Hmm-m, let me see...

WOR covers 16 cities.
The cities include such war arsenals as—Camden, Trenton, Paterson, Jersey City...

301,012 people in Jersey City! Quite an assortment of mouths to fill, backs to be clothed, and so forth.

Rochester? Rochester, N. Y., you mean?
No, WOR doesn't cover Rochester.

Yes, I read that letter from the buyer at National Clothing Company in Rochester.
Yes, interesting what he says. Goes something like, "We are now selling more Gotham Hosiery than any other brand of rayon hose we carry."
 Doesn't it?

Yes, I know. Gotham used "Pegeen Prefers" on WOR.
First time it had used radio and the only station it used.

Buy WOR? Why, my dear fellow, who wouldn't! The station's weird, that's what! Does the most amazing things for so little.

But, tell me... outside of Jersey City, Camden, etc., WOR covers New Haven, doesn't it? And Hartford and Bridgeport and Wilmington and many other places? I mean, even though it does sell in Albany, Rochester and even Boston.

Marvelous station that WOR!

—that power-full station,

WOR

1440 Broadway, in New York
A candy manufacturer, advertising on WLS, offered a billfold for 20c and proof of purchase. He received 14,444 replies in seven weeks! The schedule was daytime announcements only, run at varied times, seven days a week. Part of the time two other advertisers were offering similar premiums on the station—successful for them, too! The way people in Midwest America have responded to these offers shows they have money to spend...and proves again they listen and respond to WLS!
Nothing to sell! What do you mean, we’ve nothing to sell? Of course, we’re not selling rubber boots any more. But why do you think people bought our boots when we could sell them? They bought them because the name “Blank” meant “protection” to them. And where did they get the idea “Blank” boots meant “protection”? From our advertising, of course. It took us 17 years to hammer that idea home. And I don’t intend to spend another 17 years pioneering after the war. It’s just as important to keep people sold as to sell them.

So, get me a program on WSM. Tell them I want the name, “Blank,” to go into every one of their 2,000,000 radio homes. Tell them I want them to produce the show. They’re producing seven network programs including the famous Grand Ole Opry, so I guess they know what they’re doing. Now get out of here. I’m busy with this war contract. Nothing to sell! Bah!

HARRY L. STONE, Gen’l Mgr.
NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.
Why, Mrs. dePuysterpiddle, you’re not there!

She’s gone to buy up time on station KFAB...

Time buyers everywhere know KFAB as a station that gets fast, profitable RESULTS. That’s why they go into action—fast—when they get a chance to grab a choice spot on this station that has the undivided ear of farm and small town listeners who are enjoying a peak spendable income.

They know from long experience that their client will be tickled pink with the broad, immediate ACTION that KFAB gets all through Nebraska and neighboring states.

Speak up now for some of the time still available on KFAB. Then sit back and confidently expect the speedy, low-cost results that make life worth living.
WOV... for Victory

One of America's IMPORTANT Radio Stations

The four-page article in the current issue of Click Magazine tells the absorbing story of WOV and the job it is doing selling Democracy to New York's two million Italo-Americans.

It's this kind of public service that makes WOV one of America's important radio stations.

WOV... FOR VICTORY

National Representative: Joseph Hersey McGilliver

Ralph N. Weil, Gen. Mgr.

ONE OF AMERICA'S IMPORTANT RADIO STATIONS
"Talk pretty, please—for BROMO-SELTZER!"

Since 'way back in September, the Bromo-Seltzer Talking Train has been a consistent star performer in the famous Emerson Drug Co. "Vox Pop" show (in which Parks Johnson and Warren Hull have been wowing both the general public and army camp audiences all over the nation).

As a matter of fact this loquacious locomotive immediately became so popular that it was also put on Bromo-Seltzer's Ellery Queen show!

So Sonovox scores again! Now to millions of people the familiar chuff of any locomotive says "Bromo-Seltzer"—any distant whistle says "Fight headaches three ways!" . . . What name or slogan do you want dramatized in sound? Let us know—and we'll do the rest!

WRIGHT-SONOVOX, INC.
"Talking and Singing Sound"

CHICAGO . . . NEW YORK . . . HOLLYWOOD

FREE & PETERS, INC., Exclusive National Representatives
Net Time Sales Hit $191,000,000 in 1942

6.1% Gain Over Previous Year Shown;
Gross Time Sales $254,800,000

IN THE FACE of wartime dislocations which affected all business, broadcast advertising volume rode through 1942 to a new high of $191,000,000 in net time sales—6.1% ahead of the 1941 peak.

Gross time sales, the "quick figure" comparison with the volume of other media, reached $254,800,000, or an increase of 7.2% ahead of the preceding year. This figure represented the one-time rate of stations and networks multiplied by the number of times the medium was used, without regard to frequency discount or sales expense.

These figures are based upon estimates made by Broadcasting to be released in its 1942 Yearbook number, now on the presses, with distribution to start within a fortnight.

Only Medium Unscathed

These preliminary data reveal that radio was the only medium to come through the first year of the war comparatively unscathed with regard to its economic position. All other media, according to best available records, have experienced losses during the year.

The $191,000,000 net time sales figure (gross billings less frequency and promotional discounts) constitute the gross receipts of the industry from the sale of time. While the dollar volume in net time sales increased in all classifications, the percentage increase was greatest in the national field. Local volume increased dollar-wise slightly, but it showed a percentage decline of 1.6%. All other categories showed percentage increases.

While radio in 1942 did not maintain its past ratio of increase, it nevertheless was the only medium to show an overall increase. In 1941, gross time sales were 14.2% ahead of the preceding year and net time sales 13.2%, as against 7.2% and 6.1%, respectively, for 1942.

Total Near $200,000,000

Newspaper advertising lineage, according to the analysis, decreased about 5% compared to 1941, with the heaviest decline occurring in automotive advertising, which was cut by more than half. General advertising as a whole, however, gained about 1%. Monthly magazine

Willard D. Egolf Is Appointed To New NAB Executive Post

AFTER SEVERAL months of consideration, NAB President Neville Miller last Friday announced the appointment of Willard D. Egolf, for the last decade commercial manager of KVOO, Tulsa, to the NAB executive staff in charge of public and industry relations. He succeeds Lt. Col. E. M. Kirby, chief of the Army's Radio Branch as public relations director but will have additional duties.

Expansion Authorized

Appointment of the Oklahoman to the newly created post was made following consideration of a number of candidates by a committee of the NAB board named by President Miller. The committee comprised Edgar L. Bill, WMBO, Perry; Eugene O'Fallon, KFEL, Denver, and James W. Woodruff Jr., WRBL, Columbus, Ga.

Mr. Egolf, active in industry and trade association affairs and currently a vice-president of the Advertising Federation of America, will report for duty about March 1. He will organize a staff to carry on the public and industry relations functions, probably to include a publicity-promotion aide and a research assistant. The post of public relations director has been vacant since Col. Kirby joined the War Department early in 1941. The NAB board authorized the enlarged post about a year ago, based (Continued on page 49)

Regional networks accounted for the residue of $3,500,000.

It should be emphasized that gross billing is in fact a fictitious figure based, as it is, on one-time rates. It is the only figure comparable to volume of other media, for the purposes of making comparisons and establishing trends as to the use of radio by various classes of industry and trade. Due to the large variations in discount structures between media—and even within the radio field itself—it usually is impossible to secure adequate net time and space sales figures. Consequently, gross billings reveal the close time rate of periods or stations and networks multiplied by the number of times the medium is used. Obviously, therefore, no advertising medium reports its gross billings as dollar receipts; and it is inaccurate to use such figures as a final measure of advertising volume. Nevertheless, they are the best figures available.

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Elmer Davis Plans Air Series As ‘WarVoice’ On All Networks

ELMER DAVIS, director of the Office of War Information, announced last week his intention to take the air in a weekly 15-minute period of comment as the war voice of the Government.

Under plans announced last Friday, the weekly radio round-up of war information will be broadcast by Mr. Davis on Friday evenings at 10:45 EST, over CBS and Blue. It will be rebroadcast by Mutual at 4 p.m. Saturday afternoon for the benefit of night shift workers and others unable to hear the broadcast Friday nights.

Time Cleared

The commencement date, OWTI said, would be announced shortly. Since the networks already have cleared the time, it was thought likely the series might be launched this week. Originally, a simultaneous broadcast over all four networks was sought, but Mutual was unable to clear for the Friday night period.

Mr. Davis has made it clear that his broadcast will be a weekly round-up intended to place developments in perspective and give the country a complete understanding of what is done and the reasons behind various Governmental actions. Furthermore he has emphasized that he does not intend to compete with commentators in any way and will not use news which has not already been released.

In the role of regular commentator, Mr. Davis will assume a position which he relinquished in mid-June, 1941, when he resigned as a CBS news analyst to assume his present Government post. Since that time he has not been on the air regularly.

The combined facilities of the four networks have been used only once before for a regular program series. In early 1941, This Is War was produced by Norman Corwin and aired for 13 weeks on a four-net basis.

Bill Bailey Appointed To News Editor Post

J. N. (Bill) BAILEY, who resigned Jan. 30 as news editor of the War Department, joined the Washington headquarters staff of Broadcasting as news editor. He will fill the principal department under J. Frank Beatty, managing editor.

Mr. Bailey had joined the War Dept. in June 1941 after several years with Crosley Corp., Cincinnati, where he had been continuity writer-producer, publicity director, and then news editor of WLW-WSAI. Born June 13, 1901, at Winchester, Ind., he began his radio career in Coffinville (Kan.) Morning News, later working on a number of metropolitan newspapers; married and has three children.

Lockheed Guest

FIRST GUEST to appear on Ceiling Unlimited, CBS series sponsored by Lockheed & Vega Aircraft Corp., will be Ronald Colman, who will be heard Feb. 8 describing the emotions of an industrial pilot in a dive bomber. Policy of presenting guest talent each week was adopted by the sponsors upon the withdrawal from the show of Orson Welles, formerly narrator-writer-producer of the series [BROADCASTING, Feb. 1.]

Food Industry Approves Plans To Aid Government Program

THE WEIGHT of the food industry’s $100,000,000 annual promotion budget will be thrown behind the Government’s six-point food rationing and production campaign under plans finally worked out last week by the affected Government agencies with leading food producers.

The first important step in evolving a coordinated campaign, which will see leading brand-name manufacturers devote much of their time and space to the war effort, was evolved at a meeting at the Waldorf-Astoria in New York last Thursday, at which representatives of the industry and Government agencies were present.

Six Goals for Year

Participating were representatives of the Grocery Manufacturers of America, largest trade entity in the-food field, OWI, The Advertising Council, OPA, Department of Agriculture, Nutrition Division of the Office of Defense Health & Welfare Services, and of the War Manpower Commission. Presiding was John Murphy, assistant to the president of GMA.

The six major drives cover 1943 farm product goals, victory gardens, point rationing, nutrition and food conservation, recruiting of agricultural labor, and particularly the problem of part-time employees during harvest periods, and an explanation of the overall food situation, i.e., why shortages exist during periods of peak food production.

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Dr. Herman S. Hetthegger, associate professor of marketing of the U of Pennsylvania and a foremost radio economist, has been designated campaign manager of the food drives by OWI. He has been working on preliminaries for several weeks, and will be assisted by C. Cowles Jr., assistant director of OWI in charge of domestic operations.

Campaign books prepared by OWI have been sent by GMA to its 80,000 members, including OWI members, with the request that each member general meeting launching the campaign will be held shortly.

The campaign is one of voluntary advertising cooperation. No Government budget is contemplated. It is estimated that the concerns represented by GMA, including the biggest manufacturers, processors and distributors in the country, spend about $100,000,000 a year in advertising billing, a substantial portion of which goes to radio.

It is presumed that point rationing, scheduled to become initially effective March 1, will be the object of the OWI drive; this will be coordinated. Future plans will be determined.

OWI Post Unfiled

WITH the resignation of Archibal MacLeish, assistant director of the Office of War Information, to devote his full time to the post of Librarian of Congress, one major position disappears from the organization’s administrative structure. Mr. MacLeish originally came into the picture through his position as head of the Office of Facts & Figures, which was created when his agency was taken over. Another vacancy which was created when William B. Lewis resigned as chief of the radio bureau, is that of assistant director of the domestic branch, has yet to be filled. Several names are under consideration but no decision has been reached as to the person to be named for the position.

WOJWO Operations

ENDED ON FEB. 7

WOJWO, Chicago-Hammond, officially went off the air Saturday, March 1, 12:30 a.m. The station which operated on 1520 kc. with 5,000 watts on Jan. 25 through John O. Cline, principal stockholder, notified the FCC of its intention to surrender its license and discontinue operation [BROADCASTING, Feb. 11].

Shortwave War

Conditions restricting materials for remedying insufficient coverage and resulting operational loss have been advanced as the reasons for quitting. Most of the 38 employees, according to General Manager Archibald F. Macleish, have been placed in positions with other stations.

SHORTWAVE OUTLET READY TO OPERATE

FIRST of the new Government shortwave stations in its 22-station program for additional high-powered units to be used in psychographic work which has been completed and awaits approval of the FCC before going on the air. Operated by Associated Broadcasters Inc., San Francisco, the new unit, with call letters not yet assigned, will be a sister station to OWI shortwave station KGEL, operated by W. L. Dumm, owner of KSFO, standard broadcast station in San Francisco.

It is expected that a second shortwave transmitter, also designed to serve the Pacific and Far Eastern areas, will be completed soon and licensed to the General Electric Co., which owns KGEL, near Belmont, Cal. The 22 new stations decided upon by the Government last fall are in addition to the 14 existing ones which were leased for operation under direction of the OWI.

Associated Broadcasters applied for specific frequencies and time bands; the new Government policy is to specify frequencies to be used on a staggered schedule for the most effective and efficient utilization. Also for best engineering results.

It is hoped that construction of remaining transmitters will be completed by the end of this year, according to C. C. Cross, Assistant Chief of the Bureau of Communication Facilities, of the OWI. The manufacturing schedule has been integrated so as not to interfere with military production.

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BROADCASTING • Broadcast Advertising
**House May Slash FCC Appropriation**

Rep. Cox Prepares Stem to Stern Inquiry

A SLASH in FCC appropriates for the oncoming fiscal year may be the first manifestation of the obviously hostile attitude of the House toward the FCC.

With the Independent Offices Appropriations Bill due to be reported this week, carrying the FCC's appropriation, Congression-al observers think it highly probable that Rep. Cox, D-Georgia, chairman of the House Appropriations Committee, will allow his plans to be made either in the Committee of the Whole or on the floor to cut the appropriation. The President's budget message last month recommended $8,089,000 for the FCC, all save $2,500,000 of which would be for war or national defense activities. Whether the Appropriations Committee will approve this recommendation will not be known until the measure is reported.

Committee Approved

Meanwhile, Rep. Cox (D-Ga.), has plunged into the task of organizing an expert staff for his select committee of five to investigate the FCC from the inside. Making haste slowly, Rep. Cox declared that the committee has several names under consideration for appointment as chief counsel but that no announcement would be made until top men had been selected for both the legal and investiga-tion staff. An initial fund of $600,000 to launch the investigation has been requested, and Judge Cox said the House Accounts Committee probably would report favorably on the request this week. Judge Cox has not yet scheduled a date to get the inquiry underway by mid-March.

Meanwhile, there were other developments on the Hill regarded as symptomatic of things to come in connection with functioning of Government agencies. The House Rules Committee, of which Judge Cox is ranking majority member, last Wednesday voted favorably for a resolution to set up a committee of five members to investigate any agency of Government.

Introduced by Rep. Howard Smith (D-Va.), the resolution enlarges the committee to receive complaints against Government agencies which are acting "beyond scope of power granted by Congress. Because, insofar as the FCC is concerned, the same ground will be covered by Cox's committee, it is expected that the proposed Smith Committee would cover other agencies of Government but following a course similar to that pursued in the last Congress by the Truman Committee in the Senate.

Of equal significance was the resolution (HRES-69) introduced Jan. 22 by Rep. Cannon (D-Mo.), to authorize the Committee on Appropriations, or a subcommittee, to study and examine the organization and operation of any executive departments or Government agencies with a view toward economies in operation. This measure promptly was reported favorably by the Rules Committee last Mon-day. Since it is consistent with the budget approach, it is expected the measure shortly will pass the House. It was learned last week that members of the House Appropria-tions Committee, Independent Offices Bill already have inquired into the FCC's war activities, looking toward economies. Also tying into the efforts to curb Government spending are the functions of the Byrd Committee in the Senate and the Rampshek Com-mitee of the House, which already have launched investigations into Government agencies. These committees have not yet covered the smaller commissions and bureaus, such as the FCC, though preliminary studies already have been undertaken.

There were other activities bearing on FCC operations and personnel on Capitol Hill, while the FCC itself concluded hearings involving the application for renewal of license of WALB, Albany, Ga. The proceeding between Rep. Cox and FCC Chairman James Lawrence Fly in some measure has stemmed from FCC efforts to implicate the Geor-gia Representative with improper legal representation of WALB in proceedings before the FCC. A $5,000 transaction, involving pay-ment to Judge Cox by the Albany Herald Publishing Co., licensee of the station, has figured prominently in these proceedings, which have reached white heat on several occasions.

Checks Questioned

The name of Rep. Cox was linked to WALB at the FCC renewal proceeding last week as "Washington representative" for the station. Despite the objection of Delaware Allen, station lawyer, FCC Counsel Marcus Cohn was allowed to introduce two checks and a bank statement which purported to show that Mr. Cox disposed of his own 25 shares of the station's stock. The checks introduced were for $2,500 each. One dated Aug. 18, 1941, was from the station to Rep. Cox while the second for the same amount was from the Congressman to the station dated Aug. 15, 1941. Rep. Cox's check covered payment for 25 shares of stock in the Albany-Herald Broadcasting Co. It was alleged by FCC counsel that the checks were forged.

Daylight Saving Controversy May Bring Presidential Action

PRESIDENTIAL ACTION in the daylight saving problem which threatens to disrupt the nation's war production program was seen by some Washington observers last week, should the move of individual States to abolish Wartime gain momentum.

Opinion was expressed in some quarters that an executive order of Mr. Roosevelt has emergency powers to override any State's action which might imperil victory. Mr. Roosevelt has followed a course of the situation, and legislation by Congress, although it was pointed out that on some occasions he has used his executive powers when he felt it necessary to expedite certain ac-

WBP Opposes Change

Basically, the Federal Govern-ment has jurisdiction over inter-state commerce. Any state legislation which would result in interference with the movement of such commerce would be interpreted, legally, as imperiling the status of the war-time Statute as unconstitutional.

Meantime the War Production Board entered the daylight saving controversy last week. Chairman Donald M. Nelson, in a statement following conferences with delegations from Ohio and Michigan, who sought to abolish daylight saving in their own states, declared that "to abandon Wartime would result in confusion and would bring about an increase in power requirements". In a letter to Sen. Ferguson (R-Mich.) Mr. Nelson took the position that any change in the pres-ent legislation "would be in serious detriment to war production, that the enactment of state legislation by the Legislature of Michigan would have the same detrimental effect."

Mr. Nelson said he would not oppose Interstate Commerce Commis-sion action if the ICC, after investi-gations, transferred Michigan from the Eastern Zone to the Central Time Zone. He pointed out to Sen. Ferguson that his attitude "with respect to state legislation or action of the Wartime Statute is in accord with the views expressed . . . by the Chairman of the Federal Power Commission and the Director of the Office of Defense Transportation."

Explaining that under Wartime, Michigan alone had effected an annual saving in energy production of 115 million kw. hours, the WBP chairman said that alone amounted to about 10% of total national sav-

ing brought about under Wartime. "Because of the enormous contribution being made by Michigan industry to the production of War materials, this saving is obviously a vital factor in the war against our enemies and any action which operates to the detriment of this saving is obviously a matter of grave concern to the nation in these times," said Mr. Nelson's letter.

A table showing savings effected by Ohio industries under Wartime revealed a cut of 10% in energy production of 100,000,000 kw. hours.

Since Georgia set in clocks back an hour [BROADCASTING, Feb. 1] by passing legislation placing State in the Central Time Zone, a movement has grown to return some sections of the country to what, in effect, is normal time. Broadcasters are watching developments with keen interest, for no industry knows the headaches of time differential like radio. Before the Wartime Statute was passed broadcasters were confronted with complete program schedule changes every April and September, when time changes were made in some regions.

With radio a vital factor in the home front [BROADCASTING, Jan. 29], there is fear of a disruption in universal time which would do more than interfere with war production. It would hamper radio's important job in reaching the maximum audiences with Govern-ment messages.
Procurement of Tubes, Parts Expedited by New WPB Order

Replacement Without Washington Aid Possible; Red Tape Cut

MOVING to cut red tape and reduce paper work in the administration of P-133, radio maintenance and repair order, WPB last week boosted the priority rating of the order to enable stations to obtain parts and tubes without assistance from Washington.

The increased rating of P-133 was interpreted as part of the Radio Division's program to maintain as near normal operation of the radio industry as possible. Along this line, it was revealed by Frank H. McIntosh, chief of domestic and foreign broadcasting, that WPB's program to insure vacuum tubes for receiving sets was well under way, with actual production estimated at 8 to 11 million anticipated for the first quarter of 1943.

