SHIPS
SHEEP
SHEKELS

Ten ocean-going ships are now afloat, the major parts of which were built in mile-high Denver. That is illustrative of Denver's diversified wartime industrial activity.

Sheep, for which Denver is the world's greatest market, helped to give Colorado farmers their best income year in two decades.

Both industry and agriculture are pouring shekels into the pockets of KLZ listeners as never before. KLZ listeners are spending their shekels with KLZ advertisers as never before.
A cracker company, advertising on WLS, offered daily prizes for jingles used on their program. In 11 weeks they received 23,452 entries—all with proof of purchase! A breakdown of 12,000 of these letters revealed that 30% of the mail came from Metropolitan Chicago. It proves again that WLS is listened to, that WLS listeners respond . . . . and in Chicago, too!
At Last! MODERN WAR SOUND EFFECTS

We have just completed a series of truly startling Super-Sound Effect records, making available to radio for the first time, the authentic sounds of warfare as it is fought today.

There are highly dramatic airplane effects, including Spitfires, Messerschmitts, the P-38, P-39, P-47 and other modern fighters and bombers in various flight maneuvers, dog-fights, dives, etc., new ground battle effects with tanks, falling bombs, machine-gunning and cannon fire, all amazingly realistic; the official British air raid alarm and all-clear.

The release includes, in addition to 12 sides of warfare sounds, 2 sides of new train effects and 2 featuring a Midway crowd and a crowd of natives.

These remarkable new effects, like all Standard Super-Sound Effects, are pressed on genuine Victrolac, guaranteeing lowest surface reproduction, something no longer to be expected from records made of reclaimed shellac.

A catalog supplement giving complete descriptions of these new effects is now in the mail. Write for your copy at once, if you do not soon receive it.

* Standard Radio

45 WEST 45th STREET
NEW YORK, N. Y.

360 N. MICHIGAN AVENUE
CHICAGO, ILLINOIS

6404 HOLLYWOOD BOULEVARD
HOLLYWOOD, CAL.
"Annapolis of the Air"
AT PENSACOLA, FLORIDA
IS IN WWL-LAND

and so are 10,000,000 customers from five different states

THREE STATES AWAY from New Orleans, yet the Naval Air Training Center at Pensacola, Florida, is in WWL’s primary listening area! Just one more example of how WWL blankets the Deep South.

NO OTHER STATION for hundreds of miles can compete with WWL’s 50,000 watt, clear channel signal. For complete coverage of the prosperous Deep South, you need—

WWL
NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL
The Greatest Selling POWER in the South’s Greatest City
When some like it HOT...

QUAKER OATS

...some like it COLD!

and Quaker Oats sells both at once with SPOT BROADCASTING*

With so many products to sell, in all markets, under all conditions . . . tough advertising problems are a regular diet at Quaker Oats. Breakfast appetites change swiftly as seasons shift, from Winter to Summer, from North to South . . . and advertising must keep pace. Where some important brands are regional, advertising must fit the area without gaps and without waste. And on every product, budgets must be sensibly planned to get the most in sales for every dollar spent.

It's no wonder then that Quaker Oats relies so heavily on Spot Broadcasting. They know how easily this fast, flexible medium is arranged to match each season . . . to fit each region . . . to coincide with potential volume in every market. And they know that everywhere Spot Radio gives their advertising maximum effectiveness by giving them free choice of the best stations and of the best times with ready-made audiences.

Because of its complete adaptability to all of today's rapidly changing conditions, Spot Broadcasting has now become the fastest-growing form of radio advertising.

Is there a lesson for you in the way Quaker Oats makes flexible Spot Broadcasting pay? Then talk to your John Blair man. He will supplement your thinking with his merchandising experience, his knowledge of radio and his familiarity with leading radio stations.

* Spot Broadcasting is radio advertising of any type (from 25-word announcements to full-hour shows) planned and placed on a flexible market-by-market basis.

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*An interesting, informative booklet, "Spot Broadcasting," will be sent on request to advertisers and their agencies together with a list of John Blair markets and radio stations.
*The world and most that we know about it is the gift of our eyes and ears. Listen, and Behold, are the earliest admonitions for knowledge. Could any mission be higher, then, than that of expanding the scope of human sight and hearing? Even when the means is modest, as an incandescent lamp, or fluorescent lamps and equipment, or radio and electronic tubes? Everyday things these, of critical value now, that we work upon here at Sylvania. Yet they are keys to whole new worlds of boon and blessing. Already flaring in the vacuum tubes are prophetic miracles, from television to aircraft landing beams, from making germ structure visible to killing bacteria by light, from measuring ocean depths to penetrating fog and storm. Small wonder we approach our work humbly. Or that we set for ourselves the highest standards known.

NAME TO REMEMBER. You may find the Sylvania name and mark on radio tubes, incandescent lamps and fluorescent lamps and equipment already in your service. It is a name to remember — to hold in mind and seek out when time comes to make necessary replacements. If you then find it less easy than formerly to locate Sylvania Tubes and Lamps — just remember that war needs must come first. We are doing all we can to fill civilian needs in view of wartime necessities that must be met.
"For extreme gallantry in conduct under fire." "Courage typical of representatives of a free press fighting for a free world."

Henry T. Gorrell of the United Press is awarded the Air Medal

THE CITATION ACCOMPANYING THE AWARD:

"To Henry T. Gorrell, civilian representative of the United Press, serving with the American Army Air Force in the Middle East.

"While participating in a bombing mission, Mr. Gorrell displayed extreme gallantry in conduct under fire. During his mission, enemy aircraft were encountered and in combat two enemy aircraft were shot down. For several hours Mr. Gorrell rendered vital aid to a seriously wounded member of the crew. Mr. Gorrell’s action undoubtedly saved the life of this soldier."

In a bombing raid, the last plane in the flight runs the greatest risks. By the time it comes over the target, enemy anti-aircraft has had full opportunity to get the range, enemy fighters have had time to rise to the attack.

United Press Staff Correspondent Henry T. Gorrell knew this when he gained permission to fly with U. S. bombers raiding Navarino Bay, on the Greek coast. He had his choice of planes and he chose to go with the last one because, despite greater danger, it offered "the best view of the show."

Gorrell’s outstanding coverage of that show involved every danger he had foreseen. The bomber in which he rode was riddled by fighter-plane and anti-aircraft fire. It reached its base with two superchargers shot away, the automatic steering gear knocked out, an aileron ripped away and several members of the crew wounded. To one of the dangerously wounded Gorrell rendered first aid on the flight home. His conduct won for him the Air Medal.

Major-General Lewis H. Brereton, commander of the U. S. Army Air Force in the Middle East, in presenting the award to Gorrell, declared his courage "typical of representatives of a free press fighting for a free world."

UNITED PRESS
Karl Koerper
Managing Director, KMBC, Kansas City

1922 A.B., University of Kansas, Majoring in Journalism
1925-38 Editor, The Christian, National Religious Publication
1929-38 Vice-Pres. & Sales Mgr., Greiner-Fifield Lithographing Co.
1938 Vice-President, KMBC
1939 Managing Director, KMBC

Take a look at Karl Koerper's thumbnail biography above, and you'll discover that he's been obviously successful in almost every kind of advertising work there is. But what doesn't show is that Karl is a successful citizen, too, and a real civic leader in Kansas City. That's practically another page-full, all by itself.

Speaking of doing well at many different jobs, we've always been rather proud of the variety of businesses in which our individual men have made good, too (and then brought their experience here to F&P!). Our staff includes many who were successful agency men, publication men, radio station men—market analysis men, manufacturers, merchants, lawyers, food-specialists (but as yet no butchers, or bakers, or candlestick makers!).

We mention all this just to prove one point: To us, your business, or your clients', isn't very "different"—because at least one or two of us have probably worked in it! Why not let us see if we have any ideas for you, here in this pioneer group of radio-station representatives?

Free & Peters, Inc.
Pioneer Radio Station Representatives
Since May, 1932

Chicago: 180 N. Michigan
Franklin 6175
New York: 247 Park Ave.
Plaza 5-1511
San Francisco: 145 Sutter
Sutter 4353
Hollywood: 1512 N. Garden
Gladstone 5949
Atlanta: 122 Palmer Bldg.
Main 1667

Page 8 • February 15, 1943
Broadcasting • Broadcast Advertising
AFM Proposes Fixed Fee For Recordings

Manufacturers Would Pay Extra Cost To Union; Radio Not Mentioned

PROPOSALS for settlement of the American Federation of Musicians’ ban on recorded music, which do not mention radio but which call for fees to be paid by the manufacturers and distributors of such music into a union fund for reducing unemploy- ment, were submitted Thursday to representatives of recording and transcription companies, wired music services and juke-box manufacturers. Accompanying the proposals were invitations to meet with the AFM national headquarters in New York this (Feb. 15) afternoon.

Copies of the proposal also were sent to the Senate’s Clark Commit- tee, appointed to investigate the union’s ruling prohibiting its mem- bers from making recordings. The ban took effect last Aug. 1.

At a news conference Friday, James C. Petriillo, AFM president, predicted a settlement “within a couple of weeks.” He explained that since a appearance before the Senate Committee “all along the line they are beginning to agree that there is some justice in our demands” and continued, “if they’ll be fair, this will all be settled within a couple of weeks.”

Queried about the absence of any mention of radio in the pro- posals, Mr. Petriillo declared: “We have no fight with radio. Any trouble there has been stirred up by the NAB.” He denied that the AFM proposals are the same as those advanced by Samuel R. Rosenbaum, president, WFL, Phila- delphia [BROADCASTING, Feb. 1], but described the AFM plan as “entirely new and without prece- dents”.

Fixed Fee Proposed

Describing the plan’s operation, Mr. Petriillo said that the individ- ual musicians will not receive any more pay for recording work than before, but that the additional fees will be paid directly to the union. “If we get a fund,” he said, “no one but the AFM will handle it.” He explained that the disposal of the funds will be on a national, not on a regional or local basis.

A double shot at the FCC by select House investigating commit- tees was seen last week with the passage by the House of the Smith Resolution (HRES-102) setting up a seven-man committee with broad powers to investigate rules, regu- lations and directives of Federal agencies and designed to curb so- called “bureaucratic” activities.

This inquiry will not conflict with the FCC investigation of the AFM and its personnel and policies, slated to get under way next month.

New Yorker Chosen

It was predicted by House mem- bers that the new committee, au- thorized to bring in recom- mendations for legislation to restrain activities of Government bureaus and agencies, probably would derive its strength from New York, the first order of business. The com- mittee, it is expected, will be head- ed by Rep. Smith (D.Va.), author of the resolution and a member of the Rules Committee who has worked closely with Rep. Cox (D-Ga.) and supported him strongly on the FCC inquiry.

Meanwhile, it was learned that the Cox select Committee would announce selection of its chief counsel within a few days. Reports from New York were that a prom- inent attorney of that city had been selected, but his identity would be withheld pending formal acceptance. It was understood that he is a member of an outstanding New York law firm specializing in corporate and trial practice.

With the announcement of coun- sel, the Committee will appoint associate counsel and an investigat- ing staff. Chairman Cox said he hoped to get the inquiry under way by March 16.

As prospective of the Cox Com- mittee functions the new Smith Committee also will investigate the FCC, pursuant to the House reso- lution. In the detailed debate last Thursday, mention was made of the FCC as one of the agencies to be covered. That Committee also is authorized to designate special counsel and subpoena witnesses and records. It will cover the entire Washington front generally, where- es the FCC inquiry has a specific mission—the FCC, its personnel and their stewardship from the start.

Chairman Cox said the Committee would not overlook anything and that its members are not dis- turbed by “backfires,” which he asserted had been set up in an effort to stymie the inquiry. Initial funds of $60,000 already have been approved by the House Com- mittee on Accounts for the investi- gation.

It was presumed that Rep. Cox’s reference to “backfires” dealt with the resolution adopted by the ex (Continued on page 44)
Blue Clarifies Stand on Commentators

House Group to Probe Winchell Status

At Hearing

MUZZLING commentators is not the intent of the BLUE, developments in the wake of the Walter Winchell "damn" slip a fortnight ago, indicated last week. Misinterpretation of a memorandum to BLUE news editors led to published charges that the network had forbidden criticism of Congressman G. Alexander, former Senate and House officials and employees, according to Mark Woods, BLUE president. It was indicated that the whole thing was a "tempest in a teapot" and would blow over quickly.

Meanwhile Chairman Vinson (D-Ga.) of the House Naval Affairs Committee, announced Friday that his Committee would be considering the case of Mr. Winchell as a Naval Reserve officer in executive session Monday, Feb. 15, with public hearings scheduled to begin Tuesday. Secretary of the Navy Knox, Mr. Woods, Mr. Winchell and others are expected to be called to testify as to the commentator's status.

"Healthy Sign"

While discussion was aroused over the controversy, which also involved Drew Pearson, Washington columnist and BLUE commentator, Mr. Woods made it clear that there were serious misunderstandings of the air involved. There was considerable discussion about new "rules" issued by the BLUE tending to gag its commentators, but it developed that the so-called "rules" merely were memoranda designed to cover a specific situation that likely to occur.

Mr. Woods emphasized that there had been no new rules issued and that the standards governing news broadcasts invoked for several years by the network as a part of NBC, still stand. The brief instructions following the Winchell incident were simply for the information of commentators and established no new policy. They covered only "derogatory remarks" as against "fair criticism," which always has prevailed not only for BLUE but for all networks and for the industry as a whole.

"The discussion now in progress is a healthy sign," Mr. Woods asserted last week. He believes that the views expressed by the commentators themselves will help to draw the line clearer between the fair and factual, and the unfair and uninformed which would really destroy the freedom of the air.

Long recognized as an advocate of freedom of the air, Mr. Woods was influential in the drafting of the original industry code provisions and the NBC and BLUE requirements covering handling of news, according to DATA, because of reverberations in Congress and general agitation. It was felt that insofar as the BLUE's news commentators are concerned, there would be no discernible change in handling and no change whatever in overall policy.

In Woods' view, the position that the open discussion would cause no controversy and would help all concerned in understanding of the situation. The BLUE's position thereby would be a "coincidence between derogatory remarks and fair criticism follows policies prevailing in the newspaper field generally."

Following the Winchell broadcast of Jan. 31, which caused the introduction of a resolution (HRes-95) by Rep. Hoffman (R-Mich.) for a report on the status of the commentator as a lieutenant commander in the Naval Reserve [BROADCASTING, Feb. 8] the BLUE notified its news editors to beware of "derogatory remarks". This was done simply to keep them on their toes, it was stated. This memorandum, which Mr. Woods explained as an interpretation of existing rules, follows: "No remarks shall be made which are derogatory of any member of either House of Congress, member of the President's Cabinet or any other person holding any public office."

"No derogatory or insulting remarks about either House of Congress or any group of members in either House or any Federal agency or employe thereof."

[Continued on page 14]

1903  Irvin Ray Baker  1943

IRVIN R. BAKER, one of radio's best-known pioneers, died suddenly last Tuesday in Camden of a cerebral hemorrhage. He was 39.

Mr. Baker was at his office at RCA Mfg. Co. in Camden when the attack came. While he was ill intermittently for several months, he had lost little time from his work. Immediate cause of Mr. Baker's death was a hemorrhage, presumably induced by high blood pressure. He had undergone treatment for a streptococcus infection in his thigh and recently had been under doctor's care.

Joined G-E in 1927

Formerly head of RCA's broadcast transmitter sales, Mr. Baker last year was assigned to develop the applications of electronic applications to war industries and to post-war planning. He was one of the best-known and best-liked figures in the radio, television and electronics fields.

Born on a farm in Freedom Township, Adams County, Pa., on Oct. 6, 1903, Mr. Baker attended the public and high schools of the township and later attended Gettysburg College. He had become interested as a boy in "wireless". After he received his B.S. degree, he continued his studies toward another degree in electrical engineering.

Shortly following his graduation, Mr. Baker entered the employ of General Electric Co., Schenectady, in 1927. He was placed in charge of operations of the famous Schenectady-high powered station, WGY, one of the first stations in the country. Such figures as Andrew D. Ring, former FCC broadcast engineer; Lt. Com. Joseph A. Chambers, now in the Navy, who built the WLL 600,000-watt transmitter; Lt. Com. A. B. Chamberlain, former CBS chief engineer, and Harold Vance, who is with RCA in Camden, all served their radio apprenticeship with "Bake" at Schenectady.

In 1929 "Bake" joined RCA and within a few days his qualities of leadership and pioneering knowledge led to his appointment as head of broadcast transmitter sales at the Camden plant. He was a familiar figure at NAB conventions, as head of RCA's technical contingent. He was responsible for many innovations in design and construction of broadcast transmitters.

With the war's outbreak, Mr. Baker devoted most of his time to research in the use of high-frequency radio current, to speed war production. He remained the actual head of broadcast equipment operations.

Mr. Baker is survived by his wife, the former Eleanor Oland, of Ewan, N. J., whom he married two years ago, and their first child, Robert Oland, born last Jan. 4. Interment was at Gettysburg Feb. 12.

1. R. BAKER

Elgin Starts March 7

ELGIN NATIONAL Watch Co., Elgin, Ill. (institutional) on March 7 starts The Man Behind the Gnomes on 59 CBS stations, Sundays, 10:30-11 p.m. Program has been sustaining Wednesdays, 10:30-11 p.m. J. Walter Thompson Co., Chicago.
When you come right down to it, NBC provides a daily and nightly dish of entertainment that's awfully hard to approach—much less beat! So when we say WHO is the only NBC outlet in Iowa, we're also going a long way toward proving that we've hardly any competition in program service!

But that's only about half of our program-service story! WHO local live talent programs are definite additions to our entertainment menu. Under the direction of Harold Fair, WHO has built the largest talent and production staff to be found in any city of comparable size in the entire United States.

Besides that, WHO maintains the most elaborate news-broadcasting facilities in Iowa, and renders such unique service that our news is followed by millions of fans from Coast to Coast.

That's Plus No. 4 for WHO. You want to surround your commercials with the best programs heard in Iowa. You can do it at WHO, and only at WHO! Write us for all the other Plusses, or ask Free & Peters!

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
Censorship Centralized Under New Code


Text of revised code on page 24.

CENTRALIZATION of all domestic censorship, a few specified restrictions, more stringent supervision of foreign language broadcasts and definitions of “appropriate authority” are provided in the revised Code of Wartime Practices for American Broadcasters. The new Code was released last Wednesday by Byron Price, Director of the Office of Censorship.

Dated Feb. 1, 1943, the new Code, effective immediately, supersedes the original Code of Jan. 15, 1942 as well as the first revision dated June 15, 1942. It clarifies many questions which have arisen since the last revision eight months ago, adding sections relating to simulated air raids and blackouts and others.

Foreign Tongues

Most stringent regulation provided in the new Code covers foreign language broadcasts. Under new provisions the Office of Censorship, by direction of the President, is charged with the responsibility of overseeing the air, all persons engaged in foreign language broadcasting who, in the opinion of Censorship, “endanger the war effort of the United Nations by their connections, direct or indirect, with the medium.”

Bases of judgment in exercising this function will be two-fold: “Current material written for broadcast or broadcast over American facilities, and past and/or present conduct of the individual, including evidence substantiating his sympathies with the regimes of our enemies.”

The Code makes it clear, however, that the individual management is not relieved of the responsibility of reporting any personnel who might be suspected to the Office of Censorship.

Praise From Ryan

J. Harold Ryan, assistant Director of Censorship in charge of radio, asserted that some 150 foreign language communications are broadcasting more than 1,500 hours weekly in 29 or 30 languages and the job of policing such broadcasts couldn’t possibly be carried on in one office.

He commended the station operators who are cooperating fully with Censorship. He explained that the Broadcasting Division had set up a separate section for foreign language operations.

The Code governing broadcast of news generally parallels the press Code except in weather information, where broadcasting restrictions still are severe. Sportscasters may not broadcast what is usually called “game called because of weather”, “wet grounds”, “muddy field”. Terms such as “clear”, “rain”, “windy”, “overcast” are “an index to weather conditions over a large area and should not be employed,” says the Code.

Although the Office of Censorship was established shortly after the U. S. entered the war, individuals of several Government agencies have exercised their own censorship in the past, while others released information contrary to the Code. In emphasizing there is but one Office of Censorship, to which all queries regarding such problems should be routed, Mr. Price pointed to a foreword in both the broadcasters Code and press Code which reads:

Basis of Authority

“The Code of Wartime Practices is issued pursuant to instructions by the President, who commissioned the Office of Censorship to supervise domestic voluntary censorship. You are reminded that whenever anyone, in any part of the country, makes a request which appears unreasonable or out of harmony with the Code, you are at liberty to appeal at once to the Office of Censorship. Much confusion would be avoided if such appeals were first foreclosed.”

In the last war postmasters, sheriffs, county chairmen and other semi-public officials were instructing correspondents to publish what could be published and what couldn’t, Mr. Price recalled. Some of that has been true in the present war, but more and more both radio and the press have taken their censorship problems to the Office of Censorship and by-passed other officials.

“You’d be surprised,” he said, “to know how many unreasonable requests we have been able to squash because publishers and broadcasters appealed to us. There is but one Office of Censorship. We ask you to call us if you have any doubts.” In the overall Washington operation steps have been taken to channel information through public relations offices and to divert information of censorship to Mr. Price’s Office.

Referring to the revised Code as representing the “progress of the Administration’s understanding of the progress of the war”, Mr. Price said greater emphasis has been placed on the protection of military units overseas. Relaxations have been allowed in information regarding war production because “war production is pretty good now”.

He paid tribute to both broadcasters and publishers for their cooperation and said in applying the voluntary Code, “Newspapers and broadcasters have been singularly cooperative,” he declared.

The Director of Censorship explained that his office is not responsible for censorship of news from combat zones, including North Africa, but censorship is handled by the military.

Referring to suppression of news after it has once been published, Mr. Price said his organization had never taken the position that information could be suppressed after publication. In rare exceptions, where some small paper with limited circulation published a story, he said, efforts might be made to keep the information confined to the local area.

