WOR is not an Albany station

*(we mean Albany, N. Y.—not Georgia, really)*

He was rather impatient. He was a manufacturer. The product was a war-substitute for mending clothes, shades, soft goods...

(Please be patient and read on—there is some very important meat in this.)

WOR was the only station this man could afford;

we mean, big station. And he had—what some people would think—peculiar ideas.

"Sell my product," he said. "Sell it in Albany, N. Y., and Boston, which is in Massachusetts, and Philadelphia—as well as (hold tight) Maryland."

We could try.

WOR jumped this man's Albany sales 190%. In Boston and such surrounding territory as Connecticut, Rhode Island, WOR sold 75% more of this man's product than ever before. Maryland? Up, too. About 100%.

And so the story went—in practically all the 16 great war-active cities WOR platters its power down on.

WOR even persuaded 43 department stores which had never handled the product to handle it.

Would you, perhaps, like to have WOR do maybe this kind of job for you? In cities like Paterson, Newark, Trenton, Bridgeport, New Haven, and even—well, maybe Albany, N. Y., or Boston?

our address is

WOR

—that power-full station,

at 1440 Broadway, in New York

* 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.
A fruit jar maker used 65 announcements on WLS, and 60,268 women wrote in asking for the home canning book he offered! A breakdown of one week's mail—11,783 letters—disclosed that 25.8% came from Cook County (Chicago), though that area contains only 22% of the radio homes in the WLS Major Coverage Area! There it is again: Results! Half again as many inquiries as the year previous! 60,268 more letters—to prove WLS is listened to in Midwest America. And one-fourth of these to show further that WLS is listened to in Chicago! The John Blair man will tell you more . . . about how WLS Gets Results. Just ask him!
FOLKS in New England are cooperating in gas saving, using their cars for "essential shopping, procuring medical attention, attending religious services," and other occupational or emergency purposes defined by the OPA. For entertainment, they are staying at home, listening to the radio.

That's why, to a greater extent than ever before, the great proportion of The Yankee Network's audience of 7,321,796 can be reached in their homes — homes that are completely covered in 21 cities by the friendly, neighborly Yankee Network home-town stations.

Yes, your radio messages are receiving wider attention than ever before in radio history. And with The Yankee Network you reach more prospective customers in centers where they live, work and buy, than through any other station or combination in New England.

Today, The Yankee Network's loyal legion of friends is demonstrating responsiveness with tremendously accelerated tempo.

When you buy time, keep in step with the times — get all-out results through The Yankee Network's home-town, 21-station coverage in New England.
Motorman Botts has discovered the secret of success...

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

You, too, can easily learn how to be a Successful Business Man. Simply place your accounts on this station.

Here's why! Our listeners, in the farm and small town areas throughout Nebraska and her neighboring states, are spending the largest farm income in their history. Such income is doubled and tripled by the cycle of its spending—from farmer to merchant to doctor to grocer to wholesaler to farmer ad infinitum.

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

BROADCasting
The Weekly News Magazine of Radio Broadcast Advertising

VOL. 24 • NO. 4 • JANUARY 25, 1943

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Subscription $5.00 a Year • Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

WELL-PAID WAR WORKERS ALL OVER THE TAMPA TRADE AREA LISTEN TO THESE NBC PROGRAMS:

Jack Benny
Bob Hope
Charlie McCarthy
Lowell Thomas
Abbot & Costello
Telephone Hour

One Man's Family
Album of Familiar Music
Aldrich Family
Truth or Consequences
Kraft Music Hall
Eddie Cantor

Fibber McGee
Dr. I. Q.
Kaltenborn
Red Skelton
Contended Hour

A major percentage of the 400,000 other folks in the primary service area of WFLA are listening to—and buying the advertised products.

WFLA TAMPA NBC
JOHN BLAIR & CO. • NATIONAL REPRESENTATIVE
Christmas furlough... on wax!

It's a long way from the South Pacific to the Buckeye state. But the boys of Ohio's 37th came home for Christmas anyhow. Not in person ... but on records which arrived at Radio Station WGAR just before the holidays.

When the division sailed for foreign shores, it had packed along modern, portable, record cutting equipment ... agreed to ship platters back for broadcasting to the home folks over WGAR. By the time the transcriptions arrived, the War Department had restricted such broadcasting ... but said "yes" to our request for a special playing before an approved audience. And so, at a private party held by WGAR for relatives and friends of Ohio's Jap hunters, the boys came home for Christmas ... on wax!

Bringing Johnny Doughboy's "hello" to Mom, his plea to "send one of those big chocolate cakes," and his best regards to "the girl with all the freckles"—this may not be the duty of a radio station. But, it was our privilege and our pleasure!
Less than eight years ago Barney Lavin was a more or less typical college boy, doing amateur announcing "on the side" for his school-owned radio station. But Barney was one of those kids who seize opportunities and responsibilities faster than most people even recognize them. So getting an opportunity at WDAY in 1935, Barney became Sales Manager one year later—and then, aged 30, was appointed Manager of The Oldest Radio Station in the Northwest!

Speaking of "seizing opportunities and responsibilities"—that's one of the things on which we sort of pride ourselves, too. First in sensing the opportunity for radio-station representation itself, back in 1932—then, over the years, in establishing most of the responsibilities to be assumed by this entire branch of the radio business. . . .

No, we're not demanding your admiration just because we were first in so many of the now standard practices of station representation. What we are really trying to point out is the spirit behind these innovations—the spirit of trying to earn your patronage by increasing the value of our services—a spirit in which we believe we are still pioneering, here in this pioneer group of radio-station representatives.
New AT&T Rates Save Industry $2,145,000

More Use of Small Outlets on Nets Foreseen

SAVINGS IN network program transmission costs amounting to approximately $2,145,000 will accrue to broadcast stations as the result of rate cuts adopted by the AT&T, as announced last Thursday by the FCC. Under the total cut, AT&T has agreed to reductions in telephone rates which effect an overall reduced revenue of its Long Lines department by an estimated $50,700,000.

The overall savings, included in lower wire and connecting costs, will affect every network outlet, plus non-network stations which are occasional users of wire line service. All radio wire line costs effective Feb. 1 will be paid on a new base of $8 per airline mile, as against the former rate of $8 per airline mile for high fidelity service.

Will Help Small Stations

The $2,145,000 reduction applies to estimated expenditures by national networks of $8,000,000 a year for a Long Line service, and of an additional $2,000,000 spent for regional and other remote service through Associated Bell Companies. The overall reduction runs in the neighborhood of 20-25%. It was estimated, though the precise figures all down the line must await the adjustment and nilling of tariffs by AT&T and the Associated Bell Companies.

It was said at the FCC that one direct effect of this rate reduction will be to promote wider small station use of the networks. Until May 1942 stations wanting to make use of network programming occasionally, were subject to a 30-day contract. In May a one-hour per day rate was introduced for casual users. This served to promote the airing of public interest programs by small stations but the rates were still regarded as high for small operators.

Under the new rate structure, reductions have been effected all along the line, ranging from 40-60% in individual cases covering all schedules. Now small stations will be further encouraged to avail themselves of such public interest programs as the networks are willing to make available, according to FCC sources.

Selling Job Remains

This important step does not relieve the selling job, however, for the problems of selling national advertisers on the use of local stations and the willingness of the networks to underwrite their stations still remain.

Revised rates cover Schedule A & B line users whose frequencies range from 100-5,000 cycles; Schedule C users who are limited to a frequency range from 200 to 5,500 cycles; Schedule D users who require special transmission without supervision or special operations for occasional use within the 200-5,500 cycle range, and Schedule E which covers talking circuit users.

Schedule A users may now obtain service for 16 hours per day at the rate of $6 per airline per mile instead of the former $5. Each additional hour per day has been reduced from 15 cents per mile per month to 10 cents.

Schedule B Cut 25%

Under Schedule B, hour programs will be transmitted at the rate of 15 cents per mile per hour instead of 20 cents as heretofore. Each additional 15-minute period or fraction thereof consecutive with the initial period will be charged at the revised rate of 3 cents instead of the former 5-cent rate.

Rate charges under Schedule C for 24-hour service have been reduced from $5.20 to $4 per airline mile per month. Those using less than 24 hours a day between noon and 9 p.m. have been reduced from $3 to $1.50 per airline mile per month for the first hour. Each additional hour will be charged at the rate of 25 cents per airline mile per hour instead of the former 50 cents.

Cost of service for hours between 9 p.m. and 9 a.m. will be charged at the rate of 75 cents per month for the first hour instead of $1.50. Each additional hour will cost 20 cents instead of 25 cents.

Rates of Schedule D call for 10 cents instead of 15 cents for the first hour or fraction thereof and each additional period will be charged at the rate of 3 cents instead of 30 cents. These are all inter-exchange channel per airline mile costs.

Changes in the rates of station connections are as follows: Schedule A users (16 hours per day) must now pay $75 per month instead of the former $125. Each additional hour per day is to be charged at the rate of $15 per month instead of $20 as heretofore.

Hourly connections operating under Schedule B are to be charged at the rate of $20 per month instead of $30. Under Schedule C, each bridge-

‘Command Performance’ Costs Army $25,480 Year for Music

LATEST application of the AFM recording rules finds musicians who formerly donated time and talents on Command Performance U. S. A., government-produced weekly shortwave-transcribed program for overseas servicemen, now charging the Army $24.50 per man. This is for a three-hour session, including rehearsal time and the 30-minute performance.

During initial 42 weeks, when series was produced by radio branch, Bureau of Public Relations of the War Dept., no charge was made by musicians for their services. Gesture was widely publicized at that time as an AFM contribution to the war effort.

Costs Army $25,480

With production of the program shifting to the Army Special Service Division Nov. 30, the situation took on a different aspect. The AFM cancelled that particular contribution to the war effort and prevailing contract rates were put into effect by Los Angeles Local 47.

With orchestra averaging 20 men, the Army is now paying musicians on Command Performance $24.80 per week, or $25,480 on a yearly basis, to entertain soldiers, sailors and marines overseas.

In cancelling its previous contribution arrangement, Los Angeles Local 47 officials contended that the Army Special Service Division had a budget for production, and pointed out that music and talent on other transcribed shows were being paid. This stand, it is said, was with the approval of AFM national headquarters. Army Special Service Division, in addition to Command Performance, also produces the weekly halfhour variety show Mail Call, which uses a band, and Jubilee, all-Negro variety program, built around an orchestra.

It was pointed out though, that travelling name bands are permitted to contribute services gratis to Command Performance and other government produced transcribed programs for overseas transmission.

Hence, when reorganizing the program in Los Angeles, it was pointed out that the sponsor pays a 15% fee on the overall per man, per hour, to the AFM national headquarters when orchestra plays outside the local union jurisdiction. In addition the advertiser pays an extra one-hour rehearsal time fee for travel. For after broadcast off-the-air entertainment for servicemen at the military bases, the AFM one-hour overtime charge prevails.
ANA Says FCC Rule Creates Monopoly

Enforcement of Time Option Ban Would Injure Locals

A DEVASTING indictment of the FCC's chain-monopoly regulation based on the actions that were delivered by the Association of National Advertisers last Thursday in a brief filed with the Supreme Court, it is claimed that the national network business would gravitate to the highest powered stations and would tend to create the sort of monopoly the FCC content that it was not in the public interest.

The brief, filed by Isaac W. Digges, of New York, ANA counsel, accompanied a motion for leave to intervene as a friend of the court in the NBC and CBS suits against the FCC chain-monopoly regulations. It was revealed by Mr. Digges that plans already are under consideration by many national advertisers to use the 30 most powerful stations (50,000-watt unlimited time outlets) and the 64 stations comprising the best coverage of the United States as a sort of "tailor-made" networks, if the option time regulation becomes effective.

Final Phase of Controversy

ANA buttressed both the NBC and CBS arguments that enforcement of the option time regulation, aside from other rules, would kill network broadcasting as it is known today. The major networks had consistently predicted that enforcement of the regulation would open the way for "fly-by-night" operators and for creation of tailor-made networks by national advertisers or their agencies.

The filing of briefs by the appellants, NBC and CBS, last week, the Supreme Court docket indicated argument of the cases about Feb. 10. This argument constitute the final phase of the "life and death" controversy with the FCC which began with the issuance of the Commission's chain-monopoly regulations on May 2, 1941.

Obviating the need for Supreme Court action extending the mandate of the statutory three-judge court in New York deferring enforcement of the much-litigated regulations, the FCC last Friday announced it had, on its own motion, suspended the effective date until April 1 or the date of the decision of the Supreme Court, whichever is earlier. The previous deadline, fixed by the lower court which suspended the FCC's action last November, was March 31, the argument of the appeal, whichever was earlier.

Stations Intervene

ANA's brief contended that the regulation was invalid and that there was no finding by the Commission that public interest required its enactment. The brief cited that ANA's membership comprises not only important users of broadcast advertising but many potential users of the medium. It cited compilations made by Publishers Information Bureau and Broadcasting that members of ANA placed with the networks 72% of gross business of all the networks in 1940. ANA brought out that it had procured written consent of all the parties to the litigation for filing of affidavits as a friend of the court. The court presumably will act on the motion prior to scheduled argument. Opposing the network appeals are the FCC, as the respondent, and MBS, which has intervened in the Commission's behalf, as it did in the lower courts.

Briefs in support of NBC's position were filed by Stromberg-Carsen, as licensee of WHAM, Rochester, and Woodmen of the World Life Insurance Society, as the then licensee of WOW, Omaha. Both of these stations are affiliated with Red outlets, respectively, joined in the original NBC litigation in the lower courts.

Nets Depend on Options

Mr. Digges argued that the record is barren not only of substantial evidence but even of a scintilla of evidence to support any finding that "wholesale destruction of radio stations' freedom to contract for time options will not deal a damaging blow to network broadcasting in the future."

To the contrary, said the brief, common knowledge and experience well accepted in advertising, merchandising and distribution, and the generally known fact that experiences of the broadcasting industry itself, establish that "the network system of broadcasting is dependent upon the ability of networks to obtain options for radio time from their affiliates."

Despite the fact that these economic considerations, inherent in the placement of advertising contracts, easily could have been anticipated by the Commission, "the Commission nevertheless issued no invitation to the advertising community, as represented by buyers of radio advertising, to present evidence to the Commission," ANA contended.

'Practical Impact'

ANA argued that comprehension of the facts was essential to an understanding of the "practical impact" of the option rule upon the business of national advertisers. Most significant was the disclosure that business would gravitate to the 30 most powerful stations in the United States—the 50,000 watt—"if the option rule became effective, and to the 64 stations which cover 100% of the population most economically. These 64 outlets have a time cost of $12,015 as against $14,778, which would have to be spent in the same time for the air on 160 stations to reach only 84.1% of the population."

Thus, it was pointed out that (Continued on page 48)

Petrillo Pulls Dance Remotes From Blue Network and CBS

AMERICAN Federation of Musicians last Wednesday ordered all remote dance band pickups off CBS and the BLUE network, which filed their options in their program schedules with a variety of studio programs and, on the BLUE, with some recorded programs. Move was made by the national AFM to speed any settlement of a dispute between the Pittsburgh local of the union and WJAS, affiliates of CBS and the BLUE respectively, in that city. Four remote dance stations were under the direction of J. H. Brennen. It was explained at AFM headquarters in New York that with the expiration of the contracts with the Pittsburgh local, the union had asked that the staff musicians at KQV and WJAS be employed for more weeks each week than they were formerly. Mr. Brennen, the union reported, not only did not accede to these demands but presented a counter proposition that the annual term of employment for these musicians be shortened.

Commenting on the AFM action last Thursday, Mark Woods, president of the BLUE, described that network as the "innocent but injured party in the current ban against broadcasting of dance bands from remote pickup points issued by the AFM." Pointing out that the dispute is a local one to which the BLUE is not a party, "the network as a matter of fact employing musicians under terms completely agreeable to the union," Mr. Woods said: "Not only is the network penalized by conditions beyond its control, but 145 independent American broadcasting stations, affiliated with the BLUE network, are also penalized because one BLUE affiliate has differences with the musicians organization."

Dance Pickups Affected

Only the dance pickups were affected, it was understood, with the BLUE to be permitted to broadcast the Boston Symphony Orchestra, the New York Philharmonic and the Cincinnati Symphony Orchestra. The New York Philharmonic on Sunday evening is broadcast from the International Broadcasting Bureau by Jack Roberson. Protests were filed by the network regarding the New York Philharmonic on Saturday evening.

New Developments As Senate Group Awaits AFM Plan

Petrillo Invokes Old Tactics In Denying Net Remotes

THE PETRILLO music situation remained in a state of suspended animation, while the Colorado Interstate Commerce Committee awaits receipt of "demands" from the AFM international board for removal of the transcription-monopoly control.

Two developments during the week, however, were pointed to as additional examples of the arbitrary mailed-fist methods of James C. Petrillo, AFM president, despite his testimony to the Senate committee a fortnight ago to the contrary. Petrillo's action in jerring remote bands from CBS and BLUE networks, because of the controversy of WJAS, Pittsburgh, with the AFM local, and the disclosure in Los Angeles that the Army is jerring 600,000 dollars for the Command Performance program, aroused considerable interest.

Uses Old Tactics

Chairman Clark (D-Idaho), of the Senate committee, said plans for resumption of the broad-scale inquiry into AFM would not be developed until after the AFM had received the AFM proposal [BROADCASTING, Jan. 18]. Meanwhile, he introduced a resolution in the Senate to continue the life of his subcommittee for the duration of the new Congress. Approval of the resolution is regarded as automatic. All existing resolutions expire Jan. 31 under previous Senate action, unless renewed prior to that date.

Meanwhile, argument was set for today (Jan. 25) on the AFM motion to dismiss the new anti-trust suit brought by the Department of Justice against AFM, based primarily on the recording ban, pending before Federal Judge John P. Barnes in Champaign, Ill. The objection to disastrous if the motion is refused, regarded as likely in the light of developments, the case will be heard Feb. 8. Last October, Judge Barnes dismissed the original suit, filed and argued by As... (Continued on page 44)

Sunday even if the dance bands were still off the network.

The CBS remote action, it was reported, developed after Mr. Brennen had failed to come to an agreement with his local on demands for an increased allotment for musicians on the CBS outlet. WJAS. Mr. Brennan, it is understood, contracted for $1,000 per week for the station, with the union demanding $2,000. He has paid $1,000 for KQV. The negotiations reached an impasse, with the result that Petrillo ordered them pulled, referring the full-time duty to customary tactics branded by industry as secondary boycott.
Fly Main Target in House Probe of FCC

Cox Measure Gets Overwhelming Approval

RUMORS flew thick and fast about impending changes on the FCC in the wake of the almost unanimously action of the House last Tuesday voting out the Cox resolution for an investigation of the organization, personnel and activities of the FCC, with Chairman James Lawrence Fly the principal target, but with the whole Commission branded by Rep. Cox (D-Ga.) as "the nastiest nest of rats in this entire country."

While confirmation of reorganization plans was lacking in official quarters, there cropped up rumors, repeatedly heard in the past, that Chairman Fly might be given another Government assignment. Setting this, however, was the observation in informed circles that such a development was unlikely, now that an inquiry had been ordered.

No comment whatever was heard from Chairman Fly following the almost unprecedented House action and the vitriolic attack upon the chairman and the Commission by Rep. Cox, but the atmosphere around the Commission was charged. While the Commission has been attacked many times before in Congress, there had never been such a widespread denunciation of it since its creation in 1934.

To Name Counsel

The select committee, headed by Rep. Cox himself, probably won't get under way until about mid-March, according to the Georgian. The first order of business is selection of counsel—whom Judge Cox said would be outstanding—and of a chief investigator. It will be a thorough-going job, he said, and will delve deeply into every aspect of Chairman Fly's stewardship, of FCC operations, of purported "get-tape" tactics, of alleged Communnist taint and, in effect, every charge levied against that body since its creation.

Chairman Cox said he would call his committee together this week to go over the preliminary matters and determine the size of the initial appropriation. It is thought a fund of about $35,000 to $40,000 will be sought. He asserted the committee was interested in maintaining "free speech, free press and free radio".

In addition to normal functions of the FCC, its war activities will be covered, insofar as they may duplicate functions of the military, which presumably includes such operations as the Office of Censorship and Broadcast Intelligence Service.

Judge Cox said a number of attorneys were being considered for the key post of chief counsel but that no decision had been reached and that one would not be until the committee held an organization meeting. Appointment of the counsel, however, if well investigator, is expected at least a fortnight before the hearings get under way.

Only Two Nays

There was no question about the attitude of the House toward the FCC. After the Rules Committee on Monday had reported the Cox resolution unanimously, the House, after a few days of business the following day, heard Rep. Cox denounce Chairman Fly as "the worst bureaucrat in Washington". President Pro Tempore, R. L. (R.-N.Y.), ranking minority member of the Rules Committee, had supported the resolution. (Text of speech on page 47)

The skids were greased and efforts, ascribed to the FCC, to amend the resolution to encompass a broad-gauged investigation of the broadcasting industry, fell completely. On two occasions'veard when Speaker Rayburn called for the vote and he promptly appointed the committee.

On the committee with Chairman Cox will be Democrats, Hart, of New Jersey, and Magnum, of Washington; Republicans, Wigglesworth, of Massachusetts and Miller of Missouri (a first-termer). A full staff of attorneys and investigators will be retained, according to Judge Cox.

While the inquiry is directed only against the FCC and the stewardship of its members, it was reported that the committee might extend its investigation to include the industry. Judge Cox indicated he might later agree to allow the committee to enter other aspects of the radio.

Also linked as a possible target of Judge Cox's ire is Commissioner C. J. Durr, newest member of the FCC named in November of 1941 to succeed Frederick I. Thompson of Alabama. Mr. Durr generally has been regarded as the logical successor in the event Chairman Fly was called to other duties. He has been the Commission's Congressional liaison, and while Judge Cox has not openly criticized Mr. Durr in the manner he has flailed Chairman Fly, it nevertheless is known that the panel plans to have him on the carpet, along with other FCC members.

Presence of Rep. Wigglesworth on the special committee occasioned considerable comment, since he has been a persistent critic of both the FCC and of purported monopoly in the industry virtually from the creation of that body. A member of the Independent Officers subcommittee of the House Appropriations Committee, Rep. Wigglesworth has subjected Commission executive personnel to intense grillings on broadcast regulations and affairs, behind the closed doors of that committee.

The hearing on the FCC's record-breaking 1942 appropriation was held Jan. 15, with Chairman Fly, according to reports, questioned rigorously on alleged as well as normal FCC expenditures. The full Appropriations Committee has served notice that it proposes to slash non-war expenditures and to inquire into all generally considered defense appropriations of Governmental agencies outside the military.

The fact that the FCC seeks an ordinary appropriation for normal activities of $2,000,000—that to that of last year—has occasioned some comment, particularly in the light of the sharp reduction in normal activities, studies and investigations.

At the last hearing before the appropriations subcommittee, voluminous data on salary and transfers, on other normal expenditures of the Commission, and on draft deferments and personnel were requested by Rep. Wigglesworth, it is understood. The report has spread that the FCC has sought and procured as many draft deferments, per capita, as any agency of Government.

Other members of the subcommittee have not been identified particularly with radio matters, but all are attorneys. The committee was regarded as a capable and effective one. It will constitute the only select committee of the House conducting a special inquiry at this time.

Broad Powers

Preparatory to getting the inquiry under way, Rep. Cox desires to select a counsel and investigators who will ferret out material upon which to base the study. The committee has broad powers and the right to subpoena records, books, papers and to take sworn testimony under oath. The committee is ordered to report to the House during the present Congress the results of its investigations "together with its recommendations as it deems desirable."

Actually, there were no state-

(Continued on page 46)
Radio Does Big Job for Government

Network Allocation Plan Is Used Effectively to Reach Millions

BY SEYMOUR MORRIS

Chief, Allocation Division, Domestic Radio Bureau, OWI

MOST people are probably not aware that the government has just weakened and augmented what promised to be the greatest passenger transportation crisis in our history—in the recent holiday period. Mr. Joseph B. Eastman, director of Defense Transportation, credits the fact that we came through this potential crisis without the much-feared traffic jam of rail, bus and car systems in large part to the two-week radio campaign on "Don't Travel at Christmas" which was carried on the Office of War Information's Network, Allocation Plan in the period Dec. 7 to Dec. 20.

Scientifically Scheduled

Many other media were, of course, used in this campaign—some of them quite successfully. But no medium was used as radio was—with a series of messages scientifically scheduled across all types of programs, hammering away on the same point, and each designed to reinforce those messages to approximately one-third of the homes in the country.

Furthermore, probably no other medium delivered a "Don't Travel at Christmas" message with the impact of radio's messages on this subject. For in the great majority of cases this appeal was not simply a haphazard call to action but either an effective dramatization of the subject or a fervent plea from one of the country's best known radio personalities.

The message reproduced below is a typical example, and is significant because it indicates so clearly how a proven advertising technique lends itself to a Government campaign.

Announcer: Do you want this to happen? Of course you don't. Reddy, he's wearing his uniform when he comes home? Women: He's not coming home, dear—not for a long time.

Girl: Not even for Christmas, Mommy? 

Woman: It's possible.

Girl: Then you'd better get your seat on the train at Christmas time. And right away.

Announcer: Or this?

Sound: Long distance telephone ring (received) Receiver: "This is a recorded announcement.

Man (about 25): Yes, what do you want?

Woman: (Dodging in, off) Listen, ready with your call to California.