Order Amended

Change in maintainance order P-133 was brought about by amending the order adopted by the WPB at Oct. 5, 1942, raising priority value from A-1 to A-2X and at the same time extending P-133 to include recording equipment and recording discs.

Until now, stations have obtained parts by certifying the A-1 rating on sales slips. However, this procedure was inadequate when scarce parts were needed. Stations then had to seek emergency preference ratings from Washington by filing complicated PD-X forms.

With the new AA-2X rating, WPB officials are hoping that the need for PD-X forms will disappear, and that the rating AA-2X will be sufficient to provide all necessary parts.

The order requires stations to certify the AA-2X rating on sales slips, and to keep records of them. Officials at the Radio Division emphasized that purchases must be for maintainance and replacement only, and must not represent additions to equipment.

Plans for production of the receiver tubes had been under consideration at the Radio Division for almost three months. As proposed by Mr. McIntosh, the industry would undertake concentrated production of a selected list of fast-selling tube types.

After long negotiation with the vacuum tube advisory committee, Mr. McIntosh adopted a list of 117 tube types, sufficient to meet 90% of radio needs. Production has been allocated to various makers, and the scheduling is controlled in Washington [BROADCASTING, Nov. 30].

Mr. McIntosh has also been working on a standardized list of "Victory Model" replacement parts. Although this line has finally been worked out and approved by the American Standards Assn., he said production would probably not be attempted this quarter because of a relatively greater need for tubes, and because the replacement part situation has eased as a result of increased supplies of formerly scarce raw materials.

Chicago Games Sold

BROADCAST rights to the home games of the Chicago Cubs and White Sox for 1943 have again been sold to F. Lorillard Co., New York, for Old Golds on WGN, Chicago. The company will also sponsor this season's baseball games of the Brooklyn Dodgers with Red Barber again handling the play-by-play descriptions on WHN, New York. J. Walter Thompson Co., New York, is agency.

ONE SMILE from Howard Kohl (left), personnel head of J. Walter Thompson Co., Chicago, and A. Kent (right), president of F. Lorillard Co., New York, $1 for the guest appearance recently on the program of Sande's Chessies. These two groups are: Planning, to draw the program; Production, to see that critical parts are delivered at the right places at the right time; Resources, to make sure that equipment and facilities are adequate for the schedule. In addition, there would be three other groups: Engineering, to watch development of tube advisory committee, and the scheduling is controlled in Washington [BROADCASTING, Nov. 30].

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Wesson Oil & Snowdrift

Daytime Series to CBS

WESSON OIL & Snowdrift Sales Co., New Orleans, which has been using the NBC Pacific Coast network for the last several years with a program titled Hawthorne House, is entering into a new market network as well on March 1 when it starts a musical program starring Frank Cravens and Julia Sanderson on CBS. Stations, totaling about 40, are located in the South and on the West Coast, and will carry the show Monday through Friday, 3—3:15 p.m.

Products promoted will be Wesson Oils & Snowdrift, with commercials stressing their use in various types of cooking. Agency is Kay & Richardson, New York. The team of Cravens and Sanderson is heard on CBS for Lewis-Howe Medicine Co.'s Saturday evening quiz program for Tuna.

12.6 HOOPLA ORDER IS WARTIME PEAK

HIGHEST LEVEL of listening to commercial network programs since the start of the "shooting war" is reported in the C. E. Hooper Na- tional Program Ratings list of Jan. 30. The current rating of 12.6 is topped only in the eight-year history record reported early in 1940, during the Russian-Finnish combat, and when Hitler invaded Denmark and Norway.

With a rating of 40.9, the highest Hooper figure he has ever attained, the old Hope heads the list of first 15 shows, followed by Fibber McGee & Molly, Edgar Bergen and Charlie McCarthy and Jack Benny. Others of the Top Ten are: Al Jolson Family, Mr. District Attorney, Frank Morgan-Fanny Brice, Radio Station WLS, Bing Crosby, Bandwagon, Fred Allen, Eddie Cantor, and Take It Easy. These three shows will continue under District Attorney and Kay Kyser reached their all-time high in Hoopratings, with 28.3 and 27.4, respectively.

Red Skelton continues to lead the program broadcast after 10:30 p.m. with a new Hooper high for his show—46.7.

WPB Promotion

Seen for McIntosh

Proposed Shuffle Would Expedite Civilian Radio Needs

PROPOSITION of Frank H. McIntosh, civilian radio's representative on the WPB, to assist directorship in the Radio & Radar Division is expected shortly in a structural reorga- nization of the Division described by Ray C. Ellis, Radio & Radar chief, at the IRE convention in New York, Jan. 28 [BROADCASTING, Feb. 1].

Automonous Groups

Mr. McIntosh's administration would come as part of a general reshuffling of the Division described by Ray C. Ellis, Radio & Radar chief, at the IRE convention in New York, Jan. 28 [BROADCASTING, Feb. 1].

In explaining the new Radio & Radar setup, Mr. Ellis pointed out that civilian radio would be handled by an autonomous group, which would be charged with estimating minimum needs for the industry and stewarding production of these essentials.

Although civilian needs have been handled by a separate branch under Mr. McIntosh, jurisdictional- ly "no man's lands" have interfered with operation of any program. As an assistant director, Mr. McIntosh would be able to deal more directly with production and scheduling officials within the Division, and to follow his programs from planning board to distributor's shelf.

Under the new arrangement, war production would be in the hands of three groups, composed of exalt- ing Radio Division staff. These three groups are: Planning, to draw the program; Production, to see that critical parts are delivered at the right place at the right time; Resources, to make sure that equipment and facilities are adequate for the schedule. In addition, there would be three other groups: Engineering, to watch development of parts and equipment constructed to order for the war effort; and a third group that would handle management of the "labor force" in the Division.

Others Affected

Gerald Miller, now administrative assistant to Mr. Ellis, is scheduled for Program Group assignment. Also effective is the present chief of priorities, and W. H. Anderson is slated for the Production Group.

The Engineering Group probably will be handled by Marvin Hobs, present chief of special electronic application, and radio & radar receiver and transmitter branches.
WGN...the Nation's Top Station in SPORTS!

CONSIDER THIS RECORD IN 1942:

★ WGN was the only Chicago station to carry the World's Series.
★ WGN was the only 50,000 watt Chicago station to broadcast major league baseball.
★ WGN was the only Chicago station to carry the National Professional Football Championship game.
★ WGN was the only Chicago station to carry the All-Star Football Game.
★ WGN was the only Chicago station to carry the World's Championship boxing bouts.
★ WGN was the only Chicago station to carry the Golden Gloves bouts.

And besides these exclusive features, WGN daily offers a Sports Review that is miles ahead of similar programs. Packed with original ideas such as the WGN trophy to the most valuable basketball player of the Western Conference—selection of the "Team of the Year," "Player of the Year," "Coach of the Year," and the "Play of the Year"—all officially approved and recognized by the Western Conference—WGN's Sports Review at 6:15 P.M. not only reports the news but makes it.

WGN is truly the "Nation's Top Station in Sports"

A Clear Channel Station

50,000 Watts 720 Kilocycles
GRADE LABELING, a marketing reform urged for many years by commodity growers, will be required on almost all packed fruits and vegetables of the 1943 crop, OPA announced last week in setting maximum prices on citrus fruits, fresh and frozen, ready for cannery sale.

Ruling was described by officials as "the best mechanical means of instituting equitable, effective, and enduring agreements." Standards have been set in the past to prevent reducing quality in order to avoid price ceilings. Grade labeling has been opposed in many quarters of the food industry as a possible prelude toward wiping out brand selling.

Avalon on Coast

Brown & Williams Tobacco Corp., Louisville, on March 1 will start Floyd Farr in an early morning Monday-through-Friday program covering the Pacific Coast stations for Avalon cigarettes. Program, to be broadcast 7-7:15 a.m. (P.W.T.), will be fed by KPO, San Francisco, to KFI, Los Angeles, KMD, Fresno, KOMO, Seattle, KHQ, Spokane. Agency is Russell M. Seeds Co., Chicago.

Grade Labeling of 1943 Pack Required Under OPA Orders

Rep. Halleck Seeks Inquiry Into Regulations of WPB and OPA Covering Marketing Methods

New Corporation Would Buy WKBB

NEW CORPORATION WOULD BUY WKBB

NEW corporation composed of local businessmen and a finance organization has been founded to take over the interests of the WPB of Dubuque. Mr. Klorer, owner of WKBB, Dubuque, it was revealed Feb. 4 when an application for the sale of the station was filed with the FCC. Sale price would be $25,000.

Mr. Klorer, president of the National Federation of Plant Personnel, which was entirely in war work, had revealed his intention to retire from radio. December an outside offer would be made, and WKBB would go off the air, but later notified the FCC that he was reconsidering [Broadcasting, Jan. 11, 1943].

The new corporation was organized by James D. Carpenter, station manager. It is controlled by Interstate Finance Corp., which holds 50% of the stock, and has two members on the board of directors. Officers would be: Charles F. Land, local retail furrier, and finance company vice-president; Mr. Carpenter, vice-president and director; and O. F. Christofferson, controller of Interstate Finance, secretary-treasurer; A. A. Hauptli, president of Interstate Finance Co., director; and D. B. Cassat, general manager of Interstate Finance, director.

The remaining 50% of WKBB stock would be split 22 ways with Mr. Carpenter holding 7.15%. WKBB, a blue affiliate operating on 1490-kilocycle frequency, was the participant in the celebrated "free competition" case in the Supreme Court.

Radio Draft Policy Remains Unaltered

Current Procedure Unaffected By Revised 'Necessary' List

RECENT REVISION of the Selective Service Occupational Bulletsines and drafts lists last month and listing more jobs in broadcasting as essential, including station managers, program directors and district supervisors, as well as technical and office personnel [Broadcasting, Feb. 1], will have little effect on current procedure in requesting deferment for key employees, New York station managers and personnel executives said last week. They added that the expanded list might bolster up some of their pleas, however, by showing that the Government agrees with the broadcaster that certain individuals are necessary in this essential industry.

Salesmen Held Essential

There was general agreement that in asking deferment more stress was placed on the essentiality of a personal service in time of war and on the importance of the individual to his station or network than on the presence or absence of his job on the essentiality list. The personal men said that they would neither ask for deferment for any man, just because his job was listed, nor refrain from requesting it if his name was not listed, but that his true value to the station or network operation would be the basis of any appeal.

One personnel director pointed out that a good salesman or sales promotion man might readily be as essential to a station's ability to render meritorious service to its community as a station manager or chief engineer, as long as the American system of broadcasting, supported by revenue from commercial programs, is maintained.

Besides pointing out that an attorney who is able to interpret and comply with the numerous Government regulations is often a station's most essential employee, though lawyers, like sales and sales promotion men, are not included on the official list.

Another station executive reported that everyone seems to realize that the draft boards will continue maintaining broadcasting service except the draft boards, stating that his station had lost two engineers to the Army within the last week, both wives of draft-eligible employees, the station's appeals for their deferment.

It was predicted that the Feb. 2 warning of the War Manpower Commission between 15 and 38 in certain occupations will be drafted, regardless of dependency, by spring unless they found jobs meanwhile in more essential industries, including broadcasting, may result in increased applications for employment at radio stations. No special increase was reported last week in New York.

(Continued on page 40)
WE Must BE GOOD
to turn in a performance like this!

We could go about tootin' our own horn—but it wouldn’t make half as pretty music as a couple of plain and simple facts that we’ve rounded up. Are you listenin’? . . .

From September 15th to December 15th, 1942, WHOM did its darndest to help the War Bond Sale Campaign over the air waves. And—hold on to your hats—here’s what happened . . .

Over this 3-month period, WHOM heaped up the phenomenal total of $1,553,675 in direct bond sales (not pledges or phone orders) . . . or over 40 times the average showing of all stations! Exactly 10,571 individuals of foreign extraction—Jewish, Italian, Polish, German, Spanish, Lithuanian, Greek—traveled an average of 15.4 miles (with cash in pocket), passing other bond-selling points galore—to make their purchases direct at WHOM’s studio in New York. The amount of the average sale was $141.11 . . . or three times the Federal Reserve average for the country. (One affluent listener toddled in and shelled out $5200 cold cash!) That means one thing: our listeners have confidence in us!

Want MORE Starting Statistics? . . . We’ve plenty . . .

Frinstance . . . a few WHOM announcements requesting contributions to the March of Dimes brought in a deluge of jack that totalled over $11,000 in 10 days time.

So—what does it all prove?

It proves that WHOM has the audience . . . that the audience has money to spend . . . and that this huge mass of buying-populace follows WHOM’s messages just as eagerly as all those kids followed the Pied Piper.

This kind of listener loyalty has paid big dividends to advertisers using WHOM.

THE "BESTSELLER" TO APPROXIMATELY 5 MILLION FOREIGN LANGUAGE LISTENERS IN THE N.Y. MARKET

WHOM

AMERICA’S LEADING FOREIGN LANGUAGE STATION

NEW YORK OFFICE AND STUDIOS—29 W. 57th St.; Joseph Lang, Manager
Monopoly Arguments Set for Feb. 10

Final Briefs Are Filed; Mid-March Decision Expected

THE FATE of the FCC’s explosive network monopoly regulations, in litigation for nearly two years, probably will be decided by the Supreme Court by mid-March. It was indicated last week with the filing of final briefs and the scheduling of argument for Feb. 10. Court attaches that a case of this importance, brought under the Urgent Deficiencies Act, would be given right of way, with the decision forthcoming within a month following argument.

FCC Denies Ruinous Results

Last Wednesday reply briefs were filed in behalf of the FCC and Mutual, which support the Commission’s position. Two additional briefs, filed another curse (as friends of the court), also were submitted—by the American Assn. of Advertising Agencies, which vigorously opposed the Commission’s regulations and saw dire consequences to commercial broadcasting, and by the American Civil Liberties Union, which upheld the FCC’s position as called for diversity and increased competition in network operations.

Charles F. O’Flah, the Solicitor General, personally is expected to argue the case for the Government. Charles Evans Hughes Jr., CBS chief counsel, and John T. Cahill, NBC’s head attorney, will argue for those networks.

The FCC, in its reply brief filed by the Solicitor General and Charles R. Denny Jr., FCC general counsel, staunchly upheld the legality of its regulations and discounted the ruinous results predicted by the appellants. The appeals of NBC and CBS are from the decision of the three-judge statutory court in New York, upholding the FCC’s contention of authority to issue the regulations, touching innermost phases of network-station business and contractual obligations and in effect making all stations free agents in their network dealings.

Net Crumbling Foreseen

Other Government attorneys on the brief are Robert L. Stern, Victor Budney, Richard S. Salant, of the Solicitor’s office, and Harry M. Plotkin, Daniel W. Meyer and Max Goldman, FCC attorneys.

Previously, the court was in receipt of the briefs of NBC and CBS, both of which predicted disintegration of network operation as it is known today as the ultimate effect of the proposed rules, and of the Association of National Advertisers opposing the regulations as ruinous of present-day broadcasting and as tending toward creation of the very type of monopoly the FCC majority held it sought to break up [BROADCASTING, Jan. 25].

The FCC brief, covering approximately 150 pages, was the most voluminous of those filed. It recited a case history of the proceedings from the beginning of the network monopoly inquiry in 1938. Claiming not only that the Congressional intent was observed to the letter and that final decision with the FCC within the Communications Act, the FCC disputed every contention made by NBC and CBS of undue interference with the ability of the broadcasting industry to serve public interest. It contended, on the other hand, that greater opportunity would be permitted for stations and networks alike to serve public interest and that the way would be open for additional competition, which would inure to the public good.

AAA Predicts Destruction

In infinite detail, the FCC unfolded the highest tribunal a case history of network broadcasting, the manner in which networks function, a break-down of revenues and profits, and in fact every phase of network-station relations. In brief, the FCC contended that in 1938, at the time provision was made in the Communications Act, the FCC was aware of the way its stations might be barred from enforcement of the regulations, and it was aware that the FCC’s regulations would result from enforcement of the rules, particularly that banning of network contracts that would enable a single network to occupy a “powerfully entrenched monopolistic position” contrary to the public convenience, it stated. The vigorously-worded brief was filed together with a motion for leave to intervene as a friend of the court. With this action, AAAA, as spokesman for the country’s advertising agencies, joined ANA in protesting application of the regulations.

‘Competition Stifled’—MBS

MBS, in a 20-page brief, contended that the regulations of the Commission were neither arbitrary nor capricious. It was filed by Louis G. Caldwell, chief counsel, and Percy H. Russell, MBS’s associate, and Leon Lauterstein and Emanuel Dannett, of New York, WOR-Mutual counsel.

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Mutual held it was under severe handicaps due to the restrictive provisions of the contracts held by the other network companies, and, in particular, the exclusive option-time provision and the network exclusivity clause (which NBC since has dropped). It pointed out that many of its affiliates are also affiliates of other networks and that in a large number of important cities Mutual is “effectively barred” from entry on any terms as a result of CBS contracts which prohibit its stations from carrying programs on another network.

Mutual contends that restrictive features in the major network contracts “effectively stifle competition.” It cited these features as (1) those which bar the affiliate from broading programs of any other network organization; (2) provisions by which the affiliate grants the network an exclusive option exercisable on 28 days’ notice, and (3) provisions by which the term of such contracts is fixed at a period of five years or more.

Moreover, it held the ownership by the other networks of stations in certain cities having less than four fulltime stations has the same restrictive effect.

Claims ‘Super-Network’

Attacking the appellants’ position that the regulations would destroy network broadcasting, Mutual claimed that no insuperable obstacles are placed in the way of maintaining network service on a “first call” basis. It stated that BLUE progress might be adversely affected in that cities served by less than four fulltime stations it be forth would be deprived of its power to present its affiliates in such cities from accepting and assuring the continuous broadcasting of commercials, provided by the five networks. Since most of the more desirable hours are already in use over NBC and CBS, it said in most instances the competition would be reduced to that between BLUE and Mutual.

Answering the appellants’ argument that the regulations would have the effect of creating a super-network of high-powered stations, Mutual said two such “super-networks” already exist, by virtue of the presence of 21 clear channel stations of over-50,000 watts on NBC and 20 on CBS. BLUE has six and Mutual two, one each.

American Civil Liberties Union, in a brief cited Homer S. Cummings, former Attorney General; Morris L. Ernst, Benjamin S. Kirsh, William Draper Lewis and Harriet F. Filpil, urged the court to sustain the lower court holding that those regulations require the removal of “artificial impediments to diversity over the radio”. The attorneys held the challenged regulations are appropriate to that end.

Calls for Competition

Citing the importance of radio as a medium of communication, the Union said that because of the overwhelming coverage of radio, diversity of control over what goes over the airwaves is particularly vital.

Bad as it might be for 10 or 12 or 20 men to have the absolute power (Continued on page 45)
Number Sixteen goes up the Mast

People are not in the habit of trusting someone else with a highly prized possession unless they have faith in that someone else.

That is why we are proud of the fact that practically every organization in this area which has won the Army-Navy Production Award has bought time on WGAR exclusively to broadcast the ceremonies.

Recently, upon helping employees of The Bryant Heater Company (and the famed Bryant pup) raise the "E" flag on their mast, we chalked up the sixteenth such ceremony which WGAR has been chosen to air.

All of these broadcasts are pointed to aid the war effort...to turn workers from nonessential labor toward the war plants, to encourage war bond purchases by the public through demonstrating how invested dollars are being turned into arms.

These WGAR programs may not win the war, but they will help.

P.S.—Six other Cleveland industrial firms are sponsoring regular broadcasts over WGAR to recruit man power, aid in employee and public relations, keep alive product names.
**Nazi Decree**

DEATH has been ordered for any person in German occupied Southern Greece found with radio sets, or transporting radio parts, the Greek Office of Information said last week. Frequent acts of sabotage instigated the Nazi edict.

**W-E Co. Alcan Feat**

WESTERN ELECTRIC Co., New York, achieved a miracle last autumn when it produced 14 tons of intricate communications equipment for the new Alaska-Canada Army Highway in 26 days instead of the 26 weeks normally required. A 442-mile telephone circuit was completed in record time for the Alcan project between Edmonton, Alberta, and Dawson Creek, B. C., the southern terminus of the highway.

**Score: 301,464 Pennies**

301,464 was the total count Feb. 3 of pennies received by Mrs. Dennis Mullan, Staten Island housewife who muffed a Truth or Consequences question Jan. 28 on NBC and was told to bear the consequences of pennies from listeners who wished to send them to help buy War Bonds for her son Harold, a 17-year-old Marine.

**Action!**

When the Marines land on a South Pacific island, that's action!

When you schedule your advertising over WSIX, you get action, too.

Case histories show how WSIX pulls. For example, one $1.00 item made 1,810 mail sales recently with a small spot schedule.

Get action — put WSIX to work on your spring schedule.

**Committee Named To Guide Ad Study**

**Progress Group to Supervise Business Leader's Survey**

HOWARD HUSTON, assistant to the president, American Cyanamid Co., has been appointed chairman of the recently organized progress committee of the Advertising Study, an appraisal of advertising as an instrument of American economic development, sponsored by a group of leading business executives who have engaged the National Industrial Conference Board to conduct the research in connection with the project [BROADCASTING, Jan. 4].