Censorship position on the priority of publication is contrary to a past War Dept. policy that even though a story had been published in a metropolitan newspaper, like the New York Times, it should be suppressed in all other media. The “special note” which sets out that the Office of Censorship was created by Presidential order places full responsibility in such instances on the shoulders of Censorship and not other Government agencies. Mr. Price explained, however, that his office is cooperating with other Governmental functions.

Legislative Problem

Most of the new provisions in both Codes already are outstanding in existing censorship laws from broadcasters and newspapers, said Mr. Price. Solutions of many problems without precedent, which arise as the war goes on, as it does, have become new clauses or revisions in the Code.

One question still remains to be settled—the status of State Legislatures or individual legislators as “appropriate authority” when they deal with information restricted by the Code. Censorship has ruled that a Congressman is “appropriate authority” but the problem of State Legislatures is not under consideration, according to Mr. Ryan.

With reference to news about the Armed Forces, the new Code elaborates on the Code, including heavier restrictions in some instances and relaxation in others. The Code lists information which may not be used concerning troops both at home and abroad.

In the Action at Sea section the new Code restricts information about the sinking or damaging of war causes of war or merchant vessels, including heavier restrictions in some instances and relaxation in others. The Code lists information which may not be used concerning troops both at home and abroad.

The Printer Again

WHEN COPIES of the revised Code of Wartime Practices for American Broadcasters reached the Office of Censorship for distribution, 10 minutes before Director Byron Price’s scheduled news conference to release the new Code at a news conference last Wednesday, it was discovered that the Government Printing Office omitted an important exception to weather broadcasting restrictions. Consequently, Censorship had to get out riders including the following exception: “News regarding flood conditions may be broadcast provided it contains no reference to weather conditions.”

REST BEFORE AIR

FOR ELMER DAVIS

ELMER DAVIS, director of the Office of War Information, reiterated his intention to go on the air with a weekly program of war information at his news conference last week.

He added, however, the program would not start until he first had a chance to get away for several days. Reports have it that Mr. Davis’ health is such as to make it a rest necessary in the near future.

In any case he may be expected to take that and the end of this month, broadcasting on Fridays over NBC, CBS and BLUE, 10:45 p.m. Will rebroadcast the program each week by transcription, probably on Saturday afternoon.
In business it is intelligence that guides safely through clouded situations.

In Cloudy Weather it is the Beacon that Guides.
Bill Also Recommends Deletion of Another Quarter Million

In considering the 1945 FCC appropriation, the House Appropriations Committee, in its report to Congress, recommended deletion of approximately $2,000,000 from the FCC's budget. This recommendation was made after a thorough investigation by the committee into the use of the funds. The committee found that the FCC had not spent the funds as intended and that there was a need for additional funds to be allocated to other programs. The recommendation was supported by many members of Congress and was eventually passed into law.

FCC Drops Ancient Inquiries Conducted at Cost of $10,000

In addition to recommending the deletion of funds, the House Appropriations Committee also recommended that the FCC drop its ancient inquiries conducted at a cost of $10,000. These inquiries were conducted many years ago and were found to be outdated and unnecessary. The committee recommended that the FCC focus its resources on more important and current issues.

The Department of Justice Rejection

Despite these recommendations, the Department of Justice rejected them. It was believed that the FCC was conducting important investigations that were necessary for the protection of the public. The Department of Justice also argued that the FCC was conducting these investigations in a cost-effective manner.

In conclusion, the Committee's recommendations were seen as a way to improve the efficiency and effectiveness of the FCC. The deletion of funds and the dropping of ancient inquiries were seen as ways to free up resources for more important work. However, the Department of Justice rejected these recommendations, and the FCC continued to conduct the ancient inquiries at a cost of $10,000.
WOR is like a pony...

We mean—WOR can take you today for a smooth and economical canter into 16 of the nation's greatest war-active cities of more than 100,000 people each.

WOR, to be quite explicit about it, will hoof along blithely with your message into Jersey City and Camden and New Haven. It will pad gaily down the road to Bridgeport for you, too. Not to mention Hartford and even Wilmington—which is in Delaware—and ten other dynamic eastern war centers which we will be delighted to rattle off for you at the drop of a request.

WOR may even sell your product for you in Boston—though WOR does not attempt to cover Boston. It just so happens that WOR did sell a lot of a product called "Press-On" in Boston; or so the maker tells us.

We hate to sound vain about it, but this WOR is an extraordinary proposition. At, we might add, an extraordinarily low price.

our address is—

WOR

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

WOR does not argue the point that each of the cities mentioned is served in a very special way by one or more local stations. Their job is an important and unique one. So, too, we feel is WOR's collective 16-city impact.
THE FIGHT for economic survival by NBC and CBS, growing out of the four-year effort of the FCC to assume regulatory control over the contractual relations between networks and their affiliates, was placed in the lap of the Supreme Court last week in the final phase of the litigation over the FCC’s chain-monopoly regulations.

The court listened four hours to argument by counsel representing the FCC, NBC, CBS and Mutual. Summarized in this discussion was the ponderous testimony gathered by the FCC in its chain-monopoly inquiry which began in 1938, along with the receipt of administrative and judicial reviews—one of them in the Supreme Court itself. Few new notes were struck, but the court listened closely to the five questions from six of the seven judges who sat.

**Decision Challenged**

NBC and CBS seeks to overturn the opinion of the statutory three-judge court in New York, which held that the FCC has authority under the Communications Act to regulate contractual relations of networks with their affiliates, through the stations as licensees. The FCC, through solicitor General Charles Fahy, steadfastly held it had accorded a full and free hearing to all of the parties and that they were on notice from the start that the intent was to ferret out the purported monopolistic tendencies of the major networks and introduce competition.

Sitting on the court were Chief Justice Stone, Associate Justices Roberts, Reed, Frankfurter, Douglas, Murphy and Jackson. Associate Justice Black did not participate, presiding judge S. J. Durr, his brother-in-law, is a member of the FCC. The ninth member, Justice Wiley B. Rutledge, who was confirmed by the Senate last week, had not yet taken his seat.

On June 1 of last year, the same court sent the FCC’s chain monopoly regulations back to the Federal District Court in New York for full review on the merits, holding in a 5-3 opinion that the lower court had jurisdiction. The majority opinion in that case was written by Chief Justice Stone, who was joined by Associate Justices Roberts, Murphy, Byrnes, and Jackson. Associate Justice Frankfurter wrote a detailed dissenting opinion, upholishing the lower court’s decision which previously had sustained the FCC’s motion to dismiss for want of jurisdiction.

**Arguing against the contentions of the Solicitor General were John T. Cahill, chief counsel for NBC; Charles Evans Hughes Jr., chief counsel for CBS, and E. Willoughby Middleton, representing Stromberg-Carlson, licensee of WHAM, Rochester, NBC affiliate which was a participant in the original appeal. Louis G. Caldwell, chief counsel for Mutual, argued in defense of the Government’s position, utilizing part of the Government’s two hours of time.**

While NBC directed its argument principally against Regulation 3.104, banning time options, CBS protested virtually all of the regulations, but attached no weight to the time option ban and the elimination of exclusive network affiliation, which it contended in effect would make all stations free agents insofar as network affiliation is concerned.

The Solicitor General insisted that option time would be permitted on a “non-exclusive” basis, while Mr. Caldwell held that the lack of available outlets in many important markets frustrated the effort of Mutual or any other network enterprise to compete effectively with the old-line networks, which had affiliates in these essential markets.

Mr. Middleton told the court Stromberg had no idea that the purpose of the Commission’s original inquiry was to rule out network affiliation contracts. He pointed to the satisfactory relationship between his station and NBC and the FCC, that no hearing should have been conducted on the basis of economic regulation, rather than as a legislative inquiry. The facts adduced, he held, would have been geared toward that end.

**See Spring Action**

Court observers expected the court to act by mid-March, in view of the fact that the NBC-CBS appeals were brought under the Urgent Procedure statute which will have right of way. The arguments began last Wednesday and carried over through Thursday. A considerable portion of the time was consumed by questions from the bench, notably during the Solicitor General’s argument, which resulted in close questioning.

Answering the contention of Mr. Middleton, Mr. Fahy said that the Commission had given full notice of the issues involved and that the argument resulted in no new evidence. He added that there was no possible reason for a new hearing.

**Within the Act?**

Mr. Fahy dismissed the free speech contention with the observation that the networks are licensed, due to the crowded condition of the radio spectrum, this issue is not present. The regulations do not deal with what anybody may say at any time and place, he said. The question is whether the regulations come within the statute, and not whether the statute is constitutional as argued.

When Chief Justice Stone inquired whether the provision relied upon in the law dealt only with “scientific or mechanical” matters to maintain broadcasting, Mr. Fahy said it obviously covered business aspects but had no relationship to sponsorship of programs. Mr. Fahy added the Senate committee in its report on the original Radio Act in 1927 did not touch upon the network regulation factor. The Chief Justice observed that he understood that networks were free to run their business “any way they choose.” He asked what the repercussions of the regulations might be to the existing system of broadcasting.

Mr. Fahy enumerated the regulations and held that on the most controverted one, dealing with option time, he was confident there would be no hardship and that the medium would “survive these regulations.” Declaring that there was no criticism of the program service of the networks implicit in his argument, he said that as a citizen he enjoyed the programs and regarded radio as the “best advertising medium known to man.”

On behalf of CBS, Mr. Hughes declared that many points remained to be covered, but that aside from the time option regulations, CBS feels the “disastrous impact” of the other regulations, too. He pointed out that the FCC relied both on its “ruling power” and its “licensing power”, declaring that it had no option to the other since they are incompatible.

Mr. Hughes laid great stress upon the revision of the regulations as finally approved which specify that no station shall “enter into” (Continued on page 54)
When the Japs hit Pearl Harbor and blasted us into total war, the 900-odd radio stations of America leapt as one man into the service of their country. Facing a multitude of new and difficult problems, networks, big stations and small stations alike have shown remarkable ability and versatility in helping Uncle Sam to get on with winning the war.

Probably no one will ever know just how many thousands of hours the radio stations of America devoted to war broadcasts during the year starting December 7, 1941. Certainly no one can even attempt to measure the effect of these broadcasts on the 130,000,000 people of the country.

But no one can doubt that radio, along with other media, has played an outstanding part in speeding the transformation of a nation at peace into a nation at war. Radio has helped to make Americans the best informed people on earth. It has sold them many millions of dollars' worth of War Bonds and Stamps. It has speeded enlistments, helped conserve precious materials, gathered scrap, explained rationing, aided civilian defense, spurred rumors, raised money for our allies, entertained our soldiers and sailors, improved our foreign relations, strengthened our relations with nations and Axis-occupied territories in spite of Hitler's best efforts to keep the truth from them.

Through all the difficulties of radio's first year at war, the industry has kept its head, censored and controlled itself and hung up a record that everyone in radio may well be proud of. During its second year at war — and until the day of final victory — radio will play a part of ever increasing importance in helping to keep America free.

Look Out, Tojo! Here Come the Tornadoes!

In Milwaukee, WTMJ is looking forward to the day when the Navy's "Pearl Harbor Flying Tornadoes" squadron dives into action. This squadron of 50 men was enrolled as a special token group during an outstanding enlistment drive in which WTMJ's "Fly for Navy" series of 15-minute broadcasts played an important part. The program featured on-the-spot interviews with young men being inducted into service, daily summaries of enlistments and highlights of Navy history.

WROK Took 200 Marines Home for Xmas

At the Marine Corps Base in San Diego were 200 youths from northern Illinois and southern Wisconsin. Christmas was coming, but furloughs for all these boys would be out of the question. So WROK, Rockford, sent promotion director Bill Traum to San Diego to record their personal greetings to the folks back home. On Christmas day, each of these 200 young Marines came home for a few seconds — across 2,500 miles — over WROK. There's a double-barreled morale builder for you!

Out in Detroit, famed for quantity production, WJBK is producing War Bond sales in a big way. A one-hour program brought in $120,000 — two other half-hour programs added $142,000. Total since August 9 is well past the half-million mark.

BULLETIN: The U. S. Treasury and music lovers should give a vote of thanks to WWJ, Detroit. Recently, when the Detroit Symphony Orchestra was about to fold up for the duration, WWJ persuaded a downtown merchant to sponsor 21 symphonic broadcasts devoted solely to sale of War Bonds.

WWL and WLB-WSAI Are Out for Blood!

Way down yonder in New Orleans, WWL broadcast a corpuscle-by-corpuscle account showing how easy it is to donate a pint of blood that may save the life of a wounded service man. This remote originated at the Red Cross-Army Blood Bank. In Cincinnati, WLB-WSAI are doing a fine job in the interest of the Hamilton County Blood Bank's drive for donors. Besides acquainting radio listeners with the vital need for blood, the program includes a campaign to get all WLB-WSAI employees to give some of their own.

What's NEW with YOU?

If your station has developed a novel idea for selling bonds, for getting in the scrap, or for otherwise promoting victory — if you're proud of results you've gotten in backing up the war effort — tell us, so we can spread the news! Write to Radio War-gram Editor, Western Electric Co., Room 928, 196 Broadway, New York, N. Y.

For Extraordinary Heroism in Action

A special salute to Thomas E. Knodle —former NBC Washington news editor and first broadcasting man to be decorated in this war! He has been awarded the Distinguished Service Cross for extraordinary heroism in action near Buna, New Guinea. Twice wounded, he is now recovering in a hospital somewhere in Australia.

Fighting Words from World's Highest Studios

High above every battle front, Army planes fly and fight with radio command sets, vital in coordinating warfare in the air. Western Electric is making vast quantities of this equipment, as well as other communications apparatus for the armed forces.
YOU CAN'T AFFORD TO
Coast!

1943 and 1944 demand aggressive, intelligent readjustments. The advertiser has a new job to do ... holding his dealers, guarding his franchise, protecting his valuable brands. During these two vital years he must be deadly sure of his media. WSYR is tested and proved — and geared to wartime's sudden demands!

Nearly Everyone Knows WSYR has . . .

BONUS COVERAGE — reaching 24 populous N. Y. counties.

TOP AUDIENCE — attracted by full NBC (Red) schedule — "Powerhouse Programs".

DIAL POSITION AND EFFECTIVE POWER — 570 Kc. at 5000 Watts.

Our Advertisers Know WSYR has . . .

Expert knowledge of wartime merchandising conditions.

Intelligent wartime promotion methods — balancing sales-man-power shortage.

Thoroughly competent staff — among the highest payrolls in radio.

You Should Know WSYR has . . .

the Know-How to deliver far more than your contract calls for, to hold your sales-front until Victory. Proof — if you wish — from General Foods, Vick's, Babbitt, Lorillard, Arpeako, Camels, Easo, to name a few.

Yes, WSYR is a busy station ... but to get a tough job done, ask a busy man to do it!

WCKY Heard in Pacific

FEATURE articles in the American Legion and Liberty magazines recently mention the reception of WCKY, Cincinnati, early morning programs by Marines on Guadalcanal. Lt. Col. Richard C. Mangrum in the American writes that his squadron heard the Cincinnati station with clarity on two portable receiving sets. As told by Alan Hynd in Liberty, also tells of repeated reception of WCKY on Guadalcanal.

NEW PABST SERIES STARTS MARCH 27

PABST BREWING Co., Chicago (beer), on March 27 starts sponsoring a weekly half-hour variety show, Blue Ribbon Town, on CBS stations, Saturday, 10:15-10:45 p.m. (EWT). Contract is for 28 weeks, with series featuring Groucho Marx, film comedian.

Warwick & Legler packaged the show with talent being lined up by Paul Warwick, president of the New York Agency, in collaboration with Dick Mack, Hollywood producer, who will handle production of the series. Robert Armstrong is musical director. Other scheduled talent includes Donald Dickson and Virginia O'Brien, vocalists. Latter being under contract to MGM, her appearance on the program remains subject to approbation of the film studio.

Format calls for weekly change of guest stars. Mr. Mack, in addition to his new weekly show duties, also is producer of McKee & Albright on the weekly NBC Rudy Vallee Show, sponsored by Sealtest Inc. It is believed he will continue to handle the latter weekly program.

Pep to Expand

KELLOGG Co., Battle Creek, Mich., which has been sponsoring Supermac as a weekly serial on 39 Mutual stations for Pep cereal, is planning to increase the list to the full Mutual network of 204 stations probably the first week in April. Program is heard 5:45-6 a.m., agency is Kenyon & Eckhardt, New York.

NEW TO THE STAFF

WGR Present Replacements In Bulletin

NEW FACES on the staff of WGR, Cleveland, are revealed to men in the armed services in the station's February Service Bulletin, dedicated to Valentine's Day. The bulletin, which has grown month by month, achieves a tour de force through publication of the staff picture, with names and new faces clearly indicated.

With the February edition Ted Hanna becomes editor, replacing Maurice (Mr. Amplistat) Condon, now in service. In fact the mimeographed magazine of station activities now counts Mr. Condon among its readers. In the present issue, WGR staffers in service will find a note from John F. Patt, general manager, describing changes on Cleveland's home front and wishes for speedy victory.

Arnold Nominated To Federal Bench

Pending Radio Litigation Not To Be Affected by Shift

APPOINTMENT of Thurman Arnold, "trust-busting" Assistant Attorney General to the U. S. Court of Appeals, D. C. District of Columbia, will have no immediate or direct bearing on pending anti-trust suits involving broadcasting operations.

Mr. Arnold's nomination for the appellate court, which handles practically all radio appeals, had been generally predicted in Washington since elevation of Associate Justice Wiley B. Rutledge to the Supreme Court. Justice Rutledge's nomination was confirmed last week by Senate. Mr. Arnold's nomination was sent to the Senate last Thursday by President Roosevelt. Confirmation is expected without difficulty.

Pending Cases

Among radio cases pending brought by Mr. Arnold are antitrust proceedings against the American Federation of Musicians, now awaiting decision by the Federal District Court in Chicago, after the Government had lost its original case on a motion to dismiss. The anti-trust suits brought last year against NBC and CBS, alleging violations of the statutes because of exclusive contracts, are in fact covering all of the original issues raised by the FCC in the drafting of its highly-controversial chain-monopoly regulations. These latter cases, however, have been in suspension awaiting Supreme Court decision on virtually parallel issues on appeals brought by NBC and CBS from the Commission decisions.

In charge of the Litigation Section of the Anti-Trust Division is Holmes Baldrige, who has assisted Mr. Arnold in the preparation of these and other cases. It is ex-pected Mr. Baldrige will follow through on handling of these cases upon Mr. Arnold's retirement from the Dept. of Justice.

Mr. Arnold, nemesis of the labor unions and of "big business," has indicated he will accept the nomination to the appellate tribunal. Mentioned prominently as his successor are Hugh Cox, of the Board of Economic Warfare, former chief assistant, and Tom C. Clark, also on the Anti-Trust Division staff.

Newspaper Spots

THE Philadelphia News (newspaper), in a national circulation drive starting Feb. 15 has placed four to five minute programs over a ten-day period on WARM WWVA WBAI WIBC WRNL WFIR WMMN WPHI WRUS WMAZ WWL WMAA WAT J WCL WSB A WIE WWPL WCRU WAMF WAMU WSPR WZD WSYA WBYG. Agency is First United Broadcasters, Chicago.

The Basic NBC Red Station
 COVERING CENTRAL NEW YORK

H. C. Wilder, Pres. Represented by Raymer

SYRACUSE, N. Y.

5000 Wats 570 Kc.

Page 18 • February 15, 1943
Congratulations Niles Trammell and NBC

The "Tale of 412 Cities," revealing that NBC leads by more than 3 to 1 in "Listened to Most" at night, is a tribute to you, Mr. Trammell, the National Broadcasting Company and all NBC stations.

and may KSD take a bow for this?

KSD has scored a double distinction in "The Tale of 412 Cities," the most comprehensive survey in radio history! In answer to the question "What radio station do you listen to most at night?" KSD scored two important firsts.

In St. Louis, KSD was named by 70% of those who replied as the favorite night-time station.

Nationally, no other radio station in any of the major markets (cities over 600,000) equalled this percentage dominance of the night-time listening audience. Cost and coverage considered, KSD is one of America's top-ranking night-time radio buys.

KSD

OWNED AND OPERATED BY THE ST. LOUIS POST-DISPATCH
Nationally Represented By Free and Peters
Golden Age of Advertising Forecast

Premiums Out but War Develops Hard-Selling Copy Technique

By WESTON HILL
Copy Director, Sherman & Marquette, Chicago

self-liquidating premium commercial used in one of the most successful five-a-week soap operas on the air, David Harum, Feb. 10, 1943.

Tens of thousands of women are now sending to David Harum for one of the most amazing bracelets ever offered—a free five-cent sample of actual stone from the original grounds of Blarney Castle, Ireland. Yes, fantastic as it sounds, it's true. Stone from the original Blarney Castle, or rather, the shamrock, a four-leaf clover, an authentic miniature of Blarney Castle and the stone from Blarney Castle grounds itself. And so no one can say its not real. For this stone is real; the shamrock bears the true inscription guaranteed genuine stone from the original Blarney Castle grounds, Ireland. Sworn records trace the journey of this stone to the bracelet we send you.

It's like the bracelets David is having made for June Saunders in our story. But it's real.

Now here's why you should send immediately. The legislature of our land is considering passing a law to prohibit the export of any more of this stone. Hence once our limited supply is gone you may never be able to get this stone. That's why—in years to come—it may become a more and more valuable keepsake.

We make this offer because we want everyone to have a chance to try Bab-O, the amazing cleaner that saves needless scouring by dissolving grease. Even if you try it once—just once—you'll keep on using Bab-O.

So—to get your Blarney Bracelet just write to David Harum, 38-8 Fourth Avenue, New York City—sending a Bab-O bottle and only 25¢.

(Continued on page 22)

COMMANDING OFFICER of the Coast Guard in the Sixth Naval District, Capt. Michael J. Ryan de- scribed a fight in the war front, in the first of a Friday half-hour series, Men of the Coast Guard, which will air on WTMA, Charleston, S. C. Also at the mike are: Stanley Raymond, announcer (center), and Robert E. Bradham, WTMA general manager.

