Dear Willie:

Four weeks ago this man paid $390.00 for the WOR time to talk to people with. He talked about a (ugh!) book on taxes.

What happened? Dear Willie! Why, 12 brief WOR announcements sold $1,000.00 worth of the book on taxes. And the orders are still coming in . . .

AMPLIFYING NOTE—the orders came from all over. From the majority of the 16 great, war-active cities, WOR covers; i.e., New Haven, Conn.; Bridgeport, Conn.; Trenton, N. J.; Newark, N. J.; Allentown, Pa.; Philadelphia, Pa.; New York, N. Y.; Jersey City, N. J.; Paterson, N. J.; Yonkers, N. Y.; Camden, N. J.; Elizabeth, N. J.; Reading, Pa.; Wilmington, Del.; Waterbury, Conn.; Hartford, Conn.

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

* * * our address is—WOR

—that power-full station at 1440 Broadway, in New York

P. S. People who prefer to use the telephone can get us pronto by calling PE 6-8600
A general mail order business offered a Christmas catalog. They used 54 WLS announcements, all daytime, in two and one-half weeks—and received 14,262 requests! . . . And talk about intensive coverage of Midwest America! Mail came from 99 of 102 counties in Illinois, 83 of 92 in Indiana, 57 of 71 in Wisconsin and 71 of 83 in Michigan—as well as from 28 other states and Canada! And Chicago: 34.5% of the mail came from Metropolitan Chicago—which contains only 25.8% of the radio homes in the WLS Coverage Area! . . . That's one result story. We'll be telling others. If you want the others now . . . or any facts and figures on WLS . . . ask your John Blair man.
If you had a Magic Carpet

...you still couldn't cover the vast Rocky Mountain and Plains States region as effectively as KOA can do it for you! All major centers of population shown in this area are in KOA's primary listening zone!

Only KOA—among all Colorado stations—has the power to reach these ears. No other two or three stations can give you the single-station coverage that KOA delivers.
He's gone to buy up time on KFAB...

Nowadays, when a good spot opens up on KFAB, there's no time to waste. Outstandingly productive in normal times, KFAB is a gold mine today, when farm men and women are spending the largest income in their history. This income is doubled and tripled by the cycle of its spending...from farmer to merchant to grocer to farmer, ad infinitum. KFAB governs the buying habits throughout the farm areas of Nebraska and neighboring states. Its listeners buy what KFAB recommends. And they'll buy the things you sell, if they hear your message over this station.
There is spendable income in the rich oil and gas producing area of East Texas, North Louisiana and South Arkansas . . . money that circulates, buys the products that you have to sell. That’s why many alert advertisers have gauged this market for greater profits . . . are reaching the area's more than 300,000 radio families * with one of the most potent sales media of the south—50 kw KWKH. Include KWKH on your “A” schedule . . . for more sales in the world’s richest oil and gas fields—a market gauged for greater profits for scores of KWKH advertisers.

* CBS sets net daytime circulation at 313,000 radio homes; net night-time at 425,000.
Member South Central Quality network.
Ask Branham Company for details.

KWKH
A Shreveport Times Station
SHREVEPORT, LOUISIANA

THE SELLING POWER IN THE BUYING MARKET
WE HAVEN'T TIME TO REST ON

TWO YEARS AGO PA was organized for the purpose of producing a distinctive AP news report for radio. It began in one room with a wire “to nowhere”. Then it added its first New York station. Soon an Atlanta Station joined and the wire “to nowhere” began to go places. Now it is transcontinental, serving more than 350 stations.

But we haven’t time to rest on our laurels.

The year 1943 presents new opportunities, new obligations, new determination. During 1943 PA will further improve the high quality of its radio news report . . . will first test and then introduce new techniques in radio writing . . . will develop and inaugurate new profit-making Telescripts . . . will establish more regional radio bureaus for the exclusive purpose of providing more state and regional news.

PA’s performance during its first two years is a promise to all affiliated stations of even bigger and better things in 1943.
BRINGING YOU UP TO DATE

PA ORIGINATED the first regular 24-hour radio wire exactly two years and two weeks ago.

PA ORIGINATED separately staffed radio bureaus (in addition to AP's 100 regular news bureaus) for the sole purpose of writing state and regional AP news for radio.

PA ORIGINATED Telescripts and other radio feature continuities which have proved highly-salable to affiliated stations.

PA ORIGINATED the extra service of the only press association Station Relations Department.

PA ORIGINATED a new service to acquaint national advertisers with the special news and feature scripts offered by affiliated stations.

PA ORIGINATED the first news association Press Relations Department for the sole purpose of promoting affiliated stations.

PA ORIGINATED the first news staff composed exclusively of experienced radio news writers . . . people who know radio and news.

THESE SIGNIFICANT INNOVATIONS HAVE MADE PA THE PACE-MAKER AMONG ALL WHO SUPPLY NEWS FOR RADIO.
The only practical solution to any advertising problem in Mexico.
R.P.M. stand for the largest radio organization South of Rio Grande.

A Network

of more than sixty broadcasting stations covering the Mexican market from coast to coast.

RADIO PROGRAMAS DE MEXICO
LARGEST LATIN AMERICAN
BROADCASTING SYSTEM

P.O. BOX 1324
MEXICO, D.F.

EMILIO AZCARRAGA Pres.
CLEMENTE SERRA MARTINEZ Mgr.
He thinks he's getting COMPLETE coverage, too...

The Ostrich is a magnificent bird. He furnishes plumes for milady's hats, food and transportation for the natives...but he doesn't know a thing about coverage. When you buy radio coverage on the Pacific Coast, make certain you're not buying Ostrich coverage. Make sure your radio message is released not only to the 6 major markets (Los Angeles, San Francisco, Portland, Seattle, Spokane and San Diego) but also in the extremely wealthy secondary markets, whose 1,000,000 families (only eight states in the country have more) spent over $1,500,000,000 last year. Surveys show that only one network completely covers the Pacific Coast...Don Lee. Most of the Pacific Coast's important cities are surrounded by mountains, which make long-range broadcasting unreliable...and in many cases impossible. With 33 stations, Don Lee delivers local primary coverage. More than 9 out of every 10 families on the Pacific Coast own radios, and more than 9 out of every 10 of these families live within 25 miles of a Don Lee station. If your message is important enough for all the radio families on the Pacific Coast to hear, use the only network with enough stations to do the job...Don Lee.

THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-President, General Manager
5515 MELROSE AVE., HOLLYWOOD, CALIF.
REPRESENTED NATIONALLY BY JOHN BLAIR AND CO.

Mutual
DON LEE

THE NATION'S GREATEST REGIONAL NETWORK
If YOU'RE one of those people who think you can judge a man by his appearance, you're wrong about Fred Palmer! Because regardless of appearances, Fred isn't a deacon! Matter of fact, Fred is a salesman—a super salesman in that he has the happy faculty of selling you only those things that time will prove you wanted!

And that, say we, is the smartest goal that any salesman can have. It's been our goal, here at F&P, during all the years we've been in business. Occasionally, we know, we've slipped up and conscientiously recommended things that we (and our customers) later regretted. But at such times we believe we have booted ourselves far harder than the customer himself has wished to boot us!

All of which isn't a matter of mere "honesty". We believe it's just plain stupid to purvey bad bargains, and just good business to offer the sort of merchandise that "repeats". And maybe that's why you in turn will like to repeat with us, here in this pioneer group of radio-station representatives.

FRED A. PALMER
SALES MANAGER, WCKY, CINCINNATI

1928 Ohio Northern University and College of Business
1929 Manager, WAIU, Columbus
1932 President and Manager, WBNS, Columbus
1935 Production Dept., WLS, Chicago
1939 Vice Pres. and Mgr. KNOX, Phoenix
Organized the Arizona Network
1941 Sales Manager, WCKY, Cincinnati

IF YOU'RE one of those people who think you can judge a man by his appearance, you're wrong about Fred Palmer! Because regardless of appearances, Fred isn't a deacon! Matter of fact, Fred is a salesman—a super salesman in that he has the happy faculty of selling you only those things that time will prove you wanted!

And that, say we, is the smartest goal that any salesman can have. It's been our goal, here at F&P, during all the years we've been in business. Occasionally, we know, we've slipped up and conscientiously recommended things that we (and our customers) later regretted. But at such times we believe we have booted ourselves far harder than the customer himself has wished to boot us!

All of which isn't a matter of mere "honesty". We believe it's just plain stupid to purvey bad bargains, and just good business to offer the sort of merchandise that "repeats". And maybe that's why you in turn will like to repeat with us, here in this pioneer group of radio-station representatives.

F R E E & P E T E R S, I N C.
Pioneer Radio Station Representatives
Since May, 1932

CHICAGO: 180 N. Michigan
Franklin 6373
NEW YORK: 247 Park Ave.
Plaza 5-4131
SAN FRANCISCO: 111 Sutter
Sutter 4553
HOLLYWOOD: 1572 N. Garden
Gladstone 3949
ATLANTA: 322 Palmer Bldg.
Main 5667

Page 10 • January 11, 1943
BROADCASTING • Broadcast Advertising
Cox Calls for House Investigation of Fly

Charges ‘Gestapo’ Is Operated in Commission

RESURGENCE of Congressional sentiment for an investigation of the FCC, aimed largely at the stewardship of FCC Chairman James Lawrence Fly, developed the first day of the new session last Wednesday, with the prediction by Rep. Cox (D-Ga.), a majority statement, that authorizing legislation will be enacted.

Reintroducing his resolution of last year for a select five-man committee inquiry, Rep. Cox loosed a short but vitriolic tirade against Mr. Fly and charged the FCC with maintenance of a “gestapo” and establishment of “terroristic control” of all media of communications. Senior majority member of the all-powerful House Rules Committee, to which the resolution (HRes-21) was referred, Rep. Cox appeared to have committee support for his resolution.

Last February, after Rep. Cox had introduced his original resolution, efforts were made by the FCC majority to thwart the inquiry. Linked with Chairman Fly in this effort was Commissioner C. J. Durr, newest member. It finally was blocked, presumably through Administration moves.

Change in Sentiment

A change in Congressional sentiment, however, widely heralded with the convening of the Congress, was believed to have sufficient momentum to carry the resolution through. The House leadership, including Speaker Sam Rayburn, was said to have no opposition to inquiries into independent agencies, and particularly the FCC, which has been under fire repeatedly.

Reintroduction of the Cox resolution came a day after the FCC, in executive session, had given its law department the green light on a hearing to begin Monday (Jan. 11) involving renewal of the license of WALB, Albany, Ga., in which Rep. Cox allegedly is implicated, and which embraced a Dept. of Justice investigation made at the instance of Chairman Fly last April.

At that time it was revealed the department had been asked to investigate the exchange of $2,500 checks between Rep. Cox and the Herald Broadcasting Co., licensee of WALB. The Commission, it is understood, authorized its legal staff to conduct the renewal proceedings in judicial fashion, after it had been advised by the Dept. of Justice that it would not be embarrassed if such procedure is followed.

Old Probe Dropped

Although not directly related to the Congressional eruption, it also was informed last week that the Attorney General had notified the FCC his department did not intend to pursue charges purportedly made by the FCC involving Sam Pickard, former member of the old Radio Commission and a former vice-president of CBS. Chairman Fly is said to have instigated this inquiry also, having been instrumental in retaining John D. Farnham, Midwest attorney, as special investigator to look into old charges of purported improprieties in FCC matters.

It was learned authoritatively that the department had notified the Commission the statute of limitations made moot any questions involving Mr. Pickard’s stewardship. He left the Commission in 1929. Nor was the Dept. of Justice disposed to pursue an investigation of inferred acceptance of gratuities by members of the former Commission from a station owner through his attorney, evidently concluding that the weight of testimony, adduced at a secret hearing in Chicago several months ago, did not warrant action. This implied allegation placed all members of the Commission under a cloud, it was thought in some quarters, but the department’s reaction is believed to dispel this doubt.

The Pickard inquiry, along with these other allegations, were dealt with in Congressional debates last year during the heat of the Cox resolution consideration.

In a statement accompanying introduction of his resolution, Rep. Cox expressed his confidence the measure will be adopted at an early date. Appropriations of the operations of the Commission under the chairmanship of Mr. Fly will prove shocking,” he said. “It has almost completely established terroristic control of all media of communications. It maintains a Gestapo, the equal of which has never been seen in free government, and has developed the smear business into a fine art. Of all abuse of power by bureaucrats, nothing approaches the record of this Commission.”

Rep. Cox said passage of the resolution would carry with it authority to retain an investigating staff and special counsel. The resolution provides for an investigation of the “organization, personnel and activities” of the FCC, with a view to determining whether or not the Commission in its organization, selection of personnel and conduct has been and is acting in accordance with the law and public interest. The committee would be required to report to the House during the present session, with recommendations for remedial action. The committee would be empowered to subpoena witnesses and books, papers and documents it deems necessary.

Economy Sentiment

With the current Congress economy-bent, it is expected the House Appropriations Subcommittees for independent offices will delve deeply into the FCC’s justification for appropriations. Against a normal peacetime appropriation of approximately $2,000,000, the FCC now is seeking in excess of $8,000,000, most of it for war activities, including its war-born Foreign Broadcast Intelligence Service and its Radio Intelligence Division.

Some question has been raised about the desirability of these operations in a non-war agency. The peacetime personnel of the FCC, before the formation of these services, totaled about 700, both in the field and in Washington. The last personnel figures show an aggregate of 2,262 employees as of Oct. 1, of whom all but 145 were permanent. Of the latter, 130

(Continued on page 51)

Instalment Plan Would Ease Peacetime Economy Return

TO SIPHON an estimated annual $18,000,000,000 in consumer purchasing power, which would provide a backlog to ease return to a peacetime economy, an Instalment Selling for Post-War De- livery plan developed by M. Ne- gent, special advisor of the Office of Price Administration, was revealed last week.

Treasury-Reserve Participation

The plan would utilize instalment machinery to sell currently unavailable goods such as autos, refrigerators, pianos, oil burners and automatic stokers. These would be delivered at the earliest possible date in the post-war period, based upon established orders of priority. Payment would be made by individuals over established periods of time and certificates would be sold only on an instalment basis to encourage payment out of current income.

As the plan stands, payment schedules are to be related to certificate values, ranging from 12 monthly payments for $100 certificates to 25 monthly payments for $2,000 certificates. Priority numbers would be fixed by the month in which an individual entered his instalment contract.

The plan depends upon participation of the Treasury Dept. and Federal Reserve Board. The Treasury is expected to pay a part of the purchase price of each certificate for the use of the purchaser’s money. The Federal Reserve would manage the plan’s operation.

As conceived, certificate sales would be made by such dealer organizations as automobile sales agencies, refrigerator and piano dealers and heating equipment manufacturers. The consumer would sign a post-war delivery contract and make a small down-payment, which would remain with the dealer as his first commission. The down payment would vary depend-

(Continued on page 50)
RADIO'S FIRST DSC HERO

BY DIRECTION of President Roosevelt, First Lt. Thomas E. Knodle, former Washington news editor of NBC, has been awarded the Distinguished Service Cross for extraordinary heroism in action, the War Dept. announced last Friday.

New recovering in a military hospital in Australia from wounds received Dec. 5 [broadcasting, Dec. 21] Lt. Knodle, on recommendation of Gen. MacArthur, has been given the second highest honor this country bestows on its soldiers. It is topped only by the Congressional Medal of Honor.

Radio's First Hero

Thus Lt. Knodle, who was called to active duty last March as a reserve second lieutenant, becomes radio's first man to be decorated with the distinguished service cross.

The citation reads:

"The Award of the Distinguished Service Cross, by Direction of the President, Thomas E. Knodle, 1st Lt., 126th Inf., USA, for extraordinary heroism in action near Buna, New Guinea, on Dec. 5, 1942.

"During an attack on Buna Village by Lt. Knodle led platoon with conspicuous bravery. When wounded in the leg he disregarded the wound and continued to lead his platoon in the attack. When he was then wounded, the platoon was unable to go on, he refused to be evacuated until he had given final instructions to his platoon." With the citation for heroism, it was disclosed that Lt. Knodle refused to accept appointment to a desk job in Washington when he was called to active duty. Because of the wide publicity in the news field, Lt. Col. E. M. Kirby, chief of the War Dept. Bureau of Public Relations radio branch, recommended to the War Department that he be given the rating of man for duty in the radio branch.

Knodle, however, rejected the offer with the remark, "I'm a soldier and I want to fight this war on the battlefield, not at a desk in Washington."

Later, when he arrived in Australia, Lt. Knodle turned down an assignment to the public relations staff of Gen. MacArthur. He preferred to go into battle with his men.

Just two days before the War Dept. notified his wife, Mrs. Catharine Knodle, former Washington NBC employe of the citation, Mrs. Knodle received a letter from her husband in Australia. He said nothing about his exploits in action, but told his wife that he had been shot in the right foot. The bullet entered at the ankle and came out through the sole of the foot, shattering the bones. His optimism is reflected in his adoration to Mrs. Knodle not to worry.

"The doctors say I'll be able to walk again but I'll be in the hospital another three months," he wrote. "Then I hope to come home and see you all."

The Knodles have three daughters, the youngest born September while Tom was on duty in the Southwest Pacific.

Award to Du Pont

E. I. DU PONT DE NEMOURS & Co., Wilmington, Del., has received a special wartime award for "Distinguished Service to Safety" from the National Safety Council, currently engaged in a "Save Manpower for Warpower" campaign. Presentation was made Jan. 4 during a broadcast of the company's NBC program, Cavalcade of America, BBDN, New York, handles the account.

Cameel Change

COINCIDENT with the shift from an hour program to a 45-minute show, effective Jan. 8, Cameel Caravan, sponsored on CBS by R. J. Reynolds Tobacco Co., Winston-Salem, has changed its name to Comedy Caravan, in line with its recent announcement to feature guest comedians. Program is now heard Fridays, 10:15-11:45 p.m. on the full CBS network. Agency is Wm. Eddy & Co., New York.

Paper Rationing and 'Broadcasting'

IN CONFORMITY with the WPB order curtailing by 10% the supply of print paper of all magazines, Broadcasting is glad to make its contribution to the war effort by way of saving manpower and transportation facilities involved in the production and delivery of paper. Broadcasting will continue to provide full coverage of essential industry developments without detracting from interest and appearance since no alteration of basic format is necessary at present.
Retail Sales Up During N. Y. Strike

Federal Reserve Report Refutes Newspaper Charges

REFUTING certain newspaper charges that radio "failed to do a job" for advertisers during New York's newspaper delivery strike in mid-December, advertising and station executives pointed to Federal Reserve figures which showed a 4% increase in department store sales in New York during the week of the strike over the same week in 1941.

This same 4% increase holds good for store sales in the whole of the New York Federal Reserve district, including Buffalo, Rochester, Syracuse and Newark, all of which had regular newspaper delivery. But New York dependent almost entirely on radio during the strike for news and advertising (BROADCASTING, Dec. 21), kept pace with the rest of the district in increased sales.

No Fall-off in Business

Among New York retailers who used radio time were Bloomingdale's, a regular client of WQXR, and R. H. Macy & Co. Bloomingdale's added an extra quarter full to its schedule the second day of the strike while Macy's took a quarter-hour of the Pegeen Fitzgibbon show as well as one-minute and five-minute spots on the same station.

Frances Corey, in charge of Bloomingdale's radio programs, told BROADCASTING that sales of certain items advertised only on the air had been good, indicating that radio was responsible. Business at Bloomingdale's did not fall off, she added. Macy's advertising department expressed a similar thought, adding that business was at least as good as on the same days in 1941 when newspaper space was used.

For three days during the strike New York broadcasters successfully kept the public informed on news developments and did a pinch-hit advertising job for space-buyers who normally depend chiefly on newspapers. In fact radio co-operated with New York newspapers in broadcasting local news, gathered by staff reporters, in addition to the usual world affairs.

Radio, particularly those who reapied benefits from broadcasts during the strike, were shocked when Royal F. Munger, financial editor of the Chicago Daily News, singled out radio for a bitter attack. Reporting the strike's effect on department store business, Mr. Munger's story said on Monday the stores were full of shoppers, due to the "momentum furnished by the advertising of the previous week". On Tuesday, his article stated, "there was a faint thinning of the buying stream" and "by Wednesday a buying slump was in full blast.

"The crowds had fallen off," his story continued, "and the attempts to use radio in place of the missing advertising were getting nowhere rapidly. In fact, even through their anguish the newspaper advertising men grinned at the job radio didn't do."

Following Mr. Munger's story, the Chicago Daily News, editorially called the strike "a laboratory test of the necessity of newspaper advertising to retail trade," and added: "Radio didn't do the job. Wartime prosperity didn't do it. The enviable and deserved reputations of famous stores didn't do it. The slump came, as every newspaperman knew it would come, and New York's Christmas was curtailed."

These newspaper reports and comments were published prior to the release of the Federal Reserve District department store sales figures.

A reprint of the Munger article as a half-page display ad in the January 4 and 5 issues, even through their anguish, proved their value. Simon Goldman, manager, WJTN, James-town, who wrote Mr. Munger in part as follows:

Cites Newspaper Ownership

"After I finished the article, the first thought that came to my mind was that here was a newspaperman who is surprised that newspaper advertising works. We in radio recognize the newspaper's place in the advertising picture and a great number of newspapermen recognize radio's place in the advertising world. (As a matter of fact, an analysis of radio stations shows that newspapers own more stations than any other group. If my memory serves me correctly, I believe one-third of the radio stations in the United States are newspaper-owned.)"

"I might mention that all the observations in your article were made not by the retail merchandisers themselves but by New York newspaper observers. To the contrary, those advertisers who were able to turn to radio did get outstanding results. For example, the movie industry, who are heavy newspaper advertisers in New York, reported no loss of business and found that radio was an excellent method of reaching moviegoers. As a result, a number of them are negotiating or have negotiated year-round radio contracts."

Pointing out that radio advertising is built on consistency, Mr. Goldman continued: "The observations made by reporters concerning this strike showed a volume of radio activity, but in the main most retailers were trying to plan their radio advertising, rather than to jump in for the sake of jumping in, and the strike was over before most of these plans materialized."