Other members of the Progress Committee, which will act for the sponsoring group in supervising the course of the survey, are: Karl W. Fischer, land and tax commissioner, Burlington Lines; Harold Hall, business manager, *New York Times*; Fred Heasley, vice-president and director of advertising, Curtis Publishing Co.; Arthur W. Page, vice-president, American Telephone & Telegraph Co.; G. Edward Pendray, assistant to the president, Westinghouse Electric & Mfg. Co.; Barry Rumble, research director, NBC; Don Smith, advertising and publicity manager, Wilson & Co.; Dr. Alonzo E. Taylor, General Mills.

**Killifer Is Secretary**

D. H. Killifer, public relations counsel, has been appointed executive secretary of the committee, which has established headquarters at 60 E. 42nd St., New York.

Sponsors of the advertising study are planning to expend approximately $200,000 for the project, half for the research and the remainder for the presentation of the results in popular form. More than one-third of the required funds have already been pledged, it was announced last week, with advertisers, agencies and advertising media all contributing. Announcement stated that "small contributions, roughly proportioned to advertising expenditures in comes, are preferred to large sums in order to insure the complete independence of the study from dominance."

**Top Tunes Listed**

LAST WEEK'S top tunes from the standpoint of network performances were: *There Are Such Things, You'd Be So Nice to Come Home To, I Had the Craziest Dream, Brazil, and Moonlight Becomes You*, according to the audience coverage report of the radio division of the Office of Research, headed by Mr. John W. Pettman. The Index of performances is based on total number of performances heard and reported in New York, Chicago and Los Angeles during the week; the estimated number of additional station-uses on network programs, and the relative size of listening audiences as estimated from sets-in-use ratings per program and per time period.
... but They Can't
Imitate an American!

Political and industrial leaders in recent months have been making great use of the phrase, "Know-How." But no one has bothered to explain it.

American Know-How is a combination of things. It is our conglomeration of races, welded together by a great national spirit. It is American training in mechanics; it is the millions of American boys who drive automobiles and work with tools, who play with electric trains and make model airplanes. It is our system of education, giving to each boy the training needed to enable him to take his part in our national industrial economy. It is that economy itself... an economy of free enterprise wherein every boy has a chance to become a Henry Ford, a Walter Chrysler, a Thomas Edison. It is the American system of incentive, which permits even the lowest laborer to become foreman, superintendent, or president of his company. It is the ability of the man in the American factory to do things just a little bit better than any other man in the world can do them.

And it is American industrial management, fitting into their proper niches the men of the country, determining who shall direct the operation, surrounding itself with engineers and chemists and tool designers and purchasing agents and specifications clerks, each with a definite job to do. It is the ability of American management to select the right man for the right job, whether that man come from our technical colleges or from the ranks and files of factory employees.

In time of peace—because of American Know-How—Detroit and Pittsburgh and Akron supplied the world with automobiles and steel and tires. No other country could compete successfully against American maker of airplanes, washing machines, radios or mechanical refrigerators.

Our scientists and engineers out-designed our competition in foreign fields, our sales departments out-sold them, our factory men out-produced them.

This is a mechanical war. American Know-How which placed this country far ahead of its competitors in peacetime mechanical production, will turn out more war materials per man and per factory and will win the war. Our enemies had a big start on us. But the imitators never can equal the originators.

And our foes are imitators... Germans and Japs alike.

In peacetime they imitated all our mechanical goods. The best automobile Germany had was one designed in Detroit. The company producing it was a Detroit-owned company. The best airplane engine they had was one designed in Hartford five years ago. Because they froze production of it... didn't change the model... they were able to turn out these motors in great quantities. Today we have reached and passed their highest production with an improved model. And we are just starting!

It is the Hitler creed that no one not a German can be a good chemist or a good engineer. He limits his Know-How to people of the German race alone. In America we are a mixed race. The adventurous of all the peoples of Europe have come to this country because they believe in the American system of free enterprise. We have assimilated them and made them Americans. We have granted them the same opportunities to advance that belong to us who have long lived here.

This is American Know-How. This and the flaming spirit of freedom which democracy begets... the spirit which makes our boys in uniform better than any other soldiers in the world... because they are fighting for freedom.

With this spirit, backed by American industry's Know-How, we shall win this war!

O'Neil
President
THE GENERAL TIRE & RUBBER COMPANY, AKRON, O. and THE YANKEE NETWORK, INC.
$500,000 Campaign Is Started by Wise
Publishing Firm Promoting In Participating Programs

AFTER EXTENSIVE testing of radio for 2½ years, Wm. Wise & Sons, New York publisher, has decided to spend $500,000 during 1943, using five-minute quarter-hour and women's participation programs for its varied publications. Huber Howe & Sons, New York, is placing the entire campaign.


Station list for Modern Home Physician follows:

CKLW KALF KBFB KGK KCD KLX KVOX KEX WBNW WJSY WFXL

The book on knitting and crocheting is promoted on:

CKLF KBFB KGK KCD KLR KVOX KEX WBNW WJSY WFXL

The World's Great Books is scheduled on:

FKBFB CKLW KGK KCD KLR KVOX KEX WBNW WJSY WFXL

Orderly Despite Fire

AN AUDIENCE of 400 at the CBS program Only Yesterday, last Thursday, was maintained at the CBS' Radio Theatre 3 on Broadway, New York, despite a fire back stage, which resulted from a short circuit in the lighting equipment in the Dress box. The fire started at 10:25 p.m. near the end of the broadcast. Benny Rubin requested the audience to file out in good order, and no confusion occurred.

House Resolution Demands That Navy
Furnish Report on Status of Winchell

DEMANDS that the Secretary of the Navy be directed to furnish Congress a report on the status of Lt. Com. Walter Winchell, USN, as a result of Winchell's Jergen's Journal on the BLUE Jan. 31, are contained in a resolution (HR 690) introduced last week in the House by Rep. Hoffman (R-Mich.).

During the "now-for-the-mail-as-the-time-will-allow" portion of the close of his broadcast, Winchell allegedly said, according to a transcript of the program: "You bet I'm prejudiced against those in high office who guessed so wrong before Pearl Harbor. They're still guessing wrong. I'm not in the least comforted by their confessions of ignorance. What worries me most are all those damn fools who re-elected them."

The following day Reps. Keefe (R-Wis.) and Bradley (R-Mich.) took exception to Winchell's broadcast cast on the floor of the House. Asserting he "supposed that the rules and regulations of the Communications Commission prohibited the use of profanity and the utterance of sentiments calculated to stir up hatred and disunity on the radio", Rep. Keefe, declared: "It seems to me, Mr. Winchell, that you owe an apology to the people of America."

Rep. Bradley, speaking of the Winchell broadcast, demanded: "How much longer are you going to permit this man Winchell to get away with that stuff and violate the regulations of the FCC with impunity?"

Rep. Hoffman said: "It is doubtful if it is good salesmanship to tell prospective customers that they are dumb. Walter told us last Sunday that there were some 14,000,000 damn fools in America who voted for Members of Congress. I wonder whether he thinks he is going to persuade any of those 14,000,000 to buy that lotion sold by his sponsors?"

Specifically, Rep. Hoffman's resolution asks the Secretary of the Navy if Navy officers are subject to section 1534, title 10, U. S. Codes which provides that "an officer who uses contemptuous or disrespectful words against . . . the Congress of the United States shall be dismissed from the service or the other punishment as a court martial may direct." If not, is there any "Federal statute or rule or regulation of the Navy of similar importance?"

Referring to several of Winchell's alleged statements both on the air and in published articles, the resolution demands to know "whether any action has been taken by the Navy or any officer thereof to punish the said Walter Winchell for making such statements, or to put an end to the making of such statements?"

With reference to his Jan. 31 broadcast the resolution asks: "During the month of January 1943 was Walter Winchell an officer in the United States Navy? And, if he was, what was his rank? If Walter Winchell was an officer in the United States Navy during January 1943 did he, on Jan. 31, 1943, in a radio broadcast, or in his column as printed, in substance refer to American citizens who voted for certain Representatives in Congress as 'damned fools who voted for them?'"

Rep. Hoffman seeks Winchell's complete record as a Naval officer for 1941 and 1942 and his assignment of duties.

Daly To London;
OTHER CBS SHIFTS

JOHN DALY, CBS news analyst and narrator on Report to the Nation, has been assigned to the network's London bureau as correspondent, according to a statement announced last week by Paul W. White, CBS director of news broadcasts, who revealed several changes in the personnel of CBS' world news coverage.

Replacing Daly on Report to the Nation as an on-the-spot reporter on The World Today, is Douglas Edwards. Returning to New York for a vacation is Winchell, CBS' correspondent in Cairo, and William J. Dunn, chief of CBS Far Eastern news correspondents, stationed in Shanghai.

Farnsworth Fowle, who has been heard on CBS from Ankara, Turkey, takes over in Cairo, while George Moorad, American Red Cross press representative, assumes Dunn's assignment.

Damm Made V-P

WALTER J. DAMM, general manager of WTMJ, Milwaukee, has been elected a vice-president of the Journal Co. He will continue as general manager of the Dr. M. R. Damm, former NAB president and acting chief of industry affairs, joined the Journal in 1916 and has served in the advertising, research and production departments. Since the establishment of WTMJ in 1925, he has specialized in the advertising charge of all the Journal's radio activities, including FM and development of television.

Seay Heads WOL Sales

HENRY V. SEAY of the advertising department of WOL, Detroit, has been appointed sales manager, replacing James Fishback, resigned. Mr. Seay, born in Virginia, started his advertising career on the Detroit Free Press in the national advertising and merchandising department. He next moved to the advertising department of WWJ, Detroit, and in 1931 joined the commercial department of WOL. He is married and has one son.

Vinylite Unchanged

VINYLITE allocations for February expired on January 31, when small quantities were available for commercial recorders, according to WPB officials. Numerical figures on the Vinylite supply are considered a military secret since a great percentage of the nation's production goes to raincoats and other supplies for the Armed Forces.
The war has cost broadcasters many trained news editors and writers. For their news programs, they often must get along as best they can with inexperienced men. They are caught green-handed.

But with United Press radio news copy to rely upon, this is no handicap. For United Press gives its clients the benefit of all the know-how of radio news writing and editing that seven years of experience have developed. The United Press radio wire gives broadcasters daily nine 5-minute news digests and seven 15-minute news summaries—sixteen complete newscasts, delivered on fixed schedule, ready for broadcast without rehandling.

So long as it receives United Press service, any station—even though green-handed—can assure its listeners of radio’s foremost news coverage.

United Press

FOREMOST BECAUSE IT OFFERS MOST
Good Taste Copy Is CBC Standard
Thomson Rules Commercials Must Be Inoffensive

GOOD TASTE is emphasized in a new standard for radio advertising announced recently by the Canadian Broadcasting Corporation. "All advertising matter and commercial announcements shall be of such character that they can be freely introduced into a mixed company of adults and children as a subject of ordinary conversation," said Dr. James S. Thomson, CBC general manager, who urged private stations also accept the new standards.

"The distinctive character of radio," he added, "has determined the adoption of this ruling. Radio is principally a medium of communication directed in the Canadian home; the family circle is the normal listening group. We have therefore to maintain canons of good taste that are in line with the finest standards of home life."

Dr. Thomson pointed out that under the Canadian Broadcasting Code it was to make regulations to determine the proportion devoted to advertising in programs broadcast by stations of the corporation or by private stations, and to control the character of such advertising."

Announcement is in line with Dr. Thomson's views on advertising as expressed in a paper, "The New Policy for Radio" which he presented to the CBC Board of Governors while a member of the Board and in line with his first statement following his appointment [Broadcasting, Sept. 7, 1942], in which he said "the whole question of advertising in radio should be reviewed and perhaps overhauled".

Canadian WIB Shifts
SEVERAL changes in executive personnel of the Canadian War Information Bureau have been announced by Charles L. Vining, chairman. John Grierson, Canadian film commissioner, has been appointed general manager of WIB. Campbell L. Smart, formerly with Cockfield Brown & Co., Ltd., Montreal advertising agency, has resigned as head of the external branch. Before joining the WIB he was with the British Ministry of Information, New York. Frank Ryan, on loan from Hudson's Bay Co., which he served as public relations director, has been placed in temporary charge of Canada's foreign propaganda. Mr. Ryan is in addition to CKLW, Windsor. Chairman Vining is expected to resign shortly because of ill health.

WPB Releasing Instruments
MORE than 50% of musical instruments frozen by WPB Jan. 1, 1942, have been released for civilian consumption. Nearly 10,000 B-flat clarinets, 10,000 bugles, and 10,000 trumpets were included among the 40,000 instruments sold between early September and Jan. 18, 1943. Non-metal instruments—violins, guitars, ukuleles—were not included in the freeze.

THE 20 BEST RADIO ADS
Kansas State Professor Lists His Choices of Best Copy Last Year

The survey of which this is a summary was undertaken by Prof. H. H. Heberer of his own accord and without any previous arrangement with, or knowledge of, Broadcast Advertising. It covered all trade journals in which radio stations and networks placed advertising last year. Prof. Heberer made a similar survey last year [Broadcast Advertising, March 30, 1942].

By H. M. HEBERER
Professor of Radio Advertising
Kansas State University, Agricultural and Applied Science

UNLIKE many another advertiser, radio stations during 1942 still had plenty to sell. Priorities and rationing have not cut into radio time. "Time for Sale" was the predominant theme used to promote stations in their trade journal advertising program the past year. Coverage, public service, success stories, local program availabilities, ads in any available markets also served as copy. And there was some "war effort" copy. But for the most part stations used comparatively little space telling what they were doing to help win the war.

These conclusions were reached in attempting to find the 20 best station advertisements which appeared during 1942 in the various trade papers. In order to give equal opportunity to all stations and networks in the networks of the "best" ads the networks were divided into two groups: National and Regional; the stations into three groups, according to power: Those using over 10,000 w., those using between 5,000 and 10,000 w., and those using less than 5,000 w.

In this way the advertisements which were finally selected represent three national networks, two regional networks, seven stations over 10,000 w., four stations using between 5,000 and 10,000 w., and three stations using under 5,000 w. In addition, Special Mention was given an ad which fell into none of these classifications. It was used to advertise stations which are not a network but which are under one management.

No attempt was made to limit the number of ads in any group, but it was decided not to use more than one ad representing any network or station. No comparison was made of the ads in any group or between those in the various groups.

The following ads have been selected:

NATIONAL NETWORKS

Columbia Broadcasting System . . . It's Right in His Lap. Effective use of a photograph to illustrate the copy which deals with the Average American and his relation to radio.

Mutual Broadcasting System . . . Oh, To Be on Mutual! . . . Use clever cartoon and big ad.

Copy listed some advertisers on the network.

National Broadcasting Co. . . . NBC Announces a 105' Full Network Discount. Using rod and black, this formalised ad was a straightforward presentation of the network's discount plan.

REGIONAL NETWORKS


Radio Network . . . There's Music in the Air. A bar of "Home Sweet Home" superimposed on a photograph illustrated effectively the copy's "acceptance in New England homes" appeal.

REPRESENTING STATIONS OVER 10,000 WATTS

KFI . . . Do Not Twist the Dial, Mother. Any appeal with photograph of bomb laying eggs. Copy emphasizes local coverage.


WNYC . . . I Understand You're Interested in the Caketails. Cartoon and headline eye-catchers used to punch across colloquial copy concerning station's coverage.

WLJ . . . Morning Merchandise-Able Area. Colored coverage map combined with nostalgic rural scene and copy about potential morning listeners.

WOR . . . Map of Guaranteed Area. "In the manner of Treasure Island" coverage map. Copy consists of brief explanation that ad is not "smart" and forty word statement of coverage.

WSM . . . The Fifth Estate. A segment of simple ads using the same format but with changed copy on the theme of radio's place in America today.

STATIONS FROM 5,000 TO 10,000 WATTS


WFLA . . . Announcement of debut as a 5,000 watt station. Direct appeal to copy of "birthday" type—"John E. Lee, using the General's picture as on-eye-catcher.


STATIONS UNDER 5,000 WATTS

KPRU . . . Name It and Win. Effective small ad using question and answer to emphasize station's location.

WHIZ . . . An effective ad using copy interspersed with small cartoons to point out value of 256 w. watt station.

WOKX . . . Everything Points to Rockford. Good display of opportunities in local market.

SPECIAL MENTION

WJR and WGR . . . Controllieren Sie das Mikrophon! Dramatic headline and illustration with copy urging radio's usefulness in the war.

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Broadcasting • Broadcast Advertising
In radio, too, it's usually wasteful to cover the whole countryside when you can hit the big market with one economical station. The big market we're talking about is Baltimore. Today the nation's 6th largest city. You can take a bead on it... and not miss!

You do it by loading your sales gun with WFBR. When you pull the trigger... smart advertisers have learned something happens:

You cover Baltimore with a radio intensity known to few cities so big. You don't waste your shot all over Pennsylvania, New Jersey, Virginia, Delaware and West Virginia with stepped-up wattage.

In the first place, hopped-up signals cost you money. In the second place, you may not have sales in those surrounding states. And in the third place, if your goods are available in those scattered states... you're probably buying economical time on those local radio stations that have their own loyal listeners.

Baltimore, with WFBR, is always good hunting. Now more than ever... with payrolls at a new peak... WFBR is your buy.
Florida Broadcaster Criticizes OWI For Sending Lengthy Wire of Thanks

EDITOR'S NOTE: The following letter was sent by S. O. Ward, owner of WDKL, Lakeland, Fla., to Elmer Davis, Director of OWI Jan. 29, after the broadcaster received OWI's form "thank you" telegram of a fortnight ago. Mr. Ward wrote Broadcasting that the smaller stations did not want the Government to buy time — even though it may buy newspaper space — but asks that station manpower should not be drafted indiscriminately.

Here is Mr. Ward's letter in full:

Dear Mr. Davis:

This letter will acknowledge receipt of your long telegram of thanks for our cooperation in connection with the broadcasting of the various war information activities.

This station is giving all the time requested of us to Government announcements and programs. This station will continue to be available to our Government. We are indeed happy to be living in a country where we can do this.

Costly Message

In spite of our desire to be of service to our country, it is most galling to us to receive a long, 80-word telegram that cost from $1.50 to $2 to send, the sole purpose of which was to thank us for our cooperation and time. A 3-cent letter would have carried the message and the Government prints the stamps. You spent $1.50 or more with Western Union to thank us for carrying free transcribed programs that you paid the transcribing companies to make and the express company to deliver to us. We run them free, fill a lot of forms, pay the transcribers to the proper sources, everyone is paid for their part except the radio station. We, the radio stations of USA give and give free radio time for Government messages and our competitors, the newspapers, receive pay advertisement for many of the same messages. The selective system drafts every available employee we have of draft age — we are classified as an essential industry, yet all our men are drafted without any consideration as to whether or not we can continue operation. The draft boards take our engineers and act as though they think others can be picked up off the streets as you would a grocery store clerk. It takes training for a radio man. Even an announcer must have experience and training to be acceptable to our advertisers, who keep us in business.

No, I do not want pay from our Government for its messages. All I want is some consideration and recognition from our draft system in the way of permitting us to keep men essential to our continued operation. (1) We, the small radio stations, would appreciate thanks for our cooperation and service ex-

Florida Broadcaster Criticizes OWI For Sending Lengthy Wire of Thanks

pressed by letter and not an expensive telegram. (Our personnel must be left alone or we will be forced out of business.) Spend Government money for newspaper advertisements and we will still give our Government free radio time, but don't pay everybody else and then rub it in by thanking us with a long telegram.

(Signed) S. O. Ward

Army Show on CBS

RADIO PREMIERE of Irving Berlin's World War II hit "This is the Army" has been scheduled on CBS as the dramatic offering on the Feb. 22 broadcast of Lux Radio Theatre, sponsored by Lever Bros. Co., Cambridge. Included in the original all-soldier cast in starring roles are Ezra Stone, well known as "Henry Aldrich" prior to going into the Army, and the composer-creator of the musical show, Irving Berlin. Cecil B. de Mille will produce and direct the radio version. All money realized from the broadcast will be turned over to the Army Emergency Relief fund.

U. S.-British Service

DIRECT radiotelegraph service between the United States and Great Britain was opened Feb. 1 by Mackay Radio & Telegraph Co., New York, and Cable & Wireless Ltd., London. Admiral Luke McNamara, president of Mackay, exchanged greetings with Sir Edward Willham, managing director of Cable & Wireless, to open the service. All types of commercial telegraph services will be handled on the circuit, the 14th international radiotelegraph circuit to be established by Mackay since the United States entered the war.

THE RADIO

RADIO'S POETRY appealed to the "any something" of 17-year-old John C. Fehlandt Jr., son of Fehlandt Sr., vice-president of the Russell C. Fehlandt Ad Co., Kansas City, during his high school days. The poem was found among the son's papers recently after he had gone to college and began a publication because of its present aptness.

