in the $211,000,000 Roanoke-Southwest Virginia market without using WDBJ. Actually, only WDBJ reaches the whole territory with a "listenable" voice at all times. Want the facts that prove it?

WITH a script written by officers of the Eighth Naval District, and a cast of 18, together with a 20-piece orchestra, WWL, New Orleans, presented One Year Later to call the attention to its listeners to the progress America has made in the year since Pearl Harbor.

WPAT, Paterson, N. J., has opened offices in New York in the Paramount Bldg., 1501 Broadway. Sidney Flinn, vice-president in charge of sales, will make his headquarters in the new offices.

LAWYERS and representatives of Government agencies will staff a projected "rumor clinic" to serve as a replacement for Voice of Freedom on WMCA, New York, when the latter series is completed around the first of February. The program will be presented by Freedom House, New York, organization now running the current series.

BLACkOUT IN FT. WAYNE inspired the winning entry, Blackout Parades, of Fred Moor, WOWI-WG Wann announcer, in the H. P. Davis Memorial Award contest for the central time zone. Moor receives a ruby ring presented by Mayor Harry W. Baals on behalf of the Microphone Playhouse and the Ft. Wayne Civilian Defense Council.

MURDER IN STUDIO A of WGN, Chicago, complete with camera covered crime, is all part of a recent Money broadcast. Studio producers, sound men, audience and Robert Ferrer, president of the Consumers Co., Chicago, sponsor, portrayed themselves in the script in attempting to assist Detective Mike Trent, hero of the weekly drama, in solving the crime.

SOME 55 members of NBC Hollywood staff are now serving with the armed forces in the United States and abroad.

NAVY TIME, popular program of WIKY, Cincinnati, formerly broadcast from the model warship USS Victory in Fountain Square, has been transferred to the UBO Donut Center. The program features news of the Navy and Navy men from the metropolitan area of Cincinnati, interviews with Navy celebrities, heroes and local sailors on leave. The program is aired Monday through Friday at 4:30 p.m.

WOW, New York, will prepare all features for the radio section of La Vita, Italian-language newspaper sponsored by the Italian-American Grocer’s Assn. Station’s publicity department was all part of a recent listings, descriptions of programs, a radio news and gossip column, by-line by Herb London, publicity director, and a cooking column prepared by Diana Baldi, costumer, the program is aired Monday through Sunday.

WARTIME WASHINGTON is setting such a mad pace. Washington’s WWRC, under program direction of Norman Reed, has stepped up its program schedule to five minutes every 15 minutes, between six and nine a.m. During remainder of the day, until midnight, news is presented hourly.

Arbitrators Define Net Serial Discs
AFRA Upheld in Claim Over Recording of Rehearsals

TRANSCRIPTIONS of network programs recorded from dress rehearsals constitute prior recordings as defined by the commercial code of the American Federation of Radio Artists and the talent used on such programs shall receive extra pay for the recordings, a three-judge panel of the American Arbitration Assn. has ruled in deciding a dispute between AFRA and Blackett-Sample-Hummert.

Two serial programs, Light of the World, and Lone Journey, sponsored by General Mills and Procter & Gamble Co., respectively, and both placed by B-S-H, were specifically involved in the dispute. Programs had previously been recorded during the network broadcasts, for which no extra talent fee is charged. The Petrillo ban on musical recordings, however, made it necessary to make the transcriptions without music, which can be filled in locally by the stations carrying the recordings. Since this separation could not be made while the program was on the air, the agency recently had the recorded versions of the programs made during the dress rehearsals.

Fees Awarded
AFRA contended that these were prior recordings and that a dress rehearsal perfect enough to be recorded for use on the air is in reality an additional performance for which the artists should be paid. Agency held there is no essential difference between record-ings made during the rehearsal and those made during the network broadcasts and that therefore no extra charge is justified.

Judges upheld the AFRA argument and awarded the union members employed on these programs in question fees of $10 for each recorded performance. Members of the panel were: M. E. Tompkins, vice-president and general manager of BMI, chosen by Blackett-Sample-Hummert; Herman A. Gray, professor of law at New York U, selected by AFRA, and Harlow J. Johnson, president of the Institute of Life Insurance Companies. Trio heard argument from union and agency counsel on Dec. 18.

Columbia’s Station for the SOUTHWEST

KC H

WICHITA KANSAS

Call Any Edward Petry Office
The occasion arose when the WPTB was confronted with issuing aspirin to Canada from the United States, ordinarily impossible for homeowners to take advantage of the situation. Sunday night on CBC is almost entirely commercial, and Ray Sperber, sales and advertising manager of the Bayer Co., was approached for time on The Album. He readily assented, but was faced with the problem of splitting a program from the United States, ordinarily piped to Canada, during which the American Bayer Co. was being awarded a coveted “E” for developing a substitute for quinine.

CBC was equal to the occasion, however, when Bayer Co. passed up the Canadian portion of the award program, and substituted Jean Marie Beaudet of Montreal, for the time not required by Mr. Gordon's announcement on butter rationing.
Auto Service Club Extends Air Time And Feels It Pays

Aims to Help Motorists Keep Their Cars in Operation

DESPITE the increasing difficulty of operating a car under wartime restrictions, the Chicago Motor Club, automotive service organization, has not only maintained its radio appropriation but has increased its advertising during the past season.

Effective Dec. 28th, company realized its schedule with a three-weekly news program on WENR, Chicago, with Norman Barry and a quarter-hour newscast six times a week on WCFL, Chicago. The company sponsored a schedule of Big Nine games on WGN, Chicago, this last fall.

Sees Responsibility

"With rationing of tires and gasoline in effect," Charles M. Hayes, president, declared, "there is no question but that there will be fewer cars on the road and less business to go around. But those of us allied with the automobile industry should realize our responsibility to the motorist to keep cars in operation.

"We also have a responsibility to our concerns to keep our names before the public. Not as memories of once big companies, but as organizations doing their level best to serve the public when the average motorist most needs our aid.

The average man might think that we should reduce our advertising expenses at this time, but when maintaining radio advertising will give us an opportunity to serve more people at a time when they need our service, it seems perfectly logical."

THEODORE GRANIK'S American Forum of the Air, heard on Mutual Sunday, 8-9:45 p.m., celebrated its 16th year on the air Jan. 3. Granik, originator of the series, and moderator, is a Washington attorney and public relations counsel.

SMILING DESPITE RATIONING was this coffee sponsor while chatting with working staff of the weekly NBC Maxwell House Coffee Time broadcast. Conversers (l. to r.): Bill Kline, West Coast representative of General Foods Corp., sponsor of the series; Fanny Brice, who portrays Baby Snooks on the show; Mrs. Joseph E. Davies, director of General Foods Corp.; Al Kaye, Hollywood manager and producer of Benton & Bowles Inc., servicing the account.

SMALL BANKS USE RADIO

FAA Bulletin Cites Instances of Major Appropriations for Broadcasts

RADIO advertising comes in for a sizeable share of the advertising appropriations of certain smaller commercial banks with deposits of $10,000 or under, according to figures given in the Dec. 7 issue of the Bulletin of the Financial Advertisers Association. Of appropriations averaging $850 per month by a bank in Denver, 30% is allotted to radio, the same as that for newspaper advertising.

An Ohio bank in the same category, out of a $5,500.00 budget, allocated $1,000 to radio, while an Indiana bank reports that about half of an $8,100.00 budget is divided between radio and newspaper advertising, says the Bulletin.

Of five other banks reporting to the Bulletin on advertising expenditures, only one gives a breakdown and radio is not included. One bank in Iowa slashed its budget for 1942, eliminating radio, apparently in favor of increased billboard advertising.

On this action the Bulletin comments: "I wish we had the opportunity of asking and receiving a direct reply as to why they eliminated radio advertising when they reach so many people these days . . . I am sure this idea of billboards vs. broadcasting would call forth a considerable discussion."