"Story Unfair"

Replying to Mr. Goldman's letter, Mr. Munger wrote, in part: "As a piece of reporting I have no particular apologies to make for the story. The facts were as stated. While I am glad to have your comments, the whole matter is somewhat remote for me at the moment, as I am leaving immediately for active military service with the United States Marines."

When the Munger story was reprinted in the Buffalo Evening News, John A. Bacon, director of sales, Buffalo Broadcasting Corp. (WGR-WKWB), wrote to nine New York stations asking for definite information regarding the experiences of New York advertisers during the newspaper strike. Ex-

(Continued on page 16)

New York Papers Hike Radio Rates

Mere Mention of Program in Regular Copy Costs Double

NEW YORK newspapers last week put into effect a ruling that any advertising of a radio program will be accepted only at the general or national rate. This applies not only to radio page advertisements of programs, but also to mention of programs inserted into display advertising for merchandise being advertised with the station.

If, for instance, a department store were to insert into page ad a line asking readers to tune in the department store program, the whole page would be billed at the national rate, in most cases about twice the rate normally charged for department store advertising.

"Short-Sighted Policy"

Retail advertising men, queried by BROADCASTING last week, were unanimous in their condemnation of this move. Mr. Hirschmann, vice-president of Bloomingdale Bros., which last week used space in a number of ads to advertise its radio program as a new radio course in sewing, to be conducted during the store's broadcasts on WQXR, New York, expressed the feeling that Bloomingdale's would lose the benefit of all of their newspaper advertising, regardless of subject matter, and said he did not intend to accept the ruling.

Terming the move a "short-sighted policy," Mr. Hirschmann said that newspapers should utilize radio instead of opposing it, citing the many examples of wise newspapers that "have used radio, bought radio and worked with radio instead of adopting defensive tactics toward it."

Denying that the move represented any antagonism toward radio on the part of the newspapers, Richard Murray, in charge of department store advertising for the New York World-Telegram, said that the new rule is merely an extension of various limitations the papers have found it necessary to put on department store advertising from time to time.

Terming the rates given to department stores as "absurdly low" in relation to the general rates (37 cents a line to 78 cents is the World-Telegram's ratio), Mr. Murray explained that "the papers won't advertise stores to exploit them" and "over the years we have had to clamp down on various types of advertising to protect our rate structure. This new move does not represent any discrimination against radio."

While the new ruling applies to New York only, its effect will undoubtedly be quickly noted by newspapers and department stores throughout the country and it is expected to receive considerable attention during the advertising sessions of the National Retail Dry Goods Assn. meeting at the Hotel Pennsylvania, New York, early next week.

ROAST DUCK was served staff members of KLZ, Denver, at their recent annual banquet after the station's four nimrods went hunting. When Station Manager Hugh B. Terry sat down at the head of the table his four employees literally gave the boss the bird. Serving roast duck to Mr. Terry (center) are (1 to r): Jack Ross, bookkeeper; Les Waterman, engineer; Harvey Wehrman, chief engineer; Fred Mueller, sales chief.
BONUS — for all Advertisers in the Great DETROIT Market

City Census Gain Given as 336,000

WASHINGTON, Dec. 1.—(AP)—The Census Bureau estimated today that Detroit gained 336,000 in population between April 1, 1940, and May 1, 1942.

During that same period, the bureau estimated on a basis of a survey which covered 137 selected metropolitan areas, there was a virtual population loss of 385,000 in the New York-Northeastern New Jersey area. The estimated gains included: Detroit, 231,000; Chicago, 13,000; New Jersey, 21,000.

As the 1943 curtain goes up on war-time Detroit, far-sighted advertisers will see here the most promising sales opportunities that time has yet revealed. And just as surely as Detroit's accelerated, roaring production lines spell doom for Hitler and Tojo, so also do conditions in this great market assure safety for advertising investment to all who have merchandise to sell, or a good name to uphold. Here are contributing factors:

1. Detroit's population is now at an all-time high. Estimates show a gain of 336,000 between April 1, 1940, and May 1, 1942, with newcomers still pouring into Detroit at the rate of 20,000 each month!

2. Factory employment, too, is at an all-time high. Latest authoritative estimate (November 30, 1942) showed more than 510,000 hourly paid factory workers, alone, in the Detroit industrial area, and that figure grows daily!

3. Wage scales in Detroit are the highest ever. Latest estimates place the average weekly earnings of Detroit factory workers at $56. That places the present factory payroll in this area at more than $28,500,000 a week!

Yes, Detroit is your BONUS market for '43, and WWJ is the station through which you can reach it most effectively and economically.

Associate Station
W45D—F.M.

WWJ
America's Pioneer Broadcasting Station—First in Detroit

January 11, 1943 • Page 13
WGN carries more local and national spot business than any other 2 major Chicago stations combined!

Such a leadership in the highly competitive Chicago market is testimony of WGN's marked ability to produce sales for its advertisers.
May Ask FDR to End AFM Ban On Discs

1F ALL OTHER efforts fail, President Roosevelt may be asked by the Senate Armed Services Committee to invoke his broad wartime powers and terminate the ban on transcriptions and musical recordings as injurious to national morale during its special session.

This prediction was made by Senator D. Worth Clark (D.-Idaho), chairman of the probe subcommittee, on the eve of the appearance of James C. Petrillo, AFM president, before the committee, scheduled for Tuesday, Jan. 12.

After reintroducing his far-reaching bill last Thursday to bring the musicians union within the scope of anti-trust laws as a means of enjoining arbitrary actions which interfere with the war effort, Senator Clark said that if such legislation becomes necessary, it is likely his five-man subcommittee will recommend in its report that the President use his broad wartime powers to protect the national morale.

Seek Prompt Relief

With transcription and record reserves, built in anticipation of the Petrillo ban, about to run out, the broadcasting industry and related public performers dependent upon recordings are becoming more and more aroused over the outlook. All eyes are turned toward the Senate Interstate Commerce subcommittee in the hope that some relief will be afforded promptly.

While there are two distinct schools in the broadcasting industry on the Petrillo situation and how it should be handled, no public moves toward any solution of a settlement—temporary or permanent—with AFM have been disclosed. All aides are agreed that the AFM ban, which blocks recording of a single new transcription or record since Aug. 1, is interfering with wartime morale and is destined to develop into a calamity if remedial measures are not instituted promptly.

Petrillo's appearance before the Senate Interstate Commerce subcommittee—his first before a committee of that body—was halted for 10:30 a.m. Tuesday at the Senate Caucus Room. The committee has been advised by Joseph A. Padway, general counsel of AFL and Petrillo's lawyer, that the AFM head will read a prepared statement of about 45 minutes. Mr. Padway himself then proposes to discuss legal aspects of the controversy. Petrillo, when he arrives, will be cross-examined by the committee. It is expected this testimony and examination will consume two sessions.

In some quarters it was predicted that Mr. Petrillo would seek to turn the tables and ask for an investigation of the NAB and the industry.

At the request of Mr. Padway, who has labor history in Florida, the committee proposes to recess for about 10 days, during which it will line up its schedule of future witnesses. Requests for opportunity to appear have been received from such groups as the NAB, probably headed by George M. Schmerling; the National Association of Broadcasters; and the American Federation of Musicians.

The committee proposes to hold on the hearings until after the war, when it intends to begin a crucial investigation of the entire recording industry.

John Shepard 3d Continues As Yankee General Manager

O'Neil Elected President; Executive Personnel Retained in Network Reorganization

MAINTAINING the same executive management, reorganization of the Yankee Network under its new ownership, was affected last Wednesday in Boston. Shepard 3d elected chairman of the board and designated general manager, and William F. O'Neil, president of General Tire & Rubber Co., elected president. The board continued Linus Travers as executive vice-president and Robert T. Bartley as vice-president and elected Mr. O'Neil treasurer, and Robert F. Ide of Yankee, assistant treasurer. Howard F. Wright, Yankee official, was named corporation clerk.

Personnel Meet With Owners

The executive committee comprises Messrs. O'Neil and Shepard and James W. Haggerty, Boston district manager for General Tire. The board of directors includes six members: Messrs. O'Neil, Shepard, Travers, Haggerty, Loren Angus McQueen, General Tire vice-president, Akron; and Samuel S. de la Cava, General Tire vice-president, Akron.

Operating heads of the network departments met for the first time with the new owners Wednesday evening. At the dinner meeting, in addition to those General Tire officials mentioned, were W. E. Fouse, vice-president; H. R. Jenkins, secretary, and William O'Neil Jr., vice-president of the company president and owner of W.J.W. Akron-Cleveland.

Yankee officials present, aside from those mentioned, included Gerald Harrison, Roger Coakley, William Eynon, George Steffy, Robert Myers, Irving T. Robinson, Clarence Stone, James S. Powers, Cedric Foster, J. A. Farrar, Joseph Lopez, Malcolm Parker, Dorotha Robinson, Fred McLaughlin and Gertrude Laura.

Assurance was given the FCC prior to its approval of the sale of the Yankee Network-owned stations to General Tire and Rubber Co., for $1,240,000 on Dec. 31 that the company would buy time from Yankee stations during the war and under conditions available to all other sponsors.

Coincident with the Commission's formal action, granting the transfer by a four-to-two vote, an affidavit of William F. O'Neil, president of General Tire, emphasizing that the network would not be used for proprietary purposes, was signed and filed.

Love Aids Petroillo

Eddie Love, secretary of San Francisco Musicians Local No. 6, AFM, has been made an assistant to John Shepard, Yankee general manager. Miss Sprague will contact the 21 stations on the network as well as the three Yankee-owned stations. She will function under Gerald Harrison, in charge of station relations and sales coordination. In the last two years, she is a licensed operator and has had experience in all phases of station work.

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CASH INCOME AND CIVIL PAYMENTS: Source: Department of Agriculture, 1940

IN AGRICULTURE

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WPTF WITH 50,000 WATTS IN RALEIGH IS NORTH CAROLINA'S NO. 1 SALESMAN

NBC 680 KC

FREE & PETERS, INC. National Representatives
MANPOWER TITLES DUE FOR RELEASE

REVISION of specific manpower titles covering the broadcast industry were approved by the Inter-Departmental Committee of the Manpower Commission last week and may be expected to be released to draft boards within the next 10 days. Although the specific titles have not yet been made known it is understood that the new list is a marked improvement over the original list released Oct. 12 and known as Occupational Bulletin No. 27.

Careful consideration was given to the needs of the small stations in particular it is understood, to insure their continued operation. This does not mean, it was pointed out, that the larger station and network personnel have been overlooked but that the need for keeping small stations on the air is very much in the foreground of all planning for radio’s wartime future.

Although specific administrative titles were omitted in the original list it is understood that a title has been provided for station managers in the new version. Otherwise, titles will cover engineers, newsmen, traffic personnel and program directors with careful breakdowns to cover specific jobs.

**Skelly Adds News**

SKELLY OIL Co., Kansas City, on Jan. 2 expanded its network program schedule by adding a Saturday morning quarter-hour newscast at 6:45 a.m. in addition to the Monday through Friday quarter-hour commentary broadcast at the same time on 19 Midwestern NBC stations. Alex Dreier, NBC correspondent recently returned from London, who is commentator on the daily newscast is featured on the Saturday program while Lloyd Burlington, midwest farm authority, presents the W. G. Skelly award for Superior Achievement in Agriculture to the outstanding farmer of the week. Agency is Henri, Hurst & McDonald, Chicago.

**Calavo Spots**

CALAVO GROWERS of California, Los Angeles (avocados), on Jan. 6 resumed its scattered spot schedule campaign in selected markets and is utilizing twice-weekly participation in Economy Kitchen, WKRC, Cincinnati; Ruth Murgue Wells, WGAR, Cleveland; Mrs. Page’s Household Economics, WJR, Detroit; Kay Morton, WIL, St. Louis; Hopeful Homer, KFRC, Houston; Marilyn Day, KSL, Salt Lake City; Budget Brigade, KLZ, Denver; Beulah Karney, WENR, Chicago; Bee Baxter, KSTP, St. Paul; Leona Bender’s Woman’s Page of the Air, WQAI, San Antonio. Firm also sponsors twice-weekly five-minute participation in Breakfast at Sardi’s on 13 BLUE Pacific stations, Wednesday, Friday, 9:30-10 a.m. (PWT). Agency is J. Walter Thompson Co., Los Angeles.

**JOHN GUNTHER**

J. Walter Guntner, commentator, will shift his news commentaries on BLUE Friday and Saturday from 10:30-10:45 p.m. to 10:15-10:30 p.m., starting Jan. 15.

**MBS Billings Up 32% During 1942**

All-Time High of $9,636,122 Gross Time Sales Reported

MUTUAL billings for the 12 months of 1942 totaled $9,636,122, an increase of $584,800 over the 1941 total of $9,051,322, an increase of $568,000 over the 1941 total of $8,483,322. The total for 1942 marks a 32% increase over 1941, when billings were $7,340,300.

In a breakdown of MBS billings by agency and client for the year of 1942, three agencies placed more business with the following advertisers than the regular business. These advertisers placed the largest amount of business on Mutual during the past year.

**Richfield Renews**

RICHFIELD OIL Corp., New York, has renewed for the fourth consecutive year Arthur Hale’s Confidentially Yours on Mutual, continuing to feature the wartime services offered motorists by local dealers, according to an announcement by B. N. P Mitar, sales promotion manager. This renewal was made on the recommendation of Mutual, Inc. The following dealers were in the audience: Blackett-English, $1,195,822; Ivey & Ellington, $1,195,822; R. H. Albright, $1,064,935. The other 33 agencies placed only business on Mutual for their accounts under the one million mark. The following advertisers placed the largest amount of business on Mutual during the past year:

Gospel Broadcasting Asm.—$1,195,822.
Bayok Cigars—$1,195,822.
Coca Cola Co.—$1,195,822.
Gillette Safety Razor Co.—$975,728.
Glass Co.—$935,728.
Oral Sandoz—$935,728.
Richfield Oil Corp.—$935,729.

Recruits for Red Cross

TO HELP the American Red Cross recruit 36,000 graduate nurses, 100,000 nurses’ aides, and a million students in home nursing classes, NBC and its affiliated stations will begin a 13-week campaign Jan. 17, using a half-hour dramatic program That They Might Live. Directed by Jane Tiffany Wagner, NBC director of women’s war activities, the series will be aired Sundays at 12:30 p.m., with stage, screen and radio stars donating their services. In addition to the network series, NBC affiliates will present locally each week two quarter-hour transcribed dramas, March of Mercy.

**MBS Series to Latins**

SPANISH and Portuguese language broadcasts of the weekly Mutual This Is Our Enemy, series chronicling the brutalities in Nazi-dominated territory, will soon be released in Latin-American republics, according to officials of the Office of the Coordinator of Inter-American Affairs. Half-hour program expands the current Latin-American schedule of some 30 shows being released daily in the 20 republics.
A NEAR MISS

... DOESN'T COUNT IN RADIO!

That's the experience of smart advertisers. Particularly in Baltimore... today the country's 6th largest market.

If you want to hit this Baltimore trading area target, when you aim at it... here are three reasons why advertisers interested in reducing sales costs... are swinging to Radio Station WFBR:

1. WFBR covers Baltimore DAY and NIGHT with an efficiency known to few stations in so big a city. There are no dead spots. That isn't magic... it's just good engineering.

2. There is no waste with WFBR. We do not use a hopped-up signal to cover the surrounding states in which you may or may not have sales... or states in which you have already bought time. Our job is the Baltimore trading area. Not Pennsylvania, West Virginia, Delaware, New Jersey, Virginia.

3. WFBR is the station all Baltimore has been listening to for 21 years. In the last 3 years over one half million people have visited our studios or participated in sponsored shows.

It's good business to get on the target in Baltimore. WFBR makes it automatic.
21 Food Sponsors On Blue Schedule
Quaker Oats, Warner Latest To Sign With Network

OF THE 50 commercially sponsored programs on the BLUE Network as of Jan. 1, 1943, start of its second year of independent organization, 21 are sponsored by food producers, a larger representation than that of any other industry.

Tetley Tea Co., which launched its first consumer advertising for its dehydrated Soup-Mix on the BLUE in November, has indicated expansion of its current schedule in view of increased sales and its confidence in the future of dehydrated products. Produced in six flavors, the Soup-Mix is promoted threeweekly on Isabel Manning Hewson's Morning Market Basket.

The same program on the BLUE is used by C. F. Mueller Co. for its macaroni on a thrice-weekly basis, a schedule to be continued indefinitely. Agency for both accounts is Duane Jones Co., New York.

New Kellogg Account

The BLUE adds another advertiser to its food accounts Jan. 4 when Kellogg Co. promotes Pep on 13 Pacific stations five times weekly on Breakfast at Sardi's. Agency is Kenyon & Eichardt, New York. Williamson Candy Co., in November, renewed Famous Jury Trials on 64 BLUE stations for 52 weeks. Show is for Oh Henry candy bars and is handled by Aubrey, Moore & Wallace, Chicago.

Swift & Co., sponsor of a segment of the BLUE's Breakfast Club for more than a year, paid tribute to the program's pulling power on Nov. 3 when it increased its quarter-hour participations thrice-weekly on 87 stations to five days weekly on 443 stations. J. Walter Thompson Co., Chicago, handles the account.

Another J. Walter Thompson account contributing to the BLUE's food industry group in 1942 was Libby, McNell & Libby, using the entire BLUE network Oct. 19 for a special one-time broadcast dramatizing its forthcoming advertising campaign. Introducing a different idea of consumer relations, the food processing company invited consumers, as well as Libby salesmen and dealers to a "sales meeting of the air."

Quaker Oats Co., Chicago, will take over Terry & the Pirates, quarter-hour children's program, effective Feb. 1. The series, based on the comic strip syndicated in 200 newspapers, has been heard on the BLUE since Jan. 4, five times weekly, 6-6:15 p.m., and will continue at that time when Quaker Oats sponsors it for Puffed Wheat and Puffed Rice Sparklies.

The program is written for radio by Al Staller, who has written such children's shows as Don Winslow of the Navy and Orphan Annie. It will be heard on 143 BLUE stations, largest network yet employed by Quaker Oats during its many years of network and spot radio. Agency is Sherman & Marquette, Chicago. Terry & the Pirates is not new to radio listeners, having been sponsored in the past via transcription by Libby, McNeill & Libby, and on NBC by Bowes Inc. for Dari-Rich.


Coca Cola Plaque

COCA COLA Co., Atlanta, sponsor of Victory Parade of Spotlight Bands on the BLUE, received a silver plaque during a recent broadcast, from Movie-Radio Guide for "outstanding contribution to the morale of the men in the United States armed forces." Award was presented by Harry Hayden, general manager of the Guide Magazines, to Felix Coste, vice-president of Coca Cola Co. The tribute followed shortly after Coca Cola's nine-hour Christmas Day program for service men, originating from 42 camps throughout the country, and aired on the full BLUE network.
KRUEGER ACQUIRES REGIONAL HOOKUP

EXPANDING its radio advertising from a local to a regional basis, G. Krueger Brewing Co., Newark, will discontinue Go Get It, audience participation program, on WOR, New York, and on Feb. 3, starts a radio adaptation of Michael Arel's short story "The Gay Falcon," Wednesday, 7:30-8 p.m. on seven or eight NBC stations in New England.

Writers for the new series are Gene Wang, scripter of The Thin Man on CBS; and Harry Hermann, author of Mr. and Mrs. North on NBC. Chief character of the story on which the program is based has been featured since 1941 in a series of RKO films, "The Gay Falcon".

Krueger is discontinuing Go Get It at the conclusion of a year's contract which has been entirely satisfactory, according to a spokesman for Compton Adv., New York, agency in charge. Firm used a regional hook-up several years ago, with a news program on the Yankee Network. New sponsor for Go Get It has not been revealed.

Lindow Made PRO

LT. Lester W. Lindow, of Milwaukee, has been appointed public relations officer at Camp Wolters, Texas, succeeding Capt. H. D. Kight, whom he had assisted for six months. In civilian life Lt. Lindow had been active in radio and newspaper work for nine years, serving as manager of WFBM, Indianapolis, assistant manager of WCAE, Pittsburgh, and at one time was associated with Hearst newspapers in New York City. Before assuming public relations duties with the Army he had been assigned to a radio specialist training company at Camp Wolters.

Maj. Borrett's Book

STORIES and legends Sunday afternoons over CHNS, Halifax, Nova Scotia, are compiled in a book titled Tales Told Under the Old Town Clock just published by Imperial Publishing Co. Ltd., Halifax. The narrator and the author of the book is Maj. William Borrett, CHNS manager. Actual continuities of 25 broadcasts are used to put in permanent form the historical tales of Canada's "most storied province." Proceeds from the sale of the first 300 copies are to go to the Queen's Fund for Air Raid Victims in Great Britain.

Resinol in New York

RESINOL CHEMICAL Co., Baltimore, makers of Resinol soap and ointment, using radio for the first time in New York, has started participations in Peepee Prefers, six-weekly program of consumer new heard on WOR, New York, 8:30 a.m. Contract is for 52 weeks. Agency is Cortland D. Ferguson, Baltimore. Series now has eight sponsors.

Zwieback Test

Dutch Tea Rusk Co., Grand Rapids (zweibach) through Roche, Williams & Cunnyngham, Chicago is testing radio in the Milwaukee market with transcribed musical harmonics announcements five days daily on WEMP. If successful, test will be expanded to other markets. Phil Stewart is account executive.

COORDINATING EFFORTS of radio for Victory were stressed by these IV Fighter Command officers; NBC executives and personnel of the weekly Eyes Aloft program on that network, during a recent Hollywood conference. Presented under auspices of the IV Fighter Command, half-hour program is designed to maintain morale of Pacific Coast volunteer observers and workers. Coordination discussers are (1 to r), Gayne Whitman, narrator on Eyes Aloft; Brig. Gen. William E. Kepper, commanding general of IV Fighter Command; Lt. Col. John C. Gray; Col. Carl Wallie; Lewis Frost, assistant to Sidney N. Strota; John W. Swallow, western division program director; Robert L. Redd, writer-producer; Capt. Fred Barriger, Capt. Gomer Lewis.