News bureau for the world;
Entertainer of millions;
Employer of thousands —
You're in the streets — a giant
Once loud and demanding;
Then soft and pleasant.
From your deep resounding throat
Pours a golden flood of melody.
Surrounding each listener
With a softly flowing moan.
Then hard and crisp.
Comes a voice carrying
News good or bad from far and near.
A station breath;
A change of pace.
And now we find
Loud and noisy laughter
To be the order of the race.
From your hard metallic core
Hastening and raucous,
Softly crooning
Comes the beauty and the humor
Of the land we all adore.

John C. Fehlandt, Jr.
RADIONICS
THE MIRACLE INDUSTRY
Goes full speed ahead for Victory

Exactly what Zenith is making is a military secret, but we can tell you we are dealing with the thing we know best, Radionics exclusively.


It should be a source of real satisfaction to Zenith dealers to know that Zenith is producing war radio and Radionic apparatus in great quantity for our armed forces; learning and perfecting much that will mean a real contribution to post-war radio.

Zenith prefers to speak conservatively of this war experience, and to promise conservatively for the future. But Zenith does promise that every ounce of energy, ingenuity and inventiveness that has been put forth to create war radionic devices, will later be channeled into the making of a superb peacetime Zenith Radio line, once the war is won and civilian production resumed.

ZENITH RADIO CORPORATION
Chicago, Illinois

BETTER THAN CASH
U. S. WAR SAVINGS
STAMPS AND BONDS
A & S Gold Medal Awarded LaRoche

Crossley, Two Agencies Cited For 1942 Contributions

FOR DISTINGUISHED services to advertising and for his efforts on behalf of advertising in wartime through the Advertising Council, Chester J. La-Roche, chairman of the board of Young & Rubicam, was awarded a gold medal at the annual advertising awards dinner last Friday at the Waldorf-Astoria, given by Advertising & Selling magazine.

Silver medals went to Archibald M. Crossley, president of Crossley Inc., New York radio research firm, and two agencies for their contributions to radio in 1942. Mr. Crossley was cited as "the individual who, by contemporary service, has added to the knowledge of radio advertising"

Medal for "outstanding skill in commercial program production" went to Young & Rubicam for March of Time, sponsored on NBC by Time Inc. For production of The Secret Weapon, sponsored on CBS by Philco Radio & Telev. Corp., a silver medal for "a commercially sponsored program which contributes most to the advancement of radio advertising as a social force" went to Sayre M. Ramsdell & Associates. There was no award this year for "excellence of commercial announcements".

Ten other silver medals and 21 honorable mentions were awarded in five classifications other than radio. In this case, CBS was given honorable mention for its 1941-1942 "Listener Panel Study".

Dinner speakers included Sir Godfrey Haggard, British Consul General; Gardner Cowles Jr., OWI Director of Domestic Operations; and William Reydel, partner of Newell-Emmett Co., New York. Presiding at the awards presenta-

HOUSE ORGAN CUT UP TO PRINTERS

PUBLISHERS of house organs, such as station promotion pieces, are being advised by WPB officials in Washington to consult with their printers over the paper shortage which is likely to develop this year.

Although printers have already suffered a 10% cut in their paper allotment for the first quarter of 1943, the WPB does not expect a marked effect on size or number of house organs. However, paper industry representatives are predicting a more severe cut before the year is over.

As a result of a paper limitation Order L-241, printers are allowed 90% of their 1941 paper requirements. WPB officials point out that they are free to use this paper as they see fit and it is expected that most printers will be able to meet the needs of their regular customers.

BLUE Debate Series

DEBATEES from many of the nation's colleges are currently readying themselves for the Second Series of National Intercollegiate Radio Prize Debates to be conducted from Feb. 15-April 18 under the auspices of the American Economic Foundation in cooperation with the BLUE. Four finalists from among the 261 entrants will appear in New York April 18 on the Wake Up America radio forum, broadcast by BLUE. The top two speakers will receive War Bond prizes.

Emblem Use Challenged

COMPLAINT charging unlawful use of the name and emblem of the American National Red Cross was filed recently by the Federal Trade Commission against Candy Bros. Mfg. Co. and Universal Match Corp., both of St. Louis. Among other things, FTC said the cough drop firm's broadcasts implied a connection with American National Red Cross and that its radio continuities failed to make clear that the manufacturer was Candy Bros.

The largest unduplicated coverage in Maine radio
Centering in Portland where payrolls exceed all records
Where rate of gain in retail sales exceeds that of any other city in America
Over 69% of CBS network commercial programs

5000 WATTS 650 KC
* PORTLAND, MAINE
Army to Set Up Overseas Stations

37 Shortwave Transmitters To Provide AEF Programs

INSTALLATION of 37 shortwave transmitters in foreign countries to provide radio entertainment for American troops overseas is included in plans of the Army's Special Service Division, Maj. Irving Fogel, officer in charge of the New York radio section, disclosed at the Feb. 3 meeting of the Radio Executives Club of New York.

Maj. Fogel explained that through cooperation of the Office of War Information and the Coordinator of Inter-American Affairs, the SSD is sending to the AEF by plane and vessel 20,000 12-inch and 6,000 16-inch recordings and transcriptions a month. A total of 30 domestic commercial programs, with commercial announcements deleted, and 41 half-hour shows are shortwaved weekly from this country.

Many Difficulties

Addition of the 37 transmitters overseas will enable the SSD to better handle its tremendous task of providing entertainment for our troops, said Maj. Fogel. Tracing the development of SSD in the last 10 months, he declared that many difficulties were encountered in getting proper playback equipment to men in isolated spots. He listed the countries in which American troops are now receiving recorded programs.

Lt. Col. Thomas H. A. Lewis, chief of the radio section, information division, SSD, Washington, was scheduled to speak but was unable to attend.

Out-of-town guests included John T. Carey, WIND, Gary; Fred Germaine, WALL, Middletown, N.Y., and John E. Thayer, WWNC, Asheville, N.C.

FOOTE, PIERSO & Co., Newark, has purchased a half-hour on WOR. New York, Feb. 17, for a broadcast of Army-Navy "E" award ceremonies. Account was handled direct.

BOVINE BAWLS were the objects of both Charles Michelson (left), New York sound effects transcription maker, and Rex Brown, KOA farm editor. Michelson wanted to record a cow's "moo" for sound effects. The photo accompanied a recent article about Speedy-Q sound effects in American magazine. Mr. Brown had a different idea in mind. He wanted a champion bull at the Denver National Western Stock Show to say "moo" for the KOA audience. Both animals were unobligingly reticent.

Hollender to OWI

AL HOLLENDER, assistant to president Ralph Atlass, of WIND-WJJD, Gary-Chicago, has been appointed to a post in the overseas branch of the OWI. He will be stationed in New York City. A graduate of the U of Illinois, Hollender has been with the Atlass stations for eight years. Fred Reed, Edward Humphrey will split his duties.

A TRANSCRIPTION explaining the new plans whereby communities buy their own food for lunches in neighboring schools instead of food purchased at headquarters in Washington, is available to stations from their nearest Food Distribution Administration regional office.

Cleanser Series

WYANDOTTE Chemicals Corp., Wyandotte, Mich., on Feb. 8 was to start a 20-week campaign for its Wyandotte cleanser, using one-minute transcriptions 10-15 times weekly on 12 stations. A similar campaign will start in New England later this month, but stations are not yet lined up. Scheduled list includes WWHO WADC WJRE WPIIL WGR WCAE WCPO WOOD-WASH WCOL WFMJ WSPD. Agency is N. W. Ayer & Son, New York.

No Tax Gifts

EMPLOYERS may not pay the 5% Victory Tax on behalf of employees without deducting it from their pay envelope, a joint statement by wage stabilization officials of the Bureau of Internal Revenue and the War Labor Board pointed out recently. Payment of such a tax by the employer constitutes a wage or salary increase, the officials said, and thus requires Government approval under the President's Stabilization order.

Denver Chemical Spots

DENVER CHEMICAL Co., New York, since Jan. 18 has been conducting an intensive campaign for Antiphlogistine, a medicated poultice, using one-minute transcribed announcements, in 12 markets throughout the country. Company continues its six-weekly 10-minute program on WNEW, New York, which began last October. Agency is Badger, Browning & Hersey, New York.
WCKY has the FIFTY GRAND I
"And We Quote..."

"Your signal very strong. I listen to your programs often."
PHILLIP ROCHE
Halifax, N. S., Canada

"Your station comes in evenings better than our locals."
FRANK A. SANLENAS

"WCKY is the most reliable and consistent of out-of-town stations for me."
R. KRIST
New York City

"WCKY puts a strong signal in here all day."
JAMES G. WEDEWER
Dyersville, Iowa

"I hear you better than any other CBS station."
E. L. COX
Winston Salem, N. C.

"Your signal one of the best on the dial day and night."
OLIVER C. LINEBACK
Nelsonville, Tenn.

"WCKY sends the best Cincinnati signal into my radio."
BENNY MILLER
Spring City, Tenn.

"Receive your programs as plain as if I were in Cincinnati."
CARRIE L. MITCHELL
Leesburgh, Fla.

"I am a continuous listener to your station."
AUGUSTIN BENITEZ
Habana, Cuba

"Picked up your 06:00 A. M. broadcast yesterday just before I went to bed last night, at 09:00 P. M. Was surprised to receive your station with such clarity with my ordinary small portable radio, 'way out here in the Solomon Islands, on Guadalcanal."
DON McCAFFERTY, LT., U.S.M.C.
Marine Corps Unit 193
Care A.P.O. San Francisco,

"Your station only American station coming in during summer months."
DESMOND L. LEPIN
New Zealand

"Receive your station on a two tube receiver."
M. ENRIGHT
New Zealand

"Listen frequently to your programs and reception usually very good here at East Base, United States Antarctic Service."
ROBERT PALMER
East Base, Antarctic
Points From Pennies

MORE than a mere million pennies have come from the famous crack that Ralph Edwards made when Mrs. Mullane didn’t know how many. Procter and Gamble, who ran the ad, say that in England, Mrs. Mullane saw the ad and was very impressed.

The false answer that inspired a nation to bury the Mullane household in an avalanche of pennies served also to remind those who frame radio sales messages that it isn’t necessary to swing bludgeons across listeners’ ears.

Mr. Edwards little knew the consequences when he penalized Mrs. Mullane on the Jan. 23 Truth or Consequences program by suggesting that listeners send her one-cent contributions for her 17-year-old boy in the Marines. And the chances are that Procter & Gamble and NBC promptly forgot the matter.

They were forcibly reminded of it, though, when they got a call. On the day following the day the pennies came by the bagful and even truckload. Right now the West Brighton postoffice on Staten Island is bulging at the seams with pennies from the public.

To those who adhere to the theory that you’ve got to slug them hard and often to dent the craniums of a hundred million radio followers, Mrs. Mullane is just another interesting case study. For Mr. Edwards merely made a quick suggestion and went on to the next contestant.

He didn’t tell listeners 10 times to take a pencil and note carefully that Mrs. Mullane, spelled M-U-L-L-A-N-E, lived at West Brighton, spelled W-E-S-T—well, you get the idea. Nor did he add: “Why not write Mrs. Mullane now (M-U-L-L-A-N-E) and send her a penny, only one tiny penny, and remember the address W-E-S-T etc.”

Curiously, one of radio’s worst public kickbacks is coming right now from a knock-em-out pitch that gives all advertising a bad eye. All Americans are chanting about the meritious tunes that are moving to Carnegie Hall. Certainly the American Tobacco Co. is chanting it, and often. But unfortunately the reaction has been brutal. And unfortunately radio is taking the worst rap, though all media catch a share of the socks. Even advertising is getting up the edgels against their own profession, yet the chant goes on and on, just like the jingle about chromatic alteration of the Luckies jacket.

If the advertiser has a message, and if he can interest the listener—if he can meet these basic advertising requirements it won’t be necessary to harangue and harrass the great American public.

Fighting Windmills

OPERATING in parallel with its overall client—industry—advertising underwent the rigors of conversion to war in 1942. All media shifted from normal peacetime pursuits to wartime operations with the single goal of selling democracy and hastening victory.

New lessons were learned. For some media the process was costly. All have been hit in one way or another. Tougher days are ahead, with prospect of further rationing, limiting and other concomitants of full-scale prosecution of modern warfare. Even grade-labeling is upon us, though in its most innocuous form.

The year’s battle, for advertising, appears to have been a drop of 5%. Radio advertising alone shows a gain—6.1% over its 1941 net time sales. This is shown in Broadcasting’s 1942 analysis of industry revenue reported in this issue, and based upon its 1942 Yearbook compilation, now in production. But the gain is not as impressive as it seems at first blush. It was about half the improvement of 13.3% recorded in 1941 over 1940.

Wide proclaimed as radio’s biggest problem for the new year has been the plight of the smaller stations—radio’s so-called ill-fed, ill-clothed one-third. There isn’t any question that smaller stations are in the most precarious position. So it has been with the smaller newspapers and small business generally. The newspaper trade press reports that 70 dailies suspended in 1942. About half suspended and the others went weekly or semi-weekly.

In radio, six stations suspended, with the ultimate reason purely economic. Seven others didn’t follow. Construction permits, or were denied extensions, but these were not mortalities since they weren’t on the air anyway. WJW, the John W. Clarke-Marshall Field station in Chicago, also proposes to turn in its license, but in this case the war-born freeze orders evidently dictated the action.

There’s talk about encouraging national advertisers to low through on smaller outlets to insure their continued operation. Failure to accomplish that, we hear, may force the Government by some means, direct or indirect, to subsidize such stations. That would be a calamity. The reasons are well-known, or should be, to every broadcaster.

Based on available data, it appears that the small station plight is not entirely economic. Probably the greatest headache is manpower. While relief has been afforded in some measure through declaration of radio as an essential industry, local draft boards still are not under rigid mandate to exempt or defer vital station personnel. And we know of no way to prevent smaller station people from “graduating” to the big leagues.

If the Government surveys now being jointly conducted by the FCC and the OWI reveal there are no more “losers” among stations in 1942 than last year (as we now suspect it will) then the problem won’t be as serious as at first thought. Moreover, the records show there are a fixed number of “chronic” losers in poor markets, or markets operated as subsidiaries of other, more substantial operations.

National advertisers won’t buy time or space on a purely elemosny basis. They’re hard-bitten business people, in highly competitive fields. Most of these secondary outlets have something to sell, just as do the smaller newspapers. But they’ve never successfully sold it. Those in impossible markets, otherwise covered, and which have never made money, can only be pegged as poor investments.

In every pursuit, where the fundamentals of earning a living are present and where there is resourceful management, ends are made to meet, whatever the contingency. Otherwise, in wartime peace, it’s simply a case of fighting windmills.

Davis—War Voice

ELMER DAVIS, one of radio’s best known and most authoritative voices, returns to the air. The former radio analyst goes on a regular 15-minute schedule over all networks as Director of the Office of War Information and Government official spokesman.

We know Mr. Davis’ return will be welcomed. His simple, sincere, earthy commentaries won for him perhaps the most consistent audience held by any news analyst. But we believe a mistake has been made in aligning all networks for the series. It amounts to forced listening. Mr. Davis made his reputation over a single network by attracting audience. It seems to us this new series, highly desirable as it is, could be rotated over the several networks, with independent stations tying in wherever feasible.

Universal hookups, in our judgment, should be reserved to the President of the United States, to broadcasts of transcendent importance. They occur spontaneously, as special events. They are the best that radio has to offer. Mr. Davis is entitled to that best, but it seems to us the universal hookup should be reserved for extraordinary occasions. The universal hookup is radio’s loudest voice. If used on regular schedule, its value for special occasions will be lost.

There’s another aspect, too! No matter what degree of care may be exercised, there are bound to be Congressional repercussions. This is a political year. Inevitably, statements made by the President and most spokesman betimes will be challenged by the political opposition. It goes without saying that members of the Senate, and perhaps others in public life, will demand equal treatment from radio.

Broadcasters know that talk in overdoses repels rather than encourages listening. The paramount consideration, if maximum results are to be achieved by broadcasting, is maintenance of balanced schedules.

Subscription Price: $5.00 per year; $15 a copy Copyright, 1943, by Broadcasting Publications, Inc.
BELIEVING in a wider use for "reason why" copy, Hasse- 
well Smith, vice-

BROADCASTING • Broadcast Advertising

PERSONAL NOTES

Hassel Wendell Smith

MICH., as sales and advertising manager. Four years later he moved to Denver and established a sales agency for several eastern dry goods manufacturers. He joined the Buckley-Rogers, Hecht, San Francisco shoe manufacturers, in 1921, but two years later returned to the Kirsch firm in Michigan as assistant to the president in charge of sales and advertising.

Mr. Smith and his family returned to San Francisco in 1930 and for the next two years he held several posts, including one with Hamman-Lesner Adv. During that period Hassel Smith saw the possibilities of radio as an advertising medium and in January 1932 he joined the Don Lee Broadcasting System as sales manager of KFRC, San Francisco.

He joined Long Adv. Service in December 1935, establishing San Francisco offices, and in December 1941 he became affiliated with Botsford, Constantine & Gardner as radio director. Seven months later he was placed in charge of the Los Angeles office and only last December he was elected vice-president in charge of radio. In that capacity he services such accounts as National Biscuit Co. for Western states; Foreman & Clark, chain clothing, as far east as Kansas City; Tillamook County Creamery Assn.; Weilman-Peck Co., food products; and George W. Casswell Co. coffee.

Lanky, 6 feet 2 inches, with brownish grey hair, Hassel Wendell Smith has an easy geniality which has been compared to that of the late Will Rogers. His humor is on the whimsical side.

He married a classmate, Helen Adams, June 24, 1914, at Belve- dere, Ill., following a college romance. The Hassel Smiths currently make their home on a ½ acre garden spot in Montebello, Cal. Their two sons, Hassel Jr., an artist, and Lewis, a commercial

Gardening—and that not limited to vegetables—is Hassel's admitted hobby. His present garden boasts some 250 species of choice roses and every known type of fuchsia. An ardent reader, his tastes follow out college interests and center about social and economic problems of the day. Not a "joiner", Hassel protests that with a strict regimen of work there is little time for recreation outside of reading and plant cultivation, but he admits he loves it!

We Pay Our Respects To —

GEORGE L. MORSOVICS, Pacific Coast area manager of WCBS Hollywood, as guest speaker of the Fresno (Cal.) Rotary Club on Feb. 9. He also is featured in the Advertising Picture under War Conditions.

R. N. SANDERS, time salesman of WNOX, Knoxville, is father of a boy, born Jan. 12.

ADRIAN PLANTER, salesman of WXXO, New York, is the father of a baby girl.

HUGH FELTIS, of Blue station radio station of their own. He is and also division manager of WNBC, New York, is engaged to Phoebe Weinstein, of Harrison, N. Y.

COL. DAVID SARNOFF, president of RCA, spoke Feb. 11 at the monthly meeting of the New York State Commerce Club for "Post-War Horizons" and the program was broad- cast over WJZ, 11:15 p.m.

JOHN W. ELWOOD, general manager of KIP, San Francisco, has been elected a director of San Francisco's Downtown Assn.

M. R. (Dick) TENNERSTEDT, formerly of the Chicago sales staff of William Tell, has returned from the local and spot sales department of NBC Central division, replacing Pres- ident M. Flanigan, recently inducted into the Army.

BEHIND THE MIKE

RICHARD HARKNESS, a morning newscaster on NBC for the past year, begins a five-week vacation program on NBC, 11:15 a.m., originating in Washington. Mr. Harkness came to NBC from WABC Radio in New York, and has been in the Broadcasting Association and the Washington Bureau. He had previously been with UPI, and has been its Chicago and San Francisco m.c.'s, conducts his own orchestra and plays the Novachord.

CAREL, MANNING, a freelance writer who has been doing the Truth or Consequences program on NBC, 1:30-2 p.m. on WNAC, will begin a new program on NBC, 11:15 a.m., originating in Washington. Mr. Harkness has been at the studio of the network this week.
Douglass Young  

Douglass Young, former member of the KTRV Hollywood Matinee Playhouse Guild, was killed in action during the Coral Sea offensive. As a memorial to him, the dramatic group sold enough War Bonds to buy two anti-aircraft guns. Now they are out to sell enough Bonds to buy a bomber, according to Robert Bice, director.

Joseph Piatkiewicz, news writer, and Charles Cornier, accountant, of WGN, Chicago, have recently joined the Army as aviation cedets.

Woodrow Magnussen, program manager of WBIF, Rock Island, is delivering a series of four lectures to the radio-speech classes of Augustana College, Rock Island.

Charles Sebastian, former staff announcer of WBIF, Rock Island, Ill.

Lee Mitchell, producer of WTMF, Chicago, has been appointed assistant program director of the station.

Danny Dee, formerly of NBC, has joined WAGC, New York, as announcer.

Eleanor Boyd Whitelaw, continuity writer and women's program director of WMOR, Mobile, has taken on additional duties as relief announcer. Jim McNamara, announcer, has reported for duty in the Naval Reserve. Frank McKibben, a college student, replaces him.

Bob Shunbaum, announcer of WNOX, Knoxville, Tenn., has joined the staff of WSM, Nashville, newcomers to WNOX include Charlie McCombs, managing director of WSB, Atlanta, and former of the Chicago Board of Education's educational television and audio announcement on mid-west stations.