IS PREMIUM merchandising passe? Like many other so-called "institutions" premiums have been almost totally eclipsed by the war. Here Weston Hill, copy director of Sherman & Marquette, Chicago, analyzes radio commercial copy. At the close of the war he foresees a golden age of American business and industry, and with it a golden age of good, hard-selling advertising technique born of wartime ingenuity.
Build For The Future

Where the Future is assured

WSIX, “the voice of Nashville”, covers a market where after-the-war as well as present-day business prospects are as high as anywhere in America.

This Nashville market, a large segment of the Tennessee Valley that has grown by leaps and bounds in recent years, has the potentialities for even greater prosperity in the future.

Through WSIX you can cover this market both for today and tomorrow.

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

5000 WATTS
980 Kilocycles

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.
Page Mr. Hooper

RAYMOND GRAM SWING'S nose got fixed up in a Kansas City hospital when he committed himself to KCMO's master control room.

A sweet voice informed Charlie, Marvin, night operator, that the new Radio Survey calling and he would tell her to what program he was hearing. Charlie got a jolt but seriously replied "Raymond Gram Swing's nose is fixed up and the only station he ever listened to was KCMO."

3. It must be something that she cannot buy at 10c stores or preferably in any store. She has to get it from you.
4. It should be something she doesn't possess now. If it is something she already has, it must have high re-sale value. Stocks of dirty clothes, for example, are high repeaters. Clothes pins are not.
5. It must be what she "earns"--so that it can be seen attractive over the prize.
6. It must be indigenous to the product itself, and preferably should give an element for greater use of the product.
7. It must be timed right.
8. It must not be a one-coin return--preferably 10c and not more than a quarter.
9. If a 10c item, it must go in the mail, stamped and handled, for under 1c. If a 5c item, 10c to 10e.
10. It must have high intrinsic value, so that the Mrs. will get her money's worth, or with the hands had by the product. If a familiar article, it must be offered at a considerable reduction from regular retail price. If an unfamiliar article, it must be offered at far less than is the usual retail price.
11. It must be easy to mail.
12. It must require only one label or box-top. This single-proof-of-purchase method results in a large proportion of new customers in requirement of two, three or four proofs-of-purchases, which is likely only to buy back old customers.
13. If at all possible, the premium should be of benefit from the consumer's point of view, rather than from the advertising agency.
14. A red-white-blue Victory Garden should be timed for the last quarter of the calendar year. A contest offer should be started after Thanksgiving. A combination of success of Bab-O's Blarney Stone Bracelet offer was partly due to the fact that its final week was timed for St. Patrick's Day.

Let's take one or two examples of successful self-liquidating box-top premiums, and see how they conform to these rules.

Example 1: For several years, in the spring, David Harum offered a packet of flower seeds to customers who purchased with 10c and one Bab-O label. If I remember correctly, over a million of these "Friendship Gardens" were sold within a three-weeks' period. This is the only premium that was endorsed by the advertising agency, but was used principally as a "loading deal" rather than for consumer effect. It is also true that in both cases, radio was heavily supported by newspaper and magazine advertising. But traceable returns from these media didn't compare with what radio produced.

Rules for Success

One of the best-known users of self-liquidating premium merchandising in America has laid down the following strict requisite for a successful self-liquidating premium box-top offer:

1. You must have glamour, pride of ownership; must enable the housewife to serve a different-shaped dessert dish, or make a better toast, or wash dishes, or do something for her personal charm.
2. The product must be the crest of a current popularity wave; bridge, income tax, even (if you tread lightly) the war. No premium advertiser in his right mind, for example, would offer a Mop-Jong set today.

MBS Billings Off

MBS BILLINGS for January, 1943, totaled $922,104, a decrease of 5% from the corresponding month last year when the total was $1,024,512.

and not on the product. Stick to a couple of sloganized copy points if you must, but offer your simple. One of the worst flops on record was a 10c lipstick offered in a small box of fancy matches. The premium had the proper shade to her own glamorous personality, must send a girl and not for the lip stick itself. I'd hate to tell you how many returns were sent back by this advertiser. The product was stuck with, when the last returns had struggled in.

Rule two: To a matter of multiple proofs of purchase—that is, requiring two, three or four labels or box-tops for one premium. Anything more than a one-label proposition is likely to have returns wash out establishing the desired consumer buying habit.

If you must go after repeats, enclose one premium with the premium good for additional premiums; or use a can-band or factory-pack offer if you can.

A Definite Effect

All these rules and regulations indicate the fact that, contrary to the opinions of copy writers and advertising men who "don't believe in premium merchandising", the actual skill and expense of following them, as well as the desire and need to write a good premium commercial are enormous. It's like retail advertising; you've got to write an ad that will crowd your store and make tomorrow bigger than today. You can't afford to disregard any single one of the rules of the game; the psychological chain of premium merchandising is the weakest link. Even today, with premiums so extremely difficult to obtain, advertising men who have had years of experience with expensive advertising will act themselves to be swayed by enthusiasm or opinion into "trying something different", and they invariably fail. The lesson to be learned is that Better to return to good hard-selling commercials, with or without benefit of show, than to dot your record with failures.

Do not to return to our original appraisal. Premium merchandising has had a definitely salutary effect. Millions of American homes have been introduced to products they wouldn't have otherwise. Advertisers have hundreds of millions of extra sales and new customers, and advertising men have learned more than actual sales from the hand selling they didn't know before. So don't let anybody tell you that premium merchandising was a destructive force; don't let anybody tell you that it is gone for good.

File this article away somehow, pal. With the end of war will come the golden age of American business. But not without the golden age of good, hard-selling advertising technique developed in a war-ensured, premium-less era when Cupy was King.
Now is the Time to Sell Things You Can't Wrap Up-

TODAY advertisers have more to sell Detroit than ever before. Tangible goods and services speak for themselves, at least to some extent. But intangibles such as trademarks, good will, corporation names, future plans—these are not so identifiable. In a market as big and as busy as Detroit, as full of post-war potentiality, advertisers should constantly refresh the memory of those who will buy vast quantities of products in this great market when peace comes again.

And there is no refresher quite as effective now as a popular radio station...one to which the great buying audience is already accustomed to listening, not only for authentic war news and comment, but for their favorite musical, novelty and drama programs as well. WWJ in Detroit is such a station, and has such an audience. It was not only the FIRST radio station in Detroit from the standpoint of age, but it is also DETROIT'S FIRST STATION in listener interest—a survey-proven fact.

WWJ
America's Pioneer Broadcasting Station—First in Detroit
National Representatives
THE GEORGE P. HOLLINGBERY COMPANY
Owned and Operated by The Detroit News
ASSOCIATE STATION W45D—F. M.
Code of Wartime Practices for American Broadcasters

As Revised Feb. 1, 1943; Released Feb. 10, 1943, Effective Immediately

THIS IS THE SECOND revision of the Code of Wartime Practices for American Broadcasters. It combines original wartime provisions with supplemental suggestions and interpretations which have developed out of our experience during the last 24 months of war. It supersedes all other releases of the Office of Censorship to the press of the United States, and is the present authoritative guidepost to censorship in the broadcast field. The primary purpose of the Code is to establish a single, authoritative standard of principles of censorship to guide those who are responsible for advertising for sale, for sale or distribution, for auction, or for distribution. The Code applies only to the press of the United States, and is not intended to apply to other news media.

I. NEWS BROADCASTS AND COMMENTARIES

Broadcasters should edit all news in the light of this Code's suggestions and of those of their own special knowledge, regardless of the medium or means through which such news is obtained.

Special attention is directed to the fact that all of the requests in this Code are made by a proviso that the information listed may properly be broadcast when authorized by a specific authority. News on all of these subjects will become available usually from Government sources; but in wartime, timelessness is an important factor and the Government unquestionably is in the position of preventing when dissemination is timely.

It is recommended that news in any of the following classifications be kept off the air, unless released or authorized for release by appropriate authority:

(a) WEATHER

All weather data, either forecasts, summaries, recapitulations, or any details of weather conditions.

Stations should refrain from broadcasting any news of weather occurrences, such as blizzards, snowstorms, tornades, hurricanes, etc., unless it is specifically authorized by the Office of Censorship. Occasionally it is possible to clear such news, but for security reasons this Office cannot authorize blanket clearance in such cases. Exceptions: Emergency warnings may be broadcast as specifically requested by weather bureau authorities.

News regarding flood conditions may be broadcast, provided it contains no reference to weather conditions.

Information concerning hazardous road conditions may be broadcast when requested by a Federal, State or Municipal source, if it avoids reference to weather.

(b) ARMED FORCES

Type and movements of United States Army, Navy, Marine Corps, or any other military forces.

Exceptions: (1) Armed forces in the United States: Those in training camps and units assigned to domestic police duty, as regards names, addresses, location, etc., as far as such information is available or as can be obtained.

Names of Naval personnel without mention of ship or ships unless said ships have been announced by the Navy as lost or damaged.

(c) SHIPS (CONVOYS, ETC.),
United States Navy, or merchant vessels, or vessels of nations opposing the Axis powers in any waters, including information concerning:

Port of Arrival
Type
Identification
Location
Movement
Secret information or instructions about sea defense, such as:

Broadcasters should ask themselves, "Is this information of value to the enemy?" If the answer is "Yes," they should not use it. If doubtful, they should measure the material against the Code.

From time to time the Office of Censorship may find it necessary to issue further communications either to interpret certain existing requests, amend or delete them or to serve to cover special emergency conditions. Such communications will be broadcast by the medium of radio stations and networks and should receive preferential attention.

If information concerning any phase of the war effort should be made available anywhere, which seems to come from doubtful authority, or to be in conflict with the general character of these requests, or if special restrictions are required or otherwise by various authorities seem unreasonable or out of harmony with this summary, it is recommended that the question be submitted at once to the Office of Censorship, Washington.

Byron Price, Director.

THE OFFICE OF CENSORSHIP

Byron Price, Director.

February 1, 1943.
“NIX ON PIX!”
SAYS THE OWI—BUT HERE’S A LIST OF THE PLANTS THAT SUPPLY THE PAYROLL TO MAKE THE CHARLESTON, W. VA. MARKET ONE OF THE NATION’S BEST!

Kanawha Manufacturing Company
Trojan Steel Company
Kelly Axe & Tool Works, American Fork & Hoe Company
West Virginia Steel Corporation
Midwest Steel Corporation
Linde Air Products Company
Evans Lead Company
Owens-Illinois Glass Company
Libbey-Owens-Ford Glass Company
Kanawha Rail and Machinery Company
United Carbon Company
McJunkin Supply Company
Columbian Carbon Company
West Virginia Gas Corp.
Hope Natural Gas Co.
United Fuel Gas Co.
Owens-Libbey-Owens Gas Dept.
Carbide & Carbon Chemicals Corp.
Westvaco Chlorine Products Co.
Barium Reduction Corp.
The Prest-O-Lite Co.
General Machinery Ordnance Corp.
Carnegie-Illinois Steel Corp.
Electro Metallurgical Co.
E. I. du Pont de Nemours & Co., Inc.
Belle Alkali Co.
Givaudan Virginia & Company
Reilley Tar & Chemical Company
Fletcher Enamel Company
Dunbar Glass Company
Gravely Motor Plow & Cultivator Co.
Nitro Pencil Company
Monsanto Chemical Co.
Ohio-Apex Inc.
American Viscose Company
United States Rubber Company
Butadiene Plant

5000 on 580

WCHS CBS Affiliate

John A. Kennedy, President Howard L. Chernoff, Managing Director
Charleston, West Virginia
represented by the BRANHAM COMPANY
SPECIAL NOTE ON WARTIME CODE

EDITOR'S NOTE: In a forward to the revised Code of Wartime Practices for both radio and the press appears the following special note, to which Censorship Director Byron Price refers all broadcasters:

The Code of Wartime Practices is issued pursuant to instructions by the President, who designated the Office of Censorship to supervise domestic voluntary censorship.

"You are reminded that whenever anyone else, in any part of the country, makes a request which appears unreasonable or out of harmony with this code, you are at liberty to appeal at once to the Office of Censorship.

"Much confusion would be avoided if such appeals were more frequent."

(a) WAR PRISONERS, INTERNEES, CIVILIAN PRISONERS.

Information as to arrival, movements, confinement, escape or identity of military prisoners from war zones; identity of persons arrested or interned as enemy aliens, or of persons moved to resettlement centers; locations or operations of war prisoners, or alien internment camps or resettlement projects; places of confinement of civilians convicted of treason, espionage or sabotage.

(b) MILITARY INTELLIGENCE.

Information concerning operations, methods or equipment of war intelligence, counting the war alive or dead in the United States or its allies; information concerning available or captured enemy codes or ciphers; or information gained from interception of enemy messages; or information concerning the use of secret inks or chemicals or detection of these.

Information concerning secret devices and information regarding secret United States and international points of communication, including the enemy's programs of military communication, including the enemy's programs of military communication, including the enemy's programs.

(c) WEAPONS.

General—Identification of combat casualties until made available for publication by the War or Navy Department.

Strategy—Secret war plans. Art objects, Historical Data—Information concerning national archives, or of public or private art treasures.

Diplomatic Information—Information about the movements of the President, or his executive advancement notice of the place to which he will broadcast; information of official nature of the Office of Censorship of the United States or of any other nation opposing the Axis powers—scheduled broadcast appropriation, or without continental United States; movements of officers and staffs on official missions; movements of other individuals or units on military or diplomatic missions.

Premature disclosure of diplomatic negotiations or conversations.

Forest Fires—In reports of forest fires: descriptions of danger areas, weather conditions, activity or methods of placement of special guards, damage or threat of damage to military objectives, or extent of smoke clouds.

II. PROGRAMS

These suggestions are made in order that in accepting "hallowed a pattern to follow in accomplishing the most important censorship function of programs over the radio under the control of the Office of Censorship, or its representatives.

(c) FORUMS AND INTERVIEWS.

In forums during which the general public or a segment of the community is invited to take part in open comment, panel discussions in which more than two persons are involved, and interviews conducted by authorized representatives of the broadcasting company, broadcasters should devise methods guaranteeing against the release of any information which might aid the enemy in plotting an area for attack.

If special programs which might be considered doubtful enterprises in view of the total information or value from the enemy are planned, outlines should be submitted to the Office of Censorship for approval or disapproval.

(d) SPECIAL EVENTS REPORTING.

Special events that are to be reported should be approved in advance by the Office of Censorship, and all related materials should be submitted to the Office of Censorship for approval.

(e) SIMULATED AIR RAIDS.

In view of the provisions contained in Paragraph (f) Section I of this code, which prescribe radio silence at such times, the use of "air raids" is not permitted. The Editor's Note states that if the correctness of defense information "is doubted" it is the belief of this office, in which case it emphasizes that broadcasting stations should not employ their facilities for any purpose which might give rise to any question in any way which would encourage listeners to rely upon the medium for false information or should aid and abet the enemy in plotting an area for attack. This is intended to place no restriction on the legitimate advertisement of similar facilities and commodities dealing with simulated air raids and similar events after the events have been conducted.

(f) COMMERCIAL CONTINUITY.

Broadcasters should be alert to prevent the transmission of excessive or unpopular advertisements during the blackout hours of commercial continuity in program or announcement broadcasts. In this

(Continued on page 28)
The Taj Mahal, built by Shah Jahan at Agra, India, as a tomb for his wife, required 18 years to complete. It is recognized as the most perfect example of the Mogul style of architecture, and is considered by many to be the most beautiful building in the entire world.

Radio advertisers have, for many years, recognized WTIC as the foremost medium for delivering sales in the Southern New England market. The extremely high per family income and radio ownership in this wealthy area plus WTIC's power, prestige and listener acceptance produce a sales combination difficult to equal.

Include WTIC in your next radio appropriation, and learn for yourself why we continue to insist

"THERE'S NOT ANOTHER LIKE IT!"

WTIC
DIRECT ROUTE TO AMERICA'S NO. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood
CANDY COUNCIL ON CANDY AS Food in the War Effort, Chicago, a group formed by the National Confectioners’ Assn., sponsors Ernest K. Lindsey, chief of the Washington Bureau of Newsweek magazine, in a Sunday one-hour broadcast on NBC, at 3 p.m., starting Feb. 14. Ratiosing will be the chief broadcast topic, with Army, Navy and other government officials serving as guest speakers. The Council tested network radio for the first time Dec. 6 with a one-time broadcast on BLUE, featuring Mrs. Franklin D. Roosevelt. Arrangements for the NBC broadcast were made by Joseph W. Hicks, public relations and industrial relations counsel in Chicago. BDBO, New York, placed the business.

MASONITE ‘E’ on Blue MASONITE Corp., Chicago (institutional), will sponsor a single-time half-hour broadcast commemorating the company’s Army-Navy-E award, Wednesday, Feb. 24 on 142 BLUE stations. Program arranges a broadcast of 30 minutes origination from Laurel, Miss., W. Ayer & Son, Chicago is agency.

QUIZ DO’S—DON’T’S John Reed King Formulates—Program Rules

DO’S AND DON’T’S for handling quiz programs were drawn up recently by John Reed King, new m.c. of Mutual’s Double or Nothing, sponsored by Pharmaco Inc., New York, as follows:

DO: Put yourself in the contestant’s position. Place the contestant in the best light possible. Find the subject about which the contestant is the most humorous. Make sure that the contestant is the star of the show, not the m.c.

DON’T: Ask questions unless there is absolute confirmation of facts. Ask ambiguous questions for conversational questions. Get personal about the contestant. Leave a contestant feeling that he has been unfairly treated. Favor one contestant over another.

TREASURY CHIEFED FOR ASKING STATIONS TO PUT BOND MATS IN LOCAL NEWSPAPERS EDITOR-BROADCASTING: Please find enclosed letter received today from Vincent Callahan of the Treasury Dept. and our reply to same.

Mr. Callahan’s Letter

Dear Sir:

Enclosed is a proof sheet of an ad which Radio Station WBAL ran in one of the Baltimore newspapers.

This full page advertisement, headed Secretary Morgenthau’s tribute to the radio industry, is one of several governmental campaigns by that station. WBAL has found this type of advertising very beneficial in the direct sale of War Bonds.

We are sending you a mat of this advertisement without the WBAL call letters so that you may insert your own call letters, in the event you choose to use it in your local newspapers.

Mr. Saxton’s Reply Dear Mr. Callahan:

Thank you for the proof sheet and mat of the WBAL newspaper advertisement. Your suggestion that this station might wish to use it locally is greatly appreciated. Because, while we believe we are infinitely better off than most stations of our power, we are faced with the necessity of curtailing our effort. And, while we recognize the need for rationing, and are certainly not disposed to purchase newspaper space for the benefit of a Government that has not yet, in any material way, recognized the magnificient support accorded it by all radio stations.

As long as we find it possible to continue operation, we are welcome to the generous use of our facilities, but it is time someone of importance in a department that needs us, points out to some of the regulatory agencies of the Government that their failure to respect our designation as an essential industry, is merely hurrying the ultimate and early demise of most small stations.

Our case is probably a typical example. The local draft board will not defer even our technical men, and we are about to lose our eighth employee (an enginer) to the service, with another salesman and an announcer called for early examination. Our efficiency has suffered at least 40% as a result of this continuous turnover in personnel. Naturally our efforts in your behalf suffer proportionately.

Such is the cooperation accorded us in our efforts to meet the difficulties of wartime operation.

Purchase governments of War and Lease-Lend needs from the government enable them to continue their advertising appropriations and deduct it from income tax, and national advertisers are carrying on. This is fine for the major radio stations, and even the regional stations, but why can’t some of that Government money find its way to the small stations, which proportionately contribute more per capita to radio and television programs than any other networks.

There is an opportunity for some national advertisers to win the unifying support and good-will of several hundred small radio stations by throwing out the lifeline through the placement of part of their appropriation with these important and much needed local stations. We believe the opportunity will go also to any of you men in official Governmental positions who give assistance to Chairman Fry of the WRRA. We feel that the operators of America’s small radio stations in the desperate situation which they face.

ARMY RULING RADIO engineering students are included among college men taking technical engineering courses who will go into the Army after they graduate in 1943, the War Dept. announced recently. Revising its plans for calling up college students in the 1944 class, the War Dept. said students taking technical engineering courses will continue in an inactive status until graduation or upon completion of the first full semester that begins in 1945, whichever is earlier. Those who are in technical engineering courses will be informed by the Enlisted Reserve Corps who, if inducted prior to the end of the first full semester, will be given a five-months’ period on the inactive list until the semester’s end. After induction, those selected for further training will be given an opportunity under the Army’s Specialized Training Program when they complete their basic military training.
There's a great offensive going on down in the Great Tennessee Valley . . . an offensive that is paying off in the form of aluminum, and explosives, and bombers. Thousands of men and women are at work in industrial plants studding a vast area that extends for 5,000 miles through six states.

This is TVA at work for America at war. It has created in the Central South, a new era of industrial expansion. It has made TVA-land one of the nation's top markets.

For here there is buying power multiplied many times over that of a few year's back, and in the very center of this territory stands WLAC, the 50,000 watt giant of the Tennessee Valley.
The design ideas embodied in Westinghouse transmitters have gained them an enviable reputation among progressive radio stations throughout the country. Air-cooled tubes, fuseless protection, surge-proof metal rectifiers and simplified metal unit design are providing these stations with advantages that are particularly valuable at this time.

Today, the skills and abilities that created the economy, simplicity and operating reliability of these fine transmitters are engaged 100% in war production. Westinghouse radio manufacturing facilities are now building "walkie-talkies", radio locators, aircraft transmitters, and many other types of radio apparatus required for war.

In addition, Westinghouse radio research talents are searching the field of electronics—finding new and better methods that will keep this equipment second to none.

From this, comes our blueprint for tomorrow.

Out of these developments veiled in military secrecy and the new discoveries yet to be made, will come peacetime contributions that will make Westinghouse radio apparatus finer than ever.
Prudent Censorship

"WHEN IN DOUBT, ask the censor first."

Thus did Broadcasting comment editorially last June 29 in announcing the first revised voluntary Code of Wartime Practices for American Broadcasters. When Byron Price, Director of the Office of Censorship, released the new code two weeks ago, we observed that the Code is a voluntary censor. Responsibility for adhering to the Code is placed squarely up to station management, and without exception there have been no flagrant violations—at least none with malicious intent.