Quaker Serial

QUAKER OATS CO., Chicago (Sparkies) on Feb. 1 will start sponsorship of Terry & the Pirates on 129 BLUE stations, 6-6:15 p.m. with repeats at 7 and 8 p.m. Program will start on a sustaining basis Jan. 4 replacing Don Winslow of the Navy, which was discontinued on Jan. 1 by General Foods Corp., New York (Post Toasties) thru Benton & Bowles, New York. Sherman & Marquette, Chicago, is the agency, newly appointed, for Sparkies.

Sunkist Slices

CALIFORNIA FRUIT Growers Exchange, Los Angeles (Sunkist oranges, lemons), revising 1943 advertising schedule, with broadcast of Feb. 2 will cut the thrice-weekly quarter-hour serial, Today at the Dancas, on 46 CBS stations to once per week, Friday, 6:16-6:30 p.m. (EWT). Foote, Cone & Belding, Los Angeles, is agency.

SALES

Business Barometers

Up... Up... Up...

Bank clearings up 16.5 per cent . . . debits up 20.3 per cent . . . business in most all lines running this much or better ahead of the year before . . . figures like these give an idea of how business in Nashville is on a permanent boom.

There's no secret about how to reach this market. WSIX gives you the coverage.

Member Station

The Blue Network and Mutual Broadcasting System

SPOT SALES, INC., National Representative

5,000 WATTS 980 KC

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.
Succeeds Connor
MRS. ETHEL BELL, well-known in West Coast broadcasting, has been appointed radio coordinator of the Southern California Broadcasters Assoc., according to Lawrence W. McDowell, association president and commercial manager of KFOX, Long Beach, Calif. Headquartered in Los Angeles she succeeds Richard F. Connor who resigned in early December to become chief of station relations, Radio Bureau, Office of War Information. Mrs. Bell joined the SCBA in February, 1942, as assistant to Mr. Connor. She continues as assistant radio coordinator of the Pacific Coast War Emergency Broadcast Plan set up by Mr. Connor under supervision of the IV Fighter Command in early 1942. She is the wife of Howard Bell, program director of KPAS.

Pinch From Shortage of Discs
To Be Felt Soon, King Claims

Backlog of Transcriptions Is About Exhausted, He Says, Pointing to Troubles Ahead

WHAT IS the future of recorded music in case the Petrillo-dictated ban on AFM musicians continues.

That was the question posed by broadcasters and transcribers on the eve of the Senate inquiry into Petrillo's bans and edicts, which gets under way Tuesday, Jan. 12.

In the more than five months that have elapsed since the Petrillo ban on transcriptions and recordings became effective, the full force of the production stoppage has not been felt, even though new popular tunes in recorded form have not been available. Transcribers had built up a sufficient backlog of recordings to absorb minimum requirements during that period.

Gerald King, Hollywood partner of Standard Radio, who has acted as spokesman for independent transcribers, asserted last week that prior to the Aug. 1 ban, recordings were made of a sufficient number of the entire present hit list to get by. How stations and other users of recorded music will feel when none of the top tunes will be available in recorded form some 60 days hence is quite another matter, he said. New music will be published and played over the networks so that the publishers get their performance credits, he pointed out, because until recently recorded music did not count in the performance ratings anyway.

Nets Not Seriously Hit

After talking to many broadcasters at the NAB district meetings—which wound up Dec. 10—on the music problem, Mr. King reported that because of the greater interest in war and manpower problems, the music issue became secondary and was taken up when many broadcasters had left or were tired.

The problem, according to Mr. King, is essentially that of the independent station rather than the network, which he said has little to lose in a controversy over recorded music with the exception of some spot business and the effect, in the case of NBC, upon thesaurus. And he poses the question: "In the long run has not recorded programming been a competitor of network broadcasting?"

The primary interest of the networks, Mr. King points out, is maintenance of their network schedules. Consequently, he said, it is only logical and evident that they should seek to avoid any quarrel with AFM, through moves that might entail use of non-AFM musicians or perhaps musicians identified with CIO. A dispute with AFM might result in strike or secondary boycotts, it has been pointed out.

Looking toward the immediate future, Mr. King said most of the backlog of recorded music already is in the hands of stations. Some transcription companies, and in several instances phonograph recorders, have recorded choral groups a capella, or without instrumental accompaniment. Some music, he said, lends itself admirably to such groups, but in the field of popular music, which surveys show uses up at least 60% of the time devoted to music on the air, it is difficult to make satisfactory renditions. So-called "bounce" tunes do not lend themselves to vocal treatment of this sort.

Consequently, Mr. King said, lack of suitable groups for popular tunes is bound to prove a restrictive influence on music. As NAB President Neville Miller has pointed out, it is just as restrictive on patriotic music, as evidenced by the fact that not a single work while patriotic song has been plished since the ban Aug. 1.

While transcriptionists have the privilege of recording music outside the United States and Canada, Mr. King pointed out that much of this recording always has been done, but most of it has emanated from points where it is not now possible to record because of the war. England, Italy, Germany and Austria were the main sources of imported music before the war, with Latin America contributing only typical music.

Even if music other than this could be recorded outside the United States, he reported the cost is very high and few studios and mechanical setups are available for high quality transcriptions. Moreover, he said, musicians' unions in some South and Central American countries, anticipating a windfall, have increased their rates by as much as 100% and by restrictions on the use of conductors. While possible supply of instrumental music from these countries is not bright, he predicted much of it would begin flowing from
Barney's Big Slate
BARNEY'S, New York men's clothing store, has signed for six quarter-hour news periods, six 10-minute musical programs, and 35 announcements weekly on WMCA, New York. Barney's recently completed a cycle of 12 news periods weekly on WMCA. With the new contract, firm now uses a total of 1,450 announcements, 654 quarter-hour periods, 722 ten-minute periods, and 32 half-hour programs on seven stations in the New York area: WNEW WMCA WATF WINS WLIB WWHM. Agency is Emil Mogul Co., New York.

NEW SALES MANAGER of Radio Programas de Mexico, S. A., is Juan M. Duran Casahonda (right), well-known advertising man, who will assist Clemente Serna Martinez, general manager of the organization. With headquarters in Mexico City, the network serves Mexico through 65 stations.

WHEN President Roosevelt addressed the newly assembled Congress Jan. 7, his speech was broadcast by Mutual, NBC, the BLUE and CBS, as well as independent stations.

Two New Partnerships Formed From Law Firm
DISSOLUTION of the New York law firm of Rosenberg, Goldmark & Colin and formation of two new separate partnerships was announced in New York last week. Godfrey Goldmark, Ralph F. Colin and Sydney M. Kaye, members of the original firm, are partners in the new firm of Goldmark, Colin & Kaye. James N. Rosenberg continues as counsel to the firm. Other members of the firm are Walter J. Petschek and Max Freund. The firm will continue at 160 Broadway.

Formation of the firm of Bergman & Hourwich simultaneously was announced, with offices at 14 Wall St. Members of the firm are George Kennan Hourwich, Milton M. Bergerman and Herman Jervis.


The latest report of Crosley Co-operative Analysis of Broadcasting lists the ten most popular radio programs in the order of their listener preference.

Top-ranking popular programs are heard in St. Louis over Station KSD

KSD has carried the NBC programs leading in "Firsts" since 1935 in Nation-wide Star-program popularity polls.

A Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch
FREE & Peters, Inc., National Advertising Representatives
NEW YORK CHICAGO ATLANTA SAN FRANCISCO HOLLYWOOD
Special Peabody Award Group To Scan Entries for Judges

Preliminary Digest to Be Ready for Final Study By Advisory Board in New York on Jan. 15

ENTRIES for the George Foster Peabody Radio Awards will be reviewed by a special University of Georgia faculty committee, according to Dean John E. Drewry of the Henry W. Grady School of Journalism, which in conjunction with the NAB administers these awards. The committee’s report will be considered by the advisory board in New York Jan. 15. The board makes final selections.

Committee members are: Tyus Butler, chairman; Hugh Hodgson, music; Carolyn Vance, radio and speech; L. M. Bailer, drama; B. O. Williams, sociology; and Warren Jones, journalism, clerk.

The board report is to be ready by March. Members of this board are: Bruce Barton, BBDO, New York; John H. Benson, AAAA, New York; Dr. Ralph Casey, U of Minnesota; Jonathan Daniels, Raleigh News & Observer; Mark Ethridge, Louisville Courier-Journal and Times; Joseph Henry Jackson, San Francisco Chronicle; Waldemar Kaempfert, New York Times; Alfred A. Knopf, publisher, New York; Mrs. Beatrice Sawyer Rosell, Chicago; Dr. I. Keith Tyler, Ohio State U; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody; Edward Weeks, Atlantic Monthly, Boston; S. V. Sanford, Chancellor, University of Georgia; Earl J. Glade, chairman, NAB Code Compliance Committee.

Entries for 1942 are more numerous and more varied than in former years, according to Dean Drewry. Response from small stations has been greater and more nominations have come from outside groups such as schools, colleges, and listener groups. Although several network programs have been entered by outsiders, NBC, CBS and BLUE did not submit individual entries.

Dr. James R. Angell, public service counselor of NBC, Douglas Coulter, director of broadcasts of CBS and Dr. H. B. Summers, manager of public service of the BLUE, explained they would be glad to supply data on any programs in which the Peabody board is interested.

The CBS 1941 presentation required “more than 1,000 man-hours of thinking, planning and production,” Mr. Coulter wrote. “Even if we could take the time, it would be grossly out of character to sidetrack our war work and give right-of-way to a prize-seeking presentation.” The CBS official, however, lists two programs which he said “merit the attention of the judges.”

NBC, CBS and BLUE programs will be considered, according to Dean Drewry, under a board regulation which reads: “The board in its selections will not necessarily be restricted to entries, but may on its own initiative select a program or a station for an award.”

Six Types of Awards
The Peabody awards last year went primarily to programs. The year before stations and networks were recognized. For 1942, both programs and stations are to be cited.

As originally set up, the Peabody awards were designed to recognize the most disinterested and meritorious public service rendered each year by the broadcasting industry, and to “perpetuate the memory of George Foster Peabody, benefactor and life trustee of the U of Georgia, and friend of educational progress everywhere.”

This year the awards will be made in at least six categories:
1. That program or series of programs inaugurated and broadcast during 1942 by a regional station which made an outstanding contribution to the welfare of the community the station serves.
2. That program or series of programs inaugurated and broadcast during 1942 by a local station which made an outstanding contribution to the welfare of the community the station serves.
3. Outstanding reporting of the news.
4. Outstanding entertainment in drama.
5. Outstanding entertainment in music.
6. Outstanding educational program. The awards under reporting, drama, music and education may go to either a station or a network program.

Everyone knows that Rushmore Memorial is in South Dakota’s beautiful Black Hills... 325 miles from Bismarck. But in terms of listening habits and sales results, it’s in Bismarck’s front yard!

No other station covers the wealthy Black Hills market, as does KFYR... in fact. KFYR is DOMINANT in dozens of similarly rich markets in the Great Northwest.

May we show the proof?... there’s plenty of it.

Ask any John Blair man.

Right Medium
When shortages of stenographic help occurred lately in the offices of WKRC, Cincinnati, General Manager Ken Church decided to use his own medium in securing replacement. One day’s announcements provided an over-supply of available girls, war widows who would not generally be reading the help wanted columns.

Columbia’s Station for the SOUTHWEST

KFH

WICHITA KANSAS

Call Any Edward Petry Office
LEADERS in the allied cause will contribute their views on war and peace aims in a Sunday feature scheduled to start on BLUE Feb. 14 under direction of Arch Oboler. Statements especially requested from high ranking figures, such as Wendell Willkie, General DeGaulle and General MacArthur, who have already responded to the idea, will be dramatized by various members of the Screen Writers and Radio Writers Guild, and presented under the title Free World Theatre, in the 6:05-6:30 p.m. period on the BLUE.

President Roosevelt, Winston Churchill, and Josef Stalin are among those who have already been contacted. Idea for the series originated with the OWI and was suggested to Oboler at the conclusion of his recent BLUE series, To the President.

For Graveyard Shifters

TO REACH the thousands of San Francisco bay district war plant workers on their 3 a.m. "lunch period" during the graveyard shift, the new quarter-hour six-weekly Graveyard Gates is on KG0, San Francisco. The program is sponsored by Roos Bros. clothing store chain. Arrangements have been made in several war plants to pipe the program over the plant public address systems. The commercial announcements are short and institutional in type. Lord & Thomas is the agency handling the account.

State Legislature Reports

FOR the fourth consecutive year, and as a public service, CBS on Jan. 4 began a series of five-weekly quarter-hour reports on progress of the 56th session of the California State Legislature, meeting in Sacramento. Released to California CBS stations, the programs emanate from the State Capitol through facilities of KROY, Sacramento. First four minutes of the daily broadcast features world-wide news and originates from KNX, Hollywood, under supervision of Fox Case, Western division public relations director of the network.

Regional Farm News

MERTON V. EMMERT, who on Jan. 1 joined NBC as farm program director of WEAF, New York outlet of the network [BROADCASTING, Dec. 25], started a five-weekly series at 6:30 a.m. on WEAF Jan. 4 under the title The Modern Farmer. According to C. L. Men- ser, NBC vice-president in charge of programs, this series by Mr. Emmert "is the first step in the development of a general plan for making NBC's farm presentation on a regional network plan. Using the program as a model, we hope eventually to organize four regional farm programs for regional networks in the four time zones."

Birthday Party

TO CELEBRATE the second anniversary of its weekly transatlantic program, Answering You, the BBC presented a special broadcast on Jan. 8 from a cocktail party at the Waldorf-Astoria, New York, with Elsa Maxwell as hostess and Peter Donald as m.c. Prominent speakers, who were heard during the past year, spoke from both sides of the Atlantic during the birthday program. Series is normally heard Sundays, 5:30-6 p.m. (EWT) and is broadcast locally in New York on WNYC, municipal station.

Women's Role

MOBILIZATION of women for war work is discussed by guests on Saturday afternoon half-hour program, Women in the War, on WJJD, Chicago, Series, conducted by American Women's Voluntary Service, is produced and directed by W. Ward Dorrell, radio director of Henri, Hurst & McDonald, Chicago, who is voluntarily serving as radio director of the AWVS.

By Students

QUARTER-HOUR Saturday morning program on WJWC, Chicago titled Kid Commentator is completely written, directed and presented by high school students. News of teachers, schools and activities is discussed by the student participants and student aid in the war effort is stressed.

She earns $59.28 a week
She shops in Norfolk
She listens to WTAR

(and there are thousands more like her in the Norfolk Market)

More than 1,038,720 people now live and work and buy in the Norfolk Metropolitan Market. Thousands of these folks are highly paid war production workers, many of whom are earning and spending more than they ever dreamed of before.

For nearly twenty years folks in Norfolk, Portsmouth and Newport News have been depending on Station WTAR for their news and entertainment. New-comers quickly learn that WTAR brings them more of the Nation's favorite programs than all the other stations in this area combined.

Foods, drugs, cosmetics, household products—in fact anything that folks need and want will "sell like hot-cakes" when you tell your story on WTAR. Contact Edward Petry & Co. or write to us for complete information.

BROADCASTING • Broadcast Advertising
Deacon Ruettz
IT'S Deacon now! J. Franklin Ruettz, announcer of WELI, New Haven, was ordained Dec. 29 in the Episcopal Church and now will serve as assistant in the Christ Church, West Haven, until March 15, when his studies at Berkeley Divinity School, Yale U., will be completed. Until then he will continue his announcing duties at WELI in addition to his religious responsibilities. Before joining WELI, Deacon Ruettz was an announcer at WACO, Waco, and KNOW, Austin.

Planters Adds News
PLANTERS NUT & CHOCOLATE Co., San Francisco (peanuts), on Jan. 19 starts sponsoring Harry W. Flannery, news analyst, on 7 CBS Pacific Coast stations (KNX KARM KROY KGDM KQW KQIN KIRO) Tuesday, Thursday, 6:30-5:45 p.m. (PWT). Contract is for 52 weeks. Firm on Jan. 10 started for 52 weeks sponsoring William Winter, news analyst on 11 CBS Western stations, Sunday, 5:30-5:45 p.m. (PWT). Planters Edible Oil Co., San Francisco (peanut oil), also sponsors William Winter on 7 CBS Pacific Coast stations, Monday through Friday, 12:30-12:45 p.m. (PWT). Agency is Raymond R. Morgan Co., Hollywood.

Announcing
5000 WATTS
Day and Night
on
680 Kc.

KFEQ
St. Joseph, Mo.*

Twenty years of broadcasting service to responsive audiences in Northern Missouri, Southern Iowa, Southeastern Nebraska and Northeastern Kansas. (KFEQ's original license was granted Feb. 16, 1923)

National Representatives

Headley-Reed Co.
New York Chicago
Atlanta Detroit
San Francisco


Paper Reduction Ordered by WPB
Newspapers, Magazines to Get 10% Less This Year
PAPER reductions for newspapers and magazines in 1943 as the result of limitation orders governing the use of paper in these media, issued by the War Production Board. Newspapers will be limited to 100% of the amount used to produce net paid circulation in 1941 plus a 3% spoilage allowance and magazines are restricted to 90% of the tonnage used by each publisher during 1942. The difference in bases for the two media results from the attempt made to be most equitable, it was explained. Whereas newspapers, owing to voluntary restrictions, used less paper in 1942, while magazines used more paper than in 1941. In explaining the selection of 3% for spoilage, W. G. Chandler, director of the printing and publishing division, said this was found to be a satisfactory average for all papers over a period of years.

10% Reduction
Under Limitation Order L-240 governing newspapers, it is estimated by the WPB's printing and publishing division that the effect will be a reduction "approximately 10% in current consumption" for the industry generally but will not mean a 10% reduction to each publisher. Weeklies and small dailies using eight or less pages per issue, amounting to 25 tons or less of print paper during any one quarter, are exempt from this order. Magazines may in any calendar quarter, the order states, use up to 15% more than the quarterly quota, the excess to be subtracted from the quota of the succeeding calendar quarter.

WPB officials, indicating that this order was not likely to stand for a year, said that there would be at least one revision applied to both magazines and newspapers and possibly more. Provision has been made for consideration of individual cases in terms of appeal where "undue hardships" result.

Reasons for the curtailment were given as lack of production resulting from shortages in manpower, tires and trucks. Increased military demands for pulp wood made the move advisable in the light of production uncertainties, it was said.

New WE Contract
CONTRACTUAL notice has been given by Western Electric Co., New York, of its intention to terminate two years hence its license contracts with motion picture producers in the United States operating under Bell System sound recording patents, the Western Electric sound system, it has been announced by T. K. Stevenson, vice-president of the company. Scheduled to run to the end of 1954, the new contract, a draft of which will soon be presented to licensees, will continue to make available Bell System patents for sound recording in the motion picture field and recording fees will be substantially lower.

AT THE ANNUAL CONFAB of the sales staff of WGN, Chicago, (Prof.) Bill McGuiness (center, seated), WGN sales manager, gives the boys a few pointers on the art of selling. They are (1 to r.), Joseph Speyer, George Dietrich, New York office; James Anderson (on table), Norman Boggs, manager New York office; Mr. McGuiness, Reed Myers, Ben Berenton, promotion; George Harvey, Charles Coffin, Charles Gates.

KTAR
Arizona Broadcasting Co.
PHOENIX ARIZONA
PAUL H. RAINER COMPANY

Page 26 • January 11, 1943
WILL you help this child ... and thousands like her? Here is another victory we must win ... the conquest of that dread, crippling disease — Infantile Paralysis! Under the leadership of President Roosevelt, every American can help in the 1943 Fight Against Infantile Paralysis!

The Campaign officially opens on January 15th ... it concludes with the Celebration of President Roosevelt’s Birthday, Saturday, January 30th.

Will you volunteer your facilities ... your services? Everyone can help — radio stations, sponsors, advertising agencies, musicians, actors, singers, writers. Many have already joined us but more are needed — everyone should be enrolled in this fight!

Said our President: “The fight against Infantile Paralysis is an essential part of the main struggle in which we are all engaged — a struggle to make this world a better place in which to live.”

Join President Roosevelt: Fight Infantile Paralysis!

Send Your Gift to Your President

President Franklin D. Roosevelt
The White House
Washington, D. C.

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS
ANNUAL FUND-RAISING DRIVE
through
THE CELEBRATION OF THE PRESIDENT’S BIRTHDAY
342 Madison Avenue, New York, N. Y.
MUrray Hill 2-9020

Basil O’Connor
President

Howard London
Radio Director
Playing State and County Fairs.
More than One Million People
wonder at its Magnificence.
ICE STUDIO PLANE

the only one of its kind in the world!

L.B. Wilson

WCKY • CBS
CINCINNATI
FIFTY GRAND IN POWER
Pleasure Listening

THE BAN on pleasure driving involved last week by OPA because of the critical gasoline situation, perforce adds to radio's ever-growing public service obligation. Listening, already at unequalled levels, will hit new highs.

There will be less movie-going, night-clubs and partying generally in the 17 Eastern States and in Washington, the most densely populated section of the country. Thus there will be a corresponding increase in listening, early and late.

Broadcasters in these States may find it expedient to revise program schedules somewhat to accommodate this new audience segment. All evening time up to midnight is destined to become the equivalent of Class A time. There will be a corresponding increase in listener reaction, too, but radio, schooled as it is in the changing tempo dictated by the war, is prepared to handle the load.

Caesar's Secret

THE GREAT Petrillo mystery (why he banned transcriptions and recordings) may be cleared up before the week is out. For the Great Petrillo himself is slated to appear before the Senate Interstate Commerce Subcommittee in answer to the Clark Resolutions which he brought to the floor last week. It is significant, too, that no new hints have been developed since the ban became effective; that important bands have been broken up because of reported lack of recording dates, and that union musicians who used to make recordings have lost between $1,000,000 and $2,000,000 in fees. We imagine Mr. Petrillo has the answers.