Man: Oh-hello! Mom! (Pause) Say, I guess I won't get to see you before I leave. (Pause) Yeah—get the fellow all right. But looks like the whole country's travelling this Christmas. I can't get a seat on the train. What? (Pause) No—easy. I've got my seat reserved. Mom—I'll be going over right after—so it looks like I'll get my seat on the train.

Announcer: Folks I put it up to you.

THAT RADIO is performing an outstanding job for the Government in disseminating necessary wartime information is graphically told by Seymour Morris, chief of the allocation division, Domestic Radio Bureau, OWI. Upon his graduation from Princeton in 1933, Mr. Morris joined Lord & Thomas and subsequently served with Benton & Bowles and Compton Adv. Inc., until March, 1942, when he became agency liaison for the OFF. The following June when OFF was absorbed by the OWI, Mr. Morris became chief of the allocation division, where he has done an admirable job in channeling Government copy through the nation's broadcasting outlets.
Like a boy and his dog...
Like Flatbush and the Dodgers...
Like Hollywood and the movies...
LIKE CHICAGO AND WGN...

The erudite call it mutuality but we say—"Some things just belong." It's that way with Chicago and WGN.

The people of Chicago are so well aware of WGN as THE Chicago station that in surveys they have chosen WGN "Chicago's outstanding radio station."

The advertisers in the Chicago market have also been aware of this fact for in 1942 they placed more local and national spot time on WGN than on any other two major Chicago stations combined.

A Clear Channel Station

50,000 Watts

720 Kilocycles

MUTUAL BROADCASTING SYSTEM
Coca Cola Plans Third Blue Series

Local Bottlers to Buy Time For Afternoon Program

A THIRD NETWORK program, sponsored by Coca Cola Co., Atlanta, will be launched Feb. 8 on the BLUE when the company presents Songs by Morton Downey Monday, Thursday and Friday from 3:30-5 p.m. The number of stations on which the program will be aired depends on the number of bottlers who arrange to sponsor the series in their respective cities. Contracts now in their hands will be delivered to the DARcy Adv. Co., agency in charge, which in turn will make final arrangements with the BLUE.

Prior to the start of the new show, which also will feature Raymon E. Pappas's as well as two other circuit talks were scheduled last week. On Tuesday, Keith Kiggins, vice-president in charge of stations of the Eastern Area, outlined the future show to BLUE affiliates, explaining to them how Coca Cola was responsible for production and talent, and the bottlers for the time.

Bottlers Enlisted

The second closed circuit talk, unique in that it was a campaign to enlist the bottlers' support of the program, was held Jan. 28 with bottlers in the home offices invited to preview the show by the sponsor and station managers of BLUE affiliates. Talks were presented by Mark Woods, president of the BLUE; Harrison Jones, chairman of the board of Coca Cola; Mrs. Alfred J. Mathemat, president of the American Legion Auxiliary in Indianapolis; as well as two closed circuit messages by representative housewives and rating experts who set forth the necessity for such a new type of afternoon radio show.

Coca Cola also sponsors the Sunday afternoon Pause That Refreshes on the Air on CBS, as well as Victory Parade of Spotlight Bands at nights weekly on the full BLUE network.

Humphrey's Drive

HUMPHREY'S HOMEOPATHIC Medicine Co., New York, which on Jan. 4 started a campaign on five Eastern stations for its drug products, has added three New England outlets. Contract for 24 weeks calls for live announcements from five to seven times weekly on WOR, WNEW, WBAL, WCAU, WBEN, WCCO, WZON. Humphrey's schedule is larger this year than last, when five outlets were used. Atherton & Currier, New York, is the agency.

WSAP Opens Feb. 1

WSAP, Portsmouth, Va., which has postponed its opening a number of times, due to technical difficulties, expects to open Feb. 1. WSAP will operate with 250 watts on 1490 kc., and will be affiliated with Mutual. Portsmouth Radio Corp. is owner.

4,400,000 Radio Sets Sold in 1942 Bringing U. S. Total to 59,340,000

DESPITE the fact that the War Production Board ordered the cessation of all radio set production last April when all radio set plants were closed, sets 2 billion dollar military production program, the total number of radio sets in use as of Jan. 1, 1943, rose to 59,340,000, according to estimates by O. H. Caldwell, editor of Radio Retailing Today. During 1942 the number of radio sets sold totaled 4,400,000, including 350,000 auto radios and 500,000 sets exported.

Mr. Caldwell estimates that the total bill for radio during 1942 amounted to $290,000,000, of which included $203,000,000 in time sales by broadcasters, $40,000,000 talent costs, $225,000,000 for electricity, batteries etc. to operate receivers, $136,500,000 for 5,800,000 radios sold at retail. His year-end statistics follow:

CIVILIAN RADIO SALES, 1942

<table>
<thead>
<tr>
<th>Total sets sold</th>
<th>4,400,000</th>
<th>$154,000,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sets exported</td>
<td>500,000</td>
<td>17,500,000</td>
</tr>
<tr>
<td>Auto radios</td>
<td>350,000</td>
<td>12,250,000</td>
</tr>
<tr>
<td>Home radios, U. S.</td>
<td>3,500,000</td>
<td>124,250,000</td>
</tr>
<tr>
<td>Total tubes, U. S.</td>
<td>87,700,000</td>
<td>96,000,000</td>
</tr>
<tr>
<td>Tubes, initial equipment</td>
<td>34,700,000</td>
<td>38,000,000</td>
</tr>
<tr>
<td>Tubes, replacements</td>
<td>53,000,000</td>
<td>58,000,000</td>
</tr>
<tr>
<td>Parks, supplies</td>
<td>70,000,000</td>
<td>70,000,000</td>
</tr>
<tr>
<td>Phonograph records</td>
<td>110,000,000</td>
<td>48,000,000</td>
</tr>
</tbody>
</table>

ANNUAL U. S. RADIO BILL

| Sales of time by broadcasters | $203,000,000 |
| Talent costs | 40,000,000 |
| Electricity, batteries, etc. | 225,000,000 |
| Radio sets, replacements | 58,000,000 |
| Radio parts, supplies, etc. | 70,000,000 |
| Servicing radio sets | 70,000,000 |
| TOTAL | $580,500,000 |

PILLSBURY FLOUR MILLS Co., Minneapolis (flour) has placed participating announcements, two to six weekly, starting Jan. 18 on WCAO, WEEI, When WGAN, KRLD, KXYZ, KCMO, WTMJ, WCCO, KSTP, WCAU, WRC, WBBM. Agency is Meann-Erickson, Chicago.

EVERGLO VITAMIN Co., New York, which entered radio a few months ago with a spot campaign on WLIB, Brooklyn has extended the announcements for its vitamin product to 15 stations in the Eastern area on a basis of 10-205 times weekly. Agency is Director & Lane, New York.

BLUE BILLINGS UP 22% DURING 1942

GROSS TIME sales for the BLUE during 1942, its first full year of operation as an independent network, rose 2,493, representing a 22.7% increase over BLUE billings in 1941 which totaled $12,685,169.

Spot advertising business of $1,000,000 or more on the BLUE for their accounts during 1942 are: Keith Kiggins, $2,468,000; Young & Rubicam, $1,423,000; Wade Adv. Agency, $1,277,000; J. Walter Thompson, $1,165,000; Maxon Inc., $1,030,288 and Roche Williams & Cunyngham, $1,015,698. The ten leading advertisers last year on the BLUE were:

Sterling Drug, Inc., $1,715,654.
American Home Products, $1,455,852.
Mills Labs, $1,377,417.
Ford Motor Co., $1,012,626.
General Mills, $943,652.
Coca Cola Co., $843,874.
Budweiser, $789,819.
Carter Products, $578,191.
Amos, $541,488.
Swift & Co., $504,205.

Brisacher in N. Y.

R. T. VAN NORDEN, vice-president of Brisacher, Davis & Staff, San Francisco, has been placed in charge of a New York office for the agency, which was set up on a near future at an unnamed location. The agency will hereafter be known as Brisacher, Davis & Van Norden. It was announced, according to Mr. Brisacher, the New York office is being opened to facilitate service to the growing number of Pacific Coast manufacturers who are already conducting market research in preparation for national distribution after the war.

SPOTS FOR SHREDDIES

NATIONAL BISCUIT Co., Los Angeles, which, in a 10-week campaign which starts Jan. 25, will use a total of 55 dramatized one-minute transcribed announcements weekly on 25 stations. List includes KNX KFI KJH KPO KKW KJBS KOB KJR KXI. Agency is Botfords, Constantine & Gardner, Los Angeles.

KPAS Boosts Power

KPAS, Pasadena, Cal., on Jan. 14 increased its power from 5,000 to 10,000 watts fulltime on 1110 kc. Western Electric-equipped studio is located in the Huntington Hotel. J. Frank Burke is president of Pacific Coast Broadcasting Co., operating the stations. Loyal K. King and John L. Akerman are general and commercial managers, respectively.

ANPA Meets April 20

AMERICAN NEWSPAPER Publishers Assn., will hold its 57th annual convention April 20-22 at the Hotel Waldorf-Astoria, New York, preceded, as usual, by a one-day meeting of the Associated Press April 19.

Pabst to Place

PABST SALES Corp., Chicago (beer) will sponsor a half-hour variety program on NBC. Starting date and time period have not been decided. Agency is Warwick & Leg- ler, New York.
How one radio station dominates its market...

WSPA—the Piedmont’s station in Spartanburg, S. C.—is ostensibly “ringed in” by outside stations, two of them 50 kw. But people listen to programs in the prosperous Piedmont—to WSPA programs, tailored for our people, balanced by a solid CBS structure.

We knew what kind of job WSPA is doing up and down the Piedmont Plateau; we wanted to prove the kind of job we’re doing in Spartanburg.

Hooper found out. This Fall, they made 5,872 coincidental calls. Here’s what they found:

<table>
<thead>
<tr>
<th>Time Period</th>
<th>WSPA (%)</th>
<th>All Outside Stations (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 A.M. to 12:00 Noon</td>
<td>59.8%</td>
<td>27.6%</td>
</tr>
<tr>
<td>12:00 Noon to 6:00 P.M.</td>
<td>59.0%</td>
<td>22.1%</td>
</tr>
<tr>
<td>6:00 P.M. to 10:30 P.M.</td>
<td>63.8%</td>
<td>16.4%</td>
</tr>
</tbody>
</table>

More listening to WSPA than to all outside stations combined—more on a day-and-night average by over 300%!

In the half-millivolt area of WSPA alone—exclusive of the Army Camps—are 73,670 radio homes. Retail sales exceed $100,000,000.

It’s a big target we aimed at. Thanks for helping us hit the bulls-eye.

WSPA
South Carolina’s FIRST station - Spartanburg, S.C.
5000 Watts Day - 1000 Watts Night - 950 KC - Represented by Hollingbery
HOW DEPARTMENT X OPERATES

CBS Unit Paves Way for Handling of Problems—Likely to Arise in Post-War Era

IN A STATEMENT written for BROADCASTING's special syndicate on "What's Ahead for Radio?" (BROADCASTING, Dec. 28), CBS President William S. Paley first revealed the existence of the network's Department X, which he stated, "devotes all its time to studying the war aims, post-war planning, the probable nature of the problems that we shall have to face." Department X is ready given us enough challenging data to make us definitely forward-looking."

Headed by Bryson

Asking CBS for more detailed information about Department X, BROADCASTING learned that it is really a part—what might be termed the post-war division—of the agency that was organized by Mr. Paley and Mr. Swanson to take care of the radio service to the armed forces. Department X is headed by Lyman Bryson, CBS director of education and chairman of the network's adult education board, currently on leave from his position as professor of education at Teachers College, Columbia U.; that it was started more than a year ago, on Dec. 1, 1941, six days before Pearl Harbor.

"We realized then," Mr. Bryson explained, "that whether or not the United States was drawn into war, it would inevitably have to take part in the tremendous rehabilitation program which would follow World War II. The vital role which radio will play in world-wide re-construction was apparent even then, since, for the first time in the history of wars and peace treaties, such a means of mass communication has been available."

Undertaking what CBS believes to be one of the most complete surveys of post-war planning in the country, the staff of Department X has already made 400 digests from important books, pamphlets and articles, representing the opinions of more than 1,000 people, now cross-indexing this mass of material. The group has also prepared five elaborate charts of post-war issues which it has placed at the disposal of public officials, experts on foreign affairs and other post-war planners.

The CBS post-war division is also studying the more than 300 organizations, representing all facets of political and economic thinking, who are active in this field. Its agenda for further study includes such diverse topics as the establishment of an international or regional federation, the necessity for an international police force, a World Court, an international women's league, and the distribution of goods and services, reemployment of war veterans, economic counsels, labor control, the place of small nations in the post-war world set-up, the youth problem, compulsory education, prevention of inflation or deflation, housing for demobilized service men at war prices, and the like.

Plans for Department X have developed largely at the weekly conferences held by Mr. Bryson with other CBS executives, writers and producers, including Edmund A. Chester, director of the short-wave department; Norman Corwin, writer-producer-director; Robert J. Landry, director of programming; Leon Levine, assistant director of education; William E. Forbes, executive assistant; David-son Taylor, assistant director of broadcasts; Robert L. Shayan and William Robson, producers.

Department X research staff comprises Mildred Adams, writer on international politics; Sylvia Stone, economist; Rudolph Felsch, bibliographer; Mrs. Ruth Fried-lich, science research worker; Mrs. Ann Spinney and Helen Kandel, general research workers.

WAR CANCELS OHIO ENGINEERING MEET

ANNUAL Ohio State Broadcast Engineering Conference, usually held in February, has been cancelled this year due to the war.

Dr. W. L. Everitt, director and originator of the Conference, is on leave from Ohio State to the Signal Corps. The Director of Engineering for the NAB, who cooperated with Dr. Everitt in handling the sessions, is now with Dr. Everitt in the Signal Corps.

It is probable that there will not be another conference until after the war. According to the Ohio State announcement, the confer-ence is expected to resume as soon as conditions permit.

Richardson on Flight

EXCLUSIVE story on the nightly flight of the night of Jan. 16 was related by Stanley F. Richardson, manager of the NBC London office, in two NBC broad-casts. The follow-ing night, Sun-day, Mr. Richar-dson was heard on NBC 11:01-11:05 p.m., reciting his eyewitness ac-count of the flight. He was the only American broadcaster able to witness the bombing. He re-told the story Jan. 18 on the MBC Alliance, of the night of 7:15-7:30 p.m. Before going to London last autumn, Mr. RICHARD-son was assistant to J. H. Ryan, assistant director of censor-ship for radio, in charge of short-wave activities.

Furniture Discs

CHARLES MICHelson, New York, radio transcription firm, has been appointed to handle sales of My Prayer Was Answered, program now sponsored on 65 stations by as many furniture stores belonging to the Retail Furnish Assn., Bailey work. The program is heard on a weekly basis for a 39-week period. Other members of the furniture group may assume spon-sorship of the program shortly.

Two Join F & P

DAVID G. JONES and Jones Soevorn have joined the New York sales staff of Free & Peters, station representa-tives for the formerly business manager of WLAW, Lawrence, Mass. and account executive of W. W. Aver and Son, Philadelphia, while Mr. Soe-vorn is a former member of the sales staff of the St. Louis Post-Dispatch and recently at the affiliated station, KSD, St. Louis.
TIED FOR

AT IN BOSTON
From 8:30 a.m. to 9 a.m.

PERCENTAGE
OF LISTENERS ..... 27.5%

According to the Hooper "Continuing Measurement of Radio Listening" report (June 15th through Sept. 1942) of seven Boston stations.

THIS is the story of an independent radio station that is doing a single-handed job in Boston . . . a station that by sheer popularity, and without benefit of network, is a major factor in this market. WORL is the station to watch . . .

WORL is the station to use. It's "Boston's Best Buy."

WORL

THIS LITTLE BUDGET WENT TO THE "920 CLUB"
**List of Surplus Equipment Made Available to Stations**

**FCC Catalogs Results of Nationwide Survey of Supplies, With Supplements to Be Issued**

SURPLUS equipment held by standard broadcast stations as well as those that are in process except ammonia was announced last Friday by the FCC in announcing results of a nationwide survey.

**Catalog of Surplus and Salvageable Equipment**, the bulletin will shortly be distributed to interested Government departments, inspectors-in-charge of regular and sub-hed FCC offices as well as to a list of 124 broadcast stations located throughout the United States and its territories to provide the best possible geographical distribution.

Since the material assumed greater bulk than anticipated, it will not be possible to distribute one copy per station. Inspectionally, centrally located stations have been named in each State where the 1,100-page manual is to be kept available to those interested.

**Types of Equipment**

Equipment covered in the manual appears under the following headings: Antenna Equipment; Transmission Line and Coupling Equipment; Transmitters and Associated Equipment; Audio Equipment (not including loudups); Radio Measuring and Maintenance Equipment; Fabricated and Raw Materials; Receiving Equipment; Recording Equipment; Tubes, all kinds; Quartz Crystals; Miscellaneous Equipment.

As soon as the Manuals are ready for distribution a copy will be sent to each station, and to the personal use in the FCC of each inspector in charge of the FCC's radio districts, in the FCC's Washington office and at the stations concerned in the list below.

These stations were selected, it was explained, to provide the "best possible geographical distribution". Stations in any given city were determined by the alphabetization of the standard station in the alphabetic call-letter order.

Stations which do not choose to accept the responsibility for the manual will have it passed on to the next station in that city according to alphabet order.

The FCC urges that those interested in equipment particularly instead of attempting to correspond with the stations or the FCC, since this would impose "an unreasonable burden".

Since questionnaires received later than Jan. 12 were not tabulated, the FCC advises owners whose equipment is not listed to write in their names to be added.

Cudahy Sprouts

CUDAHY Packing Co., Chicago, has placed a varying schedule of the following sprouts on WBBM WIND WGN WLS WAIT for Old Dutch Cleanser. Agency is Grant Adv., Chicago.

**OLD BANK BREAKS ICE Weekly Series on WJZ Plugs Savings, War Bonds**

ENTERING radio for the first time in its 92-year history, Williamsburgh Savings Bank of Brooklyn, last week started an hour world news summary on WJZ, New York, titled History As It Happens. Featuring Gilbert Martyn, BLUE announcer, and newsreel commentator, the series is heard several times daily.

According to the bank's Savings Account services, and also the purchase of War Savings Bonds, the announcement of the contract, handled by Muir & Co., New York, follows shortly after another announcement of a long-established institution, New York, signed a 6-week contract on the same station, following a successful test campaign at that station of last year. [BROADCASTING, Jan. 18, Nov. 30]

**W. B. LEWIS GIVEN NEW POST AT OWI**

WILLIAM B. LEWIS, chief of the OWI radio bureau, was promoted to the post of acting head of the OWI domestic branch, assisting Gardner Cowles Jr., domestic director, in the formation of plans and production. No successor to Lewis was named to Lewis' post and meanwhile Doug- lass MacArthur will serve as acting chief.

In this capacity, Lewis will absorb the planning function of the bureau with Drew Dudley becoming chief of campaigns. James Allen continues as assistant director of the domestic branch except for duties assigned to Mr. Lewis.

**UNION PROTESTING AIR TIME DENIAL**

DIFFICULTIES encountered by the Transport Workers Union, New York, in attempting to buy time on national TV stations, though on behalf of higher wages for New York subway workers may lead the organization to take the matter to the FCC, according to Charles L. Bowman, John L'Awere, formerly in charge of bulk vitamin sales in Chicago, becomes sales manager of bulk products, while John W. Cis- sold, in charge of the products, will manage the new department.

**Mr. Lewis**

**BOWMAN PROMOTED**

Coincident with the announcement of the Stampa campaign by Ted Bauer, advertising manager of Stampa, New York, agency handling the campaign, was the announcement by Mr. Lewis.

Mr. Lewis, a second-year student at the University of Illinois, was appointed by the board to the position of assistant advertising manager, effective immediately.

**KGFJ JOINS BLUE**

KGFJ of Coffeyville, Kan., has joined the Blue Network as of Jan. 15. The station operates on 690 kc. with 500 w. night and 1000 w. day power.

**Essential Men**

PAUL V. McNUTT, War Manpower chief, urged all occ- cupational workers to take pride in their deferment last week when he said: "Although a great deal of em- ployment is laid on the ground, the fact that essential workers are vital to war production they, after all, still must work ahead in registering this fact with the public, and with the workers themselves. Occupational deferment usually indicates that a man is making a more valuable contribution to the war, right now, than if he were in uniform."

**New Soup Tested**

QUAKER OATS Co, Chicago is testing its new Jemima soups in the Milwaukee market with six participating an- nouncements on Nancy Gray on WTMJ, Milwaukee. The product is being packaged in yellow, green pea and navy bean varieties. Agency is Sherman K. Ellis & Co., Chi- cago.

**Standard Brands Plans New Drive**

Effort to Plug New Vitamin Product in Midwest States

IN CHICAGO: THE NATIONAL, described as one of the "most intensive advertising and sales promotion campaigns in the history of the drug industry," Standard Brands, New York, is launching a new multi-vitamin and herbal product, in six western states next month for Stamas, and seen Stamas, vitamin and mineral tablet product, recently an- nounced by the company.

Mary Ann Stamas, agency head, announced that the campaign will be the Charlie McCarthy-Edgar Bergen program, sponsored on NBC by Standard Brands for Chase & Sanborn coffee. Stamas will be advertised on the show in the six selected states, effective Feb. 28. Announcements will also be carried daily on the company's NBC serial program The O'Neill, while special announcements will be placed on leading CBS, Mutual and BLUE stations in that area.

**BROADCASTING • Broadcast Advertising**

Page 16 • January 25, 1943
As 1943 opens, 70 accounts are using regional network radio to sell the Pacific Coast the way it can best be sold — as one market.

These 70 advertisers realize that Pacific Coast network radio provides the largest circulation at the lowest cost per thousand of any medium they can buy.

They know that network radio is the medium for instant and complete coverage of the West’s highly-paid war industry workers. That network radio is the only regional medium that provides a monthly check on the net circulation of their advertising.

That network radio’s priority on the finest available time periods guarantees maximum results from their radio expenditures.

Increasingly, Pacific Blue is the network regional advertisers are buying. Since August 1 more new regional accounts have started on Pacific Blue than on any other two Coast networks combined. These are a few of the reasons —

1. Complete Coverage: Recent mail patterns show that Pacific Blue’s 13 stations deliver primary coverage, day and night, of the counties where 95% of the Coast’s retail sales are made.

2. Ready-Built Programs: You can buy a sales-proven program on 13 Pacific Blue stations for as little as $246 (time and talent). On nine California stations for only $150 (T and T).

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

4. Rate Economy: Pacific Blue costs 20% less than any other Coast network offering comparable facilities. See Pacific Blue Rate Card No. 2 for new discounts and rebates.

The Pacific Coast is one market — in 1943 sell it as one market!

The Pacific Blue Network

Hollywood, Sunset and Vine • San Francisco, Taylor and O’Farrell • REPRESENTED BY BLUE SPOT SALES — New York • Chicago • Detroit

Broadcasting • Broadcast Advertising

January 25, 1943 • Page 17
Thanks, Thanks, Always Those Thanks

Courtesy, Perhaps, Can Be Overdone on the Air

Editor's Note: Customarily, contributed editorials carry the by-line of the writer. The contributor of this column, a well-known newspaperman and afterward a radio news editor, prefers to remain anonymous, because of his present government connection.

"THANK YOU Mister! ..."

More and more radio listeners to the courteous side to thank sponsors, commentators, performers and anyone else within mile distance. For what?

This writer is thinking particularly of the vast numbers of news commentators who graciously consent to interpret the news (at a stipulated price, of course) for the multitudes. And when they've finished their bit the announcer comes in with: "Thank you So-and-So." Courtesy is good stuff. A bit of it in our daily lives helps to keep the rough edges off our jitters. But on the air mike courtesy goes a long ways.

They Depend on Radio

With a nation fighting for its very existence the people are entitled to know what's going on. They turn to their radios to hear the commander-in-chief. They listen for news on the war's progress because they know radio comes through. What's more they depend on radio for war news.

When American forces invaded North Africa Nov. 7 the world was electrified as the first bulletins were broadcast. Regularly scheduled programs were interrupted as developments unfolded. Millions sat up late that night, ears glued to the radio. It was news that bolstered morale back home. It was news a world had been awaiting.

One thing marred the whole occasion for radio listeners. Following a time-worn custom announcers came in with: "We wish to thank the sponsors of Blank and Blank for relinquishing their time that we might bring you this important news."

A few weeks ago when President Roosevelt's New York Herald-Tribune Forum talk was aired by NBC a certain pride welled in the hearts of more millions as they thrilled to the National Anthem following an inspiring talk. Then came the awful truth! Hardly had the strains of "the land of the free and the home of the brave" faded when listeners learned that a sponsor had relinquished part of his time that NBC might bring them the President's voice! At least so the announcer said in thanking the sponsor.

Have we reached the point where an address by our President depends upon the whims of a sponsor or two . . . where advertisers must be thanked publicly because they "relinquish" their time that important news affecting an entire world might be broadcast . . . where commentators deserve a vote of thanks for earning a living?

Darn nice of the sponsors to sacrifice their regular time for the President! Kind of the advertisers to give up their spots for news of utmost importance! Most delightful of the commentators to devote a 15-minute period of their daily lives to interpret the news as they see it!

They'll Gladly Cancel

A consistent listener soon gets the impression that the foregoing is true; that radio and its advertisers are conferring a great favor upon the public by letting them in on what's going on.

Actually such conditions do not exist. On the contrary there isn't a radio timebuyer who wouldn't gladly cancel his program for the President or for important war news.