Copyright Report

REPORTS must be filed with the Alien Property Custodian by all U. S. citizens claiming an interest in any copyright in which a national of an enemy or enemy-occupied country may also have an interest, Leo T. Crowley, chief custodian, ordered last week. Reports are to be filed by Jan. 15, 1934. They must describe the interest, and supply financial reports covering all contracts under which royalties have been paid or are payable to foreign nationals. The order is expected to affect principally music publishers and licensing associations, radio broadcasting affiliates and manufacturers of records and transcriptions.
Shortwave Programming Sets Fast Pace in World at War
American Stations Expanding Facilities to Meet International Broadcasting Demands

A YEAR of global war has probably brought about more radical and far-reaching changes in the international phase of American broadcasting than in any other aspect of the industry, a review of the networks' reports for 1942 indicates.

In expansion of technical facilities, increase in the amount of shortwave time and developments in shortwave programming, the past year has set a pace which, if matched in 1943, will find the United States far ahead of the point it would have reached if the Pearl Harbor attack had not forced the nation into high gear.

Shortwave Activities Increase

Most spectacular event of the year in the international field of American radio was undoubtedly the leasing of U. S. shortwave transmitters to the Government Nov. 1. Government acquisition of CBS stations found that network with greatly expanded facilities over a year ago. Two 50 kw. transmitters, WCBS and WDRC, had been completed and placed in regular service along with the 10 kw. transmitter, WCDA. All three increased their broadcast day—nine hours in the case of the first two, and nine hours for WCDA—to 20 hours each.

CBS network of the Americas was dedicated in May of last year, adding 100 Latin-American stations as outlets for North American programs. The southern hookup proved its potentialities during the first days of the invasion of North Africa, when CBS transmitted news of the event in Spanish and Portuguese for 25 consecutive hours.

CBS demonstrated the speed and adaptability of the radio medium following Dec. 7, 1941, when news broadcasts to the world were increased by 400% in 64 hours, and continued on a 24-hour schedule until the end of the year. CBS shortwave programs to Europe, the Near East and Africa are now on the air 13½ hours a day in 12 languages.

NBC, during the past year, added three languages to its shortwave broadcast, bringing the total of different tongues spoken to 10. Broadcast time to Latin-America has been increased and numerous features, such as coverage of the visits of Latin American officials in this country, have been introduced or expanded.

When American outlets were set up in all parts of the world, NBC started shortwave abroad the servicemen's favorite programs, and at the close of the year was transmitting an average of 35 hours of commercial and sustaining broadcasts a week to the armed forces. During 1942 CBS shortwave 17 different regular programs series, such as Your Hit Parade and We, the People, to our troops abroad.

Using the facilities of the BBC and the CBC, Mutual pioneered in programs giving soldiers and sailors an opportunity to exchange greetings with their families back home, and in bringing the British and American people in closer rapport through BBC programs such as Stars and Stripes in Britain, and American Eagle Club.

As we enter the new year, CBS operates the only privately-owned listening post in the United States concentrating on voice broadcasts. Last year 33,500 shortwave broadcasts from 40 different points of the globe were recorded and translated. Members of the listening post scan Axis propaganda for any definite line of attack they may reveal. Newspaper editors, magazines and wireless services are then properly warned of the pattern of the enemy's psychological warfare.

ARIZONA—welcomes its third year of thrilling association with the men and machines of the growing United States Air Force. The cream of Uncle Sam's fighters has turned the perfect flying conditions and unlimited facilities of this State into the Nation's greatest Air Corps Training Center. Yes, Arizona is a flyer's paradise. It's an advertiser's paradise, too, because millions of dollars are flowing through the State's trade channels.
WPB TO REGULATE CIVILIANS’ TUBES

DISTRIBUTION of receiver tubes will probably be regulated in the future, the WPB said last week, and a plan is now under consideration to require owners of receiving sets to turn in their old tubes when they buy new ones.

The plan, similar to the procedure used to prevent hoarding of toothpaste and other items, would be designed to insure proper distribution of receiving tubes soon to be manufactured under the Radio & Radar Division tube program.

Although it may later develop that parts of returned tubes will be salvagable—particularly the bases—the WPB considers the regulation basically as intended to control distribution. A similar plan has been used voluntarily by many distributors with considerable success.

They’re Fighting Men Now But Radio Employes Keep Contact With Industry

ONCE a radio man—always one, despite a global war. That’s the impression conveyed by scores of former radio employes, now in the armed forces in all parts of the world, to GROUNDBREAKING.

From Langley Field, Va., to Australia, to “somewhere at sea” these individual members of BROADCASTING’s family of readers tell the same story. They’re fighting for the things they hold dear—for their families, the Four Freedoms. But through it all they’re keeping a keen eye on the industry through BROADCASTING.

Around the Globe

Several men who not so long ago were sending programs over the air waves in a peaceful United States are keeping abreast of radio times in Australia. From Warrant Officer Donald R. Mihan, formerly of KTRI, Sioux City, Ia.; KYSM, Mankato, Minn., and KFBF, Great Falls, Mont., comes a note that BROADCASTING’s family of readers tell the same story. They’re fighting for the things they hold dear—for their families, the Four Freedoms. But through it all they’re keeping a keen eye on the industry through BROADCASTING.

“At this distance from home BROADCASTING is my only contact with the industry and enables me to keep abreast of happenings,” he writes Cpl. Ira D. Kealy from Australia.

From an advanced base, Aviation Radioman 1/c Henry Poles asks that his BROADCASTING be sent air mail so he’ll get his copy sooner. He was chief engineer of KWAL, Wallace, Idaho, and KRFJ, Miles City, Mont., before joining the Navy.

Another, somewhere with the Pacific Fleet, is James D. McCully, formerly WFCO’s mate 2/c. He writes: “It is needless to tell you how much I am enjoying BROADCASTING. That trite saying about meeting an old friend is really applicable out here in the middle of the Southwestern Pacific. It is one of the few remaining contacts with the radio world that I like to feel I was once a part of.”

Robert H. Bruner, former newscaster-announcer at WSOY, Decatur, Ill., and WAOG, Vincennes, Ind., writes: “In no other way could I have kept as close touch with the radio industry as I have through your magazine. And I am sure I speak for the majority of the servicemen when I say that radio plays a major part in everyday army life. Without it things might be pretty dull.” He’s now a second lieutenant in the Air Corps.

Pvt. William O. Holm Jr., formerly of WEED, Rocky Mount, N. C., writes from the Army Air Base at Greenwood, Miss.: “Five weeks of life in the Army Air Forces have not served to dim the liking developed for your weekly in civilian life.”

Keeping in Touch

Donald A. Mihan, formerly of Waukegan, Ill., now with the Sixth Service Command, Chicago, writes: “Even in the Army I find definite need for BROADCASTING Magazine.”

Five months ago Fred Murray Hall left WWD, Washington, for the Navy. As Radio Technician 2/c, stationed at Treasure Island, Calif., he writes: “I’d like to keep in touch with the profession.”

Seaman 2/c Herbert Renick of the Coast Guard found BROADCASTING invaluable in civilian radio work. He added, “since then I have found it indispensable to me in my desire to keep in contact with the industry. I have been looking forward to receiving my copy of BROADCASTING each week and feel that the time I spend studying this ‘text’ will increase my place in radio when I come back.”

WTCN

Blue Network

5000-1000 Watts

MINNEAPOLIS—ST. PAUL’S BEST BUY!

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives
Hit Tunes of Ages
On Luckies Series

New Warnow Feature Replaces 'Info Please' on Feb. 12

REPLACEMENT for Information Please when that quiz show and its sponsor, American Tobacco Co., New York, ship company Feb. 8 at the end of the current contract will take the form of a musical variety program featuring the standard hit of all time, titled All-Time Hit Parade.