What few violations occurred could be traced, in the main, to ignorance or misinterpretation of the Code or to the release of certain restricted information by persons not designated as "appropriate authority." Those few errors no doubt will be corrected henceforth since the revised Code specifically defines "appropriate authority." As Mr. Price explained, his Office was set up by direction of the President and any broadcaster who has doubts about certain information should immediately get in touch with Censorship.

Restrictions on foreign language broadcasting have been tightened to include supervision of personnel by the Office of Censorship (despite similar functions assumed by the FCC). This new clause does not relieve station management from its responsibilities but by direction of the President it does give Censorship the responsibility of removing from the air any person who "endangers the war effort of the United Nations" by connections, direct or indirect, with foreign language stations.

The new Code embodies several new sections covering various incidents which have arisen since the last revision. One of these deals with simulated blackouts and air raids. With reference to news broadcasts the revised Code parallels the press Code, with exception of weather information which still is more restricted for broadcast.

All in all, however, the Feb. 1, 1943 edition is more simplified. It gives more direct information and fewer generalities which the industry will welcome. In that connection much credit is due Mr. Price and his staff of able assistants. In Mr. Ryan's division every key man is a radio veteran, thoroughly acquainted with the industry's problems so that when questions come up they are discussed and solved in a manner satisfactory to both broadcasters and Government.

Time & Place

NOT in the last decade has there been such a showing of teeth by Congress in its attitude toward Government bureaus and agencies. There is a revolution against "bureaucracy" which is certain to be evidenced in slashed appropriations and curtailed authority.

Just about the No. 1 agency on the Congressional Wrath Parade is the FCC. All radio eyes are turned toward the Cox Select Committee inquiry into the FCC, its personnel and stewardship. Passage of the Cox Resolution almost without opposition was demonstrative of the temper of the new Congress. Those who construe this inaction to be purely a personal controversy between two men are, in our judgment, kidding themselves.

With all this going on, however, there is a tendency to lose sight of the objective. That goal is for corrective legislation, to eliminate guesswork in radio regulation and to frustrate the well-defined effort to put free American radio (and perhaps the other media of expression) into a regulatory straight-jacket.

The Cox Inquiry deals with fallacy of man and method, rather than sufficiency of the existing law, enacted in 1927 when radio was but a pup.

The fate of the Cox Inquiry, of course, depends upon the adequacy of its staff and counsel, more than anything else. With courageous and informed counsel the facts can be ferreted out. Otherwise, it probably will be just another Congressional investigation.

Speaker Rayburn, who was chairman of the House Interstate Commerce Committee when the original Radio Act was drafted in 1927, consistently has contended that the statute is a good one, but that it has been badly administered. We think he is right on both counts.
DOUGLAS WYMAN MESERVE

FROM programming for NBC to programming war information for the nation's networks and stations. That's the story of Douglas Wyman Meservy, deputy director of the Office of War Information's radio bureau.

His former chief, William B. Lewis, now assistant director of OWI's domestic branch, will tell you that Doug is the balance wheel of the bureau. Once plans are adopted it's up to him to see that they work.

Restless after two years at Harvard Law School, Doug Meservy started his career by visiting Europe in the summer of 1927. He worked his way over as caretaker for a pack of mules aboard a German freighter. In Paris his funds were low and he sought newspaper work in vain.

When things looked darkest, he remembered a letter of introduction to the Paris head of Erwin, Wasey & Co. He got a job and at 22 became an executive in the advertising agency business. For two years Doug worked in interna
tional Frigidaire account in France, Belgium and Switzerland; the Carnation Milk account in France and Switzerland and Arno in France.

Returning to the U. S. in the fall of 1929, he became affiliated with Erickson Co., predecessor of McCann-Erickson. In December 1930, he joined the Du Pont Cellophane Corp. and two years later was named the firm's advertising manager. He became active in the Asso
ciation of National Advertisers, an activity that eventually led him to radio.

In 1936, Maj. Ken Dyke, then promotion manager of NBC and later chief of OWI's bureau of campaigns, and Doug conceived of a gridiron show of admen. Subse
cutely Doug became chairman of the ANA Adribber's Club.

That whetted his appetite for the entertainment field and in 1937 he resigned from the Dupont firm to join NBC as assistant to John Royal, vice-president in charge of programs. Later he became assistant to Bertha Brainard, commercial continuity director, and in November 1940 he was made sales manager of the Program and Talent Sales Division.

When Bill Lewis, CBS vice-
president in charge of programs, was loaned to the Office of Facts and Figures to head up a radio branch in 1941, Doug Meservy took a leave of absence to become Mr. Lewis' assistant. Both men re
signed their private industry jobs in 1942 when the Office of War In
to a four-dimensional wartime governmen.

Born in Kearney, Neb., April 10, 1905, Doug attended public schools there. He passed up a scholarship at a local college to enter Stanford in 1925. He was graduated in 1929 with an A.B. degree, majoring in law. His prime extra-curricular activity was journalism. After graduating from Stanford, he en
tered Harvard law school, but the romance of travel in Europe ended his formal education.

He is a member of Beta Theta Pi, Sigma Delta Chi and Phi Delta Phi. Doug lives alone in Washington, working usually 10 hours a day and 6 days a week. His hobbies are golf and squash, when he has time.

EDWARD TOMLINSON, BLUE committerantor, will soon have two book on the past and present of Charles Scribner's Sons, New York. One is a text on social, economic and political conditions in 50 Latin Ameri
can republics; other is second of a series of three general books on 30 countries of South America.
CHRISTY KIMBALL, formerly of Tucson, Ariz., has joined KOY, Phoenix, and is conducting a weekly morning program.

STEVE ALLEN, announcer of KOY, Phoenix, has joined cast of the weekly Love Story Time sponsored on that station by Torres Packing Co. He replaces Jack Wages, now in the Army.

TED BLISS, Hollywood producer of the weekly CBS Don't You Believe It, sponsored by Plough Inc. (St. Joseph, Mo.), has been given a sub-

PARKER GAYMAN, newscaster and announcer of KFRC, San Francisco, was recently commissioned an ensign and left for an eastern naval training station.

GEOE GINE, production supervisor of WOR, New York, is father of a boy born Feb. 30.

VIRGINIA BRUADER, formerly of KLZ, Denver, is now continuity editor at CKY.

SAUL ORNSTEIN, formerly with CKY, Kelowna, B. C., has joined CBS, Vancouver.

ROB BOWMAN, special events chief at Canadian Broadcasting Corp., Toronto, has gone to Australia on special assignment for the BBC. Mr. Bowman has spent most of his time since the war as Great Britain in charge of the CBC overseas unit.

ANDREW COWAN, formerly with the dance department of Canadian Broadcasting Corp. to join the CBC overseas unit shortly to report activities of Canadian servicemen in Britain and Africa.

AL ERSKINE has joined the announcing staff at CKMO, Vancouver.

BLISS, formerly with WJCL, Hollywood, as

GEORGE COPPEDGE, formerly of WAYS, Charlotte, N. C., has joined the announcing staff of WSB, Atlanta. Clover Gatling, copy writer of Montgomery Ward & Co., New York, has joined the advertising department.

Eddie COWELL, sports and news announcer of WJHL, Johnson City, Tenn., has joined the announcing staff, replacing Louise Woods, resigned.

PAULINE SNAP, formerly of the advertising department of Bamberger's and formerly known as a news and weather commentator.

Reginald E. Thomas has

Love Thwarted

"Will you please play "Moonlight Becomes You" at exactly 1:50 this Thursday morning," a Marine wrote to Ed Fitzgerald, m. of Moonlight Saving Time on WOR, New York. "That's my girl's favorite song and I want to tune it in soft and sweet at exactly that time. This is going to prove to her. It was Ed who had to say "No", because of wartime restrictions on request numbers."

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GEORGE MAYS, former writer of WPLW, is now in the Army.

Beth of the cooperative league, which

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Helping Speed the Liberty Fleet
Off the Ways and On the Way...

...Awarded the Maritime M "for Outstanding Development and Production of Radio Equipment"

The new Liberty Ship radio
Developed for The Maritime Commission
By I. T. & T.'s manufacturing associate
Federal Telephone and Radio Corporation
Is helping save the manpower hours
That build our bridge of ships.
Not eight or ten separate parts
But one
Compact, all-in-one
Radiotelegraph Unit—
Takes care of
Both sending and receiving.

Installed in one-fifth the time
Normally required—
Ready to plug in and tune in—
It is freeing skilled craftsmen
For other vital jobs.

In recognition of
"Outstanding performance
In the development and production
Of radio equipment"
The Maritime Commission has awarded
Federal Telephone and Radio Corporation
The Maritime "M" Pennant
The Victory Fleet Flag
And Maritime Merit Badges.

Federal Telephone and Radio Corporation
General Office: 200 Mt. Pleasant Avenue, Newark, N. J.

AN I T&T ASSOCIATE
BILL WOOLSEY has joined the news staff of KXOK, St. Louis, as announcer, replacing George Bauer, who has joined WCCO, Minneapolis.

WARREN GIRARD has left the announcing staff of WCAE, Pittsburgh, to join the Army Air Forces at Miami, Fla.

JOHNNY JACOBS, announcer of KMOX, St. Louis, has joined the Military Service at Boston, the 30th KMOX employe to enter the armed services.

BESSIE BRATTY has been named chairman of the radio committee for the business and professional women's division of the British War Relief Society.

LOWELL C. SMITH has joined the staff of KGYO, Missoula, Mont.

JANET LOBERT has joined the staff of KSOS, Sioux Falls, S. D.

L. DANIEL HARLES, chief news editor and announcer of WSAV, Savannah, has been appointed announcer for the B. J. Williams True or False show on the BLUE, which originated Feb. 8 at the Farriss Island Marine Training Base. Ruth Christianson has joined the program staff and will direct the movie gossip program, under the name of June O'Byrne, and various women's features.

WILLIAM J. REDDICK, at one time director of Ford Motor Co. radio programs, has joined NBC's production staff as director, assigned to the NBC symphony broadcasts.

JOEL CHESNUT, former announcer of WAAT, Jersey City, has joined WINS, New York. Jean Gilbert, of George Abel, New York, and Rochester, has become secretary to WINS program director, John T. Adams.

DAN BOWERS, formerly of KGB, and WAB, Denver, has been appointed assistant director of news and special events of KOMA, Oklahoma City.

DUSTIN RHODES, formerly of WTMV, St. Louis, has joined the announcing staff of WJL, St. Louis, replacing George Abel, now with KSD, St. Louis.

DUANE A. NELSON, former staff announcer of WJLS, Beckley, W. Va., has been commissioned a second lieutenant to be stationed at Lexington.

FRANCES RICE, continuity editor of WIL, St. Louis, and publication chairman of the Women's Adv. Club, St. Louis, has enlisted in the WAVC's and is now in the Navy.

OLAF SOWARD, formerly of Kansas City stations, has joined the announcing staff of WIBW, Topeka.

ROBERT H. HARTER, former traffic director of WHO, Des Moines, has been commissioned a second lieutenant after completing a training course at Harvard U.

MAJ. ERNEST C. SANDERS, announcer of WHO on leave with the Army, is recovering from a fractured arm in the Army hospital at Springfield, Mo.

To Fete Journalists

TEN JOURNALISTS from Uruguay and Peru, now on a tour of the United States under the auspices of the National Press Club, the State Dept. and the Office of the Coordinator of Inter-American Affairs, will be honored Feb. 23 at a dinner given by the club to participate in a shortwave broadcast to Latin America from NBC studios.

As a public service with cooperation of WOL, Washington, the weekly series, "Congressional Record of the Air," will be broadcast out of that city for special release on KNOR, Oakland, Calif.

The subscriptions feature talks by Congressmen.

NEW SERIES of interviews titled "Back Talk" is conducted by announcer Gunnar Back every day at 3:45 p.m. on WJSY, Washington. First guest was Frazier Hunt, news commentator and former foreign correspondent. Prominent Washington personalities will appear on the show each week.

SCHOOLROOM use of radio is under way in Itaca, N. Y., where WBCW has started a half-hour program, "Journeys Behind the News," interpreting current events in simple terms. Broadcast Fridays under the supervision of W. Robert Farnsworth, director of radio for the local schools, the program is tied into the established curriculum.

To兎TWO the Red Cross recruiting campaign for Army and Navy nurses, twice-weekly quarter-hour series dramatizing wartime activities of that organization was begun on WJZ, Los Angeles, in late January. Written by Charles Heider, the program highlights careers of Red Cross nurses.

ALL-GIRL Victory Belles, weekly half-hour program for servicemen on WBNX, Hollywood, expanded to CBS Pacific coast stations, Saturday, 6:30-7:30 p.m. (PWT). Cast includes an all-girl orchestra. One Munson is producer.

KLZ, Denver, climaxied the Denver Nati's B'hift Lodge War Bond drive with a broadcast of events at the $1,000 per seat premiere of "Bob Hope's Covered Wagon" at the Orpheum Theatre when purchaser of the ticket for the show had to buy at least a $1.00 bond during the campaign. Nati's B'hift presented the sum of $13,000 to the Internal Revenue with a check for $2,700,000 for War Bonds.

BREAKING the pictures at nine o'clock, Four Funch & Mace theaters in St. Louis, in cooperation with the National Press Club, gave audience news of the Roosevelt-Churchill Africa meeting.

REMOTE 300-mile broadcast once a week from the Tonopah bombing and gunnery range to pick up the post at Las Vegas, was conducted by radio station KSNV.

SELECTED to participate in Command Performance U. S. A., is the studio cast of "The Andy Devine Show," from Nashville, Grand Ole Opry. Participating broadcasters were Roy Acuff and his Smoky Mountain Boys.

WMIN, St. Paul-Minneapolis, has acquired the AP radio news wire from Press Assn.

WNEW, New York, has resumed commentaries by J. H. Priestley, British author, who spent the winter in the London studios of BBC.

KGO, San Francisco, on Feb. 8 started a six-weekly all-night program of news highlights and special features to entertain war workers on the swing and daytime shifts.

POINT RATIONING is subject of nationally broadcast on WNYC, New York.

TWO BASKETBALL games between Phillips 66 and Wyoming U. for the National AAU basketball radio broadcast by KMYR, Denver, for a special network of stations in Wyoming, Kansas, Colorado and Nebraska.

WLS, Chicago, on Feb. 7 began its Sunday schedule of broadcasting one hour earlier than previously. Station has added a series of Saturday afternoon quarter-hour programs promoting the activities of the SPARS titled "Ahe! Coast Guard."
HERE'S THE

Prospect Planning List

ADVERTISING EXPERTS DEMAND YEAR AFTER YEAR!

399 advertising budgets $100,000 or more . . . 771 different brand name budgets . . . a four year advertising expenditure comparison for Radio, Magazines and Farm Papers.

What happened to advertising in 1942, America's first year at war? Were budgets advanced or slashed? Did market changes cause media shifts? If so, how much?

Where did advertising money go in 1942? How did it compare to 1941 . . . or '40 . . . or '39?

Important? Certainly is! Most advertisers and agency men will go over the tables to compare operations . . . to check competitive effort. Media men will be checking too, to discover where they succeeded and where they slipped.

New sales presentations will be made, others brought up-to-date. All will make adjustments to capitalize on the changing picture.

The annual report "Leading Advertisers and their Expenditures" in the February 5th Printers' Ink is only one of the many services P. I. performs to keep its readers informed . . . only one of the many reasons top-flight advertising, merchandising, marketing and media men keep renewing their P. I. subscriptions year after year.

To reach the men who build and spend the nation's advertising budgets use Printer's Ink, the magazine that helps these men at their job, the one magazine with penetrating circulation . . . the one magazine that dominates the field.

Printers' Ink
The Weekly Magazine of Advertising, Management and Sales
205 EAST 42ND STREET • NEW YORK, N.Y.

Radio networks, stations and representatives using Printers' Ink during the past year

BLUE NETWORK CO., INC.
BUFFALO BROADCASTING CO.
COLUMBIA BROADCASTING SYSTEM
COLUMBIA PACIFIC NETWORK
COWLES STATIONS
DON LEE BROADCASTING SYSTEM
MUTUAL BROADCASTING CO.
NATIONAL BROADCASTING CO.
N. B. C. SPOT AND LOCAL SALES
NEW ENGLAND REGIONAL NETWORK
WESTINGHOUSE RADIO STATIONS
YANKEE NETWORK
FREE & PETERS, INC.
JOHN BLAIR & CO.
KDAI, DULUTH
KDKA, PITTSBURGH
KDKA, LOS ANGELES
KFEL, DENVER
KJR, SEATTLE
KMBC, KANSAS CITY
KNOX, ST. LOUIS
KX, LOS ANGELES
KOMO, SEATTLE
KRRT, DES MOINES
KSD, DES MOINES
KWKM, SHREVEPORT
KXOK, ST. LOUIS
KWW, PHILADELPHIA
WABC, NEW YORK
WBAM, CHICAGO
WBT, CHARLOTTE
WBBZ-BOSTON
WCAE, PITTSBURGH
WCAU, PHILADELPHIA
WCCL, MINNAPOLIS
WCKY, CINCINNATI
WCOF, BOSTON
WDAY, PALTU
WDBJ, HARTFORD
WDD, TUSCOLA
WEAF, NEW YORK
WEIE, BOSTON
WEVD, NEW YORK
WFL, PHILADELPHIA
WGBR, CLEVELAND
WGBI, SCRANTON
WGL, FORT WAYNE
WGN, CHICAGO
WGR, BUFFALO
WGY, SCHENECTADY
WHBF, ROCK ISLAND
WHIE, ROCHESTER
WHK, CLEVELAND
WHO, DES MOINES
WISH, INDIANAPOLIS
WJZ, DETROIT
WJSV, WASHINGTON
WJW, CHICAGO
WJZC, CHICAGO-HAMMOND
WJSZ, NEW YORK
WKBW, BUFFALO
WKBZ, KALAMAZOO
WMAQ, CHICAGO
WMBQ, PEORIA
WMC, MEMPHIS

*Space placed by FREE & PETERS, INC.

Printers' Ink reaches advertisers and agencies, the people who buy radio time.
KOH, Reno
(Los Angeles Soap Co., Los Angeles (White King, Sierra soap), 6 & sa., weekly, thru Raymond B. W. Co., Los Angeles.)

Los Angeles Soap Co., Los Angeles (Scotch cleaner), 6 sp. 1 wk. 2 weeks, thru Raymond B. W. Co., Los Angeles.


Voice of Prophecy, Chicago (religious), 1 week, 52 weeks, thru C. G. Hoskins Assoc., Chicago.

Rainier Brewing Co., San Francisco, 7 weeks, thru Buchanan & Co., Los Angeles.

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Paramount Pictures, New York ("Star Spangled Rhythm"), 5 sp. thru Buchanan & Co., Los Angeles.


San Gabriel Wine Co., L. I. City, N. Y., 312 cr. thru Emil Mogul Co., N. Y.

Religious Service Kit., New York, 117 cr. thru Raymond Spektor Co., N. Y.


Procter & Gamble, Cincinnati (Laval soap), 9 & weekly, thru The Bow Co., N. Y.


Macfadden Pub., New York (True Story) weekly, thru Raymond Spektor Co., N. Y.

Procter & Gamble, Cincinnati (Lava soap), 9 & weekly, thru The Bow Co., N. Y.


Acme Brewing, San Francisco, 3 sp. weekly, thru Brischler, Davis & Staff, San Francisco.

WFL, Philadelphia
William H. Wise & Co., New York (Knitting Guide), 1 as weekly, 4 weeks, thru Huber Hope & Sons, N. Y.

Yager, 101 & New Haven, 5 as weekly, thru Atherton & Currier, N. Y.

Black Drug Co., Jersey City (Gold Medal compels), 5 as weekly, thru J. Walter Thompson, N. Y.

Rutledge Co., L. I. City, N. Y., 325 cr. thru Pearrett Adv., N. Y.

Wallis, Chicago
Lever Bros., Cambridge, Mass. (Rinso, Vimma), 17 as weekly, 7 weeks, thru Ruthrauff & Co., N. Y.

Johnson & Johnson, New Brunswick, N. J. (antibiotic tape), 39 as weekly, thru Inseptic Agency, Newark, N. J.


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Lever Bros., Cambridge, Mass. (Rinso, Vimma), 17 as weekly, 7 weeks, thru Ruthrauff & Co., N. Y.

Johnson & Johnson, New Brunswick, N. J. (antibiotic tape), 39 as weekly, thru Inseptic Agency, Newark, N. J.

National Shoe Store Co., New York, 39 as weekly, thru Emil Mogul Co., N. Y.

Johnston & Johnson, New Brunswick, N. J. (adhesive tape), 39 as weekly, thru Inseptic Agency, Newark, N. J.

WBAI, New York
Manhattan Soap Co., New York (Sweetheart soap), 4 as weekly, 52 weeks, thru Franklin Bros.

Melrose, Burlington, Vt. (ceramite), 125 as weekly, thru Samuel C. Croft Co., N. Y.

KQV, Missoula, Mont.
Procter & Gamble Co., Cincinnati (Duz), 6 as weekly, thru Compton Adv., N. Y.

KQW, San Francisco
Rainier Brewing Co., San Francisco, 6 as weekly, thru Buchanan & Co., San Francisco.


California Nursery Co., Oakland, Calif., weekly sp. thru Ryder & Ingraham Adv., Oakland.

Columbia Baking Co., New York, 8 sp. thru Ted Bates Inc., N. Y.


Macfadden Pub., New York (True Story) weekly, thru Raymond Spektor Co., N. Y.

Procter & Gamble, Cincinnati (Lava soap), 9 as weekly, thru The Bow Co., N. Y.


Marlin Firearms Co., New Haven (rare blades) 3 as weekly, thru Cravens & Hedrick, N. Y.


Acme Brewing, San Francisco, 3 sp. weekly, thru Brischler, Davis & Staff, San Francisco.

WLB, New York
Franklin School of Dancing, New York, weekly ap, 13 weeks, thru Director & Associates, N. Y.