Frank McLogan, announcer of WJR, Detroit, has reported to the army flying school at Miami, Fla.

Sam Woodall Jr., staff announcer of WYRA, Richmond, Va., is training as an aviation cadet in the Army Air Forces.

Jimmie Bridges, assistant production manager, and Charlie McCarrie, merchandising director of WSB, Atlanta, have reported to Miami Beach, Fla., for training in the Army Air Forces.

Blaine Cornelis, program director of KSL, Salt Lake City, father of a girl, born Jan. 17.

Joyce Halsey has joined the announcing staff of KPTO, Lubbock, Tex., also replacing her brother, Hop, as announcer of the Halsey drug store.

Harold Allen, formerly of WBNS, Columbus, is now active duty in the Navy. His former announcer, is attending Officers' Candidate School at Camp Davis, N. C.

George Dobson, program director of CHUN, Prince Albert, Sask., Canada, is leaving to join the M & C Flower company.

Bernie Barth, announcer of WFL, Philadelphia, and Kathleen Duran, of Sturgis, S. D., have announced their engagement with the wedding set for June. Announcer Ebers of the station's continuity department and Robert Sefried, also have announced their engagement.

Malcolm Childs, freelance announcer and producer, has joined WIJB, Brooklyn, as announcer.

Phil Goulding, announcer of WEEL, Boston, will join the announcing staff of CBS New York on Feb. 1.

William H. Hessler, newscaster of KFI, Los Angeles, California, and one of the WLW commentators who broadcast From the News, a Sunday roundtable discussion of news developments, has received a commission in the U. S. Marine Reserve. He will be attached to Dartmouth College where he will speak in military government. But Ingalls, of the WLW-WSAI entertainment department, is leaving to join the Army.

Larry Walker, formerly of WJOD, Miami, where he and Mrs. Walker broadcast their daily variety program, has joined the announcing staff of WBT, Charlotte, N. C.

Ralph Maddox, production manager of WFAA-KGKO, Dallas, has been made assistant to the program director.

Robert Vendetta, former announcer for WRV, Norfolk, Va., has rejoined the staff of WNOX, Nashville, and has been made assistant program manager.

Dee Kreeger, former program manager of WCCO, Kansas City, has joined the staff of the news director.

Maurice I. Davis, announcer of WSB, Atlanta, has joined the staff of WOAC, Columbia, S. C., as program director.

Charles David, announcer of WOY, New York, has joined the Army Air Forces. Alden Maurino has joined the staff of WABC, New York.

Wilson Edwards, announcer of KFI-KECA, Los Angeles, portrays a sportscaster in the RKO film, "Ladies Day".

Jaye Jones, of Newsday, has joined the NBC news division.

Edward D. Allen Jr., formerly of WGN, Chicago, has joined WNOX, Knoxville, as program director.

Norman Barry, staff announcer of WNOX, Knoxville, Tenn., has been commissioned a lieutenant (j.g.) in the Navy. On Feb. 1 he reported to Dartmouth U.

State Guards at WJAC, Nashville, are (1 to r.): Capt. Oscar Griffin, Operations, 2nd Lt. Robert Madsen, merchandise manager; 1st Lt. Herman Grizzard, announcer; Master Sgt. Charlie Peruski, photographer. These staff members are performing volunteer services in the Tennessee State Guard.

Kay Wosley, continuity editor of WBT, Charlotte, N. C., was married Dec. 4 to Sgt. Thomas Sea Glass, former football star of Tulane U.

Rod Belcher, former news editor of KGVO, Missoula, Mont., now attached to the public relations department of Paine Field, Everett, Wash., John Harmon of the commercial department recently married Virginia Davidson of Spooner, Wis.

Earle S. T. E. E., formerly of WPRO, Providence, and chief announcer of WTHT, Hartford, has joined the announcing staff of WTAG, Worcester.

Joe King, former announcer of WJSV, Washington, has joined the staff of WSYT, New York.

Mrs. Beatrice Goodrich, formerly of the women's department of the Washington Post, has joined the news department of the Washington Post, as assistant director of women's programs.

Mike Goldwire, formerly with the Macon office of the U. S. Employment Service, and Bill Brownlee, of Atlanta, have joined the announcing staff of WBML, Macon.

Charles David, announcer of WOV, New York, has joined the Army Air Force. Alden Maurino has joined the staff of WABC, New York.

Wilson Edwards, announcer of KFI-KECA, Los Angeles, portrays a sportscaster in the RKO film, "Ladies Day".

Jaye Jones, of the guest relations department of NBC central division, has joined the NBC news division.

Edward D. Allen Jr., formerly of WGN, Chicago, is in the Navy. He formerly was associated with WNOX, Knoxville, Tenn., in the news director's department.

Norman Barry, staff announcer of WNOX, Knoxville, has been commissioned a lieutenant (j.g.) in the Navy. On Feb. 1 he reported to Dartmouth U.

There Can Only Be ONE REASON!

When the...  

BULOVA WATCH COMPANY (through the Bow Company)  

adds only WBIC to its schedule for 1943...  

and when...  

PEPSI-COLA (through Newell-Emmett) adds only WBIC in New York for 1943...  

There can be only one reason...  

WBIC's programs of "the popular classics with a blend of the modern... and news" reach every model that none of our contemporaries consistently serve.

And here's MORE food for thought—and  

ACTION: WBIC is still maintaining the  

LOWEST RATE for effective coverage of the  

New York buying market.

RKO Building, New York  

Chicago Representative—THE WALKER CO.

NEW YORK'S

"THE VOICE OF LIBERTY"

Clear Channel - 1190 on your dial
STUART WATNE has returned to the announcing staff of KXW, Philadelphia, after being ill with a throat infection.

WARREN ROBINSON, musical director of CFWJ, North Bay, Ont., has been transferred to CKGB, Timmins, Ont. Cy Sturr, former announcer of CKGB, has moved to CKWS, Kingston, Ont.

JANE DAY of the WIBR, Indianapolis, continuity department, has been appointed traffic manager, replacing Joe Ann Sharr, resigned to assume home-making duties. Byron Taggart, announcer, has been promoted to assistant program director.

ROY SAVANNAH. has joined the Army because he has rejoined the publicity department.

LEONARD DAVIDSON, statistician stationed in the Army. has been transferred to CKGB, Timmins, Ont. He also rejoined the continuity department.

FRED WILLSON, former continuity editor of WIND, Chicago, has been appointed program director of the station's Gary, Ind., studios, succeeding Robert Miller, now in the Army. Plummer Polom, formerly a substitute, has joined the station.

FRANK YELLE, former announcer of KMTR, Hollywood, has been appointed program director of WCCO, Minneapolis.

From Education to public relations is the transition the war brought about for Lt. (jg) Hazel Kenyon Markel, now on duty in the Navy Public Relations Office, Washington. She was educational director of KIRO, Seattle, before joining the WAVES.

JOHN YORK, announcer for WJSR, Chicago, has been promoted to the continuity department. He has rejoined the publicity department.

From Education to public relations is the transition the war brought about for Lt. (jg) Hazel Kenyon Markel, now on duty in the Navy Public Relations Office, Washington. She was educational director of KIRO, Seattle, before joining the WAVES.

FRED WILLSON, former continuity editor of WIND, Chicago, has been appointed program director of the station's Gary, Ind., studios, succeeding Robert Miller, now in the Army. Plummer Polom, formerly a substitute, has joined the station.

HARRY CREIGHTON, former continuity director of WJJD, Chicago, has been appointed program director of WCCO, Minneapolis.

LUCILLE MOSES, commentator and traffic manager of KERN, Bakersfield, Cal., has joined the publicity department of BLUE Hollywood.

DICK TERRY, former announcer of KXW, Chicago, has been appointed program director of WJJD, Chicago.

HARRIET ROSEN, formerly of the research department of the L. of Chicago, has joined the continuity staff of WJJD, Chicago.

HARRY CREIGHTON, former staff announcer of WIND, Rock Island, has been transferred to the Army because of physical injury, and has rejoined WIND.

FRANCIS ORRIN, a member of the staff of Tom Paine, New York, is on leave until Sept. 1.

JOHN STARR, former announcer of WDAY, Fargo, N.D., has joined the programming staff of KOI, Albuquerque, N. M.

BEN QUICK, formerly with an Atlanta station and now associated with Savannah, has joined the programming staff of WTOC, Savannah. Mr. Quick divided time with sales. Mary Lou Mullen, with former network affiliations, has joined the continuity department.

ALBERTA ROBERTSON, head of the continuity department of WSAV, Savannah, has also been appointed war program manager.

ROY KERNS, chief announcer of WYK, Oklahoma City, has been inducted into the Army. Charles Welch, formerly of KFWL, Wichita, Kan., replaces him. Scott Brown, chief of continuity, is author of new BLUE feature Murder in a Raincoat. He also authored Death Penalty, former WYK originator to NBC.

HARVEY CAREY, former staff announcer of WIBR, Chicago, has joined the Army Air Forces and is stationed in Atlantic City.

LEONARD DAVIDSON, statistician in the Chicago office of Keystone Broadcasting System, has been granted a leave of absence to join the War Labor Board in Chicago as associate economist.

Here's why WIBW gets such amazing results.
Our 5,000 watts on 580 kc lays down a signal equal to a 100,000 watt station on 1,000 kc.

WIBW The Voice of Kansas in TOPEKA
NATIONAL REPRESENTATIVES: EDWARD PETRY & CO.

BROADCASTING • Broadcast Advertising February 8, 1943 • Page 31
BELONGS ON
W73PM, FM adjunct of W PEN, Philadelphia, and assistant news editor of the station, has resigned to enter a jewelry firm in New York. Miss Smith, former continuity writer of W73PM, York, Pa., has joined the announcing staff.

BILL BIRD, copyright head of WHN, New York, has joined the Army, and is stationed at Camp Upton, N. Y.

MARION BASIL, former announcer of W73PM, Brooklyn, has joined WHOM, Jersey City.

MAJ. GEN. PAUL B. MALONE, retired, who served in the Philippines and during World War I in Europe on Feb. 3, began a daily program of military analysis of news of KGO, San Francisco.

EDDY KING, announcer of KPO, San Francisco, has been induced into the army. Bill Williams, formerly of WGN, Chicago, replaces him.

HEN COLE, freelance producer of Student Workshop, on WHIL, Brooklyn, has joined the station staff. Joan Sack, continuity writer, has been promoted to continuity director. Roger Wayne, production chief, assists Walter Mayo, musical director.

LINDA MARVIN, heard on WOR, New York, is writing a book to be published shortly under the title, "2000 Time & Money Saving Helpful Hints."

AL STEVENS, chief announcer and Mike Hummel of the announcing staff of WHIL, Philadelphia, have joined the volunteer Coast Guard Patrol Reserve in Philadelphia.

JOS McCAlLEY has returned as the pilot of the all-night dinner patrol record show on WIP, Philadelphia, sponsored by the Pep Boys, auto accessories chain. He replaces Tom Lively.

HUGH O'MALLEY, promotion manager of WINS, is father of a boy born Jan. 21.

San Francisco Ad Men Honor R. T. Van Norden
A SURPRISE farewell luncheon recently was tendered R. T. Van Norden, vice-president of Brisch-er, Davis & Van Norden, by more than 50 San Francisco advertising men at San Francisco's Palace Hotel, often referred to as the

Mr. Van Norden Mr. Davis
West Coast's after-hours advertising headquarters.

Mr. Van Norden, whose name recently was added to the firm name, is being transferred to New York [BROADCASTING Jan. 25] to take charge of an office the firm is opening in that city. He joined the agency 22 years ago as office boy and Robert J. Davis, also vice-president, heads the agency's Los Angeles office.

MAX HUGHES, formerly of the Hollywood Palladium, has joined the sound effects department of CBS Hollywood, succeeding Gene Ballantine, now an ensign in the Navy.

SAM SILVER, new to radio, has joined the announcing staff of KFAR, Fairbanks, Alaska, Farn Rivers, of the University of Alaska, new to radio, has joined the traffic department of KFAR.

MAster SGT. Dan Park, former salesman of KYW, Philadelphia, has been selected for Officers' Candidate School.

JEAN HOLLOWAY, New York writer on the weekly CBN Movie of the Times, sponsored by Lever Bros. (Russo), is recovering from a serious illness.

ARTHUR W. LINDSAY, newly appointed program manager of KIAR, has taken on additional duties as Se- cretary of radio coordinator for the Pacific Coast Emergency Broadcast Plan. He succeeds A. M. Eberl, now special events and news director of KIAR Hollywood.

JAMES McKIBBEN, script writer of "KIL-KWA," Los Angeles, has re- ported to the Army Air Forces Training Center, Santa Ana, Cal.

Announcing
the appointment of

HOWARD H. WILSON CO.
Exclusive Representatives

Effective Feb. 1, 1943

1000 WATTS
910 KC

WJLL
Johnson City, Tenn.
BLUE NET
W. Hanes Lancaster
Manager
Agency N. Y. Branch

TO AID Eastern clients, including Curtis Publishing Co. (Saturday Evening Post), National Board of Fire Underwriters and Standard Steel Spring Co., MacFarland, Aveyard & Co. has opened a branch office in New York in the RCA building, Rockefeller Center. This continues an expansion program begun by the agency nearly a year ago in which personnel and space of the Chicago home office have been increased 50%. A. E. Aveyard, vice-president, will head the New York office.

ARThUR J. DALY has resigned as radio director of William II. Wen- trath Co., New York, and leaves the agency soon to join the office of the Coordinator of Inter-American Affairs. He will leave for South America around the last of March, to take charge of the CIAA office in Buenos Aires. Daly has been producer of the Cresta Blanca Carnival on Mutual in behalf of Cresta Blanca Wine.

ED BYRON, director and owner of the program Mr. District Attorney, sponsored on NBC by Bristol Meyers Co., New York, on Feb. 10 reports that in the radio field service of the Army as a Captain, unattached. Although Mr. Byron will remain in this capacity at the program, Ken Devine, his script collaborator, will take over production of the show. Mr. Byron will also retain his interests in What's My Name quiz show, starring Feb. 21 on which San-Nap-Pak Mfg. Co., New York.

RALLEY JACKSON, assistant producer of the Wade Ads. Agency, Chicago, and formerly director of WIND, Gary, has been induced into the Army. He reported to Fort Sheridan recently.

CRYING TOWELS were much in evidence when Walter Bunker recently resigned as western division production manager of NBC Hollywood to join Young & Rubicam as producer of the weekly Jack Benny Show on that network. But Ned Tollinger, producer, was all smiles because he inherited Bunker's former network duties. Besides the smiling Mr. Tollinger, comrades-in-arms (1 to 1) are Lew Frost, assistant to Sydney N. Strotz, Western division vice-president of NBC; Mr. Bunker; John W. Swallow, Western division program director of the network; Glendall Taylor, Hollywood manager of Young & Rubicam, agency servicing account of General Foods Corp., sponsors of the series.

Beach to B & B

EDWARD R. BEACH, for the last 10 years with Procter & Gamble Co., Cincinnati, most recently as head of the copy section for all P&G brands, on Feb. 1 joined Ben- ton & Bowles, New York, in the newly-created post of assistant to the agency's president, Clarence B. Goshorn. In addition to his regular duties at P&G, Mr. Beach went abroad at various times in the interests of P&G's English and Cuban subsidiaries.

WCOL Joins Blue

WCOL, Columbus, O., operating fulltime with 250 watts on 1230 kc., became a member of the basic BLUE network, Feb. 1, making a total of 148 BLUE affiliates. Station is owned by WCOL Inc.

VICK KNIGHT, executive radio producer of Bow Co. in the Hollywood office has returned to his duties after a two weeks rest. Ted Sills, his associate, who has been producing and directing the Everyshop program Take It Or Leave It on CBS for Bow, is understood to have resigned.

CINCINNATI'S NEWS STATION

ALL DAY LONG 3 OTHER CINCINNATI STATIONS COMBINED CAN NOT EQUAL WCP0'S GREAT LISTENING AUDIENCE

Donald R. Dawson Joins Wilkins, Cole & Weber

DONALD R. DAWSON, promotion manager of KGW-REX and The Oregonian, Portland, Ore., has joined Mac Wilkins, Cole & Weber advertising agency, that city, Mac Wilkins, senior firm partner, has announced.

His career began in 1929 as production assistant in the Portland office of the Boston Constan
tine & Gardner. In 1933 he was transferred to the San Francisco office and later became art director, spacebuyer and account executive. For two years Mr. Daw-
son has been program director of the Advertising Federation of Portland. Last June he was elected to Alpha Delta Sigma, honorary advertising fraternity.

New Hollywood Firm

Boris Morros Co., new publishing firm headquartered at 1479 N. Vine St., Hollywood, has filed incorporation papers with the Los Angeles County Clerk. Mr. Morros, pro-
ducer of 20th Century-Fox Film Corp., is president. Abe Frankl, for-
merly managing of Greene & Revel, is vice-president and general manager. Samuel Riehein is secretary-treasurer.
Radio Advertisers

OLSON RUG Co., Chicago, is sponsoring early morning 10-minute program Monday, Wednesdays and Friday, on WGN, Chicago. Titled Strange Tales, program features commentator Alexander McQueen. Agency is Fresh, Fellers & Fresh, Chicago.

MEYENBERG Milk Products, Salinas, Calif. (temporarily sponsoring a 15-minute weekly morning-transcribed musical program. Remember Me, on KFWB, Los Angeles. Contract is for 52 weeks, starting June 15, 1943, designed for San Francisco, has the account.

ANDY LOTSHAW Co., Chicago, (Gorjus hair dressing) starting Feb. 5 will place 14 one-minute announcements a week on WENR, Chicago, and six-weekly on WBBM, Chicago. Agency is Arthur Meyerich & Co., Chicago.

INTER-STATE BAKERSIES Corp., Kansas City, Mo. (Butternut Bread), has renewed its five-weekly news series. Monday, Wednesday, Friday, 5:15 p.m. (CWT), Tuesday, Thursday, 6:30-5:45 p.m. (CWT), effective Feb. 15, continuing same format.

ROBERTSON’S DEPT. STORE, South Bend, Ind., on Jan. 25 started sponsoring a 15-minute five-weekly newscast, Kurt Linder Reporting, on WSBT, South Bend.


BALL BROS., Muncie, Ind. (fruit jars, caps) has contracted for 54 participations in the Household Forum on KSTP, Minneapolis-St. Paul, starting in March. Agency is Applegate Adv., Muncie.

VIC CHEMICAL Co. has renewed for 13 weeks Highlights in Headlines, Tuesday-Thursday-Saturday, 5-46 p.m., on KSTP, Minneapolis-St. Paul.

SNYDER DRUG STORES, Minneapolis retail drugstore, have contracted for a daily spot series on KSTP, Minneapolis-St. Paul.

ROBERTSON BLVD. NURSERY, Los Angeles, in a 15-week Victory garden information campaign which started Jan. 2, is sponsoring a series of spot announcements on KMPC, Beverly Hills. Agency is Gerch-Pacific Adv., Los Angeles.

WHAT STATION IS "LISTENED TO MOST" BY 55.7% OF IOWA?

Newest survey tells all!

The biggest and best of the famous "Summers-Wan" surveys on Iowa radio audiences. Gives all the facts, faithfully, impartially-listened to stations and program preferences, effects of age and education on listening, etc. Every sales executive needs this book. Get yours today. No cost!

Address Dept. 5, CENTRAL BROADCASTING Co., Des Moines, Iowa.

GET THIS BIG BOOK TODAY!

No Cost
No Obligation

2,888th Half-Hour

SOME SORT of a record is claimed by KUJ, Walla Walla, Wash., for its 2,888th consecutive broadcast recently of the same daily half-hour program, at the same time by the same sponsor, Bradley Bell Co., distributors of Caterpillar tractors in Washington and Oregon.

PVT. R. E. ACHSPHON, formerly advertising manager of Galavo Growers of California (avocados), is attached to the Sixth Flying Group of the Army Air Transport Command, Long Beach, Calif.

Pep Boys of California, Los Angeles (auto accessories), in a 52-week campaign which started Feb. 5 is sponsoring the weekly Hollywood Legion fights on KECA, that city. Other sponsors are a two-daily half-hour newscast on KECA in addition to a similar type program five times weekly on KFI, Los Angeles. Nightly half-hour newscasts are also sponsored on KFOX, Long Beach; KFXM, San Bernardino; Milton Weinberg Adv. Co., Los Angeles, has the account.

M. SHAVITZ & SONS, Baltimore (retail furniture store), starts a one week-transcribed series, It Takes A Woman, on WOJW, Baltimore, twice-weekly, 9:30-10 p.m. Agency is I. A. Goldman & Co., Baltimore.

LOS ANGELES SOAP CO., Los Angeles, for White King laundry soap, has contracted for a five-weekly newscast, 12:15 p.m. on KOL, Reno, for 52 weeks. Agency is Raymond & Morgan Co., Hollywood.