There's one thing we hope won't happen during the Petrillo hearings, and that's the temptation for committee members to go off on a tangent and inquire into unrelated matters. This hearing, as we understand the resolution, has to do with the arbitrary bans on recorded music performance and their relation to the war effort. It is not an investigation of the FCC, its licensing policy or the sufficiency of the radio law, or the adequacy of the industry. Those matters, if they require legislative attention (and we heartily believe some of them do) should be handled under legislative authorization specifically drawn to cover them.

Jewelry Trade

ODDLY ENOUGH, despite curtailing supplies, the jewelry trade seems to be flourishing in many localities these days. Though some of its stock cannot be replaced and though deliveries of some goods such as watches are dwindling, its short-term business outlook appears good. Last year, according to the Wall Street Journal, sales rose to approximately $750,000,000, up $200,000,000 from the best previous year on record.

This is a phenomenon also perceptible in England, where the silversmiths of London, and especially the antique shops, which handle metallic gadgets beloved by women, are doing a brisker trade than ever. There is another reason for this. There's a great amount of old jewelry on the market, much of it has been left by people who have lost jobs and many others have been sold at low prices. The jewelry business is flourishing as a result of this. There is a great deal of jewelry that has been sold at low prices. The jewelry business is flourishing as a result of this.

Ownership Policy

PURCHASE of the Yankee Network by General Tire, an important manufacturing entity now engaged in war work, poses an interesting policy question concerning radio ownership.

Two members of the FCC—Walker and Durr—opposed the granting of the transfer without hearing the licensees of the Yankee-owned stations largely because of policy precedent governing transfer of station ownership to another industry.

Actually, the transfer constituted no precedent. Many broadcast stations are owned by companies and individuals engaged in other business pursuits. The broadcasting industry would not have enjoyed its meteoric development if outside capital had not been attracted to this intriguing but definitely hazardous field in its earlier days. Newspapers are abundantly represented in station ownership, although admittedly they are much more closely allied in function than the tire business.

We heartily agree that radio can't become subservient to other fields of endeavor. Because of its intimate contact with all the public, it must maintain independent policy of operation. But the real test is not ownership but operating practice and experience. General Tire, for example, could but shouldn't call Yankee the "Great Star Network," as it probably won't. Yankee was purchased as an investment, as we understand it, and its facilities will be open to General Tire and its competitors on the same terms. That is as it should be and must be.

Stations (or networks) can't be used as the private mouthpieces of their owners. There is ample legal precedent for that. Brinkley and Baker and the Rev. Bob Shuler saw their stations silenced because they used their microphones in that way. The same fate finally befell the late "Hello World" Henderson of Shreveport.

Under existing law, the FCC is not authorized to license networks as such. Moreover, it can't do anything about station ownership as long as the proposed owners are citizens of good reputation and are financially responsible. It's up to Congress to establish any other policy.

In the final analysis, there's no problem at all so long as the privilege of licensed operation is not abused. Should that happen, there are adequate remedies under the existing statutes and court precedents.
M EET NBC's newest vice-president, John Haskell MacDonald. Elected by the board of directors at its meeting last Dec. 4, the vice-presidency was conferred in recognition of his many contributions to the financial and administrative problems of the network.

Although able to make a bunch of statistics sit up and say "Uncle", Mr. MacDonald has no love of figures for their own sake. "Figures," he said, "are valuable only when they give management information which enables it to operate its business more effectively. That means, at NBC, that those who prepare the budgets and operating statements for the various departments must know enough about the operations of those departments to make the figures easily translatable into terms of programs, sales, promotion, engineering and other network activities."

In addition to his financial responsibilities, Mr. MacDonald also is supervisory head of the company's personnel relations, representing NBC in its dealings with unions and directing its policies with regard to its organized employees. He had a hand in the development of the salary rate schedules which, after a year of research, has just been put into operation, constituting a major step toward putting NBC's personnel relations on a scientific basis.

To his hosts of friends in all ranks of the industry, Mr. MacDonald's outstanding characteristic is the unusual warmth of his personality. His close associates, however, probably would name as his chief asset his ability to cut, without hesitation, through the verbal trappings of an argument to its essential truth or error. It is probably the combination of the two qualities which has enabled him, a comparative newcomer to NBC, to crash the ranks of its vice-presidential hierarchy with such celerity.

Mr. MacDonald hails from Brunswick, Maine, where he was born Sept. 1, 1896. At 46, he can look back on two decades of broad and diversified experience which began when he was graduated from New York University's School of Business Administration in 1922. His degree of bachelor of commercial science was followed a year later, with a master's degree. Thereafter for four years he pursued academic work as a member of the NYU faculty. When he forsook that field he held an assistant professorship in the School of Commerce.

In the half dozen years which followed, Mr. MacDonald was associated successively with McGraw-Hill Publishing Co. as office and personnel manager, and with A. I. Namin & Sons and Walker & Heiser Inc., as controller.

His first-hand knowledge of radio dates from 1932 when he joined Trade Ways, an organization formed to study business problems and management. In the three years which followed, he was buried deep in research and the preparation of reports pertaining to the affairs of NBC, one of the firm's clients. His work led to an offer from NBC to install a cost accounting system based on surveys he had made while with Trade Ways. The system was duly put in operation and Mr. MacDonald thereupon was made NBC budget officer. Three years later he was assigned to the Radio-Recording Division as business manager.

The proposed separation of the Red and Blue networks a year ago presented many complex problems and Mr. MacDonald was moved up to the executive floor in Radio City to assist the NBC management in their solution. The value of his work was speedily recognized, and he became right-hand man to Frank E. Mullen, vice-president and general manager.

In the recently announced organizational realignment of NBC, Mr. MacDonald became financial officer, now carrying with it the title of vice-president.

While acquiring one office after another, he has found time to write three authoritative volumes on his favorite subjects, Office Management, Practical Budget Procedure and Cost Control—Its Functions and Technique.

Since leaving the NYU faculty, Mr. MacDonald has been active in the affairs of the Controllers' Institute of America. He is president of the institute's New York chapter.

JOHN HASKELL MacDonald

We Pay Our Respects To

JOHN W. AVER, Philadelphia, Pa., advertising manager of WABC, has died.

DONALD E. INMAN, coordinator for the Cedar Rapids studios of WMT, has been transferred to the Waterloo studio of WMT to act in the same capacity. His Cedar Rapids duties are being divided between Sumner D. Quarnston, station manager, and Leon E. Linder, production manager. Bertrice Shimek, who left the Cedar Rapids offices last week prior to the birth of her daughter a year and a half ago, has rejoined the staff as receptionist.

SIDNEY STROTZ, NBC western division vice-president, following two weeks conference with New York executives, returns to his Hollywood headquarters in mid-January.

EDWIN M. SPENCE, former general manager of WWDB, Washington, and ex-secretary-treasurer of the NAB, and Mrs. Spence, have left Stewart, Fla., where Spence is recuperating from a recent illness. His daughter, Anne, is accompanying them.

W. Frank Hipp

W. FRANK HIPP, S.C., president of the Liberty Life Insurance Co. of Greenville, S. C., and chief owner of WIS, Columbia, S. C., died in Greenville Jan. 3 after a brief illness. He owned approximately 40% of the stock of WIS, managed by G. Richard Johnson, who was one of the owners of WSCS, Charleston, but that station was sold last year to its manager, John Rivera. Mr. Hipp organized the Liberty Life Insurance Co. in 1917 and was its first and president. He also was a member of Newberry, S. C., and was a trustee of Newberry College.

McCullough to WIOD

T. O. McCULLOUGH has been named commercial manager of WIOD Miami, Fla., to replace Steve Vetter, who resigned Jan. 2 to join WFTL, Ft. Lauderdale. Mr. McCullough is a member of the sales department of WSPD, Toledo, from 1939 to April 1942, and has been a sales manager of WAGA, Atlanta, where he remained until joining WIOD.

Ruppel to Marinos

LOUIS RUPPEL, who resigned as CBS publicity head last fall to become assistant to the president of Crowell-Collodion Publishing Co., will leave that post about the middle of January to enter the Marine Corps.

In September 1938, a member of the National Board of Directors 1940-1942, and vice-president and chairman of the education committee in 1941-1942. He is a member of Delta Sigma Pi, a national professional fraternity. Mr. MacDonald married the former Victoria Zukowsky, and is the father ofATHERA, Jeanette, 29, and Helene, 14. Jeanette is a student at Wellesley College, while Helene attends Northfield Seminary. He lives in Pelham, N. Y., and spends his summer vacations at Lake George. For recreation, the new NBC vice-president plays golf and bridge.
THOMAS R. EVIDGE, formerly assistant office manager, University of Chicago Press, has been appointed head of the continuity editing department of WBBM, Chicago, replacing Bob Hartman, who has joined the Army. George Rosenthal, former WBBM staff producer, becomes manager of the unit. The appointment of Mr. Kirkecile, now with J. Walter Thompson Co., Chicago.

BILDEAN, formerly publicity director of W.V.D.A. Radio, N. D., who joined WIRE, Indianapolis, in the same capacity several months ago, has been promoted to program director.

JOSEPH O. MEYERS, formerly head of the news staff of KSTP, Minneapolis-St. Paul, has joined NBC's department of news and special events as a writer. Meyers has worked on the Detroit News, and the St. Paul Daily News.

GROVE COBB, announcer of KSAL, Salina, Kan., has been in the Air Corps in the U.S. Naval Reserve, Robert Meyers, announcer in the company, has reported for duty with the armed forces. Mrs. McCurry, of the continua, has returned to her home at Hagerstown, Md. Mrs. Letha Ritter of McAllen, Tex., replaces her.

KNAU has joined the announcing staff of WHAM, Rochester, as Rochester's first woman announcer. Former radio experience includes writing, directing and acting.

ARTHUR MILLER, Eastern editor of Movie-Radio Guide, has joined the announcing staff of WJNO, West Palm Beach.

HARVEY Fritsch, of St. Petersburg, Fla., has joined the announcing staff of WJNO, West Palm Beach.

W. H. RAKER, announcer of WBBM, New York press agent, has been inducted into the Army Jan. 15.

ABE LYMAN, producer of Jewish programs on WBBM, New York, has been named chairman of the Jewish Commercial Radio Association and is now a member of the President's birthday party, to be held at the Central Plaza. Mr. Lyman is a member of the national infantile paralysis campaign.

JOHN KAUFMAN, announcer of WHAM, Rochester, has recovered from an operation for appendicitis and resumed his duties as quiz master on CBS Take It Or Leave It, Jan. 10. During his illness he was replaced by Ralph Edwards and Eddie Cantor.

ALLAN H. KALMUS, for the past several years with Government agencies in Washington as information specialist, has joined WNBC, New York, as publicity director.

W. MCGREGOR PARKER, sales promotion and publicity director of WIT, Charlotte, N. C., has been elected president of the Charlotte Junior Chamber of Commerce for 1943.

WALTER HERLIHY, blue announcer, is father of a daughter, born Jan. 1. A daughter was also born to Mr. and Mrs. Robert Prange, of the Blue Madalyn Channing of the sales staff of WIT, New York, Dec. 30.

KEN Michael, blue producer-director, will be inducted into the Army Jan. 11. Harry Frase, production manager of the blue, last left week for a two-week vacation.

GEORGE Taylor, program director of KSAN, San Francisco, was in an automobile accident New Year's Eve.

TED LENZ, newscaster of KSAN, San Francisco, has been inducted into the Mobile Marine officers' training school Jan. 4.

LOUIS SCALIS, writer of KFRC, San Francisco, has been inducted into the Army.

MARIE KEENAN, formerly of Rich- ards & R. Smith & Assoc., Chicago, has joined the press staff of WGN, Chica- go.

RED PARSONS, announce of WGBS, Atlanta, has joined the U. S. Maritime Service and is stationed at Sheephead Bay, N. Y., for training.

CHARLES J. BRAS, assistant program manager of KOMO-KJR, Seattle, has been inducted into the Army and is stationed at Ft. Lewis, Wash. Dorothy Lee, formerly traffic manager of KJPL, left last week for the service column, but Miss La Hay will continue to supervise the radio page.

FULTON LEWIS Jr., MBS Washing- ton, on Jan. 14 will start a two-week lecture tour, broadcasting as usual.

DON WAYNE, announcer of WHIO, Dayton, is father of a boy, David Lee, born Dec. 31.

WILLIAM HITCH, formerly of WXV, Tampa, and WBML, Miami, has joined the announcing staff of WWJ, Detroit, replacing Hugh Downes, who is now in the Army. Frances Harris, girl reporter in Nancy Drew's column, has been made a member of the WWJ newscasting staff.

JOE CONNELLY, Hollywood writer, is now also a radio writer, has joined the writing staff of the West Coast bureau of the Chicago Sun-Times' national wire. John Chad, and E. A. Runner, of the Sun-Times' national wire, have been added to the bureau.

CHET HUNTER, on the special staff of CBS, has been reassigned from WJHL, Johnson City, to WIT, in February, and now is with the newscast staff.

Here's why WBIG gets such amazing results.

Our 5,000 watts on 580 kc lays down a signal equal to a 100,000 watt station on 1,000 kc.
GEORGE MATTAR, new to radio, has joined KOFJ, Los Angeles, as announcer.

GEORGE G. SKINNER, announcer of KOFJ, Los Angeles, and Pearl Thereau, were married in Glendale, Cal., Dec. 23.

JOHN CARLSON, of the publicity staff of WBIM, Chicago, has joined the Army.

EDWARD S. KING, of the NBC Chicago production staff, has joined the Army. Mr. King formerly directed Tlc's and Author's Playhouse.

ROBERT M. FLANIGAN, salesman of the spot and local sales department of NBC Chicago, has joined the Army.

JOY REID Jr. and Trent Christian of the NBC Hollywood maintenance department have been inducted into the Army.

RUSS WIDOE, formerly of WHFC, Cicero, Ill., has joined the announcing staff of WIND, Chicago.

JEROME J. KARP Jr., former news editor of WINS, New York, is now an Army private, stationed at Fort McClellan, Ala.

BOB MARKS, professionally known as Max, Roberts, former musical director of KFMB, San Diego, recently joined the Navy and is stationed at Alameda, Cal.


FRANK GALLIEPIE, formerly of WNAX, Yauton, S. D., has joined KTRX, Phoenix, as announcer-news caster.

ELNA ERIKSON of the KOY, Phoenix, news staff, has joined the WAAO. Peggy Brennan, KOY continuity department, has resigned to join her husband in Salt Lake City where he is in advanced training in the Army Air Forces.

IRVIN S. ATKINS, formerly in the radio department of Dan B. Miner Co., Los Angeles, has been appointed writer and business manager of Art Baker, network announcer, newscaster and m.c.

MATT GETTINGS, formerly of WLLL, Lowell, and WBML, Moon, has joined the staff of WPTQ, Cincinnati, as production manager. Bob Turet, former program director of WSNR, Pittsburgh, has joined the program department.

CHARLES S. MORROE, of the CBS department of program writing, Dec. 31 married Gertrude Owen, consultant at the Junior League.

GLEN H. WALKER, oontime manager of KFXD, Nampa, Idaho, is now an Army aviation cadet at West Coast Air Corps Training Center, Santa Ana, Calif.

CREAN PATTERSON, former announcer of WNMC, Hartford, the first WNBC staffman to be sent overseas, recently arrived at an unnamed foreign port, according to a cable to the studio. Jack Lacey, former chief announcer, has been inducted into the Army and is stationed at Ft. Jackson, S. C. Jack Howard, identified with WNBC variety musical productions, has joined the announcing staff.

RALPH KLEIN, continuity director, WBBC, Hartford, has reported to Fort Devens, Mass., for Army service. Succeeding him is Miss Almina Kodis, of Worcester.

AIDAN FITZPATRICK, formerly of WSM, Nashville, and Don Gordon, Chicago freelance writer, have joined the announcing staff of NBC Chicago. Richard Irving, guide, and William Riley, night secretary, have joined the Navy, and Alvin Carver, formerly of the music library, has been inducted into the Army.

GEORGE STALLMAN, new to radio, has joined the announcing staff of WBDA, York, Pa.

**APPOINTMENT**

**OF TWO WOMEN ANNOUNCERS TO THE STAFF OF WBIG**

GREENSBORO, N. C., has brought congratulations from the Greensboro office, U. S. Employment Service.

In a letter to Maj. Edney Ridge, WBIG, general manager, Waldo Porter, head of the Greensboro employment office, wrote:

"I have noticed recently the addition of two lady announcers to your staff. I want to congratulate you on this move, as I think it is a good business on your part. The time is fast approaching when women are going to replace men in many occupations, and it is the smart thing to make this change while qualified women are still available. I might add that the lady announcers are doing a fine job."

Mr. Porter also thanked WBIG for the time it had devoted to recruiting workers for war industries, adding, "the results which have come from your announcements have always been excellent."

**ZIPF J oins WLW**

Appointment of William H. Zipf as assistant to Ed Mason, farm programs director, WLW, Cincinnati, has been announced. He succeeds Merton V. Emmtt, who resigned Jan. 1, to join WEFN, New York, as farm programs director (BROADCASTING, Dec. 28). A native of Columbus, O., Mr. Zipf was graduated from the College of Agriculture, Ohio State U. in 1935. During his college days he conducted the program, Campus Mirror, on WOSU. After graduation he became field editor of the American Fruit Grower and later was appointed agriculture extension director of Delaware U. Mr. Zipf goes to the Crosley station from the Hiller Co., where he was a production agent for the Farm Credit Administration.

**TONY WHEELER**


**RAY LEWIS**

free lance announcer and m.c., who conducts several commercial programs on BIBL, San Francisco, is slightly injured New Year's Eve while riding in a taxi cab.

**Program Executive**

... with imagination, show sense and the experience and ability to assume full responsibility for programming major network affiliate in midwest. 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 resume to Box 189, BROADCASTING.
TO A PUBLICITY AND PROMOTION MAN—

Who Is On The Way Up

SOMEBE, there is an "up-and-coming" young man, thoroughly schooled in radio publicity and promotion, who is probably now doing a splendid job for a reputable station, agent or advertiser. He is perfectly happy and is not a "shifter"—but, his present opportunities are limited, and he feels the urge to "spread his wings" in a larger organization where his talents can be more profitably utilized.

This man is adequately educated, well versed in media promotion, trade journal and newspaper advertising, direct mail, sales presentations—and the mechanics of all phases of publicity. And he is tremendously enthusiastic about radio.

He is a family man who enjoys his home, wants to settle down permanently in a community and become a part of it. He possesses the judgment and stability to direct the activities of others under him.

For such a man, there is a place at Radio Station KMBC of Kansas City. Under the leadership of Arthur B. Church, President, KMBC has earned an enviable reputation in this major market as well as in the radio industry as a whole.

If you are interested, write us, giving detailed information about yourself—age, exact draft status, educational background, employment record, salary, religion, etc. Apply in writing only. Your reply will be held in strict confidence. This advertisement is with the full knowledge of our staff and our present Publicity Director who is going to work for Uncle Sam.

Address Karl Koerper, Managing Director, KMBC, Pickwick Hotel, Kansas City, Mo.

GRANT EXPANDING STAFF IN CHICAGO

GRANT ADV., Chicago, with announcement of the addition of Howard Jones, formerly vice-president of Lord & Thomas, Chicago, who has joined the agency as account executive on the Folger account, is expanding personnel and facilities of the Chicago office. An additional floor in the Palomino Bldg. has been added to the present space on the 23d floor.

Mr. Jones, who joined the agency last Monday was formerly account executive of Blackett-Sample-Hum- mert and Ruthrauff & Ryan, Chi- cago. James Whipple, radio pro- ducer, Frank Newton, Margaret Carson, copywriters and Fred Nor- man, contact man, all formerly of Lord & Thomas, Chicago, have also joined the agency.

The agency is conducting marketing tests for Vitamur, a new oleomargarine manufactured by Cudahy. Grant has been appointed the agency for the entire Cudahy account which includes Old Dutch Cleanser, All-Purpose Mineral Feed, Puritan Meat products, shoe- schning and processed meats, as well as the American Salt Co., a sub- sidiary of Cudahy.

Club Hears Buck

BEFORE the largest crowd of the season, talent from the National Concerts & Artists Corp, New York, entertained the Radio Executives Club of New York on Jan. 6. Frank "Bring 'Em Back Alive" Buck talked, Ellen Mitchell, NBC, sang, and Pat Barnes acted as mc.


CJOB, Yorkton, Sask, Canada, has appointed Joseph Hershey McGillvra Inc. exclusive national sales representa- tives throughout the U. S.

WEBB, sales manager.

Mr. Mills

Mr. Webb

the armed forces. He will assist W. E. Jackson, general sales manager of the Westinghouse group. Mr. Jackson has been given the added responsibility of advertising and promotion.

Before going to WOWO-WGL Mr. Webb managed KTMS, Santa Barbara, Calif., and prior to that was with the Santa Barbara News-Press as assistant advertising and promotion manager. He was born in Mexico City where his father, Frank V. Webb Sr., was publisher of the American newspaper in the capital. He entered the advertising business as a salesman for the Arizona Republic-Gazette in Phoenix.

Paul E. Mills has been promoted from the WOWO-WGL sales staff to succeed Mr. Webb as commercial manager.

Carl Ohliger Promoted

CARL F. OHLIGER has been elected vice-president of McCann-Erickson Adv. Agency, New York. Mr. Ohliger, who has been associated with the agency since 1923, was formerly advertising manager of H. J. Heinz Co. and is at present lecturer in advertising at Stanford U School of Business. He has also held various offices in ad- vertising associations, both in the East and on the Coast.

Agency House Organ

A MONTHLY house organ with a format modeled after PM newspaper, will be published by the Philip Klein Adv. Agency, Philadelphia. The four page agency paper, to be called PK, will contain news stories and pictures of the agency's clients. A radio column will tell what the agency and its clients are doing in radio, and one column of the Listening Post will report on radio trends. The paper will be sent to the agency's clients, business managers and editor- tors of newspapers and to the radio industry.