Chances are he'd willingly pay the advertisers for such conditions. "Thank you So-and-So," he said.

Actually such conditions do not exist. On the contrary there isn't a radio timebuyer who wouldn't gladly cancel his program for the President or for important war news. Chances are he'd willingly pay the advertisers for such conditions. "Thank you So-and-So," he said.

No, the United States of America is still a Republic in which the roots of Democracy are deeply rooted. The answer to this mad scramble to thank this firm and that and individuals lies in radio itself.

We cannot criticize the commentators because they are publicly thanked for doing a job. Don't forget the announcer reads prepared copy and chances are he's thinking his own couple of lines.

"We wish to thank the sponsors of Blank and Blank for relinquishing their time that we might bring you this important news."

That's it. Let's look at this from today's viewpoint. What's the listener's reaction? The sponsors who were so lavishly thanked the night of Nov. 7 should thank God that we had an Army capable of invading North Africa and carrying the war to our enemy. They should be thankful that they can advertise their merchandise and enjoy the fruits of a Government of the people, by the people and for the people.

They Want to Listen

Why should announcers thank commentators? The advertisers should thank the public that commentators are privileged to expound their own interpretations. When a million or so Americans tune in a commentator they don't do it because they're ordered to listen. They want to listen.

Let's change the script. Make it read, "The such-and-such program sponsored by So-and-So, which was canceled tonight, will be heard at the usual time next week."

If we have any thanks to toss around let's thank God for America and a Free Radio.

"Thank you Mister!"

CN Disc Series

WEST DISINFECTING Co., Long Island City, has signed for a five-week running program on KXOK, St. Louis, titled Fact Or Fantasy, for CN Disinfector. Program features stories of mental and psychic phenomena and is produced by Basch Radio Productions, New York. West will place another program on a station in the New York area in February. Company has used spot broadcasting on a limited basis for several years. Agency is Alfred J. Silberstein Inc., New York.

DR. L. D. LeGEAR MEDICINE Co., St. Louis (poultry, livestock remedies), has started a three-weekly quarter-hour series on WLS, Chicago, featuring Doc Hopkins and Karl and Harly. Agency is Pondrom & Collins, Dallas, Tex.

Kyser's Cutlery

IN RESPONSE to an appeal for knives for soldiers in the Solomons, made by Kay Kyser on a recent NBC College of Musical Knowledge program, a deluge of cutlery of all types and descriptions is pouring into American headquarters in San Francisco. The campaign, titled "Send a Knife and Save a Life," was suggested by Frank Martineili, San Francisco restaurant man, who thought all kitchen knives should be put to better use in Guadalcanal.

CONTRACT FOR CLASSICS to be sponsored by a dry cleaning chain was signed by Joseph Blau, president, L. Blau & Sons, Long Island City, for a daily hour of music for 13 weeks on WLB, Brooklyn. Approving are WLB Saleswoman Sylvia Assen, who handles the account, and Louis W. Berne, WLB sales promotion manager. Commercials emphasize wartime conservation of clothing by dry cleaning.
WE'RE IN THE BLACK MARKET

Yes! Right in the heart of it!

* BELOW AVERAGE

* AVERAGE

* ABOVE AVERAGE

** DECEMBER FORECAST

United Business Service...Boston

Your schedule should be on the only CBS AFFILIATE in more than 200 miles.

Ask ANY JOHN BLAIR MAN!

CENTRAL SALES OFFICE
805-806 TOWER PETROLEUM BLDG., DALLAS
KEN L. SIBSON, GEN. SALES MGR.

January 25, 1943 • Page 19
Three Radio Cases
In Supreme Court
Network, Clear Channel and
Petrillo Ban Are Pending

THREE important radio cases—

network monopoly, clear channel
breakdown and the Petrillo record-
ing ban—now are before the Su-
preme Court by virtue of the action
of the highest tribunal last Monday
in approving the FCC's petition
for review of the NBC-KOA clear-
channel breakdown case.

Previously the court had accepted
for review the appeals of NBC and
CBS from the decision of the sta-
tutory three-judge court in New
York upholding the FCC's network
monopoly regulations now tentatively
scheduled for argument Feb. 10.

The Dept. of Justice has asked
the highest tribunal to review the
action of the Federal District Court
in Chicago, dismissing its anti-
trust suit against the American Federa-
tion of Musicians and James
C. Petrillo, but this proceeding has
been reopened before Federal Judge
John F. Barnes.

KOA Hearing
In granting the FCC petition for
certiorari in the KOA case, it was
indicated argument would be heard
during the second week in March.

William J. Dempsey, former FCC
general counsel, has been retained
by the Commission to argue the
case.

The U. S. Court of Appeals for
the District of Columbia, in a split
opinion last September, reversed
the Commission's decision allowing
WHDH, Boston, to operate full-
time on the 850 kc. channel, re-
sulting in the breakdown of that
frequency through duplicated op-
eration. Subsequently, the Com-
mision assigned WJW, Akron, to
the frequency and authorized its
removal to Cleveland, but this mat-
ter was set down for rehearing by
the Commission Jan. 13 on motion
of NBC [Broadcasting, Jan. 18].

New Class of Stations
Covers Civil Air Patrol

CIVIL AIR PATROL stations to
be used during emergencies were
established last week by the FCC,
which modified its radio emergency
rules. The Civil Air Patrol es-
established by the Director of the
Office of Civilian Defense, pro-
ces radio patrol, courier service, disaster
relief, rescue missions and trains
aircraft and ground personnel. The
new class of stations, designed by
the Commission to be used exclu-
sively for its essential communi-
ations, except when used for
military control, will operate on the ultra-high fre-
quencies now available for War
Emergency Radio Service.

All Civil Air Patrol stations
will be licensed within a State in
the name of a Wing Commander,
who supervises the State branch
of Civil Air Patrol. A Communi-
cations officer will direct actual
operation of the stations.

LIPSTICK BARRAGE was bestowed upon Mr. Amplistat's cheeks and
forehead by the feminine staff members of WGBH, Cleveland. "Mr. A"
is Maurice Condon, publicity and promotion manager of WGBH, whose
characteristics at radio cliches have amused the readers for many months.
Now he is entering the military service and will devot
his devotional talents to embarrassing the Axis countries.

Educators Ask Radio to Cooperate
In College-Level Program Analysis

WITH universities and colleges
facing curtailment because of the
war, the Assn. for Education by
Radio and the National Assn. of
Educational Broadcasters shortly
will survey the industry to deter-
mine the extent and effectiveness of
"university level" broadcasting.

Little thought has been given to
programs in the university level
category, according to Maj. Harold
W. Kent, president of AER. The
two organizations list as college
level broadcasts programs dealing
with research and interpretation in
the fields of Government, music,
international affairs and literature
which are intended either for lis-
teners whose interest and back-
ground are on the college or uni-
versity level or for the college
classroom itself.

Classified as university level pro-
grame are Invitation to Learning,
The Inter-American University of
the Air, Lands of the Free, Of Men
and Books, symphony music and
others of that nature.

Report Forms Available

In an effort to analyze university
level programs now on the air to
ascertain their effectiveness in fill-
ing the anticipated gap brought
about by war conditions, the AER
and NAEB will ask broadcasters
to fill out report forms which are to
be mailed them. Network programs
are not listed unless they are ori-
ginated by the station which makes
the report.

Information requested by the ed-
ucational groups includes program
title; whether it is sustaining or
commercial; under whose auspices
it is presented; what the sponsor-
ing agency hopes to achieve through
the broadcast; whether the pro-
gram is planned jointly by sponsor
and station; sources of content;
writer, producer, whether profes-
sional, students, faculty members
or volunteers; program subjects,
such as philosophy, music, litera-
ture, science, government, etc.; type
of presentation, whether dramatic,
roundtable, lecture, music; how
long program has been on the air,
how and by whom series is prom-
oted or sponsored; concrete evi-
dence of achievement of purpose,
and how it is measured, whether
Crosley, registration, mail, phone,
student response.

When the results of the survey
are tabulated the AER and NAEB
believe they will be able to ascer-
tain how educators can utilize pres-
rated programs to the fullest extent
and how radio might be better used
for educational broadcasts. The
survey will be conducted under the
direction of Michael R. Hanna,
general manager of WHU, Ithaca,
N. Y., and chairman of the AER
survey committee.

Nicht in King Features
Post, Includes INS Sales
FRANK J. NICTH has been pro-
moted to the post of general sales
manager of King Features Syndi-
cate, International News Service
and International News Photos,
according to an announcement this
week by J. V. Connolly, president
of King Features Syndicate. This
appointment consolidates and co-
ordinates the selling activities of
the sales staffs of all three syndi-
cates, including the radio divi-
sion. Erich Brandeis, veteran
King Feature promotion man-
ger, was named chief of the pro-
motional department of all three
syndicates.

Offering Records
STUDIO RECORDS Inc., new rec-
ording firm in New York, has
mailed offers to radio stations
promising two records per week
for $1.00, with no contract neces-
nary. Letters says tunes are played
by a CIO orchestra.

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BROADCASTING • Broadcast Advertising
Man has created no more productive, no more gigantic constructive project in entire history than TVA. It is a vast fountain-head of power, welling forth its energy in a mighty surge. The materials it has in use would build eight Boulder Dams. Sixty per cent of all the electricity needed to carry on our vital aluminum industry is supplied by TVA.

Here, in this great power generating center, WLAC sits astride the area responsible for its very being. With 50,000 watts, its signal is heard far and wide throughout this industrial mecca... serving the thousands upon thousands of men and women who are working night and day, turning out the power we need for victory.

That's why we say... WLAC is the industrial gateway to the rich Tennessee Valley.
Burch Shot Down by Japs

Details of Radio Engineer's Death in Action

Last Year Just Disclosed

INFORMATION that Maj. Joseph A. Burch, former consulting engineer for RCA, met death in a plane shot down by Japs over Soerabaia, Java, in the Dutch East Indies, has just been received by Broadcasting. Although the War Dept. notified Maj. Burch's family on Feb. 3, 1942, that he had been killed in action details were not available until disclosed by the Rev. W. W. Patterson of Minneapolis, who recently returned from Java.

He was stationed in Java as a communications expert when a wave of Japanese planes attacked the city and shot down the plane in which he and fellow officers were just taking off.

Maj. Burch was commissioned in the Army Specialist Reserve in March, 1941, and was on hand in Teheran, Iran, when that country was occupied by the British and Russians. He restored communications traffic to normalcy within three days. In World War I, Maj. Burch served overseas as a sergeant and radio operator in the Signal Corps.

Born at Valley Mills, Tex., in 1899, Maj. Burch became a railroad telegrapher at 14 and at 16 was a radio operator on sea-going vessels. He later took up radio and electrical engineering and built the first high-powered radio transmitter at Halifax, N. S., for United Press.

He is survived by five brothers, two sisters, and his mother, whose home is in Waco, Tex. Three brothers are connected with radio: H. B. Burch, with CBS New York; H. A. Burch, Army Air Forces, McAllister Field, Fla., and Leo S. Burch, Office of the Chief Signal Officer, Washington.

Minwax to Expand

MINWAX Co., New York, completing plans for national distribution of Preen floor wax, will expand radio advertising to new markets. Second station to be added Feb. 16, when the company starts a weekly participation in Nancy Booth Craig's Woman of Tomorrow on WJZ, New York. Minwax introduced the product to radio six months ago, using three participations weekly on WTIC, Hartford, in a test campaign. Firm continues on WTIC. Minwax has used some spot broadcasting in the past for other products.

Radio is Allotted Oil for Non-Heating Uses

BROADCASTING and radio communications centers are classified as essential users of fuel oil under the Petroleum Administration for War's New York and regional offices. Application under the new regulations, which do not affect oil rations for heating, must be accompanied by a statement that the non-heating allotment will be used exclusively in the essential operation.

Alice Hughes to WMCA

ALICE HUGHES, columnist of King Features Syndicate, and formerly heard on WINS, New York, for Rogers Department Stores, has moved to WMCA, New York, starting Jan. 25 with two sponsors for a daily, 15-minute, 15-minute daily program, A Woman's View. Grade Food Products, New York, sponsors Miss Hughes Sunday, 7:45-8 p.m., for meat products, while Phil Cooper, New York, Sunday, 7-7:45 p.m., for meat products, and Phil Cooper, New York, 12-12:45 p.m., for meat products.

Latin American Drive

NORWICH, PHARMACAL Co., Norwich, N. Y., last week released an extensive Latin-American campaign for Pepto-Bismol and Unquint, using transcribed announcements on nine stations in Cuba, Puerto Rico and Panama, in addition to concentrated newspaper advertising in those countries and Bermuda. The radio schedule got under way last week, with announcements on five chain outlets in Cuba, three in Puerto Rico and one in Panama. Norwich has not used radio in Latin America for several years. Export Adv., New York, handles the account. Domestic Advertising, handled by Lawrence G. Gumbiner Adv., New York, may include spot broadcasting early this year.

Westman to ASA

HAROLD F. WESTMAN, formerly secretary of the IRA, resigned last week to devote full time to the American Standards Assn., working on war standards for radio. Mr. Westman had been active in IRA's standardization work for 14 years, and more recently had been on loan to ASA on a part-time basis.

CANADIAN radio producers, entertainers and artists now in the Canadian Army Show, broadcasting unit of the Canadian Army, include Capt. Geoffrey W. B. Haldane, leader; Capt. Robert Farnon, arranger and soloist; Capt. John Purdy, producer-owner of Ral Purdy Production Ltd., Toronto; Capt. Stephen Shields, tenor; Capt. Russell Titus, baritone; Capt. Frank Shuster and Capt. Johnny Wayne, comedy duo.
It's in the Record...

— For all-round usefulness, NBC THESAURUS has "what it takes": Variety of top-notch talent that the Program Director demands—Ready-built programs that help clinch time sales for the Sales Manager—Recording quality to delight the ears of the Engineer—"big names" that bring smiles and renewals from Sponsors—and Economy that any Station Manager will approve.

—To give new zest to your 1943 program schedule and new enthusiasm to your staff, choose—

NBC THESAURUS
A TREASURE HOUSE OF RECORDED PROGRAMS
EDWARD PETRY, former manager of the Bolivar radio account, has organized Edward Petry & Co. as an exclusive national representative of stations, with New York offices headed by Henry Christal, Chicago offices by Edward Veyno and San Francisco offices by J. B. Dier. Mr. Veyno has resigned as Chicago manager of Scott Howe Bowen Inc., and joining him in the new Petry organization is George Kercher, former radio editor of the Milwaukee Journal. At the same time, Mr. Kercher has announced that Vincent F. Callahan, his assistant, who has been commercial manager of WBOC, has resigned as WBOC, WBOC, manager of the new firm.

HERBERT L. PETTEY, in charge of the Radio Commission, has been named chairman of the committee in charge of radio for the Roosevelt inauguration March 4, working under Rear Admiral T. G. Greely, as official chairman. Mr. Pettey has been a member of the committee since its organization.

WILLIAM BIRCH, former radio editor of the Chicago Evening Post and later with WBOC, Chicago, has announced that his firm will represent the following stations: WFAA, Dallas; WBOC, Fort Worth; WHAS, Louisville; KFRC, Houston; KFAF, Kansas City; KSD, St. Louis; KPH, Wichita; WSMB, New Orleans; WSM, Nashville; KFYR, Bismark, N. D.; WTMJ, Milwaukee; KSL, Salt Lake City; WBOC, Birmingham; KTHS, Hot Springs, Ark.; KLZ, Denver; WBBM, Indianapolis; WMJ, Memphis, and WWJ, Detroit.

FULFILLING the mandate of the National Broadcasting Commission, the new Department of Commerce has issued the first license to the Radio Commission post last week for the period until the license is renewed by the expiration of the current five-year term.

THE 1933 New Year heralded the tenth anniversary of the Gilbert and Sullivan opera sponsorship by KBOO, San Francisco, by George W. Cawley & Co., San Francisco (Cawley Cof.) Emil Breskey, president of KGW, Portland, Ore., last week premiered its own "soap opera" House Divided, which tells the story of an average American family in which the mother remains as a housewife for two years while the father is in the Army. Program is broadcast Monday through Friday on a sustaining basis. Script is by Henry M. (Hank) Norton, former continuity writer of KGW; producer is Homer Welch.

Emil Breskey & Staff, claims that the program, which has not missed a single week in ten years, is the oldest continuous radio feature on the air.

A NEW turnstil for broadcast purposes, which will reproduce flat-cut records and transcriptions at either 78 or 45 r.p.m., was announced by RCA Victor Co. for outright sale to stations. The apparatus was originally developed for NBC.

RADIO SALES Inc. has been formed as a subsidiary of CBS to handle national spot business for stations operated by that network. Roger T. Vernon is in charge of this operation.

WCAU, Philadelphia, celebrated the New Year with the opening of new studios and offices in its own building at 1422 Chestnut St., to be known as the WCAU Bldg.

NEGOTIATIONS are underway for the sale of WBOC, Baton Rouge, La., to a corporation controlled by Charles P. Mansfield, publisher of the Baton Rouge Advocate. Val Jensen is present owner.

DR. ALFRED N. GOLDSMITH, vice-president and general engineer of RCA, and former president of the Institute of Radio Engineers, has resigned effective Jan. 24 to enter private consulting engineering practice in New York.

WALTER PRESTON has replaced Keith McLeod in the music department of the NBC program division. Mr. McLeod has resigned.

ARTHUR J. KEMP, formerly an account executive with the Rodney E. Boone Organization, newspaper representative, has been appointed advertising manager of KILLED, Los Angeles.

HASSEL SMITH, formerly with the McCull Eckstein and Associates-Loomis agencies, has been appointed managerial of KFRC, San Francisco. Rush Hughes and Wm Littlefield are leaving WBOC to join NBC.

CHARLES W. PHELON, of the Yankee Network, has applied to the Radio Commission for a new station in Portland, Me., to operate with 500 watts at 1300 kc.

WILLIAM ROUX, formerly as assistant to the advertising manager of I. Bamberger & Co., Newark, has joined the sales promotion staff of NBC in New York.

DON ROCKETT, radio writer, has re-joined WLW, Cincinnati, and is writing a new detective series titled Ken- net Unknown Mysteries.
EVA LeGALLIENNE, actress of the British and American stage, stars in a quarter-hour murder-mystery series started on BLUE, Jan. 17, titled Horror Inc. Works of classic authors such as Edgar Allen Poe, Bulwer Lytton, and others are related by Miss LeGalliennne, who dramatizes the more thrilling moments of the tales in a monologue style. Mort Lewis, radio writer, collaborates with the actress in preparing the broadcasts.

The Reporting Game
CONTESTANTS are cast as cub reporters in a quiz show now heard on NBC. The “city editor” recites a news story, and then selects a contestant to handle the assignment. Money prizes are awarded to those who show the best powers of observation and memory. Guest star each week is a real reporter, who relates his most interesting story. Additional feature is a musical assignment, requiring participants to piece together a story from the titles and lyrics of music played during the program. Frances Scott conducts the NBC program, named Let’s Play Reporter.

Humor in History
DAYS in 1609 when Kingston, New York, was made a trading post by Henry Hudson, come to life in a new weekly quarter-hour comedy skit, Sophie & Joshua, on WKNY, Kingston. Featuring local historical events chiefly of early 1900’s, Sophie Miller, script writer of the station and author of the show, dips into ancient newspapers and directories for names and addresses of one-time livery stables, blacksmith shops and old newspaper offices.

War Weapon No. 1
TO INCREASE understanding of the place of food in the war, CBS has started a new series, Food and the War, Wednesdays 4:30-4:45 p.m. Interviews with authorities on food production, shopping, marketing, rationing and other consumer food problems are scheduled. Recently interviewed were Roy Hendrickson, director of the Food Distribution Administration, and C. W. Kitchen, assistant director of FDA.

To Point the Way
PRESENT TREND toward religion and the part spiritual life takes in the war emergency is recognized in a new 16-minute weekly series on WOSH, Oshkosh, Wis., Books That Point the Way, featuring reviews of religious books by Rev. Jesse Findall Peirce of the local Congregational Church. The Oshkosh Library is cooperating with the project.

Eyewitnesses
EYEWITNESS accounts of servicemen on the war fronts will be aired on Jerry Belcher’s interview programs Tuesdays and Saturdays, 6:30 p.m. on WCKY, Cincinnati.

Final Exams
GRADUATION of the radio class in nutrition, an experiment in public education added last November to Carlton Fredericks program, Living Should Be Fun, on WMCA, New York, is scheduled early in February. Enrollment has jumped from 300 to 5,400. Listeners were invited to enroll as regular students. Tests based on the broadcasts of the five-weekly series have been mailed each week to students. Their answers are graded and these tests, plus a final examination this month, determine those who will receive the special diplomas issued by the station.

Safety in Industry
TO BUILD listener interest among war workers, to whom Men, Machines and Victory on BLUE is largely directed, a feature has been added whereby a “Safety Ace” is selected each week as one who has made an outstanding contribution to the safety of his fellow plant workers. Poster picture of the first winner will be distributed widely throughout war industries. Series, which is presented by the War Production Fund of the National Safety Council, has been extended for another 13-week run, the fourth since its inception early last year.

Air Cadet Show
FEATURING Army Air Forces cadets in training at Minter Field, an hour musical program titled Flying High was started on Don Lee network Jan. 20, Wednesday, 4:30-5 p.m. (PWT). Under supervision of Col. Fyle, commanding officer, show will be written by Corp. Howard Baum, with Pvt. Dave Sorefield, formerly of KFRC, San Francisco, as announcer. Warrant Officer Harold Hines is musical director, with Corp. Paul Frey as vocalist. Program is to be short-ended via KWID, San Francisco, to the AEF.

Musical Quiz
A MUSICAL QUIZ for soldiers, What’s Your Name, Soldier? weekly feature of War Bond Section of the Eighth Service Command on WFAA-WBAP, Dallas - Fort Worth, WOAJ, San Antonio and other Texas Quality network stations, gives soldier audiences a chance to identify song titles. Prizes of War Stamps are offered. Music is provided by the Fifth Ferrying Group Orchestra from Love Field under the direction of Master Sgt. Frank Malone.

Home Ec Series
HOME ECONOMICS problems in war are considered in a Saturday morning program on KYW, Philadelphia, titled Living in Wartime. Leading home economists of the nation will participate in discussions of dehydrated foods, make-over meals, rationing and the rubber situation. Series is under the direction of Dr. Holman White, of the Pennsylvania State Education Assn., and William G. Galleher, educational director of KYW.
CBS SHIFT SENDS WOOD TO CAPITAL

ROBERT S. WOOD, assistant director of CBS news broadcasts in New York, joined CBS Washington last week, as director of public affairs in the capital city, Paul W. White, CBS director of news broadcasts, announced.

Mr. Wood will direct all news, public affairs and special events broadcasting which originate in Washington. Effective Feb. 1, Ann Gillis, director of CBS special events in Washington, will resign. Eric Sevareid remains as chief correspondent of the CBS Washington bureau, relinquishing his administrative work owing to the pressure of broadcast duties.

To replace Mr. Wood, Everett Holles, CBS night news editor, has been named. Harry Welting becomes night news editor.

Mr. Wood is a native New Yorker, educated at Cornell U and graduating from the U of Toronto. After service in World War I with the Royal Air Force, he remained on the continent as a civilian with the London Times. Returning to the U. S., he joined the New York World, successively becoming reporter, rewrite man, copy reader, foreign correspondent and assistant managing editor. When the Evening World expired, he started Radio Guide in 1931, remaining until the start of the New York World’s Fair in 1933, when he became assistant director of radio.

Fry Leaves NBC Feb. 1; Ray Named Successor

WILLIAM B. RAY, manager of the press department of NBC-Chicago has been appointed news and special events director of the central division to succeed Kenneth D. Fry, who has resigned, effective Feb. 1, to join the Overseas Branch of the OWI. John F. Ryan, NBC news editor, will take over his duties as press department manager.

Mr. Ray joined NBC in 1939, coming from the news staff of the Chicago Evening Post. In 1937 he was named press department manager. Mr. Ryan, formerly with the Chicago Times, has been in the NBC press department for the last four years.

NORMAN BARASCH, BLUE page key, has sold three scripts to the BLUE for the Three R’s series.

FUTURISTIC PICTURE of Don Seazle, general manager of KOIL-KFAB-KFOR, Omaha, as created by station employees at a recent banquet at the conclusion of which he presented each with a $25 War Bond in the name of KOIL-KFAB-KFOR. The beard, hair gray from worry, hair overdeveloped from listening to all three stations are due in 25 years. Glasses are from reading Government questionnaires; telephone headset is for listening to himself talk; admiral’s hat marks him as head of his own Navy by 1978 should Uncle Sam turn him down. His own invigorator is to keep him in trim.

Linkletter Pleads

PLEADING GUILTY to charges of falsely claiming U. S. citizenship, Arthur G. Linkletter, San Francisco freelance announcer and m.c., is at liberty on $2,500 bail while his case has been referred to a pre trial officer at his request. Linkletter was indicted last Dec. 9 by a Federal grand jury [BROADCAST-ING, Dec. 21]. At that time he issued a statement that he was an adopted child and hadn’t learned of his Canadian birth until Aug. 15, 1942. Department of Immigration officials testified, however, that his college enrollment records showed his Canadian birth several years ago.

NOTICE: Radio Station Managers!

“NAME THE TUNE CONTEST”

“NAME THE BAND CONTEST”

Copyrighted in detail and available for use only in certain localities

apply to
Holden of Copyrights
HOWARD W. DAVIS, Smith-Young Tower, San Antonio, Tex.