The new program will start Feb. 12 in the Friday evening 8:30-9 period on NBC, spot now occupied by Information Please. It will be heard on the full NBC network and will have a repeat performance from 11:30 p.m. to 12 midnight.

Music by Warnow

The new Lucky Strike series, as reported in Broadcasting, Dec. 21, will definitely originate in Carnegie Hall, New York. Star will be Barry Wood, who will shift from American Tobacco's show on CBS, titled Your Hit Parade, which will in turn feature Frank Sinatra as singing star in Wood's place.

Music will be provided by Mark Warnow's orchestra, Lyn Murray's chorus, Ethel Smith at the Hammond electric organ, and Marie Greene, singer. Milton Cross will announce. Agency in charge is Foote, Cone & Belding, New York.

As Broadcasting went to press last week, no sponsor had been signed by Dan Golenpaul to take over sponsorship of Information Please after its last broadcast for Luckies Feb. 5. Golenpaul's office reports several advertisers are discussing the show with its owner.

Coast Three-Hour Show

DEDICATED TO overseas servicemen, Packard Bell Co., Los Angeles, (radios, equipment), sponsored a special three-hour Christmas Day all-star program on 33 Don Lee Pacific Coast stations, Friday, 7 p.m. (PST). The show was under production supervision of Z. Wayne Griffith, radio director of Berg-Allenberg Inc., Beverly Hills talent service, with Cyril Armbruster as musical director. Parents of servicemen now overseas were studio guests during the broadcast, which originated from Don Lee studios, Hollywood. Agency is Barton A. Stebbins Adv., Los Angeles.

BROWN ANNOUNCES
NBC STAFF SHIFT

MARION W. MYLES, former assistant to Joseph A. Ecclesine, manager of NBC's network promotion division, has been made creative assistant to Charles B. Brown, NBC director of advertising and promotion. Also joining Mr. Brown's staff as administrative assistant is Charles P. Hammond, recently with ANPA Bureau of Advertising. The position vacated by Miss Myles has been assumed by Jean Harstone, until recently director of sales promotion of Saks Fifth Ave., New York department store, and previously account executive of McCann-Erickson, New York.

Widely known in the advertising field as a copywriter and promotion expert, Miss Myles was associated with McCann-Erickson for five years, later joining Saks Fifth Ave. as sales promotion director. Prior to her NBC appointment in February, 1942, Miss Myles was a free-lance copywriter for several firms, including Elizabeth Arden and the British Empire Chamber of Commerce.

Mr. Hammond has been with the Bureau of Advertising since 1936, having previously worked on several New York newspapers. He also was assistant foreign news editor of Literary Digest.

What about WOL?

...Hear more
Network Programs Than
any other Washington
Station

Get the facts from WOL—WASHINGTON, D. C.
Affiliated with Mutual Broadcasting System.
Representative: Spot Sales, Inc.

"WFDE Flint Michigan says I should have my hat relabeled."
OWI Offers Program for Sponsorship

War Information Ranks First Under New Allocation

(Continued from page 10)

the percentage of American news to the total volume of news published in Turkish newspapers.

Another phase of the branch's operation is concerned with the transmission of news to the troops scattered throughout the world. This news is sent by radio to bases where it is employed in the publication of local editions of Stars & Stripes, AEF newspaper.

To show the growth of OWI programming activity, he pointed out that OWI's first program, a 15-minute show, was aired early in February. Today there are 4,649 transmissions per week, equivalent to 2,400 programs per week. This involves the use of 1,400 hours per week broadcast in 22 languages. In addition to the program material written, produced and aired by OWI, he said that an important part of the total is originated by NBC and CBS, using their own staffs.

Describing the operation of the 22 shortwave transmitters, Mr. Houseman said they have been organized in what is known as the Bronze Network, an arbitrary hook up which allows OWI to plug any given program over any number of transmitters.

Before Pearl Harbor, he explained, broad shortwave beams were for wide distribution throughout the world, with the resultant lack of concentration in any given area. To remedy this condition, he said, the beams have been narrowed so they may be pointed at specific regions. In illustration, he cited the case of a 10 kw. communications transmitter beamed to North Africa, and he said field reports indicate that reception is "perfect".

To enable his listeners to comprehend the volume of OWI overseas activity, he presented the following figures. The branch daily broadcasts news around the clock in 15-minute sections—in English, German, French, Italian Spanish and Portuguese. Since Nov. 7, for example, he said that broadcasts in French have been constant, totaling 86 per day transmitted via shortwave from this country. Intelligence reports indicate reception is uniformly good throughout France.

In addition to broadcasts originating from this country, other material is transmitted via AT&T point-to-point connections in London, for example. There, he said, it is recorded and rebroadcast by BBC transmitters throughout the continent. This type of broadcast amounts to about 2½ hours per day. All U. S. programs are identified as the "Voice of America" and the theme music employed is "Yankee Doodle". In explaining this type of operation, he said it was found necessary since medium-wave transmission is the most effective means of reaching German listeners. The reasons are confiscation of shortwave radio sets in most cases and lack of replacements for existing underground listening sets.

This type of transmission is also made daily to Leopoldville, Africa, a Belgian possession, for one hour a day, as well as to Australia, Cairo and Algiers. Broadcasts to Algiers are also transmitted by medium-wave to such points as Oran and Casablanca, where they are recorded and rebroadcast from those points. These include a one-hour transmission in English for the troops and another hour in French each day. To date the bulk of this material has consisted of news.

Service for Troops

Broadcasts to the troops throughout the world are known as News From Home. Material consists of local news and messages from home. Aired over all transmitters nine times per day, the program is also heard by civilian populations locally. In fact, Mr. Houseman pointed out that any program transmitted by shortwave may be heard by any listener able to tune in the broadcast. This he said was an important facet in psychological warfare, since it proved to Axis listeners that only one version of the news was being presented from America. He described the program's tone as "good-natured, and tough".

Another type of broadcast operation consists of transcriptions produced in New York and shipped to the branch's various overseas stations for local broadcast purposes. In the last six months, he reported, 18,000 discs have been prepared. In explaining their use, he cited the case of India, where speeches of the President, Vice-President and other prominent national figures have been heard, along with music and information explaining problems such as industry conversion. Although many of these features arrive late, Mr. Houseman insisted that timeliness is not the essential factor since listeners have not been aware of their content earlier. He cited the fact that residents of French North Africa were ignorant of the Doolittle raid on Tokyo or the commando raid at Dieppe until the time that American forces invaded the continent. In India, for example, a transcription of a Gershwin festival broadcast several months late was considered of such moment as to rate local newspaper headlines. More and more use will be made, he said, of material obtained from U. S. domestic stations.

JANUS had two faces

January was named for the Greek goddess Janus, who had two faces— one looking forever forward, the other back. Every manager needs to be a Janus, looking back to learn from experience, looking forward to prepare for the future.

Experience in 1919 showed that the business which survives best in a post-war period is the one which maintains its customer goodwill during the war. Experience of the last twenty years has shown that one of the soundest ways to maintain goodwill is to give your customers something they value— radio entertainment— to remember you by.
term not entirely understood by many people, and he attempted to explain the operation in layman's terms, pointing out that it is primarily effective on medium waves. He explained that all jamming falls into two categories—basic and local.

Basic patterns consist of sounds such as airplane motors, waterfalls and hurry-gurdy noises. These are used to break the shortwave beam of transmissions which pass over Axis-controlled areas. Local jamming is effective in an area of 15 to 20 miles and is managed by noise transmission of a transmitter in any given area.

To combat Axis jamming, he said that programs are speeded up and slowed down to meet atmospheric conditions. The "operating philosophy" in all broadcasts which face the possibility of jamming is to deliver 350 words in 15 minutes, repeated three times to insure complete listening. Despite intensive jamming activity by the Axis, he reported that the United States never jams its opponents. The Axis cannot jam North Africa, he pointed out, since they are unable to break our shortwave beam to that area.