BROADCASTING * Broadcast Advertising

WEBB, sales manager.

Mr. Mills

Mr. Webb

H. V. KATLENBORN, NBC com- mentator, reveals his predictions for 1943 in the current issue of Look magazine.
Radio Plays of 1941

EDITED by Norman S. Weiser, The Writer's Radio Theatre, 1941, presents a selection of the ten outstanding radio plays of the last year, in which, as in its companion volume The Writer's Radio Theatre, 1940-41, is illustrated the more successful techniques worked out for radio plays. Included are aids for the study of radio drama in the introduction, notes on plays and writers, glossary of terms and list of agents. Published by Harper & Bros.—$2.00.

RETURNING to the air after a brief absence, Green Valley, USA, has been resound on CBS Monday through Friday, 4:15-4:30 p.m. Program dramatizes the life of typical homespun folk who are bending every effort to speed the nation's war program. Hiram Brown is creator, producer and director.

MASS donation by 29 staff members of Don Lee Broadcasting System, Hollywood, was made to the local Red Cross Blood Bank in early January.

STRAINS of "Bob Burns The Arkansas Traveler" from the loud-speaker entertained more than a score of big rats marooned on the baldstrate of the steps to the transmitter house of WIBX, Utica, Columbia's Mohawk valley station. Marooned with the rats when five inches of water crept into the transmitter room was engineer Paul Dixon.

So swift was the stream that rescuers with provisions for the Dixon larder had only to steer their boat without rowing when snow and increasing cold caused a recession of the record high level of the Mohawk river.

MADELEINE CARROLL, star of motion pictures and radio, is scheduled to conduct the Radio Reader quarter-hour program, when it returns to CBS Jan. 11 for another series.
WJJD, Chicago
Niles Church Union, Chicago, 1 sp weekly, 52 weeks direct.
Peter Fox Brewing Co. (beer), Chicago, 35 as weekly, thru Schwimmer & Scott Adv. Chicago.
Soy Food Mills (soy pancake flour), Chicago, 12 as weekly, 13 weeks, thru Zim Duffy, Chicago.
Service Life Ins. Co., Omaha, 7 sp weekly, 13 weeks, thru Benson & Dall, Chicago.
Hawthorne Melody Farms Dairy, Chicago (dairy products), 6 as weekly, thru Harvey E. Clark, Chicago.
Milka Dealers Bottling Exchange, Chicago, 12 as, thru Newby, Peron & fibtchart, Chicago.

WMAQ, Chicago
American Chicle Co., New York (gum), 36 as weekly, 62 weeks, thru Badger, Brownings & Hersey, N. Y.
Continental Baking Co., New York, 469 as, 45 weeks, thru Ted Bates Inc., N. Y.
Lever Brothers, Cambridge (Rinso), 144 as, 2 weeks, thru Huber & Sons, New York.
Doubleday, Doran & Co., New York (How to Prepare Tomatoes), 90 as, 19 weeks, thru Huber Hoge & Sons, New York.
Skelly Oil Co., Kansas City, 1 sp weekly, 50 weeks, thru Henri, Hurst & McDonald, Chicago.

WHK-WCLE, Cleveland
Montecillo Drug Co., Jacksonville, Florida, 3 as weekly, 7 weeks, direct.
F. E. Wolf & Co. (toothbrushes), 22 as weekly, 3 weeks, thru J. M. Korn & Co., Philadelphia.
Penfesent Co., Chicago (toothbrushes), 8 as weekly, thru Lord & Thomas, Chicago.
Carter Products, New York (Airdrie), 260 te, thru Small & Seiffer, N. Y.
Smith Bros. Poughkeepsie (cough drops), 57 as, thru J. H. Tacher & Co., N. Y.
Loe's Inc., New York (motion pictures), 5 as weekly, thru Donahue & Co., N. Y.

KTBG, Austin
El Modelo Medicine Co., San Antonio (Firestone, 1 sp daily, direct.
Rentre Drug Stores, Austin, 45 as, direct.
Plough Inc., Memphis (Penetro nose drops), 8, 50 as annual, thru Lake-Spiro-Shurman, Memphis.
B & J Sales Co., Dallas, 6 as, direct.
Southwestern Bell Telephone Co., Austin, 180 as, direct.
Seate R. Co. & Co., Austin, 50 as, thru Pepsi-Cola Bottling Co. of Austin, 285 as.

CKBI, Prince Albert, Sask.
Saskatchewan Wheat Pool, Regina (grain), 17 as weekly, thru Ted Bates Inc., N. Y.
Dodd's Medicine Co., Ltd., Toronto (proprietary), 1 as weekly, thru A. J. Deane & Co., Ltd., Toronto.
T. E. Tait, Ltd., Toronto (chain department stores), 4 as daily, direct.

WEAP, New York
RCA Victor Mfg. Co., Camden, N. J. (rec.), 6 as weekly, thru Lord & Thomas, N. Y.
Want Baking Co., New York, 126 as, thru J. Walter Thompson Co., N. Y.

WB&T, Charlotte
Florida Citrus Commission, Lakeland, 8 as weekly.
Morton Salt Co., Chicago (smoked salt division), 3 as weekly, thru Backett-Sample-Humenement.
Miami Rutterine Co., Cincinnati, 6 as, 3 as weekly, thru Ralph H. Jones Co., Cincinnati.

WHN, New York
Pepes Trade Co., New York (proprietary), 65 as weekly, 6 weeks, thru Jagers Adv. N. Y.
F. L. Smith Co., New York (Old Gold), 5 as weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.
Roxy Theatre, New York, as, thru Kayton-Spore Co., N. Y.

WJZ, New York
Paramount Pictures, New York ("Star Spangled Rhythm"), 1 p, thru Bud- ness Adv., N. Y.
Benson & Hedges, New York (Virginia Cigarettes), weekly p, thru Dennis Jones Co., N. Y.
International Salt Co., Scranton, Pa. (Sterling Salt), 2 as weekly, thru J. M. Mathes Inc., N. Y.
Penick & Ford Ltd., New York (My-T-Fine), 28 as weekly, thru BBDO, N. Y.

WHED, Portsmouth, N. H.
Boston, 20 daily, thru Harold Cabot & Co., Boston.
J. J. Newberry Co. (Boston dept. store), 195 as, direct.

New Participators Take WEAF Spots
Programs Added by Station as Inducements to Spendors
FIVE ADVERTISERS signing with WEAF, New York, for participation spots on various programs on the local NBC blue network were announced last week by Sherman D. Gregory, WEAF general manager.

Continental Baking Co., New York, for Wonder Bread, has taken a 31 announcements on Ralph Dumke's "The Two Minute Man," which replaced Studio X Jan. 4.

Ted Bates Inc., New York, is agency.

Lever Bros. Co., Cambridge, for Rinso, will also use the Dunke show as well as the 6:45-1 p.m. Family Time with Don Lang as m.c., on a five weekly basis, through Rathrauff & Ryan, New York.

Tax Book Promoted
Advertise to an income tax book, Doubleday Doran Co., New York publisher, is using Family Time on Thursdays for 10 weeks, in addition to "Bennet's Modern" in Manhattan on Mondays and Wednesdays. Agency is H uber Hoge & Sons, New York.


Several new programs built for local sponsorship started recently. They are Just Between Us; Family Time, for quarter-hour groups; farm program with Morton V. Emert of Michigan and Cleveland, for All the News Record, Robert St. John from Washington; news by W. Chaplin, former INS war correspondent who has joined NBC as a newscaster.

Chaplin Joins NBC
WILLIAM W. CHAPLIN, former war correspondent of INS, has joined NBC's staff of news commentators, and last week started a six-week series of newscasts in the 6:25-6:30 p.m. period. Chaplin served in the INS Rome and Paris Bureaus, later covering the war in Ethiopia. Subsequent assignments included the British Expeditionary Force in France, where he remained until just before Dunkirk; a survey of the Far Eastern theatres of war and a term as war editor of the New York City staff of INS. In April of last year he went to India and was later transferred to Moscow where he remained until November. Chaplin is the author of two books, Blood and Ink, and When War Comes.
Pacific Ad Session

WITH presidents of affiliated clubs and board of director members from the 11 western states attending, the Pacific Adv. Assn. will hold its annual mid-Winter Conference in San Francisco Jan. 22 and 23. Sessions will be held in the Mark Hopkins Hotel with President Larry Lane presiding. Work by organized advertising in the war effort will be among the major subjects discussed.

B. F. Frew, director and vice-president of Liggett & Myers Tobacco Co., New York, has been named to handle advertising for the company, succeeding W. D. Carmichael, vice-president and director, retired, W. A. Blount, a director, is in charge of production and purchase of leaf tobacco, has been elected vice-president, and G. W. Thompson, assistant to G. W. Whitta, vice-president, has been elected a director.

B. F. GOODRICH Silvertowne Stores recently began sponsoring Sing For Victory every Sunday at 1:30 p.m. Show, a community sing, is staged on Friday nights at the Paramount Theatre and transcribed.

ROCKIOLE COLLEGE OF CANADA, Toronto (commercial radio), has started a weekly-quarter-hour series of talks on the use of tobacco, to succeed the present war on CFRB, Toronto. Account was placed by R. C. Smith & Son, Toronto.

O'CONNOR, Moffatt & Co., San Francisco (department store), has renewed for 15 weeks its six-times weekly Last Minute News presented by Ruth Anderson on KFR, San Francisco. Mr. R. C. Smith, president and director, has been elected a director.

RICHARD EDWARD BAYFORD (Joe to you) MESSER wishes to thank all his friends in the radio industry for their Xmas and New Year greetings.

You keep customers when you keep spots before their ears!

PHILIP D. REED, chairman of the board of the General Electric Co., has resigned all of his company posts, effective Jan. 1, having been requested by both Ambassa-
dor John G. Winant and W. Averill Harriman to continue as Deputy Chief of the Harriman Mission in London. "In view of the indefinite duration of this government work overseas and in view also of the return to active service of Owen D. Young as acting chairman of General Electric, I felt that I should relinquish my posts as Di-
rector, Chairman of the Board, and Chairman of the Executive Com-
mittee of the Company," Mr. Reed stated. The Harriman Mission cov-
ers many fields of war activity in addition to representing the Land-
Lease Administration in London.

SPORTS OPEN ON WHEC ROCHESTER!

DAILY - 615 TO 630 P. M.

These sports periods have been sponsored uninterruptedly for 8 years by one of America's largest corporations, known everywhere for its keen merchandising ability.

The product of this firm is now a "war casualty"- forcing reluctant cancellation of sponsorship as of February 1st.

These programs are enthusiastically recommended to any prospective sponsor by this firm for whom they have done an outstanding job in direct returns.

An unusual opportunity to inherit the soundly estab-
lished top sports program in a community that's really sports conscious, and at a most favorable price, too! Write, wire or phone for complete story.

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The Time to Buy in Central Pennsylvania

Agency

HARRY M. COLEMAN, publicity director of MacFarland, Aveyard & Co., Chicago, has been appointed vice-president in charge of public relations.

ROBERT F. ELICK, former research director of Rathbun & Ryan, Chicago, has joined Quaker Oats Co. as research director of advertising and marketing.

GEORGE H. STELLMAN, director of General Mills radio at Blackett-Sample Ummert, Chicago, is the father of a girl born Jan. 4.

JOHN M. LYDEN, former director of copy and plans of Atherton & Carrier, New York, has joined Ted Bates Inc. New York, as an account executive on the Standard Brands account. Mr. Lyden will probably work on advertising plans for that company's new vitamin products, Stams and Stab B.


ERNST WERNER has resigned as market analyst of Mosaic Advertising, to join Christian Fiegenbaum Co., New York, as market research assistant.

W. R. JOHNSTON, for the last three years commercial representative of the Canadian Broadcasting Corp., Toronto, and well-known to American agency executives and network officials, on Jan. 11 joined the Royal Canadian Air Force as an administrative officer. Before coming to CBC in 1947, he was with the James Fisher Co., Toronto advertising agency.

G. F. MILLS and J. W. Spitzer, managing directors of Lord & Thomas of Canada, Toronto and Montreal, have announced that with the retirement of A. D. Lasker of Lord & Thomas (Broadcasting, Jan. 4), arrangements are now being made whereby full ownership of the Canadian company will be taken over by them. Both Mills and Spitzer have been with Lord & Thomas of Canada since its inception in 1926, serving in all capacities of agency operation and working up to the management a year ago. Details of the change of ownership are to be announced later.

EDWIN COX, vice-president of Kenyon & Eckhardt, New York, has been in Hollywood in interest of the Kellogg Co. (Pep) accounts the firm on Jan. 4 started for 52 weeks daily participation in the Blue Network's 16 week "Breakfast to Europe's" on 13 Blue Pacific stations. Monday through Friday, 9-10 a.m. (PWT).

RUSSELL R. RULLMAN, account executive of the Caples Co., Omaha, has been commissioned ensign in the Navy Air Force and is stationed at Lewis School of Aeronautics, Lackenbush, Ill.

HANSEL SMITH, West Coast radio director and Los Angeles manager of Botsford, Constantine & Gardner, has been elected a vice-president of the agency. Mrs. Elizabeth Everly, New York manager, and Burton Durkee, second executive of the East Coast office, have also been elected vice-presidents. Agency has moved its Los Angeles office to 470 S. Spring St. Telephone is Michigan 1427.

THOMAS FREEBAIN-SMITH, producer of Rathbun & Ryan, Hollywood, has joined Live & Thomas, that city, and is assigned to the weekly CBS Ceiling Unlimited, sponsored by Lockheed & Vega Aircraft Corp. He replaces Bill Gay, who recently joined the Army.

JAMES E. CECIL, president of Cecil & President, New York, has accepted the chairmanship of the committee on public information for the 1943 Red Cross War Fund of New York City. He held the post during the 1942 campaign.

JACK PRIVETT, account executive of "The Walter Reade Co., San Francisco, has been transferred to the agency's Los Angeles office.

CLARK A. (Fred) SNYDER, for six years radio director of J. Sterling Getchell, New York agency to be liquidated on Feb. 6, joined the Blue stations relations department Jan. 4.

LESLIE J. WOODS, recently representing Philco in Washington, has been made vice-president and general manager of the National Union Radio Corp., Newark, affiliated with Philco.

CARLOS FRANCO, manager of the radio timebuying division of Young & Rubicam, New York, has been made a stockholder of the agency.

Agency Insurance

LEON LIVINGSTON Adv. Agency, San Francisco, under a recent arrangement, protects the agency's material against any damage while they are in the custody of that firm. The agency's insurance brokers a special "property floater policy" has been put into effect with Insurance Co. of North America.


MILFORD J. BAKER, account executive of Young & Rubicam, New York, for the past 18 years, has joined Frank Ford, account executive of the same agency, and previously an executive of the merchandising department, have both been elected vice-presidents and account supervisors of the firm.

E. DEWITT HILL, vice-president of McCann-Erickson Inc., New York, has joined the Army Air Forces as a captain.

JAMES COMINOS, timebuyer of BBDO, Chicago, has joined the Marines as a second lieutenant and will report for training Jan. 15 at New River, N. C.

CHARLES PINKHAM, author of numerous articles on advertising, mailing and marketing and active in the development of a yardstick for measuring quantitative value of radio stations, has been appointed vice-president and chairman of plans board of Erwin, Wasey & Co., New York.

J. R. Hamilton

J. R. HAMILTON, 65, president of the J. R. Hamilton Adv. Agency, died Jan. 2 in Chicago. He is survived by his widow, a daughter, Mrs. Charles W. Cushman, and a nephew, author John Steinbeck. A former editor of the San Francisco Wasp, he organized the J. R. Hamilton Agency 25 years ago, but has been inactive in the management since 1939. The agency will continue operation without change in personnel or facilities.

Raymond L. Hurst

RAYMOND L. HURST, former vice-president in charge of the San Francisco office of BBDO, died at his home at Laguna Beach, Calif., Dec. 30, following a three months' illness. He is survived by his widow, two sons and his parents.

David E. Bloch

DAVID E. BLOCH, 56, vice-president of Peck Adv., New York, died at his home in Bronxville, N. Y., Jan. 5. Prior to joining Peck Adv. in 1930, Mr. Bloch had an agency of his own, the Dave Bloch Co.
All Lord & Thomas Accounts Go to Foote, Cone & Belding

New Agency Starts Business With Total Billings of More Than $20,000,000 Covering 50 Accounts

PRINCIPAL officers of Foote, Cone & Belding, new agency created from the interests of Lord & Thomas [BROADCASTING, Jan. 4], were announced last week by the agency. Emerson Foote has been elected president and will continue in charge of the New York office; Fairfax M. Cone, in charge of Chicago operations, will be chairman of the executive committee, and Don Belding of the Los Angeles office will be in charge of Pacific Coast activities for the agency and will serve as chairman of the board. The San Francisco office will continue to be directly managed by Eugene I. Harrington.

To carry out the firm's conception of "central direction", frequent meetings of the principal of-

officers will be held in Chicago and New York, the first to take place Jan. 18 in Chicago when other officers will be elected. Plans are under way for an expansion of personnel, although no changes are contemplated in the present personnel as it functioned under the name of Lord & Thomas.

$20,000,000 in Billings

The new agency starts business with total billings well in excess of $20,000,000 annually. It will definitely handle a total of 50 accounts, all formerly placed by Lord & Thomas, and belief was expressed by the agency last week that it could shortly be announced that

"no account which was handled by the former agency at the time of its dissolution will have failed to signify its intention to remain with the new agency."

Born in Alabama in 1906, Emerson Foote has had a varied career since his schooling in California. His first business experience was in the wholesale end of the automobile industry. He was also associated with the Pacific Mutual Life Insurance Co. and served as secretary of the Western Statistical Assn. before joining the Leon Livingston Adv. Agency, San Francisco, at the age of 24.

He stayed there three and a half years before starting his own agency, Yeomans & Foote, in partnership with Lewis H. Yeomans. In 1936, he joined the research department of J. Stirling Getchell, New York, selling out his interests in the agency to Mr. Yeomans.

Research director, account executive and general executive, Mr. Foote then joined Lord & Thomas to handle printed advertising for the American Tobacco Co. account, later taking over the entire account including radio. In 1940, he was elected a vice-president of the agency, a member of the board of directors in May, 1942. Two months later, he was elected executive vice-president and placed in charge of all New York operations.

Varied Career

Fairfax M. Cone attended the U. of California in his native state, and upon graduation joined the art department of the San Francisco Examiner, where he remained three years. In 1939, he was offered a job as copywriter in the San Francisco office of Lord & Thomas, and after ten years, became manager of that branch, as well as vice-president.

In 1941, Mr. Cone came to New York to take charge of all creative work at Lord & Thomas, and in

1942 was sent to Chicago in the same capacity, later becoming general manager in charge of all Chicago operations.

A graduate of the U. of Oregon with a B.S. degree, Don Belding became manager for Western Union in Klamath Falls, Ore., for two years, also running a daily newspaper in that town. He joined Lord & Thomas in 1923, working up from office boy to space buyer to copywriter. During the ten years from 1927-37, Belding handled practically every account of the agency's Los Angeles office, and in 1938, when Don Francisco came East to become president of the agency, he was named vice-president and manager of the office. Three years later, he became one of the firm's three executive vice-presidents. One of the original members of the Advertising Council, Mr. Belding is also a director of the Los Angeles Chamber of Commerce, and Merchants and Mfrs. Assn.
Big News Contract Signed by Gilchrist Department Store
Boston Retailer Carries News Hourly During the Daytime

A NEW department store-radio link, presaging a closer relationship between the two industries, has resulted from the recent NAB District meeting in Boston, with signing by Gilchrist department store, that city, for nine-minute newscasts daily on WORL, Boston.

The store's decision to utilize radio for institutional and goodwill advertising came about after the station's sales department presented to Gilchrist executives the opportunities inherent in such an alliance. A sound stage has been equipped on the fourth floor of the department store to broadcast the newscasts, which run every hour on the hour from 8 a.m. to 5 p.m.

The news is fed directly by United Press ticker service, installed in a newsroom adjoining the sound stage. The broadcasts will also be used for recruiting messages of Army, Navy, Marines, and War Bond talks.

Customers and visitors are invited to visit the newsroom, read the news flashes and headlines which are posted on bulletin boards, and attend the broadcasts. With news becoming more and more important to the public, it is expected that Gilchrist's news service will be of increasing value to listeners in New England.

WORL's manager, George Lahr, was responsible for the department store plan. He attended the first district NAB meeting in Boston, Dec. 1-10, at which Lew Avery, chairman of the NAB sales division, outlined the retail promotion plan for department store use of radio. He made an intensive study of his station's setup of department store advertising, held conferences with store executives and agency heads, and outlined a plan for radio programs which resulted in Gilchrist's WORL campaign.

Coast Oil Expansion

STANDARD OIL Co. of California, San Francisco, eldest consistent user of West Coast radio, on Jan. 14 increased its weekly 45-minute Standard Symphony on 6 NBC Pacific stations (KPR KPO KGW COMO KHQ KMJ), to a full hour and shifts from Sunday, 9-11 a.m. (PST), to Sunday, 8:30-9:30 p.m. (PST).

With name condutors in charge, program will continue to originate through Feb. 14 from Earl Carroll's Theatre-Restaurant in Hollywood. Balance of the series will emanate from NBC studios in that city and San Francisco. Agency in BBDO, San Francisco.

Theatre Chain Series

TO ASSIST war relief agencies and philanthropic groups in the New York area, Skouras Theatres Corp., New York, has started a series of half-hour Sunday afternoon programs on WINS, New York, titled This Is Our Cause. Contract is on a 98-week basis, and was placed direct.

CHNS

Halifax, N. S.

One-third of all the radio sets in Nova Scotia are within 25 miles of our antenna

Ask JOE WEED
Shepard Continues as Yankee Head
(Continued from page 16)

as a vehicle to promote the tire business, was revealed as having been filed with the Commission.

