A million a year—for thirteen successive years. Again in 1942, listeners sent WLS 1,172,220 letters, making it 13 million letters in 13 years—13,882,685 to be exact! Yes, another year—another million letters at WLS! That’s a lot of mail, representing a lot of listening... by listeners loyal and responsive to WLS programs and to the advertisers who present them. You, too, can be one of the lucky advertisers sharing this confidence. Just ask the John Blair man.
That's more than a slogan... it's a reputation. That's the way listeners have felt about and talked about KLZ for years. And KLZ has adopted the phrase, "The Friendly Station", because it regards this public expression both as a compliment and a challenge.

Since broadcasting its first commercial program 23 years ago, KLZ has managed to remain "one of the folks", nor without sacrificing either its own dignity or that of its listeners. Through all these years, KLZ has maintained a keen interest in the thoughts, activities, and problems of the people it serves, rubbing shoulders with them at every opportunity, on their farms, in all their civic, educational, religious activities.

KLZ speaks to its listeners as a friend, is regarded as a friend by its listeners. Isn't that the way you want your selling message put over... just between friends?
When It's Groundhog Day Down South

Around Feb. 2 people down South begin to feel the urge of Spring—and advertising hits its high months of the year. It’s time to spring those spring schedules down this way!

To cover Middle Tennessee, the rich Nashville market, you need only one medium—WSIX, “the voice of Nashville”. Get the facts and figures here before you make out ANY schedule pertaining to this part of the country.

Member Station, The Blue Network and Mutual Broadcasting System
Spot Sales, Inc., National Representatives

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

5000 WATTS
980 KILOCYCLES
The Skyscraper Capitol at Baton Rouge, Louisiana

IS IN WWL-LAND

and so are 10,000,000 Customers from 5 States

CAPITAL of prosperous Louisiana, Baton Rouge is right in the heart of 59,508 square miles of WWL-land.

THIS GREAT Deep South Market is dominated by just one station—50,000 watt, clear channel WWL—five times more powerful than any station for hundreds of miles.
"They awaken the sponsor to the realization of the commercial value of good music properly presented."

If you are an ASCAP-licensed station, and you are not taking fullest advantage of these sales-worthy programs, write or wire at once. They are without cost to you.

**ASCAP RADIO PROGRAM SERVICE**

30 Rockefeller Plaza, New York City

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**KGER**

5000 WATTS DAY & NIGHT

LOS ANGELES - LONG BEACH
640 S. OLIVE - 475 PINE AVE.

C. MERWIN DOBYS, President and General Manager

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**December 19, 1942**

Robert L. Murray

Director of Radio Program Service

American Society of Composers, Authors and Publishers

Thirty Rockefeller Plaza

New York City

Dear Mr. Murray:

We have been very pleased with the writing skill displayed in your Radio Programs Service. These excellent scripts are a valuable contribution to the programing of any independent station, in our opinion, for two important reasons:

A. They turn a recorded program into a piece of finished showmanship; not a makeshift music filler but on by a "disc jockey" while he is busy with six other things.

B. They awaken the sponsor to the realization of the commercial value of good music properly presented.

You have our congratulations on your efforts to change music costs into music profits, and we wish you continued success.

Sincerely yours,

C. MERWIN DOBYS

Consolidated Broadcasting Corporation Ltd.

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**Broadcast Advertising**
IN 16 YEARS...
OVER 12 CENTURIES OF

Since the birth of NBC—16 short, history-packed years ago—the total number of years that NBC-affiliated stations have broadcast to the people would, if laid end to end, reach back to 743 A.D.—the year in which another lusty infant was born—Charlemagne.

During these 1200 years of broadcasting, each of these NBC stations has earned the loyalty and confidence of the people of its community; has established itself as a progressive force of enlightenment, as well as a popular source of entertainment.

When war struck, NBC moved immediately to aid the government in every way possible and to maintain at the same time the high calibre of radio service the people have come to expect from NBC stations. It was upon this foundation that NBC established radio's first War Clinic in 1942.

Today, as NBC affiliates and network executives meet for their 1943 War Clinic, they have behind them a proud record of war-service achievements... before them the goal of even greater contributions to traditional American broadcasting and to the nation's successful prosecution of the war.

"This is th
BROADCASTING SERVICE

NATIONAL BROADCASTING COMPANY...
"NEVER" wrote Robert E. Bausman in sending us his thumb-nail biography—"never have I seen a more vivid case of a country boy remaining a country boy"! . . . But Abe Lincoln was a country boy too, and modest as Bob Bausman is, he isn't fooling anybody about his business ability. Bob knows as much about human contacts as about radio contracts—and therefore has plenty of both!

Ever consider that radio stations, too, succeed by the quality of their human contacts—that the nature of these contacts determines the size, type and receptivity of their audiences? Well, how else do you explain the fact that no two stations ever consistently produce equal results—no matter how well-matched as to power, location, time-of-broadcast, etc.?

"Management makes the radio station" because it's management that sets the quality of its station's contacts, and hence sets the size, type and receptivity of your audience. The stations at the right are well-managed stations. They give you larger, better, more receptive audiences for every dollar. We'd like a chance to prove it to you, here in this pioneer group of radio-station representatives.
Revised Manpower List Aids Radio

Ten New Critical Occupations Named

IMPORTANT manpower relief for radio results from a revised list of critical occupations within the communications services, including broadcasting, announced last Friday by National Selective Service headquarters. This represents the final and final version of Occupational Bulletin No. 27, first issued in October [BROADCASTING, Oct. 19, 1942].

Ten new occupational titles have been added to the list which is dated Jan. 23 and is currently in the hands of draft boards throughout the country. These new "necessary occupations" include station manager; program director; news editor, managing editor, news, special events, or public affairs; traffic manager; radio broadcast technician (all round), and maintenance mechanic. (See complete list of critical occupations below)

New List More Liberal

The new list results from the efforts of an industry committee composed of Frank M. Russell, NBC Washington vice-president; Kenneth Yourd, CBS Washington counsel, and Howard Frazier, NAB director of engineering, who worked closely with representatives of the Board of War Communications, the FCC and the War Manpower Commission.

Far more liberal than the first, the revised list includes most of the key personnel essential to the operation of small stations. At the same time, industry leaders in Washington felt that it is more than adequate to care for the vital personnel of larger stations as well as networks.

Criteria for deferment under the new list remain the same. First, all occupations covered require a "reasonable degree of training, qualification or skill to perform the duties involved," the bulletin points out. Second, the list is intended to cover those occupations "which must be filled by persons capable of performing the duties involved" to insure efficient maintenance. Lastly, all occupations listed require "six months or more of training and preparation".

The bulletin advises draft boards to give the following factors in the classification of registrants employed in broadcasting as well as in the other communications services:

1. Training, qualification, or skill required for the proper discharge of the duties involved in his occupation; the training, qualification, or skill of the registrant to engage in his occupation; and the availability of persons with his qualifications or skill, or who can be trained to his qualification, to replace the registrant or the time in which such replacement can be made.

The list does not provide blanket deferment for occupational titles listed, but is rather intended to serve draft boards with a guide to the key occupations.

It will be seen in the complete list below that the occupations in the broadcasting field are named specifically by reference to domestic or international broadcasting or both. Other occupations named are specifically labelled radio communications if not broadcasting.

Communications services covered are divided in seven sections: radio broadcasting, radio communications and television services, magazines of general circulation, production of motion pictures, protective signal systems; submarine cable services; telegraph services; telephone services.

Local Boards Autonomous

Specific titles in the list covering broadcasting include: director of operations, radio broadcasting; electrician (all-around); engineer, professional or technical; engineering draftsman, design; instructor, training program; maintenance mechanic; manager, employment or personnel; station manager; managing editor, news, special events or public affairs; news editor (domestic or international broadcasting); news editor-announcer (international broadcasting); program director; radio broadcast technician (all-around); rigger radio; television engineer; traffic manager and translator.

The development of the revised list is the final step in the definition of the industry's essentiality. In the past, radio was included among the body of 34 industries essential to the war effort. In October last year the first list covering key occupations was issued. At that time it was pointed out in BROADCASTING that there was a strong likelihood of a revision.

The only remaining development in the new manpower picture will come in two or three weeks when a detailed "dictionary" breakdown of the new list will be issued by the WMC to local officers to aid draft boards.

Local boards remain autonomous in their decisions. Furthermore a local Selective Service spokes- man warned that for those known as 42-A as last amended Sept. 15, 1942 must be filed for all men in the broadcasting industry considered essential by their employers, even though their job titles are contained in the revised list.

List of Critical Occupations for Communications . . .

FOLLOWING is the list of "critical occupations" contained in Selective Service Bulletin No. 27 (Amended Jan. 23), pertaining to radio broadcasting; radio communications (radio-telephone and radiotelegraph) and television services:

Radio Broadcasting: Radio Communications (Radio and Telephone and Radio Telegraph); and Television Services.

Director of Operations, Radio Broadcasting (Domestic or International). (This title includes those persons who are in charge directly, or through subordinates, of the activities of the various operating departments of a network. It also includes assistants who are directly responsible to the director of operations for the efficient functioning of the various operating departments of a network. It does not include any directors or assistants concerned with sales, promotional, legal, tax, clerical and other non-operating aspects of a network.)

Dispatchers, Radio Communications. Electrician (All Around.)

Engineer, Professional or Technical. (This title covers persons who are actually engaged as engineers in the operating or research phases of this activity regardless of educational background.)

Engineering Draftsman, Design.

Foreman, Radio Communications (Installation and Repair) (Domestic or International Broadcasting).

Inspector, Radio Communications Equipment.

Instructor, Radio Communications Equipment. Instructor, Training Program (Radio Communications). (This title covers only those persons engaged in the occupations included in this list who, because of their skill and experience, are detailed as instructors in an established training program.)

Instrument Maker (Domestic or International Broadcasting). (This title covers only those persons engaged in the occupations included in this list who, because of their skill and experience, are detailed as instructors in an established training program.)

Machinist (All Around). Maintenance Mechanic (Domestic or International Broadcasting, and Radio Communications).

Manager, Employment or Personnel. Manager or Superintendent, Radio Communications System or Station. (This title covers those persons who are actively engaged in supervising directly, or through subordinates, various technical and operating departments of a system or station in the radio communications industry. This title covers, also, assistants who are directly responsible to such managers for the efficient functioning of various technical and operating departments. It does not cover managers or their assistants concerned with promotional, sales, legal, clerical, tax rate structure, or other segments of a nonoperating character.)

Managing Editor, News, Special Retail (Domestic or International Broadcasting).

Mechanic, Radio Communications Equipment.

News Editor (Domestic or International Broadcasting).

News Editor-Announcer (International Broadcasting).

Plant Maintenance and Operations Supervisor (Radio Communications).

Program Director (Domestic or International Broadcasting).

Radio Broadcast Technician (All Around) (Domestic or International Broadcasting).

Radio Communications Technician (All Around).

Radio Telegrapher (This title covers radio telegrapher of both stationary and mobile radio services.)

Radiophoto Operator.

Rigger Radio (Radio Communications and International Broadcasting).

Station Manager (Domestic or International Broadcasting).

Storekeeper, Chief (Radio Communications).

Television Engineer.

Traffic Manager (Domestic or International Broadcasting).

Translator (International Broadcasting, Shortwave Monitoring Services, or radio communications).
**WJWC Operation To Be Suspended**

Chicago Station Blames Loss Of Revenue Due to War

WJWC, Chicago, using 5,000 watts on 1,520 kc, and operated by John W. Clarke, Chicago investment broker, last week notified the FCC it was surrendering its license and will discontinue operation within the next few days. Marshall Field 3d, owner of the Chicago Sun, is a minority stockholder in the station.

The entire physical facilities and transmission equipment of the station have been offered to the Government by Mr. Clarke. The employees were notified of the dissolution last Thursday by William R. Cline, general manager.

**Losing Money**

In a letter to FCC Chairman James L. Fly, Mr. Clarke stated that the operation was losing money and that wartime conditions made the development of wider coverage impossible.

"We have discussed the problem of carrying on in the face of constant and regular operating losses. We have considered our possible duty of continuing the service, regardless of cost. While the public of Chicago is not now receiving the type and kind of service which we intended to give that public, we have reached the conclusion that the service now received by the public through existing facilities will be adequate under present conditions. . . ."

Liquidation of WJWC closes a chapter in Chicago radio started just one year ago with Mr. Clarke, Mr. Field, Dr. George F. Courrier, minister of Elgin, Ill., and original owner of the station and Doris Keane, president and general manager, as the principals. Last January Mr. Field acquired 30% interest in the station (then operating with the call letters, WDP), for $200,000, and Mr. Clarke, a 15% interest for $25,000. Mr. Clarke last May purchased 26% of the stock from Mr. Field and 10% of the stock from Dr. Courrier, obtaining 51% or control of the station.

The Hammond-Calumet Broadcasting Corp., licensee of the station, will be kept alive according to Mr. Clarke, who wrote Chairman Fly "we hope when the time is propitious to again ask the permission of the FCC to be the grantee of a license and to operate the service of the public in our area."

The present stock alignment of the corporation is: Mr. Clarke, 51%; Dr. Courrier, 41%; Doris Keane, 6%; and Mr. Field 4%. Outstanding debenture bonds of the licensee corporation in the principal sum of $150,000, issued for station expansion last June, are held by Mr. Field and Mr. Clarke in the amount of $75,000 each.

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**DEluge of pennies was the result of a Staten Island housewife's wrong answer to a question asked her by Ralph Edwards (above) on the Jan. 23 Truth or Consequences, sponsored by Procter & Gamble Co., Cincinnati, on NBC.**

**Mrs. Mullane Bares the Consequences**

Mrs. Dennis Mullane was asked, "How many kings of England possessed the name of Henry?" and when she mistakenly guessed five, Edwards suggested as her "consequences" that listeners send her one-cent contributions to buy War Bonds for her son Harold, a 17-year-old Marine.

Mrs. Mullane had received 240,000 letters by last Wednesday with no let-up in sight. Although NBC has sent to her house a staff of 15 persons to help her open the mail and count the cash—the average seems to run 3 to 4 cents per letter—it doesn't look as though the official total, either of individual letters or amount collected, could possibly be added up for another week or so.

**Knight on Leave**

VICK KNIGHT, executive radio producer of Biow Co. in the agency's New York division, is on a month's absence because of illness, according to Milton H. Biow, president of the agency. Bernard Froeder, Biow radio director in the New York office, is now in Hollywood to handle Mr. Knight's duties for the remainder of his absence. It is rumored that Mr. Knight had handed in his resignation, no confirmation could be obtained from Mr. Biow.

**Kaltenborn Tour**

H. V. KALTENBORN, NBC newsman, will leave today for Brazil, Cuba, Puerto Rico, Brazil, Trinidad, Panama and Mexico in a three-week tour, returning to New York for his March 15 broadcast on NBC. He will also make periodic broadcasts from Mexico City during the trip.

**750 kw. Authorized for WLW Adjunct at Request of OWI**

**EVEN THOUGH the FCC ordered termination of the 500,000-watt operation of WLW's developmental transmitter effective the first of the year, that transmitter, using the call letters W8XO, has been authorized to continue operation with power up to 750,000 watts for experimental purposes. The plant—highest powered in the continent and probably in the world—is earmarked for psychological warfare service at points unknown sometime in the future.**

At the request of OWI, it was learned last week, the WLW transmitter was authorized by the FCC to continue engineering tests with peak power, which probably will reach 750,000 watts. In the near future, it is thought, the transmitter will be sent abroad as part of the psychological warfare effort, probably to be used for longwave, rather than international short-wave broadcasting. If it is used for shortwave, the transmitter may be split up into several 250,000 watt units.

**Ligation Pending**

After the FCC denied the application of the WLW adjunct for authority to experiment with 750,000 watts during early morning hours, and had terminated its authorization to operate with 500,000 watts during the early morning, Crosley Corp., licensee, appealed last month to the Court of Appeals. That litigation is now pending.

The new authorization, presumably for the purpose of getting the "bugs" out of 750,000-watt operation preparatory to war shipment, was said to have no bearing whatever on the Commission's denial of the formal applications. It was regarded entirely as a matter having to do with the war effort. The station continues to use the developmental call letters W8XO, rather than a new set of call letters which might have been assigned for the experimental operation.

It was pointed out that the tests are purely of an engineering or technical character, and have no bearing on program options. Crosley engineers were instructed to report the results, so that coverage and related data on peak power performance could be ascertained.

Operation with 750,000 watts, accompanied by other engineering operations, would constitute the highest power used for broadcast transmissions. While power of that order is reported to have been used in Europe—notably Russia—engineers point out that many methods of measurement are employed. In this country power is rated off the antenna, rather than input.
FCC Ripper Bill Revived in House

Old Sanders Measure Reinvented by Holmes

REVIVAL of the Sanders Bill, to reorganize the FCC and spill out many of its functions, with the possibility of legislative action at the current session, was seen last week with the reintroduction of the measure by Rep. Pehr G. Hollings (R-Mass.) in the House.

The new bill (HR-1499) was offered last Monday and promptly was referred to the House Interstate & Foreign Commerce Committee, which held hearings on the original measure last session. With completion of the organization of the committee for the new term, it was indicated that Chairman Lea (D-Cal.) shortly would appoint a subcommittee to study the voluminous testimony and perhaps draft a new committee bill.

Action Significant

It was indicated in Chairman Lea's behalf that he had no concrete plan of action and that the first step was the naming of a subcommittee—probably of five or seven—to evaluate the evidence and make recommendations on revision of the new bill or drafting of a committee bill. Chairman Lea himself, it was thought, probably would undertake the chairmanship of the subcommittee.

The action last week was regarded as significant, in the light of the overwhelming vote of the House on the Cox Resolution (HRes-21) for a far-reaching inquiry into the FCC and the stewardship of its personnel [BROADCASTING, Jan. 25]. Just prior to that action, question was raised on the House floor regarding a full-scale industry inquiry and broadening of the scope of the Cox Resolution. This was met with the observation by Interstate Commerce Committee members that they had already conducted the inquiry, having heard representa-

tives of the industry and of the FCC, pro and con, on the original Sanders Bill. The FCC opposed the Sanders measure, as it did the Wright bill when introduced, while the NAB gave it full support.

Keen observers that the outcome of the Cox inquiry would have jurisdiction over the question related to matters, and that of private communications over services in the common carrier field. Each division would be under the chairmanship of the chairman of the full commission to serve on a division only when there is a vacancy.

Said to be ready in the bill would be provisions for hearing (Continued on page 51)

SEP Plans Drive

CURTIS PUBLISHING Co., Philadelphia, has appointed MacFarland, Aveyard & Co., Chicago, to handle promotion of the Saturday Evening Post. Campaign announcements on an extensive list of stations to start Feb. 16 is planned.

Cox House Committee Asks $60,000 For Probe of FCC

AN INITIAL fund of $60,000 to launch its investigation into the FCC will be sought by the five-man select committee of the House to conduct the inquiry, Rep. E. E. Cox (D-Ga.), chairman, announced last Wednesday following the committee's organization meeting.

Approval of the budget is seen without serious opposition, in view of the overwhelming vote of the House in support of the Cox resolution, with only two discernible dissenters. The budget request will go to the House Appropriations Committee prior to floor action—probably this week.

The committee, according to Chairman Cox, will appoint its staff of attorneys and investigators as soon as funds are available, preparatory to launching the public hearings, now scheduled to get under way about mid-March.

Selection of counsel will be one of the first actions of the committee, Chairman Cox said, with the likelihood that one or more appointments will be announced during the next fortnight. A number of names are under consideration for the key post of chief counsel, he asserted.

Questioned regarding suggestions that the inquiry aims at purged "bureaucracy and "Communism" on the FCC, to broaden to encompass the whole industry, Judge Cox said the committee poses at this time only to carry out the mandate of the House, which covers an investigation of the FCC and the stewardship of its executives and personnel. Chairman James Lawrence Fly has been Judge Cox's principal target, though he indicated the investigation would go into all phases of FCC operation since its creation in 1934.

There is no present plan, Judge Cox said, to open up the inquiry into a general industry investigation. The committee's findings, however, will be with a view to remedial legislation, he said. The House Interstate & Foreign Commerce Committee has been given the original of radio legislation and now has before it the modified Sanders bill, reintroduced last week by Rep. Holmes (R-Mass.).

At its organization meeting last Tuesday, Judge Cox declared, his five-man committee discussed generally the preliminary plans for the inquiry. He indicated frequent meetings would be held in connection with selection of personnel and in preparing material for the opening of the investigation. He has its own that the probe will go beyond routine FCC activities was made clear by Judge Cox. He said attention will be given its war activities and relationship with the Board of War Communications, also headed by Chairman Fly. Effect of BWC's operations upon Army and Navy communications will be studied, he added, by his personnel.

Rep. Voorhis (D-Cal.) on Jan. 22 praised the FCC for its AT&T rate cut [BROADCASTING, Jan. 25]. He said the saving was many times the FCC appropriation for all activities.

Bank Group Adds

SAVINGS BANKS of New York State, during their statewide campaign to promote thrift and savings during 1943, will complement an intensive newspaper drive with millions of announcements weekly on 10 women's participation programs in nine New York titles. Similar arrangements augments the newspaper and radio advertising through distribution to war通过 distribution to war zones of a booklet, Sucker, Spend, and a film titled "Your Dollars — In Uniform". Agency is Rutherfand, Young, New York.

Grove Extends

GROVE LABS., St. Louis (Bromo-Quinine, Daily Vitamins) has extended its schedules three to four hours on over 100 stations currently carrying announcements and programs. Commitments were to expire February. Simultaneously, plans have been made to switch programs to stations in all divisions of the radio network and on many additional stations, with copy emphasis placed on Daily Vitamins. Russell M. Seeds Co., Chicago, is agency.

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IRE Meetings Get Reports on War Work

Regional Sessions Linked by Radio For Fly Talk

USING radio to conserve transportation, the Institute of Radio Engineers last Thursday held simultaneous conferences in New York, Washington, Detroit, Montreal, Toronto, Cincinnati, St. Louis, Kansas City, Portland, Ore., and San Francisco, with the main address given in New York by James Lawrence Fly, FCC Chairman, from Washington, brought to all 11 conferences, as well as to thousands of other IRE members in their homes, through a CBS broadcast, 10:30-10:45 p.m.

This broadcast and the local meetings replaced the usual three-day mid-winter convention in New York. Mr. Fly also brought a message from the new IRE president, Dr. Lynde P. Wheeler, chief of technical information division, FCC which is introduced by the past president, Dr. F. Von Dyck, director of RCA license laboratories.

Chairman Fly's address, delivered from the Washington meeting banquet in the Willard Hotel before high ranking military communications officers, civilian production officials and research engineers, praised the radio engineers doing war work but warned. "The technique of December," Mr. Fly warned. "The enemy, too, has skilled engineers and must not be underrated.

"American forces are to advance with superior communications equipment, the rate of engineering progress must be maintained and indeed accelerated. If the enemy engineers are good, our own are and must be even better.

The FCC-BWC chairman told the IRE that the merits of radio's job so far in the war had warranted some satisfaction. He reviewed the achievements in converting the industry and congratulated the engineers on "the completeness, efficiency and smoothness with which you have done the job."

Mr. Fly paid tribute to the eagerness with which the engineers for so far in the war, warranted some satisfaction. He described the new electronic tools necessary for radio production, "After such equipment has been invented and designed, it must be manufactured. It's one thing to invent a new radio circuit or design a new piece of apparatus; it's something else again to put that apparatus into mass production, with a minimum of delay and a maximum saving of scarce raw materials."

Preceding this nationwide broadcast, the New York meeting heard an address by Sir Noel Ashbridge, chief engineer of the BBC, short- waved from London, also through the cooperation of CBS. Describing the technical difficulties of operating during enemy bombings and air raid alarms, when stations must be taken off the air promptly to prevent their use by enemy aircraft, and as electrical landmarks, and the repair of bomb damage to stations and to lines, he said that in spite of some close misses the service has never lost a minute at a time when it was vital that it be on the air with information essential to public welfare.