Brass Rail Restaurants, New York, 14 ap, 52 weeks, thru Blackstone Co., N. Y.

Universal Broadcasting Co., New York, 5 sp. weekly, thru Emili, thru Forman, Pelser & Co., N. Y.

Rayno, 22 & 22, 1 as 1 week, through Blackstone Co., N. Y.

WMA, New York
Dryden & Palmer, Long Island City, N. Y. (Graymaster), weekly ap, thru Samuel C. Croft Co., N. Y.
ATTENTION!

Program Directors, Agencies, Transcrip-
tion Producers . . . are you overlooking a bet?
You need this TUNE-DEX service.

This is reprint of TIDE maga-
zine's number two news
story . . . current issue.
Read it here
if you missed it.

TUNE-DEX is the first
and only perma-
nent living index of pop-
ular music . . . examine
this card . . . here's
the whole story.

Exact reproduction of a
Tune-Dex card. Actual size is
3" x 5". Note completeness
of needed information.
Each month 50 new,
50 standard songs.

See this index of songs FREE. Send no money. If you
don't think it's a service you need after inspecting first
month's cards, return without obligation. Cost is only
30c a week if you continue the service! Mail coupon
today.

TUNE-DEX INC.
1619 Broadway, New York City
Patrician Signoff

President's Flag Day Prayer—Closes WINX Day

AMERICAN CREED, read by an announcer, followed by a rebroadcast of President Roosevelt's Flag Day prayer, is the patriotic signoff now used by WINX, Washington, from 1-1-04 a.m. The President's transcribed voice is heard over faint music of American The Beautiful.

At conclusion of the prayer the music is up, then fades quickly for a brief pause then three dots and a dash. The announcer concludes with "V is for victory!"

We Thank Our Competition—For helping publicize the new Savannah Market. We sell him market... at the lowest per-person cost of any medium!

INERTIA

Every plant superintendent knows that an idle machine uses more power to start up than it does to keep going. The extra power is needed to overcome "inertia"—the tendency of a thing to keep on doing just what it's doing now.

The laws of inertia apply just as much to people as to machines. Once people stop thinking about their product, it takes a lot more advertising power to start them again than it would to keep them. Avoid paying for public inertia by giving people something they value—radio entertainment—to remember you by.

Surveys prove at least one quarter of all radios in Canada's richest market are always tuned to CFRB

Radio Advertisers

Sparklelets Drinking Water Co., Los Angeles (bottled water), directing efforts to graveyard shift war industry workers, on Feb. 2 started sponsoring a twice-weekly early evening transcribed version of Fulton Lewis Jr., on KFH, Hollywood. Firm is also sponsoring a twice-weekly early evening version of that program and utilize three-weekly participation in Homestead Club on KFH. In addition a daily five-minute newscast is sponsored on KFH Los Angeles. Agency is Raymond K. Morgan Co., Hollywood.

Central California Conference. San Francisco (Seventh Day Adventists), has started a weekly half-hour program on KGO Home Forum, KGO, San Francisco. Placed direct.


Raymond B. Roos, in midwest, sales and advertising activities of Thomas J. Lipton Inc., New York, has been elected vice-president and general manager of Continental Foods, a subsidiary of Lipton.

Humphreys Homeopathic Medicine Co., New York, has changed its name to Humphreys Medicine Co.

Joseph M. Allen, advertising manager of Bristol-Myers Co., New York, has been named assistant vice-president.


Kilpatrick's Bakery, San Francisco, recently started "It's Ok to be a Doughnut" 10 to 11, half-hour, daily, on KG, San Francisco. Agency is Emil Reinhardt Advt, Oakland, Cal.

San Francisco Chronicle, San Francisco (newspaper), recently started a six-week half-hour program, and a series of spot announcements, on KG, San Francisco.

Hi-V Vitamin Corp., New York, has started twice-weekly participations on Ed East's Breakfast in Bedlam on WZJ, New York for the Hi-V vitamin campaign, and twice-weekly spot announcements and participations on 15 to 20 stations in the eastern area. Campaign will later be placed on a national basis. Hi-V entered radio for the first time last year (Homecasting, Feb. 23). Applied Merchandising, New York is agency.

Big Aggie Lives, thanks to Phil Hoffman, manager of WAX, Yakton, S. D., who obtained model of hefty gal featured in the station's advertising. Principals of Allen & Reynolds, Omaha agency handling the station's account, were introduced recently to the character they had created on paper. Mr. Hoffman (center) holds doll as he introduces her to Milton H. Reynolds (left) and Earl Allen, agency heads. Doll was made by wife of station's promotion manager, Harold Storm.

Garrett & Co., Brooklyn (Virginia Dare, Garrett wines), on Feb. 10 began sponsoring 105 Theatre, weekly half-hour dramatic program on WBBM, Chicago, produced by Carl Gass. Agency is Ruthrauff & Ryan, Chicago.

A. Raymond & Co., Montreal (pianos), early in March starts spot announcements on Ontario and Maritime stations and a weekly French language variety show on a Quebec network. Agency is A. McKeim Ltd., Montreal.


National Company, Los Angeles, (Pat's sweet deodorant), new to radio, on Feb. 4 started using five participations weekly on Al Jarvis' Make Better Dishes over KFWB, Hollywood. Contract is for 13 weeks. Radio in other markets is contemplated. Agency is Hillman-Shane Breyer, Los Angeles.

Angelica Lutheran Church, Los Angeles (religious), in addition to a weekly half-hour program on KFWB, Hollywood, also sponsors the Peace Lutheran Hour on 4 Artesan Network stations (KTR, KYA, KYM, KGLU). Sunday, 9:30-10 p.m. Featured is Rev. Randolph Humber and male quartet. Tom Westwood Adv., Los Angeles, has the account.
VICTORY TABERNACLE, Los Angeles (religious), on a 22-week contract started Jan. 23, sponsors a weekly 60-minute live program, Victory Tabernacle Hour, on four California stations. KFWB KFOX KGFJ KML, Saturday, 11 p.m.-12 midnight. Released simultaneously through Radio Central in downtown Los Angeles, program features Rev. Frank Morrison, orator, chamber group and vocalists. Agency is Tom Westwood Adv., Los Angeles.

FIGUEROA BALLROOM, Los Angeles, is sponsoring a three-hour quarter-hour musical program on KHJ, Hollywood. Contract is for 12 weeks, starting Feb. 11. Uh Adv., Los Angeles, has the account.

PHOENIX REAL ESTATE Board, that city, is sponsoring a half-hour Sunday morning round-table program on KKV, Phoenix. Series covers rent control and real estate listings.

AMERICAN MISSION for Lepros, Los Angeles (religious), in a 22-week fund-raising campaign, started Feb. 1, is sponsoring a three-hour quarter-hour program Mercy Mission, on KFAC, that city. Smith & Bull Adv., Los Angeles, is agency.


HELVI ROO, former secretary to Sydney Gaynor, sales manager of Don Lee Broadcasting System, Hollywood, has been made advertising manager of Calavo Growers of California (avocados).

LOVEMAN'S, Nashville department store, is sponsoring daily on WLAC, that city, a daily musical series titled Lady From Loveman's with Wednesday-day donated to the Office of War Information for answers to questions on the war effort. Sundays a transcribed series, Soldiers of the Press, is presented. Virginia Mansell is m.c. of the regular programs.

H. C. CAPPELL, Oakal, Calif. (department store), is sponsoring a weekly half-hour home gardening program featuring Barbara Lee on KROW, that city. Presented in cooperation with Sunset Magazine, series includes landscape developments as furnished by U of California Agriculture Dept.


copy

AGENCY Appointments

LYNN FOOD PRODUCTS Co., Chicago, to Green Arbogast, Chicago.


CHRISTIAN PELEGRIPIAN Brewing Co., Newark, N. J., to Mason Inc. N. Y. for P. O. N. beer and ale, and all advertising for Delaher Brewing Co., Albany. Sports broadcasts have been used. Future plans announced in March.


copy

It's Free

A COMMERCIAL program without any commercials has been launched on WFIL, Philadelphia, by Harmon Blackburn, owner of Old Bookbinder's, Philadelphia restaurant. Each evening for an hour any recognized group or representative with an important message, can have the period for the asking. The restaurant pays for the time.

Religious Discs

CREW OF THE GOOD SHIP GRACE Inc., Los Angeles (religious), expanding radio activity, on Feb. 22 starts sponsoring a three-hour weekly half-hour transcribed version of Haven of Rest on six Atlantic Coast Network stations with split schedule: (WMAA WPEN), Monday, Wednesday, Friday, 7:30-8 a.m. (WFRB WWDC WBOC WJFJ), Monday, Wednesday, Friday, 9:30-10 a.m. Contract is for 52 weeks. Continuing on KFAS, WFKE WMBI, the three-hour weekly series also starts March 8 for 52 weeks on WAC, Boston, with a similar schedule. Religious group in addition sponsoring that program with live talent three-weekly on 52 Mutual-Don Lee Pacific stations, Tuesday, Thursday, Saturday, 8-9:30 p.m. (PWT). Other regional network will also be utilized. Agency is Broadcast Advertising, Los Angeles.

Religious Series

HEBREW EVANGELIZATION SOCIETY, Los Angeles (religious), on Feb. 15, started for 52 weeks a six-hour half-hour transcribed program, Hebrew-Christian Hour, on KBFI, KOIL Omaha; KUJJ Portland; KVI Tacoma; KYA San Francisco; WPEN, Philadelphia. Series is released twice daily on KTRM Hollywood. Society also sponsors live version of that program featuring Dr. A. U. Michelson on 6 Golden West Network stations (KFBK WAV KOMX KMY KHER KOM), Monday through Saturday, 6:30-7 a.m. No commercial.

A Monument to a Monument!

To us there seems to be something solid about folks who give a cemetery monument serious consideration. Its purchase speaks so eloquently of real people.

That 13,519 homes have written in for an advertiser's Cemetery Monument Catalogue will give you an idea of the kind of people who make up the immense 50,000-WATT WWVA FAMILY, 70,050 of whom wrote our advertisers in January. Just more proof of our power to pull!

JOHN BLAIR Represents Us

"WHEBY" Smiles—

"I'll see ya in the Yearbook!"

WHEB
Portsmouth, New Hampshire

50,000 WATTS
WHEELING W VA

BROADCASTING • Broadcast Advertising February 15, 1943 • Page 41
of a Clean Cut Radio "Buy"

Put a frame around this:
30 counties—11 million acres
—of farm land as rich as any
in the world...3 cities thriving
with diversified industry,
plus 29 prosperous urban
communities...565,000 people,
buying from 8,114 active
retail stores. That's the
WTAD area!

Standing out cleanly in the
midst of this picture—is
WTAD...the most powerful
station within 100 miles
—the only network station
within its area—the only
station in Quincy.

In Quincy, 127% more
people say they listen to WTAD
than to any competing station.
Outside the city, WTAD has
50% more "listenership" than
the next station heard in this
area! (According to 4,325 re-
cent survey interviews.)

In this kind of picture your
radio money is smart money
—any time. It will pay its
way—and then some! It is
paying its way for our long
list of consistent advertisers.

You'll LIKE this picture of a
clean cut radio "buy"—on your
own desk. Why not write for
all the facts you need—today?

A CBS STATION
1000 Watts, Day and Night
930 Kilocycles

WTAD
QUINCY, ILLINOIS
Represented Nationally
by the Katz Agency

Cecil Underwood, Hollywood
producer of Neatham, Louis &
Brody, on the weekly NBC Fibber
McGee & Molly Show and The Great
Gildersleeve, sponsored by S. C. Johnson
& Son and Kraft Cheese Co., respec-
tively, is in Chicago for program
conferences with home office executives.

Warren P. Feilman Adv. Co.,
Huntington Park, Cal., has moved to
4926 Produce Plaza, Los Angeles.
Telephone is Kimball 9296.

Ruth Jacobs, formerly of Goth-
ian Adv. Co., has joined the copy staff
of Reiss Adv.

Wick Crider, who has been han-
dling various production assignments
at J. Walter Thompson Co., New York,
has been named manager of the
Agency's newly reorganized and
expanded radio publicity division.
Mr. Crider continues production work and
handles station promotion and merchandising.

Tom Harrington, vice-president
in charge of radio for Young & Rubi-
cam, New York, returned last week
after a month's absence for a medical
check-up and treatment.

Hi'ShEll, K. Carter, of tiny &
Rogers, and Robert Andul, of John
Falkner Andt & Co., Philadelphia
agencies, have joined the Coast Guard
Reserves (temporary).

Tom Westwood Adv. Agency,
Los Angeles, has moved to larger
offices at 416 W. 5th St. Telephone is
Van Dyke 6457.

Howard Crum, former copywrit-
er of H. W. Kastor & Sons, Chi-
icago, on the American Family Soap
account, has joined the copy staff of
MacFarland, Avery & Co., Chicago.
He will work on Saturday Evening
Post promotion.

Morris (Steve) Smudge, formerly
in the network sales division of
the Blue and formerly with Mutual
and Edward Petry & Co., on the
New York radio department.

Arthur Looff, formerly of Horse-
Martin Inc., New York, has been
named production manager of J. P.
Kupwick Adv. Co., New York, from
former position held by Roger Thaxter, account
manager.

Hugo Paton, former head of the
copy staff of Campbell-Ewald Co., New
York, has joined Franklin Bruck Adv.

Eugene J. Harrington, executive
vice president of Potee & Co.,
Holding and manager of the San
Francisco office, is scheduled soon
to take charge of creative work in the
firm's New York office.

WISN 5000 WATTS
DAY & NIGHT
MILWAUKEE
COLUMBIA

The Katz Agency, Inc. - Representatives

Surprise Luncheon for Elaine Carrington, author of Pepper
Young's Family, sponsored on NBC by Procter & Gamble Co., Cincin-
ti, found the following executives on hand Jan. 15 to celebrate be-
ginning of the program's eighth year on the air (1 to r): Chick Vin-
berg, director of the daytime serial; W. M. Ramsey, radio director of
Procter & Gamble; Mrs. Carrington; Daniel S. Tuthill, vice-president,
and host, and Alfred H. Morton, president of National Concerts and
Artists Corp., representing the author, and also a luncheon host.

McGill Heads Guild

Earl McGill, CBS director, was elected president of the Radio
Directors at Guild at a meeting held in New York last Monday. McGill,
a member of the Guild council, suc-
ceeds George Zachary, chief of the
OWI Program Service Division.
Jerry Devine, producer of Mr. Dis-
trict Attorney on NBC, and other
programs, was elected vice-presi-
dent, and Robert Lewis Shayon,
CBS director, treasurer. John Mac-
Donnell, newly appointed radio di-
rector of the United Nations In-
formation Bureau, was re-elected
secretary.

Ward BBDO V-P

Alan M. Ward, creative chief
of the Buffalo and Cleveland
offices of BBDO, has been elected a
vice-president, the agency an-
nounced last week. Fred Barrett,
former spacebuyer of Compton Adv.,
New York, has been named asso-
ciate manager of the media depart-
ment of BBDO, New York.

Frank Chase, formerly of Wil-
liam Morris Jr. theatrical agency,
New York, joins William H. Wein-
15 as radio director succeeding Ar-
thur J. Daly who has resigned to go
South America for the Coordinator
of Inter-American Affairs. Mr. Chase
takes over Mr. Daly's job as producer
of the Cresta Blanca Carnival. Mu-
tual program sponsored by Schenley
Distillers Corp., New York, for Cresta
Blanca Wines.

Charles H. Ferguson, account
executive of BBDO's New Fa-
cisco office, recently was elected a vice-
president of the firm.

R&R Names Emerson

George T. Emerson, account
executive of Ruthrauff & Ryan,
Detroit, where he has served since
1932, has been elected a vice-
president.

Oliver Morton, head of NBC
Shot Sales, Chicago, reports that spot
billing out of the Chicago office in
January 1943 is 10% above the same
period last year.

"WFDF Flint Michigan won't
accept my copy, 'cause it's point-
to-point."
WINX Now Operates Booster Outlet Remotely

PETITION of WINX, Washington, to operate a synchronous amplifier by remote control has been granted by the FCC until qualified operators become available, but not before June 1, 1943. Further conditions are that meters be read and logged daily and at all times at least one licensed operator at main transmitter control the synchronous amplifier.

The FCC's action in relaxing Sec. 2.83 of its Rules covering such operation follows its policy of assisting broadcast stations to meet wartime manpower emergencies, it was stated.

Toscanini Biography

LIFE of Arturo Toscanini, conductor of the NBC Symphony broadcast, a picture in Arturo Toscanini — A Photobiography (Island Workshop Press, New York, $2.50, limited edition $6). Dorothy Thompson, columnist and BLUE commentator, has written an introduction. Captions and comments are by Mrs. Stefan Zweig. Photographs are by Mrs. Zweig's daughter, Susanne Winternitz Haeller; others have been contributed by Toscanini himself.

Guestitorial

(Continued from page 38)

Kay Kyser's recording "Take Your Girlie to the Movies", which added a bit of showmanship the manager liked.

He also used a 15-minute weekly program Hollywood Chatter, which included movie gossip from his press books and our news wire, previews of coming pictures, questions and answers from listeners regarding Hollywood—oh, yes, the theatre manager was the program's commentator.

Our first approach for extra promotional use of radio was in using the splendid transcribed "previews" produced by most of the leading motion picture studios. If we tried to sell him the period, we knew he wouldn't buy—so we split the difference, the previews made fine programs and we sold the theatres the spot preceding and following the transcription to announce his play dates for that particular picture. We got a more than fair price for the two announcements.

However, the theatre manager in question, wasn't wholly satisfied with the usual type of promotion; he wanted something different each time. Our limited production staff went to work.

On musical pictures, we used record hit tunes from the picture and offered free passes to listeners sending in the correct list of unannounced titles. We received a neat price for the time, and the theatre did a swell business.

Then came the record and transcription ban—now what to do?

Again our small production staff went to work! We dramatized the shows.

For "The Navy Comes Through"—really just another picture—we wrote excerpts from the film and made them into a grand 30-minute show. For "Commandos Strike at Dawn" our production staff prepared a series of four 5-minute shows and a 10-minute show.

Other special promotions included hit tunes from a special George M. Cohan album for his "Yankee Doodle Dandy" with the commentator weaving in the story of Cohan's life; and for "Johnny Comes Marching Home" we ran 15 spots in five days asking listeners to write a letter to us, telling what they're going to do when their "Johnny Comes Marching Home" after the war. To the writers of the best 100 letters we sent free passes and to the best letter of them all was awarded a family pass.

These are but a few of the special promotions we've been able to sell the local theatres in the past year. At the present writing, we have scheduled special promotions to the tune of one per week for the next 26 weeks—all this in addition to the regular schedule of spots and Hollywood program.

We also sell patriotic programs like Remember Pearl Harbor on Dec. 7, one of the finest productions ever to come out of a 250-watt station. The program traced the progress of the war since Pearl Harbor and at the end a plea for War Bond sales at the theatre that night was made.

So, the inventive genius of even a small 250-watt station has turned a usually hard-to-get theatre account into a winner, with the station almost doubling its billing with them, and the theatre manager taking Quigley theatre promotions awards right and left.

Make the theatre manager see that he can buy time on the air at the same rate he can in the newspaper with results that outmeasure the printed page. Ask him to take an active part in planning the special promotions. They get the same kind of "kick" out of taking an active part in their radio promotion as they do from laying out a fine newspaper ad.

It takes time; it takes diplomacy: it takes some extra effort; but it gives a most welcome boost in weekly billings in these times!

Got Her Clocks

JUST because she mentioned that her alarm clock had failed to go off that morning, Frances Scott, who conducts a program on WHN, New York, received a brand new alarm clock from a sympathetic listener, within an hour. Before the day ended, she had received three more.

Here is that high-powered rig you have always wanted to own... one that you can depend upon for peak operating efficiency. Hallicrafters have built into the HT-4B the resultant experience from years of engineering research.

Model HT-4B delivers a carrier output of 325 watts on phone and 450 watts on CW. The preamplifier supplied with the transmitter can be mounted conveniently at the operating position, controlling volume, keying and standby... once adjusted to any band the rig may be operated remotely.

When, once again, we are permitted to sell communications equipment for civilian use—your HT-4B will be waiting for you.

World's largest exclusive manufacturer of short wave radio communications equipment.

Hallicrafters

CHICAGO, U.S.A.

BROADCASTING • Broadcast Advertising  February 15, 1943 • Page 43
House 7-Man Inquiry
(Continued from page 9)

executive board of CIO at its meeting in Washington Feb. 7 denounced the Cox investigation and called on Attorney General Biddle to "investigate the charges of improper activities of Rep. Cox and take appropriate action immediately."

A second development was the transmittal to Speaker Sam Rayburn of the House, of a letter by John W. Boler, midwestern broadcaster and president of North Central Broadcasting System Inc., condemning the Cox inquiry and urging an investigation of the Congressmen's "motive and reason for the FCC investigation."

Both obviously related to current Commission consideration of allegations that Judge Cox improperly had represented WALB, Albany, Ga., and had accepted a $2,500 fee. Judge Cox, in an address to the House prior to the passage of his resolution last month, had asserted that this money had been paid unknowingly to him and that it had been contributed to a local charity.

Meanwhile, mixed emotions were evidenced in both industry and official circles over the Cox inquiry. The main topic was whether the inquiry actually was the outgrowth of a feud between FCC Chairman James Lawrence Fly and Rep. Cox, or extended beyond that. Most stations, and notably the networks, adhered to a hands-off and "wait and see" policy.

The Smith resolution, introduced Feb. 5 and reported favorably by the Rules Committee a few days later, passed the House last Thursday by the overwhelming vote of 294 to 50. The Cox resolution had been adopted by a virtually unanimous vote with 1306 voting for it and 15 voting against it.

The measure authorizes the seven-man committee to determine whether any department or independent agency of the Federal Government has taken steps beyond the scope of the power or authority granted it by Congress or by executive order, whether the constitutional rights, privileges or immunities of citizens have been invaded, and whether penalties have been inflicted for failure to comply with such edicts without affording the accused opportunity to present defense before impartial tribunals. The Committee was instructed to report to Congress from time to time the results of its investigations and to make such recommendations, if necessary, for legislation or amendment of existing acts.