In describing current operations, he mentioned plans for new transmitters in England and North Africa and projected plans for others. He substanitated the fact that OWI is currently negotiating for the WLW 500 kw. transmitter.

In the operation of some 22 shortwave transmitters, he explained that the Office of Coordinator of Inter-American Affairs uses both transmitters, one from 6 p.m. to 2 a.m. on all but two transmitters which are reserved for special needs, he said. During the recent African campaign, he pointed out that it was necessary to take over CIAA time for two full nights.

Program Material

Describing program material, he mentioned Answering You, a new program transmitted to Great Britain once a month, featuring national personalities such as Dr. George Gallup, Rex Stout, Clifton Fadiman and others in frank answers submitted through BBC listeners. Other program material is sent to China and India.

Domestic foreign language program materials have been useful in broadcasts to Axis-dominated countries, he said. For example, German programs from the Midwest have been rebroadcast for German listeners under Hitler's heel. Prominent German-American personalities have recorded testimonials for similar use. This type of material has also been employed in broadcasts to Sweden and Italy.

Gardner Cowles Jr., director of domestic operations, explained the "overall operation of the Domestic Branch". The operating philosophy of OWI, he asserted, is a voluntary approach without resort to compulsion. In fact, he said that "we have meticulously avoided" crackpot suggestions to take over radio and the press. Instead, he said that OWI

No. 1 Job ahead for OWI. Pointing to the many complexities involved, he said it will require a terrific amount of work to educate the public along proper lines.

Alluding to the recent resignation of Leon Henderson as OPA director, Mr. Cowles described him as a "high-grade public official of admirable courage" who was the victim of improperly handled publicity.

Handles Many Campaigns

Ken R. Dyke, chief of OWI's Bureau of Campaigns and former NBC director of promotion, recounted the activities of that comparatively new bureau. In introducing him, Mr. Lewis said he was handed a tough problem of coordination, but because "he's the world's stubbornest man", he undertook it and has done an outstanding job.

Mr. Dyke, in turn, paid tribute to the work of the radio branch in setting up what he thought was a "real pattern" for radio participation in the war effort. He called the functions of his bureau primarily those of a traffic cop.

The bureau now is handling some 63 different campaigns, he pointed out. One difficulty is that in this field, there is a "terrifically high birth rate but no death rate," he said.

The effort now is to segregate all these campaigns into six or eight overall efforts, retaining all of the essential facets of the individual efforts. Progress is being made

"THIS HERE LITTLE NUMBER GITS AROUND PURTY GOOD--BUT IT AIN'T NOTHIN COMPARED TO THE WAY WDAY GITS AROUND THE RED RIVER VALLEY!"
Ten Top Campaigns

Mr. Dyke stressed the fact that priority control was essential to the success of campaigns since no one campaign may employ every medium every time. Furthermore, to eliminate the possibility of confusion in the minds of the people, he said that it was unwise to give them too much at any one time.

Three categories have been established by Mr. Dyke. Tied to campaigns in determining their priority, he said. They are maximum, average and sustaining effort. The criteria established in determining any given campaigns priority are three in number: 1. Its importance to the war effort; 2. The degree of effort required to get the job done; 3. Timeliness.

The top ten or maximum campaigns for the month of January are the Food Situation (reasons for shortages), Point-to-Point Rotation, Antimissile Power, Fuel Conservation, Fats & Grease Salvage, War Bonds, Security of War Information (anti-loose talk etc.), Rubber Conservation, Gas Rationing, Share the Meat.

The average campaigns for the month of January are OCD Recruiting, Nurses Aides, Truck Conservation, Farm Bureau, Consumer Deliveries, Victory Gardens, General Conservation of Clothing and Electrical Equipment.

Radio Bureau Explained

Furthermore, Mr. Dyke pointed out the need for participation in the organization of community campaigns by local stations over and above Washington direction. At the conclusion of Mr. Dyke's address, Mr. Lewis introduced key members of his organization, presenting those available and describing the functions of others whose duties prevented them from attending the sessions. Following this the program turned to a consideration of the radio bureau's development. Mr. Lewis showed how it became necessary to coordinate Government announcements as soon as the U.S. became involved in the war and he traced the radio bureau from its start in the Office of Civilian Defense, through its OFF stage and finally as it emerged within the framework of the OWI.

When the radio bureau took over, he pointed out the lack of coordinating facilities which prevailed, with the result that each Government agency was pulling for itself in the matter of announcements and programming. There was one station, for example, which received 28 lbs. of announcements and assorted information from various Government agencies in one week. Stations were using announcements covering as many as 25 subjects a day. In part, this condition was considered responsible for the drop in listener interest during the first three months of 1942 as reflected in Hoover surveys. This led to the adoption of the Network Allocation plan announced April 27.

Industry Does the Job

In drafting this plan and others in subsequent months the OWI's radio bureau was concerned primarily with the welfare of the listening public, Mr. Lewis said. Another aspect of their philosophy called for plans which could be superimposed on existing audiences without recourse to the use of untested methods. Mr. Lewis said that OWI has chosen to let industry do the job with the aid and advice of the Government through its OWI plan and provision of the proper information to be transmitted to listeners for a full understanding of the various problems.

Mr. Lewis expressed great confidence in the order which has resulted from Regulation No. 2, which was intended to centralize control of all programs prepared by Government agencies in the hands of the radio bureau. He said that the results have been encouraging, but added that a sterner measure would be adopted in the future if it was felt necessary to the function of Government radio operations and to the welfare of the industry as a whole.

Two OWI plans are already in operation, the Network Allocation program and the Special Assignment plan. The Station Transcription plan and the Station Announcement plan, two new operations, will take effect early in the year. Two more plans, known as the Special Features plan and the OWI Show program, are under study and preparation. In discussing these six plans, Mr. Howard Browning, Philadelphia; Eugene Cervi, Denver; Don Adley, Clark, Minneapolis; Marvin Cox, Atlantic City; Edward B. Merrill, Baltimore; L. S. Sisk, Dallas; Samuel Stocky, Cleveland; E. Bigelow Thompson, Clifton, New York; Dean Jennings, San Francisco.
Lewis categorized them as of the "understanding type" and the "action type". In the first group he put the Special Features, Special Assignment and Station Transcription plans. The other three were placed in the category of action. By understanding, he explained, we meant ideas and war aims which had to be interpreted and submitted for assimilation, whereas the action plans are intended to provoke overt action of one sort or another such as WAAC and WAVES recruiting, scrap salvage and the like.

He said that the Special Assignment plan had two goals to render personal service to a limited number of existing sustaining and commercial programs, and to guide information in an integrated fashion. This plan, understandably, calls for a limited number of stations and he pointed out the original list of stations which received personal service had to be reduced, owing in part, to the limitation of personnel. None of these shows is called upon every week, he explained. He pointed out that programs are asked to help only when their appeals suit the needs of a particular message.

In all there are 56 programs to be serviced in this fashion. But he added, the existence of a program in this classification at present is no guarantee of its continued position. Programs will be monitored to determine effectiveness and close studies will be made constantly to obtain a maximum effect. If it is felt that another program could be more useful it would replace one now on the list.

Material Fits Program

He cited the case of the Metropolitan Opera Co. series which is utilizing United Nations' material in its weekly broadcasts. Similarly, other copy is adapted to other types of programs, dramatic material, serials or single programs, continuity themes for musical programs, speech material, quiz questions, out of character talks by stars of programs and the like. In this work he mentioned the aid of the War Writers Board in New York and a similar organization in Hollywood.