Two members of the Commission — Walker and Durr — dissented from the approval, holding that the transfer should have been set for hearing. Both raised the question of policy on transfer of broadcast stations to another industry and the precedent thus established. Commissioner Durr also cited absentee ownership and control and questioned whether it would be in the public interest to have large business establishments in a position to mold public opinion, which is inherent in the operation of broadcasting stations.

Colonial Net Acquired

The FCC approved the transfer of the four standard broadcast, four relay stations, two experimental and two PM stations to General Tire at a special meeting Dec. 31 [Broadcasting, Jan. 4]. Commissioners Fly, Craven, Case and Wakefield voted affirmatively. Commissioner Payne was absent.

The price was given as $1,240,000, plus an additional amount to be determined equal to 94% of the aggregate net book assets of Yankee over $100,000. General Tire also acquired, in a separate transaction, the stock of Colonial Network Inc., which is not a licensee, and whose value has been derived primarily from the sale of station time and wired transcription service (Muzak) to subscribers.

The O'Neill affidavit recited that General Tire believed that post-war America “is going to be an entirely new America, with increased manufacturing capacity and facilities, entirely changed methods of merchandising and advertising, a tremendous buying power and an even higher standard of living.” The affidavit added General Tire believed radio has the potentiality for a tremendous contribution to this new pattern by employment of technological advances and new program techniques to not only entertain and inform listeners, but to become an important cog in our system of economy by aiding in the widest possible low-cost distribution of the commercial produce of the nation’s productive genius and capacity.

General Tire said it believed advertising techniques that depress the public acceptance of broadcasting programs constitute not only bad programming but very bad advertising. The affidavit stated General Tire intended to buy some time on stations in the New England area and would use the three Network stations to some extent for that purpose.

“It will buy time, facilities and services from Yankee at rates and under conditions that are available to all other sponsors who seek to buy time on the Yankee Network and its stations. No better deal for facilities, time or services will be made to General Tire than is made to any other user of time. It recognizes and will meet the necessity for it, as a broadcast licensee, to use the time sparingly to promote or advertise its own manufactured products and never, in any manner, form or practice that will give it an unfair advantage over any competitor or convert the stations and the network into a mere advertising or merchandising medium of the General Tire & Rubber Co.”

To Reserve Net Decision

“Furthermore, as the transferee has agreed in its employment contract with John Shepard 3d, copies of which were furnished to the law department of the Commission, the advertising programs and announcements of the General Tire & Rubber Co., its affiliates or distributors will be subject to change in time when the time can be sold commercially to other sponsors.”

“The program policies and structure of the Yankee Network Inc. will be continued, but every effort will be expended to increase the public acceptance of these programs by keeping abreast of new techniques in program building and by the recognition of new interests of the listeners.”

Apropos affiliation with any other network organization, the O'Neill affidavit said that Yankee now has an affiliation contract with Mutual that runs for approximately two years.

“Negotiations have been initiated or plans formed for the affiliation of the Yankee Network Inc. with any other national network. The present intention of the transferee, actually, is to fulfill its obligations specified in its affiliation contract with the Mutual Broadcasting System and to reserve decision on an extension thereof or affiliation with some other national network until facts and circumstances warrant consideration of such a program.”

Two Dissents

The dissenting statements of Commissioners Walker and Durr follow:

Commissioner Walker: The application should be set for hearing. A finding that a transfer shall be in the public interest is mandatory, and the application herein does not show on its face that it contain therein convincing facts that the public interest would be served by the proposed transfer. A public hearing would, therefore, seem advisable.

The application should, in any event, be set for hearing on the issue of transferring broadcast stations to another industry. The instant application involves not only the control of certain broadcast stations but also of the Yankee Network Inc.

Broadcasting is of such public interest and importance that an effort should be made to keep it free from other businesses. If a transfer of chain broadcasting interests, as herein proposed, may be granted to a tire and rubber company, may it not likewise be granted to a motor company or to a public utility? The precedent once established of transferring licenses controlling a network to other interests, where can the line be drawn? Chain broadcasting is of such vital public concern as to be of such public interest that it should be a business in itself and not dissociated from any other business.

Commissioner Durr: I think the application should be set for hearing.

First, a question of absentee ownership and control is presented. The stations involved in the transfer are located in New England. The control is now in the hands of people who are residents of New England and familiar

KELLOGG RETURNS
TO NATIONAL AIR

ABSENT from national network radio since 1939, Kellogg Co., Battle Creek, Mich., on April 15 will expand its regional use of the BLUE network of 130 stations located from the East Coast to and including the Rocky Mountain area. Contract calls for Monday through Friday sponsorship of the last quarter-hour of the network’s Breakfast at Sardi’s program, heard 11-11:30 a.m. (EWT). The first portion of the broadcast from 11-11:15 a.m. will be used to build up the ensuing quarter-hour, sponsored by Kellogg in the interest of Pep cereal.

This new contract is in addition to the company’s five-minute participations on Breakfast at Sardi’s, heard on 13 BLUE Pacific Coast stations five times weekly, 9:30-10 a.m. (PWT). Kellogg began these participations, also in the interest of Pep, on Jan. 4 of this year. Agency in charge is Kenyon & Eckhardt, New York.

NOTICE: Radio Station Managers!

“NAME THE TUNE CONTEST”

and

“NAME THE BAND CONTEST”

Copyrighted in detail and available for use only in certain localities

apply to

Holder of Copyrights:
HOWARD W. DAVIS, Smith-Young Tower, San Antonio, Tex.

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with its problems and needs. Transferees are an Ohio corporation with its
principal place of business in Akron. Its officers and directors are resi-
dents of Ohio with the exception of one who resides in Florida. With the
exception of two brokerage houses in New York City, all stockholders owning 1% or
more of the outstanding capital stock are residents of Ohio. Nor does the
application show that the transfers and those controlling it have a familiarity
with or interest in the problems of the New England area. Accordingly, I do
not believe that sufficient showing has been made to warrant a finding that
the transfer of control would be in the public interest.

Second, the transferee is a large manufac-
turing concern whose products have a nationwide distribution. By
this transfer it will acquire, as an
adjunct to its private business opera-
tions, a number of broadcasting sta-
tions which together serve a major
portion of the New England states.
With the networks to be acquired as a
part of the same transaction, it will
have access to radio stations through
the entire New England area.

The issue presented here is not
whether interests engaged in other
lines of business should be prevented
from owning any broadcasting sta-
tions, but rather the extent to which
they should be permitted to go in the
acquisition of such stations. Unless
proper limitation is imposed, they may
embark upon a program of station ac-
quision which will create a threat to
their competitors, and even concerns in entirely
different lines of business, to follow
the same course in order to secure
such a program would tend to make
radio broadcasting an adjunct of
private commercial enterprise instead
of the independent medium of enter-
tainment and expression which it
must be if it is to truly serve the pub-
lic interest.

Moreover, the war has greatly
accentuated the tendency toward
big business in industrial concerns
which has long been underway. Will
it be seen in the public interest to con-
duplicate under a common control the
economic power of large business
establishments and the powers to mold
public opinion which is inherent in the
operation of broadcasting stations?
These are questions which I believe
should be carefully investigated be-
fore the application is granted.

WILLIAM G. RAMBEAU Co., na-
tional sales representative of WGDY,
Minneapolis, for the last three years,
has been reappointed.

Harry Hosford
HARRY HOSFORD (Uncle Har-
ry), 88, for many years M. of
children's programs in Chicago, on
the staff of WGN, Chicago, for
the last four years, died last
Wednesday at his home there of
a heart attack. He conducted
Uncle Harry's Jamboree and Uncle
Harry's ABC Club on WGN. In
1934 he organized the children's
Safety Legion, a radio club num-
bering 1,700,000 children. He is
survived by his wife, Agnes, who
was his radio partner.

James Tierney
JAMES TIERNEY, radio repre-
sentative for the Texas Co., New
York, handling the Fred Allen and
Halden Cantor shows for the last
three years, has been reappointed.

SCROLL IS PRESENTED by Lt. Walter J. Schwalb, public relations
officer at the U. S. Maritime Service Training station, Brooklyn, to E. R.
Squibb & Sons, New York, in appreciation for a broadcast of the com-
pany's CBS series Keep Working, Keep Singing, America, from the train-
ing center. Schwalb, who was formerly associated with Squibb, gives the
scroll to the firm's advertising manager, Lauren Ashe, in presence of
program's former singing star, Frank Parker (left), now in the Mar-
time Service, and Eleanor Larsen, who directs the broadcasts for

 Folger Reply to FTC
J. A. FOLGER & Co., San Fran-
cisco and Kansas City, having
been charged by the FTC with mis-
leading misrepresentation in claims
that its coffees are mountain grown
and possess a rarer flavor and, in
the case of the latter firm, that
its coffee benefits nerves and di-
gestion, have filed answers to the
complaints. The Kansas City com-
pany states that the complaint
does not fully or fairly reflect its
representations, and that when con-
sidered together they are not mis-
leading. The California firm de-
signs the allegations as to its claims
for the health producing qualities
of its coffee.

Roy E. Dodge
ROY E. DODGE, 65, vice-president of First United Broadcasters, Chi-
cago, died Jan. 4 of a heart attack.
Mr. Dodge was formerly an ac-
count executive of the Albert W.
Kercher Co., Chicago, before join-
ing First United 2½ years ago.
He was an expert on the use of
radio for mail order accounts, and
had previously been associated
with a number of mail order pub-
llications, including People's Popu-
lar Monthly.

KSEI
POCATELLO, IDAHO
* Eastern Idaho's
ONLY Network Station
NBC *
* National Representatives
THE WALKER CO.
HOMER GRIFFITH CO.

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LOCAL GROUP SEeks WKB, IN DUBUQUE

WKB, Dubuque, which four weeks ago had considered shutting down for the duration, has decided to remain on the air, according to Manager John Q. Carpenter. Under the erroneous assumption that the FCC had decided to permit stations to suspend operation without prejudice during the war, Walter Klauser, president and majority stockholder, decided to cease operation Dec. 31 [BROADCASTING: Dec. 7].

Announcements were broadcast on the station to that effect. This resulted, according to Mr. Carpenter, in the receipt of large quantities of telegrams, letters and petitions asking the station to remain on the air. A few days later Mr. Klauser notified the FCC he was reconsidering.

Mr. Klauser is understood to have been anxious to withdraw from the manufacturing concern engaged in war production. Negotiations for purchase of the station by Mr. Carpenter and a group of local businessmen are under way.

WKB operates on 1490 kc. with 250 watts power. It is a BLUE affiliate. It was involved in litigation against FCC licensing of KFTH, Des Moines, on the ground that 1490 kc. was granted on economic grounds. The case went to the Supreme Court where the FCC was upheld.

Johns Buying WOSH

NEGOTIATIONS are in progress for the sale of WOSH, Oshkosh, Wis., 250-watt outlet on 1490 kc. which first went on the air Jan. 1, 1942, to William Johns and his son, Miles. The elder Johns, former general manager of the St. Paul Pioneer-Press Dispatch, is now head of Ridder-Johns, Chicago firm of newspaper representatives associated with the Ridder newspapers. His son is managing the firm. The station, a BLUE outlet, would be purchased for approximately $50,000, with young Johns holding 55% of the stock and operating the station. It is now owned by Howard Wilson, head of the station representative firm bearing his name.

NEWSCASTS on the hour from 1 a.m. to 5 a.m. (EWT) have become a regular part of the WLW, Cincinnati, newscasting which is now an around-the-clock feature.

CHILDREN of WTIC, Hartford, personnel, literally took over the station on a recent December morning when Nan Clarke played hostess to WTIC's younger generation during her Women's Radio Bazaar. The youngsters, who welcomed Santa Claus to Hartford, are back row (1 to r.), Joan Patricelli, daughter of Leonard J. Patricelli, assistant program manager; Judy and Fred Wade Jr., children of Fred Wade, Zeke Peck on the Wrightville Clarion and assistant production chief of WTIC; Paul Lucas Jr., son of Production Chief Lucas.

Vetters Heads WFTL

S. A. (Steve) VETTER, commercial manager of WIOD, Miami, and a veteran in Florida radio, has resigned to become general manager of WFTL, Fort Lauderdale, according to an announcement last week. Mr. Vetter will establish offices and help advertise in Miami supplementing those in Fort Lauderdale in preparation for the operation of the station on 710 kc. with 10,000 watts scheduled about Feb. 1. Miami quarters will be on Biscayne Blvd. at 16th St. Mr. Vetter succeeds R. M. Tigert, who resigned several weeks ago. WFTL, an MBS outlet, now operates with 250 w. on 1400 kc., and is owned by Ralph A. Horton, local business man.

A. L. ALEXANDER'S Mediation Board, coincident with its shift from WHN to WOR, New York, Jan. 11, has been placed on Mutual as a regular weekly series, Monday, 9:15-10 p.m.

New Standard President

RALPH W. GALLAGHER, chairman of the board of Standard Oil Co. of New Jersey since last November, has been elected president and chief executive officer of the company, succeeding the late W. S. Farish. Eugene Holman, a vice-president and director of the company, was elected to membership in Standard's executive committee by the board of directors, which met last week. Named general sales manager of the company to succeed R. T. Haslam, recently elected a director, is A. Clarke Bedford, formerly assistant general sales manager.

KLX Staff Changes

WITH recent remodeling of studios, KLX, Oa k l a n d, Cal., announced several staff additions. Earle Caldwell has been appointed public relations director. Newcomers to the production department are Don Victor and Helen M. Cameron. Added to the script department are Betsy Brown Parker and Janet F. Bogert, formerly of Windor Productions, New York. Robert Garner has joined the transmitter staff.

Atlass Buys Interest

EDWIN G. FOREMAN Jr., of the Foreman Co., station representatives, announced last week that Ralph L. Atlass, president of WIND-WJJD, Chicago-Gary, has acquired an interest in the Foreman Co. and will be active in the management of the firm. WIND is represented nationally by the Foreman Co.

WHAM ROCHESTER, N.Y.

EVEry Day IS "V" Day IN WHAMLand

In WHAMLand's 45 county primary area before the war were 5,265 factories with 397,865 workers...one of the factors helping them to make WHAMLand a stable round market.

TODAY those figures have been vastly increased. In Rochester alone 1942 employment was more than 50% higher than in '41. WHAMLand is wholeheartedly in the war, turning out the tools of Victory.

WHAMLand folks are prosperous. They are buying WHAMLand advertised essentials...and War Bonds, too...Bonds they some day will buy the products of which WHAMLand makes familiar to them today.

For sales today and for your sales of tomorrow, use WHAMLand's 50,000-watt, clear-channel coverage.

National Representatives:

GEORGE P. HOLLINGER CO.

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

"The Stromberg-Carlson Station"
War Broadcasting Extended by CCBS
Clear Channel Group Devotes 10% of Time to Government
THE GROWING scope of radio's war functions is recorded in a survey of one year's broadcasting since Pearl Harbor by the 1A Clear Channel stations.

The report, prepared by the Clear Channel Broadcast System, embraces the broadcast schedules of KDKA, Pittsburgh; KFI, Los Angeles; WBAP, Fort Worth; WBBM, Chicago; WHAM, Rochester, N. Y.; WHAS, Louisville; WHO, Des Moines; WJR, Detroit; WLS, Chicago; WLW, Cincinnati; WOR, New York; WQOD, Tampa; WSB, Atlanta; WSM, Nashville; WWL, New Orleans. The survey covers the period from Dec. 7, 1941, to Dec. 7, 1942.

War Programs Increase
At the beginning of this country's active participation in the war, station programming was devoted primarily to spot announcements, news broadcasts and a limited degree of educational work on the background of war development. As the years progressed, stations gradually began putting more and more showmanship and individual management into their war programs. This is illustrated by the different methods now employed by Clear Channel stations in the sale of War Bonds, scrap metal and rubber salvage collections, new stunts and shows for servicemen and in creating organizations of listeners to do many other activities for the war effort.

With the second year of war now under way, broadcasts related to the war have become one of the largest single types of programming on Clear Channel stations' schedules. Figures for the first year reveal a total of 63,606 spot announcements on Clear Channel stations, approximately 2,036 hours of locally originated live programs, 954 hours of locally originated and transcribed shows and 2,436 hours of network war shows.

Only Sustainers Counted
Although war programming is just a necessary function of radio in wartime, the hours devoted to war broadcasts by each station were more than 10% of its total broadcasting time. The total value of all time dedicated to the war effort, estimated on the basis of each station's card rates and discounts, but making no allowance for production and talent costs, runs over $4,400,000.

Programs and announcements used in the compilation of this survey were broadcast on a sustaining basis. No newscasts, sports programs and late-hour orchestra music—of interest and for the entertainment of practically all listeners—were included.

NAB Head Calls Petrillo Ban a Blow To Morale; Patriotic Music Stymied
By NEVILLE MILLER
President, NAB
FULLY five months have elapsed since James C. Petrillo put into effect his ban on electrical transcriptions and other types of musical recordings. Since Aug. 1, no new recordings have been made; in fact, few songs have been written during the intervening five months. Such inspiring events as the Battle of the Solomons, the North African campaign and the settling of the French fleet at Toulon, which ordinarily would have been celebrated in song, have gone unnoticed by the composers, and the inspirational values of new patriotic music have been lost to the people. The result is a distinct blow at the morale of the American people; and consequent to the war effort.

Industry Employed Thousands
The passage of time has made the claim on which Mr. Petrillo went to the public, namely, a claim of unemployment, even more patently absurd than it was on Aug. 1. It is recognized that the country at the present time faces manpower shortages. Even before 1942, however, the American Federation of Musicians had no legitimate issue of unemployment outside of a few large centers of population, and there is no evidence to show that recordings have ever thrown musicians out of work. The NAB has repeatedly pointed out that the radio industry, far from reducing employment of musicians, has provided continually expanding opportunities for their employment; and that musicians today have more employment in radio at better wages, than ever before.

From the broad social and economic viewpoint, it can be demonstrated that the invention of the phonograph and radio not only brought distinct cultural gains to all the people, but made possible the employment of several hundred thousand persons and hundreds of millions of dollars of capital.

NAB has demonstrated the speciousness of the argument that the record is responsible for unemployment among musicians. It is, of course, obvious that in many industries machines have been invented which have caused men and women to lose their jobs. The phonograph, however, was invented more than half a century ago, before any union musician now alive had decided upon music as a career. The industries which make use of the phonograph or record can hardly be expected to assume a responsibility in perpetuity of providing jobs to men and women who elect instrumental music as a career.

Mr. Petrillo, on June 25, made public his order banning the making of transcriptions and recordings, beginning Aug. 1. At no time has he made any demands on the affected industries which they might accept or reject. Indeed it is possible that he has not even formulated the terms and conditions upon which he would permit his men to return to work.

The various points of view, as well as all the facts in the situation, are expected to be thoroughly explored by the subcommittee of the Senate Interstate Commerce Committee, headed by Senator D. Worth Clark (D-Idaho), whose investigation is scheduled to begin on Jan. 12.

Five months have seen no change in the ban: have emphasized the absurdity of Mr. Petrillo's claim of unemployment. And the musicians who used to make recordings are already out of pocket in the sum of $1,000,000 to $2,000,000.

To Film 'Command' FILM VERSION of Command Performance Army program shortwave to the AFV, will be produced by a new Hollywood independent company now being formed, headed by Myron S. Marks, formerly partner of Marks Bros. Theatre Circuit, Chicago, and Jule Myne, songwriter, the firm acquired film rights to the shortwave program June 28, it was said. Picture will contain both drama and music. It will relate story of the program from its inception, dramatizing wartime conditions under which theAAF receives the show. Actual production and financing conferences by Marks with Government officials.

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

THE 5000 WATT Voice of the Tri-Cities
ROCK ISLAND - DAVENPORT - MOLINE
"New Hampshire plus Vermont won't give you WHBF's radio homes coversage."

WHFB

Where Sales Multiply
NASHVILLE Tennesee

THE 5000 WATT Voice of the Tri-Cities
ROCK ISLAND - DAVENPORT - MOLINE
"New Hampshire plus Vermont won't give you WHBF's radio homes coversage."

WHERE SALES MULTIPLY

THE 5000 WATT Voice of the Tri-Cities
ROCK ISLAND - DAVENPORT - MOLINE
"New Hampshire plus Vermont won't give you WHBF's radio homes coversage."

NATIONAL SPOT BUSINESS
UP OVER 100% ABOVE LAST YEAR

There are many reasons. Probably the most important is that WHCU CONSISTENTLY PRODUCES RESULTS!
A Rich Central New York Market

WHCU
1000 Watts
ITHACA, N. Y.

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BROADCASTING • Broadcast Advertising
Special Programs For Overseas Men
Navy-OWI Broadcasts Beamed to All War Theatres

HOME TOWN news is featured in two new programs beamed to Navy and Marine personnel overseas and begun recently through cooperation of the Navy's Public Relations radio branch, headed by J. Harrison Hartley, and the OWI Overseas Forces Division, of which Louis G. Cowan is chief.

The Navy program, "Calling the Navy," is a daily quarter-hour, recorded by the OWI and transmitted at various times on shortwave stations to all theaters of operations. It contains local news items and notes of interest to naval personnel.

Designed for the Southwest Pacific area only, "Tell It to the Marines" is aired by KGEE, San Francisco, at 1:05 a.m. (PST), immediately following KGEE's regular newscast, Tues., Thurs., and Sat. This program follows the Navy show in format, although Marine combat correspondents have been asked to prepare material and keep Washington headquarters posted on the type of news the Marines want.

Greetings from Adm. Ernest J. King, Commander-in-Chief and Chief of Naval Operations, the Hon. Ralph A. Bard, Assistant Secretary of the Navy, and Lt. Gen. Thomas Holeum, USMC, commandant, were broadcast on all Navy programs Jan. 1 and 2. The "Calling the Marines" broadcast started Jan. 5.

Pall Mall Changes
AMERICAN CIGARETTE & Cigar Co., New York (Pall Mall), with broadcast of Jan. 11 increases to quarter-hour and shifts the Grade A program on 125 BLUE stations, Monday through Friday, 9:55-10 p.m. to 10:15-10:30 p.m. Besides Miss Fields and Harry Somik's orchestra, the program features the Sportmen Quartet. Don Hancock announces.