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Operator’s Rules Are Eased by FCC

Radiotheory Test Waived For Limited License Holders

HOLDERS of restricted radiotelephone licenses may operate stations of 1000 watts maximum power without passing examinations in radiotheory, the FCC ruled Jan. 19 in adopting Order 91-C, further relaxing wartime standards for broadcast technicians.

The order, adopted at the recommendation of BWC, will remain in effect until further notice, the Commission said, indicating that emergency technicians may be employed at least until the manpower problem is overcome.

FCC’s latest action waives the compulsory theory examination that previously had limited tenure of emergency permits to six months. It also widens the field of operations for limited permit holders, allowing them to work at any 1,000-watt outlet in addition to Class IV (local) stations.

The order also provides that holders of any commercial license may be employed at any broadcast station so long as at least one first class radiotelephone license holder is on the staff, and that holders of restricted license may be similarly employed, provided that they pass a special radiotheory test similar to the examination for a Class A (the most difficult) amateur license.

In issuing the order, which superseded the earlier Order 91, 91-A, 91-B, FCC explained that military needs has decreased the number of operators qualified for station posts, and that a shortage had resulted.

Movement for revision of Order 91-B, adopted in May, 1942, authorizing employment of limited permit holders at Class IV stations, arose at the 17th District NAB meeting Nov. 19-20 at Portland, Ore. Marshall H. Pengra, manager of KRNK, Roseburg, Ore., told the session that very few parttime radiotheory test. A petition was adopted by the 17th District, and subsequently at other NAB meetings, urging BWC to drop the theory requirement.

KROY Transfer Approved

TRANSFER of license of KROY, Sacramento, was approved by the FCC Jan. 12, under an agreement whereby Royal Miller, the owner, makes a voluntary assignment of license to a partnership comprising himself, his wife, Marion Miller, Mr. and Mrs. L. H. Penny, certified public accountants, and Will Thompson Jr., doing business as Royal Miller Radio. Mr. Thompson is general manager of the station, while Mrs. Miller has heretofore been supervisor of operations. Under the agreement, Miller and his wife each retain 22 1/2% of the stock; Mr. and Mrs. Penny acquire 23 1/4% of the stock for $5,750 each; Mr. Thompson purchased 10% for $5,000.

RCA Dept. of Information has published a 20-page booklet, “Radio and Electronics”, explaining in simple, non-technical language the scientific and historical background of the Electronic Age predicted for the post-war world.

Even if you add $2 + 2$ with your fingers $\square$ you can quickly prove this fact: KPO has more power $\bigtriangleup$ than all (11) Bay Area stations combined! $\square$ Then add KPO’s popularity $\heartsuit$ add KPO’s low-cost-per-listener $\checkmark$ and complete market coverage $\bigtriangleup$ and you’ll have four $\spadesuit$ good reasons why KPO is the number 1 station in Northern California.

Get the facts...and you’ll buy

KPO
50,000 HIGH FIDELITY WATTS

NATIONAL BROADCASTING COMPANY • RADIO CITY • SAN FRANCISCO
**PEPCO HELPS HOUSEWIVES**

Power Firm's Daily Program Includes Swap

Service, Rationing, Nutrition News

**WARTIME PROBLEMS** form a three-way basis for *Home Service Daily*, service-type program scheduled to begin Jan. 29 on WJSV, Washington (9:45-10 a.m.), daily except Sunday, under sponsorship of the Potomac Electric Power Co. Henry J. Kaufman, advertising agency handling the account, placed it for a 26-week period.

**Menu Suggestions**

Featuring Elinor Lee, WJSV's director of women's programs, *Home Service Daily* will be divided into three sections, an electrical equipment registry or trading post, latest rationing news and food and nutrition suggestions. Increasing scarcity of electrical appliances and replacement parts is responsible for the trading post idea. Persons who want to sell any extra devices such as irons, washing machines and such, are invited to register them with Mrs. Lee. Potential purchasers also will register their wants and the information gleaned from both lists will be correlated by a special staff at PEPCO.

In connection with broadcasting late rationing news developments, Mrs. Lee will offer suggestions for menus using foods available in Washington and vicinity the day of broadcast. When point rationing becomes effective she will announce points required for items in each day's menus. From time to time special menus tested and prepared by the PEPCO Home Service division, headed by Miss Mary Turner, will be broadcast. These will be sent in booklet form to listeners who write for them.

**Special promotional tie-ins** with the program are planned by the power company. A series of newspaper ads will run daily in the four Washington papers the first week the program is on the air and at intervals following. Special inserts will be mailed with electrical service bills to 200,000 customers, and announcements will be printed on the backs of bills.

**Promotion Tie-ins**

Counter cards calling attention to the *Home Service Daily with Elinor Lee* will be distributed to all electrical stores for windows and counters. Besides a street window display, planned for the entire run of the broadcast, a booth featuring pictures of Mrs. Lee will be maintained in the show-rooms of the power company, where booklets...
Local Stations Must Sell Advertisers On Ability to Do Job, Says KTSW Head

EDITOR, BROADCASTING:
Without attempting to argue a "cause", I should like to express an opinion regarding your editorial entitled "It Would Help", appearing in the Jan. 4 issue of BROADCASTING.

While your suggestion that the government supply programs for local sponsorship applies to local non-network stations, I believe many local network stations fall into the same curtailed revenue classification. Such stations, for example, as those whose network contracts do not equal either their network contract time commitment or their cash outlay for network lines. To these stations, network affiliation is merely a source of program material. Their condition is not improved by the national "institutional" advertisers' policy of restricting the war-time budget to the larger markets on the perhaps justified theory that if the name is kept alive in the metropolitan market it can re-spread to the hinterlands.

Admittedly, this is a "selling" problem of the smaller stations—and we have good selling ammunition in a recent Hooper survey which showed that, on an average, local stations in a single station community can triple the national rating of a network program.

But this same selling problem would apply to any program produced by the government for local sale. We have programs with good followings for sale right now, but there just aren't the retail advertising budgets to handle these programs. No, I'm afraid additional programs "for sale" wouldn't help. We have too many of those now.

Our problem, though more acute now, is no different than it was before Pearl Harbor or will be after victory. We in the local market have got to convince the institutional advertisers today and the merchandise advertisers tomorrow to maintain their names and sell their products through the stations that serve their local customers, the owners and operators of their local outlets—broadcast their church services, high school sports contests, and community events—report their local news—help put over their community chest drives—in fact are an active part of the community. The bigger stations are doing this in their "local markets"; and the advertisers know it. The local stations are doing the same job (on a smaller scale and with a lower rate card) in their communities; the advertisers must be told about it!

J. NELSON RUPARD, General Manager, KTSW, Emporia, Kan.

Let's Get Our Heads Together

"Two heads are better than one—even if one happens to be a calf's head."
Old Farm Proverb

In spite of the above implication, there's one thing we do know that will help your sales problem in Kansas and adjoining states.

We know how the folks in this area listen—think—and act!

Because of this, WIBW programs, personalities and services are those of established interest and appeal.

THE RESULT? WIBW is the most-listened-to station in this six-state area. You're sure now that the best way to maintain your programs is be HEARD. And because such messages are personal recommendations of established, friendly personalities . . . more certain they will be ACTED upon.

Let's get our heads together
The Bell Tolls

A LONG step toward supplying outlying stations with "casual" or intermittent network service was taken jointly by the FCC and the AT&T in effecting long lines rate reductions which would amount to 25% on network line service. The savings, it is estimated, will amount to $2,000,000 on a $10,000,000 base, which will mean correspondingly reduced overhead for network outlets generally, covering both wire and connecting costs.

Most significant is the reduction by some 50% in the cost of service for "casual" users of lines, either for one-hour or contract service. Regular network outlets benefit from $8 to $6 per air line mile. There are about 200 small stations now removed from network circuits by an average of 45 miles. It seems reasonable that some of the $2,000,000 in line costs saved could be diverted to providing intermittent service to some, perhaps all, of these outlying stations. Perhaps it wouldn't entail more than $100,000 of the savings.

Here is an instance where industry and Government have worked harmoniously for the public's benefit.

Cox's Round

IT WAS IN THE CARDS for the Cox Resolution to pass the House. The FCC has run a reckless course under the chairmanship of James Lawrence Fly. He has brooked no opposition, and went out of his way to engage in a controversy with the fiery Georgian. Now Mr. Fly must face music, along with his majority colleagues who have rubber-stamped these unrelenting grabs for power.

We would have preferred a fact-finding inquiry looking toward new legislation that would spell out the Commission's functions and leave no room for doubt. Such a study was undertaken last year on the Sanders Bill by the House Interstate Commerce Committee. A vast amount of valuable testimony was adduced. But it got nowhere—largely because of Mr. Fly's steadfast opposition.

Dead cats aplenty will be thrown during the Cox Committee inquiry, if past performances are any criterion. That's inevitable in this kind of inquiry, which has no definite legislative objective. Members of the House have been predicting such an investigation for at least two years.

We are not sanguine enough to believe the inquiry will be confined to an investigation solely of the FCC. Brickbats will hit the industry, too. But Mr. Fly may not be able to trot out his "two New York corporation" technique, or blame it all on the NAB, as he has done so adroitly in the past.

To indulge in personalities is distasteful. We don't agree with Mr. Cox that the FCC houses the "naughtiest nest of rats in the country". But we do know, by dint of years of contact and observation, that the relationship between the regulators and licensees has been anything but what Congress intended and that the FCC, by slow degrees, was arrogating to itself complete control over all aspects of communications.

The temper of the House was reflected in the speed with which it approved the Cox measure. There were only two dissenting voices of some 300-odd votes. Last year the identical resolution was stymied in the Rules Committee. The Administration was against it and the House leadership thereby was impelled to withhold its support.

This time, however, it was just as apparent that the Administration did not intercede and that Mr. Fly was on his own. Evidently there had been too much complaint and Mr. Fly has been navigating in too much hot water for the White House to step in. Or perhaps the House leadership felt there was no way of holding the resolution back.

One need but look back over Chairman Fly's three-year tenure to gauge the reasons for the House action. The Cox incident capped the climax. Network-monopoly, newspaper divortement and the rifling of station-newspaper files, the television flusho, multiple ownership, the NAB fight, internecine strife on the FCC—all have caught up with the Commission. It has been too much of a one-man show.

Even at the eleventh hour efforts were made to head off the Cox Resolution through introduction of another proposal by Rep. Sparkman, Alabama Democrat, to divert the investigation to cover the industry. It was blocked. Obviously the move had its origin within the FCC, for it dealt too intimately with industry affairs to have been born on the Hill. Moreover, Rep. Sparkman never before had interested himself in radio, as far as we are aware.

The Cox subcommittee appears to be competently manned. All are attorneys—and all but one—Miller of Missouri—are House veterans. Judge Cox is a commanding House figure and a former State jurist. Rep. Wiggleworth (R-Mass.) is well-known to radio, for he has been the most persistent Congressional critic of the FCC and the industry.

Most important is selection of competent committee counsel. A reputable and fearless attorney should be selected, one who will accept such a call from his Governor.

Results, Unlimited

WITH THE NATION well into its second year of war, radio has forged ahead as perhaps the most powerful medium on the home front. In this issue, Seymour Morris, chief of the allocation division, Radio Bureau, OWI, gives a concise picture of what radio is doing [see page 10]. To quote Mr. Morris: "The best testimony of soundness of the (network allocation) plan is not the people it reaches, but the results it has achieved."

The Network Allocation Plan, now used by OWI and which had its beginning in the industry itself even before the war, is recognized in many quarters in Washington "as the most effective information vehicle the Government has at its disposal," writes Mr. Morris. And he pays tribute to the "imagination, technical skills and hard work of the writers, producers, sponsors and network officials."

Radio has gone along, doing its job without any thought of personal aggrandizement, interested only in winning the war. In spite of authentic statements and definite evidence that broadcasting has become a most potent medium of spreading information, a few disgruntled members of the press, living in the past, have made every effort to create disunity by ridiculing the industry. For example:

An attempt was made not long ago to discredit radio with reference to the news that American troops had landed in North Africa. A newspaper trade journal commented: "Those who are inclined to think of radio first in the field of war reporting must have been charged at the first broadcasts direct from the radio correspondents with American forces in North Africa came trailing through the ether nearly a week behind the first stories filed by war correspondents representing U. S. news services."

What the trade journal failed to say was that radio gave first news of the landing in Africa. The first wire reported official announcements were issued at 9 p.m. No. 7. Major networks and individual stations interrupted scheduled programs to broadcast the White House statement and War Dept. communiqué. During the remainder of the evening commercial broadcasts were interrupted—some canceled—while radio reported developments from both Washington and abroad. The broadcast failed, also, to mention that the broadcasts heard "a week late" were not, in any sense, newscasts. Rather they were special events pickups from Africa.

We commend these facts to our newspaper colleagues, along with Mr. Morris' article. Both radio and newspapers have a definite job to do. Radio is doing its task.
A MAN FITTED to his time and to his task, a student, a philosopher, at heart a poet of mankind and, therefore, a great reporter—these were the words used by William S. Paley, CBS president, to describe Edward R. Murrow, the CBS European chief, at the dinner honoring Murrow's return from Europe in December, 1941.

Elmer Davis, head of the O.W.I., when he was a CBS news analyst, paid Murrow this tribute in an introduction to Murrow's book, This Is London: "We who work with Murrow are keenly aware of his excellence as a reporter of pure news."

Archibald MacLeish, Librarian of Congress, at the Murrow dinner told Murrow, "Because you told them the truth and because you destroyed the superstitious air of distance and of time which makes the truth turn false you have earned the admiration of your countrymen."

All this must be deserved. It is. In the five years since Murrow became chief of the CBS European staff, stationed in London, his voice has entered into the homes and public places of the American people giving a picture of life in Great Britain during wartime that earned, and is earning, such high encomiums.

Tall, slim and dark, with an expression both keen and cultured, Murrow is perhaps the only foreign correspondent who could play a foreign correspondent in the movies and give the role all the glamour Hollywood wants. Though Murrow's looks are a bit on the ascetic side, this is misleading as he is famous for his conviviality and for his down-to-earth love of people. The almost poetic insight into the feelings of the war stricken English that his broadcasts often evince, is due to his spending every available moment, day and night, talking to the clerks, shopgirls, munitions workers, pub sitters, raid wardens and housewives all over the British Isles.

His acquaintance among the molders of Empire policy has become so great that he has been described as the best-informed American in London outside the American Embassy. The Murrow capacity for making friends has become almost legendary.

Two bombs fell on Columbia's London offices as Murrow was broadcasting his famous "This Is London." But he sticks to his post, for he is an almost uncontrollable daredevil. His New York superiors positively forbade him to take a cruise on a minesweeper, but he did it anyway and broadcast a description of his experiences. During the blitz on London, he spent night after night atop the roof of BBC's Broadcasting House practicing ad lib descriptions of the flaming raids. He wanted to broadcast an eyewitness account, but the censors refused for fear his words, heard in Berlin, might be broadcast back to the high-flying Nazi planes. So he practiced descriptions which would give nothing away and finally won permission to make ad lib broadcasts.

Although Murrow is high in the esteem of the British people, many of whom have often expressed a wish that BBC had an "Ed Murrow" in America, his actions, typically American, sometimes astonish them. For instance, Paul White, CBS director of public affairs, tells of the time Murrow decided to buy a car. He window-shopped until he found a long, low-slung rakish model in a London salesroom. He simply walked in, and astonished the placid salesman by saying, "I want that car." The salesman protested that he'd be glad to arrange a demonstration, but, Murrow, in typical fashion, went on to buy the car—"until the awed Briton finally consented to sell it to him, untried!"

Paul White also tells of Elmer Davis' return from England after staying with Murrow during part of the blitz; Davis reported that he had never fully understood the horrors of war until he had driven with Murrow.

Ed Murrow returned to the United States in November, 1941 for a vacation and then embarked on a lecture tour of the country speaking before workers in war plants and gatherings from coast-to-coast. At the conclusion of his lecture tour last April, he returned to London and has been broadcasting regularly once again.

Always generous, Murrow doated the fee for a recent Sunday night broadcast to the Community Chest, but, Mr. C., his home town. The National Com.

(Continued on page 35)

CLAYTON J. COSSE, formerly district manager of the broadcasting department for General Mills, and now has been appointed assistant advertising manager of the Staubnack Co., at Philadelphia, where he will be assistant to Dr. T. H. Staubnack.

KEMPER WILKINS has joined the staff of WWO-WGL, Fort Wayne, as salesman.

JAMES N. CRANDALL, senior editor of the Canadian Broadcasting Corporation, has been appointed assistant advertising manager of the Royal Canadian Air Force. He was formerly news editor of British United Press, and a war correspondent in England in 1940 for BUP. He is brother of an R.C.A.F. officer, according to the Canadian Press, and a brother of Royal Canadian Air Force, Washington correspondent for the Southam Canadian chain of newspapers.

JOHN MARTIN, for the last six months on loan to the Canadian Government as coordinator of government advertising and secretary to the Interdepartmental Publicity Committees at Ottawa, has resumed his former position as advertising manager of the Massey-Harris Co., Ltd., Toronto.

GERTRUDE LANZA, formerly of the NBC and CBS artists' bureau, and freelance promotion agent, has been appointed publicity director of W. C. CARNEGIE CORPORATION, New York.

WILL THOMPSON Jr., general manager of KROY, Sacramento, Cal., has been named to a key position in the Navy and is in the U.S. Navy. D. E. Lund, formerly sales manager of KROY, has been named to a key position in the Navy, according to the Navy.

BEATRICE COLONY, former stage actress, and a granddaughter of John D. Rockefeller, has been named assistant manager of WKE. KARNET, general manager of WKNR, in Cleveland, has been elected president of the company, according to the New York Times.

MARION R. HARRIS, for 14 years with Don Lee Broadcasting System, Hollywood, has joined KMPC, Beverly Hills, Cal., as executive. He has been assistant to the CBS speech consultant, has completed "War Words: Recommended Pronun- ciations." Columbia U Press will pub- lish.

POWELL CROSLEY Jr., president of the Crosley Corp., Cincinnati, recently married Miss Longworth Wallingford, of Indiana.

Priaulx Heads WMCA

C. NICHOLAS PRIAULX, treasurer of WMCA, New York, has been appointed general manager of WMCA, New York, according to the WMCA press release. Mr. Priaulx joined WMCA two years ago as treasurer and will continue in this capacity. As general manager, he succeeds Donald S. Shaw, on leave of absence in the Home Service. Mr. Priaulx has been named sales manager to vice- president in charge of sales.

Mrs. William J. Slocum

WIFE OF William J. Slocum, director of baseball broadcasts for General Mills, and mother of William J. Slo- cum, has been named sales manager for sports for CBS, Mrs. Sallie Egan Sloc- um, and is also the new managing editor for the New York Yankees outlets, the New York Yankees; Sallie Egan Slocum, has been named managing editor for CBS, and Mrs. Sallie Egan Slocum, will assume the position of assistant managing editor for CBS, Mrs. Sallie Egan Slocum, has been named managing editor for CBS, and Mrs. Sallie Egan Slocum, has been named managing editor for CBS.
BEHIND THE MIKE

RICHARD HUBBELL, CBS television writer-producer-director and author of 5000 Years of Television has joined March of Time Inc., New York, as a director.

RAY MACKNESS, formerly an announcer of CBR, Vancouver, is now a Pilot Officer in the Royal Canadian Air Force, stationed in London.

FRANK McLOGAN, staff announcer of KSFO, St. Paul, has enlisted in the Army Air Forces.

ROBERT B. STONE, program production department of GE television station WRGB, Schenectady, has been promoted to program manager, replacing John G. T. Gilmore, who has entered the Army as a first lieutenant of the Signal Corps.

CHARLES BALTIMORE, assistant war activities director of WHOM, Jersey City, is the father of a boy.

ALAN FREED, formerly of WKTZ, New Castle, Pa., has joined the announcing staff of WBGH, Philadelphia, and Clare McBride has joined the program department.

ALVIN BRAMSTEDT has returned to the announcing staff of KFAR, Fairbanks, Alaska, after serving with KSFO-KWID, San Francisco.

ROB WILLIAMS, newscaster at KSFO, San Francisco, formerly with Grant Adv., Chicago, and announcer at WGN, Chicago, has joined the announcing staff of NBC.

JACK WAGES, announcer-producer of KOY, Phoenix, has been inducted into the Army and assigned to Fort McPherson, Ga.

CARLETON KADELL, Hollywood announcer, has been assigned to the weekly CBS TV Limited, sponsored by Lockheed and Vega Aircraft brands.

J. CLINTON STANLEY, assistant program manager of the Blue Chicago, has been commissioned lieutenant in the Navy, and reported for active duty last week.

HERBERT CHITICK, formerly of KUTA, Salt Lake City, and other Western stations, has joined the announcing staff of WFDF, Flint, Mich.

PAT FLAHERTY, announcer of WOAC, San Antonio, has been assigned to handle the announcing and business duties for the Golden Gloves tournament on Jan. 26.

HOOPER WHITE, continuity editor of WZKO, Kalamazoo, became the father of a girl born Jan. 14.

KATHERINE FOX, coordinator of war activities and director of public service of WJW-WSAL, Cincinnati, has been asked to serve as chairman of Women's Radio Activities for the State of Ohio, by the Treasury Dept.

PVT. TONY AINSLEY of the Seaforth Highlanders, has been placed on detached service to the Canadian Broadcasting Corp. from the Canadian Army, and is currently at CBBA, Vancouver, from where he goes next month to CFTR, Prince Rupert, B.C., now stationed and operated for the duration by the CBC. Ainsley wears army battledress on the job, and came to CBBA direct from London where he had been with the BBC as announcer and producer. He joined in Vancouver in September, 1939, spent nearly three years overseas as dispatch rider, physical training and Bremis instructor and, recently, with the BBC. Originally from New York, he has been broadcasting in New York, Chicago and San Francisco for the past 15 years.

MERLE SNIDER, program director of KOH, Reno, Nev., is the father of a son born Jan. 16.

THE THERE'S NOT ANOTHER LIKE IT!

KWHK

CBS-50 KW

The Selling Power in the Buying Market

A Strandton Times Station

SHREVEPORT, LA.

The Strandton Company

Page 32 • January 25, 1943
Fred Thomas to WCKY
FRED R. THOMAS, for eight years newsreader and night news editor of WLW, Cincinnati, on Jan. 18 joined WCKY, Cincinnati, as news editor. One of the first writers in the Crosley newsroom when it was created in 1935, Thomas had written the 11 p.m. news copy for several years. He wrote Paul Sullivan's copy until Sullivan left WLW in 1939 and subsequently wrote for Peter Grant, Jay Sims and Arthur Reilly, who have done the 11 p.m. news.

JIM VAN KUREN, announcer of OKLW, Windsor-Detroit, married Catherine Bolton, Windsor, Ont., Jan. 23.

JACK MALLOY has joined the announcing staff of WOWO-WGL, Fort Wayne.

MARCUS BARTELLETT, production manager of WBW, Atlanta, has entered the service department of WBW, Boston, and after indoctrination training at Tucson, Ariz., will be assigned Navy public relations work at Charleston, S. C.

ENS. W. E. MURPHY, production manager of KWWL, Albany, Ore., has been ordered to active duty at Chicago, and will be succeeded by Bob Reinholds.

WALT DENNIS, sales promotion manager of KVOO, Tulsa, has been assigned to the service department of the President's Birthday, the American Legion Year Boud, and Tulsa Press Club War Committees.

GLADYS CRANDALL, of Milton, Mass., new, to radio, has joined the service department of WEEI, Boston, succeeding Dorothy Barber, who recently joined the WAVES.

ROBERT DeLANEY, new to radio, has joined the announcing staff of WFBL, Syracuse, replacing Charles Mather who left to join the staff of WRC, Washington.

WALTER BUNKER Jr., production manager of NBC's western division, has resigned to become producer of the Jack Benny show for Young & Rubicam, agency placing the NBC show for General Foods Corp. He succeeds Robert L. Welch, who last week joined the Army.

BOB HAWK, quaker of the CBS Thanks to the Yanks program, sponsored by R. J. Reynolds Tobacco Co., Winston-Salem, for Gemela, on Feb. 23 will become guest editor of the quiz feature in Look Magazine.

THOMAS M. BELLVISO, manager of the Music Library Division of NBC, on Jan. 24 was awarded the honorary degree of Doctor of Music at the first mid-year commencement of Bethany College, Bethany, W. Va.

**VALUE of MANUFACTURED PRODUCTS**

<table>
<thead>
<tr>
<th>NORTH CAROLINA</th>
<th>AVERAGE OF NINE OTHER SOUTHERN STATES</th>
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<td>$1,205.6</td>
<td>$356.5</td>
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Source: — Census of Manufactures, 1939

**SEND FOR THIS BOOK TODAY!**

You'll want it for facts on the big Iowa market

Here's a survey conducted by the U.S. Census of Vital Statistics, covering 2,102 Iowa families in all 99 counties, plus in the states of annual studies of the Iowa radio audience. New facts and figures revealed on this billion-dollar market! Tells virtually everything about Iowa listeners. Every executive needs it. Write for your free copy. But hurry!

Address Dept. 85,
CENTRAL BROADCASTING CO.
Des Moines, Iowa

**FREE & PETERS, INC. National Representatives**
DON'T SHOOT THE WORKS ON CHANCE (Ky.)!

Word of honor, fellers—Chance (Ky.) is a real town. But the odds are against you doing much business in Chance, or Bet, or any of the other small towns in this State. Y'see, the Louisville Trading Area, alone, has 57.5% of Kentucky's total buying power—which makes it your one best bet for sales possibilities! ... And speaking of good propositions, don't forget that WAVE offers complete coverage of the Louisville Area at lowest cost! Want the proof?