The Station Transcription plan which takes effect Feb. 1, 1943, entails the use of three or five-times weekly transcriptions such as the Treasury Star Parade, heard for 15 minutes on single programs of 30 or 60 minutes in length. Under this program each station sets aside a 15-minute spot Monday through Friday for a program with the general appeal of a "My Country 'Tis of Thee" theme. In communities which have more than one station, representatives of each get together to decide who will carry the program in the morning, afternoon and evening.

The OWI will prepare these programs in kits of five. The discs are to be mailed to stations, complete with publicity material to permit full exploitation of the series locally. When the plan is started, he said the schedule would be staggered locally so that stations will not all open with the same program nor will all the stations in a given community present the same program on the same day. Discs will allow for local sponsorship but no beer or liquor advertisers will be countenanced. Furthermore each program, when sponsored, must carry a disclaimer of Government endorsement of the advertiser's product.

710 Stations Accept

Already 710 stations have agreed to this plan and results are not yet complete. Only 12 of the 722 stations tabulated don't want it, Mr. Lewis said.

The Network Allocation plan, Mr. Lewis pointed out, is three-fold in its aims: paramount needs, orderly distribution and finally wise distribution. To accomplish this end a plan, originally presented by the Advertising Council to the OFF, has been refined in the course of practice and the present-day Network Allocation system is the result.

The need for the plan was recognized, according to Mr. Lewis, to reduce the volume of demands and increase the effectiveness of spot announcements. Its effect resulted in the elimination of separate requests from various agencies and departments and in centralized control. The plan enables the emphasis on quality of announcements rather...
WDRC
CONNECTICUT'S PIONEER BROADCASTER

FIRST MARKET
The richest part of the country's richest state can be covered completely and economically-by using WDRC in Hartford. Here's the market and the station for your spot campaign.
Basic CBS for Connecticut.

WTOC
Savannah, Georgia
CBS - UP News - 5,000 Watts

WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

Wake Up... Your Georgia Sales with WRBL Columbus CBS
Represented by SPOT SALES, Inc.

LUNCHEON BREAK during the first day's session of the three-day OWI radio session found Gardner Cowles Jr. (left), assistant director of OWI in charge of domestic operations, in animated conversation with Dr. Leon Levy, president of WCAU, Philadelphia, OWI radio consultant who collaborated in organization of the regional plan.

in other media. It was pointed out that stations appreciate the OWI's recognition of the importance of audiences in which they may be maintained through entertainment as well as news.

Regional consultants assured OWI officials that the industry had faith in their efforts to bring orderly planning to radio's part in the war effort and urged them to continue this trust.

Philadelphia Test
In the afternoon, considerable time was devoted to the "Philadelphia Plan" of regional administration of Government war agency announcements. Under this plan, the broadcasts of four local stations were studied carefully under the direction of Dr. Leon Levy, consultant for the Philadelphia region of OWI and president of WCAU, Philadelphia, in collaboration with Herbert Brucker and Howard Browning, of the OWI staff.

They endeavored to determine what stations were doing in terms of war information broadcasting in an effort to plan and coordinate the message lineup of each station in the area to produce the greatest possible good.

Finally when the extent of overlapping was recognized it provided the OWI with a basis of coordinated operation within an area. Next it also afforded a means through which local or regional applications of national informational campaigns could be modified to best suit the area's needs.

Late in the afternoon the first reports of regional directors began, but the meeting was adjourned early to allow members attending the sessions to sit in on a meeting conducted by Paul V. McNutt on manpower problems as handled through labor-management committees.

Not Censorship
The Thursday morning session opened with a brief discussion of the problems of regional directors, some which had not been covered Wednesday afternoon. From this the discussion developed into a complete consideration of the problems of clearing resulting from the issuance of OWI Regulation No. 2, which empowers OWI to supervise all radio programming by every Government agency.

It was explained that this control is not intended as censorship of material broadcast by the nation's stations, but rather aimed at relief of the stations from constant approaches by individuals representing various agencies.

Essentially, clearance consists of two types—field and central. In neither case, Dr. Lewis admitted, does perfection currently exist, but he explained that the mechanism will be tightened as experience is obtained. Scripts cleared for policy in one region may stand as cleared for all regions, since this indicates that the scripts are in line with OWI war information policy, Mr. Lewis emphasized.

However, scripts for time priority in one region do not stand as cleared for another region, because the decision regarding time priority rests with each regional OWI office, which will know the war information needs of the Government agencies in its area best.

The prime purpose of OWI control of all Government programming is predicated upon the recognition of a need for war information, rather than entertainment with a war flavor. In other words, it is thought that stations can overweight their daily or weekly broadcast schedules with too much of one type of material and an insufficient amount of another.

Through the coordinate plans embodied in the OWI's program the aim is balance of all war information programs.

Eliminating Contacts
This will mean that through the aid of OWI regional offices on regional and local problems, and through the aid of the central office in Washington on overall national problems, stations will be able to receive all needed information, thereby eliminating the necessity for individual contact with individual Government agencies and departments.

Although local stations are currently using Army and Navy talent available at local or nearby posts for programming, it was suggested that much of this material may be

Page 50 • January 4, 1943

BROADCASTING • Broadcast Advertising
CONSIDERATION is being given by the FCC to elimination of the requirement for the announcement of the recordation of such transactions as such, delegates to the OWI conference in Washington last week were told by W. B. Lewis, OWI radio bureau chief.

After the question of announcement of such transactions had been raised by Delegate Shepard, president of the Yankee Network, Mr. Lewis said the matter already had been discussed with the FCC and that there is “a fair chance” of getting it waived for OWI and other government one-minute recorded spots. There is no expectation it will be waived for longer programs, he said.

The FCC already has waived the rapid transcription announcement rule in connection with recorded air raid warnings, it was pointed out.

Mr. Lewis indicated that if the announcement rule is relaxed, the requirement may call for clear-cut disclosure that the spot in question is a Government announcement.

HOLIDAY TRAVEL CRISIS

Is Eased by Broadcasts

RADIO performed a major public service in curtailing unnecessary travel during the Christmas-New Year holiday period, according to spokesmen in the office of Joseph B. Eastman, Director of the Office of Defense Transportation.

In reports received from transportation agencies throughout the country, with but a single exception in the South, it was revealed that men of the armed services were able to travel home for holiday leaves on ordinary schedules, without undue crowding of the transportation facilities.

WBIR Joins Blue

WBIR, Knoxville, Tenn., joined the BLUE Jan. 1, as a member of the Southcentral group, bringing the total of BLUE affiliates to 147. Station operates with 250 watts on 1240 kc. and is owned by J. W. Birdwell. WBIR operates on a full-time basis, with an evening hour rate of $150.

MRS. ADELAIDE C. WITMER, mother of WBIR vice-president, died Dec. 28 at the age of 92 in Pasadena, Ca.

CRYS TALS by HIPower

Thousands of vital transmitting installations rely on the accuracy and dependability of the Precision HIPower units. With recently enlarged facilities, HIPower is able to increase production for all important services. When essential demands begin to return to normal, HIPower will be glad to help with your crystal needs.

HIPower CRYSTAL Co.
Sales Division—205 W. Wacker Drive, Chicago Factory—2035 Charlemon Street, Chicago, Ill.

MAY EASE DISC ANNOUNCEMENT
Lewis Tells Conference That FCC Is Studying Waiver of One-Minute Identifications

NATIONAL BROADCASTING

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Double Mix-Spots

WITH SALES increasing, the Double-Mix Co., Kansas City, manufacturers of a table-form butter amplifier, through Jerome Galvin Adv. Co., Kansas City, has placed a schedule of spot announcements on WBW KQW KWT WMT KTSW WOW KSD. Expansion to other markets is planned. Introduced via radio six months ago, Double-Mix is an example of wartime ingenuity. A tablet whipped together with a pint of milk and a pound of butter doubles the volume of butter, according to W. F. Ryan, who set up the Double-Mix Co. in Kansas City last June after his auto accessory manufacturing business became a war casualty.