LEVER BROS., Cambridge (Sirup) recently renewed for 15-weeks the three-weekly Yiddish program on WEVD, New York. "Let There Be Song." Agency is Rithrauff & Ryan, New York.
KMA Puts a Drug on No. 1 Farm Market

WANT to introduce a new drug product in the No. 1 Farm Market? Or revitalize an old one? KMA, Shenandoah, Iowa, can help you do it, as proved by the case history of the "X" Company, cough syrup manufacturers.

Prior to October, 1941, not a single bottle had ever been sold in this market. Then the "X" Company signed up with KMA for a Monday-through-Friday show at 8:15 A.M., with greeting cards as premiums in return for box-tops.

**Typical KMA Drug Store**

KMA was the only advertising medium used. Yet, within six months, the campaign produced 9,432 box-tops—and the specialty mail selling behind the program sold 876 retail druggists $13,000 worth of syrup!

This year the "X" Company is doing a better business than ever, and happily refer to themselves as "a permanent KMA client." Which ought to prove something!

KMA will be glad to tell you more about its big drug market, in which 1,000 drug stores normally do a business of $30,000 a year. Simply write for your free copy of the KMA Atlas of Wholesale and Retail Drugstores.

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**BMI Seeks Music Of ASCAP Writers**

**Provisions of Consent Decree Studied by Copyright Group**

**POSSIBILITY** that new music composed by ASCAP members may be made available to broadcasters and other music users through BMI can be revealed last week, when executives of the broadcasting industry’s music licensing organization admitted that they had been studying the situation for some time and believed that it might be possible for BMI to license the work of ASCAP members without violating the provisions of the Government Consent Decree with ASCAP.

Key to the situation is disclosed by a difference in wording between the ASCAP Consent Decree, which empowers ASCAP to prohibit its members from assigning to BMI "the right to license or assign to others the right to perform publicly for profit the respective copyright musical compositions of which performance rights are owned or controlled" by ASCAP members, and the ASCAP articles of Association, which omit the word "copyrighted."

May Ask Interpretation

BMI’s belief is that by expressly speaking of “copyrighted musical compositions” the Consent Decree leaves the way open for ASCAP members to assign to BMI any works which have not been copyrighted. ASCAP agrees that the Consent Decree confines its provisions to copyrightable works of ASCAP members, but contends that by so doing the Government permits BMI to make whatever restraints it desires on all other works. According to ASCAP’s interpretation, there is nothing either stated or implied in the Consent Decree giving the Society's members any wider powers of license to BMI for non-copyrighted works than for their copyrighted compositions.

Conflict in interpretations may be shifted by a request to the Dept. of Justice for an official interpretation or BMI may open the way for a court test by securing from an ASCAP member an assignment of licensing authority by a non-copyrighted work and distributing it to BMI licensees.

**PRIZE** of $2,000 is offered by Chesebrough Mfg. Co., New York, for the best script submitted for the CBS Dr. Christian program.

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**COLUMBIA, S.C.**

**560 KC - NBC Network - 5,000 Watts**

**FREE & PETERS, Inc., National Representatives**

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**BROADCASTING • Broadcast Advertising**

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Page 36 • February 8, 1943
AFM Board Meets All Week; No Plan
Recording Ban, Vital Issue
On Agenda, Not Brought Up

EXECUTIVE board of the American
Federation of Musicians opened its annual midwinter meeting last
Monday in the union’s national headquarters in New York and met
daily through the week without touching on the most important
business of the convention—an executive committee report on
the possibility of a Bing Crosby recording ban, which was not
brought up for discussion.

The board met immediately after the
opening ceremonies and adopted a resolution on the recording
ban which is to be sent to Senator Robert (Combat Bob)
Hughes, chairman of the Senate Commerce Committee.

All Whisky saved will be used
for public relations.

Broadcasting

from representatives
would received from AFM
according or other forms of mechani-
rightheaded authorizes the
stakes expired

ent at the midwinter meeting.

ritus,
union’s
and the following members
Cluesmann,
by
meet to
this
voted
section
arbitrary
The

AFM

In addition
AFM ban
on
being
held by
the
committee
has received
the
AFM proposal.

In addition to Mr. Petriello, attendedance at the board meeting
includes: Charles L. Bagley, vice-
president, Los Angeles; Harry E.
Brenton, treasurer, Boston; Leo
Cleumann, secretary, New York,
and the following members of
the union’s executive committee:
Oscar F. Hild, Cincinnati; Walter
M. Murdock, San Antonio; John W.
Parks, Dallas; A. Ree Ricardi,
Philadelphia; Chauncey A. Weaver,
Des Moines.

Joseph M. Weber, president emer-
i tus, and William J. Kerragood,
secretary emeritus, are also present
at the midwinter meeting.

Clark Probe Continued

Meanwhile, the Senate last
Thursday approved without opposition
the Clark Resolution (SRes-
81), continuing the life of the
Pettito Probe Committee. Under
previous Senate action, all resolu-
tions authorizing inquiry commit-
tees expire Jan. 31. The measure
authorizes the five-man committee,
headed by Senator Clark (D-
Idaho), to investigate the action of
AFM in denying its members the
right to play or contract for rec-
cording of other forms of mechani-
cal reproduction of music.

Senator Clark told Broadcasting
last Friday that no word had been
received from AFM regarding its
commitment to offer a plan for set-
tlement. He said the committee
would go ahead with its inquiry at
an early date, hearing testimony
from representatives of industries
affected by the arbitrary ban and
from public organizations as well
as Government officials.

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

WFIM

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

Headley-Reed Co.
National Representative

Pasadena Minister Taken
Off the Air Third Time
FOLLOWING REQUESTS by the
FCC for copies of talks given by
the Rev. Robert (Fighting Bob)
Shuler, pastor of Trinity Methodis-
tian Church, on KPAS, Pasadena,
Cal., J. Frank Burke, station owner
and manager, cancelled the weekly
broadcast in the “interest of har-
mony”, effective Jan. 31. It was the
third time the Rev. Mr. Shuler has
been ousted from the air. In 1930
the Federal Radio Commission re-
voked his license to operate the for-
mer KGEF, Los Angeles, from Trinity
Methodist Church. The Supreme
Court upheld the Commission’s action.

In addition, Shuler has lost
this year’s run-on “on the same
communistic bunch that has been out
to get me for a long time” and fur-
ther declared that “the Congress-
ional investigation of the FCC, which
was ordered recently, will bring out
a lot of startling information, especi-
ally as to the influence communists
have in its function.”

HIGH-FREQUENCY radio is being
used by the Derrinsville Division
of Fairchild Engine & Aviation Corp.
for training aircraft personnel
and for military use, according to
recent reports which stated that al-
though the process is still in the ex-
perimental stage it has been suc-
cessfully employed by the company
in producing the AT-14 all-wood
Army trainer.

At the beginning of every new day, Monday through
Saturday, Everett Mitchell, famous farm commentator,
greets his many friends in the cities, towns, rural com-

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TWO NEW packaged shows are being tested by CBS. "Ripples of Elm Street," a weekly half-hour comedy-drama centering about problems of a mythical ancient history professor, was started Jan. 25, 6-6:30 p.m. (PTW) on Pacific Coast stations. Scriptwriter is Lane Lusier of RKO Radio Pictures, Ted Bliss is network producer, and the series features Arthur Q. Bryan, Winner Takes All, a new weekly half-hour quiz show 9:30-10 p.m. (PTW), tested Sundays on CBS Pacific Coast stations, has five contestants bid against another, winner risking his amount against total bids. Perry Ward monoeees. Paul West is scriptwriter and Paul Pierce, network producer.

Aviation Course AVIATION, its history, science and invention, is featured in a trio of quarter-hour programs titled World of Wings, on WIND, Chicago, under the direction of the radio council of Chicago public schools. Government, military and airline sources furnish Chicago classrooms with supplemental maps, North Pole projection maps, and pictures of planes.

War Workers Service DIRECTED to service men and women and war workers, a religious program originating from the Chambers-Wylie Memorial Presbyterian Church, Philadelphia, Sundays began Feb. 7 on WFIL, Philadelphia. The Rev. Charles J. McKirachan, church pastor, conducts the broadcast, which is non-denominational in appeal.

Air Corps Show PRESENTED from an airplane hangar by the Sixth Ferrying Group of the Air Transport Command, Long Beach, Cal, Wings Over the World started Feb. 3 on BLUE Pacific stations, Wednesday, 7:50-8 p.m. (PTW). Series combines music, comedy and dramatizations based on actual experiences. Lt. Mitchell Frankovitch, former sportscaster of KFAC, Los Angeles; Bill Johnson, BLUE, and Pvt. Hank McCune, former m.c. of NBC Hollywood, are producers. Corp. Ed Helwick, formerly of J. Walter Thompson Co., is scriptwriter; Pvt. Nathan Scott, former BLUE musical director, is in charge of musical arrangements. Other participants include Bill Andrews, former guest relations manager of NBC Hollywood; Lt. Pat Kearin; Pvt. Edward A. Cooper, John Beal, Ken Martin:dale; Cor. Alvie Grey and Sgt. Dave Williams.

With United Nations INTERLATED with dramatic sequences, music and information statistics, a new weekday-morning building program dealing with the United Nations, The Thousand Million, has begun on KXO, Phoenix. Series of 13 programs is written and produced by Paul Charles Benard, continuity editor.

Food-for-Freedom Drive COOPERATING with chairmen of Ohio, Indiana and Kentucky War Boards of the Dept. of Agriculture, WLW, Cincinnati, is scheduling as a weekly feature during Everybody's Farm Hour, important developments in the Food-for-Freedom campaign. New series, Your War Board Reports, is under supervision of Ed Mason, station's farm program director.

Quiz on Rationing QUIZZING the audience of the Poli Palace Theatre, Hartford, new weekly WNBC, Hartford, show. Cash awards and theatre tickets are prizes given by United Aircraft Club. Three OPA officials answer questions submitted by the audience.

Favorite Melodies FAVORITE songs for all ages and an account of today's war hero are featured in Preferred Melodies, a three-hour week-quarter hour program on WCIO, Minneapolis. Producer-director is Doug McNamee. "Life of a Saint" is presented in dramatic form on Sunday morning half-hour broadcast on WIND, Chicago. Series, titled Ave Maria Hour, is sponsored by the Franciscan Friars of the Atonement.

Children's Newscasts NEWS of the day adapted to children is featured in twice-weekly five-minute newscasts on KOYO, Missoula, Mont. Ruth Greenough Schleber, education director of the station, directs the News for Children broadcasts.

Aids Gardeners TO HELP amateur gardeners grow the most in the smallest space, Cecil Solly, gardening authority, has started a three-weekly quarter-hour series on KJR, Seattle, titled Gardening for Food.

IN THE RADIO LIMELIGHT a series of informative articles for radio advertisers and time-buyers, prepared by The Branham Company

RADIO STATION WBLK CLARKSBURG, W. VA. 250 WATTS 1400 Kc. NBC BNC W. VA. NETWORK JOHN A. KENNEDY, Pres. GEO. C. BLACKWELL, Station Dir.

Hazel Atlas Glass, National Carbon, Pittsburgh Plate Glass, Du Pont, Carnation Milk are among the industrial giants in the Clarksburg area — an area geared by nature to war production, manufacturing and dairying.

With higher wages and farm prices, incomes and buying power increased 71.5% for 1941 over 1939... Effective Buying Income totalling $26,385,000 in Clarksburg ("Sales Management" Magazine, Apr. 1942).

Spot, local and network advertisers use WBLK to cover this market's potential of 60,183 radio families and $66,363,000 Retail Sales.

Ask a Branham-man to show you the WBLK coverage picture and the potential for your product.

For Spots that SELL, Call a Branham-man

THE BRANHAM COMPANY CHICAGO NEW YORK DETROIT ATLANTA CHARLOTTE DALLAS ST. LOUIS MEMPHIS KANSAS CITY SAN FRANCISCO LOS ANGELES SEATTLE

STUDIO 'X' of KXRO, Aberdeen, Wash., would come in handy in the Aberdeen General Hospital, judging by emergency measures taken recently when key staff members were confined for treatment. Christmas morning, Ruth Forbes (top), staff announcer, and star of For Women Only, suffered a shattered knee in an auto accident. Remote setup in General Hospital Room No. 1 permitted the show to go on.

A week later, Chief Engineer W. M. (Mac) McGoffin (below) who doubles with a daily toast and coffee get-em-up program, landed in Room 6 down the corridor after his operation. Mac stayed on the air, too, thanks to an extension from the remote setup in Ruth Forbes "studio".

Navy Services NAVY church service is broadcast on WOR, New York, each Sunday from the Brooklyn Navy Yard before a congregation of American and British sailors. Service includes the reading of a human interest letter received by Navy chaplains from men in active combat.

Art Today CONTEMPORARY American art is interpreted for the layman by guest artists, critics, gallery and museum directors on a weekly quarter-hour forum on WLIB, Brooklyn, titled Art for Americans.

NOTICE: Radio Station Managers!

"NAME THE TUNE CONTEST" and "NAME THE BAND CONTEST"

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Holder of Copyrights
HOWARD W. DAVIS, Smith-Young Tower, San Antonio, Tex.
FEW CHANGES IN RADIO COLUMNS

WOR-Mutual Survey Indicates Outlook for
Radio Publicity During 1943 Is Good

By RICHARD M. PACK
Director of Publicity, WOR, New York

WITH the end of every year, the WOR press department does its annual full housecleaning. Out to everybody whom it affects, there's a list of all the column changes, and it makes the press lists up to date and does that needed wood that has piled up during the year. Comes this annual once-over and you come to the amazement that you have been sending releases regularly to a keeper in a State penitentiary—why you'll never know.

This year we decided to make our press questionnaire serve another important purpose beside the one of making sure that every newspaper and magazine in our area is getting the kind of publicity service it wants. Sticking our necks out all the way, we added the following leading question to the query card:

"Has your newspaper cut radio space during the past year?"

Returns In

Then we sat back and waited—a bit fearfully—for the returns to roll in. At the start of the year we had anticipated that war might bring a curtailment of the space newspapers devote to radio columns, listings and pictures. The paper shortage—or at least the talk about it—might result, in a general cutting down. Moreover, there was the possibility that, if newspaper advertising lineages dropped sharply the editorial axes would hack first at the radio columns.

As 1942 rolled ahead, we saw some of the signs start swinging, particularly around New York City. The New York Post dropped its daily radio column and radio pictures; the New York Herald-Tribune suddenly dropped practically all of its Sunday radio space except for listings; the Journal-American started using even fewer radio pictures than before and the New York Sun dropped all of its Saturday radio features. The Newark Star-Ledger and the Long Island Daily Press abandoned their radio columns.

But we weren't sure what the picture was outside of metropolitan New York. WOR's press department services several hundred newspapers outside of New York City, and it wasn't so easy to determine to what extent, if at all, the out-of-towners were cutting down. That was the reason for asking that leading question.

When all election districts were finally accounted for, the results were far better than we had dared hope. Out of all the papers in New York, New Jersey, Connecticut, Pennsylvania, and Massachusetts, which answered our curtailment question, only 10% cut radio space during 1942. Moreover, the severe cuts made in metropolitan New York were largely responsible for making the figure this high. Outside of New York, the curtailment figure was less than 5%. Incidentally, two papers reported an increase in space devoted to broadcasting. They were the Wall Street Journal and the Daily Worker.

Mutual Questionnaire

At the time the WOR press department issued its questionnaire, the Mutual press department, headed by Lester Gottlieb, sent out a similar questionnaire which covered the entire country, with the exception of the area reached by WOR.

The war brought about no radical changes in newspaper radio columns throughout the country, according to Gottlieb's extensive survey.

Almost 50% of the publications queried by Mutual reported that the situation remains very much the same as it did a year ago. 10% have added lineages to their columns in the last 12 months, due chiefly to the constantly increasing number of war features and public service programs on the air. On 29% of the questionnaires reported their columns had been eliminated. There was no comment from the remainder of those queried. The WOR and MBS surveys together covered some 750 newspapers and magazines.

In the magazine field generally, there was no curtailment of space devoted to radio. In fact, there was a noticeable increase in the attention given by national magazines of all kinds to broadcasting and broadcasters. The trend to increased magazine coverage of radio was particularly apparent in the picture magazines.

Also noticed by both WOR and MBS surveys was the effect of the war on the personnel handling the radio departments of newspapers. Scores of radio editors went into the armed services during 1942 or to Government agencies. In many cases, women replaced them.

Comment from radio editors indicated generally that they want their releases short and like lively anecdotes about radio personalities, brief behind-the-scenes features and plenty of straight news.

What about the year ahead? Judging by these surveys of the 1942 radio publicity scene, we can expect that there will not be any considerable curtailment of space in 1943—unless, of course, there is a major paper shortage that would result in newspapers drastically slashing their number of pages.

By all indications, by all available evidence, newspaper and magazine readers these days more than ever are interested in radio programs and radio personalities. They want not only program listings, but news, features and pictures of their radio favorites. The job radio is doing in the war has increased their interest in broadcasting. Certainly, if the broadcasting industry continues—and expands—its war activities in 1943, radio should be a more newsworthy subject than ever.

BEECH-NUT NEWS

BEECH-NUT PACKING Co., Canajoharie, N. Y., on Feb. 15 will start a 52-week campaign for its gum and coffee, using Red Hall and the News, Monday, Wednesday and Friday, 8:30-9:45 a.m. on WEAF, New York. Agency is Newell-Emmett Co., New York.

HOW YA MAKIN’ OUT IN YAMACRAW (Ky.)?

Don't ask us what Yamacraw means—or where it fits in your merchandising picture. All we know is that Yamacraw is another little Kentucky town, typical of dozens of similar Kentucky hamlets which together do far less business than the Louisville Trading Area alone! (This area, for instance, accounts for 17.1% more retail buying than all the rest of Kentucky combined!) . . .

When you use WAVE you get complete coverage of the Louisville Trading Area, without paying extra for the back hills and hollows! Isn't that what you really want? If so—well, you know the rest!
Current Manpower Attitude Expected to Benefit Radio

(Continued from page 12)

mine essentiality in terms of local needs. In other words, the existence of a given broadcasting occupation among the list of essential occupations within the industry’s list does not guarantee deferment consideration. The board is served with this list as a guide. If the opinion of any given board is such as to negate the essentiality of one man in any given circumstance, it is likely the man will be drafted.

Listed as “non-deferable” are 29 occupations and 36 entire activities. Examples of “non-deferable” occupations are porters, messengers, errand boys, office boys, doormen and starters, and elevator operators and starters.

For the present the act which establishes “non-deferable” occupations and industries is meant to apply only to those within the 18-35 age group and WMC’s plan is to enable men with dependents in this age range to switch to more essential war jobs through cooperation with local USES offices. Although WMC officials admitted the possibility of expanding the age group to include older men in the future, they suggested replacements for “non-deferable” jobs should be sought among women and physically handicapped and over-age men.

Sterner Measures Seen

Considerable speculation was given to the possibility of adding actors and musicians to the list of non-deferable occupations, although nothing in that direction is likely to materialize in the immediate future. One WMC spokesman told Broadcasting that he could “appreciate the logic” of such a move but declined to comment on the proximity of such a possibility.

Another development seen likely is the inclusion of sales, promotional, clerical, legal and similar personnel among the “non-deferable” occupations. Although Mr. McNutt said last week that 10 of every 14 physically-fit men would be in the services by the close of the year, Congressional opposition has risen against drafting of fathers before the reservoir of single eligibles has been exhausted.

In view of the military manpower needs, it is apparent that stern measures will increase. Deferment policies have been tightened and only men in strictly essential jobs may look to deferment, despite dependency.

No Blanket Deferments

Numerous stories in the press last week pointed out the fact that all men in essential industries, deferred for reasons of dependency, were to be classified 3-B instead of 3-A, whether or not they held essential occupations. These stories made it seem a new development, although actually the directive went out to local boards last April (known as LRB-123) and the failure or tardiness of boards to act on the policy was explained away by National Selective Service officials as “the pressure of increased demands for military service.”

WMC officials have stressed the fact that representation of an individual’s occupation on the list of essential occupations is in no way a guarantee of deferment. In fact no blanket deferment is possible under the terms of the National Selective Service Act. The only benefit to be derived from the list of critical occupations is the deferment of an essential man for at least six months to allow for the training of a replacement.

Under the system of hiring controls announced last Friday, ma- chinery will be possible in all labor-shortage areas to insure the manpower needs of essential industries. Immediately this system applies to 32 areas in the country where “critical shortages” have been designated. Other areas may be installed in the system if the local needs dictate such a program in the estimate of the Regional WMC Director after determination of needs with the regional management-labor war manpower committees.

Local “Critical” Tests

Where the need is felt for such a system, a list of “critical” occupations will be established by a local manpower chief of the area and “all hiring, praising, solicita- tions and recruitment of workers for specified employments shall be conducted solely through the agency designated by the WMC or in accordance with such arrangements as the regional manpower director may approve.”

In practice this system is not likely to affect broadcasting for the present. It is primarily intended to solve the manpower quotas of war plants. However, if certain radio occupations, considered essential in Occupational Bulletin No. 27, are not considered essential locally in view of the available supply, then they would be appended to the local critical list.