Rapid Expansion

Technical session in Washington Thursday afternoon was devoted to a study of radio's war work on both military and civilian fronts. This, with speeches by Frank H. McIntosh, WPB Radio Division civilian radio chief; Brig. Gen. Frank E. Stone, director of Communications; Capt. Carl F. Holden, director of Naval Communications; Roy C. Corderman, OWI Bureau of Communications Facilities.

Mr. McIntosh's speech reviewed WPB's job in directing the production of the vastly expanded electronics industry. "Before the war," he said, "we never dreamed the radio business would be expanded to such an extent. Today, the industry's production in 1943 will amount to more than the entire output of 1941."

"In vacuum tubes the contrast is even more marked. The pre-war rate, a century of production would have been required to meet our needs in 1943. Engineers have developed machinery for producing tubes so that some that formerly were made at a rate of 21 a week, are now turned out by the thousands in the same period.

Mr. McIntosh said the program for transmitters and electronic equipment would be $4,000,000,000 this year, four times the figure of 1942. He expressed confidence this would be met, or that "if we don't approach it, we'll come darned close."

Gen. Stoner described the operation of the Army communications system, a worldwide network, maintained by the Signal Corp. Although his description was seriously hampered by military secrecy, he was able to give a picture of the Signal Corps work. "If you want to guess the number of radio stations we maintain," Gen. Stoner said, "take any number, multiply it by five, and chances are you'll still be only about 25% right."

Types of Equipment

The Signal Corps uses 4,500 types of communication equipment, Gen. Stoner said, and since this is a co-ordinating job, the Army depends on radio. "Communications have to keep up with the troops," he explained, "so our Army requires equipment that is sturdy, that can be thrown in the water, and meet the thousands of knocks it will get."

A call for engineers to rush their ideas into production instead of seeking scientific perfection was voiced by Capt. Holden, whose speech was read by Com. G. B. Myers of his staff, after the Naval communications director had been disabled by a cold.

"When you're on Guadalcanal, and you have no equipment, it doesn't do you a bit of good to have a lot on order," the message said. "You are better off with something which you can use a little bit, than nothing at all."

Capt. Holden asked that production engineers and design engineers work together from the moment a new job is assigned. "We don't produce in small manufacturing may be eliminated and the idea rushed into use. Capt. Holden asked for lighter equipment for new testing machinery, for standardization of parts, and finally for a "Henry Kaiser or Willow Run of radio and electronics manufacturing." He predicted that such developments would later react to the benefit of commercial radio.

Last talk of the afternoon was by Mr. Corderman, who reviewed the U. S. Navy radio set program, outlining OWI's program for 22 new shortwave transmitters. The first of these will be delivered late in February, he said, and the last, early next year.

Production of the transmitters has been so scheduled to avoid interference with military needs, he explained. He also said that in 1942, the Germans, despite their general production pinch, were building 12 or more 200,000 watt transmitters.

New officers of the Washington section, installed at the evening banquet before Chairman Fly spoke, were: Clyde M. Hunt, chairman; J. V. Wallace, vice chairman; and W. J. Burroughs, secretary-treasurer. Capt. E. M. Webster, Coast Guard, retiring chairman, introduced the new officers.

Chairman Fly of the New York evening meeting, which was a joint session of the IRE with the American Institute of Electrical Engineers, Mr. Fly told of the troubles of the past weeks. Speaking on the subject 'Beyond the Ultra Shorts', he visualised the use of microwaves—with frequencies above a billion cycles a second—for both television and general communication.

With high directivity, flying the line of sight and not interfering with signals beyond their useful range, these waves may be conducted from generator to antenna through wave guide tubes instead of in wires or coaxial cables, he said.

After a technical session in the morning, the afternoon meeting opened with the introduction of the new president, followed by the award of the institute's medal of honor to William Wilson, recently assigned by Bell Telephone Laboratories to his work with the Bell System, for "his achievements in the development of modern electronics, including its application to radio, telephony, and for his contributions to the welfare and work of the institute."

Remainder of the afternoon meet- (Continued on page 40)
Thanks to annual Iowa Radio Audience Survey, question of comparative radio-station popularity in Iowa is a matter of established record. During every one of five years in which this authoritative Summers-Whan poll has been taken, WHO has been overwhelmingly voted the "listened-to-most" station in Iowa. In March, 1942, radio families from every Iowa county voted as follows:

**STATIONS "LISTENED-TO-MOST" — DAYTIME**

Station WHO . . . by 55.7% of Iowa families

All other Iowa Commercial stations combined . . . by 18.2% of Iowa families

This gives you some idea of WHO's popularity in Iowa — especially when you remember that, as indicated in 1941 Survey, the "listened-to-most" station gets SIX hours of listeners' attention, to every ONE hour for No. 2 stations in this State (outside of large metropolitan centers.)

That's Plus No. 3 for WHO. If you want the station that most people listen to most, we'll welcome you here at WHO! Write us for all other Plusses, or just ask Free & Peters!
Senate Probers May Recall Petroillo

Rosenbaum Offers Plan To Apportion Cost Of Records

PROSPECTS for recalling AFM President James C. Petroillo by the Senate Probe Committee, to check discrepancies in testimony previously given by himself and by Joseph A. Padway, AFM general counsel, and also to look into other AFM developments since the initial appearances last month, are seen by Chairman D. Worth Clark (D-IIda.) of the committee. Chairman Clark did not indicate when the hearings would be resumed, asserting the five-man committee was awaiting action of the AFM international board on the whole recording situation preparatory to evolving future plans.

Before the committee resumes its hearings, with testimony expected from opponents of the Petroillo position, an analysis will be made of the proposals for an armistice in the recording ban, or for its settlement, that have been drawn up by the AFM board. Commitment to this end was made to the committee by Mr. Petroillo in his appearances Jan. 12-15.

Restores Remotes

There has been spirited activity on several fronts involving the music recording ban since the Senate hearings recessed. Withdrawal on Jan. 19 by Petroillo of remote name bands from both CBS and the BLUE, occasioned by the unwillingness of WJJS and KQV, Pittsburgh, to agree to a demand for an increased budget for musicians, caused considerable consternation. The remotes were restored, however, on Jan. 26.

Reports also were received that a controversy had developed in Louisville between the AFM local and both WBTV, CBS affiliate and WGRC, MBS affiliate, over increased union demands.

Meanwhile, significance was attached to the action last Monday (Jan. 25) of Federal Judge John P. Barnes in preserving on the AFM motion to dismiss the Department of Justice anti-trust suit against AFM. Whereas this jurist acted summarily last October in throwing the Government out of court, he withheld decision on the amended complaint of Assistant Attorney General Thurman Arnold, argued last Monday. The amended complaint posed the question whether a union could use "organized coercion to eliminate competing businesses" and mentioned particular stations dependent upon recordings.

Judge Barnes, in taking the case under advisement, said the new complaint made allegations that "gave me pause". He commented he thought he would review the case and that if he didn't "another court will". The original case, dismissed by Judge Barnes, already has been taken to the Supreme Court by the Department of Justice and awaits trial.

Yet another development, viewed with considerable significance, was a communication from the AFM, received on Jan. 19 by Samuel R. Rosenbaum, president of WYFI, Philadelphia, former chairman of Independent Radio Network Affiliates, and an AFM officer. The figures in the original negotiations with AFM in 1937-38. Mr. Rosenbaum steadfastly had opposed the all-out fight of the industry against Petroillo and AFM, holding that there was merit in the unemploy-ment claim of Petroillo.

In his explanatory statement, Mr. Rosenbaum alluded to direct quotation from his original statement on the AFM situation at the Senate hearings. He said he wished to make it clear why he felt the position of disunity had been "more anti-broadcasters than it was anti-Petroillo". Stating flatly that he thought radio was carrying too much of the AFM load, Mr. Rosenbaum said he proposed that all commercial users of records contribute a fair royalty to an employment fund to be operated under independent control. Credit against such a royalty obligation would necessarily be allowed any commercial user of records for the amount of expenditures he makes for the employment of live musicians.

The Juke-box was cited particularly by Mr. Rosenbaum as a user who should be paying a portion of the AFM bill. Motion pictures, too, were drawn in. Whereas larger radio stations now pay approximately 5% of their gross income for live musicians, he said that under the plan, he proposed this expenditure might be reduced to 1% or 2% if other users paid royalties on an equitable basis.

Based on testimony adduced at the hearings, Mr. Rosenbaum estimated that approximately $150,000,000 represents the annual gross of juke-boxes. If a 4% royalty factor for his proposed employment fund were invoked, this would produce about $6,000,000 to operate a system for the employment and encouragement of live musicians. At an average of $1,000 per annum for part-time employment, he said, this fund would provide work for some 5,800, while at an average of $2,000 for fulltime employment, it would provide livelihood for 2,000 skilled musicians.

Mr. Rosenbaum pointed out that amendments to the copyright laws would be necessary to make such royalties collective. With such legislation, he said, an organization could be set up in which both the public and the industry could have adequate representation and confidence.

He suggested that the

Continental Continues CONTINENTAL BAKING Co., New York, which started its 1943 campaign for Wonder Bread this month, has decided to continue the announcements on an average of about 15 per week throughout the year. Station list is not available, although it is understood to be larger one. Agency is Ted Bates Inc., New York.

Feenamint in Hawaii WHITE LABS, New York (Feenamint), on a 39-week contract which started Jan. 21, is sponsoring a transcribed version of the weekly half-hour program Double or Nothing on KGB Honolulu and KHBC Hilo. Firm sponsors the live series on MBS. Agency is William Esty & Co., New York.

Federal Court Studies AFM Suit, Reopened in Chicago

AFTER HEARING oral arguments last Monday on the AFM suit to dismiss the anti-trust suit, reopened against the AFM by the Dept. of Justice in Federal District Court in Chicago, Judge John P. Barnes reserved his decision, and asked both Thurman Arnold, Asst. Attorney General, who appeared for the Government, and Joseph A. Padway, AFM counsel, to file briefs in support of their positions by Feb. 1 and reply briefs not later than Feb. 8.

New Developments

"Although I am content that my previous decision of Oct. 12 dismissing this suit covers the case in general I want to think over these new allegations brought by the Department of Justice," Judge Barnes told Mr. Padway, who had sought, in an hour-and-20-minute argument, to prove that the AFM recording ban involved a labor dispute and therefore the union was protected from any such action under the Norris-LaGuardia Act.

Mr. Arnold, in a 15-minute pleading, contended that no labor dispute was involved, that under the new complaint the AFM was charged with conspiracy to drive independent radio stations out of business. Mr. Arnold said that certain developments since the Judge Barnes' Oct. 12 decision warranted that the motion to dismiss be denied and that the case be heard on its merits.

These developments, Mr. Arnold said, were: (1) the extension of the recording ban by James C. Petroillo, AFM president, to include transcriptions broadcast颜值; (2) the Senate hearings investigating Petroillo and the AFM, and (3) the Supreme Court decision upholding the conviction of the American Medical Assn. for violation of the anti-trust laws.

When Mr. Padway told the court that the case will be eventually reviewed in the Supreme Court "so that we know where we stand", Judge Barnes leaned across the bench to the reporter and said: "but value my opinions as highly as anyone else's and if I feel that this case should be decided in this court, I will do so regardless of

BLACKOUT IN DENVER was described recently over KOA from a Civil Air Patrol plane. Loading shortwave equipment aboard the plane, preparatory to 20-minute blackout broadcast are (1 to r): Maj. H. R. Smithhills, operating officer, Wing 83 CAP; Lt. J. R. Perkins, pilot; Capt. Robert H. Owen, assistant manager and engineer in charge, who is CAP wing communication officer.

REMODELS RESTORED TO CBS AND BLUE REMOTE dance band pickups, withdrawn from CBS and the Blue BROADCASTING, Jan. 25, were restored last Tuesday by the American Federation of Musicians following settlement of differences between the AFM local in Pittsburgh and WJAS and KQV, CBS and BLUE outlets, respectively. Stations are owned by H. J. Brennen.

Local break occurred during negotiations for new contracts between the station and the AFM local following expiration of the previous contract. Union asked for increased terms of employment for extra staff men; stations countered with a request that the annual period of employment be shortened. In the absence of Mr. Brennen from Pittsburgh, negotiations broke down, following which the national union withdrew the remote from the two networks.

Settlement represents a compromise, with the terms of the former contracts being continued for the time being. It was understood that this is only a temporary arrangement, with negotiations to be resumed in Pittsburgh in the spring, following the return of Mr. Brennen from Miami.

(Continued on page 50)
Again in 1943 -- One of the greatest radio station promotion campaigns of all time -- building more and more listeners for your programs...

NBC -- the network most people listen to most!

National Representative: Edward Petry & Co., Inc.
Hedges Tells NBC Committee Proper Publicity Is Necessary

Network's Eastern Affiliates Discuss War Problems
In Opening District Meeting in New York

NBC's second annual war clinic series got under way last Thursday at the Waldorf-Astoria, New York, where more than 180 executives of NBC and the network's eastern affiliates gathered in a two-day session to discuss the outlook for 1943, with special emphasis on how the network and the stations can best coordinate their activities with the national war effort.

Arranged by William S. Hedges, NBC vice-president in charge of stations, the New York clinic opened with a welcoming address by Paul W. Morency, eastern district member of the network's planning and advisory committee.

Talks on the various aspects of network operation, given by top NBC executives, occupied the first day's meeting. The Friday sessions were devoted chiefly to general and group discussions. At the conclusion of the New York meeting the network executives departed for Richmond, Va., where the second clinic begins this morning (Feb. 1).

Broadcast a Leader

Terming public relations the "perpetual No. 1 problem" of broadcasting, Mr. Hedges stressed the point that "the power of broadcasting to mold public opinion, to arouse emotion, to inspire action, points clearly to the necessity for the ever-pervading shadow of good public relations to be in our consciousness at all times."

The "broadcasters," Mr. Hedges declared, "must take his place alongside of the newspaper publisher as a community leader. To take that place requires a public consciousness which can view broadcasting as a long-lived industry, not as a means of turning a quick dollar, but as a business from which healthy profits will come to support a discriminating schedule of programs. Only by so doing will it play an important role in community life."

Stating that the task calls for a proper balance between network and local programs, he continued that: "successful public relations programming requires first, the ability to analyze the community's likes and dislikes, its needs, its shortcomings, and then to build intelligently a schedule of programs that will help the community to grow and prosper and to become a better place to live in, because you had recognized your opportunity to serve your own community."

No Sponsor Control

In addition to dealing with his listening public, the broadcaster's public relations also include dealing with the representatives of the public, notably Congress, Mr. Hedges said. Pointing out that some Congressmen are bothered by vague fears that advertisers are using the commentaries they sponsor for "insidious campaigns of propaganda," he declared: "It is the job of broadcasting to make clear to Congress that no commercial sponsors control the thoughts of their commentators; that sponsors are barred from advocating or opposing legislation, state or nation; that if the commentator should get into the realm of controversy the broadcaster will and does provide time to responsible persons who hold opposing views."

"It should be made clear that through commercial sponsorship, with a free press our comment or entertainment, the American public is assured of maintaining its broadcasting system as a fair and impartial medium. Only through commercial sponsorship can broadcasting be kept out of Government ownership and hence the domination of any one political party. Thus, commercial sponsorship is the means of assuring a freedom of the air based upon the guarantee of freedom of speech contained in the Bill of Rights."

Despite wartime conditions, NBC's net revenue in 1942 was 7% ahead of the 1941 figure, Roy C. Witmer, vice-president in charge
Any performer knows that success depends on popularity in the gallery—and that they’ve got to hear you before they can like you. And any space man knows that there are six million customers in the war-busy industrial area surrounding Pittsburgh, but that the city itself, small geographically, accounts for only 671,000 of them. It takes KDKA to reach Pittsburgh and Allegheny County and the 70 tri-state counties which hold 60 towns of over 10,000 population. It takes 50,000 watts to reach the market you want to sell. It takes KDKA to cover the people and the dealers who matter to you.
Radio Reached Huge Audience With News of Roosevelt Trip

Hooper Survey Shows 56,560,000 Adults Listened In; Networks Followed News With Commentaries

BUILDUP GIVEN last week's radio announcement of President Roosevelt's conference with Prime Minister Winston Churchill at Casablanca brought the peoples of the world en masse to their radio sets as a result of "simultaneous" radio listening seldom surpassed in the history of broadcasting.

Newspaper and radio announcements, both long and shortwave, preceded the revelation of the historic meeting, urging all to "tune in to your radio at 10 p.m. Jan. 26 for an announcement of vital importance."

Networks Carry News

In this country alone, 56,560,000 adults or 71% of the set-owners heard the 10 p.m. report according to a special survey made for CBS by C. E. Hooper Inc. This total is exceeded only by the 62,000,000 adults listening to President Roosevelt's war message on Dec. 9, 1941, and the 61,365,000 adults recorded by Hooper as hearing Roosevelt's "Three Purposes of the War" speech on Feb. 26, 1942.

All four major networks, of course, carried the announcement at the appointed hour, following up the startling news with reports and analyses from the correspondents and commentators in this country and abroad. Both Mutual and the BLUE had regular news programs scheduled at 10 p.m., thus joining Hooper's "shortwave Coast read the MBS notice, and Raymond Gram Swing built his BLUE program around the North African conference. Then William Hughes with a round-up until 10:30 p.m. by Raymond Clapper and Fulton Lewis, Jr. from Washington; Paul Shubert from New York, and a special comment by Wendell L. Willkie, former Presidential candidate.

The 10:15 p.m. program on the BLUE featuring Gracie Fields was rebroadcast as usual after Swift, and at 10:30 p.m. the BLUE put on Earl Godwin and H. R. Bauk hinge from Washington, giving reactions to the news from the nation's capital. Paul Shubert also went on the air that night with comments from Senate and House representatives attending a special dinner in Washington for Dr. Guani, Uruguay foreign minister. At 11 p.m., the BLUE ended its coverage with Roy Porter from New York and Maj. Gen. Paul D. Malone from San Francisco.


None of the nets was able to contact Algeris on Jan. 26 at the prearranged time of the announce ment, but NBC made contact with John MacVane at 8 a.m. Jan. 27, repeating his comments via transcription at 12:45 p.m. the same day.

CBS, from 10:10-145 p.m., broadcast comments on the London and Washington reaction to the news by Edward R. Murrow and Eric Seidelman, respectively, and with a reading by John Daly of the cabled report from its correspondent in Algeris, Charles Colling wood, and talks by Douglas Ed wards, William L. Shirer, Maj. General Fielding and Cecil Brown, all from New York.

The entire world received advance warning of the coming news through the OWI, which used 23 shortwave transmitters from midnight Jan. 25 to 10 p.m. Jan. 27, first for teaser and build-up announcements, followed by the complete story and repeated to all radio and press services.

A breakdown of figures by the OWI shows that during the first 22 hours of this concentrated schedule, the "teaser" and repetitions were made 548 times in 21 languages, while the last 24 hours saw the story itself shortened 721 times in 21 languages. The ABC also sent out cabled news reports, as well as rebroadcasting on seven wave lengths the OWI's Voice of America program in English, French and German.

The Coordinator of InterAmerican Affairs had been laying the groundwork for the Latin American audience for the Casablanca conclave conclave conference Monday evening, and in all programs special announcements were made on key Tuesday evening report. Throughout Jan. 26, the CIAA press division handled news, commentaries and biographical material in Spanish, Portuguese and English.

World Is Notified of Africa Session

STARTING at 10 p.m. coincident with the domestic announcement President Roosevelt had met in North Africa, the Office of War Information and the British Broadcasting Corp. opened a 24-hour campaign to inform the world through shortwave.

Working with the BBC, shortwave stations WPJ, WJD and WGEO beamed the news to South Europe, South Africa and Northern Europe and Africa. Thirty-five languages, in addition to 18 others, were used to relay the story to Latin American listeners in Spanish and Portuguese. West Coast shortwave stations carried the story in Oriental languages.

Radio Algeris broadcasts the news to Tunisia in French and Italian for the local population as well as in German for the German troops within listening range. Radio Morocco served the countries of Southern Europe. OWI outposts in such places as Ankara and Chungking relayed it by longwave from region to region.

Drug Industry Leads in Blue Time Bought

MORE TIME on the BLUE was purchased by the drug and toilet goods industry than any other industrial group, according to a breakdown of BLUE gross expenditures which totalled $18,782,493 for the year. Of this, drugs and toilet goods accounted for $6,115,766, following by food, farm and beverages with an expenditure of $5,989,264. Other industries spending more than $1,000,000 were confectionery and soft drinks, $1,583,163; lubricants, petroleum products and chemicals, $1,562, and automotive, $1,023,913.

Industry Praised For Holding Secret

Ryan Praises Discretion of Stations, Commentators

NOT one radio station in the country violated any phase of the voluntary censorship requests concerning President Roosevelt's disappearance from Washington and his talks with Prime Minister Churchill in North Africa, according to J. Harold Ryan, assistant director of censor ship, who made the charge.

Furthermore, he pointed out that the nation's stations had received word of the trip over their various press wires several hours before the story broke during the first time for release but none violated the release time and discretion was shown by all in their announcements of the news to come.

When you consider that the story in the hands of 900 radio news editors and several thousand newspaper editors it's quite a compliment to those concerned," Mr. Ryan said. Essentially this case is "a marvelous example of what self-censorship will do."

On Jan. 9, newsmen were informed President was taking another trip" and were requested by Office of Censorship to refrain from comment on the subject. At 7:35 p.m. Jan. 24, wire services informed clients of the imminence of dispatches of "unusual importance" indicating they were likely to be released on Wednesday. Shortly after the warning the news started to come in on a "hold-for-release" basis, followed by the pertinent information was released.

Actual censorship of dispatches was cared for by military authorities in North Africa.

Baudry of CBC Killed Flying to Africa Meeting

WHEN a plane carrying correspondents from North Africa to Casablanca was struck by anti-aircraft fire off Spanish Morocco last week, Edward Baudry, CBC correspondent, was killed. He was one of a group of correspondents flown in to the meeting between President Roosevelt and Winston Churchill.

Owing to poor visibility, the plane carrying Baudry flew low over Spanish Morocco and a machine gun bullet hit him while the plane was turning the plane out to sea. He died a few hours later.

Mr. Baudry had done freelance broadcasting since 1938. Five years ago, he formed Baudry & Harwood, a radio program agency. Recently, assigned to a CBC Overseas Unit, he had been interviewing French-Canadian troops in Britain. His wife, the former Aloise Wilton, is a CBC staff, and one child, survive.

WANTED-A SUPER SALESMAN

If you are unusually success ful in any job that involves selling something of value — and have had experience selling program ideas, here is an opportunity such as has rarely been offered in radio before — an opportunity of almost unlimited future, and with an excellent present (salary plus). The qualifications desired are: Radio experience; unsurpassed sales ability; fine personal character; stability of temperament; age over 38— or 4-F! Our own organization knows of this advertisement. Write fully, and if possible please send photograph. Address Box 251, Broadcasting.
Element #4

All news services worthy of their name serve their clients with 

SPEED
ACCURACY
COMPLETENESS

But only
INTERNATIONAL NEWS SERVICE

supplies a fourth element which makes INS newscasts a MUST for every announcer and commentator who wants to do more than just recite.

WHAT IS THIS ELEMENT No. 4?

Write to F. J. Nicht, General Sales Manager, 235 East 45th St., New York
WHEN did Music While You Work begin in Britain? It is really impossible to say. Here, however, is a report referring to an incident that took place 39 years ago in England.

"The employees of an important engineering firm had to march up and down four miles an hour, for two hours at a time, in testing breathing apparatus. In order to break the monotony, the management introduced a gramophone and played such stirring marches as "Soldiers of the King". The effect on the men was so marked that the works have had music ever since and now every shop is linked up with radio."