LOUISVILLE'S WAVE
GOOD WATTS ... FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

FRANK WALSH has resigned as copy chief of Nelson Cheshman Co., Chattanooga, Tenn., to become assistant advertising manager of the Chattanooga Medicine Co. Nelson Cheshman will continue to handle the medical company account, with Henry Trichiar, agency president, and John Fontaine, vice-president, acting as media director and account executive, respectively.

WALTER KANE Agency, Los Angeles, Cal., talent service, has been renamed the Kane-Armstrong Agency. Sam Armstrong now is a partner with Walter Kane.

DIANA CARLSON, script assistant of Dick Mack, producer of McKee & Albright, on the weekly NBC Rudy Vallee Show, has joined the WAACs and reports within six weeks.

DONALD A. BREETER, vice-president of Hillman-Shane-Breeter, Los Angeles agency, is the father of a girl born Jan. 10.


BERNICE E. NEWMARK, for the past six months in the copy department of Director & Lane, New York, and previously copy writer for Halpert Adv., New York, has been named the copy of Director & Lane, replacing Edward Lane, who has left the agency. Samuel Hovitt, freelance writer, has joined the copy department to handle radio continuity.

JAMES T. GALLAGHER, formerly of Gallagher & Mair and Young & Mapp, has joined the copy staff of Gray & Rogers, Philadelphia.

Advertising by Government Is Favored But Payment Angle Draws Controversy

FIVE businessmen agree that the Government should advertise, but disagree sharply as to whether the Government should pay for it, according to a symposium in the current issue of Public Opinion Quarterly.

Supporting the view that the Government should not buy advertising are Chester J. La Roche, chairman of the Advertising Council and chairman of the board of

GEORGE McGARRETT of the radio department of Young & Rubicam, New York, has been named program supervisor of that division of the agency, succeeding Harry Ackerman, who has been promoted to production chief.

JOHN M. FARRELL, account executive of Santa Fe Trailways Bus System, has moved with the account from Ferry-Hanly Adv., Chicago, to Callkins & Holden, Chicago.

CALVIN WOOD, formerly Southwestern manager of Miller-Freeman Publications, Los Angeles, has been appointed copywriter and media director of Buchanan & Co., that city. He succeeds Margaret McDermott, recent appointee of the Washington office.

AUSTIN PETERSON, formerly radio supervisor of Young & Rubicam, Hollywood, who has been civilian liaison between OWI and radio section of the Army Special Services Division, has been commissioned a captain and assigned to the latter organization.

GLENHALL TAYLOR, manager of Young & Rubicam, Hollywood, is in New York for conferences with home office executives.

JAMES S. MACVICKER, assistant account executive of Ruthrauff & Ayer, New York, has been commissioned an ensign in the aviation division of the Navy.

ROBERT BUECHNER, formerly of Free & Peters, Chicago, station representatives, has joined N. W. Ayer & Son, New York, as account executive.

ARTHUR KUDNER, president of Arthur Kudner Advertising, New York, is in England as a member of the W. Averell Harriman mission.

JAMES G. ROGERS Jr., vice-president and general manager of Benton & Bowles, New York, left the agency last week on indefinite leave to serve as an assistant to Gardner Cowles Jr., Director of Domestic Operations of the Office of War Information in Washington.


Mr. Price insists that present experience in Canada and England does not support the belief that improved results follow where Government advertising is paid for. He also asserts that under their present system there is no apparent lack of advertising sufficient for the Government's purposes, and calls attention to the danger to the media inherent in the spending of vast sums for Government advertising.

Strongest protest against such a paid program is Mr. Coghlan, who points to the axiomized press of France as the horrible example of lost freedom of expression under a system where a media accepts "continuing funds" from the State, and warns against that danger here.

Basing his opinion on a different viewpoint, Mr. La Roche believes that the Government should pay for advertising until it has used available facilities more completely and has analyzed the total effect more fully.

Paid campaigns such as that for Army recruiting and others, he reminds, drew heavy contributions from local advertisers, and he suggests that more use be made of radio sustaining time, newspapers, prominent public figures for "exploitation purposes" and the possibility of distributing information through the house-to-house organization being set up by the OCD. Concerning freedom of the press, he believes that the press, with public support, can take care of itself. Future events are encouraging; he feels, because of the demonstrated willingness of the various advertising media to help, as well as advertisers who may have no goods to sell, but have brand names and good will to keep alive.

Mr. Robb, noting that the Army and Navy and their subordinate branches have employed paid campaigns, concludes that the matter of Government advertising involves only a question of why, what and how.

With a realistic approach, advertising can be applied to all Government plans and programs, he concludes, and should be carried out in the same manner used by any successful business firm. With a strictly business attitude toward the task, there would be no question of a subsidy which might be used to influence editorial expression, thinks Mr. Robb.
Edward R. Murrow
(Continued from page 31)

Community Chest had asked for a plug on Murrow's program and this was his answer.

Immediately following his graduation from Washington State College in 1930, Murrow became president of the National Student Federation. He visited some 300 American colleges and universities and travelled extensively in Europe in the two years he was with the Federation, organizing a special student travel bureau and arranging for the first international debates between American and European universities. In 1932 he joined the Institute of International Education as assistant director. He left the foundation to join CBS.

He was born April 25, 1905, in Greensboro, moving to Washington State with his family in 1906. He attended Stanford, the U of Washington and Washington State College, earning an A.B. and an M.A. with honors. He majored in political science, speech and international relations. In 1935 he married Janet Brewster, of Connecticut, who is now with him in England.

Since his appointment as CBS European chief in 1937, Murrow's reporting has brought him much praise and many prizes. He was selected for the Overseas Press Club's first award for best foreign news coverage; his book This Is London, was a best seller; Kappa Sigma, his college fraternity voted him "Man-of-Year" in 1941. London After Dark, which he produced for CBS, won first award of the Fifth American Exhibition of Recordings of Educational Programs for European News held by the Ohio State's Institute for Education by Radio in 1941. And the recent, highly successful CBS series from London with Norman Corwin, An American in England, was produced by Ed Murrow.
KDKA, Pittsburgh
Potter Drug & Chemical Corp., Malden, Mass.; (pharmaceutical and cosmetic); 1 year, thru Atherton & Currier, New York.

Margold Dalries, Pittsburgh, ep. 1 year, thru Walker & Downing, Pittsburgh.

McKesson & Robbins, Bridgeport (Bristol-Myers), 3 months, thru J. D. Tarcher & Co., N. Y.

O’Cedar Corp., Chicago (polishes, mops); 3 months, thru Esty & Mendenhall, St. Louis.

Palmer Drug Co., Columbus, Ohio; 3 months, thru Raytheon, Faber & Wallace, Chicago.

Pittsburgh Brewing Co., Pittsburgh, 6 & weekly, thru Smith, Taylor & Jenkins, Pittsburgh.

Quest Air Co., Lyndwold, Vt. (Kow Kare), 3 months, thru Hays Adv. Agency, Burlington, Vt.

Shenandoah Mills, Ona (woven broad cloth), 1 year, direct.

Seaboard Co., Indianapolis (shaving cream), 3 months, thru Erwin, Wasy & Co., N. Y.

Plough Inc., Memphis (St. Joseph aspirin), 3 weeks, thru DuPont, N. Y.

Procter & Gamble, Cincinnati (Dus) as; 1 year, thru Compton Adv., N. Y.

Little Cowan Milling Co., Warren, Ind. (Coco Wheat), 3 months, thru Rogers & Smith, Chicago.

P & A Company, Buffalo, New York; 1 year, thru J. M. Mathes Inc., N. Y.

Pure Food Co., Manassas, N. Y. (Herb OX bouillon cubes) as, 3 months, thru J. M. Mathes Inc., N. Y.


Rumford Chemical Works, Rumford, R. I. (baking powder), 3 months, thru Badger & Rubilam, N. Y.

Helmen & Co., Terre Haute, Ind. (baking powder), 1 year, thru Pollowy Adv., Terre Haute.

International Salt Co., Scranton, Pa., 2 weeks, thru M. Mathes Inc., N. Y.


Studebaker Corp., South Bend, Ind., thru Roche, Williams & Cunningham, Chicago.

Mckesson & Robbins, Bridgeport (Calex), 3 weeks, thru J. D. Tarcher & Co., N. Y.

Procter & Gamble, Cincinnati (Dus), 1 year, thru Compton Adv., N. Y.

Fitch-Beech Packing Co., Canadahoe, N. Y. (gum), 2 weeks, thru Newell-Kennett Co., N. Y.

Flamers Nut & Chocolate Co., Wilkes- Barre, Pa. (peanut), 6 weeks, 1 year, thru Goodkind, Joice & Morgan, Chicago.

Johnson & Johnson, New Brunswick (toothbrush) 161 as, thru Ferry-Hanxy Co., N. Y.

Lever Bros., Cambridge, Mass. (Vimma), 3 weeks, thru J. D. Tarcher & Co., N. Y.

Lever Bros., Cambridge, Mass. (Riso), 11 is weekly, 3 weeks, thru Ruthfarth & Ryan, N. Y.

Lever Bros., Cambridge, Mass. (Swan), 6 weeks, thru Young & Rubicam, N. Y.

American Chicle Co., Long Island City (Chicles), 3 & weekly, 6 months, thru Badger & Rubilam, N. Y.

Caruso & Ritella, Schenectady (Bluebird citrus fruits), 16 as thru Robert C. Russell, Schenectady.

KTFI, Twin Falls, Idaho.

Faultless Starch Co., Kansas City, 3 & daily, thru Ferry-Hanxy, Kansas City.


Sieg Milk Products Co., Salt Lake City, through Gilmore Agency, Salt Lake City.

Bolles & Webber Co., New York, 7 & weekly, thru Blauw Co., N. Y.


WGY, Schenectady
International Salt Co., Scranton, Pa., 2 weeks, thru M. Mathes Inc., N. Y.

Loxons-Wittnauer Watch Co., New York, weekly, thru Arthur Rosenberg Co., N. Y.

Studebaker Corp., South Bend, Ind., thru Roche, Williams & Cunningham, Chicago.

Mckesson & Robbins, Bridgeport (Calex), 3 weeks, thru J. D. Tarcher & Co., N. Y.

Procter & Gamble, Cincinnati (Dus), 1 year, thru Compton Adv., N. Y.

Fitch-Beech Packing Co., Canadahoe, N. Y. (gum), 2 weeks, thru Newell-Kennett Co., N. Y.

Thome & Tarcher, N. Y.

WBBM, Chicago
Fitchpatrick Bros., Chicago (cleaner), 6 & weekly, 13 weeks, thru Arthur Meyerhoff & Co., Chicago.

Nebi Inc., Columbus, Ga. (Royal Crown cola), 6 & weekly, 52 weeks, thru Brown & Bigelow, N. Y.

Consolidated Rival Chemical Co., Chicago (Veurex, Zymin), 6 & weekly, 26 weeks, thru Arthur Meyerhoff & Co., Chicago.


American Poultry Journal, Chicago (magazine) 3 & weekly, 13 weeks, thru Shafter-Mann-Mergue, St. Louis.

Cudahy Packing Co., Chicago (Old Dutch chips), 6 & weekly, thru Grant Adv., Chicago.

Kerr Glass Co., Los Angeles (bottles) 5 & weekly, 6 weeks, thru Raymond Morgan Co., Hollywood, Calif.


First Federal Savings & Loan Assn., Chicago, 3 & weekly, 52 weeks, thru J ewell F. Stevens, Chicago.

WMAQ, Chicago

Colgate-Palmolive-Peet Co., Jersey City, N. J. (Super shuffle), 52 & weekly, 6 weeks thru Winn-Mart Co., Jersey City.


WINS, New York
Aikin Co., New Brunswick, N. J. (Flem- 0ly), 6 & weekly, 13 weeks, thru Jackson Adv., New Brunswick, N. J.


Ilark Drug Co., Jersey City, N. J. (Gold Medal capacites) 6 & weekly, thru J. Walter Thompson Co., N. Y.

Jacob Ruppert Brewery, New York, 6 & weekly, thru Ruthfarth & Ryan, N. Y.

WYER

EAR-MARKED FOR YOUR MESSAGE!
As a sweat of region on broad territory as can be found among the good things of life, they’re all ours! It’s all staked out for the coming weeks along known as the

HALLOWEEN SPECIAL

PACIFIC NORTHWEST GROUP

KXL

KPQ

KEX

Joseph H. McGilvra
The Katz Agency
The Walker Company

Hooper Ratings Show Bob Hope Holds Lead

ROB HOPE continues to lead in the C. E. Hooper National Program ratings for the first 15. In the Jan. 15 report he held top place, followed by Charlie McCarthy, Fibber McGee & Molly, and Jack Benny. Bob Burns, who has moved to a spot where he is relieved of Eddie C. Ford’s competition, appears on the list for the first time, in 15th place. Programs following the first four, are: Aldrich-Famers & District Attorney, Frank Morgan-Fnrye Brice, Abbott & Costello, Radio Theatre, Rudy Vallee, Music Hall, Kay Kyser, Eddie Cantor, Take It or Leave It, Bob Burns.

Red Skelton leads with 40.3, his all-time high, among programs broadcast after 10:30 p.m. (EWT). The Set-In-Use index stands at 34.2, 3.2 below the after-Pearl-Harbor all-time high of the corresponding period a year ago. Average rating is 12.4, the same as that reported a year ago, and the highest average rating in Hooper records for the years when Hitler invaded Norway.

Red Cross Canada Drive

A CAMPAIGN for funds by the Canadian Red Cross starts early in March in conjunction with a similar drive by the American Red Cross. Plans for the utilization of radio in the campaign includes network programs on the Canadian Broadcasting network and paid spot announcements before and during the campaign on all Canadian stations. Olsen, Hannerman, president and general manager of the Canadian Assn. of Broadcasters is chairman of the radio committee for the Red Cross, with George Taggart of the CBC and Jack Slatter of Continental Representatives Ltd., all of Toronto, on the paid committee. Paid advertising is placed through a group of four agencies, J. J. Gibbons Ltd., Toronto; Russell T. Kelley Ltd., Hamilton, Ont.; Cockfield, Brown & Co., Toronto; McClell Ltd., Toronto (handling radio).

PIONEER HIBRED CORN CO.

Cree, Ill. (corn seed) is sponsored by swinging radio commercials in a quarter-hour program three times a week, on WJL, Chicago. Agency is The Pols-Calkins & Holden, Kansas City.
STERLING DRUG Inc. directors last week elected six new vice-presidents of the company, which in December absorbed 16 subsidiaries to simplify the corporate structure. Vice-presidents and their divisions are: Joseph D. Bohn, Centaur Division, Allentown, Pa.; Maxwell D. Hott, W. B. Caldwell Division, Monticello, Ill.; James N. Cooch, Canner Products Division, Bedford, Ohio; Alfred J. Burns and Robert R. Harrell, Charles H. Phillips Division, New York; David H. Williams, R. L. Watkins Division, Lowell, Mass.

EMPIRE GOLD & Diamond Buying Service, New York, is conducting a campaign on five New York stations, using 35 to 70 announcements weekly, for a 12-week period ending October, 1948. Agency is Carl Calman Inc., New York.

GOLDEN AGE Corp., Los Angeles, after several weeks lay-off, on Jan. 15 resumed four time signal announcements daily on KEAG, that city. Agency is Bresnahan, Davis & Staff, Los Angeles.

PRESS GALLERIES FOR RADIO NEWSMEN ★ AIR

MAIL CONTRACT FOR FIVE TONS

OF KEYS

FARM ANIMAL INSURANCE

ARMY PAY ROLL

WAR DEPARTMENT ACHIEVEMENT

DESTRUCTION

FUEL BINOCULARS FOR THE NAVY

REVERSE TIC TAC TOE PRODUCTION

IT PAYS TO ADVERTISE ON THE SPOT

FULTON LEWIS, JR. America's most famous news name

Now on 180 Mutual Stations nightly

Five years ago Fulton Lewis, Jr., stepped from his role as a Washington newspaper correspondent to the microphone at WOL. In a few months he was featured on the Mutual Network, and in a few years he has "upset more political applecarts" and made more "news scoops" than any other radio personality! Congratulations to you, Fulton Lewis, Jr., for a good job well done - not only from your millions of listeners... but from your many sponsors for whom you have brought extraordinary results.

Fulton Lewis, Jr., is still available for sponsorship in a few "open" cities at the one time quarter hour rate per week! Phone, wire, or write at once for full details to... WM. B. DOLPH, WOL, Wash., D.C.

ORIGINATING FROM WOL WASHINGTON, D.C.
Affiliated with the MUTUAL BROADCASTING SYSTEM.
In the Sweet Buy and Buy

If you'd like that grand and glorious feeling that comes from seeing your merchandise move almost like magic, put WAIR to work in this great American market. You'll learn quickly why WAIR is famous for its sales ability.

BROADCASTING • Broadcast Advertising
RADIO DIRECTORS and timebuyers of Chicago agencies were guests at a recent luncheon given in Chicago by WOR, New York, at which slide films of the WOR Crosley continuing study were exhibited and explained by R. F. Maddux, WOR vice-president in charge of sales, and Joseph Creamer, sales promotion manager. Representing their agencies are (seated l to r): Genevieve Lemper, Foote, Cane & Beiding; Berge- llette Boe, H. W. Kastor & Sons; June Rollinson, Russell W. Seeds Co.; Dorothy Samuel and Muriel Wagman, Sorenson & Co.; Carolyn Bonnes- sen, Sherman & Marquette; (standing): L. J. Nelson, Wade Adv.; H. W. Mallison, Badger, Brown & Hersey, N. Y.; Buckingham Gunn, J. Walter Thompson Co.; George Duram, H. W. Kastor & Sons; Ralph Cushing, Presba, Fellers & Presba; Al Callles, Truthauff & Ryan; John Gordon, Needham, Louis & Brophy; Jack North, Aubrey, Moore & Wallace.

Studio Notes

USING FACILITIES of WBBQ, Canton, Ohio, the MBS recently broadcast ceremonies attending award of the Army-Navy "E" to the Hercules Motors Corp., for outstanding war production activities. Newly-elected Rep. Henderson H. Carson acted as m.c.

WITH proceeds being donated to Warm Springs (Ga.) Foundation, infantile paralysis fund, KOY, Phoenix, in late January released a play-by-play description of rugby match between cadets of the nearby RAF training unit. Match decided winner of a three-game series between Scottish and English players stationed there.

SCRIPTS of Democracy's Workshop, recent series designed as report on Los Angeles County school activities and presented on KKNX, Hollywood, have been turned over to U. S. Office of Education for distribution nationally. Originated by Frances Farmer Weller, director of education of CBS Hollywood, the programs were written and produced at Chester Huntley of that network's special events department.

TO HIGHLIGHT its Sunday night schedule, KMTT, Hollywood, is pre- senting a series of half-hour dramatized plays, Portraits of America, written by Arch Oboler. Using young motion picture name talent as well as members of the station's Matinee Playhouse players, the half-hour dramatic programs are produced by Robert L. Bice.

TO BRING HOME to its employes the importance of broadcasting as an essential war industry and to encour- age self-criticism, announcers of the stations operated by Northern Broad- casting & Publishing Co., Ltd., in On- tario, were recently asked to submit answers to the question: What, in your estimation, are qualities necessary in a good announcer? Answers were judged by Guy Herbert of All- Canada Radio Facilities Ltd., Toronto, and first award went to Harry R. McClay, announcer of CKWS, Kinne- ton, Ont., second award to Warren Robinson, announcer of CFCH, North Bay, Ont.

ANNUAL REPORT issued by E. E. Hill, managing director of WTAG, Worcester, reports that the station has only 200 minutes during 1942, out of a total of 6,366 hours. Auxiliary transmitters were used only 41 hours, while WTAG's FM station, WXTG, was on the air 6,061 hours, with a daily average of 16.59, and WTAG had a daily average of 17.69, for a total of 23,938 minutes. The FM affiliate carried 20,175 programs.

WELL, New Haven, recently received praise from local OPA and OID of- ficials for the part the station has played in disseminating information to the public. Letters received by the station commented on the efficiency and im- parted the spirit and effectiveness of WELI's cooperation.

KMPU, Beverly Hills, Cal., has estab- lished additional sales offices at 67 S. Olive St., in downtown Los Angeles.

WKY, Oklahoma City, on Jan. 23, 9:30 p.m. (EWT) started a new thriller series, The Strange Dr. Car- nak, authored by Scott Bishop, con- tinuity editor of the Oklahoma City Broadcaster, who is known to radio fans for his horror series, Dark Fant- asy.

WCJS, Jackson, Tenn., has acquired the AP radio news wire from Press Assn.

Cooperation

SOLDIERS of Jefferson Bar- racks and KXOK, St. Louis, cooperate to provide entertain- ment for the Army post and the public. A special newscast daily at 2:50 p.m. from KXOK is piped over the public address system and a series of bugle calls, trans-cribed by the station, is used at the post. The soldiers stage a weekly half-hour variety show, Meet the Men of Your Army, broadcast over KXOK. In addition, the post's air corps orchestra has made transcriptions at the request of the station which are played over the P. A. system to entertain the soldiers.

ADDITION OF two new programs was announced by WJVC, Chicago; Hammond this month. Features are an early-morning half-hour, broadcast six times weekly, titled Wake Up Farm Hour, and quarter-hour newscast, five-nights weekly with Edward D. Flynn as commentator.

WHEN A HEAVY New Year's snow storm gave Brockville, Ont., a ten- day sleepout because of ice and power lines, CFCR, Brock- ville, was off the air. The station moved to Brockville some months ago from Prescott, Ont.

WEEKLY talks by Gov. Robert S. Baldwin will be broadcast to the peo- ple of Connecticut on WTIC, Hartford and WICC, Bridgeport, while the state legislature is in session. Practice originated during the Gov- ernor's first term of office and talks are devoted to analyzing various meas- ures before the legislature.

A SERIES of lectures before college students in the San Francisco Bay area has been launched by NBC-KPO department heads under the direction of John W. Elwood, KPO general manager.

WLW Appointments

TWO appointments in the tradeextension department, New York,坑cinnati, have been announced by John E. Rudolph, director. John A. Tappin becomes manager of the grocery and R. J. Chr- conti heads the drug field. Trade extension department is studying ways to strengthen facing retailers and wholesalers with view of aiding dealers in merchandising.

Radio Stars in Films

EDGAR BERGEN and his Charlie McCarthy, featured on the weekly NBC Chase & Sanborn Show, have been signed for a role in the RKO film, "Kitty 'Em Singing," which goes into production during mid-March. They will be teamed with Kay Kyser, star of the weekly NBC Columbia of Central Knowledge. Kyser will also be starred in the MGM film, "Right About Face," now in production. Bud Abbott and Lou Costello, on NBC, signed a new two-picture contract with MGM.

KSO & KRNT
gave Tenderoni a flying start

—Chas. H. Flanders, Jr.

As broker for Tenderoni, Charles H. Flanders, Jr., has a right to be proud of the complete distribution achieved in a very short time. Commenting on radio's part in that job, Mr. Flanders says:

"Rarely have I seen a new prod- uct take such rapid strides in Iowa as Van Camp's Tenderoni has made since last June.

"We know we have an outstanding product, but surely a good share of the applause goes to spot broad- casting on KSO and KRNT, which gave Tenderoni a flying start in Iowa.

"We cover 53 Counties and find the spot broadcasts were effective in all of them. Your stations did a lot toward getting the wholesale trade to tie up with our introduc- tory campaign so I am sure the results for these first six months are as pleasing to you as they are to me."

KSO & KRNT
Basic Blue and Mutual 5000 Watts

The Cowles Stations in
Des Moines

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

KSO
BASIC BLUE
1000 WATTS—BASIC C.B.C. OUTLET
W. WEED and CO.—U. S. Representatives

KSO
KRNT
5000 WATTS

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MODERN and well-planned studios have just been opened by WPTF, Raleigh, N. C., on the mezzanine and second floors of the new Durham Life Ins. Co. Bldg., a 16-story structure just completed. The station set-up includes audition rooms, audience-participation studios, a special musical studio for orchestras, and a master control room that resembles the Ritz Grill Room in its appointments. The station, an NBC affiliate, 50,000 watts on 680 kc., is managed by Richard H. Mason.

B & W Change
BROWN & WILLIAMSON TOBACCO Corp., Louisville, on Jan. 22 discontinued Plantation Party heard Fridays at 9:30 p.m. for Bugler & Sir Walter Raleigh tobacco on 66 NBC stations. The period vacated by this program will be filled Jan. 29 by the B & W program, People Are Funny (Wings King Size cigarettes), formerly heard 10-10:30 p.m. Plantation Party is a five-year-old program, having been broadcast locally on WLW in 1938. Agency is Russel M. Seeds Co., Chicago.

Turco on Coast
TURCO PRODUCTS Inc., Los Angeles (cleaning compound), on Feb. 9 received for 13 weeks Smile in the Morning on KECA, that city. Featured is Mark Breneman as commentator, with Wilson Edwards, announcer. Firm also sponsors participation in Art Baker's Notebook on KFI, that city. Having increased its advertising budget, Turco Products will use other Southern California radio during 1943. Warren P. Fehlman Adv. Co., Huntington Park, Cal., has the account.