While the hope was expressed that OWI control of all other agencies' programs would be maintained completely, the possibility is nevertheless seen of individual exceptions. In cases such as these, it was decided that contact with the OWI regional offices and bureaus would likely eliminate the confusion and produce conformity with the terms of OWI Regulation No. 2.

Upon conclusion of the Wednesday afternoon session, Dr. Levy observed that the meeting was the best-conducted radio session he had attended in more than 20 years as a broadcaster. He paid high tribute to Mr. Lewis' handling of the meetings, to the applause of the meeting group.

Holiday Travel Crisis

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Actions of the
FEDERAL COMMUNICATIONS COMMISSION
—DECEMBER 24 TO DECEMBER 30 INCLUSIVE

Decisions

DECEMBER 29

WBAL, Baltimore—Granted consent for voluntary surrender of license from WBAL Broadcasting Co., to Heartst Radio Inc.

WATR, Waterbury, Conn.—Granted consent to transfer, to WATR Inc., of license from the WATR Co. Inc., to Harold Thopper.

KQED, San Francisco, Calif.—Granted modification of CP for change in daytime DA pattern and in frequency and power for completion of test.

KARM, Fresno, Calif.—Designated for hearing application for modification of license to change operating assignment from 1480 kc. with 5 kw. power, unlimited, using DA to 1480 kc; denied application for special service authorization to operate on 1480 kc, using DA as proposed for permanent modification of license application.

WXKO, Cincinnati—Denied petition for rehearing directed against FCC and Order of Nov. 9 denying application for partial license renewal for application for renewal of station license.

DECEMBER 30

WPPT, Pampa, N. C.—Granted petition for leave to terminate CP and to transfer, to WPPT Inc., of license from WPPT Co., to Winfield D. Chestnut.

WBGK, Greensboro, N. C.—Granted petition for temporary modification of license; order of Jan. 5

WDBD, Peoria, Ill.—Same

WQBQ, Vicksburg, Miss.—Granted continuation of hearing for changes for commitment to simulcasting. Default, Feb. 16.

WAFS, Atlanta, Ga.—Granted motion to dismiss without prejudice application to modify studio from San Francisco to Palo Alto, Calif.

Applications

DECEMBER 28

KFAR, Fairbanks, Alaska—Special service application for changes for commitment to simulcasting; change of frequency from 610 to 600 kc., increase in power from 4 kw. to 5 kw., for period ending June 1, 1944.

WXMT, New York—Modification of CP for extension of commitment for heater and addition of power of aural and visual transmission from 250 to 50 w., and change equipment.

WHRK, Columbus, O.—CP amended to change DA.

WKY, Okla.—City—Modification of CP for extension of commitment for heater and change of frequency from 520 to 520 kc., and move transmitter (490 kc).

WVSC, Charlotte, N. C.—CP for extension of commitment for heater and increase power from 5 kw. to 6 kw.

WMAZ, Macon, Ga.—License to cover CP for change of frequency, increase power from 50 kw. to 75 kw. and night and move transmitter (490 kc).

WCSC Changes

RUSSELL LONG, announcer of WCSC, Charleston, S. C., has been appointed program director of the station, replacing Charles McMahon, who has joined WCQN, Cincinnati, as night newscaster. Thomas L. Means has become traffic manager in addition to his duties as promotion director. Miss Helen Martelowe has left the copy desk to become a fulltime announcer. Mrs. Maeba Smith, station's control operator, is awaiting orders to report for officers training school of the WAAC.


Tentative Calendar

WTXT: Trenton, N. J.—Renewal and modification of license. (Jan. 6)

WACM: Camden, N. J.—Renewal and modification of license. (Jan. 7)

WCAP, Ashbury Park, N. J.—Renewal and modification of license. (Jan. 5)

(Other renewals. WNEV, New York, in WTNY, WWSM and WCAP)

KVYE, Santa Ana, Calif.—CP for 1480 kc., 1 kw. unlimited. (Jan. 6)

WQBQ, Vicksburg, Miss.—Renewal and modification of license. For 1470 kc., 690 w.; 1 kw. unlimited. (Jan. 8)

WPGP, Pongy Pl, and N. C. Broadcasting Co., Greenville, N. C.—CP for 1480 kc., 1 kw. unlimited. (Jan. 9)

WLW, Cincinnati—Modification of license. 700 kc.; 1 kw. unlimited. (Jan. 10)

WLW: Ten Best

American Invasion of Africa—Voted Top Place

INVASION OF NORTHWEST Africa by American troops was the outstanding news story of 1945, in the opinion of a majority of newscasters, commentators and editors of WLW, WRAI, Cincinnati, who selected the year's ten best stories.

El 12 of the Crosley newsroom's 12 men voted the move to liberate France as the top story of the year. Second place went to the Japanese conquests in the Southwest Pacific.

Voting the African campaign the number one story were William Dowdell, news editor; Arthur Beller, Greg Ziemer, William H. Hesseler, commentator and foreign editor of the Cincinnati Enquirer; Cecil Hales, Fred Thomas, veteran newswriter; Carl Roth and Gilbert Kingsbury.

Carroll D. Alcott, Far Eastern observer and former newsmen in the Orient, and John Rae Earl, newswriter, cast for their recent disclosure of Pearl Harbor losses as the number one story.

William Dowdell, in his 20 years in the Far East, and Carlton Beaudette selected the Japanese conquests for the top position.

Stinson, Schio Reporter, thought Gen. MacArthur's trip to Australia from the Philippines was the most important story of the year.

Network Accounts

All Time Eastern Wartime unstills indicated

New Business

BARBAROL Co., Indianapolis (shaving products), on Jan. 5 starts "Singin' Sam's" program, 8 to 8:15 p.m. Agency: Erwin, Wasey Co., New York.

KELLOG Co., Chicago (cereal), on Jan. 4, superstars on 39 MBS stations, 4:30 to 5 p.m. Agency: J. Walter Thompson Co., Chicago.

RALSTON PURINA Co., Cincinnati (pet foods), on Jan. 3, starting "Great Ole Opry" on 28 NBC stations, 7:00 to 7:30 p.m. Agency: Blank & Armer Co., St. Louis.


Renewal Accounts

WM. WRIGHT Jr. Co., Ltd., Toronto (cigarettes), on Jan. 15, goes to 30 CP stations, 1:00 to 1:30 p.m. Agency: Tandy Adv. Agency Ltd., Toronto.

PROCTOR & GAMBLE Co., Cincinnati (Candy and Soft Goods), on Jan. 6, 11 MBS stations, 9:30 to 10 a.m. Agency: D'Ambrosio & Co., N. Y.

MILLER BEER, Chicago (beer), on Jan. 18, resubmits "Penny Young's Family" on 25 CBS stations, Mon. thru Thurs., 11:15 to 11:30 p.m. Agency: Compton Adv., N. Y.

FRENCH'S HAM, Chicago (ham), on Dec. 28 renewed "You & Dad" on 8 MBS stations, Mon. thru Thurs., 11:15 to 11:30 p.m. Agency: Compton Adv., N. Y.

PROCTOR & GAMBLE Co., Cincinnati (Oxydol), on Dec. 28 renewed "Mrs Perkins" on 59 MBS stations, Mon. thru Thurs., 11:15 to 11:30 p.m. Agency: Compton Adv., N. Y.

PROCTOR & GAMBLE Co., Cincinnati (Oxydol), on Dec. 28 renewed "Vis & Sade" on 46 CBS stations, Mon. thru Thurs., 9:30 to 9:45 p.m. Agency: Schiller & Paster, N. Y.

W. WRIGHT Jr. Co., Ltd., Toronto (Candy), Mon. thru Thurs., 8:00 to 8:10 p.m. (repeats at 10:00 a.m.) Agency: Tandy Adv. Agency Ltd., Toronto.