CBS Signs With Radio Writers
Radio Writers Guild, Chicago, has signed a contract with CBS covering the continuity and news writers providing for wage increases ranging to 15% over present salaries. Contract, pending approval of the War Labor Board, is retroactive to Oct. 1.

IRA L. GRIMSHAW, 55, assistant general counsel of NBC, died suddenly at his home in Scarsdale, suburb of New York City, on New Year's Day. He had been with NBC for 10 years, located in the company's New York office, with A. L. Davis as vice-president and general counsel.

Born May 31, 1887, in Denver, he moved to San Francisco at an early age and in his teens, to Santa Fe. Graduated from the U. of Michigan with the degrees of A.B. and LL.B., he returned to New Mexico to practice law, later becoming clerk for the Supreme Court of New Mexico.

Moving east, Mr. Grimshaw was associated with the late Stephen Brooks Davis, formerly Justice of the Supreme Court of New Mexico, as assistant counsel for the National Electric Light Assn. He was also assistant to Judge Davis when the latter had charge of radio licenses when these were administered by the Department of Commerce. He was subsequently associated with Judge Davis in general law practice in New York until the Judge's death in 1938, following which he became a member of the legal staff of NBC.

During his decade at NBC, Mr. Grimshaw devoted himself chiefly to legal problems arising in the network's sales and program talent divisions and he was also in close touch with legislative matters per-

P & G Adds Stations
PROCTER & GAMBLE Co., Cincinnati, on Jan. 18 will increase the station lineup for four of its remaining 15 daytime serials to the full NBC network of 128 outlets. Programs affected are: "Road of Life (Dix)," 11-11:18 a.m., currently on 80 stations; "Vic and Sade (Crisco)," 11:15-11:30 a.m., on 80 stations; "Rogie and Humphrey (Ivory Soap)," 3:45-4 p.m. on 81 stations, all handled by Compton Adm., New York. Also Ma Perkins, (Oxydol), 3:15-3:30 p.m., now on 84 stations, placed by Blackett-Sample-Hummert, Chicago.

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

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

Headley-Reed Co. National Representatives

Ralph B. Huber
RALPH B. HUBER, 54, president and general manager of the Petersburg Newspaper Corp., licensee of WPID, Petersburg, Va., and publisher of the Petersburg Progress-Index, died Jan. 4. He is survived by Paul S. Huber, president of Norfolk Newspapers Inc., publishing the Norfolk Virginian-Pilot and Ledger-Dispatch, with which WTR is affiliated, and co-owner of the Richmond News-Leader and Times-Dispatch, with which WRNL is affiliated. He was a veteran of the AEF in the last war and had held the Petersburg post since 1919 except for six years as business manager of the Richmond Times-Dispatch.

Quaker Oats Newscast
QUAKER OATS Co., Chicago, has purchased Prescott Robinson's five-minute early morning newscast on WOR, New York, six days a week with commercials for Quaker Oats and Aunt Jemima Pancake Flour on alternating days. Agency for Quaker Oats is Rutherford & Ryan, Chicago; for Aunt Jemima, Sherman K. Ellis & Co., Chicago.

More Stern Shorts
HILL STERN, NBC sportscaster who recently renewed his contract with Columbia Pictures Corp. for a series of shorts, has signed two additional contracts with film companies. He has been under contract for two more years for M-G-M's "News of the Day," and will do a Universal feature to be produced by Walter E. Wagner under the title "They've Never Been Licked."

In Radio...nothing succeeds like RESULTS!

...and in New York, no station has ever so quickly and firmly established itself with alert advertisers—both local and national—as WLIB. The answer is RESULTS—checkable, unbreakable, demonstrable RESULTS in volume out of all proportion to the extremely low cost!

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

RKO Building, New York Chicago Representative—THE WALKER CO.

NEW YORK'S WLIB

"THE VOICE OF LIBERTY"

Clear Channel 1190 on your dial
LA PALINAS IN HAND, these three gentlemen go over the contract which appoints Schwimmer & Scott, Chicago, as agency for the Congress Cigar Co. (La Palina) account. They are: (1) r., David A. Jenks, vice-president of Congress Cigar Co., Newark; R. J. Scott, partner of Schwimmer & Scott, Chicago; Lou Colen, treasurer of Congress. Company is currently using one-minute spot announcements on midwestern stations.

Only radio promotion, crowds swarmed the lobby more than an hour before the first show began. Sherman D. Gregory, general manager, WEAF, said: "When the strike was called we immediately increased our news periods as much as possible... the amusement industry, plus Curtis Publishing Co., immediately contracted for live spot announcements on a day-to-day basis and have since continued to buy announcements on WEAF... After the first 24 hours three department stores asked for rates for 15-minute periods in case the strike went on." When the strike entered its third day, the New York Herald-Tribune asked WEAF for a 15-minute period in which to inform radio listeners what would be in the next day's issue of the Herald-Tribune. That afternoon the strike was called off, but the Herald-Tribune had been prepared to buy a 15-minute spot, write the copy for this period and have it read by one of our announcers."
WPB to Get AFRA Pacts This Week

10% Salary Raise Provided; Nets, Union in Accord

AMERICAN Federation of Radio Artists expects to submit its revised network sustaining contracts to the War Labor Board for approval sometime this week. Attorneys for the networks and AFRA, in a meeting last week, agreed on the final form of the new contracts, which were sent out by the union to broadcasters for signatures.

"The alterations were changes of expression and not of content," said Emily Holt, AFRA executive secretary. She added that the meeting adjourned on a note of complete agreement and that signing the contracts is now only a formality.

The four AFRA locals whose members are affected by the contract revisions—New York, Chicago, Los Angeles and San Francisco—have approved the new terms, so that when the contracts come in from the broadcasters AFRA will sign them and submit them to the WPB, probably early this week.

This is necessary because the contracts call for a 10% increase in the minimum scales for the employment of radio artists on sustaining programs on the national networks and key stations. All wage increases must be approved by the WPB before they can be put into effect, under the Government's wage stabilization program.

AFRA board on Thursday approved contracts negotiated by the union with WCAE, Pittsburgh, and WWJW, Chicago. Both are new contracts and standard AFRA documents with wages and conditions for artists and announcers at each station in the same key stations of similar rating in their communities. WCAE contract runs for one year, WWJW contract expires Nov. 15, common expiration date of most AFRA contracts with Chicago stations.

Ray Jones, secretary of the AFRA Chicago local and a member of the union's national board, has enlisted in the Army and enters officers' training school Jan. 15. Vic Cunningham, field representative of AFRA, has been notified to report for induction on Jan. 29.

AIDING in conservation of rubber and gasoline, the Du Pont Division of the Borden programs, sponsored by R. J. Reynolds Tobacco Co. on CBS for Camel, has eliminated the Sunday night readings and increased the length of the Monday rehearsals, saving amounts to 150 miles of driving weekly for the cast of the program.

NEW 52-WEEK CONTRACT for 155 one-minute announcements a week, Monday through Friday, participation in 15-minute live musical program Monday through Thursday and 30-minute newscast Saturday, a 15-minute new music program on Saturday was signed recently by (1 to r) Cecil Hackett, managing director of WINS, New York, and Ben Tucker, president of Hudson Bay Fur Co. contract, which was placed through Sidney Robbins Agency, Brooklyn, is effective Jan. 5. Radio was first used by the Hudson Bay Fur Co. with 70 spots a week on WINS.

Agency Names Weber

GEORGE WEBER, for five years manager of the Seattle office of Mac Wilkins & Co., Portland agency, has been made a partner in the firm, which will be known as Mac Wilkins, Cole & Weber. Mr. Weber has been with the agency since 1930. Arlyn Cole, third partner of the firm, has been appointed a chief specialist in the Navy and is on leave of absence.

Ranger's Tenth

THE COWBOY of the air, the Lone Ranger, celebrates a decade of broadcasting with the Jan. 29 program on 66 BLUE stations, produced by General Mills Inc., Minneapolis, for Cheerios three-weekly 7:30-8:30 p.m. Program was begun in 1933 under the supervision of George W. Trendle, president of the King-Trendle Broadcasting Corp., Detroit, who with John H. King founded WXYZ in 1929. Fran Striker has written scripts since the series started.

Agency Names Weber
 FTC Holds 17,925 Commercial Scripts for Further Scrutiny

Broadcasters Cooperate by Submitting Million Continuities for Review in Fiscal Year

DURING the fiscal year 1942, the Federal Trade Commission's Radio & Periodical Division marked 17,925 commercial broadcast scripts for further study as containing claims that might be false or misleading, according to the FTC's annual report made public Jan. 6.

The figure compares with 18,221 periodical advertisements noted as containing claims that appeared to be false or misleading.

Drugs Lead

Broadcasters cooperated with the FTC in submitting continuities for examination, the report states. The Commission staff received 1,085,875 commercial broadcast continuities during the fiscal year and examined 1,001,450. The continuities received amounted to 2,032,417 pages, with 1,912,725 pages examined. These consisted of 1,416,606 pages of individual station script and 13,119 pages of script representing the built-in commercial portions of transcription recording productions destined for broadcast through multiple pressings. An average of 6,230 pages of script was read each working day.

Of the radio and periodical cases, 86.5% resulted from the routine survey of advertising material and 13.5% came from complaints or information received from other Government agencies, competitors and other members of the public.

Breaking down questioned continuities by types of products, the FTC found that 75.6% were in the food, drugs, devices and cosmetics class. These are divided into human food 10.6%; animal food 2.9%; drugs 44.3%; cosmetics 18.4%; devices 2.4%. Other products are: Specialty and novelty goods, 5.4%; auto, radio, refrigerator and other equipment 1.3%; home study courses 1.5%; tobacco products 1%; gasoline and lubricants .9%; poultry and livestock supplies and equipment .2%; miscellaneous, including apparel, fuels, house furnishings and building materials 14%.

Fewer Pending Cases

During the year the FTC sent questionnaires to advertisers in 432 cases and to advertising agencies in 36 cases, and accepted 219 stipulations involving radio and periodical advertising, of which 27 were amended, substitute or supplemental stipulations.

A total of 451 cases received Commission handling under its methods of procedure. Of this number, 207 cases were considered settled upon receipt of reports showing compliance with previously negotiated stipulations. In 17 cases the FTC waived compliance reports. Of the remaining 227 cases, 208 were closed without prejudice to the right of the Commission to reopen if warranted by the facts.

Of these 208 cases, 99 were for lack of jurisdiction or lack of evidence sufficient to establish a violation of law, 94 because of discontinued business and practices or insufficient public interest, 15 because corrective action by the Post Office Dept. made further action by the Commission unnecessary, and 19

PLEDGING SUPPORT to the National Foundation for Infantile Paralysis campaign, now under way, members of the New York Foreign Language Broadcasting Committee met recently for lunch at the Hotel Roosevelt to discuss plans. Seated (1 to r): Jacob F. Lurch, director, United Peoples Division; Edward A. Powers, director, Greater New York Division; Joseph Lang, general manager of WHOM, New Jersey, and chairman of the Committee; Henry Greenfield, manager of WEVD; Norman Warembud, program director of WBYN, Brooklyn, while standing, in the same order, are Ralph Weil, manager of WOV; Edward Ervin, production manager of WBNX; Fred Coll, press agent; Sy Samuels and Beverly Kelly, handling publicity.

NBC Midwest Setup

A STAFF Operations Committee of the Illinois Broadcasters Ass'n was organized along the same lines as a similar group in NBC New York, to assist in determining the operating policies and to integrate network action and procedures, it was announced by Harry C. Kopf, vice-president and general manager of NBC Central Division. The group includes heads of the network departments: William We dell, network sales, chairman; Leonard Anderson, assistant office manager; Eric Danielson, traffic; E. A. Stockman, sales traffic; Charles Urqhart, production; Phil Steitz, national and local spot sales.

Pro-Ten Test

WARFIELD Co., Chicago, Thoson & Taylor Division, plans to use spot radio in testing Pro-Ten, a meat extender, in midwestern markets. Company is using space in midwestern newspapers. Product is made of soy meal and oats and is used with hamburger, hash, etc. Agency is McJunkin Adv. Co., Chicago.

The FTC has charged C. H. Stennons, trading as C. H. Stennons Co., with falsely representing health and corrective qualities of "Air Flow Arch-Euers" in newspaper, magazine and other media advertising, omitted from a sentence in the middle of the second column. This sentence should have read:

"About 85% of such advertising cases as are deemed to warrant corrective action are settled after informal conference by voluntary stipulation on the part of the advertising agency and his agency to discontinue the unfair and deceptive claims with no expense whatever for litigation."

KBDM 850

Over a Bright Market

KFDM

BLUE NETWORK

KFD

BEAUMONT

REPRESENTED BY HOWARD H. WILSON CO.

"This program has met with favorable response from our listeners, and the announcers are enthusiastic."

ASCAP

Radio Program Service
30 Rockefeller Plaza • New York

What's more for your money at CFNBS\n
BOSTON	FREDERICTON-N.B.
1000 WATTS—BASIC G.B.C. OUTLET
WEED AND CO.—U.S. REPRESENTATIVES

INDEX CARD

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BROADCASTING • Broadcast Advertising
McCurdy to Capital
ROBERT G. MCCURDY, veteran radio engineer associated with Graybar, for nearly two decades, last week joined the Army & Navy Electronic Production Agency in Washington as production engineer. He retired from Graybar by virtue of 27 years' continuous service. Mr. McCurdy was manager of the Western Electric products department of Graybar, at St. Louis, when he joined the Government bureau. His superior is Fred R. Lack, director of ANEPA, on leave from his post as vice-president of Western Electric in charge of production and specialty products. Before going to St. Louis, Mr. McCurdy was with Graybar in New York and prior to that was manager of the Western Electric Products Co. in St. Louis.

Engineers' Pay Boost
AFTE several months of negotiation, the National War Labor Board has approved and authorized an agreement reached by KMPC, Beverly Hills, Calif. with Los Angeles Local No. 40, IBEW, which calls for improved working conditions and a $40 per month salary increase for station technicians, the increase retroactive to Aug. 15. Original agreement between station and union was signed last Oct. 14.

KDKA Post to Kenney
TED KENNEY has been named chief engineer of KDKA, Pittsburgh, to replace Dwight A. Meyer, who has assumed the duties of technical manager of all Westinghouse stations. Mr. Meyer replaces Joseph E. Baudino, assigned to supervise industrial installations for a newly-developed Westinghouse process of electronic tin-plating.

Higgins Joins Navy
HAROLD HIGGINS, for the last ten years master control room engineer of WCAU, Philadelphia, has joined the Navy as a warrant officer. He reported last week to the Naval Research Station at Anacostia.

WTTM Strike Contract Negotiated With IBEW
STRIKE of employees of WTTM, Trenton, over salaries and wages [Broadcasting, Dec. 28], was settled Dec. 30, according to the IBEW. Participating in final conferences between A. Harry Zorg, WTTM general manager, and Louis Wimberly, IBEW representative, was U. S. labor conciliator, William M. Margolis. Agreement provides for return of employees to positions without prejudice; recognition of IBEW as exclusive bargaining agency with closed shop; payment in full of current wages weekly; negotiation with the IBEW for a collective bargaining agreement by Jan. 15, with provision that the matter will be referred to an arbitration board failing settlement by Feb. 1. Arbitration procedure is established.

NLRB-WOW Ruling
IBEW Local Union B-395 has been named collective bargaining agent for all technical employees of WOWO-WGL, Ft. Wayne, as the result of an NLRB decision handed down Dec. 28. The action was taken in connection with negotiations under way on a renewal contract for technicians at the station, IBEW representatives in Washington explained.

HAROLD SPENGLER has been named chief engineer of WAIM, Anderson, S. C., succeeding William F. Gillahan.

DeWitt to Signal Corps
JACK DEWITT, chief engineer of WSM, Nashville, who has been on loan to the Bell Labs, last week reported to the Army Signal Corps, Washington, as special consultant to the Chief Signal Officer. Two other WSM engineers, John Campbell and Arthur Omberg, already are on duty as civilian consultants with the Signal Corps in Washington. Lt. Col. E. M. Kirby, chief of the War Dept. Bureau of Public relations radio branch, and Capt. Jack Harris, radio branch executive officer, were once at WSM.

ALFRED J. RAPER, formerly of WJAI, Norfolk, Nebr., has joined the engineering staff of KLZ, Denver.

NATIONAL CONFERENCE ON ELECTRIC FORCES...
Cox Asks Probe
(Continued from page 11)
were identified with war service regulations and 15 were temporary. Of the aggregate, 1,093 were in Washington and 1,169 in the field.

Working Data
The FCC already is working on its justifications for the new appropriation, compiling data of the character usually requested by members of the Appropriations Subcommittee, of which Rep. Woodrum (D-Va.) is chairman, Rep. Wigglesworth (R-Mass.) persistently has requested the Commission to furnish the committee with detailed information on station sales and transfers and on certain aspects of network operation.

Last March, Chairman Fly made two appearances before the House Rules Committee and denied knowledge of any effort to block passage of the resolution. There were fireworks aplenty then. It was strongly indicated that the Administration, because of the pressure of war activity and emergency legislation, preferred to avoid an inquiry. Subsequently, hearings were held before the House Interstate & Foreign Commerce Committee on the Sanders bill for reorganization of the FCC, but the measure died with the adjournment of the last session.

Equal Time Issue
Debated by House
Control of Air Commentators Urged by Two Members
REVIVAL of the perennial issue of equal time for discussion of propaganda developed with the convening of the new Congress last Wednesday, with two members of the House unburdening on commentators and commercials.

Reps. Rankin (D-Miss.) and Mundt (R-S.D.) agreed that legislative steps to control commentators would be desirable, but they offered no precise formula. Variations of the equal time issue have been raised during every recent session of Congress. Mr. Rankin loosed a tirade against “a few flannel-mouthed propagandists.” He said Congress is constantly “abused, maligned and villified over the radio” and asserted this was one of the problems it would have to meet.

“As far as I am concerned, I am in favor of making arrangements whereby we might either have a national radio system or time divided between the two sides of both House and Senate, in order that members and Senators may go on the radio and speak to the American people on issues that confront the Congress, and thus offset a lot of the propaganda and incitement that are being spread by a few flannel-mouthed propagandists who are doing more to destroy American institutions than they are to spread public information.”

Shaw in U. S. Post
DONALD S. SHAW, general manager of WMCA, New York, has been granted an indefinite leave of absence from the station to go into special Government work, nature of which is undisclosed. According to WMCA, Mr. Shaw’s duties will be absorbed by E. E. Anderson, president of the station.

WPA Manager to Navy
RALPH H. PATT Jr., manager of WPAI, Portsmouth, has been appointed a lieutenant (jg) in the Navy, and reported for duty Jan. 1 at the naval training station at Norfolk, Va. Mr. Patt, after promotion from major to lieutenant colonel, Col. Hill is now on duty at the Army Air Forces Replacement Center, Miami Beach, Fla. He is a West Point graduate and a veteran of World War I.

FCC Changes Identification Rules
For Non-Standard Broadcast Stations

APPLYING TO SERVICES other than standard broadcasting, the FCC last Tuesday adopted regulations pertaining to the announcement of call letters for station identification. All standard stations, under existing regulations which are in their organization, in the selection of its call letters at half-hour intervals except under conditions where a continuous program service would be interrupted. The new regulations, applicable to such services as television, FM, developmental, relay and studio-transmitter service require call letter announcements at least every hour. Following is the text of the public notice:

A BILLION-DOLLAR MARKET SURVEYED—vital facts disclosed
Iowa farmers this year will reap their biggest harvest in years. Do you know how best to sell them via radio? The new “Summers-When” Iowa radio audience survey gives the whole story—station, time and program preferences, listening trends—all the facts you need to market this rich market. The fifth of a continuing survey, the best of them all!

Write for your copy—it’s free!
Address Dept. SW Des Moines 50,000 watts
Radio Alert When Floods Threaten
Ohio Valley Stations Remain On Job as Waters Rise

RECALLING the emergency job radio performed in the disastrous 1937 Ohio valley flood, stations in affected areas during the recent high-water scare were prepared for any eventuality.

In Wheeling, W. Va., WWVA, operating on a 24-hour basis, kept listeners informed on the condition of the swollen Ohio with bulletins at half-hour intervals.

Portsmouth, O., one of the hard hit cities of the 1937 flood, made ready to meet the emergency should the Ohio go over a 65-foot wall which protects the city. Under Acting Manager Paul Wagner, WPAY organized its staff for fulltime duty. Bulletins were broadcast. The station did much to allay fears brought about by unfounded rumors. With no local newspapers published New Year's day, Portsmouth inhabitants turned to WPAY for full information. The swollen waters came within .8 feet of reaching the flood wall top before receding.

Cincinnati

In Cincinnati, Program Director Fred Dodge of WKRC organized for an all-out emergency operation, but when it became apparent that the Ohio river would not reach severe flood proportions there, WKRC devoted its special broadcasts to the city's preparedness campaign. A record library of the WKRC broadcasts will be presented to the city for reference use in future flood control planning.

In New York, the Red Cross needed oil stoves for victims of the Onandaga valley high water. Fred Ripley, whose music and poetry program for Carlin's is a feature of WSYR, broadcast the appeal. Within a few minutes the Red Cross had 103 stoves.

Instalment Buying Plan
(Continued from page 11)

The incentive offered to the consumer is dual: a prior claim on goods finally available when postwar production commences and a 10% discount from the established post-war price, achieved by assigning a merchandise value in excess of the purchase price.

In developing the plan, Mr. Nugent pointed out that there was no intention of having it replace normal savings, purchase of War Bonds or any other existing tax method. He declared that the existing machinery for reduction of purchasing power is inadequate to handle the enlarged buying power resulting from increased production of war goods and accelerated production of consumer goods.

The plan's success will be predicated in part. Mr. Nugent contended, on the established habit of instalment buying which is merely being turned in reverse. Normally the consumer is able to pay a small amount down and obtain the merchandise for immediate use. Under the proposed plan, payments would be made periodically but total payment would precede actual use.