Supply of personnel under circumstances of this kind would be based upon priority in terms of importance to the war effort. In manufacturing industries this would likely be determined on the basis of War Production Board priorities accorded industries. In service industries, such as broadcasting, “common sense” would likely be the determinant, it was learned.

Areas of critical labor shortage, listed by WMC, are:

- Akron: Bath, Me.; Beaumont, Brunswick, Ga.; Buffalo; Charleston; S. C.; Cheyenne; Dayton; Elko, Nev.; Elton, Md.; Hampton Roads, Va.; Hartford; Las Vegas; Macon; Manchester; Mobile; Muncie; N. Y. C.; Ogden, Utah; Panama City, Fla.; Pasadena, Mass.; Plainfield, Ind.; Port- mouth, N. H.; South Gate, Cal.; Somerville, N. J.; Springfield, Mass.; Sterling, Ill.; Washington; Waterbury, Conn.; Wichita.

Performing Right Bills Are Offered in House

REVIVAL of efforts to establish a performing right in transcriptions and recordings providing for payment of royalties to the performing artists, was seen in two measures introduced in the House Jan. 28 by Rep. Scott (R-Pa.). The measures followed in principle similar bills introduced periodically for the past few years by Pennsylvania Congressman and endorsed by the National Assn. of Performing Art- ists, who essayed to procure a property right in recordings. These efforts subsequently lost out in the Supreme Court.

The Scott bills (HR-1670 and 1571) would amend the Copyright Act of 1909, to encompass recordings of every character, including commercial public performance. The main bill covers the proposals in infinite detail while a second measure, one paragraph in length, would amend the 1909 Act to eliminate, in effect, the paragraph specifying that the reproduction or rendition of a musical composition by or upon pianos or the like machines should not be deemed a public perfor- mance for profit unless an ad- mission fee is charged.

SOUND EFFECTS produced by the Curtiss-Wright Helldiver plane have been recorded for broadcasting by Ben Hecht, New York.
CBS - BBC Series Aids United Cause

A NEW SERIES of International programs

Transatlantic Call: People to People, started yesterday (Sunday, Feb. 7) on CBS and the BBC in England. Series, conceived by CBS President William S. Paley during his London visit last year, is designed to bring about a closer relationship between England and America by telling the people of each country how their allies live, work and fight.

Broadcast simultaneously on both sides of the ocean, the programs originate alternately in England and the United States. First program, People With Jobs, came from industrial North England; second will originate in Hollywood.

Norman Corwin will write, produce and direct the American programs. Geoffrey Bridson, BBC producer, produces and directs those from England, under the guidance of Lawrence Gilliam, director of features of BBC, now in the U.S. conferring with CBS executives about the series. Bob Trout, CBS correspondent in London, is narrator of the programs coming westward; Ronald Colman will handle the same assignment on those going east from here.

NBC Chicago Session

CLOSER cooperation between press and radio “to defend if necessary the right of free speech” was urged by Niles Trammell, NBC president, at the Chicago sessions of the NBC traveling war clinic last Friday and Saturday. Representatives of 23 NBC midwestern affiliates attended. Stanley Hubbard, president of KSTP, St. Paul, presided. Other speakers included Roy C. Witmer, vice-president in charge of programs; John McKay, manager of Eastern Division Presale Department; Frank M. Russell, vice-president in charge of NBC Washington; John F. Royal, vice-president in charge of International Broadcasting; Charles B. Brown, director of advertising and promotion; and E. Kerst, manager of the television department; Dr. James Rowland Angell, public service counselor; William S. Hedges, vice-president in charge of stations.

AFM Files Brief

A SUPPLEMENTAL brief in the Government anti-trust suit before Judge John P. Barnes in Chicago was filed last Monday by AFM Council Joseph A. Padway. The brief reviews the oral argument presented by the union two weeks ago before Judge Barnes on the AFM motion to dismiss the suit. After hearing the arguments of both Thormar Arnold, who appeared for the Government, and Mr. Padway, Judge Barnes reserved his decision asking both parties to file briefs in support of their positions by Feb. 8 (BROADCASTING, Jan. 28). Up to Friday, however, the Dept. of Justice had not submitted any papers since the oral arguments two weeks ago.

Decision on the AFM motion to dismiss the suit based on the oral pleadings and the written arguments is expected to be made in writing by Judge Barnes next week.

UP Promotes Flory

HARRY R. FLOREY, former European news manager of United Press and for the last two years in charge of UP coverage and communications arrangements on various war fronts, has been appointed foreign news manager and director of communications. He will supervise service to UP’s 667 newspaper and radio clients outside the continental United States. Mr. Flory also will direct the UP communications facilities, including listening posts at New York, San Francisco, London, Santiago and Buenos Aires.

WKBV Sale Asked

TRANSFER of WKBV, Richmond, Ind., from Knox Radio Corp. to Central Broadcasting Corp. is sought in an application filed by William O. Knox with the FCC Jan. 27. All the stock (1,000 shares) would be acquired for $50,000 by the following: Gerald F. Allbright, president, 125 shares; Wilfred Jessup, vice-president, 5 shares; Eugene E. Alden, secretary, 5 shares; Rex Schepp, 125 shares; Central Newspapers Inc., 740 shares. Allbright, Jessup and Alden are directors.

Central Newspapers Inc., a subsidiary of Central Broadcasting, owns 100% of WIRE, Indianapolis, WAOV, Vincennes, Ind., and Oklahoma Newspapers Inc., publishers of the El Reno Daily Tribune.

Rosenbaum Stand Gets Gillin Reply

WOW Head Sees Objections in Proposed Settlement

JOHN J. GILLIN JR., general manager, WOW, Omaha, in a letter to all broadcasters, dated Feb. 6, answers the recent communication to the industry by Samuel R. Rosenbaum, president of WFIL, Philadelphia, proposing that the AFM ban on recorders be settled by an agreement of all commercial users of recordings to pay performance fees to a musicians unemployment fund [BROADCASTING, Feb. 1].

Letter points out that although James C. Petrillo, AFM president, has agreed to formulate specific demands and to make them public within the next week or ten days, “Mr. Rosenbaum’s suggestion is that the broadcasting industry should make a proposal to Mr. Petrillo before Mr. Petrillo keeps his promise.”

Describing Mr. Rosebaum’s solution as similar to that advanced by Bernard Smith [BROADCASTING, Nov. 30], Mr. Gillin continues: “It calls upon all commercial users of recorded music to pay a percentage of their receipts into a fund for the benefit of unemployed members of Mr. Petrillo’s union and suggests that broadcasters should recognize, and should help Mr. Petrillo compel other industries to recognize, an obligation to these members.”

A REAL OPPORTUNITY FOR AN ALERT, AGGRESSIVE SALESMAN

One of the best-known companies in its field of advertising needs another salesman—a personable fellow who at the same time is the kind of salesman who uses his head to select a good, saleable product, and then uses both his head and his feet to sell it, despite “Hell and high-water”.

For such a man who combines real sales ability with intelligence and integrity, we have a permanent, highly-paid job leading to constantly increasing responsibility, authority and income.

Think it over—or pass this advertisement on to somebody you think would fill the bill. Men over 38 with successful experience in selling advertising media will naturally get preference. Our organization knows of this advertisement, so please write fully. Address Box 275, Broadcasting Magazine, 870 National Press Bldg., Washington, D.C.
Dr. Jordan Heads NBC Religious Broadcasts

Dr. MAX JORDAN, research assistant to NBC's public service counselor, Dr. James Rowland Angell, was appointed last week to serve as NBC director of religious broadcasts. He will continue his special assignment with Dr. Angell, on the Inter-America University of the Air.

Dr. Jordan joined NBC in 1931 as European representative, subsequently covering a number of historical events, including Hitler's march on Austria, the Munich Agreement, the Ethiopian invasion and the first stratosphere ascension. Prior to that, he had studied religious philosophy abroad. For five years he was foreign editor of INS, later doing freelance writing. He travelled extensively for three years before joining NBC.

HEMISPHERE SOLIDARITY is symbolized by this "Trophy of the Americas" bearing flags of 21 American republics, being distributed to affiliates of Radio Programas de Mexico. Mrs. Gloria Gutierrez de Quintanilla received one for XEW from Mr. Francisco, Assistant Manager of Radio Programas de Mexico, while Mario Navarro Quintanilla (left), manager of XEFB, Monterrey station, watched the proceedings.

261 Enter Blue Debates
A RECORD registration of 261 students from 140 colleges has been announced for the National Inter-collegiate Radio Prize Debates, conducted by the American Economic Foundation in cooperation with BLUE. First series last year had 176 entries. Debates will be broadcast by local BLUE stations, Feb. 15 to March 15, with finals in New York April 18 on Wake Up America, BLUE program presented by the foundation.

William I. Wallace, general sales and merchandising manager of North Central Broadcasting System, with home office in St. Paul, has been granted a leave of absence for the duration to manage a 527 acre grain and dairy farm at Hawley, Minn., in which he holds an interest, in order to help bring it into production. His former duties are being assumed by other members of the staff.

Book on Radio
A LAYMAN'S GUIDE to radio speaking, scriptwriting and other phases of microphone technique is found in Helen Sioussat's book, "Mikes Don't Bite" (L. B. Fischer, New York, $2.50). Reactions of prominent personalities confronted for the first time with a microphone are recounted by Miss Sioussat, whose experiences as CBS director of talks, enrich the book with interesting anecdotes. Introduction was written by Elmer Davis, director of the Office of War Information and former CBS newscaster. The book is light and humorous, with appropriate line drawings by Jack Hoinis of the CBS publicity department.

GE Promotes Fritschel
E. H. FRITSCHEL, who joined the General Electric Co. following his graduation from Iowa State College in 1926, has been placed in charge of sales and industrial electronic tubes, in addition to his duties as director of sales of radio transmitter tubes. Mr. Fritschel succeeds Mr. H. A. Jones, now a Lt. Col. in the Army Signal Corps.

JACK BENNY HELPS
Guarantee Listeners TO
KSEI
POCATELLO, IDAHO
National Representatives
The Walker Co. Homer Griffith Co.

Egolf Joins NAB (Continued from page 7)
on recommendations made by President Miller.

Mr. Miller asserted that the new NAB official, in addition to general public relations activity, will handle matters incident to relations between the industry and religious, educational, civic and social groups. He also will assist in handling broad industry matters involving governmental regulation.

Mr. Egolf has had extensive experience in the advertising and radio fields, covering 15 years. Born in Kansas City, he was educated at Muskogee, Okla., and is a graduate of the Law School of the U of Oklahoma.

Agency Background
In both high school and college he took prominent part in students' affairs and was editor and co-publisher of a college magazine. Following graduation, he went to Florida and served two years in legal work and in editing and advertising as director of publicity of the Rose Investment Co. He returned to Oklahoma to join the Rogers-Gano Advertising Agency of Tulsa and Chicago as account executive and copywriter. For five years in this work, he handled all types of advertising in magazines, newspapers, direct-mail, posters and radio. He edited several house organs for agency clients.

Joins KYO Staff
In 1932 Mr. Egolf became commercial manager of KYO, then a 5,000-watt station, and was active in its growth to 25,000 watts, under general manager William B. Way. In 1940 he was a member of the Sales Managers' Committee of the NAB and served as president of the Tulsa Advertising Club. He is a member of the Board of the Tulsa Better Business Bureau and of the Market Development Comittee of the Tulsa Chamber of Commerce.

In 1941 Mr. Egolf was re-elected president of the Tulsa Federation and treasurer of the Better Business Bureau. He also served as first Lt. Governor of the Tenth District of AFA. In June last year he was elected AFA vice-president and in November as Governor of the Tenth District.

Mr. Egolf is a member of Phi Delta Gamma, is married and the father of two children.
TRAINING WOMEN as announcers, just in case manpower fails, is a precaution taken by WIZE, Springfield, O. With other students watching, Fred Kilian, WIZE program director, looks over a novice's shoulder as she tries a high-powered commercial.

Dr. Berg Claims Daytime Serial Best Medium to Combat Axis Propaganda

THE DAYTIME serial is the best possible medium to combat Axis propaganda, concludes Dr. Louis Berg, New York psychiatrist, in a 28-page pamphlet published privately recently under the title "Entertainment Programs and Wartime Morale." Coming from one who has made the "soap opera" the subject of scourging attacks, notably in the pamphlet, "Radio and Civilian Morale" [Broadcasting, Dec. 7], the statement creates surprise, but is not at variance with Dr. Berg's previously expressed views on the subject.

Continuing in his disapproval of the actual content of many daytime dramas, "still permeated with the despair and the destructive mental set of the 1930's," he now emphasizes the potentialities of the form itself. The NBC Peabody prize winner Against the Storm, now off the air, is cited as an example of a program which achieved most of the objectives needed to inspire in listeners the "will to war!"

Selects Morale Builders

The four goals for the "soap opera" outlined by Dr. Berg are in brief: 1) Through dramas, to show the enemy as he is; 2) to anticipate Axis propaganda; 3) to give an accurate portrayal of the American way of life, demonstrating its value by showing the consequences of their loss; 4) to present wartime needs in dramatic form, incidentally recruiting larger audiences.

Ten "psychiatrically sound" programs have been selected from five categories, as the "best morale builders in radio." They are: Pure Entertainment—Fibber McGee & Molly, NBC, (S. C. Johnson & Son, floor wax); Fred Allen, CBS (Texas Co.); Entertainment Dramas, Evening—One Man's Family, NBC (Standard Brands, yeast); Amos 'n' Andy, CBS (Campbell Soup Co.); Daytime Programs—Against the Storm, NBC (Procter & Gamble, Du); The Goldbergs, CBS (Procter & Gamble, Du). Entertainment with a Purpose—Cavalade of America, NBC (E. I. Du Pont de Nemours Co., institutional); The Commandos, CBS (sustaining). Military Life Programs—Army Hour, NBC (sustaining); The Man Behind the Gun, CBS (sustaining).

Relaxation Needed

Music and laughter rank high as desirable ingredients for a good "morale builder," while out-and-out propaganda dramas, and certain types of message-burdened radio programs, designated as "amusement programs with a purpose," come in for considerable criticism. "Because we are prone to think of war in terms of emotions," writes Dr. Berg, "we have a great need for radio programs which will distract us from our dark thoughts at times when we are resting from our exertions. Truly, there are times when the 'belly laugh' is incomparably more effective than the more aesthetically named vehicles for building public morale."

Music programs have the same nerve-relaxing and inspiring effect, he points out, but there should be more songs in two-hour or marching time, although "swing" has a definite value of its own.

Cited as an example of the best kind of radio drama designed to amuse and at the same time create attitudes that will facilitate our victory, is Cavalcade of America. Radio plays dealing with the American spirit of fair play, our sense of family and neighborliness, such as One Man's Family and The Aldrich Family, are especially commended.

Atrocity propaganda dramas are highly over-estimated in their effect, according to Dr. Berg. He points out that through picturing Italy, Hungary and other Axis partners as unwilling accomplices, there is a tendency to "riddle" our enemies. Declaring that propaganda dramas are "ineffectually written and produced," he calls upon advertisers, agencies and others to correct that condition.

The need for a sound and unified strategy in defensive psychological warfare, and for the education of officials regarding the power of radio, are the two findings of paramount importance revealed by his survey, concludes Dr. Berg. He summarizes:

"Official America has developed no adequate unity of plan, or even conception, of strategy for conducting defensive psychological warfare with unrivaled effectiveness. Civilian and military leaders alike appear to have no more complete understanding of our psychological air power—radio—than they had of military air power before the war." Radio, he says, is "by far the best medium" we possess for mobilizing morale: it reaches the greatest number of people, estimated at 90 millions daily, day out; listening requires much less effort and concentration than reading; receiving sets are often available to homes cut off from other media."

"Since the boss started advertising on WFDF Flint Michigan, have I been taking orders!"
House May Slash FCC Fund

(Continued from page 9)

to and from Rep. Cox. Edward J. Lord, formerly general manager of WALB, testified Tuesday re-
garding operation of the station during his period of tenure. Pri-
mary among the testimony con-
cerned with the character of the sta-
tion's operation and Mr. Lord was re-
quired to submit consider-
able personal papers belonging to his files concerning his association
with the station.

Will Seek Transfer

Mr. Allen, station counsel, ques-
tioned Mr. Lord's legal right to
possession of some of the papers and
finally threatened the witness
with larceny charges before a
Georgia grand jury. FCC Coun-
sel Cohn objected and the Com-
mission's Examiner, Donald M. Har-
riss, finally cautioned Mr. Allen that
he would ignore such comments in
considering the facts of the case
since it represented an attempt to
intimidate the witness.

A close of Wednesday's ses-
tion the Commission ordered
resumption of the hearing in
Washington Feb. 25 when C. D. Touns-
lley is scheduled to resume his
direct testimony, which was inter-
rupt ed Jan. 16 by the witness' ill
health. Mr. Allen expressed his in-
tention of filing for transfer to Al-
buquerque, Ga. If this is denied he said
he would seek the right to take
depositions and finally would ask
postponement of the hearing in
Washington to later in March if
both of his other maneuvers fail.

Meanwhile on Capitol Hill, Rep.
Martin Dies (D-Tex.), chairman of
the House Special Committee to
investigate un-American activities,
reiterated charges that three mem-
bers of the FCC staff are "com-
munists" and promised to hand
over his evidence to the Cox com-
nittee. Those named are attorneys
attached to the Commission's Federal Broad-
cast Intelligence Service.

The charges against FCC per-
sonnel were leveled during an
hour-long session on the House
floor Tuesday, in which the Texan
named about 40 Government em-
ployees. At the same time, Mr. Dies
called on Congress to demand strict
accountability from agency heads
"for their acts and their conduct."

FCC employees, named in
the speech as staff members of the For-

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Monopoly Hearing Is Set for Feb. 10
(Continued from page 14)

OPINION of the American Board of Radio Advertising Executives

...In the past, the studios of the networks have been so large and glamorous, with their vast audiences, that they have overshadowed the local stations. But the networks are now facing a growing competition from the local stations, which are trying to gain a larger share of the market. The local stations are making use of the fact that they are closer to the audience, and are able to provide more personalized service. The networks are trying to keep their grip on the market by increasing their advertising rates and by offering more exclusive time to their advertisers.

Advertising Aids Rating of Cresta Blanca Show

TEST of listener reactions to the five-week newspaper advertising campaign for the MBS Cresta Blanca program reveals an increase of some five points in the show's audience rating, according to a survey made by C. E. Hooper Inc., New York, for William H. Weirntraub & Co., New York. The advertisements placed in 68 cities in 27 states, carried a total of 153,000 from Jan. 13, when the show's format was changed, through Wednesday of last week. They appeared for the most part next to radio program listings in 126 papers, and served as promotion for the newly-reorganized program, starring George S. Kaufman and Oscar Levant.

Stanley for Douglas

John Staney, New England news commentator, has been selected as commentator for the Sunday evening 10:30-11:45 period on 11 Mutual stations, which W. L. Douglas Shoe Co., Boston, starts March 7. Other Mutual outlets will carry the news series on a sustaining basis. Agency is Harold Cabot & Co., Boston.

Hilda Lucey Leaves

Hilda Lucey, radio timebuyer of Kenyon & Eckardt, New York, on March 1 is leaving to join her husband, Ensign John C. Harley, stationed at Quonset Point, R. I.

KGO's 11 P.M. News-Cast Has 51% of the Listeners at that Hour...more tune-ins than the combined audience of 4 other newscasts at this period.

FIVE YEARS ON THE AIR... 7 NIGHTS A WEEK...ask your Blue Spot Representative or write direct for data on sponsoring KGO's late evening news.
6.1% Gain Over Prior Year; Gross Hits $254,800,000

(Continued from page 7)

45.3%, constituted national network business. Local business, aggregating $2,000,000, represented 27.2%, while national and regional non-network spot, totalling $49,500,000 accounted for 26.9%. Regional network business, aggregating $3,000,000, represented 1.6% of the total.

Thus, with the exception of weakness in the local sponsor field, gains on the part of various portions of the medium were about equal. Net time sales of national networks rose approximately 8.5% above the 1941 level, while regional network advertising increased in the neighborhood of 9%. For the first time in several years, the gain in national and regional non-network advertising was less than that in the national network field. Net time sales to national and regional spot advertisers in 1942 were 8.1% above the 1941 level as compared to an increase of 22.9% in 1941 over 1940.

The weak showing in the local field undoubtedly was due to dislocations of retail trade and service industries, as well as to problems confronting smaller distributors, all of which constitute important segments of local radio advertising volume.

While limitations of sample do not permit detailed analysis of the trend as to radio advertising volume by class of station, nevertheless a number of significant factors appear. The majority of stations situated in primary and secondary markets of any importance seem to have experienced increases in net time sales volume. On the other hand, losses probably have been experienced by a large number of limited, day and part-time stations situated in uneconomic localities. These marginal stations lead a continuously precarious existence and are the first to suffer when advertising volume either begins to grow more slowly or to show an actual decline.

National non-network advertising appears to have grown relatively more rapidly over limited and unlimited time stations than over any other class during the past year, increasing between 10% and 15% as against 1941. Advertising by this type of sponsor seems to have increased between 7% and 10% over clear-channel and regional fulltime stations. Fairly heavy declines in national and regional non-network business probably have occurred for many limited time, part-time and daytime stations.