Record GE Orders
WAR orders totaling $2,003,039-00 were received in 1942 including heavy demands for electronic and communications equipment by General Electric Co. compared with $1,152,837,000 in orders during 1941. The orders for 1942 represent an increase of 77% over the previous year.

AGREEMENT for NBC affiliates to expand and intensify promotional activities for public service programs was made at the first quarterly meeting of the 1943 NBC Stations Planning & Advisory Committee at Radio City [BROADCASTING, Jan. 18]. Members of the committee are (standing, 1 to r): Stanley E. Hubbard, KSTP, St. Paul; S. S. Fox, KDYL, Salt Lake City; James D. Shouse (chairman for 1943), WLW, Cincinnati; Paul W. Morency, WYIC, Hartford. Seated: G. Richard Shaffo, WIS, Columbia, S. C.; Arden X. Pangborn, KGW, Portland, Ore.; Harry Stone, WSM, Nashville; G. E. Zimmerman, KARK, Little Rock.

NBC Officials to Resume War Clinics In Series of Meetings During Spring

NBC's "radio war clinics", held last year between March 16 and April 1 [BROADCASTING, March 9], proved so successful in giving network officials and NBC affiliate stations an opportunity to discuss broadcasting problems brought about by the war, that a second series has been scheduled to start Jan. 28, with 13 NBC executives making a tour of seven cities from coast to coast.

Arranged by William S. Hedges, NBC vice-president in charge of stations, the clinics will be conducted as two-day sessions in selected geographical sections of the country. Full sanction of the tour has been given by the Office of Defense Transportation, although NBC is urging affiliated station officials to attend the clinic held nearest to their city to keep traveling at a minimum.

Post-War Plans
The first meeting will be held Jan. 28-29 at the Hotel Waldorf-Astoria, New York, with subsequent sessions scheduled as follows: Feb. 1-2, Hotel John Marshall, Richmond; Feb. 5-6, Netherland Plaza Hotel, Cincinnati; Feb. 5-6, Drake Hotel, Chicago; Feb. 9-10, Hotel Roosevelt, New Orleans; Feb. 11-12, Hotel Rice, Houston; Feb. 16-17, Hotel Ambassador, Los Angeles.

Discussions will center around increasing radio's usefulness in the war effort. Technical developments in the broadcasting field, including television and FM, will be highlighted along with planning radio's place in the new industrial and economic post-war world.

NBC officials making the trip, in addition to Mr. Hedges, will be Niles Trammell, president; Roy C. Witmer, vice-president in charge of sales; Clarence L. Menser, vice-president in charge of programs; Dr. James Rowland Angeli, public service counselor; Frank M. Russell, vice president in charge of the Washington office; O. B. Hansen, vice-president and chief engineer; John F. Royal, vice president in charge of international broadcasting; Charles B. Brown, promotion and advertising director; John McKay, manager of the price department; Sheldon B. Hickox Jr., manager of station relations department; Noran E. Kersta, director of television, and James M. Gaines of station relations.

Sanctioned by ODT
In announcing the second annual group of clinics, Mr. Hedges said:

"Last year's meeting throughout the country were highly successful in producing a better understanding by network officials of the daily problems of affiliated stations comprising the network. In renewing the war clinics again this year in the face of diminishing civilian transportation facilities, it is our feeling that the stations and the network will be able to better serve the war effort, our communities and our nation as a result. We are happy that in this decision we have the sanction of the ODT."
Producers Clamor for Stars of the Air
To Build Up Box Office Pull of Films

THEORIZING that persons living great distances from theatres know more about radio performers than they do screen stars, Hollywood film studios are spotting well-known personalities in pictures in an effort to bolster box-office receipts.

Although such radio stars as Jack Benny, Bing Crosby, Al Jolson, Bob Hope, Red Skelton, the Andrews Sisters, Abbott and Costello and others are well known in both radio and films, the new Hollywood trend is to use more radio personalities and portions of well-established programs in forthcoming pictures. Producers believe that radio listeners will go to theatres to see their favorite air stars on the screen.

Program to Be Filmed

Among radio talent to be presented shortly in pictures are Ginny Simms and Freddy Martin's orchestra of the Philip Morris program, *Johnny Presents Ginny Simms*, NBC. They will be featured with Harold Peary, star of the NBC Great Gildersleeve, sponsored by Kraft Cheese Co., in the RKO production, "Seven Days' Leave," which will unite with NBC's *Truth or Consequences*, sponsored by Procter & Gamble Co.

Bill Stern, NBC sportscaster, and Bill Walker, NBC announcer, will be seen in the Universal film, "We've Never Been Licked". Dick Joy, another announcer, portrays a newscaster in the film, "Corregidor", produced by Dixon R. Harwin for Producers Releasing Corp.

Phil Baker m.c. of the CBS Take It or Leave It, sponsored by Ever-sharp Inc., and Tom O'Shea, New York radio actor; Bill Goodwin, announcer-actor of the CBS Burns & Allen show, and Frank Graham, Hollywood CBS announcer-narrator, also will be in pictures. Graham's *Cosmo Jones* program, formerly heard on CBS Pacific stations, is being filmed in a series of 22 releases by Monogram.

Ken Niles, Hollywood announcer, is in demand at film studios, where John W. Vandercook, NBC news commentator, does the narration in Columbia's short, "Our Second Front".

Vera Vague, comedienne of the NBC Bob Hope show, sponsored by Pepsomint Co., has signed a two-picture contract with Republic. Her first film, scheduled for production in February, will include Lucille Belle and Scotty of the Alka-Seltzer National Barn Dance, NBC, and the Tennessee Troubadors of WBT, Charlotte, N.C. Lucille Belle and Scotty have made several pictures for Republic.

The NBC Tempo to Smile, sponsored by Bristol-Myers Co., is used in sequences of the Warner Bros. film, "Thank Your Lucky Stars", featuring Eddie Cantor, Dinah Shore, Harry Von Zell, Bert Gordon, the Mad Russian and Edgar Fairchild's orchestra. Miss Shore also stars in her own BLUE network program, *In Person, Dinah Shore*, sponsored by Carter Products Inc.

Other radio personalities, scheduled for film debut, are Conrad Bainbridge and Muriel Fuere, stars of the NBC One Man's Family, sponsored by Standard Brands, and Phil Spitalny and his all-girl orchestra of the General Electric Hour of Charm, NBC.

New Disc Regulations Adopted by CBC Board

A CHANGE in the regulations for the use of transmissions was made at the last meeting of the Canadian Broadcasting Corp. board of governors (*Broadcasting*, Dec. 14) and has now been announced as a new regulation 7(m) replacing 18(4). The new regulation read, in a circular letter over the signature of J. R. Radford, CBC supervisor of stations, and dated Toronto, Jan. 8, reads:

2. One shall broadcast: (m) any program, or speech by means of mechanical reproductions or in any other manner, so as to achieve indirectly or by an evasion of what is a violation of the corporation prohibits, and the general management of the corporation shall be the sole judge of what constitutes an evasion under this regulation and its ruling shall be final and binding with respect to any such matter.

'No Arrests'

USING recording equipment, Dave Driscoll and John Whitmore of war services and news division, WOR, New York, recently cruised about the city four nights looking for accidents. They recorded on-the-scene traffic violations and brought the transmissions into program Death on Wheels Jan. 17, in which Driscoll remarked "we didn't encounter a policeman making an arrest for traffic violations." Program drew a statement from Police Commissioner Valentine, police supervision were laggard, and an inquiry from Globe Indemnity Co. on possibility of using the radio material in the company's safety campaigns.

BILL GOODWIN, announcer-comedian on the CBS Burns & Allen show, has started working in the Paramount film, "Riding High".

ARGENTINE CHAIN HAS 18 STATIONS

LA PRIMERA Cadena Argentina de Broadcastings, South America's oldest network, opens the 1943 season with 18 member stations, a record total that includes outlets in Paraguay, Uruguay as well as Argentina, according to a year-end statement made by Sr. Jaime Yankovitch, director of the network and owner of its key station, Radio Belgrano — LR3 — Buenos Aires, to the United Press.

For its programs, which are relayed nightly to member stations by wire lines and shortwave radio, the network has a 1943 budget of $625,000, the story reported. Ferucio Calusio, recently returned from the United States where he acted as guest conductor of the NBC Symphony, will organize and conduct a symphony orchestra for the Primera network. Other top talent for the year includes the Argentina movie star, Libertad Lamarque, who will star in a dramatic series; Los Rancheros, Mexican singing trio; Mercedes Simone, Amanda Ledesma, Agustin Irusta, Fernando Borel and Francisco Canaro. Featuring a mobile show arrangement, the network does not keep its permanent staff at Belgrano all year, but shifts it from station to station so that each member of the network becomes in turn the origination point for the major network broadcasts. The Primera chain also receives CBS programs via the Continental Chain. Radio Belgrano is serviced with regular news broadcasts by UP.

What's Power?

Power is people in great numbers, who listen to WHN's entertaining and informative programs.

Power is millions of advertising impressions on the ears and minds of listeners, with increased purchases of clients' products therefrom.

The power of WHN only begins with 50,000 watts on a clear channel in America's largest market.

And the complete power of Station WHN assures a profitable campaign ... at the lowest possible cost!

NEW ORLEANS

50,000 WATTS

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate


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Radio Does Job for Government
(Continued from page 10)

KGW. KGNC KFYO KFWB
WHLB WMFG WDAY WNAX
bor, originated works and
quiring and the networks. Stations
originated by broadcasting without charge
G 30
Interior's code.

Radio Helps OPA
Six weeks after the price control
law went into effect, the Office of
Administration made a survey and
found out that only 20 per-
cent of the country's dealers were
posting ceiling prices. OPA asked
for a survey.

They didn't want to turn the
housewives of America into a fe-
male Gestapo. On the other hand,
their budget didn't permit them to
hire anything like the force that
would be necessary for them to pay
a personal call on every retailer in
the country. Therefore, it was ob-
vious that the general public would
have to be used to put pressure on
the retailers if the law was to
mean anything.

The Fact Sheet emphasized the
point that a dealer who was not
posting prices was probably not
doing so because he didn't realize
he should, or because he had
forgotten to do so.

A few weeks after the conclusion
of a 14-day drive on "Look for
Posted Prices" on the Network
Plan, a second survey disclosed
the number of dealers com-
plying with the law had jumped from
20 to 50 percent. Not perfect by
a long shot, but certainly a con-
siderable step in the right direction.

Recruits Nurses
Later in the summer the Red Cross
came to us and asked our help in
increasing their pool of nurses who
had volunteered for active duty in
the Army and Navy.

The latter were then calling for
3,000 a month, and it looked as if
the pool might soon be exhausted
unless new volunteers were se-
cured. The difficulty of the prob-
lem was heightened by the fact that
the nurses who could volunteer
were also needed at home, because
of the doctor shortage. Also, it
took a little of persuading to
encourage such women to give up
a salary as high as $25 a day for
the trials and sacrifices of a nurs-
ing career at a Pacific island out-
post. We wrote the most effective
Fact Sheet we could, and asked
writers and producers to play up
the nobility of such sacrifices in
order that nurses might be more
widely appreciated by the general
public.

At the conclusion of the three-
week Allocation Plan drive, vol-
unteers were already coming in at
50 percent above the pre-drive rate.
Several weeks after the conclusion
of the drive, the number jumped
to over 100 percent—and in
many communities as high as 250
percent above the pre-drive rate.

Up to that time the biggest nurse
recruitment month in the history of
the Red Cross had been February,
1942, when the aftermath of
Pearl Harbor had sent every un-
attached nurse out seeking active
duty. But September, 1942, topped
February by a considerable mar-
gin, and the Red Cross attributed
it entirely to the three-week radio
drive.

There are similar stories on all
recruitment campaigns we have
undertaken. Candidates for Marine
officers' schools jumped 40 percent
after two weeks on the Network
Plan. Mechanics for three branches
of the Army were solicited in late
September, and by mid-October
were succeeded. The story of one
particular achievement, in view of
the enormous pressure from indus-
try for this very type of skilled
technical personnel.

184,000 More for CAA
In mid-November the CAA called
us again, this time asking for our
help in getting non-combat pilots.
It was decided that applicants
should be told to write to Washing-
ton and they would then be
referred to the proper type of
job in their neighborhoods. The CAA
stated they believed they could get
the right number of qualified ap-
licants for $50,000.

In view of the great pressure for
manpower from many directions,
we knew this would not be an easy
job. We did some pretty long guess-
ing to decide what total circulation
would be necessary in order to turn
up 50,000 returns. We finally de-
duced upon 150 points of audience
within a 7-day period as a cam-
paign of sufficient impact.

Fifty thousand inquiries are by
no means difficult to get on an
ordinary commercial radio offer.
But it must be remembered that
asking a man to change the whole
future course of his life, becoming
a non-combat pilot—particularly in
the face of other pressure from
Army and Navy sources, together
with lucrative offers from all
branches of industry—made the
securing of these 50,000 inquiries
a vastly different matter from
the ordinary "box-top" operation.

But despite the anticipated diffi-
culties, we overshot our mark and
a total of 164,000 inquiries was
secured. This, of course, met all
CAA's immediate needs. They are
now making every effort to keep
in regular touch with the "surplus
applicants" in order to reserve
space for them when future train-
ning courses open up.

Heating Crisis Averted
Even though the fuel oil situa-
tion is extremely serious at the
time of this writing, the fact is, it
may have been much worse. In
September at the time fuel oil rati-
oning was announced, we launched
a three-week campaign in which
listeners were asked to do two
things: (1) Make their homes
"heat-tight" by installing insula-
tion, storm windows, weather strip-
ing, etc. (2) In areas where fuel
oil would be rationed, all oil users
should convert to coal where pos-
able.

Actually, we were later advised
that every insulating and weather-
stripping company in the East and
midwest was working at capacity
speed, and that many home own-
ers who had tried to weatherstrip
their homes had been unsuccessful
because of labor and materials short-
ages.

Cooperation Brings Results
When we first launched the Net-
work Allocation Plan we shared
with everyone who had agreed to
cooperate in it a scepticism as to
its ability to handle certain types
of subjects.

We knew that as the war height-
ened and as more and more restric-
tions were imposed, the type of war
message which this vehicle would
be asked to handle would be increas-
ingly serious. Nevertheless, in the
past 40 weeks we have seen
messages like "Get a War Job",
"Mileage Rationing", and "Share
the Meat" carried on some of the
top programs on the air—comedy
programs, variety shows, dramas,
musical shows, etc.—almost all of
which have handled these subjects
with a blend of entertainment and
seriousness more skillful than any-
thing we dared hope.

That the plan is now recognized in
so many quarters in Washington
as the most effective information
vehicle that the Government has at
its disposal is due to the imagination,
technical skills and hard work of
the writers, producers, sponsors
and network officials who are re-
 sponsible for the shows to which
these messages are assigned.

These people have proved that
the radio can take the lead in bringing to the public the true facts on the hard realities of
the war. At the same time they have
also proved they can keep entertain-
ing the public to the end that
their spirits will not fall, and their
determination not falter to prose-
cute the war until victory.

A year ago this double job
seemed like a near-futoniy. Today it
is an accomplished fact.

Luncheon for Cuhel "FRANCIS" O'CULL for MBS for-
sign correspondent in Australia and the
Dutch East Indies, who returned
to this country in December. 1942,
was honored Jan. 15 at a luncheon at
Toots Shor's, New York, tendered
by Miller McLintock, Mutual presi-
dent.

* * * * * * * * * * * * * * * * * * *
Lowest Cost Per Listener
in the Tri-State Area
TROY - ALBANY-
Schenectady
WTRKY
TROY, NEW YORK
1000 Watts
at 980 Kc.
The ONLY Basic Blue Station
in Eastern New York
Represented by RAYMER
Press Aims Heavy Barrage at Petrillo

AFM Czar Gets Rough Treatment for His 'Mullarkey'

A TORRENT of editorial criticism of James C. Petrillo and his AFM has been loosed by the nation's leading newspapers, in the wake of his testimony before the Senate Interstate Commerce subcommittee Jan. 12-14.

Even though Petrillo, in the opinion of observers, made a far better impression than was expected, the editorial reaction not only condemned Petrillo and his dictatorial practices, but, in one of two instances, chided the committee for "exchanging jokes" with the union leader. His plea of technological unemployment was branded as "so much mullarkey" in another editorial, while there was general condemnation of his admission that $90-a-week "pancake turners" would not have been forced on stations if the stations had not capitulated.

'Times' Rebuke

In a lead editorial, the New York Times held that the testimony of Petrillo and his counsel, Joseph A. Padway, who is also general counsel of AFM, did not put their policies in any better light. Their excuses, the newspaper said, have been offered hundreds of times before and none of them holds water.

The Times held intolerable the "kind of private dictatorship" Petrillo is permitted to exercise and pointed to his admission that he might attack the motion pictures next because of purported unemployment. In addition to telling the American public what music it can or cannot hear, "he may soon be telling it what motion pictures it can and cannot see."

Petrillo's promise to "negotiate" was branded meaningless by the newspaper, which took Congress to task for the "tyrannical economic life-and-death powers" which allow Petrillo to impose "the most extravagant demands on the industry." It urged legislative action, advising both Congress and the Administration to "look at Mr. Petrillo well and carefully return." As long as Congress acquiesces in the Supreme Court decision that labor unions enjoy sweeping immunity from antitrust acts and from the Clayton Act, the newspaper said, "we shall have Petrillos."

The New York Herald-Tribune commented editorially on Petrillo's commitment to his union's position: "He is prepared to lift the ban on recordings if the President asked him to. It pointed out that the implications are (1) that he need not consult his union with respect to such an order, and (2) one of "lordly condescension."

This newspaper also criticized the labor policy of the Administrations and the actions of the Supreme Court which, it held, have persuaded labor leaders that they need not consult public convenience even in wartime. Because of these policies and decision, it stated, the union leader in his magnanimity, he comes forth: "I, James C. Petrillo, will withdraw my request if the President requests it."

Purity of Motives

The Washington Post said Petrillo made several "damaging admissions" in his testimony, among them that his motives "were not so pure or so lofty as they have been made out." All he wanted was simply "a larger cut in the profits for the musicians employed in the bands which make these records," the newspaper said.

Aluding to his admission that the $90-a-week pancake turner edict was "a mistake," the Post said Mr. Petrillo "must have felt that he could withdraw his request of his own volition an admission. It is bad enough when a dictator admits, as Mr. Petrillo did, that he is not an angel, but it becomes a mistake—such that is well-nigh fatal. No wonder he is now ready and even eager to negotiate with almost anybody about anything."

The Spartanburg (S.C.) Journal also flayed Petrillo's "slip of the tongue." Alluding to Petrillo's iron grip on the union and the requirement that its permit to play can be obtained only by paying dues to AFM, the Journal said "pirates used to use the same system."

The newspaper predicted that Petrillo's pancake turner slip may be used against him by the broadcasters and recorders when he starts dealing with them about the matter of making records.

Pegler's Comment

Weetwood Pegler, hard-hitting Scripps-Howard columnist, alluded to the "ribald spectacle of Jimmy Petrillo, a rich and rowdy unionist, kidding the Senators and defying them to interfere with his make-work and mock-work program," even at a time when Paul McNutt is proceeding to squeeze nonessential businesses out of business, because there is said to be a shortage of vital manpower. Pegler commented that Petrillo was "in the right" and knew it and that they (the Senators), not Petrillo, are to blame. He pointed out, as did other newspapers, that the Supreme Court delivered to Congress "two insulting challenges within the last couple of years" in opinions from which Petrillo derives his power. The court said "unions could do no wrong, and gave approval to systematic and outrageous wage and manpower under-study system, which is the whole cause of the controversy with Petrillo's union of musicians."

The Philadelphia Inquirer reviewed its editorial tirade against Petrillo's demands, particularly the pancake-turner faux pas and the need for Congress to revise the labor laws. "This is only one instance of the way Petrillo works. He has got away with many things during his career as dictator of music for the American people. It's time to call a halt. Excessive powers for labor organizations, provided by the laws and their interpretation by the courts, have prevented remedial action. The new Congress can and should do something about it."

RADIO DID JOB

'Hitler's Children' Premiere - Breaks Records

HOUSE RECORDS in 34 mid-western theatres were broken recently when the RKO picture "Hitler's Children", based on the book Education for Death by Gregor Ziemer, WLW, Cincinnati, news commentator, was given its world premiere preceded by radio promotion.

In Cincinnati spearhead of the premiere performances, the Albee theatre gross was 192% above the average for top pictures. A peak of 300% over the average was reported by the Sipe theatre, Kokomo, Ind. In view of preliminary reports last Thursday, Ned E. Dipent, president of RKO Pictures Inc., said, "Box office and attendance figures from both large cities and small towns in the world premiere, sponsored in its listening area by WLW, have clearly demonstrated the intensive coverage and selling power of radio."

WLW promoted the premiere a week in advance, principally on Ziemer's 11:15 p.m. program News Background. Night before opening, a 30-minute air preview was broadcast by WLW with station dramatic staff members augmented by Bonta Granville and H. B. Warner, stars of the picture.

Radiothermic Process Opens New Power Field

A NEW use for radio frequency power in industry is I. R. Baker of RCA Victor Division in the January issue of RCA's Radio Age, in an article which prodicts that the process will soon require equipment with an output greater than all the U. S. broadcasting stations.

Process, known as radiothermics, was developed in the laboratories last year, Mr. Baker says, but will prove of such importance in the war effort that equipment rated at more than 3,700,000 watts will be needed in 1943. Radiothermics will "shorten production cycles, improve products and accomplish manufacturing processes which were previously impractical," he writes, pointing out that it can be used to heat, glue, dry, anneal, rivet, weld, and reactivate enzymes.

CHARLES RYDER, West Coast chief auditor of CBS, Hollywood, doubles as producer of a series of five-minute interviews devoted to promotion on Federal income tax, recently begun on KNX, that city, as part of the weekly program, Let's Face the Facts.
Announcer Laundered
AN INVENTION by Bill Robbins, WCKY, Cincinnati, converting the Thompson submachine gun from 45 to 22 caliber for training is subject of an article in the current issue of Army Ordnance, official publication of the Army Ordnance Assn., Washington. Unit perfected by Robbins is regarded by Government officials as an economical feature in training men, says article by Lt. Col. Calvin Goddard. Also in the same issue is a story by Robbins on simplified spark photography in which he describes his experiences with what he terms a "sparkograph".

Williamson to London
LT. GREGORY WILLIAMSON, former radio director of Pedlar & Ryan and for the last year with the Navy in a radio capacity, has taken up new duties in London as assistant public relations officer in charge of radio on the staff of Admiral Harold R. Stark, commander of U.S. Naval forces in European waters. Lt. Williamson, formerly with WCRC, joined the Navy January 1, 1942, and was assigned to the Ind rising to the Office of the Undersecretary of the Navy.

FOX CASE: Western division public relations director of CBS, Hollywood, has been re-elected chairman of the National Association of Broadcasters and Southern California Broadcasters Assn.

Norris-LaGuardia act the court has not the jurisdiction to grant an injunction against the AFM. It was on this latter point that Judge Barnes dismissed the original suit three months ago. However, the AMA made the same allegation in its suit—that a labor dispute was in progress at broadcasting stations Health covered by the Norris-La Guardia act, but the court refused to hold the association immune from prosecution under the anti-trust laws.

The Department of Justice original suit against Petrillo, dismissed by Judge Barnes, is an appeal to the Supreme Court and its status remains unchanged by the new case before that same judge on Monday. If the motion to dismiss is denied, the case will be heard Feb. 8. For a temporary injunction. If the injunction is granted, the case will be closed as far as the Federal District Court is concerned.

The AFM filed a last minute memorandum brief last Friday in support of its motion to dismiss the anti-trust suit. The memorandum, filed by David Katz, local counsel of AFM, before Judge Barnes, expands the allegations set forth by the AFM dismissal motion filed last Monday: 1, That the case is a labor dispute; 2, That it is covered by section 20 of the Clayton act; 3, That there is no difference between this new action and the one dismissed by Judge Barnes Oct. 12.

U.S., AFRA OFFICIALS CONFER ON SALARIES CONFUSION arising from attempts to apply the provisions of the government's wage stabilization regulations to radio performers was reported to be "considerably clarified" following a conference held in Washington early last week between A. D. Burford, chief of the Salary Stabilization Division of Internal Revenue, and a delegation from the American Federation of Radio Artists comprising Lawrence Tilt, AFRA president; Emily Holt, national executive secretary; George Heller, executive secretary of the New York local; Henry H. Jaffe, the union's counsel. Details of the discussion were not divulged.

The union is expected to submit its revised sustaining contracts to the War Labor Board for at least another week, according to AFRA headquarters, where it was explained that the working out of minor details had held up signing of the contracts, which in turn had delayed the union in filling out the extensive forms required by the WLB. AFRA is expected to submit all the new contracts at once so that they may be considered together as an industry proposition rather than as 40 individual contracts.

Trommer Placing
JOHN F. TROMMER Inc., Brooklyn, brewers of The Answer Man, quarter-hour program heard on WOR, New York, Tuesday and Thursday, 1:45-2:00 p.m., for 13 weeks, and has placed a combination live and transcribed version of the series on WIB, Boston, and WBZ, Springfield, Mass. Tuesday and Friday, 6:15-6:45 p.m. Trommer continues its spot announcements on five or six stations in the New York area, Federal. Adv., New York, handles the account.

Coca-Cola Invases Canada
COCA-COLA of Canada on Feb. 1 starts its invasion of the Dominion. Having for years used the transcription of "Singing Sam" program, the new departure features Canadian and American theme and will be known as the Victory Star. Named for the station and for programs for 23 minutes, 8:05-8:50 p.m. on 20 Canadian Broadcasting Corp. stations, through D'Arcy Adv. Co., Toronto.