"Pampering" at First

This brings me to what we know of the radio development. In 1936 installations in factories were testing the reactions of works managers and executives throughout Britain to the introduction of music in factories, and at that time the response was not too encouraging. In many quarters, indeed, the idea was regarded as fantastic and "pampering"—a matter not to be associated with serious work. But, by 1937, however, the idea had taken root and installation firms were receiving an increasing flow of orders and inquiries.

It was on June 23, 1940, and after consultations with industrial and welfare organizations, that the British Broadcasting Corp. inaugurated a series of programs intended to meet the special requirements of working conditions, and these programs were given the title now familiar to all British workers—Music While You Work.

For over two years the programs have been broadcast twice daily at 10:50-11 a.m. and 3:30-4 p.m., and on Aug. 2, 1942, a third session was introduced at 10:30-11 p.m. for the night workers.

Music as Mental Tonic

I was appointed Music While You Work organizer in May, 1941, and have found the work to be of absorbing interest, embracing as it does three subjects of particular interest to me—music, social welfare and industrial output.

My research has proved conclusively that music acts as a mental tonic, relieves boredom and encourages the tired worker, promotes happiness, improves health, relieves nervous strain and gives increased production. Here are a few actual extracts from factory reports:

"It is one of the finest things ever introduced into industry for the benefit of the workers."

"For an hour or an hour-and-a-half after a program of music, production is increased by 12 1/2 to 15%."

"The right music is a mental tonic and is especially appreciated by those engaged on monotonous and repetitive work."

It may be of interest to explain the theory that means by which the programs are received in workshops in this country. The BBC broadcasts the programs as part of its normal service and on the usual wavelengths, but the programs are available for the home or factory listener. The factories are equipped with sound systems usually installed by electrical firms who specialize in this work. The sound system comprises a central amplification equipment which controls loudspeakers suitably located and mounted throughout the area to be covered.

Specifics

A typical technical specification of a central control equipment might read as follows: radio unit, amplifier, control panel, air-raid warning speaker, monitor speaker, gramophone and auto-recorder changer, 50-watt power amplifier, reserve amplifier and pre-amplifier, mike mixer.

With this equipment the factory's control operator can either tune in the radio unit to pick up the BBC's program or, at other times when music is desired, he can operate the gramophone unit. The installation can be used also for factory staff location and air-raid precautions.

It is important to appreciate that for Music While You Work sound reproduction should be treated as a service which has to be arranged to suit the actual work in progress.

To mention two points: Speakers have to be so placed that there is an even distribution and diffusion of sound, and it is usually preferable, for a large area, to have a number of small speakers placed at frequent and correct intervals than to attempt to cover the area with one large speaker.

Anything that affects the proper balance and diffusion of sound, such as structural alterations, changes in the placing of machines or grouping of operatives, should be reported to the installation company so that they may make the necessary modifications or additions.

Tonic not Stimulant

The BBC's program policy is based on the opinion that Music While You Work should not be considered as a means of increasing the rate of working during a program period but rather should be looked upon as a tonic which will improve the morale of the workers that output will be stepped-up during the whole of the work spell. It should be an incentive without becoming a distraction.

If for any reason the workers feel it necessary to stop work to listen, the result is bound to be unsatisfactory from the management's point of view. For this reason the playing of "request" items may often be detrimental to the primary consideration—production.

Though dance music is the most popular and can most easily create an atmosphere of cheerfulness and gaiety, there is a big demand always for other types of music—such as Viennese waltzes, selections from light operas and musical comedies, marches and intermezzi.

Want Familiar Tunes

We have found that four essentials are necessary for all program building and playing—familiarity, melody, constant tone level and rhythm. Workers definitely want tunes that they know and the most popular and successful program is one that enables them to "join in" by singing or humming.

Numbers that have no melody or that are so orchestrated or played that the melody is lost are not satisfactory. The workers want to hear the "tune", and this tune has to "ride over" any machine noise.

Any music that can be termed "hot", either rhythmically or melodically, is unsuitable. Lack of a melodic line, involved harmony and complex rhythm all tend to create a confusion of sound under the test of factory amplification.

Extreme essential is constant tone level. A disparity of volume may hardly be noticeable on an ordinary radiogram, but owing to the amplification in a factory sound system it becomes exaggerated.

We hold the view that the fourth essential, rhythm, should not be thought of in terms of "working speeds" but rather should be considered as a means of creating a spirit of cheerfulness and gaiety that can be of benefit to operators engaged on all and all processes.

Dance bands are able to supply most suitable rhythms for creating a bright and cheerful background to work, but all types of bands or orchestras can be satisfactory from the point of view of rhythm if the programs are well chosen and played in a cheerful, bright and lilting manner.

Extremes of tempo should be avoided. Slow items may act as a soporific, fast items as an irritant. The rhythm should not be too strongly accented; drum solos can sound like machine gun fire when amplified. Any numbers that depend for their effect on strongly accented rhythm rather than melody are unsuitable.

No vocal items are included in these specialized programs. Research has proved that vocal items are unsuitable from the managerial point of view. They become intruding noises that distract the attention of the workers. For the same reason, apart from the brief opening and closing announcements, no announcements are made.
“FIRST TIMERS” from 514 Towns!

Following our first 30 days’ operation on 50,000 watts, we asked those listening to WWVA for the first time to write in and tell us so. There was no contest or premium for the effort because we wanted only bona fide replies. . . We heard from “First Timers” in 514 towns which are indicated with dots in the map below. The numbers contained in the circles represent the number of towns in each state from which we received cards or letters from “First Timers”. . . We submit this phenomenal performance as just one more exhibit of the tremendous force of our increased service.

A FEW OF THE 514 TOWNS

<table>
<thead>
<tr>
<th>Towns</th>
<th>Number</th>
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<td>Burlington, Vt.</td>
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<td>Detroit, Mich.</td>
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<td>Akron, Ohio</td>
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<td>Philadelphia, Pa.</td>
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<td>Columbus, Ohio</td>
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<tr>
<td>New York City</td>
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<td>Baltimore, Md.</td>
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<td>Cleveland, Ohio</td>
<td>17</td>
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John Blair & Co. Represents Us

Broadcasting • Broadcast Advertising
February 1, 1943 • Page 21
The movement is grams. British factories are using suitable programs. It is important to recognize that a musical tonic diminishes in effect if applied in overdoses. It is better to give too little than too much, and for a ten-hour shift 2½ hours music should be sufficient.

Also, Use Gramophones

The majority of factory management use their own gramophone records for periods other than the BBC’s three-hour periods. Programs of records have proved to be extremely beneficial when played as an antidote to nervous strain after air raids or at the commencement of the day’s work when employees are depressed by bad news or weather conditions; in fact, at any time when music is necessary.

In general, we find that male and female workers have similar tastes. Workers engaged in heavy industry want music of the more robust type, whereas those engaged in light industry, and especially repetitive work, show a preference for dance music.

There is no doubt the workers who benefit most from musical programs are those employed on monotonous and repetitive tasks. Workers employed on tasks requiring skill and mental concentration also can derive considerable benefit, but mental concentration can easily be disturbed, with resultant irritation, by unsuitable programs or bad reproduction.

Generally speaking, for executive and office staff music is unsatisfactory. The normal routine of an office cannot be conducted successfully against a background of music.

There is abundant evidence that music in industry has come to stay. Already more than 6,000 British factories are using programs of music during working hours, but it is safe to say that the movement is only in its infancy. The movement is spreading rapidly.

WOMEN TAKE OVER news and continuity departments of WHK-WCLE, Cleveland. With exception of the chiefs, the staffs are all-girl. Newsroom personnel, above (1 to r): Agnes Vayrek, Dorothy Dawson, Mary Gabriel, Beatrice Furdaus, News Editor Ray McCoy. Continuity department, below, Milli Scanlon, Mae Westfall, Helga Freiman, Doris Endres, Kay Doney, Leslie Biebl, continuity editor.

Special Type of Music in War Plants Needed to Boost Output, Scientists Say

PROF. Harold Burris-Meyer, director of research in sound at Stevens Institute of Technology, reporting on researches conducted by himself and R. L. Cardwell, also of Stevens, told the New York section of the American Society of Mechanical Engineers at a recent meeting that a new type of music to be played for factory workers at their jobs must be developed.

After investigations in factories and war plants in the East, he and Mr. Cardwell found that the introduction of music resulted in production rate increases of 1.3 to 11.1%.

Program Planning

"A carefully selected and planned program," he stated, "boosted production 6.8% in a typical plant already employing music." He concluded that, "What industry can do for music may be as important when the record of this civilization is written as anything music can do for industry."

"We believe," he said, "that programming must ultimately be undertaken for the factory, if not for the specific operation. Fatigue curves (statistical charts) vary in shape and amplitude and it is difficult to find one remedy for dips occurring at different times in different operations.

"The leisure music is not in the idiom of the modern industrial plant, and yet the industrial audience will at the present rate soon be the largest audience for the musician. When the composer starts to think of his work as being first and foremost performed in the factory, before people who are working while they listen, we may well have a musical ideal which is something new on the face of the earth."

FCC Eases Video Rules Due to War Shortages

THE FCC, recognizing the difficulties imposed on commercial television stations by wartime freezing and restrictions on materials, on Jan. 30 granted WCBW, CBS outlet in New York, a conditional license to operate with reduced effective signal radiated on condition that construction be completed as soon as the required materials and engineering personnel are available.

This grant, and a similar one to Metropolitan Television Inc., New York, to reduce power, reflects the policy of the FCC to allow television firms to operate with whatever facilities are available.

Also granted were renewals of licenses for 13 experimental television broadcast stations for period ending Feb. 1, 1944.

board to assist farm-home hour

A board of strategy has been created by the Agriculture Dept. to aid in planning the National Farm & Home Hour. BLUES network program aired on 107 stations, which is described by the department as the most important in C 1 1 u through which it can serve the nation on the home front in wartime.

Appointed to the board are: M. L. DuMars of the Radio Service, Agriculture Dept.; Gove Hambridge, representing the Agricultural Research Admin.; Ray Heinen of the Food Production Admin. and Elroy, bull of the Food Distribution Admin.

Weekly conferences will be held to schedule specific subjects, and to coordinate research and governmental rulings into well-organized programs which are presented daily 12:30-1:00 p.m. (EST).

A new feature of the Farm & Home Hour scheduled to begin Feb. 8 is titled Victory Gardens, to be presented Monday in the last half of the program, 12:45-1:15 p.m. It is expected the new quarter-hour series will be aired by stations in metropolitan areas at present unable to present the entire half-hour programs.

Ernest G. Moore, of the Agricultural Research Admin., who is in charge of the Victory Garden campaign for the Agriculture Dept. will manage the program. He will describe his own experiences and will have as guest speakers experts from the Bureau of Plant Industry, Entomology and Home Economics.

Popular features to be continued on the Farm & Home Hour are the Friday talks by Secretary Ward, Wednesday transcriptions of concerts by famous artists, and talks by Wallace Kedderer, chief of the Agriculture Dept. Radio Service, and Ruth Van Denam, editor, Bureau of Home Economics. The program is under the direction of William E. Drips, Chicago director of public service programs of the BLUES.

TOGETHER IN ARMY

Eight Former Announcers

In Morale Division

SEVEN former announcers, now on duty with the Army Air Forces, worked under Lt. Myron J. Bennett, former announcer of KWK, St. Louis, now chief of the Morale Division, Army Air Force Technical School at Springfield, Ia., to pipe six daily fifteen-minute news and special feature programs as a diversion for students "sweating out" three months of basic training. The programs are 12:30-1:00 and 1:30-2:00 p.m. daily.

The local business men who own and operate WISH know what it takes to GET RESULTS in Indiana and they go ALL OUT to get those results for YOU!

WISH Never Outpromises
BUT Always Outperforms

RADIO STATION
WISH INDIANAPOLIS
Growing with the BLUE NETWORK
Amos 'n' Andy Leave the Air Feb. 13
After 15 Years of Unbroken Programs

"AMOS 'N' ANDY will charm families from the Bronx to Walla Walla one year or five years or ten." Thus spoke Harlow P. Roberts, one-time advertising manager of Pepsodent Co. back in February, 1932, just three years and six months after the company had become the first sponsor of the radio team. Mr. Roberts would have been closer the truth if he had guessed 15 years, for Amos 'n' Andy, who leave CBS Feb. 19, 1943, made their first appearance on radio characters on March 19, 1928.

Started Quarter-Hour

Freeman Gosden and Charles Correll, creators respectively of Amos and Andy, first tried radio in the fall of 1929 when an amateur operator asked them to test his transmitter in New Orleans. Their next entry into broadcasting was in Chicago in 1925 when they appeared as Sam and Henry on WEBH and WGN, finally switching to WMAS, that city, in 1928 as Amos 'n' Andy. A year later they were heard via transcriptions on 45 stations, and on Aug. 19, 1929, Pepsodent placed them on NBC.

Right there, Amos 'n' Andy began to chalk up radio "firsts". To put it in Mr. Roberts' own words, when Pepsodent took the 15-minute dial act to NBC... "They (NBC) sold time exclusively, they told us, in units of hours and half-hours. They had never broadcast any quarter-hour programs and they weren't sure they wanted to start doing so. It might make a bad precedent. Also there was no other advertiser putting on a program six times a week. Once a week was the customary procedure.

"When I look at the number of quarter-hour, six-times-a-week broadcasts on the air today it does not seem possible that we had such a hard time starting the movement, but we did. It was nearly nine months after we broached the subject before NBC lined things up to put Pepsodent on the air."

Pepsodent found its troubles had just begun, however, when it got NBC to clear the early time of 7 p.m. for the program's presentation in the East. This caught the listeners in the Midwest on their way from work or shopping downtown. A deluge of complaints forced Pepsodent to blaze another trail. A re-broadcast was instituted, making another "first" for Amos 'n' Andy.

Even that didn't satisfy some listeners. When WJR, Detroit, was forced to take the program at 10:30 p.m. for instance, the Toledo News Bee asked its readers for opinions of the time shift and got 9,000 proteste by 10 days. The paper notified NBC and Pepsodent, asking them to change the time back again.

The tremendous following built up by the comedy pair is well known—how their program started the nation in the habit of listening to the radio at a fixed time every night. The public grew to love them so that when Andy needed a type writer, a dealer in Buffalo sent him an L. C. Smith of about 1880 vintage, which now resides in the Rosenwald museum. Later, when Andy wrote a letter with a nickel because he couldn't find a pencil, nearly five gross of pencils came in from devoted followers. They have even sent in dollar bills to help swell the funds of a bank set up by Andy and the King Fish.

Over 4,000 Broadcasts

On Jan. 3, 1938, Campbell Soup Co., the second of the only two sponsors the team has ever had, took over the series on NBC, now a five-time weekly basis. A year later, in April, the company shifted the program intact to CBS, where it has remained ever since.

When Amos 'n' Andy go off the air Feb. 19, they will have appeared over 4,000 broadcasts (not including repeats), and will have portrayed approximately 550 different characters in their mythical Harlem. It took the problem of World War II to break the relationship between Campbell and the comedians, reputedly earning $1,600,000 yearly for their broadcasts. Difficulties in obtaining canning priorities for its soup products led Campbell to the decision that a half-hour weekly show would be more feasible in these war years. Such a period on CBS was ef-
WHEN the torpedo speeds on its destructive way, it has been sent on no hit-or-miss errand. Too much is at stake. Only the hits count, and when the objective is in the cross hairs, it's a hit every time. It's the same in radio broadcasting...only the hits count. The effectiveness of the message is measured by the number of homes it reaches. On the Pacific Coast, most of the important markets are surrounded by high mountains. Long-range broadcasting becomes hit-or-miss broadcasting. To completely cover the Pacific Coast, use the only network that has outlets within the important markets. The Don Lee network has 33 stations which can release an advertiser's message locally. More than 9 out of every 10 families on the Pacific Coast have radios. More than 9 out of every 10 radio homes are within 25 miles of a Don Lee station. If your message is important enough for all the radio families on the Pacific Coast to hear, use the only network with enough stations to do the job—Don Lee.

THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice- Pres., General Manager
5515 Melrose Ave., Hollywood, Calif.
represented nationally by John Blair and Co.

Mutual
DON LEE

THE NATION'S GREATEST REGIONAL NETWORK
TO POINT the need for advertising even though many products are now on the priorities list, Dr. Sidney Drake, promotion manager of KSO-KRNT, Des Moines, has issued a promotion piece Faith in the Future, containing optimistic quotations from leading industrialists and national leaders, and announcing a quiz for Des Moines merchants and radio timebuyers. A prize is offered to sponsors and future advertisers who can answer questions about public officials and landmarks of bygone days. Purpose of the quiz is to demonstrate that people and objects usually are forgotten when they pass from public view.

Country Sheet

ISSUED as a promotion piece on behalf of the Thursday night program, Newbridge, a four-page brochure The Newbridge Bugle, printed in the style of a country weekly newspaper, has been sent to Canadian stations by the Canadian Broadcasting Corp. The paper includes local editorials, local news, women's columns, church notices, advertising and a serial thriller by Alan Sullivan, who writes the weekly broadcast scripts. Items are about imaginary life in Newbridge.

Dept. Store Promotion

INSTRUCTION guides for listeners are furnished by Bloomingdale's Department Store and McCall Corp., pattern publisher, to participants in their Sewing School, a weekly feature recently resumed on WQXR, New York. The sponsors also offer prizes of War Bonds and Stamps for those submitting the three best dresses completed at the end of the course. The accounts are handled direct.

Listeners Survey

A SURVEY of listening habits in the Philadelphia area, made under the supervision of Dr. Sidney Roslow, director of The Pulse of New York, has been published by WCAU, Philadelphia.

KMOX House Organ

KMOX, St. Louis, has started publishing a monthly house organ The KMOX Mike, a four-page news folder containing stories and photographs of people on CBS programs, a schedule of daily KMOX newscasts, a gossip column about personalities, programs and sponsors and new program listings. Margaret Hart of the sales promotion staff is in charge of the publication which goes to St. Louis retailers.

* * *

Hard to Match

"THE WORLD'S LARGEST" match book 16" x 1 1/2", over 230 matches strikingly colored in gold and black and making an attractive desk piece, proclaims to agencies, local accounts, and other station contacts: "For results that are hard to match—WGBI (Scranton, Pa.) is your best buy." The match book is enclosed in a fire-proof container and contains institutional plugs.

* * *

Plugs Operas

TO PROMOTE its Saturday night operas, the Brooklyn Academy of Music, during its spot announcements on WLIB, Brooklyn, is offering pairs of opera seats to the first persons appearing at the box office, stating they heard the announcement. On the first day of the offer, an opera fan claimed the prize six minutes after the commercial was aired.

* * *

Railroad, Drug Co. Tie-In

A RAILROAD AD headed "The Kid in Upper 4" is featured in a promotional piece tying in the advertiser, New York, New Haven and Hartford Road Co. and Mutual. Placeard, to be hung in N. H. & H. trains, urged readers to tune in on a broadcast of The American Melody Hour, sponsored by Sterling Drug Inc., to hear a song inspired by and titled after the ad.

LEAVING THE inner sanctum of Radio City for the first time, the BLUE Chamber Music Society of Lower Basin Street on Feb. 3 opens a two-week engagement at the Roxy Theatre, New York.

KEEPING A FINGER in the BLUE's first anniversary celebration is "neary-year-old himself" Hill Samuel, eastern division publicity director of that network. Launched as a separate network on January 10, 1942, birthday cake and trimmings marked twelve months of BLUE operation. Young Mr. Samuel consented to cooperate by posing for the picture.

Song Parade Makes Hit, Treasury Official Says

FIRST 160 programs in the Treasury Song Parade, three-minute transcribed series distributed by the War Savings Staff, have been well received by station operators all over the country, Marjorie L. Spriggs, chief of the radio section said last week.

Programs, used by many stations for special sponsorship, feature top vocal artists of stage, screen, opera and radio, and an orchestral background and include a brief War Bond commercial.

Linkletter Fined

BY PAYING a $500 fine, the way was opened for Art Linkletter, San Francisco announcer and m.c., to become a citizen of the United States. Born in Canada, he recently pleaded guilty in Federal court to falsely claiming American citizenship [Broadcasting, Jan. 25].

The court denied his plea for probation because such action would prevent him from becoming a citizen, so Mr. Linkletter paid the fine.

Gallery Names Harkness

RICHARD HARKNESS, NBC commentator, has been named to serve on the executive committee of the Radio Correspondents Gallery in Congress and also fills the post of treasurer. He takes the unexpired term of Earl Godwin, BLUE commentator, who becomes secretary to take the place of Lt. Francis W. Tully Jr., formerly of Yankee Network and now in the Navy.

AP By-Laws Change

ASSOCIATED PRESS has called a special membership meeting for 11 a.m. Feb. 9 in New York headquarters for action on a proposed by-laws amendment affecting newspapers. Adopted Jan. 12 by the AP board, the amendment, provides that publisher-applicants in cities already served by the press wire would pay 10% of the regular assessment made by other AP members in the city from 1900 to date, but would drop requirements that payment be at least equal to three times the current regular assessment for the city.
FOR MIDDLE-CLASS MARKETS

Women's Club Program Proves Effective Medium

For Local Participating Sponsors

Editors Note: One thing led to another in a recent conversation with Howard L. Chernoff, managing di-
rector of WCHS, Charleston, W. Va., and the West Virginia Network. So he put them down on paper—
the success stories of two programs adaptable for stations in middle-class markets.

By HOWARD L. CHERNOFF
Managing Director
WCHS, Charleston, W. Va.

ONE OF our pet ideas is the broadcast-
ing of news into local theatres. At the end of each newsreel one of our announcers feeds a two-
minute news cast of headline stuff into the theatre.

There's no commer-
cial attached, naturally, and the only credit we get is at the start and finish when our announcer
simply says, "This is Joe Doakes speaking to you from the WCHS newsroom." The theatres have
plugged the idea in their newspaper ads, on the screen, billboards, marquees, etc. We sold the
idea to the theatres by telling them it would be the answer to their getting people out at night and
still enabling them to keep up on what goes on. We've had all kinds of favorable comment on the stunt.

Each week we come to the Rotary Club, a dozen of my fraternity brothers and ask, "What's the
latest news?" As if I had nothing to do but listen to the news-
casts all morning! And the same thing happens to the managers of our other stations. Hence, we made
arrangements to feed a two-min-
ute news cast—free of charge—to each luncheon club any time they want it. What do we get out of it?
All kinds of good comment!

Women's Club

One of our pet projects is the "Women's 580 Club". Now more
than three years old, the club is based on one of the first principles
I learned in newspapering—names make news—and listeners as well.
Membership in the club is open to anyone who sends in her name.
When the club first started we asked women to send in their
names. We then sent the prospec-
tive member a questionnaire to fill out and return.

That questionnaire was worse than an income tax blank and when
we received the completed blank, we knew more about that woman
and her family than she did her-
self. She had to answer every pos-
sible question and then we sent her
a beautifully engraved card which
entitled her "to all the benefits
of the Women's 580 Club". Benefits?
Well, we have a picnic once a year
—or did have before the war—
a theatre party and a couple of
parties in our auditorium. We had
5,000 people at the last picnic and
we generally have about 1,200 to
1,500 at the other shindigs.

Found: A New Account

Well, after we got up to a mem-
bership of 7,500 we discontinued
the questionnaires because the
clerical work got too cumbersome. But I did break down the sta-
tistics county by county and
when I showed one agency how his client was faring in our mar-
ket, we found ourselves with a
minute account on the air. Incidental-
ly, our membership is now more
than 32,000.