Renewal and modification of license, was elected president of the board, was elected president of the board.

Successor to Mr. Sarnoff said:

"The expansion of the administrative, research and manufacturing activities of RCA will result in many new and increased problems and in increased need for flexibility of operation. It is expected that this unity and coordination of services will facilitate the company's war efforts."


IRONIZED YEAST Co., Atlantic. on Jan. 5, renewed "Lichtt Out on 76 CBS stations, Mon. thru Thurs., 8:30 to 9:00 p.m. Agency: Ruthruff & Ryan, N. Y.


Network Changes


AMERICAN TOBACCO Co., New York (Lucky Strike), on Feb. 12, replaces "Indianapolis with Allen Pardee on 100 NBC stations, Fri., 8:00 to 8:30 p.m. (repeat: 11:39 to 12:15 a.m.) Agency: Lord & Thomas, N. Y.

PEOPLE'S CHURCH, Inc., Indianapolis, (The Love of God) on 200 MBS stations, Sat., 7:30 to 8:00 p.m. Agency: Eley & Ellington, Philadelphia.

Purina on NBC

Purina MILLS, St. Louis (Checkerboard feeds), starting Jan. 2 is sponsoring Grand Ole Opry, on WSM, Nashville, Tennessee. Purina will use the Southern stations. Program is being fed out of WSM, Nashville, at 7:00 p.m., reaching 144 stations, and repeated at 9:00 p.m. and 10:30 p.m. on a year-round basis.

The network program replaces the described Variety Show of the Checkerboard Time, a casualty of the Petrolé ban against music records.

The program airs on 100 MBS stations, Sat., 8:00 to 8:30 p.m.

BROADCASTING • Broadcast Advertising
RULES ARE REVISED ON CASUALTY LISTS

WAR CASUALTY lists, heretofore restricted to local territories, now may be broadcast or published in full, under a joint Army-Navy agreement announced last week. Until the announcement, radio stations and newspapers were asked to confine the use of casualty lists to the names of men from their respective areas.

At the outbreak of war the NAB drew up a guide for broadcasters on the broadcast of casualty lists as such was opposed. Then the White House issued a ban on the release of any casualties and the problem was effectively solved.

Finally, war casualties were announced by both Army and Navy but with the provision that only local names were used. With restrictions lifted newspapers may publish complete lists for the entire country and radio stations may broadcast them in full.

The NAB still recommends against the broadcast of casualty lists, however, according to C. E. Arney Jr., assistant to the president, on the grounds that such broadcasts would serve no useful purpose. Broadcasters are asked, Mr. Arney said, to confine casual ties to news stories involving widely-known men or unusual acts of heroism.

CARL PICKS McKEE

BROADCASTING

Carter Picks McKEE, featured on the Texas Network in a program of busy New York, titled Neighbors, will be heard in the eastern area and in Canada in the same program, under sponsorship of Carter Products, New York. Transcribed versions of this program will be placed on WJZ, Milwaukee, and nine Canadian stations. Jan. 4, for Little Liver Pills [BROADCASTING, Dec. 21]. Agency is Ted Bates Inc., New York.

WANTED

General Manager

General Manager of proven ability, experience, who can lead and direct Station personnel, and manage according to FCC Rules and Regulations; 1,000 watts, CP 5,000, for one, state of the art, market in excess of half a million, Network Affiliate, references, experience, state salary, age, etc.

Box 167, BROADCASTING

ANNOUNCER--Engineer--Any ticket. Permanent. Box 158, BROADCASTING.

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

Transmitter Engineer Wanted--Write in full details and send your qualifications. Permanent position, not a draft replacement. WAGE. Syracuse, N. Y.

Combination Control Room Operator--Announcer--Transportation reimbursed after six months. No experience needed. Write WJSU, New Orleans, Louisiana, "Heart of the Sugar Bowl!"

Capable Newscaster Wanted--If this description fits you, please mail your qualifications to Box 166, BROADCASTING. Include references, complete experience record, draft status, and salary requirements.

Salesman Wanted--For Eastern basic blue station, with promotion to sales manager's job for aggressive party. Write experience and salary expected with draft status. Box 161, BROADCASTING.

Operator--Qualified to operate broadcast 6B transmitters, permanent position. Open immediately. $2.00 per hour, forty hours guaranteed. Transportation reimbursed after six months. Box 151, WJSU, New Orleans, Louisiana, "Heart of the Sugar Bowl!"

ANNOUNCER--4F, 3 years college, experience with major network. 5 KW up. Box 167, BROADCASTING.


ANNOUNCER--Restricted permit. $40, 7 years experience. BA. Box 165, BROADCASTING.

ANNOUNCER--Writer-Executive--4 years of age, 3 dependents, five years radio experience, including writing and delivering news analysis program--and his wife, 25, 2 years experience--seek position with station WEST, NORTHWEST, or MIDWEST. Both college graduates--with three programs, exclusive, that have proven audience and sponsor pull. Want all around position. Man has had 15 yr. newspaper experience, foreign radio work. Box 152, BROADCASTING.


ANNOUNCER--Writer-Reporter, 31, 4F, B. A., excellent news and commercial writer. Box 164, BROADCASTING.

Program--Production Manager--With exceptional radio experience and background desires connection with large station. Experienced in all phases of radio; imagination and originality. Age 34, married, draft 4-A. Write Box 156, BROADCASTING.

WANTED TO BUY

Two New or Used Turn-Tables--Western Electric or RCA 76-B or 79-C, and all with pick-ups. Station KLO, Ogden, Utah.

For Sale

Two 4D Turntables--Equipped with time scales, microphones, 1-C Cutter, vertical dimmer, AC or DC, 52, E. 95A Radio tuner, Special 100C Mixer, Included in sale price, mixing console. RCA oscillograph, Clough-Brentano audio oscillator. RCA, Shure, Brush, mikes and many other 'impossible to get' items. For quick sale, as one unit only $2500. CASH, Key Laboratories, 54 S. State Street, Painesville, Ohio.

500-Watt Transmitter--Available January 16 when mid-western station completes new transfer to high-power operation. Address inquiries Box 168, BROADCASTING.

ANNOUNCER--For Eastern basic blue station, with promotion to sales manager's job for aggressive party. Write experience and salary expected with draft status. Box 161, BROADCASTING.


ANNOUNCER--Writer-Reporter, 31, 4F, B. A., excellent news and commercial writer. Box 164, BROADCASTING.

Program--Production Manager--With exceptional radio experience and background desires connection with large station. Experienced in all phases of radio; imagination and originality. Age 34, married, draft 4-A. Write Box 156, BROADCASTING.

WANTED TO BUY

Two New or Used Turn-Tables--Western Electric or RCA 76-B or 79-C, and all with pick-ups. Station KLO, Ogden, Utah.

For Sale

Two 4D Turntables--Equipped with time scales, microphones, 1-C Cutter, vertical dimmer, AC or DC, 52, E. 95A Radio tuner, Special 100C Mixer, Included in sale price, mixing console. RCA oscillograph, Clough-Brentano audio oscillator. RCA, Shure, Brush, mikes and many other 'impossible to get' items. For quick sale, as one unit only $2500. CASH, Key Laboratories, 54 S. State Street, Painesville, Ohio.

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500-Watt Transmitter--Available January 16 when mid-western station completes new transfer to high-power operation. Address inquiries Box 168, BROADCASTING.

Program Executive

... with imagination, show score and the experience and ability to assume full responsibility for programming major network affiliate in midwest market. Must be able to handle and train announcers, conceive program ideas and have the drive to see them through. No traffic work involved. We think our man may now be employed by a smaller station or one in a smaller market and deserves an opportunity to assume greater responsibilities and an opportunity for self-development. Send details to...