Little Basic Type Changes

Local advertising volume appears to have increased to a somewhat greater degree over clear channel stations than over stations of any other class, although trends in this respect are not entirely clear at this writing. Local sponsored programs, as well as regional stations held its own, while there has been a slight decline in such business over local stations.

Net time sales of the primary and secondary networks also have been heavy in the case of limited and daytime stations.

There has been little change in the relative importance of the various basic types of radio advertising. The proportion of total net time sales represented by national network advertising rose from 44.3% in 1941 to 45.3% in 1942. This is a usual concomitant of periods in which radio advertising growth slows up or declines, due to greater stability of national network advertising sponsorship. The percentage of total net time sales represented by national and regional non-network advertising rose from 25.4% in 1941 to 25.9% in 1942, while that represented by local advertising declined from 26.8% to 27.2% over the same period.

Volume to Be Stable

On the basis of trends in recent years, it is ventured that radio advertising volume in 1943 will be comparatively stable and no important increases will occur during the year. The effect of wartime operations, with shortages of many products and rationing all down the line, however, makes prog nostication hazardous. Net time sales over the last six years are set forth in the following table:

<table>
<thead>
<tr>
<th>Year</th>
<th>Net time sales previous yr.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1937</td>
<td>$10,702,973</td>
</tr>
<tr>
<td>1938</td>
<td>117,976,450 -0.4%</td>
</tr>
<tr>
<td>1939</td>
<td>139,266,450 +10.8%</td>
</tr>
<tr>
<td>1940</td>
<td>156,686,247 +19.7%</td>
</tr>
<tr>
<td>1941</td>
<td>178,763,217 +12.3%</td>
</tr>
<tr>
<td>1942</td>
<td>191,000,000 +6.1%</td>
</tr>
</tbody>
</table>

Volume to Be Stable

Estimates of the gross billings of the major networks have been made more difficult during the last two years by the fact that NBC has discontinued issuing figures of this type. Other estimates available show CBS with an aggregate of $44,680,125 as compared to $44,584,878 in 1941; Blue Network Co. with $18,702,493 as against $12,858,169 in 1941 (the Blue was separated from NBC at the beginning of 1942); and Mutual $9,630,122 as against $7,300,000 in 1941.

Because of the lack of comparable figures among the networks, it is difficult to determine trends in different classes of business. Based on data available, the following table, projected from estimated gross billings for national network advertising by type of sponsoring business for 1942, is computed as a guide on this important phase of radio advertising.

Estimated National Network Gross Billings by Product Groups (1942)

<table>
<thead>
<tr>
<th>Product group</th>
<th>Gross billings total</th>
<th>% of Gross billings</th>
<th>Total</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing &amp; dry goods - Confectionery and soft drinks</td>
<td>$5,580,000</td>
<td>4.7%</td>
<td>$115,000</td>
<td>0.1%</td>
</tr>
<tr>
<td>Drugs &amp; toiletries</td>
<td>$3,550,000</td>
<td>27.5%</td>
<td>$90,000</td>
<td>0.1%</td>
</tr>
<tr>
<td>Financial &amp; insurance</td>
<td>$1,150,000</td>
<td>9.9%</td>
<td>$26,000</td>
<td>0.0%</td>
</tr>
<tr>
<td>Foods &amp; food beverages</td>
<td>$1,589,000</td>
<td>13.2%</td>
<td>$39,000</td>
<td>0.1%</td>
</tr>
<tr>
<td>Hardware &amp; appurtenances</td>
<td>$800,000</td>
<td>6.6%</td>
<td>$17,000</td>
<td>0.0%</td>
</tr>
<tr>
<td>Petroleum products &amp; fuels</td>
<td>$2,566,000</td>
<td>21.1%</td>
<td>$52,000</td>
<td>0.0%</td>
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<tr>
<td>Publications</td>
<td>$410,000</td>
<td>3.4%</td>
<td>$9,000</td>
<td>0.0%</td>
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<tr>
<td>Sound recording, etc</td>
<td>$908,000</td>
<td>7.5%</td>
<td>$18,000</td>
<td>0.0%</td>
</tr>
<tr>
<td>Tires &amp; rubber products</td>
<td>$13,941,000</td>
<td>11.6%</td>
<td>$305,000</td>
<td>0.1%</td>
</tr>
<tr>
<td>Travel &amp; hotels</td>
<td>$112,000</td>
<td>0.9%</td>
<td>$2,000</td>
<td>0.0%</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$61,000</td>
<td>0.5%</td>
<td>$1,000</td>
<td>0.0%</td>
</tr>
<tr>
<td>Total gross billings</td>
<td>$218,500,000</td>
<td>100.0%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Probably the most significant disclosure in this table is the great stability shown by the principal network sponsors during 1942. Cigars, cigarettes and smoking tobacco, drugs and toiletries, food and beverages, and soap and household supplies account for slightly more than three-quarters of national network advertising. As far as can be determined, the advertising of the two most important of these groups—food and drug and cosmetics—remained comparatively unchanged. Network gross billings of the drug and cosmetic group seem to have risen about 2% over the 1941 level, while those of the food group increased between 1.5% and 2%. Soaps and household equipment advertising over national networks seems to have remained unchanged in volume during the past year. Of the

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BROADCASTING • Broadcast Advertising
Small Stations File Fewer Complaints In Last Month About Revenue Losses

DECIDED letdown in the complaint about losses in revenues of small stations has been detected during the last month, with indications that some revival of business has taken place and the situation may not be nearly as bad as was thought several months ago when the Government began looking into the picture.

While no official reports yet are available, industry surveys reveal that the number of losers probably is little larger than it was in 1941. There were about 150 stations in the red ink category in 1941, the majority of them in secondary markets or in outlying areas.

Tentative Report Drafted

There are about two dozen stations, however, in the larger markets that have been chronic losers, most of them subsidiaries of other businesses. Word spread last fall that many stations were faced with closure because of loss of both national and local business. The majority of these stations were without network affiliations. The number of these apparently has tapered off during the last quarter.

FCC Chairman James Lawrence Fly, who has authorized a study into the financial status of stations, said at a news conference last Monday that a tentative report had been drafted, based on an FCC financial survey. He added, however, that a fairly substantial number of stations had been lagged in submitting material and that the analysis was not yet complete.

Chairman Fly said he considered his job in the matter as an advisory one, that the Commission would not “intrude” on business transactions which may be involved. He has been in collaboration with the Office of War Information, to encourage national advertisers to buy time on smaller stations.

Advertiser-Station Problem

“I consider my job,” Mr. Fly said, “simply to help the stations in any way I can and incidentally I think to help the advertisers in getting their teeth into the problem and into the potential of this mode of advertising. I do hope to stimulate some responsible advertising in the field of the small and remote stations.

We expect to simply furnish whatever information we might have available to the various stations, classes of stations, and move into the background with the thought that the whole matter would be one of private relations between the advertiser and the stations. All we would expect to do is to furnish prepared information as far as it is available to us. In other words, we want to help in any way we can without intruding on the business transactions that may be involved.”

New French Series

SOME 200 stations plan to carry the half-hour transcribed series "The French in America" just released by the newly-organized French-American Congress for Democracy. Consisting of dramatizations, French songs and talks by Fighting French leaders, program is intended to promote democratic post-war plans. In the American population of French birth and ancestry. It is distributed free to stations in cooperation with La Voix de France, French newspaper published in this country. The German-American Congress for Democracy, which produces the series "We Did it Before" (BROADCASTING, July 13, Aug. 17), has been given special dispensation by the Office of War Information, Jacques Ferrand, radio chairman of the two groups, announced.

Sweeney’s Work Grows

KEVIN B. SWEENEY, Western division sales promotion manager for the Blue Network, Hollywood, has been assigned additional duties in the sales department, according to Don E. Gilman, West Coast vice-president. Working with Mr. Sweeny, Mr. Sweeney will develop eastern business for the network’s Pacific Coast stations. In the latter capacity he will report to Tracy Moore, Western division sales manager. As sales promotion manager he works under direction of Mr. Gilman.

Marenantion Bill

BILL prohibiting abandonment without FCC permission of any station, "including telephone and radiotelephone," was introduced in the House by Rep. Vito Marcantonio (AL-N.Y.) recently. The bill would eliminate alien control from companies engaged in international communications by cable or radio.

Fireproofing Radios

NEW standards for fire prevention in electrical radios are being announced by H. B. Smith, associate electrical engineer of Underwriters Labs. Inc., in the January 1943 issue of Industrial Standardization, house organ of the American Standards Assn. Standards established by Underwriters Labs. and approved by ASA, will be used in post-war radio production.

Broadcasting • Broadcast Advertising

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Tennyson on Loan To OWI From FCC

TENNISON on Loan To OWI From FCC TO SET UP uniform accounting methods for the international shortwave broadcast stations here by the Government last fall, Harry Tennyson, setting head broadcast accountant of the FCC, last week was loaned to the Overseas Branch of the Office of War Information for an indefinite period and shortly will leave for a tour of the states. Mr. Tennyson, with the FCC since its organization in 1934, was borrowed by Murry Brophy, chief of the Communications Facilities Bureau, with the approval of FCC Chairman James Lawrence Fly and chief accountant William J. Norfleet.

Mr. Tennyson’s first assignment is in San Francisco, where he will audit the operations of KWID, the West Coast’s first wartime network outlet, with Lincoln Dellar, former KSFO general manager, appointed last month as radio division chief of OWI’s Pacific Coast section. He also will audit OWI’s 13 international stations on both coasts, according to Mr. Brophy, in setting up uniform accounting methods.

Tennyson, before joining the FCC, was with the radio division of the Navy Bureau of Yards and Docks as an examiner. He has been acting head broadcast accountant since last April, when Capt. DeQuinley V. Sutton joined the Signal Corps.

M. D. GROUP URGES PROGRAM STUDIES EFFECTS of daytime serials in featuring problems which are essentially those of ordinary American home life are helpful rather than harmful to radio listeners, according to a report issued by a special committee of three well-known physicians appointed by NBC to study the morale qualities of daytime serials. The committee, headed by Dr. Morris Fishbein, editor of the Journal of the American Medical Assn., the committee includes Dr. Hess R. A. Jones, radiologist, and Dr. Winfred Overhouser, professor of psychiatry at George Washington U School of Medicine, and is supervised by Dr. James Rowland Angell, NBC public service counselor.

"By the very nature of the daytime serial drama," the report states, "the pace is relatively slow, duplicating therefore much more nearly the pace of ordinary life than do the dramas of stage or motion picture or the single incidents of once-a-week serials. A daytime serial drama must be considered, therefore, as a whole and not related to the effects of a single incident."

"The place of radio in our culture and civilization is obviously well established and significant. The serial dramatic is the principal attraction of the daytime program schedule. They seem to fill a real demand for a public of considerable size and their shortcomings are heavily outweighed by their virtues. Obviously, they can be much improved by a more sensitive and intelligent appreciation on the part of the writers of the scripts of certain dangers inherent in the nature of these programs."

Wine Co. Expands BISCEGLIA WINE CO., L. I. City, which entered the New York market for the first time last year under a contract for six quarter-hour music programs weekly on WON, Jersey City, is renewing on a more generous basis. The program has been discontinued by Petrella Ad., while the Greystone brand is featured in Pennsylvania markets through WIP, Philadelphia [BROADCASTING, May 18].

Higgins New Manager GEORGE HIGGINS, for many years head of sports department of WTCN, Minneapolis-St. Paul, and well known as a sports announcer, has been appointed manager of the station’s St. Paul office. Mr. Higgins, in addition to his new duties, will continue his announcing for the network, as has been with WTCN for 11 years.

ELGIN NATIONAL WATCH CO., Elgin, Ill., has placed "Behind the Gun" on CBS dramatizing the accomplishments of war workers. Program is currently heard days 10:30-11 p.m. Sponsorship will start in March. Date and time have not been decided. Agency is J. Walter Thompson Co., Chicago.

Admiral's "Homey, Homey, Homey" success in radio audience research for its Ready Cooks in the Southwest region has inspired the company to enter the field of television advertising. The new venture will be handled by the Chicago agency of D'Arcy, Wheezel & Co.

New Business COUNCIL ON CANDY as Food in the War Emergency on Feb. 16 sponsored by the Council's chairman, President M. S. Graham, president of the National Confectioners Ass'n, and General Food Co., Inc., Chicago, Ill., and other representatives of the confectionery industry, will have a radio audience of 25,000,000. The program, which will open the 35th annual convention of the Council, will be broadcast from New York and Baltimore, Feb. 16, 5:30-6:30 p.m. The program will feature notable speakers from many fields and will be under the sponsorship of Wonder Bread Corp., New York City.
MGM Adds WWJ

AFTER a successful experiment on WGN, Chicago, Metro-Goldwyn-Mayer, Inc., has continued the broadcasts on WWJ, Detroit, a similar quarter-hour thrice-weekly program titled "The MGM Show," with Her- schel Hart, WWJ commentator, as m.c., program gives advance build-up to MGM pictures. MGM also sponsors a 30 minute program of the same title on 65 BLUE stations Monday through Friday, in addition to the regularly produced program on WGN. Agency is Donahue & Co., New York.

RADIO GUEST BAN RELAXED BY FILMS

WITH an added proviso, Hollywood film studios have relaxed their policy of no radio guest appearances for film. One movie studio in the Midwest, has permitted contract players to appear on network sponsored shows. Provision specifies that all monies earned by signers be applied toward the motion picture company to be placed in escrow pending further clarification of $25,000 wage ceiling. Principles of film talent working out allowable income within the motion picture industry first would thus be retained. Talent, however, was reported as being at the set-up. In several instances, it was said, players had turned down radio bookings rather than let pay-ment pass beyond their control pending official Congressional action.

Meanwhile, advertising agency executives find they are able to obtain sufficient name talent to meet the need, with radio stars booked to exchange guest appearances. In addition, they declare there are more than enough freelance name players for guest spots. Talent supply, it was said, is ample to offset radio's loss of film studio contract players.

LICENSED OPERATOR WANTED

Call or Write WDRC, Hartford, Conn. • Basic CBS

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CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
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FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

CLIFFORD YEWDA LL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Food Co. Adds Time

LOMA LINDA Food Co., Arling- ton, Cal., recently started spon- soring thrice-weekly participation in Norma Young's Happy Homes on KHJ, Los Angeles. Contract is for 13 weeks. Firm also is sponsoring weekly participation in Ann Hol- den's Home Forum on KGO, San Francisco, and in addition utilizes other California radio. Agency is Gerth-Pacific Adv., Los Angeles.

BROADCASTING • Broadcast Advertising

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Post-War Growth In Television Seen
Sarnoff Hails Opportunity for Period of Prosperity

TELEVISION is the most spectacular development in the field of communication to which we look forward in the post-war era, David Sarnoff, president of RCA, stated at a meeting of the Chamber of Commerce of the State of New York last Thursday.

Speaking on “Post-War Horizons,” Mr. Sarnoff first dealt with recent scientific progress in particular in the field of radio and electronics. He then went on to point out that while science offers the post-war world “a promissory note” of a more abundant life, “payment is contingent upon social and economic forces over which science has no control.

“The achievements of science and industry,” he said, “hold out for us the promise of a great post-war prosperity—but only if the individual enterprise of our citizens makes it a prosperity for all our people. Peace is a segment of the globe and prosperity for only a section of our people will not be enough. Our constant efforts must be to make them universal.

Government’s Chance

“Neither industry alone nor labor alone nor agriculture alone can provide prosperity or security for all. But when each represents all of us, can, in cooperation with industry, labor and agriculture, help to make the entire nation prosperous and secure.”

Pleading for “an American charter for American business,” Mr. Sarnoff urged that the Government should not usurp the function of the productive industrial enterprises, or to finance them or to run them,” but that “the government’s function should be that of an umpire to see that each segment of society plays its part in accordance with the rules and fulfills its obligations to the community as a whole.”

“Laws should be changed by legislation, not by bureaucratic fiat,” he stated. “What is declared lawful at one time should not at another time be upset by the caprice of bureaucracy.”

Speaking of television, Mr. Sarnoff said that “when the war started, television had barely taken its first steps as a public service. From an engineering viewpoint, it was practical, and the public was eager for it. The necessities for war production made commercial progress out of the question. However, it is gratifying to those who labored many years to bring television out of the laboratory to know that the experience gained from television research is proving of vital importance in the war.

“When the curtain of war is lifted, television will be ready scientifically to go forward as a new service of public information and entertainment. We can expect to have

intercity networks of stations as we have them in sound broadcasting. Eventually they will become nationwide. We look forward to television programs in theatres as well as in the home. Thanks to war research, these television pictures will be technically much better than they were before the war.”

KMBC’s War Job

KMBC, Kansas City, has published a booklet describing its 1942 war broadcasting activities, and reporting that during 1942 it contributed a total of 161 hours, 12 minutes and 6,451 local announcements, netting $1,999,852 toward the Victory campaign, which did not include CBS war messages and programs also carried by KMBC. Ten outstanding programs were outlined, among them, Present Arms, a series of training camp broadcasts transcribed in Army camps of five states; Feud For Victory, one of three War Bond campaigns, netting more than $600,000; a salvage drive for scrap metal; and a farm war service.

McCrory Granted Leave For Censorship Post

THOMAS C. McCRARY, assistant general manager of WTIC, Hartford, in charge of programs and news, has been granted a leave of absence to join the broadcasting division of the Office of Censorship, J. H. Ryan, assistant director in charge of radio, announced last week. Reporting Feb. 8 to the Washington office, he will take a brief instruction course, then will be stationed in New York where his duties will include censoring shortwave material for export.

Leonard J. Patrieelli, assistant program manager of WTIC, will succeed Mr. McCrary, according to Paul W. Lawrence, station general manager. Mr. McCrary, who has been with the Travelers Insurance Co., owners of WTIC, since 1920, is in charge of programs and news since 1926.

KEITH KIGGINS, BLUE vice-president in charge of stations, left Feb. 8 for a month’s visit to West Coast stations.

Col. Russell Brunner Of Air Corps Missing

LT. COL. RUSSELL R. BRUNNER, former chief of engineering sales for Bendix Radio, last week was reported missing by the War Dept. while on active duty with the Directorate of Communications, Air Corps.

Col. Brunner, a professional radio operator since he was 16, went on active duty as a captain in May 1942, and was promoted to lieutenant colonel less than a month ago. A graduate of Purdue U, he had managed WBAA, the famous station for three years and later had done research in television at W9XU, the Purdue experimental station. In 1934 he went with United Airlines communications labs., joining Bendix when the firm was formed in 1936.

Granik Honored

RADIO as one of the expressions of public opinion can be used “as a means of winning the peace” after World War II, according to Theodore Granik, founder and director of the MBS American Forum of the Air, and special advisor to Donald M. Nelson, chairman of the WFB, in a commencement address delivered at John’s U, last Thursday afternoon. Mr. Granik was awarded the honorary degree of doctor of laws.

Keller a Major

JOSEPH E. KELLER, formerly secretary to FCC Commissioner Thad H. Brown and more recently engaged in radio practice with the Washington office of Horace L. Lohnes, has been commissioned a major, assigned to the Army Transportation Corps, Highway Division, under Col. Frederick C. Horner. Maj. Keller has been serving for some time as assistant to the director of petroleum and other liquid transportation at the Office of Defense Transportation, and will retain an office at ODT.

Authors File Suit

JAMES F. WATERS and Alfred Shebel, authors and producers of Court of Missing Heirs, filed suit last Tuesday in New York Federal Court against Horace P. Guthrie and Dorothy Fields, Michael Todd, 20th Century Fox Film Corp., and prominent actors in the Broadway show “Something for the Boys”, claiming infringement of copyright and appropriation of property rights in the idea and material belonging to the plaintiffs. The program was on CBS under sponsorship of Ironed Yeast until September of last year.

Page 50 • February 8, 1943 BROADCASTING • Broadcast Advertising
Chin Lee Wing, kind and gentle patriarch, waits patiently for better days in war-torn Kiang Province where the Kau Kiang and Fu Ho Rivers meet.

In southernmost Bolivia, Carlos Perez, lowly peon, quietly prays for peace.

Jan Germanic, Czech guerilla leader, dreams of a friendly world in his mountain hideaway under the stars.

Ray Smith, aircraft welder of Wichita, hoists a glass to a gallant Russian pilot near Rostov.

World neighbors!

The world grows smaller. Distance and time have changed values. The old concept of "neighbor" moves past the house next door, past towns, past states, past countries to envelop the world.

Many forces contribute to this new concept of "neighbor". Radio, conqueror of time and space, high among them.
IT DOESN'T MEAN A THING

if they don't answer YOUR ring!

• The existence of "coverage" is no proof whatsoever of the existence of "listeners", yet advertisers must have BOTH.

WKY delivers both. WKY delivers more coverage in Oklahoma on its 930 kilocycles than any other Oklahoma City station and, according to its Hooperatings, delivers from two-and-a-half to three-and-a-half times as many listeners, morning, afternoon, and night.

Advertisers, therefore, who have something to say or to sell to Oklahomans can not only ring more bells, but can get more listeners on the line over WKY than over any other Oklahoma City station.

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