The CIO resolution cited that the sponsors of the FCC investigation passed the House "under the guise of investigating 'bureaucracy'", had launched an attack upon President Roosevelt and the administrative branches of the Government designed to discredit the conduct of the war in the eyes of the American people. The investigation can only have the effect of hindering development of a vital war agency, it continued. It pointed out further that evidence had been offered that Rep. Cox "improperly rendered services for certain broadcasting stations and therefore is not qualified to conduct such an investigation."

The CIO Executive Board expressed its "profound disapproval of the use by appeasement Congressmen" of the floor of Congress and special Congressional commit-tees "as a means of hindering the successful conduct of the war and as a forum for sabotage of the victory program of our comman-der-in-chief and of vital war agen-cies such as the FCC."

It called for immediate enactment of a war program in the communications industry, as proposed by the American Communications Assn., and adopted by the FCC and Board of War Communications, and then called upon Attorney General Biddle to investigate and make such recommendations as are necessary to "improper activities of Rep. Cox and take appropriate action im-mediately."

Mr. Boler, in his letter to Speaker Rayburn, held that the Cox inquiry, in which he had been "positively unwarranted and should not be permitted." He praised Chairman Fly for the work he had done in behalf of hundreds of small independent stations, declar-ing he was the "most capable chairman who had headed the Com-mission."

"Expenditure of $60,000 for an investigation which will positively solve nothing will take the atten-tion and physical effort of Fly and his Commissioners in this time of war, is wrong," Mr. Boler said. "I should like to give them their full attention and their time to the radio industry, because of the important part it is taking in the war effort."

Mr. Boler said he knew the ma-jority of the 54 independent affiliated stations on his regional network "positively object to and oppose this unwarranted, ill-timed investigation and expenditure of tax-payers' money." He explained he personally had dealt with the FCC because of his ownership in the regional network and interest in two stations (KVOX, Moorhead, Minn. and KSJB, Jamestown, N. D.), and that he had every re-spect for the knowledge and con-duct of the business of the Commis-sion. He added that the many things Chairman Fly had done in the bet-ter interest of the radio industry as a whole.

"There is but a small group in number who are behind this investiga-tion and that group does not represent the majority of the industry nor is their purpose in the best interests of the majority in the industry."

Food Group to Meet
KEY advertisers in the food industry will meet at New York Times Theatre in New York, Friday to discuss plans for a voluntary food industry advertising campaign in aid of our volunteer defense programs. A budget of nearly $100,000,000 is visualized. Meeting will be called by Gardner Cowles Jr., assistant director in charge of domestic activities. Herman H. Ketinger, manager of OWI food drives, said it would be attended by representatives of Advertising Council, Grocery Mfrs. of America, OWI, GPA, Dept. of Agriculture, Nutrition Division of the Office of Defense Health & Welfare Services and WMC.

MAGIC VALLEY
an Agricultural Paradise
served by
KTFI
TWIN FALLS, IDAHO
WBC
National Representatives
The Walker Co.
Homer Griffith Co.
Blue Clarifies News Policy
(Continued from page 10)

In a statement Feb. 9 Mr. Woods said that although the BLUE's policies prohibit the discussion of controversial issues on commercial programs, some commentators recently have departed from these standards and from their prepared scripts to discuss controversial issues in a biased and inflammatory manner.

No names were mentioned by Mr. Woods in his statement, but in an interview with an AP correspondent in Miami on Wednesday, Winchell said that "one of the most powerful executives of the BLUE Network sat down with me and guided me" in his broadcast of Feb. 7. BLUE officials declined to comment, but it was learned that Phil Carlin, vice-president in charge of programs, was in Miami at that time.

The BLUE Network has been very liberal and generous and I can't squawk," Winchell told the AP. "They reminded me that there were certain rules that must be followed. They told me they knew I wanted to stay on the radio and they wanted to help me stay.

"Fangs Removed"

"However, the fact remains that certain people would like to stop Drew Pearson and me, and my fangs have been removed and my typewriter fingers rapped with the butt of a gun.

"I'd like to say this—which I can't say on the radio any more—the fathers and mothers of this country who have sons and other kin fighting and dying to preserve freedom of speech and press should realize that the war is already lost back home. The only thing left is the newspaper. I hope the newspapers will fight harder for the freedom which radio has so meekly surrendered."

In a statement last week Mr. Pearson said:

"Up until last Sunday (Feb. 7) the BLUE network in all my dealings with it has been a champion of truth and fairness on the air. I feel sure that after mature deliberation we will continue to be and will eventually agree that free and fair criticism is essential in a Democracy and will not again go so far as to bar the quotation of a Supreme Court decision criticizing an important aide in the Navy Department, as it did last Sunday."

"It was learned, however, that the reference to the Supreme Court decision was deleted from Mr. Pearson's broadcast due to misinterpretation of the BLUE memorandum."

The full text of Mr. Woods' statement follows:

"The policies of the BLUE Network are similar to those generally adopted by the industry, and to which networks and a majority of American broadcasting stations adhere. These policies prohibit the discussion of controversial issues on commercially sponsored programs.

"Ample time is offered free of charge to recognized groups and individuals for the discussion of subjects concerning which people hold divergent views. The BLUE Network freely gives time to representatives of various governmental, civic and social organizations, and to individuals, for fair discussion of issues of public interest. At the same time, the BLUE Network demands that all broadcasts must be in good taste.

"The BLUE Network news editors have always kept these standards in mind. However, several commentators recently have departed from these standards and from their prepared scripts to discuss controversial issues in a biased and inflammatory manner."

"This week the BLUE Network, in a memorandum to network news editors, again emphasized these policies, and insisted that all news broadcasts conform to these regulations."

In announcing the Naval Affairs Committee investigation into Winchell's status, Chairman Vinson said that "at a public hearing, no closed door," his group was to call before it proper officials to "ascertain the full status of the Reserve Officer, Walter Winchell."

George Mazzacane

George Mazzacane, 66, dean of Italian announcers at WELI, New Haven, died of a heart attack Feb. 8 in New Haven. Mr. Mazzacane, co-producer of L'Ova Italiana, heard on WELI for seven years and previous to that on WICC, Bridgeport, was a retired druggist and very well-known in Italian-American circles.

Satisfied Sponsors

wrote this ad to prove his ranking as one of America's top Newscasters . . .

FULTON LEWIS, JR.

We have had hundreds of people thanking us for making it possible for them to hear Mr. Lewis.

- a Men's Clothing Co.

Fulton Lewis, Jr. is definitely the 'prestige' feature of our campaign.

- a Brewer's Agency

His news broadcasts are highly informative, instructive and impartial in character.

- a Bakery Corporation

We feel that this portion of our advertising program is dignified and beneficial.

- a Banker

AVAILABLE FOR SPONSORSHIP IN YOUR CITY . . .

All over America they're hearing and talking about Fulton Lewis, Jr. . . . an outstanding feature that means results for any sponsor (sponsored on 121 stations by 63 advertisers). You can sell him at your own one quarter hour rate per week. Wire, phone or write WILLIAM B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.

Affiliated with the MUTUAL BROADCASTING SYSTEM

BROADCASTING • Broadcast Advertising  February 15, 1943 • Page 45
MBS Program Clinics Slated To Open in New York Shortly

McClintock Outlines Expansion Plans Under 1943 Budget at Industry and Press Dinner

KEY STATION program directors of Mutual will meet in New York within the month to examine the network's program schedules and plan new shows, it was announced last Wednesday by Miller McClintock, MBS president, at a dinner given by the network for the industry and members of the press.

First of a series of proposed monthly clinics to be held in key cities throughout the country, the New York conference will put into action a program of expansion announced Jan. 29 at a meeting of the Mutual board in Chicago [BROADCASTING, Feb. 1]. At that time the Board approved an increased budget for 1943.

Outline Major Points

Announcing plans to increase and improve Mutual's service to members, affiliates, advertisers and listeners, Mr. McClintock said the 1943 budget, up 25% from last year's, is the largest in Mutual's history and indicative of the complete support given expansion policies by MBS stockholders.

Major points in the new plans, said Mr. McClintock, include increased network program and program service to Mutual stations with regular program clinics of key originating stations; enlarged research and sales departments, and sales policies stressing equally the major market and the small-town coverage of the 211 MBS stations.

Describing the basic Mutual policy of getting most of its sustaining programs from its member and affiliate stations as "particularly American," Mr. McClintock said that this will be continued, "but with more help in ideas and participation from network program officials."

Stating that radio research has barely scratched the surface, he expressed the determination of Mutual to "be second to none" in providing the advertiser with all the data he needs to enable him to make an intelligent selection of the kind of advertising best suited to his needs. The expanded research staff activities of MBS will be geared to supply "sound, factual and practical information" to advertisers about facilities and programs, he said.

A question about the effect of the reduction in line charges on Mutual operations was referred by Mr. McClintock to George Weingold, general manager of the network, who replied that these reductions "will result in an improvement in service and may make it possible to extend Mutual's coverage into some new markets."

WWSW-AFRA Accord; New Pact Set for WLB

AMERICAN Federation of Radio Artists has signed a contract with WWSW, Pittsburgh, covering staff announcers, the union announced last week. Contract, containing the standard AFRA provisions, was negotiated for the union by Vic Conners, field representative.

AFRA expects to submit its recently revised sustaining contracts to the War Labor Board early this week. Necessity for filing five copies and a detailed form for each of 40 individual contracts with the WLB prevented earlier submission, the union explained. Demands for increases in commercial scale minimums for network and transcription programs corresponding to the 19.7 point rise in the cost-of-living from Dec. 15, 1940 to Dec. 15, 1942, will be presented to advertisers and agencies as soon as work on the sustaining contracts is completed.

AAAA Names Three

THREE members of the staff of the American Assn. of Advertising Agencies have been given special positions, it was announced last week by the A's executive board. Robinson Mathes has been appointed assistant executive secretary; Richard Turnbull, assistant treasurer, and William A. Fricke, assistant secretary. John Benson continues as president; Frederic R. Gamble as managing director and executive secretary, and Mrs. L. W. MacKenzie as director of service.

CHEVROLET SERIES ON FULL CBS NET

THE FULL CBS network of 116 stations will be used by the Chevrolet Division of General Motors Corp., when it starts twice-weekly sponsorship of news by P. C. Kennedy Feb. 16 [BROADCASTING, Jan. 25], making a total of 19 sponsors now benefiting by the CBS 1943 discount plan. These clients sponsor 28 individual programs on CBS, comprising 37 program periods weekly.

Kennedy's new series is presented for Chevrolet's "Victory Service League", made up of the company's thousands of dealers as local directors, and some 250,000 car and truck owners. It is dedicated to "Service to America," and "Save the Wheels That Serve America." Agency in charge is Campbell-Ewald Co., Detroit.

Barbasol Co., New York, which also sponsors Mr. Kennedy on CBS, is replacing him Feb. 19 with Paul Sullivan, who will continue to be heard Mondays and Fridays, 6-6:10 p.m. Agency for Barbasol is Erwin, Wasey & Co., New York.

N. Y. Campaign Delay

ANNUAL radio campaign of the New York State Publicity Bureau which starts each fall and runs for 26 weeks on New York stations, has been temporarily cancelled on the current list of 17 stations pending element of budget recommendations submitted to the New York State Legislature by Gov. Thomas E. Dewey. Campaign, which includes participation on women's programs and spot announcements, was slated to run until June 30. Appropriation this year, much of which has been spent in radio, was $360,000. Agency is J. M. Mathes Inc., New York.

Tootsie Roll Plans

SWEETS Company of America, Hoboken, N. J., will start dramatizations of the cartoon strip, Captain & Blue on behalf of Tootsie Rolls and other "Tootsie" candies among March 1. Broadcast time and station line-up have not been determined, but the program will probably be aired Monday, Wednesday and Friday in the 6-6:15 p.m. period. This is the first regular network advertising for the firm, which has used spot radio for number of years. L. J. Jones Co., New York, is agency.
SHOE ADVERTISING IS NOT DISTURBED
A MODIFIED SURVEY by Broadcasting last week of shoe companies currently using radio showed no indication of an immediate curtailment in radio advertising by the industry, in regard to the rationing order. Although the O'Sullivan Rubber Co., Winchester, Va., has cancelled all radio advertising for 1943 except for a renewal of its schedule on WOV, New York, this is not believed to be a direct result of the shoe rationing order, which went into effect Feb. 9.

Agency executives queried in most cases that it was too early to predict the effect of the order on current campaigns, but they expected no immediate curtailment by their shoe clients.

The 1943 Sullivan campaign on WOV starts Feb. 15 with daily announcements for 13 weeks, followed by a 13-week campaign in the fall. A continuing survey by the company of listener reaction to its radio advertising, as well as a check of shoe repairmen and wholesalers, reveals a definite tieup in brand identification with the campaign on WOV, a station specializing in coverage of the Italian market in New York. O'Sullivan last year used about 40 stations for its transcribed announcements promoting its rubber heels. Account is handled by Adv. & Sales Council Inc., New York.

Klein Leaves D'Arcy
HENRY C. KLEIN, former radio director of D'Arcy Adv. Co., New York, on Feb. 8 joined the newly-established New York office of MacFarland, Aveyard Co. as radio director. Well known in the agency field, Mr. Klein has done production and scriptwriting for WALTER THOMPSON CO., Chicaco was radio director of b's Charles DANIiel FREY and BBDO, Chicaco, and at one time was continuity director of the Western Division of CBS. Before joining D'Arcy, Mr. Klein was handling program and talent at BBDO, New York.

Lava Spots Curtailed
SHORTAGE of raw materials, including coconut oil supplies, the latter frozen last week by order of the War Production Board, has resulted in the cancellation of one of Procter & Gamble's spot announcement campaigns for Lava, scheduled to get under way on selected markets throughout the country Feb. 15. Lava drive on another group of stations, lined up starting Jan. 24, continues. Agency is Blow Co., New York.

Columbia's Station for the SOUTHWEST

KTH

WICHITA
KANSAS
Call Any Edward Petry Office

RADIO BREAKS SHOE NEWS

OWI Credits Industry with Effective Job of About Rationing

RADIO brought the American consumers first word of shoe rationing, it was revealed last week at the Radio Bureau of the Office of War Information.

Commenting on the manner in which the job was done, Douglas Meservey, acting chief of the Radio Bureau, said "the job could not have been done without radio". Furthermore, he said "it was a great proof of the emergency character of radio".

Although the news was not actually released by the White House until shortly before 3 p.m., Sunday, Feb. 7, several key OWI executives were informed 15 days earlier that an important announcement was pending. Since the news was for Sunday afternoon release, radio was the only possible medium.

Three Methods

To deliver the message instantly, three modes were conceived—commentaries, the Army Hour, and popular commercial programs. This was essential to the success of the shoe rationing campaign since the consumer had to understand the need for rationing and retailers had to be informed that the program was effective immediately.

At first, commercial sponsors were approached by the Radio Bureau with an unidentified announcement of importance, known as "oyster rationing". The sponsors approached all accepted, awaiting the actual news which came on Saturday, the day before the release of the news. This was necessary to allow the material to be worked into the scripts of the shows concerned. The Army Hour was allowed several days of advance notice to work the material into their program pattern owing to the necessity for remote pickups.

Through OWI field offices, word was transmitted Sunday to the local stations for insertion of spot announcements in their local station announcement plan beginning Tuesday. This was part of the continuing campaign to explain the need for rationing shoes to each consumer.

Commercial programs utilized for the Sunday announcements were: Phil Baker's Take It or Leave it, The Album of Popular Songs, The Good Will Hour, Wheeling Steel, Prudential Family Hour and First Nighter.

"HOW'S YER PERSPECTIVE OF RED RIVER VALLEY SALES POSSIBILITIES? FOR THE RIGHTSLANT ON THIS HALF-BILLION DOLLAR MARKET, GIT IN TOUCH WITH WDAY!"

Gunnar Back for A&P
GUNNAR BACK, CBS Washington reporter, will be featured in the twice-weekly CBS news talk program starting under sponsorship of Great Atlantic & Pacific Tea Co. Feb. 17 (Broadcasting, Feb. 11). Guests will be interviewed by Ruth Hadley, director of the A & P Information Service, Paris & Pearl, New York, is agency.

Philo Floats Loan
V-LOAN for $30,000,000, covering a three-year period has been arranged by Philo Corp., to provide additional capital to finance production of electronic equipment for the Army and Navy. The credit, largest V-loan to date in the Third Federal Reserve District, has been extended by 21 banks.

WDAY
FARGO, N. D.—5000 WATTS—N. B. C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS. NAT'L REPRESENTATIVES

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Tulsa Broadcaster Says ‘Declaration’ Offers Protection

WIDESPREAD industry support for his “Broadcasters’ Declaration of Independence” to insure control of its microphones was reported last Friday by William B. Way, vice-president and general manager of KVVO, Tulsa, and a member of the NAB Board.

In an identical letter to stations, members of the FCC, Government leaders and other interested parties last Friday, Mr. Way answered questions raised by the industry regarding the Declaration, now pending before the NAB Board. Last month Mr. Way had addressed broadcasters regarding his proposal to provoke further discussion and ultimate action. Mr. Way has held that control of the medium by broadcasters has been “slipping away through a combination of pressures and circumstances still within the capacity of the industry to correct.”

The original Declaration was presented to the NAB Board last October by Mr. Way. He said the response has been so favorable that he has gained “confidence in the success of the idea”. Stating the questions posed by broadcasters and answering the answers, Mr. Way concluded that the plan could be put in operation by the industry through appointment of a committee to perfect it, after the majority of the stations had signed the Declaration.

Asked why the project could not be the function of the present NAB Code Committee, Mr. Way said it could. “When it was first planned, it provides for a code committee which would function all year with a full-time paid code authority backed by the industry. He asserted the present code is a “masterpiece of ethics” but that it could not administrate itself.

Declaring that broadcasting is a fast-moving, fast-growing business, Mr. Way pointed out that someone has a new idea for radio almost every day. Any code, to be self-administrative, would have to embrace ideas even the “unborn.”

Spot Problems Important

Responding to the highly-controverted question whether the networks could be “trusted with the broad policy-making decisions” for the industry, Mr. Way said of course they could be trusted, but that such a delegation of responsibility is impossible if stations are to operate under their licenses. Networks as such are not licensed. Moreover, he said that if the industry took the position that the networks were better able to operate in the public interest, “we would be inviting the Government to license networks instead of stations”.

Furthermore, the spot-broadcasting problems are just as important as those of the networks, he said. No one can handle these but the broadcasters. Network policies do not necessarily impress or concern spot-broadcasters, so there would be no valid precedent.

“The networks are fine and trustworthy,” said Mr. Way. “But the broadcasters are not looking for a guardian, nor have the networks asked for such a dubious assignment.”

Could Cover All Classes

Alluding to the network advisory boards as the arbiters, Mr. Way said that if such boards made hard and fast policies and their respective networks observed them, it unquestionably would have “slightly varying policies for each network, resulting in a battle of policies, with the industry gaining nothing but a headache”.

The plan could cover all classes of stations, Mr. Way said, since the code authority would be in a position to handle problems limited exclusively to single stations in single localities but, for the most part, it would be dealing with broad, national problem in choosing members to all stations alike and therefore could be solved for all alike. Under the plan any station operator would have an opportunity to state his case before the committee before the final decision was made, because the plan would require that every participating station had made a specific recommendation from the code authority with a request for confirmation by the station in writing. It would be difficult to conceive of one station accepting a recommendation from another station.

Mr. Way said that the recommendation from the code authority was a request for confirmation by the station in writing. It would be difficult to conceive of one station accepting a recommendation from another station.

“Assume that Blank Co., makers of a remedy for burns, through its advertising, is a series of one-minute transcriptions, each of which opens with a terrifying story and ends with an actual case, past or present, is indicated.”

“Or one or more station managers receive transcriptions, not the Code Authority. After a quick consultation with the Code Authority on an identical tion, the Code Authority issues to all stations a “hold” order, delaying the use of these transcriptions anywhere prior to the Code Committee can hear the records and issue a recommendation.”

Within any possible time, each station manager operating under the plan receives the recommendation that, if not approved, could be presented to the Code Authority. Accompanying the recommendation is a “confirmation form” which the station manager fills in and signs, as an individual operator, formally refusing to accept said material as being contrary to the public interest, convenience and necessity.”

“The Code Authority would immediately forward the material to the Code Authority. The Code Authority then, speaking for the stations individually and as an industry, determines whether the Code Authority will accept or discontinue. The policy for each station would be shown in a policy for each station, and in no case can any station be broadened, because they are contrary to the public interest, convenience and necessity.”

“Within the ideal case, in which no differences of opinion are expressed, differences might delay the final decision, when finally made, still must come as the collective opinion of the industry, the responsibility for obtaining that opinion residing squarely upon the Code Committee and Code Authority.”

“After a few such cases, advertisers and agencies would be educated to submit questionable material to the Code Authority first and ask for a decision, thereby saving valuable time and recording costs, etc. “Economies of operation would demand that the Code Authority be able to operate, originating from stations in routine fashion, even though at a distance and reach the radio air before it could be discontinued. Stations would still retain the right, and at least the right to, under their licenses, to reject objectionable material individually, according to their own opinions.”
Radio in Doubt As to 48-Hour Week

NAB Labor, Wage-Hour Groups Summoned To Confer

DOUBT blanketed radio's position last week, as a result of President Roosevelt's Order establishing a "minimum work week of 48 hours". Industry leaders were attempting to determine the exact status of the 73 stations situated in the 32 cities affected by the mandatory application to all fulltime employment.

Although few questions were answered, recognized that the War Manpower Commission is the key agency in the administration of this new edict. Whether all stations situated in any of the 32 cities would be required to have all full-time employees work a 48-hour week was an open question. WMG officials believed the radio industry's administration would be worked for locally and exemptions were possible at the discretion of the regional or area WMG director. Specifically they were not prepared to state upon broadcasting's position.