Forest Fire Plugs
AS PART of the promotion campaign of a volunteer group of West Coast advertising men through the Advertising Council to combat forest fires, one-minute announcements will be distributed to stations throughout the country this month.
Mr. A Goes to War

BY MAURICE CONDON

In which Mr. K. W. Amplistat, an ingrate if ever there was one, turns on his creator and exposes him as a cliche-ridden promotion man. The author of this series, sales promotion director of WGR, Cleveland, is now in the Army and this is his last contribution for the duration.

Q. Well! You're Condon, aren't you?
A. Yes, and you're K. W. Amplistat, the nebulous collector of radio cliches. Please get the hell out of here because I'm in a hurry.
Q. I thought you'd recognize me. What are you doing in such haste?
A. I'm writing a letter to be sent to the Cleveland food chain executives and to 350 selected retail grocers.
Q. Interesting. Why are you writing this letter?
A. Because Boswell's Birdseed, "A song in every seed, a melody in every mouthful," has purchased a schedule of Class "D" spots on WWAR.
Q. And you are acquainting the various grocers with what announcements are scheduled?
A. That's right. Now please go devil John Patt or Harry Camp while I get this out. Gotta make this fast.
Q. No, I'll stay and assist you. For instance, how are you going to describe this schedule?
A. Why, a schedule is big, substantial, impressive, elaborate, terrific, unusually aggressive, considerate, fine, ample, excellent. Sometimes if the agency is insistent, I describe the schedule as thumping big, unprecedentedly large.
Q. That should impress the grocer. How do you describe the announcements?
A. They're sparkling, effective, carefully-worded, persuasive, friendly, action-compelling, sales-stimulating, compelling.
Q. Any when are these announcements scheduled?
A. You'll be pleased to know that Boswell's Birdseed announcements are scheduled between programs having large, steady audiences, proven audiences. Yes, these spots are scheduled advantageously, where buying audiences are assured.
Q. What does your coverage do?
A. Our coverage embraces half a million radio homes.
Q. And each listener is what?
A. Each listener is a potential customer.
Q. Therefore this coverage is—
A. Gilt-edged.
Q. Do you appeal to the avarice that is in all men?
A. I appeal to their larceny—.
Q. In what way?
A. I hint at more sales, greater profits.
Q. For instance?
A. When radio goes to work for you—goods move, sales skyrocket, there's a greater turnover.
Q. I see.
A. Results shower in—more dollars and cents in the cash register—customers come back again and again—it's like an unexpected legacy—you reap the benefits of radio's unparalleled sales potency.
Q. This, in turn, has some effect on the cash register?
A. Your cash register will ring like a carillon—tinkle merrily—play a happy, profitable tune—or, in the words of the popular song, "the cash register goes jingle, jangle, jingle."
Q. Tempily, timely.
A. And, I point out, that tune "ain't so very far from wrong" when you're selling Boswell's Birdseed.
Q. Therefore the grocer stands to be what?
A. The gainer.
Q. And this campaign merits what?
A. Your closest cooperation.
Q. It will what?
A. Bolster your sales.
Q. All this, if you—Mr. Grocer—
A. Capitalize on this outstanding campaign.
Q. By—
A. Displaying Boswell's Birdseed where the customers can see it. Put some right on the counter, next to the cash register. Make an "inland" in the main aisle. Put in a window display. Remind your customers. Talk it up!
Q. These cooperative helps will do what?
A. They will help you realize the full possibilities of this campaign.
Q. The response will be—
A. Quickly noted. A definite, cumulative response.
Q. So you urge the grocer to give the campaign—
A. That extra push.
Q. You end the letter with a clever little something?
A. Oh, it's nothing. Maybe I'll close with "Hoist sales!"
Q. Ingenious indeed.
A. And now, Mr. Amplistat, will you please take it on the Arthur Duffy? I knew very well why you've quizzed me. Undoubtedly it is to lampoon promotion letter writing in one of your future articles.
Q. You guess correctly. I will leave now.
A. Oh—just a moment, Mr. Amplistat.
Q. Yes, Condon?
A. I know where there is a great fertile field of cliches for you.
Q. You do? Where?
A. In the armed forces of the United States Army, Mr. A.
Q. But, Condon, I'm not in the Army!
A. The hell you're not, Mr. A! We're both in! Forward—march!

Canadian Broadcasters Pay Higher Music Fees

Canadian broadcasting stations during 1943 will pay $146,113 for use of copyright music to the Canadian Performing Rights Society (Canadian ASCAP) and to BMI Canada Ltd. This is an increase of more than $15,000 above the 1942 payments, due to an increased number of radio receivers licensed in the last fiscal year. The Canadian Copyright Appeal Board announced the schedules in the Canada Gazette Jan. 18.

Under the approved schedule, CPRS collects in 1942 $129,879 as against $116,377 in 1942, based on the rate of 8 cents per licensed receiver; BMI Canada Ltd. will receive $16,334 in 1943 as against $14,547 in 1942, based on the rate of 1 cent per licensed receiver. In connection with the Petrel fight against juke boxes, the Canadian Copyright Appeal Board deleted a proposed license fee for coin music machines from the original schedule submitted by CPRS.

WIRIES May Be WAAcs

QUALIFIED members of the WIRIES (Women in Radio & Electrical Services), technical course for women given by the Army Signal Corps at schools and colleges throughout the country, are now eligible for membership in the WAAC. Women training in the WIRIES may have inactive status as WAAcs until their communications training is finished. They will then have WIRIES basic training after completion of the course.

KSD—The Post-Dispatch Station

ST. LOUIS 550 KC • NBC

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

BROADCASTING • Broadcast Advertising

January 25, 1943 • Page 45
Searching Probe of FCC Seen As Cox Resolution Is Passed

(Continued from page 9)

ments in opposition to the Cox reso-

All of these matters have been cov-

tution, and he has drawn the follo-

munity, but under House rules, clearly pronounced by Rep. Speaker Rayburn and Rep. Mike-

Soviet Union.

men in the storm-center of repeated con-

cussed the House in 1939, he has been in the st

and and the House, and with others in public life. A
couraged and deçet, witness, how-

an of the Cox contro-

There has been some talk of possible "ripper" legislation at this ses-

tion to reduce the size and opera-

n sectional bonds. Linked with the FCC has been talk of cur-

tary activities. But this has not reached the form of a legisla-

The Time to Buy in

Central Pennsylvania

WSBA reaches thousands of

listeners in Central Pen-

silvania and Northern Maryland
every day. With WSBA cover-
ge of this 5th industrial and agri-

The Map That

MAIL BUILT!

YORK • PENNSYLVANIA

National Representative: The Walker Co.

PORTLAND, OREGON

"KEY TO THE GREAT WEST"

5,000 Watts • 620 Kilocycles

NBC RED NETWORK

Represented Nationally by

EDWARD PETRY & CO., INC.

Page 46 • January 25, 1943

BROADCASTING • Broadcast Advertising
Mr. Speaker, I am this morning bringing to your attention one of the most important issues that we have the deepest possible personal interest. If the resolution I am offering is adopted, Mr. Speaker, I am sure that it will be seen as a departure of the recent trend and a befitting action of the House and Government. It may be well to inform you that I have gathered that the recent trend is of a more permanent and even dangerous nature.

The resolution I am offering is aimed at restoring broadcasting to its rightful position as a public service. It is based on the following considerations:

1. Broadcasting is a public service and should be under public control.
2. The recent trend towards private ownership is a threat to the public interest.
3. The recent trend towards concentration of control is a threat to the diversity of broadcasting.
4. The recent trend towards commercialization is a threat to the educational and cultural content of broadcasting.

Mr. Speaker, I am therefore offering a resolution to restore broadcasting to its rightful position as a public service, under public control, and with a diversity of ownership and content.
invariably competition among purchasers would be keenest for the use of the 30 most powerful stations, or for the 64 stations comprising the best coverage of the country "for the simple reason that of the possible combinations for nationwide coverage above set forth, the cheapest and most conveniently obtainable would be comprised of the best stations."

ANA continued it was "common knowledge" in the advertising business that plans "presently are under consideration into just such time contracts if Regulation 3.104 is to be held valid." The brief continued:

"The reason for such a trend is quite apparent. Many large national advertisers have a great investment in goodwill represented by consumer acceptance of given programs and by the value of the advertising business of the networks was received in 1940 through 10 leading advertising agencies acting in as the asking price for stations.

With a deteriorated efficiency in radio broadcasting, the court was told, it is axiomatic that newspapers and other competitive media are being made more desirable because of the expense of radio." Then ANA said pointedly that national advertisers can reach their audience "if radio is eliminated entirely." National advertisers "are interested in one thing only—the efficiency of their advertising messages in producing sales at a low cost, with a minimum of waste," said the brief. There was no concern with the "fortunes of a particular medium of advertising, or of the fortunes of the various instrumentalties that comprise a medium, whether it be radio or anything else, except as the facilities obtainable may be used as a tool for the scientific marketing of wares. The advertiser wants to reach his exact market, to the extent possible."

**Barriers Seen**

Pointing out that each national advertiser is operating in a highly competitive market, ANA said the regulation "of advertising in radio is an interference into the economy of the nation as a whole. The Commission erred in not seeking to explore these inter-related factors, which are "at the heart of the question." If such an exploration had been made, "Regulation 3.104 would have been quite differently conceived and drafted by the Commission." Citing that the regulation "will create barriers against use of radio by national advertisers," the brief quoted liberally from recognizably accurate descriptions of campaigns, developed, from market investigation to finished campaign. Advertising appropriation, it was stated, "do not spring full-panoplied from the head of Jove."

If uncertainty prevails as to availability of time in such an important medium of advertising as broadcasting, or any important part of it, it would become impossible for the advertising specialists to work with any real foresight how to coordinate the medium of radio with the other media desired to serve the needs of the national advertisers.

The timing of option of stations has brought radio advertising "into harmony with the actual needs of the national advertiser and with his marketing program. The uncertainty resulting from enforcement of the regulation would make the use of the advertising dollar less efficient, add to the cost of distribution, and lessen the revenue to radio from advertisers whose combined dollars now support the structure. Moreover, it was held that the regulation would render impossible competition in the purchase of advertising.

It would also render a "marked disservice to the public interest generally" for the whole structure of advertising as a medium of communication to the people and the Government of the United States" is supported by the advertising dollar. Thus, it was pointed out, the advertising dollar in radio takes on a broader aspect than its purely commercial uses.

"The destruction of network organizations—the inevitable result of the application of Regulation 3.104—will, at the same time, destroy the incentive of the national advertiser, and result quantitatively in a marked deterioration of the listening audience." While the FCC majority pays "lip service to the network concept," it proceeds, by the option time regulation, "to destroy the network concept... the court enunciates." The court was asked to set aside the Commission's order.

**CBS Argument**

CBS devotes more than three quarters of its brief of over 100 printed pages to technical legal argument supporting the network contention that the FCC regulations exceed its authority and are based on an "erroneous interpretation by the Commission of the Act," for "the FCC regulations were concocted in the same order and with the same personnel that were the original FCC regulations." The BTC finds that the FCC regulations are not unconstitutional; that the regulations are arbitrary and capricious, that the District Court erred in overruling the complaint without a trial. The brief was filed by Charles E. Hughes Jr., who argued the case in the lower court, Allen S. Hubbard, senior member of the law firm of Smith & Wright Tisdale, of his firm.

CBS points out that the effect of the regulations "would be to destroy the network as a joint enterprise, of the national organizations and all its affiliated stations are cooperating members, and to compel a condition whereby, regardless of affiliation relations, every network is available to every station and every station to every network on a 'first come, first served' basis... This strikes at the root of the existing affiliation system." CBS would also be required to dispose of WBT, Charlotte, N.C., and possibly of WCCO, Minneapolis, and WJSV, Washington.

Apart from impairment of Columbia's economic ability to continue to render its costly sustaining service and to maintain its high commercial standards, it would be highly inequitable to make the circulation and goodwill which Columbia has built up for its affiliated stations salable by competing network organizations which had contributed nothing to such circulation and goodwill."

NBC in its 100-page brief, sup-

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**ASCAP Ban Lifted**

BILL REPEALING all sections of the 1937 Anti-ASCAP statute of the State of Tennessee was passed by the House and became a law last Tuesday, John G. Paine, general manager of ASCAP, announced Jan. 21. Similar bills were introduced in the Legislatures by Senator J. H. Ballew and in the House by Representative Fred S. Powell.

Implemented by a 100-page appendix, contained the proper forum for the trial upon the validity of its contracts with stations is the District Court in Chicago. (There is pending before that court the anti-trust suit of the Department of Justice against RCA-NBC and CBS). If that contention is denied, NBC held, "appealants are nonetheless entitled to a full and fair trial in the District Court in New York."

**Sees Irreparable Injury**

John T. Cahill, chief counsel for NBC, asked the highest tribunal to reverse the District Court's action and remand with instructions for a permanent injunction against the FCC's order, or, in the alternative, for issuance of a temporary injunction and a new trial before that court on the issues raised. Like the ANA brief, NBC contended that the national advertiser, under the FCC regulations, would seek to broadcast his program "over the largest and most powerful stations in each area, without regard to their network affiliation." Instead of four competing networks, the best stations in each area will absorb a disproportionate share of available advertising, "to the irreparable injury of the present service radio." On the NBC Council with Mr. Cahill were James D. Wise, A. L. Bickley, NBC vice-president and general counsel; Harold S. Glen- dening and John W. Nields. For WOW, David M. Wood and John B. Dawson of counsel held the district court's action and remand of the NBC complaint without trial, and that the FCC acted beyond its authority. E. Willoughby Middleton and, for the WHAM, the counsel of counsel for WHAM, asked the Supreme Court to reverse the lower court and remand the case for issuance of a permanent injunction against enforcement of the Commission's order.
FTC CLOSES PROBE
OF NETS' CHARGES
WITH no clear indication that any
irregularities had been uncovered in
network rate and discount prac-
tices, Samuel L. Williams, staff
investigator of the Federal Trade
Commission returned to Wash-
ington last week to prepare his report
on a preliminary investigation of the
four major radio chains.
Officals of the FTC expect Mr.
Williams' report to bid and recommenda-
tions within a month, as the
investigator has announced that he will
do his best to accept a Navy Com-
mission.
Investigations of this type are com-
mon FTC procedure, Commis-
sioner Everett Ewin explained
in explaining the probe last month [BROADCASTING, Dec. 7]. He pointed
out that in a majority of the cases,
they are routine checks, and never
lead to formal complaint.

Chevrolet to Sponsor
CBS Kennedy Series
CHEVROLET MOTOR Division of
General Motors Corp., Detroit,
which has used extensive trans-
scribed announcement campaigns
in its past years to turn radio net-
work Feb. 2, with twice-
weekly sponsorship of news by John
Kemp, of CBS Program
presented, on an institutional basis,
will be heard Tuesdays and Thurs-
days, 8:30-8:45 p.m., on an unde-
cided list of stations. Agency is
Campbell-Ewide Co., Detroit.
Mr. Kennedy already is doing twice-weekly news on CBS for
Barbados, Mondays and Fridays at 6
p.m., and will continue this series
as well as his broadcasts on
NWEB.

LITTLE CROW MILLING Co.,
Warsaw, Ind. (Coco Wholes), on Jan.
12 began sponsorship of five quarter-
hour periods a week on WLS, Chi-
ago. Account was placed by Rogers
& Smith, Chicago.

SELL CAR-BUY RIDE
West Coast Dealer Uses Novel
—N.Y. Campaign—
AN EFFORT to solve two wartime
problems—individual transporta-
tion and what to do with a useless
auto—has brought The Smiling
Irishman, Los Angeles used car
dealer, to the New York radio
market. By the beginning of cur-
rent week, his shows will have been
chased on 14 New York outlets, ac-
cording to Tony Holzer, dealer rep-
resentative.
Spot campaign began Jan. 16
with 150 announcements a week on
WFAT, Paterson, N. J., and seven weeks on KECA and
WWRL, New York. The Smiling
Irishman offers to buy used cars
then invites listeners to “take a ride”
the West Coast or points be-
tween in the used cars acquired
by the dealer in New York. Mr. Holzer and company have been
granted for motor fuel for the
project as actual solution to trans-
portation.

The used car-transportation ra-
dio campaign will continue for
three months, Mr. Holzer said. Ac-
count is handled by Advertising
Bureau of America.

Two Suits Filed in N. Y. Challenge
ASCAP Control, Copyright Tenure
TWO SUITS were brought against
ASCAP in the New York Supreme
Court last week, one charging the
society's directors and officers with
mismanagement of funds and demand-
ing a complete account-
ing of financial transactions since
ASCAP's founding in 1914, the
other seeking to determine the own-
ership of public performance rights
in musical compositions in 1951,
following the expiration of the
current contracts assigning these
rights to ASCAP.

Plaintiffs in both suits are Gem
Music Corp. and Denton & Haskins
Corp., music publishers, who are
publisher members of ASCAP. In
the second suit they are the only
plaintiffs and ASCAP the sole de-
fendant. In the first suit George
Whiting, ASCAP writer member,
was listed as a plaintiff and the
twist is described as “suing on
behalf of themselves and all other
members of ASCAP similarly situ-
ated who may desire to join in this
action and contribute to the ex-
penses thereof.”

Complaints Served
Both complaints were prepared by
Andrew D. Weinberger, attorney
for the plaintiffs, and were served
last week on the defendants, who
have not been served. The first suit
include ASCAP and 34 of its
officers and directors and 19 music
publishing companies. Complaint in
this case alleges that the defend-
ants have not only consistently
refused to give the society's mem-
bership any report on collections
and expenditures, but that they have
also failed to make proper collec-
tions and have “diverted substan-
tial funds of ASCAP to their
private use.” In addition to a full
accounting, this complaint asks the
court to award judgment “in favor
of ASCAP” and against the other
defendants for losses arising from
the “waste, dissipation or di-
version” of ASCAP funds by the
defendants.

Second suit, asking for a defini-
tion of performance rights follow-
ing the expiration of contracts be-
tween the owners of the musical
compositions and ASCAP, arose
from the answer made by ASCAP
counsel to the suit of BMI and Ed-
ward B. Marks Music Corp.
[BROADCASTING, June 8]. This an-
swer, in effect, held that once any
right has been assigned to ASCAP
it remains a right of ASCAP in
perpetuity and that the withdrawal
of a publisher from membership in
ASCAP does not divest ASCAP of
the right to license his music.

Citing the requirement of
ASCAP’s articles of association that
“each member shall, upon
election to membership execute an
assignment...vesting in the so-
ciety the right to license the non-
dramatic public performance of the
member's works for the period
of any then existing agreement be-
tween the society and its members”,
the brief of the equitable assignee
has made such an assignment to
ASCAP, both agreements expiring

OWI Chief Telegraphs
Appreciation to Radio
IN TELEGRAMS addressed to all
station managers last week Elmer
Davis, director of the Office of
War Information, thanked radio and
sponsors for their cooperation with
the various war information activ-
ties. The telegram, dispatched Jan.
21, follows:

“For the United States Government
may not have the sincere appreciation to
you and your war program manager
and staff for your cooperation with the
various war information activities
so important to America’s prosecution of
this war and particularly for rec-
ognition you are giving new OWI an-
ouncement and transcription plans.
Our thanks to those underwriters who
are so willingly aiding you to
assure good time and regular audi-
cences by giving their time for these
important war efforts. (Signed) Elmer
Davis, Director, Office of War Infor-
mation.”

OPA May Act Tuesday
On Extra Gas Rations
DECISION may be made this
Tuesday on the OPA’s appeal for
relaxation of OPA’s ban on extra
gas rations for radio technicians
working on emergency munitions,
s, Richard C. Harrison,
chairman of OPA Eligibility Commit-
tee, is on the telephone on Friday.

Neville Miller, NAB president,
had written two letters complaining
that OPA regulations discrim-
inate against radio, since “C”
books are distributed to photographers
using bulky equipment. Mr. Miller
pointed out that radio is an essen-
tial service and that broadcasts from
temporary remote locations involve
transportation of heavy equipment.
“C” books have already been de-
signed to be issued to engineers employed
at permanent isolated radio trans-
mitters. [BROADCASTING, Jan. 4].

Ballantine on CBS
P. BALLANTINE & SONS, New-
ark, out of network radio since last
summer when it sponsored Three
Rings Through the BLUE, returned
the air March 8 on CBS with a
musical program featuring Guy
Lombardo and His Royal Can-
da and guest stars, Monday even-
ing 10:30-11 on a large group of
Eastern stations. Agency is J.

Furay Honored
JAMES H. FURAY, vice-president
and member of the board of direc-
tors of the United Radio Group of
Chicago, has been awarded a citation
for his contribution to Pan-American
unity, by Rodolfo R. A., a group of
distinguished men in entertainment. The
awards have been announced and
received in appreciation and rec-
ognition of his notable contribu-
tions to mutual understanding be-
tween the republics of North and
South America and to the fostering
among them of true friendship and
a sense of common planting.” Mr.
Furay has just returned from his
10th trip to South American coun-
tries, where he has been active for the
past 25 years in extending UP
service to the newspapers of that
continent.

For Paralysis Fund
MINUTE RECORDINGS by radio
talent have been made and distrib-
uted to more than 300 stations in
connection with “Help With the
Fight Against Infantile Paralysis”,
which raised $110,000 during the first
President’s birthday Jan. 30. Transcriptions were
made by WBS.

MICHAEL J. MANSFIELD, former-
ly station manager of WNBC, Min-
nesota, Mont., was elected to Con-
gress in November and has this month
assumed his seat in the 76th Congress.

WJHL, Johnson City, Tenn., has ap-
pointed Howard H. Wilson Co.
exclusive national representatives.

QUAKER OATS (Co., Chicago
(Albert Jemima Pancake flour)
Feb. 7 will start a five-minute Sun-
day musical program featuring
Aunt Jemima and the Old Planta-
tion Band, WZGC, Detroit, will be
broadcast at 2:55-3 p.m. on 34 CBS
stations following World News Today.
The network series is in addition to the
five-minute transcribed Aunt Jem-
ima program currently running on
50 stations three to six times a
week. Agency is Sherman K. Ellis
& Co., Chicago.

KOMP, most powerful independent in the
West, is tops in value in Southern California
One of the “first three” stations in power,
coverage and prestige, KOMP is only fifth
in cost!
HEAVY SCHEDULES FOR UNCUT BREAD

AS THE Government order restricting the production of sliced bread went into effect last Monday, General Baking Co., New York, started a heavy schedule of spot broadcasting on 27 stations in New York City that week, to explain the order to consumers, and to promote the company's uncut Bread B.revs.

Sudden activity on the part of General Baking was indicated last week [BROADCASTING, Jan. 18] with announcements that the company was using 29 stations from Tren- ton to New Orleans, through Ivey & Elliotting, Philadelphia agency handling the Mid-Atlantic and Southern divisions.

In New York City General Baking started an average of five trans-

cribed announcements weekly and some participations on WFAF WMCA WJZ WNEW WOR WQXR. Upstate New York and New England stations received a heavier allotment of transcribed announcements, varying from eight to 24 times weekly, with Buffalo the center of the most concentrated ad-

veances. In addition, the company was using WBTA WHEN WGB WKBW WBL WSyR. In New Eng- land General is using WBZ-WBZB WBEI WHCH WMAQ WDBC WTC WPFI WGBR WPWFS UKR WTAG.

BBDO, New York, handles Gen-

eral's East and Northeastern advertising.

New Tolls to Effect Savings

(Continued from page 7)

When you see the Above Coat of Arms You Think of Nova Scotia

When You Think of Nova Scotia You Must Think of CHNS

The Key Station of the Maritimes at Halifax Rep: WEED & CO.

ing connection will cost $20 per month instead of $40. Those using less than 24 hours per day will pay $15 per month for the first hour instead of the former $25 and each additional hour will be charged at the rate of $1.50 per hour in- stead of the $3 per hour rate.

Under Schedule D, each bridging connection has been reduced from $1.25 to 62$5. Minimum charge for this service has been reduced from $20 to $10.

Reversed Charges Reduced

Schedule E, which covers talking circuits, will now be charged at the rate of 62$5 cents instead of $1 per bridging connection.

Reversal charges also have been revised. Type I charges will be $76 per month on Schedule A junction point equipment for reversals instead of $100 Reduced. Type I inter-exchange channels on Schedule A have been reduced from $1 to 75 cents.

Type I inter-exchange charges per airo-

line of inter-exchange channels re-

versals have been reduced from 4 to 3 cents. Inter-exchange channels under Schedule C have been re-

duced from 95 cents to 25 cents.

Switches—in with sections of net-

works for reversals have been re-

duced from $1 to 75 cents. All other switches for Schedules A & B have been reduced from 50 cents to 40 cents for each switch. Switches under Schedule D and E, have been reduced from 25 cents to 20 cents.

"Real Significance," Says Fly

Commenting on the benefits of the rate reduction, FCC Chairman James Lawrence Fly said: "If this agreement settled accom-

plishes some highly de-

sired results. The importance of the extent of the great benefits of network broadcasting to the small and remote radio stations of this country can hardly be over-

emphasized; they are an essential part of our national system of mass communication and every effort ought to be made to preserve these small stations and to improve the service they are rendering to the public. I think, too, the benefits to the press of the nation and to the nation, itself, in making more eco-

nomical the free flow of news and information is of real significance."