We mention names, names,
names and more names. We con-
gratulate club members on their
anniversaries, birthdays, kids' birth-
days, etc. Almost a dozen kids
have been named Melva—Miss
580's correct moniker—and we sent
each one a gift at birth. When
Mrs. Ike Zabosky wants a recipe
for hot biscuits and she writes to Miss 580, why we don't just send
her one. We tell the other club
members of Mrs. Zabosky's request
and the next day I'm damned if we
don't get 50 recipes. We read
some over the air and acknowledge
the rest. Miss 580 is frequently
called upon to speak in nearby
towns. She fills all speaking en-
gagements. She is likewise called
upon to attend weddings, christen-
ings, teas, etc. Obviously she can't

THE LONE RANGER rides again!
The National Safety Council has given the Annual Award
to the Lone Ranger program for its outstanding and dis-
tinguished service to safety.

THE LONE RANGER
still remains in the hearts of the
Youth of America.

WING-TRENDLE BROADCASTING CORPORATION
WHYZ MICHIGAN RADIO NETWORK DETROIT

NEWS FROM THE STAGE

Worcester Theatres Carry WTAG Bulletins

WORCESTER movie fans can hear latest WTAG news while watching their favorite stars, since WTAG
on Christmas Day began broadcasting two to three minutes of news direct from the stages of Loew's
Poli and Plymouth theatres.

Latest reports will be presented to matinee and evening audiences before the newsmen, with spot-
lights on the announcer and back-
ground displays publicizing WTAG
news casts. The theatres are calling attention to the new service through newspaper ads and lobby
displays.

attend them all but she always
sends a telegram and this telegram
is generally shown to every resi-
dent in the town.

We put the show on originally for 45 minutes but it's down to a
half-hour now, due to other com-
mitments. We made no effort to
sell any part of the show for one
whole year—and then—then—
we let 'em ask for it. One merchant
phoned us and asked what a spot
announcement would cost. Then
we knew we were in and we started
to sell participation in the show.

We lined up six non-competitive
sponsors and they told us result
stories that even I didn't believe.
The show continues although we
have had to change announcements
times due to the draft. The
announcer merely works as a
straight man, however, so we have
been able to carry on just the same.

BROADCASTING • Broadcast Advertising February 1, 1943 • Page 27
Independent survey shows that 91% of FM radio set owners would recommend them to their friends!

Americans want FM radio. Facts show that FM has what it takes to win public acceptance. An independent, doorbell-ringing consumer survey of hundreds of FM set owners proved this beyond any doubt. Overwhelmingly, FM set owners like FM’s better tone quality, its virtual freedom from static, its breath-taking “background of silence”!

For example: That FM reception is better than regular broadcast reception is the conviction of 85% of FM set owners. And more than half of these classified it as a “great improvement”! Some 79% of FM owners expressed full satisfaction with their FM reception quality. And 91% of them would recommend FM to their friends!
Today there are 600,000 FM receivers in use. A good record, considering that from the start the production of FM transmitters and receivers was handicapped by the demands of war production on the radio industry.

These facts about FM indicate a trend which EVERY BROADCASTER should watch. We believe that the growth of FM will be rapid throughout the United States after the war, replacing many of the present local, regional and possibly a few of the high-power stations. Thus a twofold benefit can be expected — FM plus better AM reception as a result of fewer and possibly more powerful AM stations broadcasting over clearer channels.

For more detailed information on the FM survey, write for the booklet, “What the Consumer Thinks of FM,” to Radio, Television, and Electronics Department, General Electric Company, Schenectady, N. Y.

FM Broadcast Apparatus • FM Broadcasting • FM Receivers • FM Military Radio • FM Police Radio

NO OTHER MANUFACTURER OFFERS SO MUCH FM EXPERIENCE

GENERAL ELECTRIC
Customer's Voice

THAT TIME-WORN adage that the "customer is always right" has never fit radio because the customer usually wants more than the broadcaster will deliver in the hopes of keeping up with programming standards that are marvels of uniformity.

"The customer" came through with a bell-ringer the other day, however, and there's no gainsaying his knowledge of the facts or the validity of his statements. That was when the Assn. of National Advertisers, representing practically all of radio's biggest national advertisers, filed a brief as a friend of the Supreme Court in the network-monopoly litigation. No more potent argument could have been made, it seems to us, than citation of the fallacy of the proposed regulations. It seems to be proof conclusive that banning of time-options will not be in the public or industry interest.

ANA stated flatly and simply that its business would gravitate from the established networks to loose chains, hand-picked from the 30 fulltime clear-channel 50,000-watt stations, and from the 64 choice stations providing the best coverage of the country, at the lowest rates. Next would be the 180 stations which cover only 84% of the population, and so on. It brought out conclusively that the "cheapest and most conveniently obtainable" network would be comprised of the best stations.

That argument comes from radio's biggest customer. The ANA brief stated that if the option-time regulation is held valid, plans "presently are under consideration to enter into just such time contracts." It completely refutes the FCC majority's contention that the regulation will pave the way for more competition among the networks. Actually, ANA contends, competition will be diminished and a "monopoly" fed because a few powerful national advertisers "would substitute for the four highly competitive existing nationwide network organizations a monopolistic network of the larger stations'."

ANA said, moreover, it wasn't concerned with the "fortunes of a particular medium of advertising." This argument might reach its exact market. Other media will benefit if radio's efficiency is deteriorated. And advertisers could reach their entire audience if radio is eliminated altogether.

That is the sort of challenge presented by the FCC's chain monopoly regulations. When the FCC minority, comprising Commissioners Craven and Case, predicted network broadcasting would be seriously crippled by the regulations, it caused the public (as well as most of the industry) some pause. But these officials were in the minority. When NBC and CBS repeatedly said the regulations would strike a death-blow to the existing radio structure, in the minds of many, they were simply pleading their own cases though the industry (or most of it) was jittery. ANA's words can't be brushed aside. The association knows whereof it speaks. Its argument should remove the last vestige of doubt about the impact of the time-option rule upon national radio advertising.

And heed ANA's final observation that the rule would render a "marked disservice to the public interest generally." The ANA points out that the whole structure of radio, with its emergent value to the people and the Government in wartime, is supported by the advertising dollar. That dollar thus takes on a broader aspect than its purely commercial use. It is radio's wherewithal for its war job.

These are potent arguments against the FCC's rules, and more particularly the time-option ban. The stakes are too big to risk a gamble. It isn't too late to change.

Points for Petriotto

SEVERAL QUESTIONS which need clarification have developed since James Caesar Petrillo appeared three weeks ago before the Senate Interstate Commerce Subcommittee [Broadcasting, Jan. 18], investigating his ban on recorded music.

Perhaps Mr. Petrillo could explain to the Senate investigators why he vent his wrath on both CBS and the BLUE because of a local dispute in Pittsburgh [Broadcasting, Jan. 26], involving WJAS and KQV, owned by H. J. Brennen. Although remote bands have been restored to both networks, the music chieftain didn't hesitate to "punish" millions of listeners of both CBS and the BLUE, to say nothing of the networks, by denying them dance band music simply because his Pittsburgh local and Mr. Brennen hadn't agreed on a new contract affecting two individual stations.

Mr. Petriotto might also clarify his stand on patriotism. When he pounded a Senate table and shouted that the AFM was "second to none in patriotism," he proudly asserted that his organization was spending from $25,000 to $50,000 a week to provide gratis services to the local unions.

Perhaps Mr. Petriotto would like to explain why he failed to tell the Senators that AFM members are collecting $25,480 annually from the War Dept. for entertaining men in combat zones through Command Performances [Broadcasting, Jan. 28], while other talent, comprised of the top radio, movie, stage and vaudeville stars, is donated. Petrillo's New York aide, H. J. Steepe, questioned by Committee Counsel Herbert M. Bingham, said he didn't believe AFM members were charging for Command Performances although he graciously ducked through a loophole by explaining that locals are autonomous where non-traveling bands are concerned. He'd check it, he said.

Officials of Los Angeles Local 47 AFM, whose members are paid $24.50 per man per program, pointed out that the fee, which totals $25,480 a year, had been approved by AFM national headquarters.

Mr. Petriotto and his members could give good example of their patriotism by contributing three hours weekly to Command Performance and asking the War Dept. to use that $25,480 a year to help eradicate the enemy. That $25,480 would pay for 200 Garand rifles, 20,000 rifle bullets, 200 bayonets, 200 helmets, 1,000 hand grenades, 200 trench knives (which our men are in the Solomons Island - most useful), 100 37-mm. high explosive shells, 100 anti-tank mines, 75 60-mm. trench mortar shells, 50 3-inch high-explosive shells and 158 20-mm. shells.

This formidable array of materiel could take care of a lot of enemies and the musicians would have the satisfaction of knowing that they not only entertained our fighting men but actually placed munitions in their hands.

Perhaps Senator Clark's subcommittee would like to recall Mr. Petrillo to clarify these questions.
CLEMENT LLOYD EGNER

TO KNOW the story of the growth of phonograph and record sales is to be familiar with the career of Clement Lloyd Egnen, NBC vice-president and manager of the network's radio recording division.

Today, Lloyd heads an elaborate organization with headquarters in Radio City, New York, and principal branches in Chicago, Hollywood, Washington, and other foreign cities. The company has grown from a tiny staff in 1934 to its present status as one of the major industry.

Born in Philadelphia Nov. 10, 1895, he was educated in the city's school system until he had completed his high school education. Business was his immediate objective and his first job brought him to Washington with the executive office of the office of the Panama Exposition. There he met C. G. Zabriskie, president of the Pacific Coast Borax Co., and within a year Lloyd was back in Philadelphia, working for Zabriskie's firm. Starting off as an accountant he was soon advanced to the sales division where he became district sales manager.

In 1917, he left the Borax Co. to join the old Victor Talking Machine Co., Camden, as a salesman. When the U. S. entered the war, Egnen was soon a member of the Quartermaster Corps.

After the Armistice he returned to Victor as assistant manager of the traveling department—a sizable accomplishment for a young man of 22. In 1921, he was named manager of the department, remaining until 1923 when he was shifted to Chicago as Victor central western manager. Two years later, he returned to Camden as assistant general sales manager.

In his years with Victor, Lloyd Egnen watched the phonograph and record industry grow from a sideline to a major industry. The byproduct of Edison wizardry took its place as a major form of entertainment. But radio, an infant industry was growing fast, and Lloyd Egnen grasped the coordinate possibilities of radio and recording.

RCA acquired the Victor Co. in 1929 and Lloyd was shifted to Chicago as president of the Victor subsidiary, Chicago Talking Machine Co. By 1931, he was back at Camden in charge of the RCA Victor record division; finally he was called to New York in 1934 as manager of NBC's radio recording unit.

Beginning with a small organization he has fathered this subsidiary to its present estate. In 1936 he introduced the NBC Thesaurus, a program transcription service, sold and used by stations in many parts of the world.

Although the Thesaurus is now a household name in the broadcasting trade, many an anxious moment preceded its selection. Teaser announcements heralded the coming of the new service but a name had not been selected. Finally the day arrived and the deadline for the formal trade introduction was at hand. Frantic for a suitable title, Lloyd called for a copy of Roget's word Thesaurus. The treasure house meaning of the word appealed and Egnen smiled.

As a reward for a tremendous administrative and sales job, Lloyd was given an NBC vice-presidency in 1940. This was a double satisfaction to his domestic partner, Mrs. E., whom he married in 1919. Together they share the joys of NBC Record progress in their Rye, N. Y., home where the NBC recording chief is attentive to his favorite sport, golf.

Kramer Promoted

MAX KRAMER, for many years assistant to Basil Brewer, publisher and radio station owner, has been named general business manager of Mr. Brewer's station WNBR, New Bedford, Mass., and his newspapers, The New Bedford Standard-Times, and the Cape Cod Standard-Times.

H. RUSK HOLT, commercial manager of WOLS, Florence, S. C., recently received the distinguished service award from Junior Chamber of Commerce for the most outstanding community service during 1942.

JOSEPH BLOOM, manager of For- joe & Co., New York, station representative, is the father of a boy, born June 22.

WILLIAM A. FAY, general manager of WHAM, Rochester, for 14 years, has been appointed to the board of directors of Stromberg-Carlson Tel. Mfg. Co.
OLIN TICE, former staff announcer of WBT, Charlotte, has joined WWSV, Washington, as announcer.

KAY OWESLEY, WBT continuity editor, was married recently to Sgt. Thomas S. Glass, Tulane law school graduate.

CPL FRED HAYWARD, former WBT production man, is attending Officers Candidate School at Ft. Benning, Ga.

NORMAN PAUL, former sports writer, and Francis Forrest, recently with the radio division of the National Foundation for Infantile Paralysis, has joined the CBS publicity department.

MRS. JANET FRANKE, traffic manager of KYA, San Francisco, has been promoted to management assistant of KFY, Hollywood. He succeeds Gene Diltrey, resigned.

NEAL REAGAN, announcer-news editor of KFWB, Hollywood, has been signed to a Columbia Pictures Corp. contract and will be featured in a Navy background film. He is the brother of Lt. Ronald Reagan, film star and former announcer.

Joe Hasel To Army

FIRST of the top network sports announcers to go into the Army is Joe Hasel of WJZ, New York, BLUE outlet, who was inducted Jan. 27. At the time he was called, Mr. Hasel was doing short wave work for the War Dept. and was to be appointed consultant-assistant to the Secretary of War.

CLANCY GREEN has been elevated to transcription department manager of KNX, Hollywood. He succeeds Gene Diltrey, resigned.

FLETCHER MARKLE scriptwriter of the Canadian Broadcasting Corp., Vancouver, who has joined the Royal Canadian Air Force, has been assigned to the public relations staff as scriptwriter and announcer at Ottawa.

GORDON WILLIAMSON, Western Canada sports announcer, has joined the Royal Canadian Air Force and is attached to the public relations staff at No. 1 Training Command, Toronto, as corporal.

JULIUS LEAVITT, former announcer of the Canadian Broadcasting Corp., McQrtral, is now a corporal in the Royal Canadian Air Force, stationed at the Manning Depot, Lachine, Que.

FLYING OFFICER Marcel Beuregard, of the Royal Canadian Air Force, has just returned from overseas where he was French-Canadian public relations officer at RCAF overseas headquarters. He is taking part in the weekly RCAF program En Plein Vol from Montreal.

CHARLES BATTERS, announcer of WFBIL, Syracuse, has joined the staff of WRC, Washington.

DON CORDRAY, announcer of WNEW, New York, who recently joined the Army, will attend Officers' Candidate School. His wife has joined the WAAC.

HARRY B. FLEETWOOD, formerly of WCAM, Camden, N. J., has joined the announcing staff of W49PH, FM adjunct of WIF, Philadelphia.

JOHN FRANKLIN, former announcer of WCAU, Philadelphia, has been promoted to Captain in the Army. He is stationed at Camp Croft, S. C.

ALAN FREED, formerly of WEST, New Castle, Pa., has joined the announcing staff of WIBC, Philadelphia, replacing Fred Wissing, who reports to the Navy for officer's training.

JACK STECK, public relations director of WJL, Philadelphia, has been named as manager of the Philadelphia Club of Advertising Women's annual show, scheduled for Feb. 12.

GRANT HOLCOMB Jr., news editor of KPRO, Riverside, Cal., has been appointed station program director.

N. RAY KELLY, former NBC producer, has been appointed assistant production manager for the NBC Eastern division in charge of dramatic shows.

TOM MURRAY, farm editor of WHAM, Rochester, is the father of a boy born Jan. 15.

BRUCE GRANT, news commentator of KSO, Des Moines, leaves shortly for military service. Other KSO employees entering the armed services are: Charles McGuern, announcer, and Bill Huppe, new editor, to the Army; Dick Covey, announcer, to the Air Force.

Back to the Mike goes Foster May, former WOW special events director who was defeated by Sen. Kenneth Wherry, along with veteran Sen. George Norris in the recent Nebraska elections. Sponsor, signing for Sunday news commentary on KSO, Des Moines, with a repeat on WMT, Cedar Rapids, is Haskin Bros. & Co., Omaha (soap). Arranging the show are (1 to r): Victor Horn, Haskin's general manager; Ted Enns, Cowles sales manager; Mr. May.

ROBERT ARDEN, Hollywood news analyst, has started a weekly quarter-hour sustaining feature, America Looks Abroad, on NBC Pacific Coast stations.

ESTHER CHRISTIAN, formerly of KGIR, Butte, KFPY, Spokane, and KRUC, Lewiston, Ida., has become traffic manager of KGVO, Missoula, Montana, replacing Helen Faulkner.

KIRBY CUSHING, who formerly handled news, sports and special events for NBC, now conducts a six-weekly news program on WNEW, New York, titled The Washington Desk.

WALTER TETLEY, who portrays Mayor on the weekly NBC The Green Side of Broadway TV show, is filming in the MGM film, "Eyes in the Night."

MIDGE LEE, reporter on the Elwood City Ledger, has been appointed editor of WJLS, Buckey, W. Va., and Fred Yatto and Joe Girandola, NBC news bureau, has joined the announcing staff of WJLS.

GEORGE BAUER and Lu Burdrow, have joined the news staff of KNOK, St. Louis.

KEN HOUSEMAN, program director of WEIM, Fitchburg, Mass., is father of a boy.

JACK MYERS of the guest relations staff of the BLUE has been named night assistant in the BLUE announcing department, replacing William Elwell, who resigned to become program manager of WKIP, Poughkeepsie.

We admit this is more than somewhat absurd. But hardly more so than attempting to cover the rich ($350,000,000 in buying power!) Roanoke-Southwest Virginia market with "outside" stations. Engineering measurements prove that WDBJ is the only station that "comes in clear" at all times in all of this area's 120,348 radio homes. Try a few spots on WDBJ, and see for yourself what that means in results!

ROANOKE WDBJ VIRGINIA
CBS Affiliate . 960 K.C.
5000 Watts Full Time

Owned and Operated by the TIMES-WORLD CORPORATION

Page 32 • February 1, 1943

BROADCASTING • Broadcast Advertising
JAMES SOUTAR, chief draftsmen of the BLUE research staff, joined the Army last week, and Walter B. Hervey Jr., circulation analyst of the staff, entered Officers' Training School Feb. 1, Thelma Brundt, formerly of the Bell Telephone Co., Detroit, succeeds Hervey. Mrs. Brundt is the wife of Otto Brundt, of the network's station relations staff.

STEWART DILLON has joined the staff of WMAM, Marietta, Wis.

MRS. JOHN M. GILBERT II, formerly of WSKF, Pittsfield, Mass., has joined the continuity staff of WNBC, Hartford.

JERRY SOESBEE, formerly of WSUN, St. Petersburg, Fla., has joined the announcing staff of WPTE, Raleigh, N. C.

WALTER KANEK, director of publicity and special features of WLIB, Brooklyn, originated the idea for the U.S.O.'s current "stamps for servicemen" campaign, a drive to enlist stamp collectors in contributing their extra stamps and stamp collecting equipment to servicemen.

RICHARD GOOGIN, producer of Personality on WABC, New York, has left the station to enter the Coast Guard. He is stationed in S. N. London.

CHARLOTTE WOLF, formerly of WTM, Trenton, N. J., has joined the continuity department of WINS, New York, replacing Betty Markel now with CBS.

CHARLES MACDOUGALL, former executive in BBDO's San Francisco office, has been named manager of that branch, succeeding the late R. L. Hurst.

JOHN MACIONELL, until recently director of Keep Working, Keep Singing, America, CBS series sponsored by E. H. Squibb & Sons, handled by Geyer, Cornell & Newell, New York, has been named radio director of the United Nations information service, New York, a clearing house for information about the United Nations. Mr. Macionell is secretary of the Radio Director's Guild, New York and was formerly associated with the London office of J. Walter Thompson Co., and with BBC and CIT.

LOIS LORRAINE, recently resigned as publicity representative for WEF, New York, has started her own public relations business. She is assisted by Ted Donley, formerly assistant sales service manager of CBS.

School for Announcers Begun in Philadelphia

ANNOUNCERS' training school, conducted jointly by Philadelphia Local 28, American Communications Assn. and Committee of Philadelphia Station Operators, began Jan. 26 in radio studios of WHK, with class of 25 selected candidates. Upon completion of ten-weeks' course graduata will be taken into the union and will be eligible to work on Philadelphia stations.

Organized by Joe Dillon, veteran Philadelphia announcer and union president, classes will include courses in microphone technique, dictated and salesmanship and lectures by Philadelphia broadcasting and advertising executives. Candidates will be given practical experience on various stations. Local 28 already has underway a school for radio technicians and engineers, with classes conducted by Charles C. Smith, Samuel R. Rosenbaum, president of WFIL, is chairman of the station operators' group.

DODGED TORPEDO

NBC Guide Was Crew Member Of Freighter

DODGING an enemy live torpedo while awaiting its explosion is an experience through which Harrington Crissey, 23, member of the NBC guide staff in New York, not only lived but escaped unharmed.

A crewman on an American freighter which was torpedoed, Mr. Crissey was on the deck of the sinking ship when a second torpedo landed on the deck and rolled around. He leaped aside, then waited for the inevitable explosion. In a moment, however, he recovered and got in the only sound lifeboat. He was picked up 11 hours later by an American vessel.

His days at sea are over. The Navy discovered that Mr. Crissey is colorblind.

EDWARD R. DUNNING, sales representative of WINS, New York, has entered the Naval Reserve midshipmen's school at Northwestern U.

JOSEPH HAZEL, sports commentator of WJZ, New York, has reported to Camp Upton, N. Y. for Army duty.

DAVE BANCE, formerly with "Awful Brews," Macfayleni, candy manufacturer of San Francisco, has joined KXL, Oakland.

HEP BURN ARMSTRONG, Bob Nescuey and Bill Morell have joined the news staff of KSAN, San Francisco.

DONALD KEITH CURRILIN, announcer of KGO, San Francisco, recently was commissioned an ensign in the Navy. He has been replaced by Frank R. Cuty, formerly of KYA, San Francisco and KGGM, Stockton.

VERNE WILSON, chief announcer of KYA, San Francisco, recently became the father of a girl.

JACK R. PEIX, former director of public relations and executive assistant to the general manager of the Institute of Distribution, New York, has joined the headquarters of NBC.

MYRON DUTTON, Hollywood writer-producer, has withdrawn from the radio production staff of Orson Welles, returning to the Biow Co., that city.

BIL HAWORTH, former narrator on the Mutual sustaining, This is the Hour, has been given an unusual assignment on the six-weekly quarter-hour program Welbilt Food Mart, sponsored by Studebaker Sales Corp., on 33 Don Lee Pacific stations. Carleton Kedell takes Haworth's former duties.

ARE YOU AN OLD FOGY ABOUT DRUGS?

IF YOU'RE a drug advertiser, do you judge the farm market in terms of metropolitan areas?

Are you overlooking the fact that most people (big-city and small-town alike) spend most of their money right in their own neighborhoods? Are you forgetting that it's in the corner drug store, the neighborhood pharmacy, where people invariably buy when influenced by advertising?

For example, the farm people in the No. 1 Farm Market prefer shopping in the 1,463 small towns—or "neighborhoods"—where it is easiest for them to go and where they feel most at home.

This is especially true of drug stores. In the KMA area, the local drug store is an institution. The druggist himself is a personal friend of his customers. So it really isn't surprising that the 1,685 KMA drug stores normally do a business of $30,948,000 a year. (Compare that, for example, with Cleveland's 467 drug stores and $14,447,000 in sales, and you'll see how big the KMA drug market really is!)

It's easy to get your share of the big drug business in the KMA area. For complete details, write for your copy of the KMA Atlas of Wholesale and Retail Druggists.
EZIA STONE, formerly star of the weekly NBC Aldrich Family, sponsored by General Foods Corp. and Sara Lee, also formerly on that program, were married in Washington, D.C. last fall. It was revealed recently that Stone, now a master sergeant in the Army, currently is appearing in Irving Berlin's stage production "This Is the Army".

JACK SLATTERY, Hollywood announcer, has been assigned to the three-weekly quarter-hour CBS Harry James & His Music Makers, sponsored by Liggett & Myers Tobacco Co.

DAVID STARLING, former announcer at KFPI-KECA, Los Angeles, now in the Army, has been commissioned a second lieutenant. He is stationed at Camp Roberts, Cal.