The plan is not intended to enlarge the post-war market but rather to preserve goods and services that might otherwise be sacrificed to meet payments for durables.

Some opposition is anticipated from those who will maintain that consumers will be unwilling to buy goods not yet in existence. In answer, the plan points out that mail order houses have had success with sales of merchandise on the basis of catalogues where only descriptions of goods can make a sale. It is pointed out, however, that the consumer is not committing himself to a specific make or brand beforehand. Furthermore consumers are well aware of the performance of goods manufactured by such names as Ford, Chevrolet, Plymouth, Frigidaire, General Electric or any other. The consumer is free to choose among makes and models at the time of delivery.
Actions of the
FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 31 TO JANUARY 8 INCLUSIVE—Decision

JANUARY 8

January 5.

1. NVKJ, Athens, Ga.—Voluntary assignment of license from Carl Lteno to S. B. Patterson. (1440 k.)

KMAG, San Antonio, Tex.—Voluntary assignment of license from W. W. McAllister and Howard W. Bach to the Walmac Co. (Howard W. Davis) (as the Walmac Co.); to Howard W. Davis tr/ as the Walmac Co.

WEMP, Milwauk.e.—Voluntary assignment of license to Olen D. Roberts, Melva F. Roberts, Wellwood Netlsh, Robert M. LaFollette Jr., Evelyn H. Dalpine, Horne D. Petley, Leo T. Crowley, James E. Marsham, co-partners 0/6 as Milwaukee Broadcasting Co. (1460 k.)

JANUARY 7

WQXR, New York—Extension of special service authorization to April 1, 1944 (1650 k.)

Applications...


KELLOGG Co., Battle Creek, Mich. (Paul), on Jan. 4 started for 52 weeks, five-minute insert in Breakfast at Sude's, on 13 BLUE Pacific stations. Mon. thru Fri., 9:50-10 a.m. (PWT), Agency: Kenyon & Eckhardt, N. Y.

KELLOGG Co., Battle Creek, Mich. (Pep cereals), on April 5 starts Breakfast at Sude's on 180 BLUE stations. Mon. thru Fri., 11:15-12:15 a.m. Agency: Kenyon & Eckhardt, N. Y.

RENEWAL ACCOUNTS


LEWIS-PRO, Inc., New York (Toms), on Jan. 19 starts Treasure Chest on 136 NBC stations, 8:30-9:00 a.m. Agency: Riche, Weldon Co. & O'Keefe

CAMPBELL SOUP Co., Camden, N. J. on Dec. 22 renewed Radio Reader's Digest, 6 to 66 CBS stations, Sun., 8:45-9:00 a.m. Agency: Ward, Wheelock Co., N. Y.

VOICE OF PROPHECY Inc., Los Ange-lees (religious), on Jan. 3 renewed to 12 weeks Voice of Prophecy on 33 Don Lee Broadcasting Co. stations, Tues., 9:15-9:45 a.m. (PWT), Agency is J. C. Hos-kins & Associates.

Network Accounts

All Unit Eastern Winter Time unless indicated

New Business


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N. Y. Gas Spots

TO SHOW howwise they can save cooking gas, Consolidated Edison of N. Y. will run an intensive one-week campaign starting Jan. 19. New York Community Edew AWF WOR WMCA WNEW and WJZ. Institutional advertising was aired out in three-a-day basis on each outlet. The company ran a similar sched- ule in the great conservation campaigns to cut limon regulations. McCann-Erick-son, New York, handles the account.

CUMMER PRODUCTS Co., New York (Energine) on Jan. 20 renewes for 62 weeks weekly on 13 NBC stations, Wed., 8-8:30 p.m. Agency: Young & Rubleccman, N. Y.

RICHFIELD Oil Corp., New York (deal- ership), on Jan. 6 renewed Angies Hale's Confidentially Tours on 24 MBS stations, Tues., Thurs., and Sat., 7:30-7:45 p.m. Agency: Hazen-O'Donnell, N. Y.

PHILLIP MORRIS & Co., New York (cigarettes, tobacco), has renewed Johnny Pacific West Coast on 129 NBC stations, Thurs., 8-8:30 p.m. (repeat 11:30-11:45 p.m. agency: Sherry-Co, Chicago.

CENTA-F, Inc., Rahway, N. J. (Molle Shaving Cream) has renewed Ruffle of Bats station, Tues., 9-9:30 p.m. Agency: Young & Rubleecman, N. Y.

CHARLES H. PHILLIPS CHEMICAL Co. (Phillip's Milk of Magnesia), has renewed half hour, 10-11 a.m. (repeat 4-5 p.m.) on 40 MBS stations, 9:30-10 a.m. Agency: Blackett-Sample & Lord, Chicago.

R. L. WATKINS Co., New York (Dr. Watkins' Hercules), has renewed Heart- herry-Gro-Hand on 60 NBC stations, Sun., 9-9:30 a.m. on MBS, agency: Blackett-Sample-Hum- bert, N. Y.

BAYER Co., New York (Bayer Aspirin), has renewed P不失 of B-P Music on 72 NBC stations, Sun., 9:30-10 a.m. Agency: Blackett-Sample-Hum- bert, N. Y.

CITIES SERVICE Co., New York (per- sonal care products), has renewed Service Concert, on 66 NBC stations, Fri., 8-8:30 p.m. Agency: Lord & Thomas, N. Y.

Network Changes

CHISELEBROUGH MFG. Co., New York (Vaseline products), on Jan. 6 shifted Dr. Christian on 66 CBS stations, Wed., 8:30-8:45 p.m. from 137 CBS stations, Wed., 8:35-9:00 p.m. to 135 stations, Wed., 8:30-8:45 p.m. (PWT), from Hollywood to New York City. Additional half hour, 6:30-7:00 p.m., agency: McCann-Erickson, N. Y.

AMERICAN CIGARETTE & CIGAR Co., New York (Camel), has renewed for 15 minutes and shifts Graceful Flavoring, Majestic stations, Sun., 9-9:15 p.m. to 10-10:15 p.m. Agency: Ruthrauff & Ryan, N. Y.

MANNING, BURANET & CUBAN, San Francisco, on Jan. 24 shifted Standard Symphony on the CBS Western stations, Sat., 9-9:45 p.m. (PWT) to 8:30-9:00 p.m. (PWT). Agency: BBBD, San Francisco.

LEVER BROS, Co., Cambridge, Mass. (Lifebuoy soap), on Jan. 7 shifted Bob Drury—Today's News on 137 CBS stations, Wed., 9-9:30 p.m. to NBC, Thurs., 8-8:30 p.m., at the same time station WTXG, on a separate network, from 9:30-10 p.m. to 9-10 p.m. Agency: Ruthrauff & Ryan, N. Y.

W. H. LEE, Inc., San Francisco (Maritime City (petrolume products), on Jan. 2 expanded Alex Dreis's news commentary, on 22 NBC stations, Mon. thru Fri., 8-8:30 a.m., adding Sat., 8-8:15 a.m. on all stations, agency: Alvin & Hurst & McConnell, Chicago.

BROWN & WILSON TOBACCO Co., Philadelphia, Pa. (Wrigley smoking tobacco), on Jan. 29 shifted People's First Hour, NBC stations, Sun., 9-9:30 p.m. to 8-8:30 p.m., Mon., 10-11 p.m. Agency: Ruthrauff & Ryan, N. Y.

W. A. SHAH, For five years engi- neer in charge of OBI, Oakville, Ont., has resigned. He is now in both the United States and Cana- dian

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BROADCASTING • Broadcast Advertising
Help Wanted

SPORTS ANNOUNCER—To do play-by-play and daily sports show on 5 kw., station. Must be general manager of independent station. Excellent salary and living conditions. Apply now. Box 185, BROADCASTING.

News Re-Write Man—With either radio or newspaper experience. State salary and desired status. Write Jack Shelley, WHO, Des Moines, Iowa.

First or Second Class Operator—Male or female. NBC Outlet. WMVY, Martinsville, Virginia.

ANNOUNCER-Qualified to act as program director, preferably over draft age. Local station deep south. Box 185, BROADCASTING.

ANNOUNCERS—Outstanding clear-channel New York State station. Give experience and references in detail. Box 177, BROADCASTING.

Commercial Manager—With executive ability to become general manager of independent full time radio station 100 miles from New York City. Give full details of past experience and present position in radio. Box 177, BROADCASTING.

Two or first class operators—Local station in midwest city of 65,000. Excellent living conditions. Wire or write KFWF, Fort Smith, Arkansas.

WGM, Gulfport, Mississippi—Has opening for program director. Single man preferred—age 25 or over. 1900 watt Network Station—Has opening for experienced draft exempt announcer. Ideal working conditions. States salary expected, complete details first letter. Box 191, BROADCASTING.

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


Windsor, Connecticut—Seeks operator for 3 kw. station. Must have excellent references. Will rent accommodation to experienced operator. Box 194, BROADCASTING.

Situations Wanted

Two Announcers—Draft exempt, want better positions. One staff, M. C., and production; one news and sports. Will come in to interview together. Box 170, BROADCASTING.

Available at once—First phone, deferred. Reliable, conscientious, seeks permanent position. State salary and living conditions. Fare to job must be paid. Box 171, BROADCASTING.

Station Manager—Progressive, young college instructor, now engaged full time in eight year's radio experience in programming and also, desires permanent connection with progressive station as manager. Proven sales record. Best business and character references. Family. Box 175, BROADCASTING.

Chief Engineer—5 kilowatt network station. Nine years. Desires change. Experienced Doherty circuits, bridge and field measurements, studio, etc. Draft exempt. Best reference. Box 178, BROADCASTING.

Radio Engineer—Ten years experience, first class phone license. Desires permanent position. Address Box 179, BROADCASTING.

Writer—Copy, continuity, dramatic script. 125 year's radio experience. Draft deferred. Wants position with larger station or agency. Reliable. Now employed. Box 180, BROADCASTING.

COLLEGE WOMAN—Excellent announcing voice, low pitch. Talented writer, producer-director. Experienced announcing, writing, producing. Box 181, BROADCASTING.

Transmitter Engineer—First phone license. Five years experience, 4F. Network station. Permanent. Box 184, BROADCASTING.

Announcer—Experienced—4F. Commercial spots, disc Jockey, unlimited in New York vicinity. Box 185, BROADCASTING.

Manager—Who produced substantial 1942 program. Would desire change because of draft. Won't play ball. Box 188, BROADCASTING.

First phone class—Some experience. Mention wage scale and town's living conditions. Deferred. Available immediately. Box 172, BROADCASTING.

Wanted to Buy

Professional Type—Portable or console model playback machine. Must be able to play 12 and 16 inch records at both 78 and 3 1/2 RPM. AG AC, or JASAC. All details including cost. Box 174, BROADCASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA 720-B or 720-C or similar with pick-up. Station KLO, Ogden, Utah.

For Sale

Preto Equipment for Sale—Two 4D turntables equipped with time strobe illuminated scope, 12 cutters, vertical dancers. One 8E Amplifier, 64A Radio tuner. Special 180C Mixer. Included in sale price, mixing table. 12 RCA oscillograph. Clough triplewave audio oscillator. RCA, Shure, Brush, microphones, many other items. For quick sale, as one unit only $1200. CASH. Harold A. Lafflun, 54 South Sixth Street, Wheeling, Ohio.

TUBES—Five 21E2, one 255A, two 242C. All excellent condition. Box 187, BROADCASTING.

Situations Wanted: Continued

Two Announcers—Draft deferred, want better positions. One staff, M. C. and production; one news and sports. Will come in to interview together. Box 170, BROADCASTING.

Available at once—First phone, deferred. Reliable, conscientious, seeks permanent position. State salary and living conditions. Fare to job must be paid. Box 171, BROADCASTING.


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WANTED

World Premiere of “Hitler’s Children”, RKO screen version of Gregor Ziemer’s “‘Ere for Death”, on Jan. 14, 11:15 p.m. (EWT), will include a three-hour broadcast on WLW, Cincinnati, featuring Gregor Ziemer, WLW commentating and authorizing. The book, which will interview two of the leading stars of the picture, Benita Granville, who portrays “Anna”, and H. B. Warner, who plays the fearless Bishop. Other notable of screen and radio will also be. Broadcast will be from the Albee Theatre, Cincinnati, Palace Theatre, Columbus and Keith’s Theatre, Dayton.

LEVER MOVES BURNS

LEVER BROS., Co., Cambridge, Mass. (Lifebuoy), on Jan. 7 shifted Bob Burns Show on all CBS stations, Wednesday, 9:30-10 p.m. (EWT), to NBC stations, Thursday, 7:30-8 p.m. (EWT), with West Coast repeat, 6:30-7 p.m. (PWT). Show occupies the 30-minute spot on NBC stations recently vacated by Kraft Music Hall. Leaking studio windows is not the only reason why WLH has shelved Capitain Theatre on Vine St., Hollywood, for the two broadcasts. Ruthrauff & Ryan is agency.

Frolie In A and B

PATRIOTIC interest in conserving transportation equipment has led WHO, Des Moines, to transfer its 24-hour Iowa Barn Dance Frolic program from the 4,500-seat Shrine auditorium to its studios A and B, to which audiences were admitted, beginning Jan. 2.

New Law Firm

RUPUS G. POOLE, former associate general counsel of the Wage & Hour Division, Department of Labor, and Darius F. Prince, tax attorney, recently joined the firm of Vesey & Wheeler, with offices in the Bowen Bldg., Washington. The new firm is Vesey, Wheeler, Poole & Prince. Howard Vesey and Edward Wheeler, son of the Montana Senator, were formerly in the law offices of Louis G. Caldwell, Washington, and established their own practice last year.

STANLEY TALBOT, former merchandising manager of Dr. Pepper Co., Chicago, has been appointed advertising manager of King Biscuit Corp., Chicago, succeeding C. H. Wolfe, who is now assistant executive with Bico Bldg., New York.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

An Organization of Qualified Radio Engineers

Dedicated to the Service of Broadcasting

McNARY & WRATHALL

CONSULTING RADIO ENGINEERS

DOMINION Press Bldg. Wash., D. C.

HECTOR R. SKIFTER

Consulting Radio Engineer

FIELD INTENSITY SURVEYS

STATION LOCATION SURVEYS

CITY SERVICE OF BROADCASTING

STATION LOCATION SURVEYS

CLIFFORD YEWALL

Empire State Bldg.

NEW YORK CITY

An Accounting Service Particularly Adapted to Radio

Frequency Measuring Service

EXACT MEASUREMENTS—ANY HOUR—ANY DAY

R.C.A. Communications, Inc.

66 Broad St., New York, N. Y.

RING & CLARK

Consulting Radio Engineers

WASHINGTON, D. C.

Munsey Bldg. • Republic 2347

BROADCASTING FOR RESULTS!

BROADCASTING

Broadcast Advertising

January 11, 1943 • Page 53
Wolf Reorganizes Overseas Branch

Barnes is Associate Director in Streamlined Setup

STREAMLINING operations of the Office of War Information Overseas Branch, several personnel changes were announced last week under which Joseph Stewart, chief of the New York headquarters of the Overseas Branch was advanced to the post of associate director of the branch, coming in charge of the New York office; Harold Guinzburg was relieved of his responsibilities in the direction of the outpost setup and promoted to deputy director in charge of recording and transcriptions; and James Linen was advanced to take charge of outpost operations.

Along with changes in personnel, the branch was reorganized on the basis of geographical areas. Under the new arrangement, material will be prepared by areas. Under this decentralization it is expected, officials say, that broadcast operations will be improved through specialization.

Communications With Africa

Last Wednesday new transmission facilities were opened from North Africa directly to Washington, Elmer Davis said at his news conference. Operating one channel of a six-channel transmitter, OWI is sharing time with press associations and newspapers in the direct transmission of news to this country instead of through London as heretofore.

The new setup will provide for the transmission of news at the rate of about 3,000 words per hour for three or four hours a day, Mr. Davis said. It will be delivered to Washington by Western Union and then transmitted to the news associations in New York, he explained. Censorship will be applied by the African end, Mr. Davis felt, said that no provision had been made for further censorship at this end.

Brazillian on Tour

CAPT. AMILCAR DUTRA, director of the Brazilian Government department of press and information and in charge of all broadcasting in Brazil, arrived in the United States last week for a month's visit at the invitation of Nelson Rockefeller, Coordinator of Inter-American Affairs. Chief purpose of his visit is to promote a further exchange of information between the United States and Brazil, he told a press conference in New York, at which he stated his belief that radio is one of the most important media for effecting a closer understanding between the peoples of the two republics.

DAUGHTERS of two famous actors, Eddie Cantor and Pearl Stone, will start radio careers simultaneously and for the same station, as staff artists of WNEW, New York. Paula Stone will conduct the Broadway Beam, a weekly program of Broadway and Hollywood news formerly conducted by Bill Bernie. Eddie Cantor's daughter, Marilyn, will be a staff announcer.

MULLEN ELECTED DIRECTOR OF NBC

FRANK E. MULLEN, vice-president and general manager of NBC, was elected a director of the company at a meeting of the board of directors last Friday.

In a statement following Mr. Mullen's election, Niles Trammell, NBC president, said: "Mr. Mullen's election to the NBC directorate is a recognition of his fine service to broadcasting and to his many contributions to the network, which he has substantially contributed to the progress of the network."

Mr. Mullen has participated in the development of radio since 1923, when he organized the first broadcast service for farmers. He joined the NBC in 1926 and for eight years served as its director of agriculture with headquarters in Chicago. In 1929, he was transferred to New York as manager of the RCA Dept. of Information. Five years later he was elected RCA vice-president in charge of advertising. In 1940 Mr. Mullen was elected to his present position with NBC.

Edward J. Lynett

EDWARD J. LYNETT, 86, owner of the only commercially-owned but non-commercially-operated broadcasting station in the country, died Jan. 1 in Scranton, Pa., following a short illness. He was publisher of the Scranton Times, largest newspaper in Northeastern Pennsylvania. His station is WQAN, which operates with 1,000 watts daytime and 500 night on 910 kc., sharing with WGBI, Scranton. WQAN accepts no advertising and operates only 11/2 hours per day, not including Sundays—12 noon to 1 p.m. and 4:30 p.m. to 5 p.m., carrying largely news. All the remaining time is allocated to WGBI. Mr. Lynett is survived by two sons, William R. Lynett, assistant publisher of the Times, and Edward J. Lynett Jr., assistant business manager of the newspaper; also by a daughter, Elizabeth Lynett.

14 Million Hear FDR

PRESIDENT ROOSEVELT, whose address to Congress last Thursday on the State of the Nation reached a total radio audience of 14,290,500, according to a tabulation made by C. E. Hooper Inc. The President's message, carried by all four major networks, was given a 27.7 Hooper rating.

A 24-PAGE book titled Calling All Nations was issued last month by the British Broadcasting Corp. to commemorate the tenth anniversary of its Overseas Service, originating in 1932 as the Empire Service under the direction of the now joint director-general of BBC, Sir Cecil Graves.

NBC's Spot Sales Break All Records

Increase of 12% Is Recorded, According to McConnel

NBC's National Spot Sales Division had the busiest week in its history of over 12 years, beginning July 24, 1941, James V. McConnel, national spot sales manager, announced last week. Reporting that the division had an increase of over 12% over 1941, Mr. McConnel also stated that since Jan. 1 of the new year business has continued to be well ahead of a year ago, with new accounts in receipt from all of the stations represented by national spot sales.

Business during the first week of 1943 included a 13-week contract from Maryland Pharmaceutical Co., Baltimore, for 78 spot announcements on six stations, placed through Joseph Katz Co., Baltimore; participations on seven stations, represented by a new income tax book, issued by Doubleday Doran & Co., New York, handled by Huber Hoge & Sons, New York; and a 12-week program of spot announcements on five stations for Vick's Inhaler, purchased by Vick Chemical Co., New York, through Morse International.

Two Lever Series

Lever Bros., Cambridge, Mass., has signed for one-minute announcements for Rinso, eight weeks on nine outlets, and has renewed for another 52 weeks Aunt Jennie, five-weekly quarter-hours on three stations, through Ruthrauff & Ryan, New York. Lever also signed for 52 station breaks on six outlets for Swan Soap through Young & Rubicam, New York.

Procter & Gamble, Cincinnati, has renewed for six weeks breaks for Duz on seven stations, and has signed for five outlets on behalf of Lava, through its agency, Essex-New York, Continental Bakeries Co., New York, has signed a 52-week contract on four stations for Wonder Bread, in addition to the 312 announcements on WEAF, New York, through Ted Bates Inc., New York. Another 52-week contract was received from Johnson & Johnson, New Brunswick, N. J., for station breaks on six stations. Agency is Perry & Hanley Co., New York.

Advice to Housewives

Beechnut Packing Co., Canajoharie, N. Y., contracted for 13 weeks of station breaks on seven stations, plus a five-weekly news program on WEAF, New York, through Newell-Emmet Co., New York. Curtis Publishing Co. has increased its announcements on the same station.

Housewives receive instructions on how to save cooking gas through a series of institutional announcements sponsored by Consolidated Edgewater Co. of New York on three WEAF programs, placed through McCann-Erickson, New York.
We are all out in producing for victory.

Thousands of new workers with bulging payrolls.

This NEW money is SPENDING money.

But... TO GET YOUR SHARE

You DO Need THIS "Mike"

5000 WATTS • 950 ON THE DIAL

Affiliated station of the Atlantic Coast Network
CAPACITY: ONE GALLON

... Doesn't Mean a Thing!

The "capacity" is the same whether the jug is full or empty. A radio station's capacity to cover square miles is identical whether or not anyone is listening. And unless people are listening, you can't pour a drop of selling into their ears. No amount of potential listeners can possibly equal one who actually does.

WKY's capacity for covering square miles in Oklahoma exceeds that of any other Oklahoma City station, but what is more important, WKY delivers that coverage with the greatest available volume of actual listeners. Hooper is authority for that.

WKY delivers LISTENERS with its coverage... and decisively more of them per square mile and per dollar than does any other Oklahoma City station.

WKY - OKLAHOMA CITY

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