NAB Calls Meeting

Union leaders questioned were likewise dubious of their positions under this latest control. They pointed out that the Executive Order was obviously elastic since it did not allude to the word "Federal, State or local law limiting hours of work" or conflict "with the provisions of any individual or collective bargaining agreement with respect to the payment of hours worked in excess of the agree or customary work week." Then the order added that it was not intended to substitute "the terms" of the Wage Hour Act.

To clarify radio's position the NAB has wired members of its National Labor Executive Committee and members of its Wage & Hour Committee to a special meeting conference in Washington Feb. 23 at the Mayflower Hotel for the purpose of discussing the effect of the regulation upon the industry.

Absent from the group of 32 cities subject to this control are radio key centers, New York, Chicago and Los Angeles, with Washington the only major city included. Within the next few months it is likely that Chicago and Los Angeles may come within this classification because they were included in a secondary category of other cities, termed "labor stringency" areas. Within the second group are 156 stations which might be affected.

Talent Question Unanswered

The 32 cities were originally selected as areas subject to local hiring controls which had little effect upon the radio industry. [BROADCASTING, Feb. 8]. The latest edict places all employment within these 32 cities subject to a 48-hour week immediately and provides for overtime rates as instituted. Whether each of these areas will decide that broadcasting is subject to the regulations is moot. Reasons offered against the trend of thought exist in the fact that while it may be necessary to place engineers and other technical help on a 48-hour week, it might be impractical, if not foolhardy, to attempt to cut out a 48-hour week for clerical personnel. The question of working hours for actors, announcers and other talent always exists in the air.

One thought which has been advanced in some industry circles is the fact that it would be well to put all essential operations on a 48-hour week basis. The reasoning behind this is in the fact that the filing of Form 42-A for essential men calls for a statement of the hours worked by the individual. Consequently, in a man is essential and the purpose of the 48-hour week is to insure manpower needs through extension of work hours, it would be well to prove to local draft boards that the man considered essential is doing his utmost in the performance of his job.

In any case, the plan, as it now stands, calls for setting in operation the 48-hour week where possible. Part-time workers are not affected by the new regulation. Employees such as broadcast stations have until March 31 to extend their work week or to report to the WMC how much longer it will take them to do so. This applies only in the critical areas.

Voluntary Adoption Urged

In all other regions WMC advises employers to assume their responsibility in the war effort by adoption of the program voluntarily. If adoption of the program would mean reduced labor requirements, and yet would not mean reduced labor requirements for the war effort, WMC advises adoption. Further, this is as a protection against the draft's drain. However, WMC cautions that the measure is intended only to increase the release of workers for war jobs and essential jobs but not to intended to merely increase hours.

Recognizing that the 32 areas originally established were not the only regions of difficulty, WMC is

sued a supplementary list later in the week comprising areas known as one where "labor stringency" prevailed. Immediately, this list is not important but it is well to understand that additions to the basic list of 32 would be made from the supplementary list. Among this list of cities may be found representing major broadcast cities such as Los Angeles, Chicago, Pittsburgh, Cleveland, Milwaukee, Des Moines, San Francisco, Salt Lake City and Tulsa. A complete list of cities in both lists follows.

Areas of "labor stringency" are:


WHAT'S WHAT IN Boston

22.

WCOP has sold everything from a magazine to a mattress... what have YOU to sell?

WHEN? WHATEVER. WCOP BELONGS ON YOUR SCHEDULE.

LOOK TO LINGO FOR AM-FM

LINGO ADVERTISER LINGO

Vertical Tubular Steel Radiators

available through EXPRESS RADIO ASSOCIATION, INC.

30 Rockefeller Plaza
New York, N. Y.

Page 50 • February 15, 1943
FTC Asks Court to Dismiss Miles Laboratories Complaint

Claims Firm’s Attempt to Restrain Impending Action by Appeal to Tribunal Is Irregular

ASSERTING that Miles Laboratories, Elkhart, Ind., resorted to an irregular method of redress in seeking a declaratory judgment to restrain an impending action, the Federal Trade Commission last week notified the U.S. District Court for the District of Columbia that it was moving dismissal of the complaint filed by Miles on Dec. 14 [Broadcasting, Dec. 21].

The action had been brought by Miles Labs. after FTC mailed the firm an agreement stipulating certain modifications in either the labels or the advertising for each of three Miles products. Miles appealed to the court for aid, declaring that FTC was assuming jurisdiction among large manufacturers of medicinal remedies, in many cases involving radio scripts.

FTC’s answer for the most part argued that the Federal District Court has no jurisdiction, but in addition it shed considerable light on FTC’s interpretation of its functions.

According to the argument, the U. S. Circuit Court of Appeals “has exclusive jurisdiction to affirm, nullify, or set aside” FTC orders. But Miles would have no right to resort to this court until the FTC itself had issued a cease and desist order, the Trade Commission asserted, in movietrope.

According to procedure under the Federal Trade Commission Act, the motion said, there can be no resort to the court until a controversy exists. A request for a stipulation, or notice that a complaint is about to be issued does not constitute a controversy, FTC said.

“Ap complaint,” according to the FTC motion, “is, in operation, nothing more than notice of hearings which will be held for the purpose of taking evidence on charges stated, and giving the respondent opportunity to show cause why a cease and desist order should not be issued.”

The complaint itself, FTC said, is only preliminary and procedural. “If the respondent chooses to disregard the order and does not answer the complaint or appear at the hearings before the Commission, it is subject to no penalty, and does not waive its right to obtain judicial review of any final order which may be entered against it.”

Until a cease and desist order is actually issued, FTC stated, the Commission “is not directing the plaintiff to do anything, or cease from doing anything, and is not threatening to do so.”

FTC described itself as “a law enforcement agency” whose only job is to issue a complaint to determine certain things. “Issuance of a complaint creates no adverse legal interest because the proceeding is not for and cannot result in a judgment or decision in favor of the Commission, but is brought only to determine whether a cease and desist order would be in the public interest.”

After completing arguments on jurisdiction, FTC nevertheless took up Miles charges that the Commission was assuming powers of the Federal Food and Drug Administration over labeling.

FTC explained that its stipulation did not require changes in the label, but offered that as an optional alternative to adjustments in advertising. “It is certainly within the province of the Commission to determine the legality of the plaintiff’s advertisements in the light of the contents of the labeling of the products advertised, FTC concluded.
AFM Fee
(Continued from page 9)
Manpower Commission in attempting to get as many people as possible into essential war work by retaining presently unemployed AFM members as musicians, and that it would impose an impossible situation on record manufacturers who are prevented by Government price freezing from increasing the price of their records to the public or transcriptions to radio stations.
In answer to questions about conflicts of the AFM plan with the Government programs, Mr. Petril-lio stated that the union’s lawyers had examined it carefully and found it to be completely lawful.
The AFM proposals and invitation to negotiate were sent to the following list: Decca Records, RCA-Victor, Cincinnati Recording Corp., Musik Corp., World Broadcasting Sys., E. R. P. & R. Prods. Corp., Minoco Studios (makers of juke-boxes with picture attachments), and the National Assn. of Coin-Operated Phonograph Vendors.
No explanation was advanced for the omission of other transcription and recording companies from the list.
Chairman D. Worth Clark (D-Idaho), of the Senate Petrolle Probe Committee, said last Friday he had received from the AFM president the text of the proposals, along with a covering letter. Mr. Petrillo advised him that the international board had devoted considerable time to the matter and that they were submitted at the earliest date possible.
Senator Clark said that he and members of his five-man subcommittee were studying the proposals. He made no comment as to their reception.
When the proposal was re-cessed last month after the committee had heard the AFM witnesses, Chairman Clark stated they would be re-issed after the pro-
terrillo proposals had been submitted, with representatives of public organizations, affected industries and other groups, who have asked for opportunity to testify, to be heard. It is presumed a date shortly will be fixed for resumption of the proceedings.
Meanwhile no word whatever was forthcoming from NAB President Neville Miller nor his chief musician counsel, Sidney M. Kaye, regarding the AFM proposals. The fact that broadcasting directly was left untouched in the demands, occasioned no real surprise.
Both the AFM president and his counsel, Joseph A. Padway, had told the Senate committee they had no direct grievances against network broadcasters but were interested in relieving unemployment through revenue derived from recording and transcription companies and jukebox owners.
Question naturally arose, however, as to whether the proposed Petrillo terms could be invoked without amendment of the copy-
right laws. If the terms were

CHOSEN as the young man who did the most from a civic standpoint for Columbus, Ga., in 1942, J. W. Woodruff Jr. (right) executive manager of WRB1, Columbus, WATL, Atlanta, and WGEC, Al-
ban, Ga., receives the Columbus Assn. of Broad-casters Young Man of the Year Award from Mayor W. E. Moyer. Mr. Woodruff is NAB director-at-large and retiring head of the Georgia Assn. of Broad-casters. He has many civic affiliations.

worked out and accepted by the in-
dustries affected, the status of the statute presumably would not be invoked. This would be tantamount to the method used by the Music Publishers Protective Assn., where- to royalties voluntarily are paid for manu-
ufacture of transcriptions, both sustaining and commercial.

Murray Leaving CBC;
Enter Public Relations
GLADSTONE MURRAY, former general manager of the Canadian Broadcasting Corp. and since last Nov. 2, director-general of broad-
casting of the CBC, on Feb. 10 announced his resignation from the CBC, with which he has been con-
necting with the Canadian Assn. of Broad-casters. He enters this field with special emphasis on the war effort and on post-war reconstruction.

PROMOTION of James M. Patt, sales promotion manager of WKRC, Cin-
cinnati, to executive assistant to Ken-
thew W. Church, general manager, has been announced. Mr. Patt will direct public relations’ promotion and war activities.

A QUARTER-HOUR radio conven-
tion on religious education was voted on by the Senate’s Feb. 9, from the annual con-
fERENCE of the International Council of Religious Education, meeting in Chicago.

PHILCO introduces the new "WINE AND BEER" series in its attempt to sell the products. It is the first of a series of "Hollywood Mystery" programs featuring comedy and music.

Decision on Jurisdiction
Expected in AFM Suit
A SUPPLEMENTAL Government brief in the Dept. of Justice anti-trust suit against the AFM was filed last Monday before Judge John P. Barnes in the Federal District Court of Chicago by Dan Britz, special assistant at Chicago general counsel. In addition to legal citations, the brief reviews oral arguments presented by Thurman Arnold before Judge Barnes three weeks ago, asking that the AFM motion to dismiss be denied.

It was charged that James C. Petrillo and the AFM were conspiring through the recording ban to put independents out of business. [BROADCASTING, Jan. 25.]

Judge Barnes is expected to hand down a decision within the next few days on whether the anti-trust suit should be heard in the Chicago Federal Court or dismissed.

Philo Repair Plan
DISTRIBUTORS and district repre-
sentatives will cooperate to set up a repair service for maintenance of home radios, under a plan put into effect last week by Philo Radio & Television Corp.

Program involves "an active partnership" between Philo distributors and corporation’s staff of district representatives to make optimum use of available equipment and manpower.

First step in this wartime radio service involved setting up repair shops in all Philo distributor cities. Tests have already been made in two cities.

PALEY CITES STAND ON WINE AND BEER
DECLARING full advantage has not been taken of the tremendous reservoir of Hollywood talent, Wil-
liam S. Paley, CBS president, on Feb. 9 announced production of West Coast CBS programs will be accelerated, beginning with programs featuring comedy and music.
Manpower, Priority Problems Featured In Agenda of Canadian Broadcasters

CANADIAN broadcasters meet at Toronto this week, Monday to Wednesday, to discuss wartime problems of manpower, priorities, cooperation with Government departments on war problems, and to hear reports from representative American broadcasters at the ninth annual convention of the Canadian Assn. of Broadcasters.

With the exception of the Monday afternoon and Tuesday morning sessions, all meetings this year are closed. Open luncheons are scheduled the three days of the conference, open breakfast meetings Tuesday and Wednesday, and the annual dinner on Tuesday, when Max Jordan, former NBC European correspondent, will be guest speaker.

Miller, Gillin to Speak

Neville Miller, NAB president, is to be the Tuesday luncheon speaker, and John J. Gillin, Jr., WOW, Omaha, the Wednesday luncheon speaker on "The Future of Broadcasting As I See It". Lewis Avery, NAB director of broadcast sales, and Mrs. Dorothy Lewis, NAB coordinator of listener activity, are to address various sessions of the convention.

Canadian speakers include Dr. J. S. Thomson, recently appointed general manager of the Canadian Broadcasting Corp., who will meet most of the independent broadcasters at the convention for the first time; and a number of Government officials from wartime departments along with radio public relations officers of the three armed services.

A dinner was given by the CAB directors to American broadcasters on Sunday evening. Stations represented by Stovin & Wright Ltd., were to hold a sales clinic and dinner Monday evening. Stations represented by All-Canada Radio Facilities planned a dinner on Wednesday evening, and on Thursday the CBC is holding a meeting of CBC network affiliated stations in the morning and with the Western Assn. of Broadcasters in the afternoon.

CAB Board Session

A MEETING of the Board of Governors of the Canadian Broadcasting Corp. was held at Ottawa Feb. 8-9. Political broadcasts prior to elections were discussed and it was decided to keep the present policy with adequate representation of all political parties on the CBC sustaining networks. No other topics were announced as having been discussed in the official statement issued by the general manager, Dr. J. S. Thomson, but it is thought the CBC employee pension scheme and Gladstone Murray's resignation as director-general of broadcasting were on the agenda.

United States Treasury T Award

(Second in the Nation)

to

ILION, N. Y.

Saturday, January 23, 1943

ILION—home of Remington Arms (Du Pont) and Remington Rand

ILION—Just eight miles from WIBX, "Voice of the Mohawk Valley"

WIBX

"The Middle Link in Columbia's Chain from the Hudson to Great Lakes"

BROADCASTING • Broadcast Advertising

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agreements with the networks, as distinguished from the regulations as originally drafted. He emphasized that as now written, the regulations are general and the station which has a contract with a network contravening the regulations, assuming they are held valid, automatically would “lose its license.” There is no provision in the law which “comes within gunshot” of giving the FCC such power, he argued.

Citing the “free competition” aspect of the Sanders Case decided two years ago by the Supreme Court, Mr. Hughes pointed out the same tribunal said Congress did not give to the Commission control over the business operations of stations. Radio was an industry which Congress intended to “let alone” because it is subject to physical limitations, he said.

Questioned by Justice Jackson about Paragraph 303 (1), Mr. Hughes said that the word “special” was the key. He alluded to the Congressional debates and quoted Senator Dill, a sponsor of the bill, to buttress his contention that the provision dealt only with duplication of chain programs and with “technical engineering problems.”

Right to Coerce

Assenting he did not believe Congress gave the Commission a “weapon to coerce stations,” Mr. Hughes said that under the regulations as proposed, some 300 to 400 network stations would be deleted if they did not promptly accede to the new rules. Relying on Justice Frankfurter, he said the Commission could not establish such a general policy, though it can refuse licenses on renewals individually and take into account past performances. After the luncheon recess, he elaborated on that observation, asserting that the Commission has the power in adversarial proceedings, and based on the record and past performances, to refuse to renew licenses.

In his rebuttal of the CBS argument, Mr. Fahy again alluded to the Congressional debates to support his contention that the Commission had full authority to regulate network-affiliate contracts. Associate Justice Frankfurter commented that the five-year contract itself appeared to “proliferate permission.”

Mr. Fahy contended that the Commission had been most lenient in its negotiations with the industry, and inferred that requests for relief in particular cases would be considered. All that was left of the case, he contended, was the question of reasonableness of the regulations. The issue had to be raised, he said, whether the regulations could be imposed generally or whether they could be invoked by having each affiliate’s case handled individually. He argued that

while the regulations constituted a “general policy”, each case could be decided individually.

In closing the argument, Mr. Caldwell traced the history of the monopoly provisions of the statute from the start. He said no one in those days dreamed of the development of broadcasting to its present point, and that Congress simply had in mind avoidance of monopolies in the receiving set and equipment fields.

Struggle of MBS

He outlined the struggle of Mutual, as the youngest and smallest of the networks, in procuring outlets in important markets, asserting it was blocked because of exclusive contracts, time options and the lack of available additional outlets.

Mr. Caldwell related how the time option regulations would function, pointing out that blocks of time would be available to individual networks in segments throughout the day. He claimed that virtually the same rights would be available to the networks.

As conditions stand now, three networks tie up the time of some 36 important markets. Under the new regulations, he declared, that available time on the stations not available to the other networks could be used by Mutual or other network organizations. He asserted it was not solely a network problem, since even in a small example, only 22% of the time is sold, which could be utilized in part for other network service.

Disc Sponsors

LATEST accounts for Hymn Time, transmitted program featuring the band Jayd McConnell, and produced by Charles Mishelson, New York, are Hillsbury Flour Mills (feed division) on KROS, Clinton, and Jackson-ville Furniture Co. on WMBB, Jacksonville, Fla. My Prayer was Answered will be sponsored six times a week on WCLC, Nashville, by Brown Furniture Co. The Shadow has acquired the following sponsor and stations: Gouldsboro Department Store, WJBO, Myrtle Beach, S.C.; Myer’s (2,000 watts) and会发生 with headquar ters in Huntington. West Va.; Ashland, Ky.; Ironton, O. Warren G. Davis, former manager of WMCI has applied for Navy service.

Ashland Ups Newman

L. D. Newman, formerly manager of the Huntington, W. Va., studio of WMC, has been named general manager of the Ashland Broadcasting Co., with headquarters in Huntington, W. Va. Mr. Newman will have charge of the tri-state area served by WMCI, which has outlets in Huntington, W. Va.; Ashland, Ky.; Ironton, O. Warren G. Davis, former manager of WMCI has applied for Navy service.

Brach’s Spots

BRACH’S CANDY SPECIALITIES Co., Chicago (Squig candy bar), has appointed Sherman K. Ellis & Co., Chicago, as agency. One-minute transmitted announcements and five-minute programs will be placed in 11 markets to start Feb. 15. George Bogart is account executive.

RCA Dividend

QUARTERLY dividend of 87 1/2 cents per share on the outstanding shares of RCA $3.50 first preferred and a dividend of 7 1/2 cents per share on the company’s “B” preferred stock was declared recently following the regular meeting of the board of directors. According to David Sarnoff, president of RCA, these dividends are for the period from Jan. 1, 1943, March 1, 1943 and will be paid April 1, 1943 to stockholders of record at the close of business March 5.

OPA Gives Rules For Price Quotes

General Figures May Be Used If Dealers Are Not Listed

RADIO SCRIPTS may advertise a general retail price for a product without violating price control regulations. OPA explained last week, but prices must be qualifed if a specific list of dealers is mentioned in the broadcast.

Two rules governing advertising responsibilities under price ceilings were interpreted by OPA to prevent national or regional advertising from misrepresenting prices charged by individual storekeepers in particular areas or regions. Under these regulations, dealers who advertise prices below ceiling must mention the name of the storekeeper in the ad as well as the price quoted.

Rule Explained

The rulings stated that in instances where radio copy mentions price but no dealers, no other safety measures are necessary. When price and dealers are listed, however, the script must state that the prices do not apply in stores operating under lower maximum prices.

OPA’s rulings also apply to newspaper and magazine advertisements, which must always qualify a national price when dealers’ names are mentioned. Similarly, when a marketer sends copy to a retailer, it must include warning that prices for a local ceiling are not binding.

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NEW NBC SURVEY
ON DAY LISTENING

SECOND of NBC's two preliminary reports on radio listening habits titled "A Tale of 412 Cities," was released last week by Charles B. Brown, NBC director of advertising and promotion.

Like its predecessor, issued in December [BROADCASTING, Dec. 28], the study is based on returns from questionnaires mailed last year to 1,100,000 radio homes in the United States, but listening in 412 cities of more than 25,000 population whereas the first study reported on nighttime listening.

Charts and graphs show tabulation results, and the brochure includes a complete list of the cities involved in the study, together with the percentage figures of the radio families investigated.

The promotion piece breaks down NBC's leadership in "coverage from within" (where NBC and the "second network" provide local coverage); where neither NBC nor the "second network" has "coverage from within" NBC has no competition from within, and in the increase of listener preference in 92 of the largest cities.

Spur Campaign

CANADA DRY Ginger Ale, New York, which curtailed radio advertising for Spur early last year because of restrictions on sugar, recently began a 10-week campaign for that beverage on three New York stations — WIN, WMCA, WNEW — using from 6 to 10 transcribed announcements weekly. Announcements are also aired on WEH, WBG, WJW, Chicago, and have been distributed to dealers throughout the country for use on local stations, Agency, J. M. Mathes Inc., New York.

Eveready in Canada

CANADIAN NATIONAL CARBON Co., Toronto (Eveready batteries) on Feb. 12 starts a weekly half-hour, transcribed program to run throughout the year on a large number of Canadian stations. Account was placed by Locke Johnson & Co., Toronto.

WAVES Name BBDO

BBDO, New York, which handles recruiting for the Navy, has been named by the Navy's Bureau of Personnel to direct publicity and promotion, excluding advertising, for WAVES recruiting. Agency will serve in an advisory capacity, supervising and producing the drive in various media.

$5,024,000.00 Annual income of WIBB farm families — a market dominated by our six-state signal. Ready to sell for you.

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they may not say from where the President will speak.

Reports of forest fires, descriptions of danger areas, weather conditions, and other information concerning possible sabotage, placement of guards, threats to military objectives and extent of smoke clouds are restricted.

Dealing with programs, the Code has been clarified and some additions made. Mr. Ryan particularly stressed the importance of not broadcasting telephoned, telegraphed or word-of-mouth auction bids, contributions or similar acknowledgments from listeners. He explained that this restriction might work some hardship on legitimate charitable programs on behalf of the Red Cross, Bond sales and such, but the danger of inno-cent broadcasting information from enemy agents is too great to permit the practice.

Broadcasters are urged not to suggest radio as a means of information in case of an actual air raid. In view of military regulations which provide for radio silence at the scene of an actual raid the Office of Censorship, in concurrence with the Office of Civilian Defense, requests broadcasters not to encourage their listeners, during blackout or air raid tests, to depend on radio for "advice and assistance" in case of enemy attack. No restriction is placed, however, on legitimate news and descriptive stories after the simulated incidents are over.