MAURY RIDER, former program director of KIRO, Seattle, has joined the Blue Network as special events director. He replaces Clete Roberts, who has reported to Portland Junior College for training as an air cadet.

ED KUSHINS, announcer of KROW, Oakland, has been inducted into the Army.

VIOLET CAVETTE, commercial traffic manager of KHJ, Hollywood, and Sam Starling, film writer, were married in that city recently.

VERNE CRAWFORD, former announcer of WPLO, Philadelphia, has joined KHJ, Hollywood, in a similar capacity.

TOM LA PIANO, announcer of KHJ, Hollywood, has been given that assignment on the weekly half hour program, "Touareg of the Highways," sponsored by Pacific Greyhound Bus Lines on 33 Don Lee Pacific stations.

PETE STURSBERG, Canadian Broadcasting Corp. reporter, has been posted with the CBC overseas unit in Great Britain. He joined the CBC national news bureau at Vancouver June 1940; before that he had served on Vancouver and Victoria, B.C. newspapers.

MRS. PAT NEILSON has joined CJOY, Vancouver, as continues writer.

EVA NELSON has joined the commercial department of CKMO, Vancouver.

FRANK FLEMMING, program manager of CKAT-Trail, B.C., formerly with CPAC, Calvary, KFJS, Kansas City, B.C., CKMO and CKOL, Vancouver, recently married Dale Gloucher of Trail, B.C.

SAM MOLEY, sports director of WHIS, Charleston, W.Va., is now handling sales promotion and publicity as well.

CHARLIS TEAS, sports announcer and sales manager of KOB, Albuquerque, N.M., has been shifted to the announcing staff, while continuing his evening apace.

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

WFMJ
Has more listeners in this rich market than any other station.
Headley-Reed Co.
National Representatives.
A Plug-Ugly Is Born

(Continued from page 30)

voted commercial copy for "Sure-Grow" hair tonic.

He crumples into their respective folders the broadsides, circulars and advertising material on such diversified subjects as "Wom-an and the Home", "Make the Fly at the End of Your Hook Do the Job", "Diet Problems of the Horse, Man's Best Friend" and "Are Your Hens Making Shells for Defense". His desk is cleared for action and in his creative mind Throckmorton Gitch's Cockroach Paste becomes the focal objective.

Our continuity writer understands that unless every viewpoint considered and proper psychology is applied, a commercial "spot" will not produce the desired results. Therefore he slouches from corner to corner on all fours in an attempt to acquaint himself with the environment and psychology of the Cockroach.

That accomplished, our scripter returns to his desk to concentrate on the angles necessary to influence the "discriminating housewife". After considerable thought in his falsetto, the embryonic Chaucer carefully pulls from his type-writer the manuscript that will tell the world about Throckmorton Gitch's Cockroach Paste... "It sells as it smells."

Now to the production department. Over four cups of coffee and two orders of doughnuts the production manager, sound effects man, continuity writer and traffic manager (the latter named only because he wanted the coffee) put their heads together for the task of eliminating the script with waves of diffused sound. Finally a series of weird noises are designed to depict the various stages of a cockroach's approach to the kitchen. These culminate in the sound effect of light being switched on (assuming that the switching on of a light sends the little creatures scurrying across the floor). The resulting electrical transcriptions are widely distributed. All over America lights are being switched on following which a benevolent deep bass voice sings "It sells as it smells! Housewives, beat a path to the door. The dealer WPB Official Warns Of Further Paper Cut

WARNING of probable further cuts in newspaper and zinc as war conservation measures, Donald J. Sterling, consultant to the chairman of the WPB newspapers and publishing industries committee, on Jan. 29 told the Press Assn. at Louisville that the Dec. 31 newspaper cut of 10 per cent was "a relatively gentle one".

"As the war continues there may be a subsequent order, or orders, which will be more drastic," he declared, adding there is "no chance of maintaining paper production at recent levels, let alone the high levels of 1941-42." Mr. Sterling estimated a decrease of 20 per cent in paper pulp available in 1943. Refer- ring to suspension last year of 63 dailies, he asserted: "This year's chapter remains to be written."

Pointing out that effective Feb. 15 zinc will be restricted 50 per cent, Mr. Sterling recommended the use of smaller and thinner cuts.

ARTICLE: "Radio Broadcast ing: A New Industry Plays Vital War Role". appears in the winter number of The Index, quarterly publication of the New York Trust Co.

The world is bright... then from the pages of a well circulated periodical come the words "Plug Ugly", mounting in a crescendo of criticism. Although aimed at radio in general, the poisoned darts find their way to those upon whose broad shoulders the responsibility must fall. The gloom is not dispelled even though Mr. Throckmorton Gitch bares in excitedly to announce that the tirade against "Plug Ugly" has apprised him sales 200 per cent. An opportunist, Gitch is certain that the time is ripe to launch his "Monkey No Flea" powder. What a "plug ugly" such a product could inspire!

The continuity boys, however, are still smiling under the lash of criticism. They reflect a moment on the "Monkey No Flea" product and all its implications. The boys exchange knowing glances and then in a body march to the Navy Recruiting Office. Their draft numbers are coming up next week anyway. And so, a "plug ugly" dies aborning.

There is an oft-bruited moral applicable to this saga. "You don't have to be crazy to be in radio... but it helps."
KPO, San Francisco
Acme Bakers, San Francisco, 4 p daily, thru Broschier, Davis & Staff, San Francisco.
Pam-American Coffee Bureau, New York, 5 a.m. thru J. M. Mathes Inc., N. Y.
Durkee Famous Foods, Chicago (Taco-Margarine), 3 a.m. thru Emil Reinhardt Adv. Agency, Oakland, Cal.
Golden State Company Ltd., San Francisco (Golden N vitamin milk), 6 a.m. thru Ruthrauff & Ryan, San Francisco.
Beech-Nut Packing Co., Canalsibarie, N. Y. (chewing gum), 6 a.m. thru Newell Emmett Co., N. Y.
Proctor & Gamble, Cincinnati (Dusk), 2 a.m. thru, Compton Adv., Agency, N. Y.
Vick Chemical Company, Greensboro, N. C. (Vick 'n Inhaler), 3 a.m. thru, Morse International, N. Y.
Continental Baking Corporation, New York, 5 a.m. thru Ted Bates Inc., N. Y.
Pure Food Co., Mamaroneck, N. Y. (Herb-Ox bouillon cubes), 3 a.m. thru J. M. Mathes Inc., N. Y.
National Funding Corp., Los Angeles (Sea-buckthorn flavor jellies), 2 a.m. thru Smith & Bull, Los Angeles.
Thomas Leeming & Co., New York (Bonne Bergin), 4 a.m. thru, William Ritty & Co., N. Y.
KKEA, Los Angeles
Pico Co., Warren Pa. (proprietary), 2 a.m. thru Lakeside-Spuhrman, Memphis.
Barclay Casualty Co., Los Angeles (accident insurance), weekly at, thru Stodel Adv., Co., Los Angeles.
Muriah’s Baking Co., Las Vegas, 5 a.m. thru, thru BBDG, Chicago.
Cal State Savings & Loan Assn., Los Angeles (finance), 7 a.m. thru Elwood J. Robinson, Los Angeles.
Goodpasture Service Stores, Los Angeles (auto accessories), 5 a.m. thru, direct.
Western Auto Supply Co., Los Angeles (auto accessories), 5 a.m. thru, thru Dan B. Miller Co., Los Angeles.

KNX, Hollywood
American Chicle Co., Long Island City, N. Y. (chewing gum), 55 a.m. thru Grant Adv., Chicago.
Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 8 a.m. thru, thru H. W. Koster & Sons, Chicago.
Kellogg Products Inc., Los Angeles (Kenu cleaner), 3 a.m. thru Little & Co., Las Angeles.

WJZ, New York
Minnow Co., New York (Prowler floor wax), 6 a.m. thru, thru R. T. O'Connell Co., N. Y.
Leaver Bros., Cambridge, Mass. (Rinso), 12 a.m. thru, thru Ruthrauff & Ryan, N. Y.
General Baking Co., New York 6 a.m. thru, thru BBDG, N. Y.

WMAG, Chicago

Sales 37% Higher
On 4 Blue Outlets
Largest Increase Over 1941
After Net Separation

GROSS TIME sales of the four BLUE stations represented by the network’s national spot sales department were 37% higher in 1942 than in 1941, Murray B. Grabbhorn, BLUB national spot sales manager, disclosed last night.

The individual increase in billings this year over 1941 for each station was WJZ, New York, 34.5%; WENR, Chicago, 41.5%; WMAI, Washington, 18.9%; and KGQ, San Francisco, 73%.

Blue Took Over Feb. 1

According to Mr. Grabbhorn, the increase in time sales is doubly significant in view of the fact that up until Jan. 31, 1942, the four stations were represented by the national and field by NBC’s national spot sales department. On Feb. 1, responsibility for national representation was shifted to BLUE spot sales with the changeover to line with the setting-up of the BLUE as a separate organization from NBC.

The cumulative percentages of increases for the four stations, month by month, in 1942 as compared to 1941 follows: January, 2%; February, 4.6%; March, 8.3%; April, 10.1%; May, 16.3%; June, 22.2%; July, 18.5%; August, 15.7%; September, 19.3%; October, 31.5%; November, 25.6%; December, 37.5%.

Plane Riders Free

"FLY A BOND and receive a free plane trip," listeners to WMJ, Rice Lake, Wis., hear each Sunday on Bond Time Victory Hour aired in collaboration with the Rice Lake Junior Chamber of Commerce. Listeners may purchase a bond or Bond of any denomination at the nearest bank and receive a ticket for a free plane ride. The Civil Air Patrol provides the planes and gas.

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Duff Planning Drive

RADIO time to blanket 32 major markets, as well as weekly ads in 200 newspapers are planned by P. Duff & Sons, Inc., for Duff's Waffle Mix, the company announced last week in describing aggressive plans for promoting Duff's Mixes as a war food substitute. Station list was not revealed. Bothwell Adv., Pittsburgh, is the agency.

DOUGLAS AIRCRAFT Corp., Santa Monica, in an employment campaign starting Jan. 24, is using a weekly schedule of 42 transmitted one-minute announcements on KFAC, KFVD KMPC. Essig & Co., Los Angeles, handles the account.

CARTER COAL Co., Washington, (Oljan coal), has started a Sunday evening program The Hermit's Case on CPRH, Toronto. Account was placed by Ralph H. Jones Co., Cincinnati.

SEARS, ROEBUCK & Co. will sponsor the broadcast of all remaining home games of the Oshkosh professional basketball team over WOSH, Oshkosh, Wis.

BANK BUYS YOUTH PROGRAM ON WMCA

PARTICIPATION by New York school children features Youthbuilders' Forum, weekly half-hour program on WMCA, presented in cooperation with Youthbuilders Inc., a national organization, and sponsored by the Modern Industrial Bank. Program is conducted by Dr. Frank Kingdon, educator, who also is sponsored by Modern Industrial Bank in a five-weekly news commentary.

In addition, the bank has begun a weekly hour of recorded classical music and six-weekly quarter-hour news commentaries by Sydney Moseley on WMCA.

Station last week also added Sachs Quality Furniture and Argus Optical Co., Sachs sponsoring Alice Hughes in A Woman's View 9-9:15 a.m. thrice-weekly, and recorded music programs. Argus signed for five-weekly quarter-hour news periods by Randall Hargraves and thrice-weekly commentaries by Johnnies Steele, in addition to several recorded music broadcasts.

Modern Industrial Bank account is handled by Metropolitan Adv., New York, and Argus Optical by Farman & Feiner, New York. Sachs was placed direct.

WANT A GENERAL PICTURE OF MAJOR (Ky.)?

We have no wish to malign Major (Ky.)—but where buying power is concerned, Major will probably never be out of the buck private class. Fact is, the only four-M market in the whole state is the Louisville Trading Area—with 35.5% more buying power than the rest of Kentucky combined! To reach all 242,077 radio homes in this market, you need only WAVE—the lowest-cost-complete-coverage station in the whole trading area!

STRAIGHT TO THE TARGET

These are days to pass the ammunition—but certainly not days to waste it! WHEC does NOT cover Pennsylvania, Ohio, nor reach into Canada. Its job is the rich and booming Rochester trading area!

How well and how economically WHEC does its job is best summed up in the fact that WHEC is the favorite Rochester station with BOTH local and national program sponsors.

Some good spot and program times now available. We'd like to talk with you about them. Write, phone or wire!

Representatives—J. P. KeKinney & Son
New York Chicago San Francisco

A BASIC CBS STATION
Daniel M. Gordon, former manager of the magazine space buying department of Ruthrauff & Ryan, New York, has been appointed assistant director of the media department. Walter G. Smith, vice-president and account executive, continues to direct all media planning activities. Theodore C. Fisher remains in charge of the radio timebuying section.

Paul F. Adler, head of Eastern Advertisers Service, has continued his Hollywood agency for the duration. He has joined the Civil Aeronautics Adm.

Alice Ross, formerly with Lawrence C. Gumbinner Adv., New York, has joined Franklin Bruck Adv., New York, as assistant in charge of media. Jules Nathan is media director.

Kenneth W. Plumb, vice-president and director of Federal Adv., New York, on leave of absence for the duration, has been commissioned a lieutenant in the Naval Reserve, assigned to the public relations office, Submarine District.

Vincenzo (Vick) Laustsen, formerly in the production department of McCann-Erickson, New York, has joined Tracy Kent Inc., New York, as production manager. He succeeds C. W. Thomas, now in military service.

Howard C. Brown Co., representatives of Australian and New Zealand radio interests, has moved Hollywood offices to 6404 Sunset Blvd, Tel. Hollywood 6065.

Lloyd Herrold, professor of advertising at Northwestern U., has been made research director of H. W. Kas-tor & Sohn, Chicago.

Edwin M. Schneiberg has left the radio copy department of Compton Adv., New York, to join the Army.

Major H. W. Hart is reported War Prisoner of Japan

Reported missing in action, Major George H. Hart, former executive of Bur-Mac Advertising, Cincinnati, is held prisoner of war by the Japanese in the Philippines, the War Dept. has notified parents. Major Hart, who was a member of the staff of WLW-WSAI, Cincinnati, and later sales manager of WCPQ, Cincinnati, before entering the army, was a lieutenant in the Signal Corps Reserve when he was called to active duty before the war.

After indoctrination in Washington he was sent to the Philippines, where he was made a prisoner of war and earned promotion to captain. Later, because of outstanding bravery he was awarded a Bronze Star for heroism by Gen. MacArthur. Maj. Hart was with Gen. MacArthur on Bataan and later with Gen. Wainwright on Corregidor. He was reported missing just before the fall of Corregidor. The American Legion in Cincinnati has named an auxiliary post the George B. Hart Post in his honor.

Gray & Rogers, Philadelphia advertising agency, has added 20% additional space to its offices in the Philadelphia Saving Fund Society building, to handle the expanded art and production departments.

E. Warren Brooks, former production manager of J. M. Mathes Inc., New York, has been named account executive. Charles Tomlinson of the production department, succeeds him as production manager.

Clifford Faust, formerly with Chicago agencies, has joined The Mccarty Co., Los Angeles, as account executive.

G. F. Mills, Toronto, has been elected president of Spitzer & Mills, Toronto and Montreal, successors to Lord & Thomas of Canada. J. W. Spitzer, Toronto, is executive vice-president, and William G. Power, Montreal, vice-president.

Robert Paul Smith, former script writer of CBS and William Eety & Co., New York, has joined the script staff of Foote, Cone & Belding, New York.

Gordon Auchinloss, director and continuity writer of "Hit Parade" and the New American Tobacco Show, scheduled to start Feb. 16, who also handles continuity for Kay Kyser's orchestra, will return from Foote, Cone & Belding, New York, July 15, to freelance.

F. W. Federer, former space buyer of Geyer, Cormwell and Newell, and previously associated with J. Stirling Getcheff Inc., has been appointed manager of the media department of Blackett-Sample-Hummert, New York office.

Bruce Ryan, son of Frederick B. Ryan, president of Ruthrauff & Ryan, New York, has received his wings and commissioned as second lieutenant in the Army Air Forces, assigned to the Flying Fortress advanced training command.

Kirby Hawkes, radio director of Benson & Bowles, is expected to join the Marine Corps Intelligence Division. He has passed his examinations and awaits final action on his application for a commission.

Evans Pummier, formerly on the Honolulu staff of Jim Fidala, public utility service, has joined Earl Ferris Amstutz, that city. He was for several years West Coast editor of Movie Radio Guide, fan publication.

B-S-H Names McNeill

Robert A. McNeill, account executive and the timebuying staff of Blackett-Sample-Hummert, New York, for the past seven years, has been appointed vice-president of the agency, as announced last week by Maurice H. Bent, vice-president of the company. Mr. McNeill will continue to make his headquarters in the New York office.

Mr. McNeill also announced the appointment of David R. Repeal Wartime Worringer to a special assignment of the agency's office at Lakeland, Fla.

Reps. Cole and Brehm would Repeal Wartime Repel of daylight time and return to standard time is sought in concurrent resolutions (H-Con-Res 9 and H-Con-Res 10) introduced in the House last week by Reps. Brehm (R-0) and Cole (R-Mo.). Declaring he had had complaints from mothers of school children, farmers, business and professional men and individuals in all walks of life, Rep. Cole said war time, which became effective Feb. 9, 1942, has resulted in "untold inconvenience and hardships" with "no material contribution to our war effort." Both resolutions were referred to the Interstate and Foreign Commerce Committee.

Return to standard time again would plunge radio into its semi-annual headaches involving shifting of all programs and general realigning of schedules, since the eastern states adopt daylight saving time from April to September.

John M. Bridge, formerly creative head of the Minneapolis office of McCann-Erickson, has joined BBDO, Minneapolis, as account representative of the public service department of General Mills.

HeLEN LEITHAUSER has left the publicity staff of Cone, Cone & Belding, New York.

James R. Ferguson, formerly of Knollin Adv. Agency, San Francisco, has been commissioned a lieutenant in the field Artillery.

Tom Hardt, Hollywood assistant producer of Young & Rubicam on the NBC Time to Smile, has been given production assignment on the CBS Those We Love.

I was just listening to WFDF Flint Michigan, with a kilowatt on 910!"
JAMES SHELBY

A

VARIED career, including
acting, stunt-riding and com-
puting, marks the young
life of James Shelby, radio
director of McCann-Erickson,
Chicago.

He started at 16 with the Ameri-
can Radiator & Sanitary Corp.,
Chicago, where his chief job was
computing heating units in build-
ings under construction. Counting
radiators was a bit dull, so young
Jim Shelby struck out for new
fields that subsequently led him
to a hitch in the Army, radio an-
nouncing and acting, the stage and
movies.

As a member of the 22d Field
Artillery he became adept at stunt
riding and later became a hard-
riding extra in Gene Autry pic-
tures. Between times he modeled
for commercial photos and films,
played in stock and did some an-
nouncing.

Mr. Shelby entered the agency
field as publicity director for Grant
Adv., Chicago. He handled public
relations for the Dale Carnegie ac-
count and took part in writing and
producing the NBC Dr. I. Q. show.

A year ago he joined McCann-
Erickson as assistant to Earle
Thomas, then radio director. When
Mr. Thomas was commissioned a
 captain in the Army last November,
Mr. Shelby became radio director.

With the McCann-Erickson firm
he has written and produced Musi-
cal Millwheel on the BLUE, assisted
with the NBC Auction Quiz, and
supervised production of Clara Lu-
wee on CBS. Currently, he su-
pervises radio for the accounts of
Standard Oil Co. of Indiana, Pills-
bury Flour Mills, Milk Founda-
tion and American Dairy Assn.

At 22 Mr. Shelby is married and

GOP Names Selvage

APPOINTMENT of James P. Sel-
vage, of Princeton, N. J., as an as-
sistant to the chairman of the Re-
publican National Committee in
charge of publicity, was announced
last week by Chairman Harrison
E. Spangler. Mr. Selavage, a former
newspaperman, was director of
public relations for NAM and
later opened his own public rela-
tions firm. He organized the Navy
"E" program, and was one of the
directors of the national scrap sal-
venge campaign.

AGENCY

Appointments

HOUSE OF THE TRE-JUR Inc., New
York, to Lawrence C. Gumbiner Adv.
Agency, N. Y.

BROOKLYN BREWING Co., Cleveland, to
Gregory Adv., Cleveland.

RAILWAY EXPRESS AGENCY, New
York (Air Express Div.), to Erwin
Wasly & Co., N. Y.

RENT LABS, St. Louis (vitamins), to

POLLOCK-KEY Co., Fort Scott, Kan.
(work clothes), to McJunkin Adv. Co.,
Chicago.

PERIODENT Co., Chicago, to Joseph
Jacobus Jewish Market Organization
of the Jewish field. Footen & Copen,
Chicago, continues as agency.

HEIRESTA LABS, New York, to Black-
ett-Hampden-Hammert, N. Y., for Endo-
creme, a skin cream. Discontinuing pro-
gram, no radio contemplated till next fall.

PARFUMS L'ORLE, New York, to H. A.
Salzman Inc., New York. Radio is being
considered.

FISHBACH COSMETIC Co., New York,
to Wildrick & Miller, N. Y., for Irene
Blake Jar of Skollections, a leg lotion;
Phantom Glove, protective hand cover-
ting, and other products. Media plans not
announced.

DELEHANTY Institute, New York, to
Devine Adv., New York, for business,
secretarial and war industry concerns. Has
used radio but none is contemplated at
present.

ALEINE Co., New Brunswick, N. J., to
Jackson Adv., New Brunswick, for Flem-
tsny cough medicine. Using four eastern
and eight midwestern stations, for winter
campaign.

LEHORN Coat & Navigation Co., Phila-
pdelphia, to Lewis & Gilman, Philadelphia.

LA CONGA HOSIERY Co., New York,

MAURICE J. WALSH Ltd. (ring manu-
facturers), to Walsh Adv. Co., Ltd.,
Toronto. Plans for 1943 being made.

has two children, Jimmy, aged 2½,
and Judy, 1. His hobbies include
horseback riding, skiing, deep-sea
fishing and, unofficially, computing
radiators in the homes of friends.

WToc Weekly

total of "A" time station
break spots

Of these

are sold. They're evidently
doing the job!

WTOC $$$

Savannah, Georgia

CBS - UP News - 5,000 Watts

Reps: the KATZ AGENCY

You may never have thought of a sound recorder
as a weapon of war. But in this war, fought alike
with guns and propaganda, the Presto recorder is
in there working on every front, making records
that broadcast news and instructions to military
and civilian populations, spreading information
that combats enemy propaganda, reproducing short
wave broadcasts of radio programs that bring
music and voices from home to troops in out-of
the-way places, operating in tough climates where
the ordinary record player wouldn't last a week.

In addition to recording equipment, the Presto
plant (tripled in size since 1941) is now making a
variety of mechanical and electronic equipment for
the armed forces, working overtime and booked to
capacity for months to come.

Presto is hard at work making its contribution
toward winning the war.

PRESTO IS HARD AT
WAR WORK

WTOC Weekly

total of "A" time station
break spots

Of these

are sold. They're evidently
doing the job!

$$WTOC$$

Savannah, Georgia

CBS - UP News - 5,000 Watts

Reps: the KATZ AGENCY

PRESTO

RECORDING CORP.

242 WEST 55TH ST., N.Y.

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs
IRE Probes Radio in War

(Continued from page 12)

ing was devoted to papers dealing with the production and use of radio facilities for the armed services. Rear Admiral Stanford C. Hooper, U. S. Navy, pointed out that "communications within the armed forces, detection and location of the enemy, identification and radio control are essential to nearly every mobile unit." He stressed the need for American radio engineers, now in the armed services, to produce the Axis competition in the production of radio facilities.