Miller Praises Commissions

Active in the negotiations were FCC Chairman Fly and Commissi-

oners Clifford Durr, Ray C. Wakefield and Paul A. Walker. Ac-

counting details were handled by William J. Nordest, chief con-

in the interest of the Commission, assisted by Harold G. Cowgill, FCC head rate examiner.

In recognition of the rate re-

vision, Neville Miller, NAB presi-

dent, said: "FCC Chairman Fly and Commissioners Wakefield, Durr and Walker are to be heartily con-

gratulated on the outcome of the move to secure reductions in tele-

phone rates and line charges by the American Telephone and Telegraph Co. With the broadcasting indus-

try and its affiliated sta-

tions working together under the added burden incident to war responsibil-

ities, this reduction in line charges is akin to prove a boon."

Since the Government leases 43% of private telephone and tele-

graph lines it is apparent that many of the benefits will go to the Bell System beneficiaries. All individuals or organiza-

tions using leased private lines are expected to benefit sub-

stantially from the reductions re-

presenting about 25% in the case of private telephone lines and 35% in private telegraph lines. Small broadcasting stations benefit from the casual rate reduction amount-

ing to about 50%. The heavier broadcast users derive their benef-

fits from the downward revision from $8 to $6 per airline mile.

Some Overlapping

Rates are effective Feb. 1 for long lines and Mar. 1 for the As-

sociated Companies’ interstate serv-

ices. The reductions are applied to the following existing rates of the Long Lines Dept.: $11,900,000 to private line tele-

phone and telegraph as well as program rates: $11,500,000, which is the increased share of connecting carriers’ (Assoc. Cos. and Independ-

ent Cos.) divisions of long lines rates on a present board-to-

board basis, retroactive Jan. 1; $13,700,000 covering in-

creased share connecting carriers’ divisions of interstate toll revenue on sta-

tional basis, effective the date of tariff filing (for two or three weeks); $22,800,000 reduc-

tion in overtime rate per minute from approximately one-third the initial peak rate (initial period rate of over 30 cents to one-

fourth on Long Lines and Assoc.

Cos. interstate business, effective Feb. 15 for Long Lines and March 1 for the Assoc. Cos.

There is some overlapping in the foregoing figures owing to the re-

TrIBUTE to Lombard

HALF-HOUR tribute to the late Carole Lombard, screen star killed last year while on a War Bond selling tour, was broadcast Jan. 15 by a special network of Indiana sta-

tions, with WENR, Chicago, and WLW, Cincinnati. Program origin-

ated at WIRE, and was m.c’d by Eugene C. Pulliam, WIRE presi-

dent, and Indiana War Savings Staff chief, Indiana stations partic-

ipated, in addition to WIRE, were: WBAJ, West Lafayette; WLBX, Muncie; WSST, South Bend; WAOV, Vincennes; WBOW, Evansville. Transcriptions were re-broadcast by: WIBC, Indianapolis; WENR, Chicago; WCE, Cincinnati; WINL, Gary; WOWO, Ft. Wayne.

‘Three Squires’ on Air

WESTMINSTER TOBACCO CO., a subsidiary of Rum & Maple To-

bacco Corp., New York, in Febru-

ary is starting a series of one-week radio campaigns, offering listeners free samples of its "Three Squires" pipe mixture, which retails for 15 cents a package. One-minute an-

nouncements will be used inten-

sively in the first 12 weeks, four-times-a-year basis, according to Raymond Spector Co., New York, agency in charge.

Sexton to Army

VINCENT SEXTON, night editor of the CBS publicity department, has been appointed a captain in the War Division of Public Relations, War Department. He reported for duty in Washington last week. Sexton joined CBS three years ago, after 15 years as City Hall report-

er and legislative correspondent of the New York Journal American.

Agreement of AT&T and the Bell Systems.

Typical Small Station Savings

Miles Distant

New Rate

Old Rate

One Hour Any Time

50 16 27.50

90 20 30

200 50 70

Five Hours Any Time

50 35 70.50

100 110 175

1 Hour Per Day Per Mo., Between Noon and 9 p.m.

50 90 175

100 165 325

200 315 625

1 Hour Per Day Per Mo., Between 9 a.m. & 9 p.m.

50 65 190

100 195 395

200 395 795

When you see the Above Coat of Arms You Think of Nova Scotia

When You Think of Nova Scotia You Must Think of CHNS

The Key Station of the Maritimes at Halifax Rep: WEED & CO.

HAVE YOU SEEN HENRY ...

The Pole Vaulting Fish?

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

The Perfect Place to Spend your Vacation

MODERN LODGE

Write for free booklet and rates: Wakulla Springs Lodge Wakulla, Florida

BROADCASTING • Broadcast Advertising

Page 50 • January 25, 1943
ENGINEER.

BROADCASTING

chief engineer

CECIL

Philadelphia, was rejected by the Seaboard with a final appeal to the BMI and NAB to search for other candidates. He has CBS, Hollywood, in a similar capacity.

ALICE CARLEY and Eleanor Bredenmuhl have joined the control room staff of WDAY, Fargo.

C. W. JONES, engineer and control room operator of WTMS, Jackson, Tenn., is father of a boy.

CLEON McKnight, formerly of KFAC, Los Angeles, has joined the technical staff of a new New York station.

MEREDITH E. THOMPSON, chief engineer of WSAV, Savannah, is cooperating with Dr. R. L. Swigert, state director of the Engineering Science Management War Training Program for Georgia, in giving a training course in Savannah using facilities of WSAV.

HAROLD BECKHOFT has been appointed chief engineer of WSPA, Spartanburg, S. C., and Murray Coleman, as chief engineer of WORD, St. Petersburg.

RALPH BENNETT, former chief engineer of the Spartanburg, S. C., Ad. Co., has joined the engineering department of NBC New York.

LT. LORAN VICKER, former engineer of WPFF-WBPB, Dallas-Fort Worth, has been appointed assistant Regional Control Officer, Airways Communication Squadron (somewhere in the U.S.).

ALVA SMITH, chief engineer of WOWO, WGL and W49FW, Fort Wayne, Ind., recently spoke to the American Institute of Electrical Engineers in Fort Wayne on subject of frequency modulation.

GLEN CLAPPERS, formerly of the engineering staff of KOA, Denver, now stationed in San Francisco, has been promoted to Lt. Com. in the Navy.

IRENE WAHLIE, new to radio, has joined the engineering staff of WFVA, Martinsburg.

SAM ROTH has joined the engineering staff of KSJT, St. Paul.

ELY C. SCULL, formerly of the Merchant Marine, has been added to the engineering department of WHBQ, Portsmouth, N. H., partially replacing Fred Hulse, now on self-choice duty.

BERNARD SCHNEPS, previously engineer of WNYS, New York, has joined WILB, Brooklyn, as studio control engineer.

WALTER LARDNER, transmitter engineer of WTRY, Troy, N. Y., was inducted into the Navy Jan. 12.

WILLIAM WATSON, former engineer of WTRY, Troy, has joined the Atomic Energy Commission in New York City as control engineer.

GAYLE PEARSON is the first girl operator for the Tri-City Network, Stuyvesant, N. Y., now in Onteora, N. Y., as technical assistant of WSHA, Lynchburg, Va. Maynard M. Duvall, maintenance engineer for the network, left Jan. 20 for Army Signal Corps officers candidate school.

S. SOMERS SMITH, former engineer of WBT, Charlotte, now with the Army somewhere in the Pacific, has been promoted to major.

LESLIE J. WOODS, representing National Union Radio Corp, New York, in Washington on war orders, has been named vice-president and general manager of the company. Woods joined National Union in 1923, becoming general manager of its auto radio division in 1941.

STANTON D. BENNETT, chief engineer of KFAR, Fairbanks, Alaska, has left to accept a position on the research staff of the Mass. Institute of Technology.

FRANK KERN, engineer of WFIL, Philadelphia, has been added to the teaching staff of Drexel Institute of Technology, his alma mater.

WALTER STONIER, control room supervisor of WFVL, Syracuse, has returned to duty on crutches after suffering a broken leg three weeks ago while skiing.

HAROLD H. HIGGINS, former master control operator of WCAU, Philadelphia, has been appointed a warrant officer in the Naval Reserve and is currently stationed at Washington.

DONALD A. WELLER, chief engineer of WISN, Milwaukee, has been commissioned a first lieutenant in the Army Signal Corps and is now on active duty.

FRED U. WAMBLE, formerly of WCRS, Greenwood, S. C., has joined KGO, San Francisco, Mont., as chief engineer. Gene Nalley and Laurence Smith are assistant engineers.

Sgt. CLARK CASEY and Pvt. Cliff Thompson, formerly of the engineering staff of CBS Hollywood, are now stationed at the Post Air Force Training Center, Santa Ana, Calif.

MEL NOE, technician of CBS Hollywood, has been commissioned a lieutenant (j.g.) in the Navy and reports for duty Jan. 23.

BUD BOREN, chief engineer of KXOS, Merced, Calif., recently became the father of a girl.

LOLLY KNIGHT and Bob Cline, soundmen of WGN, Chicago, have been inducted into the Army.

MARGARET LOWE, of Moundville, W. Va., new to radio, has joined the control room staff of WWVA, Wheeling.

Cecil SLY, comptroller of Universal Microphone Co., Inglewood, Calif., has been made secretary-treasurer. He has succeeded I. I. Sevey who remains on administrative staff.

M. S. ADAMS, field engineer of NBC Hollywood, has been commissioned as a second lieutenant in the Marines.

JOREPH E. KAY, field engineer of NBC Hollywood, is the father of a girl born Jan. 5.

DALE SHIMP and Gus Flassig, engineers of WWOC, Chicago, have joined the Army.

CHARLES BARNHART, formerly of the engineering staff of WBBM, Chicago.
Decisions

January 19

WDEL, Wilmington, Del.—Granted modification of CPs to change DA-timey, and extension of commencement and completion dates. The application assumes full responsibility for interference due from CP.

KWTO, KEGX, Springfield, Mo.—Granting renewal of license for the station which may effect a plan to separate the common ownership of KEGX and KWTO.

W3XWT, W3XEP, Camden, N.J.—Authorized to operate additional time within which cruiser W3XEP, Camden, N.J., and night cruiser W3XWT, Camden, N.J., are hereafter to be scheduled.

W3XWT, Camden, N.J.—Granting renewal of license.

Renewal of Licenses—KADA KELO KXKE KDKE KLFM KXLK KXPO KKVY KEVE KXBY KS1 WPCO W3D7 W7DW W3XPF W3XBP W5RM W6PC W7RE W4KQ K4XG W7RM W5HD W7RJ W7MA W5GM W3WLP W3XWP W4GM W4QP W3G8 W3QL W3XMG W3WAM K49U KB4U.

W3XWT, Camden, N.J.—Granted authority to cancel CP and close records of the Commission with respect to these stations, and delete call signs.

January 20

KEX, Portland, Ore.—Granting motion to dismiss application for CP to operate on 1190 kc, 60 kw, unlimited time, using DA.

W5M4, New Brunswick, N.J.—Commission Acting Secretary granted the telegraph message received from the band commissioner for a grant of CP for station WCRO to operate on 1510 kc, 250 kw.

W839, Oklahoma City—Granting modification of CP for installation of new transmitter.

W839, Oklahoma City—Granting notice to Miami to cease transmission for 24 hours.

W5BR, Washington, D.c.—Granting modification of CP, as modified, for extension of commencement and completion dates.

Licensed Radios in Canada

Canada's receiving set establishes 10,000,000

January 21

KGRC, New Albany, Ind.; WKPT, Kingsport, Tenn.—Scheduled for oral arguments on Feb. 22. Applications for change in operation of transmitters (Dockets 6055 and 6229).

W8QI, Penasco, Fla.—Granted petition to change call sign of station W8QI from KB8QI to W8QI.

W8QI, Penasco, Fla.—Granted CP to operate on 1069 kc, 10 kw, unlimited time.

W4YQ, Kansas City—Granted modification of CP to move transmitter from 8260 to 8320 kc, and extension of date to July 10.

W5XWT, Washington, D.C.—C-Good condition of CP, as modified, for extension of commencement and completion dates.

Bill's Thrill

The Columbus (O.) Citizen published a story recently about Bill Nelson, a supporter of publicity of WLW-WSAI, Cincinnati, to this effect: Bill stepped into a cab at a small station and said, "Unicab station, please!" Two pairs of eyes glared at him from the front seat, and a voice growled: "And would you like a rug over your feet?" Apologizing, the cabby threw the cab into a hury. He had tried to appropriate a police officer.

Bill's Thrill

COMMISSION NEEDS RADIO INSPECTORS

AN APPEAL for radio inspectors at annual salaries of $2,900 and $2,000 has been issued by the Federal Communications Commission.

Under modified conditions applicants will not have to take written tests. They will be rated on education and experience. Applicants for the inspector at $2,900 must have had a full-four-year course in electrical engineering, or in radio engineering at a recognized college or university, a full four-year college major course with major study in engineering physical science, and any time-equivalent educational experience of the first three requisites. Amateur radio experience after July 10, 1937, and 1938, will not be considered.

The applicants must hold valid second-class radiotelegraph operator's licenses or must demonstrate the ability to perform the first six months of service on the air, in the absence of a second-class radiotelegraph operator's license.

Applications for the inspector at $2,900 must be received by March 20. Applicants for the inspector at $2,000 must be received by March 30.

Changes at WNOX

SEVERAL changes have been announced in the engineering staff of WNOX, Knoxville, Joseph B. Epperson, chief engineer, who also has been chief engineer of Scripps-Howard Radio, has taken a technical post with the Government. He will be succeeded by George Smith, formerly of WAP0, Chattanooga. Additions to the WNOX engineering staff include Horton, Williams, and Tigue, as well as Ray Evans, recently with WPFO, Knoxville radio department.

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Help Wanted

Experienced Announcer — Draft exempt. Flat salary plus commercial fees on one of South's most progressive stations. 5,000 watt network affiliate. Write, wire or phone. Box 246, WSGN, Birmingham, Alabama.

Two Combinations — Announcer-operator and salesman-anouncer. New York State resident. Write fully. Box 246, BROADCASTING.

Announcer — For general studio work, $40 to the right man. Write fully. WLMH, Lowell, Massachusetts.

KFDM, 1000 Watt Network Affiliaté—Beau- mon, Texas, has openings for good versat- ile announcer. Prefer single man, draft exempt. All replies to Box 239, BROADCASTING.

$40 for 44 Hours—Or can use any ticket. WLOG, Logan, West Virginia.

Salesman With Ambition—Permanent ex- ecutive position with major Radio chain. 250 watt Mutual station network market 90,000. Excellent opportunity. State income requirements, full details. Box 239, BROADCASTING.

Chief Engineer—250 watt network station. Splendid opportunity for permanent right man. Give complete information. Box 239, BROADCASTING.

Independent Station in Southern City—Needs experienced announcer. Only steady, reliable man accepted. Salary very competi- tively starting salary. Give complete infor- mation, brief resume and letter. Address Box 239, BROADCASTING.

250 Watt Non-Network Station—Needs re- liable announcer-newsreader with well rounded, independent station experience. Permanent position with pleasant working conditions. Give draft status, starting salary requirements, full details and references. E. A. Albury, Manager WIRBQ, Memphis, Tenn.

IN CALIFORNIA — Operator-announcer wanted. 24 hours, 7 days per week, trans- cription. KFRE, Fresno, California.

Are You a Capable, All-Around Announcer? If so, there’s a position for you on the staff of a progressive western sta- tion. Sensible expenses, absolute privacy, and salary requirement to Box 250, BROADCASTING.

Operator Wanted—First or second class experi- ence unnecessary. Write Box 246, BROADCASTING.

First or Second Class Operator—Per- manent position for draft exempt soor man or woman. State experience and references. Radio Station KLQ, Ogden, Utah.

COMMERCIAL MANAGER—For 250 W. N.B.C. station in city of 20,000. Good professional man for job that can deliver. Prefer man now working in Florida. Radio Station WLAK, Lakeland, Florida.

Situation Wanted

Announcer-Writer—4-F, 22. Four years’ ex- perience. Minimum $60.00, North or Midwest. Box 250, BROADCASTING.

 Experienced Program Director — News, sports, writing dramatics. Draft exempt. Box 246, BROADCASTING.

Salesman—Good experience, good refer- ences, over 30. Dependable, hard working, high pressure, disciplined; excellent qualifications for supervising sales force. Box 247, BROADCASTING.

Sales Manager—Of 250 watt station now employed in large eastern city wants change. Inquire Box 240, BROADCASTING.
Radio Time Donated to U. S. Not Deductible From Taxes

Treasury Holds War Bond Plugs and Broadcast

Of Government Needs Function of Industry

TREASURY HOLDING WAR BOND PLUGS AND BROADCASTS

Radio broadcasting stations are carrying on the functions of information with respect to the purchase of United States War Bonds, radio broadcasting stations are carrying on one of the functions for which they are organized, and the expenses incurred in connection therewith are deductible as ordinary and necessary business expenses under section 23(a) of the Internal Revenue Code as amended.

This office is of the opinion that the value of the radio broadcast time does not represent a payment made to the United States within the meaning of section 23(a) of the Internal Revenue Code as amended, and no deduction on account thereof is allowed. However, expenses incurred by radio broadcasting stations in connection with broadcasting information regarding the purchase of United States War Bonds, recruiting men for the armed forces etc., are deductible as ordinary and necessary business expenses under section 23(a) of the Internal Revenue Code as amended.

The Commissioner's answer last week indicated that radio time could be considered a charitable gift, if the published rates or a similar rate were used as a measure of value. The Commissioner went on to say that the value of radio broadcasting does not represent a payment made to the United States and consequently no deduction is allowed.

Mr. H. E. Hjelvering, the Commissioner, has recently announced that radio stations are contributing the use of their facilities to the Federal Government for educational and informational purposes. The stations are not required to contribute the use of their facilities to the Federal Government.

The Commissioner's answer last week indicated that radio time could be considered a charitable gift, if the published rates or a similar rate were used as a measure of value. The Commissioner went on to say that the value of radio broadcasting does not represent a payment made to the United States and consequently no deduction is allowed.

Further reference is made to the letter of May 1, 1942, stating that the broadcasting stations of the Federal Government are entitled to deduct in their Federal income tax returns the deduction for the taxable years beginning after Dec. 31, 1941, under section 23(a) of the Revenue Act of 1942 as amended for the taxable years beginning after Dec. 31, 1941.

Mr. Place's second letter asked whether radio time could be considered a deductible gift, if the published rates or a similar rate were used as a measure of value. The Commissioner went on to say that the value of radio broadcasting does not represent a payment made to the United States and consequently no deduction is allowed.

Further reference is made to the letter of May 1, 1942, stating that the broadcasting stations of the Federal Government are entitled to deduct in their Federal income tax returns the deduction for the taxable years beginning after Dec. 31, 1941, under section 23(a) of the Revenue Act of 1942 as amended for the taxable years beginning after Dec. 31, 1941, and prior to the date on which the FCC is to publish a rule making the repeal of such section.

Section 23(a) of the Internal Revenue Code, as amended effective for the taxable years beginning after Dec. 31, 1941, by section 125 of the Revenue Act of 1942, provides for the deduction in the case of contributions of contributions or gifts, payment of which is made within the taxable year to or for the use of:

(1) The United States, any State, Territory, or political subdivision thereof or the District of Columbia, or any possession of the United States, for exclusive public purposes, . . . to an amount which does not exceed $6 per centum of the taxpayer's net income as computed without regard to the deduction allowed under section 23(a). The record of the Bureau discloses that the question presented in your letter was answered in the affirmative in a communication addressed to you by the Bureau on Dec. 8, 1942, to the New York Times Co., 38, 8 to 8, which was subsequently issued on the subject, and may be found in the "Monthly Bulletin of Statistics" as Bulletin 23(a) of the Internal Revenue Service, of U. S. Treasury, Washington, D. C.

The business of a radio broadcasting station includes, among other things, the broadcasting of news, advertising of products, and dissemination of other matters of interest to the public. In broadcasting information with respect to the purchase of United States War Bonds, radio broadcasting stations are not engaged in the business of volunteers, and the expenses incurred in connection therewith are deductible as ordinary and necessary business expenses under section 23(a) of the Internal Revenue Code as amended.

This office is of the opinion that the value of the radio broadcast time does not represent a payment made to the United States within the meaning of section 23(a) of the Internal Revenue Code as amended, and no deduction on account thereof is allowed. However, expenses incurred by radio broadcasting stations in connection with broadcasting information regarding the purchase of United States War Bonds, recruiting men for the armed forces etc., are deductible as ordinary and necessary business expenses under section 23(a) of the Internal Revenue Code as amended.

The Commissioner's answer last week indicated that radio time could be considered a charitable gift, if the published rates or a similar rate were used as a measure of value. The Commissioner went on to say that the value of radio broadcasting does not represent a payment made to the United States and consequently no deduction is allowed.

Further reference is made to the letter of May 1, 1942, stating that the broadcasting stations of the Federal Government are entitled to deduct in their Federal income tax returns the deduction for the taxable years beginning after Dec. 31, 1941, under section 23(a) of the Revenue Act of 1942 as amended for the taxable years beginning after Dec. 31, 1941, and prior to the date on which the FCC is to publish a rule making the repeal of such section.

Section 23(a) of the Internal Revenue Code, as amended effective for the taxable years beginning after Dec. 31, 1941, by section 125 of the Revenue Act of 1942, provides for the deduction in the case of contributions of contributions or gifts, payment of which is made within the taxable year to or for the use of:

(1) The United States, any State, Territory, or political subdivision thereof or the District of Columbia, or any possession of the United States, for exclusive public purposes, . . . to an amount which does not exceed $6 per centum of the taxpayer's net income as computed without regard to the deduction allowed under section 23(a).

The record of the Bureau discloses that the question presented in your letter was answered in the affirmative in a communication addressed to you by the Bureau on Dec. 8, 1942, to the New York Times Co., 38, 8 to 8, which was subsequently issued on the subject, and may be found in the "Monthly Bulletin of Statistics" as Bulletin 23(a) of the Internal Revenue Service, of U. S. Treasury, Washington, D. C.

The business of a radio broadcasting station includes, among other things, the broadcasting of news, advertising of products, and dissemination of other matters of interest to the public. In broadcasting information with respect to the purchase of United States War Bonds, radio broadcasting stations are not engaged in the business of volunteers, and the expenses incurred in connection therewith are deductible as ordinary and necessary business expenses under section 23(a) of the Internal Revenue Code as amended.

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The chart below contains more detailed results of the "State Fairs Survey." The KMBC audience in each program classification is compared with audiences of the next three highest-ranking stations. Percentage figures indicate what portion of the entire rural Heart of America audience habitually tunes to each station.

For years KMBC's listener-leadership in Greater Kansas City has been a well-recognized fact. It took visits, however, to both the Missouri and Kansas Fairs of 1942 (Sedalia, Mo., August—Topeka, Kans., September) to establish the margin of preference for KMBC in the rural sectors of the Heart of America Area—the region encircled by KMBC's half-millivolt daytime contour.

This is the story: An independent market-analysis organization sent its trained, professional interviewers to both State Fairs. There, they conducted personal-interview surveys of persons living in this 78-county Heart of America Area.

They asked specifically to what stations these listeners tune for "service programs"... News, Markets, Farm Talks, Farm Programs, and Home Service Features. These, we believe, are the features best calculated to contribute to rural listening habits.

Results of these studies, based on nearly 5,000 interviews, show that:

In the Heart of America Area, KMBC audiences outrank those of all other stations in each of the five "service program" classifications!

And for "service programs" in general:

KMBC has 350% more regular listeners than the nearest competing station... virtually as many listeners as 25 other stations combined—all that were mentioned!

Here, at last, is reliable evidence that in rural as well as urban portions of the Heart of America, listeners definitely prefer KMBC.

<table>
<thead>
<tr>
<th>KMBC</th>
<th>Station &quot;B&quot;</th>
<th>Station &quot;C&quot;</th>
<th>Station &quot;D&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEWS</td>
<td>38.3</td>
<td>23.8</td>
<td>12.1</td>
</tr>
<tr>
<td>FARM PROGRAMS</td>
<td>56.6</td>
<td>8.1</td>
<td>13.6</td>
</tr>
<tr>
<td>MARKETS</td>
<td>51.0</td>
<td>14.4</td>
<td>14.7</td>
</tr>
<tr>
<td>FARM TALKS</td>
<td>56.1</td>
<td>7.4</td>
<td>14.1</td>
</tr>
<tr>
<td>HOME SERVICE FEATURES</td>
<td>46.0</td>
<td>18.0</td>
<td>10.2</td>
</tr>
<tr>
<td>ALL SERVICE FEATURES (AVERAGE)</td>
<td>49.6</td>
<td>14.3</td>
<td>12.9</td>
</tr>
</tbody>
</table>

**KMBC** of Kansas City

**FREE & PETERS, INC.**

**SINCE 1928, THE BASIC CBS STATION FOR MISSOURI AND KANSAS**
SEATING CAPACITY: 2,000

... doesn't mean a thing!

- How many people come to your show? That's the important thing!

When your act is on the stage, how many people are in the seats? It's the audience that counts. "Seating capacity" doesn't mean a thing.

WKY in Oklahoma City has the seating capacity ... and packs 'em in. WKY not only rents you the hall ... it gives you an AUDIENCE!

No other Oklahoma City station has the coverage capacity of WKY. No other Oklahoma City station delivers so many LISTENERS in Oklahoma, nor so many listeners per dollar.

WKY • OKLAHOMA CITY

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