- Box 164, BROADCASTING

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BROADCASTING FOR RESULTS!
FCC Slated for Legislative Going-Over by New Congress

Expenditures by Non-War Agencies Under Fire; 1934 Communications Act May Be Revised

NON-WAR independent agencies of Government—including the FCC—are slated for a going-over at the new session of Congress which gets under way this Wednesday, according to legislative observers.

While the FCC, at this writing in any event, has not been singled out for separate treatment, House leaders on both sides predict the accident—intended or otherwise—on Government economy in non-war pursuits and that civil agencies and peacetime operations will be stripped to the bone. The FCC, even in non-war years, has been a consistent target of Congress and has been subjected to vigorous criticism.

Revision May Be Sought

The House Interstate & Foreign Commerce Committee, in which radio legislation usually originates, has undertaken a 30% change in personnel, due to defection in the last election, as well as resignations of several members. The committee, however, appeared to be preponderantly in favor of revision of the Communications Act of 1934 and last year heard detailed testimony on the Sanders Bill (HR-6497) for re-moulding the Commission and curtailment of its regulatory functions, particularly in regard to broadcasting.

With the defeat of Rep. Sanders (D-La.) in the elections last fall, that particular measure is without an author. It died, anyway, with the adjournment of Congress, though several committee members thought it might be reintroduced early in the new session in revised form, based on testimony adduced at the previous hearings. Chairman Leo (D-Cal.) has evinced great interest in the measure, and may himself champion such legislation, after urgent war measures are cleared away early in the session.

Democratic members of the House committee who will be replaced at the new session are William P. Cole Jr. of Maryland, who resigned to accept a judgeship; Herron Pearson of Tennessee, resigned; James F. McGraney of Pennsylvania, resigned; and Edward A. Kelly of Illinois; Charles L. South of Texas; Luther Pat- rick of Alabama; Rudolph G. Ten- erozic of Michigan; Sanders, who were defeated. J. B. Sullivan of Missouri, appointed to the committee to replace McGraney, also was defeated.

Senate Group Unchanged

Republican vacancies are Oscar Youngdahl of Minnesota and George A. Paddock of Illinois, who were defeated. Rep. Evan Howell of Illinois already has been named to the Paddock vacancy, so there is only one Republican vacancy to be filled.

Personnel of the Senate Interstate Commerce Committee, in which radio legislation originates in the upper body, is destined to remain relatively unchanged. Only one member of the 21-man committee—H. H. Schwartz, (D-Wyo.)—was defeated in the fall elections. With the end of the last session Dec. 16, the most important measures affecting radio which died were proposals of Senator White (R-Me.) to rewrite the Communications Act somewhat along the lines of the Sanders Bill and to investigate the FCC from stem to stern. Hearings were held early in the year on his inquiry resolution, but no action was taken finally.

In both Houses of Congress it is expected that several resolutions, seeking revision of the Act and an investigation of the Commission, will be reintroduced. That follows custom. Then, whether there will be legislative action depends upon the degree of follow-through, both in Congress and by the groups affected.

Non-War Funds Under Fire

But it is a foregone conclusion, say the legislative leaders, that the new Congress won’t spare the axe in pruning non-war appropriations and expenditures. The House already has developed a plan for retention of an expert staff of auditors and investigators to conduct the fund probes.

In the case of the FCC, which uses an appropriation of approximately $8,000,000, more than half of it earmarked for war activities, it appears certain that the Appropriations Committee will inquire into the expenditure of the non-war portion of the budgetary request for the ensuing fiscal year.

The only automatically scheduled personnel matter to come before the new Congress will be that of confirmation of one member of the FCC. The term of Commissioner George H. Payne, appointed originally in 1934 as a Rep. from New York, expires June 30. The Senate Interstate Commerce Committee passes on nominations made by the President for the two vacancies preparatory to Senate confirmation. So far as is known, Commissioner Payne seeks reappointment.

HITTENMARK BACK
IN CAPITAL RADIO

Maj. Gordon Hittenmark, former WRC “Timekeeper” announcer in Washington, returns to the air on WMAL, Washington BLUE Network outlet, Monday (Jan. 4), handling the station’s early morning programs, (7 to 9 a.m.) He remains on active duty in Washington with Army Emergency Relief, but has been authorized to handle his radio work, subject to Army call.

Maj. Hittenmark replaces The Knitters (Toby David and Larry Marino), who have been a feature on WMAL for the last two years. They start in New York Jan. 18, 1942, with a half-hour program, featuring their gagged commercials. They also appear on other BLUE programs, to be announced.

Maj. Hittenmark was called to active duty as a National Guard captain in Sept. 1940. He was with the Morale Branch, subsequently absorbed by the Special Service Division, and later was assigned to duty in Cincinnati. Now he is identified with Army Emergency Relief in Washington.

‘Lidice’ Repeat

REPEAT performance of Edna St. Vincent Millay’s commemorative poem, The Murder of Lidice, will be presented on NBC Jan. 8, at an early evening hour, in response to a number of requests from parents and school officials, who felt that children should have an opportunity to hear it. The original production was aired on NBC Oct. 18 in the late evening.

Miller Succeeds Sholis in CCBS

Pvt. Sholis, Mr. Sholis has been assigned to Camp Lee, Va., reporting Jan. 1. After his induction at Fort Oglethorpe, Va., he returned to his home in Chicago for the holidays for his pre-induction furlough. Pvt. Sholis, a former Chicago newspaperman, became director of CCBS in February, 1941, at which time Mr. Miller was named assistant director.

Prior to that, Mr. Miller in 1939 joined the Department of Commerce, as assistant chief of the Division of Current Information, under Secretary Harry L. Hopkin- sain. Later he became chief of the division.

Mr. Miller is a former Washing- ton newspaperman, having been on the reportorial staffs of the Washington and New York offices of INS and the Washington Times. He is a graduate of the University of Missouri School of Journalism. Mr. Miller is a lawyer and member of the District of Columbia bar. He studied law at Georgetown U and graduated with an LL.B. de- gree in 1939.

Old Golds on CBS

P. LORILILLARD Co., New York, which has been looking around for a half-hour network program in Old Golds, has decided on a variety of guest stars with music by Sammy Kaye’s orchestra to start Jan. 27 on the full CBS network. Program will be heard 8-8:30 p.m., period currently occupied by the National Jamboree for Old Golds. A repeat will be added for the Sammy Kaye program, 12 midnight to 12:30 a.m. (EWT). Ag- ency is J. Walter Thompson Co., New York.

Stromberg-Carlson’s FM

LIVE talent will be used this year by the Stromberg-Carlson Mfg. Co. for the first time on its Treasury of Music program on WQXR, New York and the station’s FM adjunct, WQXR. Though firm is now engaged entirely in war work, the programs will promote FM.
This is a war of science. Radio tubes add speed, precision and safety to hundreds of industrial operations, as well as to the performance of planes, ships and tanks. Radio science is in the fight on every battlefront.

This is a war of mobility and speed. Mobility on land, sea and in the air is made possible by speed of communication. Radio carries voice, code and pictures at the speed of light.

This is a war of morale. Soldiers, sailors and home folks must be informed and entertained. Understanding must be maintained with allied peoples. Courage and hope must be brought to those awaiting liberation. Radio broadcasting builds morale.

For more than two decades, the Radio Corporation of America has pioneered in the progressive development of radio, electronics and television. In the present crisis, those developments — in communications, broadcasting, research, engineering and manufacturing — are performing services of vital importance to the United Nations. Out of RCA's war experience will come new and finer products and services for industry, the home, and the nation — to help make life more than ever worth living.
The success of advertisers with the WLW daytime audience is common knowledge wherever the power of radio is known. Here is a market of more than ten million souls, who own more than 10% of all farm radios, and who buy nearly seven hundred million dollars worth of drug and grocery products every year. You dominate in daytime over WLW!

WLW
The Nation's Most Merchandiseable Station