Harold F. Westman, secretary, war committee on radio, American Standards Assn., described the work of the committee in setting up standards for military radio equipment that, as far as possible, can be used "anywhere on the surface of the earth, below the sea, or in the sky above. This is a global war and our fighting forces will be found in every climate. Any component which is limited to one extreme service, as in the Arctic or in the tropics, presents a serious problem." In the manufacture of equipment, he said, "there can be only one economy in wartime. Each item must be produced in the shortest time with the least expenditure of materials and manpower."

Pointing out that the ranks of radio engineers increased by more than 20 per cent during 1942, with thousands of newcomers to radio in war services, Dr. Van Dyck looked ahead to a radio-minded post-war world. "Engineers and scientists will have the opportunity now," he said, "to decide to do something in the future which will encourage happier results and safer progress in the development of civilization. Something must be done in the future which will give saner judgment and more scientific control of the forces unleashed by science. Isolation is now impossible, for scientists as well as for nations."

TRANSRADIO ACTION

LED TO RATE CUT

PROCEEDINGS against AT&T which brought about a 25-50 per cent reduction in the cost of radio broadcasting transmission lines [BROADCASTING, Jan. 25] were initiated by Transradio-Press two years ago, according to a statement by Transradio last fall.

"Seeking specifically to obtain a press rate reduction, which had never been made since the mileage rate was established in 1917," the statement said, "Transradio petitioned for an investigation of the AT&T rate structure." The FCC set a date for the hearing, later enlarging the scope of the hearings to the cut in rates, announced by AT&T as effective Feb. 1.

The original Transradio action, out of which the investigation grew, the news service stated, is "still not completely settled, since Transradio was seeking a change in certain of AT&T's rate-making principles as well as the reduction that was agreed to." Final action may come after Feb. 15 when the new AT&T tariff schedules are filed, according to Herbert Moore, Transradio president.

Alva J. Carter

Alva J. Carter, 60, president of the Carter-Rogers Co., radio manufacturer and television designer, died Jan. 24. He founded the Carter-Rogers Co. in 1922 and developed it into one of the largest radio manufacturers in the world. In 1928 he started and demonstrated a new television system, using regular broadcast wave lengths to beam voice and picture simultaneously. For a number of years he was in charge of construction of automatic telephone plants in Iowa and the middle west.

IRE HONORS WILSON

Retiring v.p. of Bell Labs.

PRESENTATION of the IRE Medal of Honor for 1943 to Dr. William Wilson, retiring assistant vice-president of Bell Telephone Labs. took place Jan. 28, at the midwinter IRE convention in New York.

Dr. Wilson, a Fellow of the institute, had been with Bell for 28 years, for many years in charge of vacuum tube research and development. He has served as an IRE director for three years.

Ten $1,000 p.s. were awarded at the meeting. Included among those honored was Dr. Peter C. Goldmark, chief CBS television engineer for color television; Alfred Alford, head of Air Navigation Labs. of I.T.A.; Ivan D. Carter, RCA. His Cabinet of engineering and production, Western Union; Capt. Jennings B. Dow, USN, Bureau of Ships.

Lee A. DuBridge, professor of physics and dean of faculty, U of Rochester; Daniel E. Harnett, chief engineer, Hazeltine Service Corp.; Dorman D. Israel, chief engineer, Emerson Radio & Phonograph Corp.

Axel G. Jensen, television research engineer, Bell Telephone; L. F. F. Metcalf, officer of the Chief Signal Corps Office War Dept.; Dr. Irving Wolf, physicist, RCA labs.

HOUSE GIVEN BILL ON QUESTIONNAIRES

CENTRALIZATION of Government reports and questionnaires in the Dept. of Commerce was proposed in a bill (HR-1575) introduced in the House last Thursday by Rep. Harnell (R-Ind.) to alleviate the "paper work" deluge long criticized in Congress.

The bill would prohibit Federal agencies from requiring persons to furnish "burdensome and non-essential information" and requires the Director of the Census Bureau to be sole agency for questionnaires.

Rep. Harnell alluded to the wave of Government reports and questionnaires "now swamping American free enterprise" and commended the Census Bureau for that.

"Self-important little bureaucrats in a dozen different Washington agencies have been running riot in red tape and so overburdening business with paper work that thousands of enterprises simply will not be able to keep up with the demands," he said. The task was particularly difficult for smaller firms, he added, calling the questionnaire a deluge one of the "most flagrant abuses of administrative law."

Frank Zdarsky

FRANK ZDARSKY, 39 years musical director for WNDN, WY必须 St. Paul, died from a heart attack at the studios Jan. 24 following a program. Mr. Zdarsky had been leader of pit orchestra in Twin Cities' theatres for many years.
Golenpaul Denied Jingle Injunction

‘Information Please’ Must Use Plug in Final Broadcasts

MOTION for preliminary injunction to restrain American Tobacco Co. from repetitious use of the jingle—"The best tunes of all move to Carnegie Hall"—the final two broadcasts of Information Please under that company’s sponsorship was denied Dan Golenpaul, owner-producer of the program, last Thursday by Justice Bernard L. Shientag in New York Supreme Court. Jingle is a "teaser" announcement for Your All-Time Hit Parade, which American Tobacco will sponsor in the Friday evening period on NBC now occupied by Information Please, beginning Feb. 12.

Golenpaul had asked that the sponsor be prohibited from "presenting the broadcast in such a manner as unlawfully to injure the property rights of the producers", holding that the jingles as used are "low, vulgar and offensive". The court's findings did not uphold this charge, the decision stated, although Judge Shientag continued that the repetition of the jingle is "apt to be irritating and annoying to radio listeners". He said, however, that "the irritation of the radio audience would naturally tend to be directed not so much against the producers of the program as against its sponsor."

Court points out that only two broadcasts are affected since American Tobacco sponsorship ends with the program of Feb. 5 and that Information Please has already been sold to a new sponsor, H. J. Heinz Co. "at a price said to be in excess of that paid by American Tobacco". No malice was charged by the plaintiff who also concedes that the time taken up by the jingles and all other advertising for Lucky Strikes does not exceed 10% of the total program time in accordance with NBC's regulations.

Decision continues that "it would undoubtedly have been in much better taste" for American Tobacco to have acceded to the request of the producer to cut down the number of repetitions of the jingle per program, but that this does not warrant a court of equity in granting a preliminary injunction.

Station Maintenance Promised By Ellis as Wartime Necessity

ASSERTING that maintenance of broadcasting stations and home radios is a wartime necessity, Ray C. Ellis, director of the WFB Radio & Radar Division, promised the IRE convention in New York Jan. 28 that "the radio set is going to get its proper allotment of tubes and condensers."

To insure this, in the light of military needs, Mr. Ellis described a new Radio & Radar Division set-up which includes an expanded group dealing with all civilian radio equipment.

Must Maintain Sets

Pointing out that the radio division is primarily concerned with war production, the radio & radar chief said, "It is vital that the broadcasting stations and radio sets in our homes be maintained."

Mr. Ellis warned there could not be supplies of all civilian replacement parts. "Civilian radio is in approximately the same position as domestic housekeeping," he said. "The great variety of designs for each component is not feasible in wartime" but economic use of our resources should "insure that the radio sets in our homes will be adequately nourished."

It is true that stations may no longer expand their facilities, and manufacturers may not introduce new sets, Mr. Ellis said, but "to keep existing broadcasting and receiving apparatus in working order requires some part of the output of the radio industry; it is the division's responsibility to determine what this part is and to see that its efforts are properly allocated."

Under the Radio & Radar Division organization described by Mr. Ellis, the war production program for radio will be handled by three new groups, which will be made up in part from existing branches or sections. There will also be a special group to care for all civilian needs; a field section to assist manufacturers, and an engineering advisory section to watch developmental work in laboratories.

"We find these programs to be ideally suited to our particular needs."

ASCAP

Radio Program Service
30 Rockefeller Plaza • New York

"Pipe this, fellers! WDAY, at Fargo, is the only station reaching all 350,000 radio homes in the prosperous Red River Valley—and the only NBC station within 190 miles!"
ISAAC'S APPLE

They say a falling apple started Sir Isaac Newton thinking about the Law of Gravity. But the Law was there, whether anybody thought of it or not. The Law of Supply and Demand also is always with us. And many a business will drop into the red when the props of artificial wartime restrictions are pulled out from under.

Don't wait till the apple hits you on the head. Building a firm foundation of goodwill now will help to sustain your business when the "buyers' market" comes back again. Give people something they value—radio entertainment—to remember you by.

Surveys prove at least one quarter of all radios in Canada's richest market are always tuned to CFRB.
A REDUCTION of 30% in the BMI license fee for January was voted by the board of directors at its meeting in New York last Tuesday. Letter notifying stations of this saving points out that it is in line with the BMI policy to keep costs at a minimum, and of equal importance, to give station men at first hand the full scope of BMI's catalogs and services. Affiliated publishers are also afforded an opportunity of meeting station personnel for discussion of mutual problems.

Before being adopted as standard practice, the plan was carefully tested by Merrit E. Tompkins, BMI vice-president and general manager, and two groups of program men from eastern stations at preliminary meetings in November and December. These sessions were so successful that the original plan was amplified for larger and more frequent meetings. Roy Harlow, who recently joined BMI as manager of program relations, is working closely with Mr. Tompkins in preparation for the next meeting, tentatively scheduled for the third week in February.

Attendance at the earlier meetings included: Herbert C. Rice, WKWB; James C. Begley, KYW; A. O. Coggesshall, WGY; Charles D'Arcy, WHN, New York; James T. Milne, WELI; Sam Ladwer, WINX; Miss Marie Wilk, WWSW; Walter Haase, WDR; Thomas C. McCoy, WTIC; John Lee, Wowy; WABY; Tod Williams, WSPD; William J. Adams, WCHS; George C. Biggar, WLW; Jack Stapp, WSM; John Wahlstedt, WIB; Al Holland, WIND; WJUD; William McGrath, WNEW; Miss C. A. Porreca, WOF; Edward J. Lord, WLOF.

Broad Plans for Expansion
BMI board meeting, in addition to authorizing the reduction in January license fees and the new service, was devoted to routine organization affairs. Present were: Neville Miller, president of BMI and NAB; Paul Moreyen, WTIC; John Elmer, WCBM; William S. Hedges, NBC; Frank White, CBS. Letter notifying stations of the board's actions follows:

"Plan," BMI announced, "has two broad aims: to inform BMI more completely of station problems and suggestions of equal importance, to give station men at first hand the full scope of BMI's catalogs and services. Affiliated publishers are also afforded an opportunity of meeting station personnel for discussion of mutual problems."

Topping sales of any previous monthly Bond drive by more than six million dollars, radio stations in the state of Washington in December sold $19,286,189.20 worth of War Bonds and Stamps in a "Radio Bond Month" campaign supported by the state's 56 stations. Highest previous month's sales was recorded last September, when retailers conducted the drive.

Described by state War Savings Staff officials as "the best organized and most enthusiastically supported campaign," held in Washington, "Radio Bond Month" included six statewide programs, individual program competition, special events and closed circuit meetings. Taking part were:

KFPY, KFIO, KHQ and KGA, Spokane; KUJ, Walla Walla; KPQ, Wenatchee; KIT, Yakima; KVAN, Vancouver; KWLD, Longview; KXRO, Aberdeen; KELA, Chat- talis; KWSG, Pullman; KGY, Olympia; KMO, KVI and KTB, Tacoma; KVIS, Bellingham; KRKO and KEVE, Everett; KEV, KAX, KOL, KOMO, KJR and KIRO, Seattle.

Racing Ban Urged
A BILL to prevent broadcasting of horse races in California, as an additional penalty for illegal pari- mutuel betting, has been introduced in the State Assembly now in session. Lee T. Basham, who presented the bill, stated it would add radio to the existing ban on telephone and telegraph communications from tracks while races are being run.
UNAWARE OF TRAGEDY
Woollcott Fatally Stricken During Broadcast
But Audience Not Told

LISTENERS to CBS's The People's Platform Jan. 25 perhaps noticed that Alexander Woollcott, "the Town Crier of the Air" since 1930, was not heard toward the end of the discussion, but they had no other indication that the author-critic—and reputed inspiration of the stage and motion picture hit, "The Man Who Came to Dinner"—had suffered a heart attack at the microphone. He died a few hours later at Roosevelt Hospital.

Program Went On
Mr. Woollcott, together with Rex Stout, author; Dr. George N. Shuster, president of Hunter College, and Mrs. Marcia Davenport, novelist, had been the guests of Dr. Harry D. Gideonse, president of Brooklyn College in the CBS building, the 20th floor dining room from which The People's Platform originates in New York. The group had been discussing "Is Germany Incurable?", when Mr. Woollcott passed a message to Dr. Gideonse stating that he felt ill.

Signaling the others to continue, the roundtable chairman helped the stricken author out of the studio, and summoned a physician. Mr. Woollcott was removed to the hospital.

Mr. Woollcott, 56, was first sponsored on WABC as "the Town Crier" from September to December, 1930 by Gruen Watch Co., Cincinnati. His program consisted of 15 minutes of story telling, in which he drew on a world-wide reservoir of friendships.

It was the opinion of some of his friends, such as Walter Lippmann, that friendships and contacts with well-known persons, were Mr. Woollcott's deepest interest in life, although he had been included among the country's greatest dramatic critics.

From October, 1934 to March, 1935, he was sponsored by Cream of Wheat Corp., Chicago on a half-hour Sunday evening program as a critic-racounteur on CBS. He resumed from October to December, 1935, and in 1937 The Town Crier was heard a quarter-hour twice-weekly for Liggett & Myers Tobacco Co., New York.

Except for numerous guest appearances, Mr. Woollcott's radio career suffered a lull on a regular basis after 1937 until 1941 when he went to England, resuming his role of "Town Crier" to broadcast on CBS encouraging reports on the endurance and courage of the British under Nazi bombings.

SAYING IT WITH FLOURS is Paul Gerot, midwestern division sales manager of Pillsbury Flour Mills Co., Minneapolis, as he thrusts another Pillsbury product into the arms of Harold Jabell. The heavily-laden Mr. Jabell is m.c. of the thrice-weekly quarter-hour program, Meet the Miesus on WBBM, Chicago now being sponsored by Pillsbury Agency, Inc. McCann-Erickson, Chicago.

WEAF Provides Talent For Radio Executives
ANOTHER in the group of "station days" at the Radio Executives Club of New York was celebrated last Wednesday when WEAF, New York, presented a variety of talent. Ralph Dumke, the early morning "Two-Minute Man", was m.c. Entertainment included jokes by Ben Brady, songs by Gloria Estefan, Cuban guitarist, and Marcia Neil, concluding with sketches by the Reviewers.

Out-of-town guests included Walter Johnson and Paul MCabe, WTC Hartford; Hal Seville, WEJ Hagerstown, Md.; Lew Avery, NAB; Dorothy Starbuck, Courtland F. Burgess, Baltimore; James Fischback, WOL Washington; Charles Denny, WERC Erie; John Laux WSTV Steubenville, O.; W. A. Wilson, WQPI Bristol, Tenn.; Jess Swicegood, WKPT Kingsport, Tenn.; Harold Thomas, WISE Asheville, N. C., and Jim Wills, Broadcast Advertising, Boston.

Blue Names Hillman
William Hillman, former European manager for Colliers, has been appointed Washington correspondent for the BLUE, it was announced last week. At one time, Mr. Hillman was a chief of the INS London Bureau, and worked overseas for AP. He has been heard frequently on BLUE programs.

KFQD
ANCHORAGE
Alaska
- Alaska’s Oldest Station
- Still doing a swell job
- Always appreciative of Accounts
- Hdqtrs. Alaska Armed Forces
790 KC

STUDIO RECORDS Co. Delays Disc Plan
Firm Offers to Sell Records Made by CIO Orchestras

STUDIO RECORDS Co., which recently circulated stations by personal appointments, will supply them with records of new popular music played by CIO orchestras, is holding its plans in abeyance pending the outcome of this week's meeting of the executive board of the American Federation of Musicians to formulate a statement of the conditions under which it will permit them to resume work for recording companies.

Michael Hoffman, in charge of the Studio office in New York, declined to reveal how many stations had ordered or to discuss any details of the plan, stating he did not want to stir up any trouble or to get broadcasters involved in arguments with the AFM if they were soon be able to get new discs from the AFM. Mr. Hoffman also refused to talk about the present status of the CIO musicians union.

Tunes from New Show
Meanwhile, music shops last week were selling orchestral records of the tunes from the new Cole Porter show, "Something for the Boys", which opened on Broadway early in January. Labeled "His Master's Voice", the discs identified the band leaders by such supposedly fictional names as "Hal Goodman", "Johnny Jones", and "Pete O."

Eli Oberstein, president of Classic Record Co., distributor of the Hit recordings, declined to divulge the source of the discs, stating that "all I do is buy master recordings and then make copies" and expressing ignorance of where the masters were made or by whom. He similarly withheld names of the individuals or companies who supply him with the masters.

Harry Fox, agent and trustee for the publishers whose music appeared in the Hit recordings, said the license fees paid by the company indicate widespread distribution of the records, probably on a national basis. Other companies have made inquiries about recording licenses, he said, but the Hit records are the only ones to be distributed in any quantity. He reported that he had had no inquiry from Studio Record Co., confirming the fact that this company has not begun recording.

CRYSSTALS by HIPOWER
Thousands of vital transmitting installations rely on the accuracy and dependability of HiPower Precision Crystal units. HiPower is maintaining greatly increased production for all important services. When essential demand begins to return to normal, HiPower will be glad to help with your crystal needs.

HIPOWER CRYSTAL CO.,
Sales District—205 W. Wacker Dr., Chicago Factory—2035 Charlestown St., Chicago, Ill.
McKellar Bill for Of Top-Pay Jobs

AT LEAST 135 FCC staff appointments would be subject to Senate approval, under a bill introduced by Senator McKellar (D-Tenn.) last week, calling for Senate ratification of all Federal officers and employees receiving more than $4,500 a year.

Although similar bills have been introduced in previous years, the McKellar measure is conceded a good chance of passing in the light of Congressional feelings about recent deals with officials of Government agencies. Rep. Ramspeck (D-Tex.), a member of the radio and exponents of Civil Service extension, has warned that he "saw no chance of stopping it" in the House.

4-Year Tenure Proposed

Sen. McKellar will explain his bill to the Senate Judiciary Committee at a hearing set for today (Feb. 1). According to Chairman Van Nuys (D-Ind.), it will then go to a subcommittee for further study.

Sen. McKellar's bill would affect new appointees and all persons now in Government jobs which pay more than $4,500. It also limits tenure of these positions to four years, except where a different term is set by statute.

According to 1942 budget requests, FCC has 73 positions in its regular organization paying above $4,500, and 60 more in its "national defense" organizations. Altogether, the Commission has approximately 2,260 employees in Oct., 1942.

Commissioners Unaffected

Not affected by the McKellar bill would be the seven Commissioners, who term is set at seven years, and whose appointment already is made by the President with concurrence of the Senate. An FCC Commissioner's salary is set at $10,000.

Other FCC executives, such as the heads of the engineering, law and accounting departments—all $9,000 jobs—are named by the Commission.

FCC's proposed budget for 1944 provides for 17 "executives" on the engineering staff in Washington, 14 in the legal dept. and 11 in accounting. Altogether, there are 32 "executives" classified as professional; 21 as administrative, including the Commissioners, and 20 in the field service. Field service includes three principal engineers.

Senate Approval Would Affect FCC

12 senior engineers, an accountant in charge and four head accountants.

FCC war activities groups call for 62 "executive" jobs, topped by the director of the Foreign Broadcast Intelligence Service, the FCC monitoring unit for foreign broadcasts, at $9,000. FBIS also has a staff of engineers, attorneys and accountants. Included are a head attorney at $6,500; a principal attorney, at $5,600; eight senior attorneys at $4,600 each; an assistant to the chief engineer at $5,800; 12 senior engineers and head accountant at $4,800 each, and several executive editors and social scientists.

George Ludlam Joins Radio Bureau of OWI

GEORGE LUDLAM, former assistant radio director of the Office of Civilian Defense, joins the Office of War Information radio bureau Feb. 1 as chief of the special assignment section replacing Leonard Levinson, who resigned because of ill health. Under Mr. Levinson, the special assignment plan has been tested several months, providing war information to a limited number of network programs.

Mr. Ludlam hopes to set the program in operation on a fulltime basis about Feb. 15. At present 56 programs per week are used with an average of two per network per day.

Pioneer Returns

OFFICIAL SPOKESMAN for the Atlantic Coast Network from Washington now is Norman Brokensire, pioneer announcer who returned to Capital radio last week after an absence of nearly 20 years. Mr. Brokensire, who has appeared on all major networks and many independent stations during his career, will also handle the WWDC, Washington, morning show, 7-10 a.m.

WAGA, Atlanta, has appointed Headley-Reed Co. as national representative, effective Feb. 1.

Several months later than we originally planned—but we hope it won't be long now! Our present power of 220 watts will be upped to . . .

5000 WATTS
600 Kilocycles Full Time

Ever try to build a new transmitter in wartime? Take our advice and DON'T! However, after plenty of sweat and quite a few tears (the latter over a series of disappoiting but unavoidable delays), we believe the job is about done! We hope to be on the air with that new increased coverage of "The Heart of the Piedmont" in a very short time. Meantime, thanks for bearing with us as you have.

Harold Essex, Director

WSJS in Winston-Salem

The Journal-Sentinel Station

Network by NBC • Spot by Headley-Reed Co.

BY THE WAY—have you seen NBC's "A Tale of 412 Cities", the new nationwide survey of nighttime radio listening habits? WSJS comes through with 76% of the listeners in the Winston-Salem area! For a 250 wattter, is that bad?
CBC Encourages Live Talent Use
Well-Balanced Programs Aim
Of New Recording Rule
REGULATIONS governing recorded programs during evening hours on Canadian stations have been amended by the Canadian Broadcasting Corp. board of governors to provide Canadian listeners with well-balanced programs, using more live talent.

The new regulations, which were to become effective Feb. 1, provide for entertainment "in which there will be some kind of proportion between recorded and live programs and between commercial and sustaining features," CBC General Manager Dr. J. S. Thomson told Broadcasting.

Live Talent Encouraged
"While it is recognized that certain communities may have difficulties in obtaining live talent," said Dr. Thomson, "nevertheless it is the considered policy of the CBC that the best interests of broadcasting in Canada will be served if a provision is made for local stations to encourage as far as possible the presentation of local performers on the Canadian air. Thus it is possible, through the administration of the regulations, to give Canadian listeners a varied fare in which they will be able to hear national and local broadcasts with the best balanced use of recordings and Canadian performers."

The new Regulation 18 allows for four classifications of stations and their use of transcribed evening programs. These are:

A-I—Basic stations of the CBC network or stations which may be permitted to become Canadian outlets for American networks. The new plan grants one-half hour for commercial programs of recordings, transmissions or delayed broadcasts and one-half hour for sustaining broadcasts. Under the previous administration of the regulations, they were permitted one-half hour of recordings or transmissions between 7:30 and 11:00 p.m.

A-II—Stations receiving sustaining CBC network only. This group is permitted one and one-half hours of records or transmissions or delayed broadcasts and one-half hour for sustaining broadcasts. The previous plan limited the amount of time to one hour for commercial sponsored programs.

B—Stations located in centers of less than 50,000 population not regularly receiving CBC network service. This group is permitted two and one-half hours of recorded programs with a maximum allowance of one and one-half hours for commercial sponsored programs.

C—Stations located in centers of 50,000 population or over not regularly receiving CBC service or service from American networks. This group is granted an allowance of one and one-half hours with a maximum of one hour for commercial sponsored programs.

Bus Company Rhymes
IRENE BEASLEY, songstress on CBS promoting Ivory Flakes for Procter & Gamble Co., Cincinnati, five times weekly at 1:30 p.m., has written, produced and sold to the Connecticut Bus Co., New Haven, her second series of rhymes for bus riders. The series comprises 10 two-minute transcripts, and is heard on WDRC, Hartford; WNLC, New London; WEYI, New Haven, and WSKR, Stamford. Agency is Wilson & Haight, Hartford.