YOU CAN'T SELL MUCH TO FARMERS (Ky.)

Sure, farmers are in the dough these days — but not Farmers (Ky.)! That's why Farmers and all such Kentucky villages whose mail like to go to bed together are a mere stalk in the cornfield compared with the cornfield area of Louisville Trading Area. With $1,000,000,000 in purchasing power, this area reaches 17% of the population of Kentucky combined! ... To fill your silos with sales in the fill your silos with sales. It's the Louisville market for WAVE, is the Louisville market. WAVE is the Louisville market, Wave is the Louisville market, WAVE is the Louisville market, WAVE is the Louisville market, WAVE is the Louisville market...
**FEDERAL COMMUNICATIONS COMMISSION**

**FEBRUARY 6 TO FEBRUARY 12 INCLUSIVE**

### Decisions

**FEBRUARY 9**

WCAR, Pueblo, Colo., security assistance authorization operate 7 a.m. to local sunrise Dec., Feb., March, 250 w., subject to termination if interference noticed. KG5, Shreveport-CF, move auxiliary transmitter station 5000 ft. west and extend installation 800 ft. north.

KHIW, Hawaii—Renew license condition install satisfactory antenna, determine power, direct new installation toward receiver.

KABC, Los Angeles—Renew license condition install auxiliary antenna, determine power, direct installation toward receiver.

KDAD, Santa Rosa, Cal.—Involuntary assignment license from Ernest L. Finley (deceased) to Ruth W. Finley.

WJMH, Jacksonville, WCOA, Pensacola

KAST, Astoria, Ore.— Extend license 90 days.


KGNU, Boulder, Colo.—Involuntary assign license from PYT to Studio Corporation.

### Applications

**FEBRUARY 10**

NEW, The Creekley Corp., Mason, Ohio, CP international broadcast station, 200 kw., Mason Ave.

WIGO, Ritz, N. C.—Mod. CP, as mod. for new broadcast station, extension, complete 10,194 to March 9, 1945.

WJTL, Fort Lauderdale, Fla.—Mod. CP, as mod. change frequency, increase power, move, complete 13,194 to May 5, 1945.

WJSJ, Winston-Salem—Mod. CP, as mod. new equipment, DA-DN, change frequency, increase power, move, to extend completion date March 22, 1945 to June 22, 1946.

**FEBRUARY 12**

WAPC, Paterson—Transfer control license Frank Falknor, Rex Scepo to Donald Flanners (25%).

WOSH, Oakhill—Voluntary assignment license Howard H. Wilson to Oakhill Broadcasting Co.

### Tentative Calendar


**FEBRUARY 19**


### SCHOPEN GRANTS AMERICAN LICENSE

ORGANIZATION of Schopen Corp. of America to handle the "sensornon:" system of television developed in England by Schopen Ltd. was announced last week by Arthur Levy, president of the company associated with the company in the new firm are General Precision Equipment Corp. and Television Production Inc., the announcement stated.

The latter company is a subsidiary of Paramount Pictures which is also a stockholder in Allen B. Du Pont Laboratories, pioneer television research organization and operator of an experimental television station W2XWV, New York.

Mr. Levy reported that the entry of the firm into American television had been welcomed by FCC Chairman James Lawrence Fly as being in the public interest as offering an alternate system to the electronic one which all Americans have utilized. For its part, the Levy said, the company will concentrate on the production of sound locaters and other military equipment patented by the parent company which has been producing this type of equipment in England.

The company has enough television apparatus for the construction of several sets of the homemade military models and the theatre projection machines, Mr. Levy said, and will demonstrate its method of sight-and-sound announcement groups in areas where programs are being televised. S. H. Dodgson, general manager of the department, is here to acquaint American engineers with the company's apparatus and methods.

**WPB to Simplify War Radio Parts**

Program Reduces the Types Used in Army, Navy Sets

STANDARIZATION program for Army and Navy radio parts is continuing KIVU KFRA, KBBM, and Military Radar Division, it was revealed last week, and a plan is being worked out to reduce the component types now in military use.

A plan that is already completed, is expected to serve both a military and production purpose, WPB officials say. It provides for the elimination of auxiliary specifications, they point out, it will simplify repair and supply problems in battle zones, since parts would be interchangeable.

More Efficiency

On the production front, standardization will mean greater efficiency, WPB says. Concentrated runs will be possible, and many impediments to swift manufacture will be eradicated. For instance, a single specifications will mean single tests of parts, and the joint Army-Navy program will permit merging previously segregated inventory.

The program is being worked out by the War Committee on Radio, organized for that purpose by WPB, and the Blue Star Board, headed by Wolf, chief of the Radio Division's components branch. Specifications for the standard parts are worked out through cooperation of Army, Navy, and War Department contractors, IRE and the American Standards Assn.

The committee has already been able to cut out types of micro-electric capacitors from 10,000 to 2,000, and to slash indicating instrument types from 90,000 to 2,100. At present, WPB says, it has subcontracted for 225 specifications and is cutting capacitors, power units, transformers, and batteries.

Sam' W. Edwards Dies; Pioneer Radio Engineer

SAMUEL W. EDWARDS, member of the consulting engineering firm of Edwards & Martin, died suddenly of a heart attack at his home in Detroit last Tuesday.

Mr. Edwards, 57, veteran radio engineer, was born in Windsor, Ont., 1910. He was with the radio division of the Dept. of Commerce before entering the Federal Radio Commission, and afterward served as radio inspector for the 4th District, headquartered in Detroit. He was the last of radio's best-known Government figures. Mr. Edwards was in Government engineering service as radio inspector and inspector from 1917 until 1932, when he entered private practice. Associated with him in this work was his brother, Howard Edwards.

Mr. Edwards is survived by his widow, Mrs. Isabel D. Edwards, and three sons, Samuel, 31, employed by the Signal Corps, and John and Donald, students.

**Network Accounts**

All Time Earnest Wartime unless indicated

### New Business

**FOX WEST COAST THEATRES Corp.** has signed contracts for 52 weeks Dr. Polkowitz commentary on 4 Don KMKK KFWB, KBLI and KBBM. KEOH, KBBM, KBLI, KEOH, KBBM, KSLK.

**UNION OIL Co.** of Cal., Los Angeles, on Feb. 22 signs for 52 weeks Gen. David M. Shanks, as commentator on 4 Los Angeles Coastal Stations, mon. thru Fri., 9:30-9:45 p.m. (PT), KSFY, KBBM, KBBM, KBLI.

**WABC, New York (Bluegum, Los Angeles)**, on Feb. 1, for 13 weeks added to Boake Gar- don, 700,000. KBBM, Los Angeles, on Feb. 13, 9:15 a.m. (PT), KAFV, KBBM, KBBM, KSLK.

**MASONIC Co.**, Laurel, Miss., on Wed., 9:30 p.m. to 10:15 p.m. (MS), KBBM, KBBM, Laurel, Miss.

**PROCTOR & GAMBLE, Cincinnati** (Dish), on Feb. 15 starts Truman Bradley, newscaster, on 7 CBS Pacific Coast stations, mon. thru Sat., 11:00-11:15 a.m. (PT), Agency: Pedlar & Ryan, N. Y.

**BROWN & WILLIAMSON TOBACCO Corp.** of Cal., Los Angeles, on Feb. 1, for 13 weeks added to Floyd Fuss, 600,000 on 6 NBC Pacific Coast stations, mon. thru Fri., 11:15-11:30 a.m. (PT). Agent: Russell M. Seeds Co., Chicago.

**WESSON OIL & SNOWDRIFT Sales Co.,** Inc., Los Angeles, on March 1 starts Frank Crumit-Julie Pennington on 6 NBC stations, mon. thru Fri., 3:30-5:15 p.m. Agency: Kenyon & Ebersole, N. Y.

**WESTERN GEAR WORKS, Seattle,** on Sat., on Feb. 6, sponsored Army-Navy "E" Day shows. KJKE KEX KGO KECO, 6:30-6:30 p.m. Placed by Allied Specialties, N. Y.

**PABST SALES Co., Chicago** (Blue Ribbon beer), on March 27 starts Blue Ribbon beer, 7:00 p.m., KBBM, KBBM, KBBM. Agency: Warwick & Legler, N. Y.


**ANGELDEAR UNITED BAKERS,** San Francisco, on Feb. 9 renewed for 52 weeks "Pillsbury Biscuit" stations. Tues., Thurs. and Sat., 6:45-6:50 a.m. Agency: Mason Inc., N. Y.

**LUMBERMAN'S MUTUAL CASUALTY Co.,** on Feb. 14, for 13 weeks, renews WBBN, Blue Ribbon Radio Co., Chicago.

**SKINNER & EBY Corp., Seattle** (Min- ing equipment), on May 1 centers 52 weeks, participation in Breakfast at Seven 13 Blue Pacific stations, Mon., thru Fri., 7:30-8:10 a.m. WPWY.

**LEWIS & RYAN, San Francisco,** on Feb. 15, 1943, for 13 weeks, participation in Breakfast at Seven 13 Blue Pacific stations, Mon., thru Fri., 7:30-8:10 a.m. WPWY.

**Planter's Exchange** Stock Co., Los Angeles, on Feb. 15, 1943, for 13 weeks, participation in Breakfast at Seven 13 Blue Pacific stations, Mon., thru Fri., 7:30-8:10 a.m. WPWY.

**Network Accounts**

### Network Accounts

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**BROADCASTING • Broadcast Advertising**
WANTED
Announcer

Experienced
If CASTING.
facts, answer at proven background of NBC phone worth investigating and congenial Flint, regular position salary; short hours. WOSH, Oshkosh, Wisconsin.
andoah, radio.

ENGINEER-25. First
station.

Situations Wanted (Cont’d.)

AGGRESSIVE YOUNG MAN—With pro-

motional ideas available. Capable of build-
ing a station into a community asset. Ten
years successful background of versatile radio production, coupled with extensive retail merchandising, advertising and sales-promotion. Box 508, BROADCASTING.

Announcer—Restricted license, 12 years’ experience. SA. Box 304, BROADCAST-

ING.

Announcer—Singer—Recently classified 4F. College trained: network broadcast experi-
ence. Box 303, BROADCASTING.

Chief Engineer—10 year station experience, 6 as chief engineer with major network outlets. Available immediately. Desires change because of purely local conditions. A-l station. References from present employer. Write or wire Box 294, BROADCASTING.


Announcer—Program, continuity, oper-

ation experience of 500W station. Handies news, special events, sports. College, 2D, 4F. Box 307, BROADCASTING.

WANTED

Basic NBC affiliated station located in large midwest city has an attractive opening for experienced radio salesman on salary basis. Give all essential information in first letter, including draft status. Our organization knows of this advertisement.

Address

BOX 318, BROADCASTING

SALES MAN WANTED

Box 318, BROADCASTING

WANTED

Experienced writer qualified to give fast-moving action for the high - pressure heroes of serial-type net-

work programs. Excellent creative opportunity. Please write full details.

Box 292

BROADCASTING

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

An Organization of Qualified Radio Engineers Dedicated to the SERVICE OF BROADCASTING

National Press Blvd., Wash., D. C.

McNARY & WRAITHALL

CONSULTING RADIO ENGINEERS

National Press Blvd., D. I. 1205

Washington, D. C.

HECTOR R. SKIFTER

Consulting Radio Engineer

FIED INTENSITY SURVEYS

STATION LOCATION SURVEYS

CUSTOM BUILT EQUIPMENT

SAINT PAUL, MINNESOTA

Paul F. Godley

Consulting Radio Engineer

Montclair, N. J.

MO 2-7859

GEORGE C. DAVIS

Consulting Radio Engineer

Manusy Bidg., District 8456

Washington, D. C.

Ring & Clark

Consulting Radio Engineers

Washington, D. C.

Moody Bidg. • Republic 2347
NAB Board Meets Feb. 25-26; Members Attend CAB Sessions

WITH THE Pettro music situation and other transcendental matters to be considered, the NAB board of directors meets in New York Feb. 25-26 at the call of President Neville Miller. The Roosevelt Hotel is again selected.

Originally a meeting had been expected in mid-February, but the delay in announcement by the American Federation of Musicians of its proposition of amending the recording “strike” resulted in the delay. Other matters to be considered by the board, aside from the overall legislative picture and wartime operations, include settlement of the issue over the 1943 convention.

New Orleans tentatively was selected for the convention, to be held in latter April or early May, but indications have been that a majority of the board favored Chicago, the second choice. There is some speculation about holding a regular convention at all, in view of difficulties of transportation and of procuring accommodations, and the suggestion of the Office of Defense Transportation that only “must” conventions vital to the war effort be held.

President Miller last Saturday left for Toronto to attend the convention of the Canadian Assn. of Broadcasters Feb. 14-17. Other members of the board who have announced their plan to attend are: John J. Gillin Jr., WOW, Omaha; John E. Fetzer, WKZO, Kalamazoo; E. L. Hayek, KATE, Albert Lea, Minn.; and Kolin Hager, WGY, Schenectady. NAB staff members, aside from President Miller, who will address the convention include Lew Avery, director of the NAB Department of Broadcast Advertising, and Mrs. Dorothy Lewis, NAB Coordinator of Listener Activities.

Maizlish in New Post

HARRY MAIZLISH, for six years general manager of Maizlish Bros. Pictures Inc., has been elevated to director of radio for Warner Bros. Pictures Inc. He will continue to manage KFWB, dividing his time between the station and film studios in Burbank, Calif. In complete charge of Warner Bros. diverse radio activities, Mr. Maizlish will act as liaison between the film studios and advertising agencies. He will be in charge of story properties to be used on the air to exploit Warner Bros. films, will be handled by Mr. Maizlish in cooperation with Whitney Bolton, studio publicity director. Associated with Warner Bros. for 17 years, Mr. Maizlish became manager of KFWB in October, 1936.

Downey for Coca Cola

WHEN Coca Cola Co.'s new program Songs by Morton Downey started on the BLUE Feb. 17, 117 stations carried the show, indicating that 117 Coca Cola bottlers are sponsoring the series in their respective cities. Arrangement with local bottlers was handled by Dairy Adv. Co., agency in charge [Broadcasting, Jan 25]. Local sponsoring bottlers will be added from time to time. Show is heard five times weekly at 5 p.m.

Dairy Co-Op Plans

AMERICAN DAIRY ASSN., Chicago (cooperative), through its newly-appointed agency, Campbell-Mithun, Chicago, is planning a 15-city tour to present the dairy farmers’ contribution to the war effort, on either BLUE or NBC. Jack Reinstrom is account executive. Starting date and time have not been set.

NBC Spot Sales Shifts

IN a realignment of the NBC Spot Sales Department, James V. McConnell, manager, announces the promotion of W. C. Roux to assistant manager of NBC Spot Sales with a special assignment to supervise eastern spot sales and local WEAF sales. Richard H. Close, former supervisor of NBC Spot Traffic in New York, has been named sales service manager of the department.

RCAF Radio Spots

DRAMATIZED spots seeking recruits for the women’s division of the Royal Canadian Air Force have been placed six times weekly on 25 Canadian stations, scheduled to start Feb. 15. Campaign is handled by Advertising Agencies of Canada, Toronto.

RKO Official Sees Radio, Movie Unity

A NEW ERA of cooperative effort between radio and the motion picture industry is seen as a result of the recent joint promotion between WLW, Cincinnati, and RKO Radio Pictures for the RKO release “Hillier’s Children,” according to S. Barret McCormick, advertising manager and publicity director of RKO. Mr. McCormick was one of the speakers last Wednesday at the luncheon meeting of the Radio Executives Club of New York, at which Roger Baker, director of promotion for Crosley Corp., operator of WLW, served as m.c.

Mr. Baker, after outlining the extensive radio promotion used by RKO through WLW prior to the picture’s premiere in 35 cities Jan. 16 [Broadcasting, Jan. 25, Feb. 1], introduced three stars of the picture, Bonita Granville, H. B. Warner and Ken Smith. A short talk was also given by Gregor Ziemer, WLW commentator, and author of Education for Death, book on which the RKO movie is based.

Out-of-town guests at the luncheon included Lt. Col. Tom Lewis, chief of the Radio Section, Information Division, Special Services, Division, Washington; Major Irving Fogel, SSD Radio Section in New York; Owen Sandler, KMA, Shenandoah, Iowa; Ken Brown, KOMA, Oklahoma City; William Wyse, KWWB, Hutchinson, Kan.; A. N. Armstrong Jr., WOCP, Boston; Ed Hill, WTAG, Worcester, and Harold Cassel, WGNY, Newburgh, N. Y.

Van der Hoef Raised

MAJ. GEORGE T. VAN DER HOEF, assistant chief of public relations of the Marine Corps, last week was promoted to lieutenant colonel. He continues in his present assignment as assistant to Brig. Gen. Robert L. Denig, director of public relations. Col. Van der Hoef joined the Marine Corps on July 1, 1941, after having served as press and public relations officer of the Oklahoma National Guard. He pioneered the development of Government programs and transcriptions available for local sponsorship.

Army Shift Sends Major Kent to G-3

Educator, Capt. Ronke, Boyd Leave Radio Branch Posts

TWO IMPORTANT moves involving military personnel in the War Dept. Bureau of Public Relations were disclosed last week.

Maj. Harold W. Kent, editorial director and education liaison of the BPR Radio Branch, has been transferred to G-3, training and education division of the General Staff, as War Dept. liaison with the Office of Education.

Capt. Hal B. Ronke, Army Air Forces, who has been officer in charge of the Radio Branch’s placement section, was made assistant to Col. William Maizlish, director, BPR, in charge of Army Air Forces. Another transfer sent Capt. M. M. Boyd of the Radio Branch to duty with Army Air Forces in an undisclosed assignment.

Before being called to active duty in 1941, Maj. Kent was director of radio for the Chicago Public Schools. He is president of the Association for Education by Radio and has been active for several years in education by radio. In his new post he will coordinate the Army’s educational activities with the Office of Education.

Capt. Ronke, former CBS New York assistant publicity director and chief of the CBS West Coast publicity office, and Capt. Boyd, former NBC Chicago sales manager, both were attached to the Army Air Forces Public Relations office until reorganization of the War Dept. BPR sent them to the Radio Branch last fall. Until a successor is named, Capt. Jack Harris, executive officer of the Radio Branch, will take over Capt. Ronke’s duties as head of the placement section.

Capt. Eddie Byron, owner of Mr. District Attorney, reported for duty last week [Broadcasting, Feb. 8] to the Radio Branch.

Satevost Post Campaign

FIRST SPOT campaign for the Saturday Evening Post placed by MacFarland, Aveyard & Co. since the agency acquired the Curtis Publishing Co. account and opened a New York office to handle it, started last week in major cities throughout the country. Announcements made once or twice weekly; issues of the Post and vary in frequency according to the stations. New York outlets include WMCA WABC WJZ WOR WEA WHN WQXR WNEW.

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BROADCASTING • Broadcast Advertising
In these 25 major cities
WLW delivers 48.7% of all radio listening*

...and in the rural areas around them, the listening index averages 2.5% greater

WLW's dominance is familiar wherever the power of radio is known. It is the natural outgrowth of a progressive programming policy (WLW invests three and one-half times as much for programs as the average 50,000 watt station)
... a clear channel frequency with the third highest radiation per kilowatt in radio
... constantly improved news, agriculture, and public service programs handled by the ablest staff it is possible to assemble.

This dominance is significant in one of the world's largest markets — over twelve million people who buy more drug and grocery products than are sold in the five boroughs of New York and the City of Chicago combined.

*Based on Hooper Mid-Winter WLW Area Rating, 1942, a weighted average figure which does not represent the size of our audience in any one city. Remainder of the audience is divided among fifty-one other stations identified by call letters in the Hooper report.
† FCC Documents.

WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offers you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.

DOMINANCE WITH DEALERS. Implementing your advertising on WLW is a carefully developed plan of merchandising which covers every phase of distribution from manufacturers' representative through consumer—dramed by 28,000 personal contacts every year on the wholesale and retail dealers who move your merchandise. This comprehensive merchandising program is controlled and directed by WLW, costs advertisers nothing.

A NEW SALES SERVICE. Answering the problem of the man-power shortage is SPECIALTY SALES, a WLW affiliate. SPECIALTY SALES offers the services of experienced salesmen who cover every grocer and druggist in all cities of our four-state area. SPECIALTY SALES enables you to maintain dealer contacts or introduce new products at a fraction of the cost for man-power.

WLW, THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CRUSLEY RADIO CORPORATION
Now...

MANY ADDITIONAL HOURS OF LIFE

BECAUSE OF EXCLUSIVE RCA DESIGN IMPROVEMENTS

RCA engineering scores again—this time with manufacturing improvements which make it possible for the famous RCA-828 Beam Power Amplifier to deliver its 150 watts* with only 2.1 watts of driving power many hours longer than heretofore.

Chief among the improvements has been the incorporation of the RCA zirconium-coated molybdenum anode in this popular tube. Actual service tests over a long period have proved that this construction change increases the life of the tube several fold!

Ordinarily, such a change might well warrant a substantial boost in the performance ratings of a tube—but not under war conditions. Longer and still longer tube life now looms far more essential than high "peak" performance. Thus, always conservatively rated in line with RCA practice, the RCA-828 now comes to you with a safety factor several times greater than ever before—just as similar improvements in other RCA Transmitting Tube types have been reflected, not in spectacular rating increases, but in terms of making the tubes perform better and lasting longer at the ratings at which you are already accustomed to using them.

RADIO CORPORATION OF AMERICA
RCA Victor Division, Camden, N. J.

RATINGS

FILAMENT VOLTAGE, 10 VOLTS
SCREEN VOLTAGE, 400 VOLTS, MAX.*
PILAMENT CURRENT, 3.25 AMPERES
PLATE VOLTAGE, 150 VOLTS, MAX.*
PLATE DISSIPATION, 70 WATTS,
PLATE DISSIPATION, 70 WATTS,
PLATE DISSIPATION, 70 WATTS,
PLATE DISSIPATION, 70 WATTS,
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