Advertising of rationed goods
In Australia has been curtailed by Government orders to mere announcements of items that are available, according to an article in Foreign Commerce Weekly for January 23, by Elinor F. Sylvester of the Department of Commerce.

Goods "can no longer be advertised as 'glamorous' or the 'value of the year', nor can rationed services be described as 'super-special','' the article states. All forms of advertising such goods and services are now under strict Government control, and copy must be of purely directive nature—a guide to goods in stock rather than an incentive to buy.

Items included in the rationing system at the time the Australian government moved to regulate advertising were: yarns, cloth (woven, felted, knitted, netted, crocheted) made from textile other than jute; wearing apparel; blankets; bed and table linens; towels; handkerchiefs; footwear; tea; sugar.

Advertising is permitted by radio scripts of a purely directive nature, and in periodicals and other media, with strict limitations on letter sizes and illustrations. Copy may include the name and address of the firm; an established slogan; a statement that the goods are available; the price in cash and ration coupons; a description of the methods in which they can be used economically; and an account of the contributions the advertiser is making toward successful prosecution of the war.

"Extravagantly worded copy is forbidden," the article declares. "Such familiar adjectives as 'glamorous', 'exciting', and 'stimulating' and such appealing phrases as 'Blessed foot-bliss in superbly styled slippers' or 'definitely a must-have for your wardrobe' cannot be used.'

References to 'latest fashions' or 'new spring styles' irresistible to women shoppers—must be forgotten, according to Miss Sylvester, and since there can be no bargain sales of rationed goods, copy suggesting reduced prices or limited supplies is taboo.

Refused Sales Appeal
Radio copy is governed by the same restrictions as other media, denied all sales appeal. The only additional requirement is that radio commercials must be from prepared scripts with no 'ad libbing' and that scripts must be held for a month after the broadcast.

Even more stringent rules may be put in force soon, Miss Sylvester says, for the Australian Government has made repeated pleas for austerity and has sought to discourage luxury spending. Included in future rules may be one prohibiting reference to special holidays and celebrations.

PLATONIC PLUGS DOWN UNDER'
Commercials for Rationed Goods in Australia
May Direct Attention, But Not Sell

Influencing Sales
FAR Beyond Pontiac
In cities . . . villages . . . farms for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000-strewn watt signals.

GET THE FACTS FROM WCAR
PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York.
MERLE PETERSON, technician, formerly of KJBS, San Francisco, has joined the Navy as warrant officer.

DOUG CARD, engineer of CJAT, Trail, B. C., formerly with CFAG, Calgary, has been commissioned a Flying Officer in the Royal Canadian Air Force. John Hepburn, CJAT engineer has also joined the RCAF, He has been succeeded by Dick Kendall of Vancouver. Bob Grey, chief operator of CJOR, Vancouver, has joined the Royal Canadian Signal Corp.

FRANCIS A. FILLMORE, formerly of KMOX, St. Louis, has joined the staff of KWK, St. Louis, as transmitter engineer.

ED CLOESW, formerly with KAP, Pasadena, Calif., has joined the engineering staff of KPRO, Riverside, Calif.

NELSON NICOIOLS, former engineer of WCAU's staff has been commissioned ensign in the Naval Air Corps stationed at Jacksonville, Fla.

WILLIAM WUNDERLICK, control room engineer, WRC, Washington, D.C., and PEACHTOWN, Mass., has joined the executive staff of KPRO, Riverside, Calif.

JACK SCHANZT, engineering supervisor of WFLI, Philadelphia, has been commissioned captain in the Air Signal Corp and assigned to Ft. Monmouth, N. J. Frank Kere of the engineering school also succeeds him.

RAY BAIHRD, formerly of WCRE, DuBois, Pa., has joined the engineering staff of WJW, Akron.

OCIAL MASON, of Williamsport, Mass., has joined the staff of WTNY, Troy, N. Y., as first fulltime woman control room engineer. Miss Mason has had previous radio experience.

**Blue-OWI Series**

EXPOSING the basic issues of the war and peace to come, a new radio series titled Free World Theatre will begin Feb. 14 on the WOR and WRC stations. Sunday, 6:00-6:30 p.m. (EWT), with West Coast transcribed repeat, 4:30-5:00 p.m. (PWT). Architect O'Brien is to direct the series with scripts from members of the National Broadcast Writers Mobilization. OWI will cooperate in the series, launched at its suggestion.

**VIDEO EXPERIENCE**

Gained by College Students

**In Recent WRGB Series**

TELEVISION program experience is given students of several northeastern colleges at WRB, General Electric station at Schenectady. Plays, dance and musical recitals and demonstrations have been presented by groups from the colleges.

Mount Holyoke College girls recently gave a variety program: Russell Sage College staged a wartime fashion show and dramatic programs; Union College dramatized "An Ode to Liberty," a one-act play written by the College president, Dr. Dixon Ryan Fox, and featured its glee club; dramatic programs were also presented by Skidmore College, Northwestern U, Sienna College, College of St. Rose, N. Y. State Teachers College, Springfield College and Yale. Robert B. Stone, WRGB program manager, plans to continue the series.

**PROFESSIONAL NOW is Betty Boyle, first woman to graduate from the NBC News Bureau and effects class recently begun for female members of the staff. She assumed the post on Jan. 15 and is assigned to the weekly half-hour NBC Eyes Aflame endorsed by the IV Fighter Command. Watching Betty "do her stuff" is John W. Swallow, western division program director; Harry Saz, sound effects chief, and Robert L. Redd, writer-producer of the program.**

Canada's RMA on Air

CANADA'S RADIO manufacturers are starting a Sunday afternoon network program to tell Canadians why they are not able to obtain new radio receivers, to tell of the vital part radio is playing in war communication, and to give a look into future radio reception. The program, Yesterday, Today and Tomorrow, will tell the story of radio with a dramatic cast and a large orchestra, 5:30-6:00 p.m., on 32 stations of the CBC national network. Program starts Feb. 21, and was placed by MacLaren Adv. Co. Ltd., Toronto, for the Radio Manufacturers Assn. of Canada, Toronto.

**Army Asks to Buy Used Equipment of Amateurs**

NEED for 25 to 450-watt short-wave transmitters, receivers and other radio components was announced by the Army last week, with a request that radio amateurs sell such items to a special Signal Corps purchasing mission on tour of major cities.

Especially needed for training and operation work, the Army said, are audio-frequency and radio-frequency signal generators and oscillographs, precision AC and DC voltmeters, ammeters, milliammeters and other testing equipment. The mission also will purchase motion picture cameras and photographic equipment.

Novy Praised

JOSEPH NOVY, assistant chief engineer of CBS, Chicago, was commended last week by the Army Signal Corps for organizing, setting up and putting into operation a radio school in the Sixth Service Command. Mr. Novy, who rejoined the network in Chicago two weeks ago, was granted a leave of absence last May to do the job. Praise came from Col. C.N. Sawyer, Commandant of Signal Schools in the Sixth Service Command.

**NEW FIRM REPAIRS W-E REPRODUCERS**

REPAIR of Western Electric 9-A Reproducers is a specialty offered by Broadcast Repair Service Co., 354 Arcade Bldg., St. Louis, new organization set up by engineers of KMOX to ease maintenance problems raised by Western Electric's war production activities.

L. W. Burrows, KMOX maintenance supervisor, and Gordon Sherman, station recording engineer, set up the firm after successfully repairing equipment at KMOX, and other midwestern stations.

Service offers several types of work, including a complete service and repair, rebuilding switch assemblies, meter repairs, cleaning and rescaling coils. Delivery generally requires one week.

A. J. (Niek) Carter

A. J. (Niek) CARTER, founder and former director of Radio Manufacturer's Assn., and president of the Carter Motor Co., Chicago, died suddenly at his home Jan. 24. An RMA organizer and member of the first governing board, 1924-25, Mr. Carter was a pioneer in television, and among the promoters of the first television exhibitions in Chicago, 1926-29.

**Blue-OWI Series**

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**It's Better to Have THE RIGHT INTRODUCTION**

Cooperation—not sales resistance—is what you want in any market you sell. Let WMFD carry your message into the homes of rich Peoriarea it's the right introduction.

WMFD influences Peoriarea because it is Peoriarea's own and only radio station. This rich market depends on WMFD for news, sports, entertainment.

**WHERE SALES MULTIPLY**

**WMBD is a member of CBS**

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Increased Budget Approved for MBS

President McClintock Tells Officials of Expansion

A SUBSTANTIAL increase in the 1943 MBS budget was approved by the board of directors and the executive committee at the conclusion of a three-day meeting in Chicago last Friday. The budget increase will be used to carry out a definite plan of network expansion, outlined to the board of directors by Miller McClintock, new president of MBS.

Two stock transactions were reported. The General Tire and Rubber Co., owner of the Yankee network, purchased 7½ additional shares of MBS stock, bringing its total to 13½ shares. William O. O'Neill, president of General Tire, attended the meetings. WIP, Philadelphia, exercising its option, became a Mutual stockholder to the extent of six shares as of Jan. 1.

Effects on Mutual operation of the reduction of Long Lines costs by the AT&T were discussed. Economies will be immediately applied to improving operation and service, it was said, and the reductions will be studied for further advantages accruing to the network and to the stations.

Presiding over executive committee meetings Wednesday was W. E. MacFarlane, WGN, Chicago; Alfred J. McCoster of WOR New York, presided over the board meetings Thursday and Friday. Members of the executive committee who attended were: Messrs. McClintock, MacFarlane, McCoster, H. K. Carpenter, WHK-WCLE Cleveland, John Shepard 3d, Yankee network, and T. C. Streibert, WOR New York.

At the directors' meeting, in addition to the foregoing, were: E. M. Antrim, WGN; H. H. Barroll Jr.; H. W. Batchelder, WFBR Baltimore; J. F. Campeau, CKLW Detroit; Herman Fast, WKRC Cincinnati; Ben Gimbel, WIP Philadelphia; L. R. Lounsberry, WGR Buffalo; Fred Weber, MBS general manager, and Lewis Allen Weiss, Don Lee network.

TALENT POOL in panel discussion of radio broadcasting featured Radio Day program of St. Louis Advertising Club Jan. 26. Representatives of St. Louis' seven commercial stations, with Arthur Casey, KMOX program director, as m.c., spoke on topics affecting the industry. Seated (1 to r) are Nicholas Pagliara, WED; George Burbach, KSL; Arthur Casey, KMOX; David Pasternak, WIL; Standing, Merle Jones, KMOX; Robert Convey, KWK; Michael Henry, WTMV; C. L. Thomas, KXOK.

Nets Are Quiet On Line Rates

NO widespread addition of stations to the nationwide networks will follow the reduction in line charges which the AT&T is putting into effect Feb. 1, in the opinion of station relations executives of the major networks who were queried last week by Broadcasting. New rates will be $6 per airline mile, instead of $8, resulting in an annual saving of approximately $2,145,000 for the radio industry [Broadcasting, Jan. 26].

Reduced line charges were viewed by MBS at its three-day board of directors meeting in Chicago last week as "a great opportunity for the network to improve its service." The board approved plans soon to be announced whereby economies effected through the reductions will be applied to improving the MBS operation and service. Whether the MBS station list will be expanded as result of the reduced line charges was not revealed.

Agreeing that the line charges may result in increased requests for network affiliation from stations with no present network connections, the station relations men pointed out that line charges are only one of a number of factors to be considered in adding outlets to the present network line-up.

The national advertisers, from whom the networks derive their support, are usually interested only in the major markets of the country, which are already covered by the networks as well as possible with existing stations, they said, and the addition of more remote stations would increase the overall cost of the network without making it more saleable to advertisers.

Addition of stations may create as well competition relation problems, it was pointed out, as for example the addition of an outlet in a secondary market which is already covered by a high-powered affiliate station located in a nearby metropolis. Consensus was that the chief effects of the rate reduction for lines will be an improvement in network service to present stations, by putting "A" lines into territories now served by "C" lines and by decreasing "out-of-service" periods.

PIERCE'S EXPANDS RADIO SCHEDULES

PIERCE'S PROPRIETARIES, Buffalo, is expanding a radio schedule started Oct. 5 [Broadcasting, Oct. 1] in behalf of Favorite Prescription and Golden Medical Discovery. Pierce's started off last fall with six to 12 announcements weekly on 60 stations for each product.

Golden Medical Discovery has come in for the largest station increase, with 19 outlets already added or scheduled to be added shortly. The list of stations airing announcements for Favorite Prescription has been added WLAG, Nashville, and three news programs weekly have replaced spot announcements on WLW, Cincinnati.

Thomas Thompson

THOMAS THOMPSON, 66, founder and president of WHQ, Memphis, died last Friday afternoon at his suburban home from an illness with which he had suffered for eighteen months. He had been in semi-retirement for the last few years. WHQ was the outgrowth of Mr. Thompson's hobby, and is the oldest station in Memphis operating under its original call letters. With the addition of Hoyt E. and S. D. Wooten as stockholders, the present corporation was formed in 1927. E. A. Albury is present manager of WHQ.

Columbia's Station for the SOUTHWEST

WICHITA KANSAS

KFH

Call Any Edward Petry Office

THE WORLD'S
BEST COVERAGE
OUT OF THE WORLD'S
BIGGEST NEWS

WHAT'S WHAT IN BOSTON

20.

WCPQ is Boston's family station — when you're selling families, buy WCPQ!

BELONGS ON YOUR SCHEDULE

Mexico City

"Home of Cito—Mexico's Most Glamorous Night Club".

HOTEL REFORMA
THE HOTEL OF TOMORROW

"The Reforma is truly the hotel of the future, providing deluxe and ultra-modern accommodations with every facility for comfort and convenience right in the midst of Mexico's glorious recreational opportunities. American and Mexican food, low European plan rates."

For reservations and information address: Atlantic Hotel Service, Essex House, New York City.

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BROADCASTING • Broadcast Advertising
Hedges Stress Publicity Value
(Continued from page 14)

of sales, told the station men. Every month of the year showed an increase over the same month of 1941, he said, adding that this trend is continuing and that the first three months of NBC network business in 1943 will be at least 3% ahead of the same period of 1942.

A year ago, Mr. Witmer said, he had somewhat hesitantly predicted that business would not fall off below 1941. Since "85% of our network business came from four basic industries—food, drugs, soap and tobacco," he said he felt that "because the American people would eat as much, keep just as clean, smoke as many cigarettes and probably have even more aches and pains than ever before—which they certainly have—the chances were that customers like General Foods, American Tobacco, Procter & Gamble and Sterling Products would not give up their prime periods of time in which to use radio extraordinary force as a public service under war conditions, to see and hear nothing of the added service they could render in cooperation with the war effort, so long as their own gross volume of business did not fall off."

Lauds Advertisers
For the same reasons, he continued, he could make the same prediction for 1943, that it ought to equal last year's total. "There is still no reason why the great quarter—soap, drugs, tobacco and food—shouldn't hold up with us just about as before," he said. Certainly there is no sign of any change in their picture now. Their gross income seems to be on the upswing, their place in post-war life is obvious and their desire to aid in the war effort and at the same time maintain their own prestige is even greater now than ever."

Calling attention to "what I think was the great phenomenon of 1942 and still is"—Mr. Witmer declared: "It is the way in which so many advertisers have used their time and programs to slow down the sale of their products to the ordinary citizens—their listeners—and otherwise give the war effort right-of-way over their own advertising interests.

"It takes the finest kind of courage for an advertiser to reverse his whole field and ask his customers to buy his products one morning. We should all salute these industrialists for their fine patriotism and faith in the appreciation and eventual renewed patronage that will come to them from their millions of friends in the radio audience after the war."

C. L. Menser, vice-president in charge of programs, said that NBC's first imperative in programing is to serve the war effort and yet insure a program structure which will hold the listener. Summarizing statistically the network's war programming, he stated that the network sent out to its affiliated stations more than 740 hours of war effort programs, or two hours a day.

Of these, about one-third or 264 hours were sponsored, 476 hours were sustaining. There were 2,174 programs, 925 commercial, 555 sustaining some of the important one-episode programs. In addition, NBC put out almost 5,000 announcements for War Bonds, recruiting, etc.

"But," Mr. Menser stated, "there are only qualitative figures. If you multiply these figures on frequency, by the ratings of the audience to which these announcements came, you get something of the real picture of NBC's war effort."

Commenting on the recent criticism of daytime serials, Mr. Menser said that "without posing as a prophet, I stated nine months ago that if the writers of daytime serials got too far into the business of developing thesees in place of stories, they might expect trouble. The only thing I can say now that it has happened is that we hope what has been accomplished by the propaganda themes has been more important to the war effort even to smaller audience than the entertainment type of story might have been to additional listeners."

Declaring that the government includes many intelligent and experienced men who realize the wartime job that the broadcasting industry is doing, Frank M. Russell, NBC Washington vice-president, reiterated the statement he made at the first War Clinic last spring that "Government is fully cognizant of the necessity of maintaining our radio audience and of seeing that the impact of war upon us does not cripple the industry or prevent its return to peaceful pursuits at the close of the war."

Dr. James Rowland Angell, NBC's public service counselor, was the featured speaker at the dinner on Thursday evening. Niles Trammell, NBC president, made the opening address Friday morning. John F. Royal, vice-president in charge of international broadcasting, discussed "NBC in the International Picture," Charles B. Brown, director of advertising and promotion spoke on promotional plans for 1945, John McKay, manager of the press department, reviewed the network's reactions, and Noran E. Kersta, manager of the television department, talked on "Post-War Television."

Attending the NBC clinic were: Clifford M. Chasey, WEYV, WRAW; A. C. Baltimore, WBRE; Harold C. Burke, Ed Harvey, WDAL; Maf. E. M. Stone, Hearst Radio; George Kelley, William H. Rines, WCMH; Clair R. McCullough, Masson Dixon Group; J. Gorman Wals, WDEL; C. G. Moss, WKBO; Harold E. Miller, WOR; Walter O. Miller, WGAJ; J. Robert Guiles, Masson Dixon Group; Roy Thompson, WPRF; D. F. Shurtleff, WFEA; Harold O. Thomas, WISE; Vernon Pribble, WATM; H. C. Wilger, F. R. Ripley, R. S. Boyd, WSYR; B. H. Musseilman, George Snyder, WSAN; Jean Sweigeood, WKPT; Hugh Shott, Jr., WHTS; E. H. Hill, 414 special on NBC; Harold Coulter, Leslie Joy, KYW; General Hopp, Joe Bardeno, D. A. Myer, Lee Wailer, Bill Jackson, Gordon Hawkins, Westminster; C. C. Young, WBRZ; Paul S. Moroney, L. J. (Pat) Patrieild, WTIC; Joseph M. Nansma, WMR; Ed Twanmely, WDIN; S. D. Gregory, WEF; G. E. Jay, WRAK; W. L. Mabon in St. Louis, T. D. F. Rowes, Kolin Hager, Alex MacDonaic, WGY.
Probers May Recall Petrillo

(Continued from page 14)

public might be represented through the public school system and the funds could be expended for employment of live musicians to perform in conjunction with the educational system of each state. This would provide employment for live musicians without unfair competition with present commercial musical interests. Moreover, it would provide "a great inspiration and stimulus for the young people of America and for the art of music."

Not an Unfair Burden

Breaking down the manner in which the royalty system would function and its applicability to the broadcasting industry, Mr. Rosenbaum said:

Such a royalty would not impose an unfair burden on the juke-box industry. Mr. Bingham's (committee counsel) figures include an estimate that the net return to the average operator is $40 a week on $12,000 invested capital. He estimates the average operator runs 40 machines with an average gross of $12 or a total gross of $480 per week. On this figure a royalty of 4% would cost $12.20. Half of this could well be paid by the proprietors of the taverns or establishments where the juke-boxes are in operation, and the other half by the juke-box syndicate. On this basis, the juke-box operator would earn $30 per week instead of $40 and, if his invested capital is $12,000, he would still earn approximately $1,000 per annum, or 12% on invested capital.

On the other hand, this new source of revenue for the employment of live musicians should, and in fairness ought to, enable the union to reduce the burden now being voluntarily borne by the radio networks, the network-affiliated stations and many of the non-affiliated stations in paying $20,000 per annum and employ live musicians.

As future probably are not sufficient competent musicians to increase live employment by 3,000 on a full-time basis, I contend that the radio stations which are now paying approximately 3% of their gross for live musicians should under this plan be permitted, if they choose, to reduce their expenditures for live labor in order to be on a uniform basis with the juke-box industry.

The same factors of 4%, applicable to the entire juke-box and radio industries, is purely an estimate, but as a fact a factor of 3% or 2% would provide sufficient revenue over the entire country to create employment for every competent musician available for employment. These figures can only be ascertained by an impartial national survey in which I am sure the juke-box and the radio industries and the union would be glad to cooperate.

I am not unmindful of the fact that the motion picture industry contributes to the unemployment of live musicians to a far greater extent than the radio industry, and I contend that before this entire controversy is settled fairly and completely, the motion picture industry must contribute a fair proportion of the revenue necessary to provide adequate employment for live musicians. If this is done, the present burden on the radio industry could be even further reduced, possibly to a figure of 1% or 2% of our gross.

It appears there are a few of the radio station located on the Pacific Coast which employ no musicians, and precisely those stations are the ones must (dependent upon records. It is a beautiful but illogical act of greedy men if these stations are the ones to ride in this use of music at the expense of those stations that do pay for it. If the desired object is to get a higher gross, the agreed allocation of revenue over the country, it is obvious that any contributions to a common fund made by such stations, will, to the same extent, enable the other stations to pay less.

It has been said these smaller stations cannot afford it. It is also argued they must go out of business if they are denied the use of records. By this logic it could be argued this stations should be provided with free electric power for their transmitters, or coal.

HORSESHOE ANTIQUES mark return of Bob Burns to NBC after an absence of two years. He is featured in the Arkansas version of the Bob Burns Show which shifted from CBS Jan, 7 after 18 months on the Western Long Bros. (Lifebuoy). Funsteins (1 to 7) are John W. Swallow, Western division program director of NBC; Bob Burns Don Clark, producer of Ruthrauff & Ryan Inc., Hollywood, agency for the contract.

MARY NELL KLING

Home Economist

Thousands of women buyers in the rich Pennsylvania and Northern Maryland markets are reached by WSBA's full coverage of . . .

The Time to Buy in Central Pennsylvania

PORTLAND, OREGON

"KEY TO THE GREAT WEST" 5,000 Watts—620 Kilocycles

NBC RED NETWORK

Represented Nationally by EDWARD PETRY & CO., Inc.

VANO on CBS Coast

CHEMICALS Inc., Oakland, Cal. (Vano household cleaner), has started a weekly show Close-up of the Few Sundays at 9:15 p.m. on five CBS Pacific network stations, KGW San Jose; KNX Hollywood; KARM Fresno; KOAY EDM Stockton; Sidney Garfinkel Adv. Agency, San Francisco, handles the account.
FCC Ripper Bill
(Continued from page 11)
on applications for licenses, form
of licenses and conditional li-
censes. The appellate provisions
likewise would be liberalized and
broader to insure appeals in all
warranted cases.

Subcommittee Probable
Covered in the measure as was the
case in the Sanders Bill, are a series of requirements that the
FCC shall study and report to Con-
gress by Jan. 1, 1944 recommenda-
tions on a number of policy
matters. These cover the Commis-
sion’s power to regulate contract-
ual relations between stations and
networks (aimed at the network-
monopoly regulations); whether
networks should be licensed;
whether Congress should redefine
and fix the qualifications of the
license of any station which is
intended to communicate with the
public (geared toward the news-
paper ownership issue); whether
and upon what terms Congress
should limit the number of ser-
vice which may be conducted by
a network and the number of sta-
tions which may be licensed to
a network; that the Commission re-
port to Congress not later than
July 1, 1943 and standards and princi-
ple adopted by it to effectuate the
mandate contained in the act re-
quiring the Commission to make
and maintain “a fair, efficient and
equitable distribution of radio fa-
cilities among the several states
and communities” together with
its recommendations for further
legislation on this; and, finally,
that the Commission shall report
by July 1 steps taken and policies
adopted by it to effectuate the pur-
poses of that section of the Com-
 munications Act having applica-
tion to the “larger and more effec-
tive use of radio by stations which
are intended to and do communi-
cate with the public”.

Rep. Holmes left town promptly
after reintroduction of the bill and
could not be reached for any state-
mement as to his intention. At the
committee, it was stated that a
subcommittee probably would be
named by Chairman Lea to study
and make recommendations on leg-
islative action.

Last week, formal organization of
the Interstate & Foreign Com-
merce Committee was completed,
though there was some talk of im-
pending changes. If Congress de-
cides to create any standing com-
mittees to handle aviation matters,
there was thought several present
members of the committee would
elect to serve on the new committee,
affected with the war interest. As
approved by the House last week,
Democratic members of the House
Interstate & Foreign Commerce
Committee are: Wolverton, N. J.;
Holmes, Mass.; Reese, Tenn.; Hai-
loch, Ind.; Hazen, Cal.; Brown,
Ohio; Howard, Ill.; Tibbott, Pa.;
Hall, N. Y.; Winter, Kan.; O’Hara,
Minn.

Republican members are: Lea,
Cal., chairman; Crosser, Ohio;
Bulwinkle, N. C.; Chapman, Ky.;
Boren, Okla.; Kennedy, N. Y.;
O’Toole, N. Y.; Beckwith, Tex.;
D’Alejandro, Md.; Myers, Pa.;
Priest, Tenn.; Harris, Ark.; Sa-
dowski, Mich.; Harless, Ariz.

Radio Promotes Film
RADIO PROMOTION will con-
tinue to be used locally in cities
where the new RKO picture “Hit-
ler’s Children” opens, following the
record breaking attendance at the
picture’s premiere this month in
Cincinnati [BROADCASTING, Jan. 25].
Advance spot announcements, as
well as a half-hour preview broad-
cast, were for the picture. WLW, Cincin-
nati, and plans call
for further promotion through 16
one-minute dramatic transcriptions
prepared by WOR recording stu-
dios, under the supervision of S.
Barnet McCormick, Director of
Advertising and Publicity of RKO.
Recordings feature motion picture
and radio talent enacting parts
from the picture. RKO is placing
the spots in advance of the pictures
opening in St. Louis and New Or-
leans Feb. 4, and will continue the
policy during the month.

SITTING PRETTY are plans for Where Do We Stand, Sunday half-hour
news program to be sponsored on BLUE by the Pittsburgh candy man-
ufacturers, D. C. Clark Co., starting Feb. 5 [BROADCASTING, Jan. 18]
are (seated, l to r): David Clark and Charles Clark, vice-presidents of
the firm, and Fred M. Thrower. BLUE vice-president in charge of sales.
Standing are John Denohue, BLUE Detroit sales staff, and C. F. (Pete)
Jenner, manager of BLUE commercial program dept. BLUE commen-
tators John Gunther and John Vandercook will be featured in the series.
Agency handling the Clark account is Walker & Downey, Pittsburgh.

More Gen. Baking
GENERAL BAKING Co., New
York, in addition to intensified
spoon campaign on eastern and southern
stations [BROADCASTING, Jan. 25], is
using in the midwest area 40
announcements weekly on WCLE,
Cleveland, and 18 one-minute and
chainbreak announcements weekly
on WEBC, Canton, O., WXYZ, Detro-
troit KOIL, Omaha. WDAS, Kans-
as City, and KVOO, Tulsa. Agen-
cy is Mitchell-Faust Adv. Co., Chi-
icago.

5 Shows in Tie
FIVE PROGRAMS share first
place in the January National day-
time report on the top 10 weekend
programs by C. E. Hooper Inc.,
which reports not more than 0.5% se-
parating the shows. Top leaders
are Big Sister, Young W 1 d d r
Brown, Aunt Jenny, Portia Faces
Life, and The Romance of Helen
Trent. Others following in order
are Stella Dallas, When a Girl Mar-
ries, Kate Smith Speaks, Our Gal
Sunday, and Ma Perkins. Heading
the list of weekend daytime pro-
grams, not included in the afore-
mentioned list, is William L. Shiner
and the News, followed by the Pru-
dential Family Hour.

another reason
Los Angeles retailers—the
boys who check every ad-
vertising dollar at the cash
register—used more time on
KECA in 1942 than on any
other Los Angeles network
station... That's ANOTHER
REASON proving KECA is
really the Bargain Buy.

BROADCASTING • Broadcast Advertising
February 1, 1943 • Page 51
Actions of the
FEDERAL COMMUNICATIONS COMMISSION

—JANUARY 23 TO JANUARY 29 INCLUSIVE—

Decisions . .

JANUARY 20

WALTZ, Albany, Ga.—Denied petition for leave to continue further hearing from Feb. 13, 1944. Staff to complete applications for renewal of license, CP and voluntary assent.

KXL, Waterloo, la.—CRGR, new station, move studio, etc. Granted license to cover CP, change frequency, increase power, DA for D.N., etc.

Applications . . .

JANUARY 20

NEW, New York, Special service authorization to operate unlimited time with 1 kw. DA-Night.

WINS, New York, Granted special service authorization to operate unlimited time with 1 kw., DA-Night.

WJRH, Atlanta, Ga.—Denied permission to change call letters.

KFO, KFJ, KBG, KUSN, KUO, Inc.—Grant renewal of license for period ending Dec. 1, 1944.

KTCB, Modeo, Cal.—Granted modification of license to allow unlimited time, unlimited power, unlimited time simultaneously with WBRM, Baltimore, power of 1 kw., 24 hours, ending April 1, 1944.

WSAV, Savannah, Ga.—Ind. Granted extension of special service authorization to operate with unlimited time. Waived all fees, including WBRM, Baltimore, power of 1 kw., 24 hours, ending April 1, 1944.

WINS, New York.—Special service authorization to operate unlimited time with 1 kw., DA-Night.

JANUARY 25

WSC, Philadelphia, Pa.—Granted CP to move from WFOR to WISS. Renewal of license to operate of 63, 500 kw. installed, visual 11 kw., aural; emission A, Special for FM.

Metropolitan Television Inc., New York.—Granted modification of CP to reduce power to 7 kw., visual unlimited, aural and visual unlimited, emission A and Special for FM, on Feb. 1, 1944.

NEW, New York.—Granted conditional license to operate with reduced PFR of 100 kw., visual unlimited, aural and visual unlimited, Special for FM, on Feb. 1, 1944.

KABC, Los Angeles, Calif.—Conditionally licensed to operate with PFR of 7 kw., visual unlimited, aural and visual unlimited, Special for FM, on Feb. 1, 1944.

KQV, Denver, Colo.—Granted station license to operate with unlimited power, unlimited time, DA-night, near Longview, N., for period ending April 1, 1944.

WOOD, Grand Rapids, Mich.—Modification of license of operation for operation from share time with WASS to unlimited facilities of WASH (1300 kw.).

KTR, Statesville, le.—Granted license to move from WSRG to WJZ, New York.

JANUARY 26

WINS, New York.—Granted license for CP in part and approval studio location for new FM station.

WNJ, New York.—Grant modification of license for extension of date; waiver Section 5326, 90 days.

WXAU, Oklahoma City—FM license—extended, pending decision / application for renewal to March 1, 1945.

WJLX, Denver.—Same as WXAU.

JANUARY 27

WXBY, New York.—Granted motion for continuance of hearing from Jan. 19, 1944, in re application for modification of CP for FM station.


WS carrot, Savannah, Ga.—Granted motion for dismissal without prejudice application for new station on 1370 ke., 1 kw., DA-night, unlimited.

Stork Race

WINNER by less than five hours, Feb. 3, to the production man of WMJF, Youngstown, in a race toward fame after young Seymour Raymond. Mr. Bradford’s little bundle arved at 3:40 a.m., while Raymond delivered at 8:15 a.m. the world at 3 p.m. the same day.

New Business

BALLARD & BALLARD, Louisville (four), on Feb. 2 starts Hefner Valley farm weekly station, Tues., Thurs., Fri. 8:15-9:30 a.m. Agency: Henri, Hunt & McDonal.


RADIO MFBS, of Canada, Toronto (radio station), on Feb. 2 starts YESTERDAY, Today & Tomorrow on 22 Canadian stations, Mon. and Thurs., 1:30-2:30 p.m. Agency: Mac- Laren Adv., Toronto.

BEETTER PROPRIETARIES, Toronto, Ont.—Prominent tea company, on Feb. 1 starts Lassoed Chasse on CKCJ, Montreal, CHRC, Quebec, Mon. thru Fri., 7-8 a.m. Agency: Ruthrauff & Ryan, N. Y.


Renewal Accounts

B. T. BABBITT Co., New York (Bab-O, Lyceon), on Jan. 18, renewed for 52 weeks David Horenstein, agent, Mon. thru Fri., 11:45 a.m.-12 noon. Agency: Donnelley Int. Corp.


CARTER PRODUCTS, New York (Arrid), on Feb. 15, renewed for 52 weeks Jimmy Fuller From Hollywood on 70 BLUE stations, Tues. and Thurs., 6-7 p.m. Agency: Small & Seifter, N. Y.

Network Changes

CIMBROUGH MFG. Co., New York (Vaseline products), on Jan. 27 shifted WESC to W3027, New York, station, Mon. thru Fri., 8:30-9:30 p.m. (EWT), with West Coast relay to WLW, Miami Beach, WESC, and on Saturday, W3027 Miami Beach, WESC, will be stationed in New York City. Formerly on the continuity staff of WLS, Chicago, he has also assisted in the production of the WLS Alice of Old Time Radio, Genuine Time, BLUE Quiz Kids and the WLS Murphy Jambarie.

Fishback Leaves WOL

JAMES FISHBACK, for the last four years commercial manager of WOL, Washington, has resigned effective March 1. He has not announced his future plans. Prior to joining WOL five years ago as a salaried employee, Fishback was for six years on the advertising staff of the New York Sun.

Baker Executive V-P

WILLIAM R. BAKER Jr., vice-president of Benton & Bowles, New York, was elected executive vice-president of the agency last week at a meeting of the board of directors. With B & B since 1933, a vice-president since 1938 with agency's General Foods account, Mr. Baker was formerly with BBDO, New York.
**CLASIFIED Advertisements**

**Situations Wanted**, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. The usual in advance. Count three words for address forms. close one week preceding issue. Seed Box replies to BROADCASTING Magazine, National Press Building, Washington, D.C.

**Help Wanted**

WHO—DE MOINES, IOWA needs men experienced in radio, 28 years or older, married with two to four children; two to four years or more college education, preferably from engineering school. E.I.L.S. ENGINEER, write to Hale Bondurant, TRAFFIC MANAGER, write to Hale Bondurant. ANNOUNCER, write to Harold Fair. NEWS-RE-WRITE man, write to Jack Sheldon.

Announcer-Wanted by 5000 watt CBS station in Midwest. Please state marital and draft status. Also see picture and diet. A steady job for a steady man. Write Box 264, BROADCASTING.

Permanent Position—For draft-exempt il- lusional operator, triple. Experience and references. Radio Station WGR, Lou- isville, Kentucky.


Engineers—Transmitter and control. For Fort Lauderdale and Miami studios. New 10,000 watt power. 701 kilowatts. Rush voice data. Full details and salary required. WFTL, Fort Lauderdale, Florida.

Announcer—For Fort Lauderdale and Miami studios. New 10,000 watt power. 710 kilowatts. Rush voice data. Full details and salary required. WFTL, Fort Lauderdale, Florida.

THE ANNOUNCER WE WANT—Is about 25 years of age, or older; preferably married. Has had five years experience, but has not yet found the right station with opportunity for advancement. He is perhaps a college graduate, but above all a man of ability and good charac- ter. He is probably located at some local station in a smaller market. We have a job for his man—a fine station in a southern central state. If you are the man—write full details and salary expected. Box 254, BROADCASTING.

Two Combinations—Announcer-operator and salesman-announcer, State, real opportunity right man. Write fully, Box 256, BROADCASTING.

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

IN CALIFORNIA—Operator-announcer wanted. Union station. Send transcript. KFRE, Fresno, California.

ANNOUNCER-ENGINEER—Any ticket. Permanent. Box 271, BROADCASTING.

TWO ANNOUNCERS—Must be good on news and all details of entertain- ment, including draft and marital status, when available. All salary desired. KBIZ, Ottumwa, Iowa.

**Situation Wanted**

BROADCASTER—Mere-broadcasting minded, to utilize services of qualified Sales Promotion-Merchandising man, present- ly producing results for major network affiliate. Available immediately for eastern connection—preferably New York, New England. Write Box 258, BROADCASTING.

Technician and Operator—One year radio engineering experience, U.H.F. experi- ence, commercial license, and draft de- ferred. Desire to join forces of a pro- gressive station for concern. Please in- clude location, salary, living conditions, and other pertinent data with reply. Box 267, BROADCASTING.

Auditor—Available. 7½-hour weekly salary requirement. Box 265, BROADCASTING.

Boyle on Coast

A. S. BOYLE Co., Los Angeles (Harmony vitamins, Old English products), on Feb. 1 starts a twice weekly quarter-hour news comments- tary featuring Planteford Lawton on 6 NBC Pacific stations (KFI KJJ KPO KGW KOMO KHQ), Tuesday, Wednesday, 3:30 p.m. (PWT). Contract is for 13 weeks. Firm also sponsors five- weekly in participation at Sardi’s on 13 BLUE Pacific stations, Monday through Friday, 9:30-10 a.m. and in addition cur- rently utilizes daily spot announce- ments on KNX, Hollywood, and KOMO, Seattle. Agency is J. Walter Thompson Co., Los Angeles.

You Know His Work!

**PROGRAM CREATOR AND PRODUCER**

Ask what top agency executives, net- work and station heads, radio editors write about this man’s work. Just over draft age. Just right for major network affiliate, network or station post. Box 272, BROADCASTING.

Omar Test

OMAR MILLS, Omaha, is testing a new product, Ranch House Pan- cake Flour, with a transcribed quarter-hour musical program featuring Orley Bradley, vocalist, and the Harmonettes this week on WOW, Fort Wayne and WMBD, Peoria. Agency is Mafcarland, Avenuey Co., Chicago.

**WANTED**

Emcee ANNOUNCER

Capable of writing and handling variety shows and other station productions

by

Leading Network Affili- ate in Midwest City.

Address

Mr. Plez S. Clark
Business Survey
Radio Station KFH
Wichita, Kansas

**PROFESSIONAL DIRECTORY**

JANSKY & BAILEY

An Organization of Qualified Radio Engineers

Dedicated to the SERVICE OF BROADCASTING

Macy & Wrathall Consulting Radio Engineers

National Press Bldg. Di 1205
Washington, D.C.

**McNARY & WRATHALL**

CONSULTING RADIO ENGINEERS

MONTCLAIR, N.J.

MO 2-7859

PAUL F. GODLEY

CONSULTING RADIO ENGINEERS

Montclair, N.J.

Harry Godley

334 1/2 Market St.

FOXBORO, MASS.

GEOFF C. DAVIS

Consulting Radio Engineer

Munsey Bldg.

District 8456

Washington, D.C.

HECTOR R. SKIFTER

Consulting Radio Engineer

Field Engineering

Surveys Station Location Surveys Custom Built Equipment

Saint Paul, Minnesota

CLIFFORD YEWDAI L

Empire State Bldg.

NEW YORK CITY

An Accounting Service Particularly Adaptable to Radio

Frequency Measuring

EXACT MEASUREMENTS

ANY HOUR—ANY DAY

R.C.A. Communications, Inc.

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

RING & CLARK

Consulting Radio Engineers

WASHINGTON, D.C.

Munsey Bldg. • Republic 2147

BROADCASTING • Broadcast Advertising

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Collins Behind Baylor U Application; Would Use 50 kw. XEAW Transmitter

CONTINUING its unrelenting quest for a high-powered station on a desirable frequency, Carr Collins, head of the Crazy Water Crystals Co., Mineral Wells, Tex., and operator of XEAW, Reynosa, Mexico, last week was disclosed as being behind the application of Baylor U, Corpus Christi, for a new 50,000-watt station to operate on 1031 kc. channel. Existing equipment of XEAW, now being used at Reynosa on 1870 kc., would be moved to the college site.

The application seeks assignment on 1010 kc. with fulltime and a directional antenna for day and night use. The transmitter would be located northeast of Gregory, Tex. KLRA, Little Rock, now is assigned to this frequency, a Canadian 1-A channel with Cuba having a secondary outlet on it. KLRA is now completing power tests for 10,000-watts day and 6,000 watts night on the frequency.

The application states that Mr. Collins, who has worked feverishly for the last year to acquire a desirable frequency, has agreed to move XEAW to Baylor and would pay all expenses. Mr. Collins would present the facilities as a "gift to the University", but would have a contract to manage and operate the station for 25 years. He would buy the land and would pay the University $26,000,000 per year rental.

Last fall, pursuant to protests by this Government the Mexican Government ordered the XEAW transmitter, with claimed power of 100,000 watts, to cease operating on 1010 kc. It went back to its regular assignment of 1870 kc. but subsequently was authorized temporarily to operate on 1050 kc., a Mexican 1-A channel. This frequency, however, since has been reassigned to XEG, at Monterrey, where it is being used with 50,000 watts by a Mexican corporation but with James A. Savage, of San Antonio, as the directing head.

In the new application, filed by Thomas B. Love, Mr. Collins’ attorney, who was assistant secretary of the Treasury during World War I, states the proposed new station would be the only one serving the entire Texas, Louisiana and Gulf Coast with its primary signal. Moreover, it was said the station would not accept advertising of intoxicants, including beer.

It was contended that removal of the facilities of XEAW would be in conformance with the Havana Treaty and that no vital materials would be involved.

It was said that KLRA’s assignment on the frequency, plus the freeze applicable to wartime operations, it was thought unlikely that any action would be taken by the FCC without the formality of a hearing.

Dellar Leaves KSFO; Jansen New Manager

LINCOLN DELLAR, for several years general manager of KSFO, San Francisco, and KWID, short-wave station owned by Associated Broadcasters Inc., has joined the Overseas Branch of the Office of War Information’s Pacific Coast section as radio division chief.

Edward J. Jansen, general manager and part owner of KTBI, Tacoma, has been appointed his successor, effective Feb. 14.

Mr. Jansen has been in radio since 1929 in sales and managerial capacities, most of that time with KVI, Tacoma. He also was sales director of KGU, Honolulu.

Before his affiliation with the Associated stations, Mr. Dellar was general manager of WBT, Charlotte, N. C. He also has been station relations manager for CBS. R. W. Dumf, assistant manager of KSFO and KWID, leaves soon for a commission in the Navy.

WNRG Studios

"I'D LIKE to see your studios if I may", said Dick Edmonds, staff engineer of WEIL, New Haven, who happened to be passing a building containing the sign “WNRG” while on a recent visit to New York City. "Studios?" queried the receptionist. "Yes," said Dick, "isn’t this WNRG?" "Yes," said the puzzled lady, "this is the Women’s National Republican Club."

WINS Gets Authority For Fulltime With 1 kw.

PENDING installation of a new transmitter, WINS, New York was granted special service authorization by the FCC last Tuesday to operate fulltime with 1,000 watts on 1,000 kc., using directional antenna at night. Since June 19, 1934, WINS has been limited to 10,000 watts on 1,000 kc. At the same time the Commission extended a construction permit previously granted for a 60,000 watt transmitter, after WINS had turned over the equipment to the Government for “urgent war service.” [Broadcasting, Oct. 12.]

WINS announced that its official program schedule for nighttime operations would go into effect Feb. 11, although it has been operating till 12 midnight since Jan. 27.

Gravymaster Spots

DREDYN & PALMER, Long Island City, N. Y., which started participations on two eastern stations last fall for Gravymaster, now using WGY WABC WTAM and WJZ, and in addition is participating in Morrisville’s Solid Gold show on the New England Regional Network, Samuel C. Croot Co., New York, is agancy.

LeGate to WIOD; Moody Promoted

PROMOTION of James LeGate, manager to WIOD, Miami, and elevation of Robert H. Moody, commercial manager of the station, to its helm, were announced last week.

J. Leonard Reinsch, director of the Collins stations, which include WSF, Atlanta, in addition to WIOD and WNO, announced the promotions following other personnel changes last month. Mr. LeGate, formerly promotion director of the Miami Daily News, returns to his home as head of the NBC outlet after a two-year absence. Mr. Moody started on WHIO in 1938 as a local charge of programs and production, also was announced. Mr. Spencer also joined the station in 1935 as an announcer and became program director two years later.

John Essex Named Manager of KTLU

APPOINTMENT of John Essex, general sales and promotion manager of the KTLU, Tula, as general manager, succeeding William C. Gillespie, who died last month following an accident in his home, was announced last week by J. T. Griffin, president of the station and of KOA, Oklahoma City.

Mr. Essex, who came up from the ranks, was chief assistant to Mr. Gillespie. He had served in 1936 with the station. In 1937 and 1938 he managed WBBZ, Poncea City, and KASA, Elk City, Okla.

Mr. Essex immediately announced promotion of R. P. (Bud) Akin, veteran member of the KTLU sales staff, to general sales manager. Eddie McKeen was named program director and Jack Hoffman public relations manager.

Well-known in radio and advertising circles, Mr. Essex is active in the Chamber of Commerce and local business groups, He is a lieutenant in the Civilian Air Patrol.

CHML, Hamilton, Ont., effective immediately, announces exclusive representation in Montreal and Winnipeg by Stovin & Wright Ltd. In Toronto Metropolitan Broadcasting Service Ltd., continues to be exclusive representative.

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BROADCASTING • Broadcast Advertising
*This map does not define the limits of WLW coverage, which extends into portions of several additional states. It indicates the 38 markets in which advertising over WLW enjoys a high degree of merchandise-ability with the retailers and wholesalers who move your merchandise.

Here's truly one of the world's largest markets: over 12 million souls who buy more drug and food products than are sold in New York's five boroughs and the City of Chicago combined. And WLW has a weighted average of 48.7% of the audience in 25 major cities of the area.

*Based on Hooper Mid-Winter WLW Area rating 1942; a weighted average figure which does not represent the size of our audience in any one city.
THE YOUNGEST WARRIOR...

My voice is loud, louder than a thunderclap—even a whisper of mine goes 'round the world.

I travel fast, faster than winged Mercury—only the speed of light is my rival.

I am strong, stronger than the might of Hercules—for I can destroy Fear.

I bind the world together like the oceans.

I cover the earth like the skies.

I speak the language of a thousand tongues.

Men know me everywhere—from the Mississippi to the Volga, from the Yukon to the Nile, and beyond . . .

For I am the youngest Warrior—riding the murderous skies, the shell-torn earth, the bloody highways of the sea . . .

I am the Warning—strident, immediate, merciful . . .

The shaft of Hope to men in darkness,

The Trumpeter of Truth.

My name is universal:

I am the voice of RADIO, deathless and forever.

. . . .

The Radio Corporation of America has long pioneered in the development of radio, electronics and television. Today, these developments are performing vital war services. And this war-experience will lead to a richer, fuller Tomorrow . . . for industry, home, and nation.

For outstanding achievement in the production of vital radio equipment, these awards have been given to RCA plants:

Army-Navy "E" to an RCA Victor plant

Army-Navy "E" to an RCA Tube plant

Army-Navy "E" to the RCA Radiomarine Division

RADIO CORPORATION OF AMERICA

RCA Leads the Way in Radio, Electronics, Television

The Services of RCA: RCA Victor Division • RCA Laboratories
R.C.A. Communications, Inc. • Radiomarine Corporation of America
National Broadcasting Co., Inc. • Blue Network Co., Inc.
RCA Institutes, Inc.