In these war times people turn their thoughts to home and fireside; to God and church; to schools and plans for an informed citizenry. These are the needs of everyday family living.

WLS meets these needs. "The Home Front" broadcasts every Saturday night tell what ordinary folks are doing for the war. To meet the spiritual hunger which war has brought to many families, WLS broadcasts daily "Morning Devotions" and Sunday "Little Brown Church" programs, both conducted by our own staff pastor. Looking ahead to victory and peace, we must prepare an informed citizenry. Radio must share this obligation. So WLS continues its daily classroom feature, "School Time."

Thus WLS, long identified as "One of the Family in Midwest America," continues to fill these needs. And in so serving Midwest families for 19 years, WLS has gained their confidence... a confidence that extends also to advertised products associated with our name.
Tulsa and its Market Area “In the White” for 15 CONSECUTIVE MONTHS . . .

On Business Conditions
Map of Nation’s Business

For 15 consecutive months—December 1941 thru February 1943—Tulsa and its northeastern Oklahoma Magic Empire Market has stayed “in the white” (above average) on the Nation’s Business Magazine map of business conditions. It is one of the but four or five areas in the entire country to be so consistently rated. It is definitely an “above average” market.

OKLAHOMA’S NO. 1 PERMANENT GROWING MARKET

A 1943 War-Time Must

This No. 1 permanent market is a war-time must because it is an established high level income market plus $200,136,000 extra annual payroll created by war projects. Concentrated in but 1/3 of the state’s area it is truly Oklahoma’s Richest Market. It has:

- 47.4% of Oklahoma’s Retail Sales
  (Source: Oklahoma Tax Commission)
- 51% of the bank deposits in Oklahoma
  (Source: Survey by First National Bank of Tulsa)
- 52.2% of Postal Savings in Oklahoma
  (Source: U. S. Post Office)
- 46.6% of Effective Buying Power in the State
  (Source: Sales Management Survey of Buying Power, 1942)

KVOO, Tulsa, Oklahoma

50,000 Watts Day—25,000 Watts Night 1170 Kilocycles
Edward Petry & Co., National Representatives
Nationally famous for 17 years—the only continuous four hour show in America—the only complete program made into a motion picture—preferred by five out of six listeners to any other Saturday night show—and now a command performance U.S.A.!

What is it? Why it's the original Grand Ole Opry, of course. Not just from the South, not just from the States, not just from North America, but from all over the world, from American fighting men and from America's Allies came the request—"Give us the Grand Ole Opry!"

The WSM talent staff, producers of the Grand Ole Opry and four other network shows, winners of 3 showmanship awards, can produce any type show for any product or audience.

Whether you want to sell to a market whose manufactured products have increased in value 338 per cent faster than the entire nation in the past half century or to keep your brand name alive in a market that has enjoyed 42.8 per cent of the nation's population increase in the past 10 years, choose the South, WSM and WSM talent—for a "command performance" in results.

HARRY L. STONE, Gen'l Mgr. NASHVILLE, TENNESSEE
“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
A MEMORANDUM TO YOUR SALES DEPARTMENT

The programs of the ASCAP Radio Program Service are built for sale... and they sell. Written by an experienced staff familiar with the script and sales problems of the small and medium sized radio station, these shows are turning music costs into music profits in every part of the country.

If you are an ASCAP-licensed station, this service is provided to you without cost. Almost seven hundred stations are already making profitable use of it.

ASCAP RADIO PROGRAM SERVICE
30 Rockefeller Plaza, New York City

WTMV
"the home folks station"

Broadview Hotel
East St. Louis, Illinois

January 11, 1943

ASCAP
30 Rockefeller Plaza
New York, N. Y.

Gentlemen:

We are pleased to report that your new series, "Marching to Music" was purchased by the first sponsor to whom it was submitted.

The Seidel Apparel Company of East St. Louis liked the program so well that they have signed a contract for one year. So we have placed you directly on the spot to continue this series for an additional thirty-nine weeks.

Also you may be interested to know that the sponsor -- a ladies fashion shop -- liked the program so well that they are using it in a fifteen minute period each day rather than in the ten minute period for which it was designed.

Congratulations on the excellent script!

Sincerely yours,

Carlin S. French
President

CSF:R

NEWS EVERY HOUR ON THE HOUR

BROADCASTING • Broadcast Advertising

March 29, 1943 • Page 5
With Amnesia . . . our composite consumer . . . out-of-sight always did mean out-of-mind.

And that's liable to mean out-of-pocket for you in post-war days if your product is partly or wholly removed from Amnesia's shopping bag for the duration.

The answer? "Say it with forget-me-nots!" Say it with wartime advertising and especially wartime radio. For out-of-sight need never mean out-of-mind . . . if you stay within hearing of Amnesia and her 130,000,000 forgetful fellow consumers.

And by the way, it's no coincidence that forget-me-nots are BLUE.

Because the fast-growing Blue Network . . . with its aggressive audience building policies . . . and its efficient coast-to-coast coverage . . . can carry your wartime message into more homes per dollar than any other national medium.

**WARTIME GROWTH IN BLUE TIME SALES**

In 1942 sponsors spent 22.7% more on the Blue Network than in 1941. Here are percentage gains by quarters:

- Jan. 5.9%
- Apr. 22%
- June 28.6%
- July 30.1%
- Sept. 28.6%
- Oct. 30.1%
- Dec. 30.1%

And the trend is still trending! This February, BLUE evening commercial quarter hours numbered 70 against 53 a year before. In that period, the BLUE was the ONLY network to gain in total commercial quarter hours.

*The Blue Network*

A RADIO CORPORATION OF AMERICA SERVICE
Listen, Margarita—I've Invented Speech!

The first man who ever succeeded in getting an idea over with speech was certainly no golden-tongued orator. Still, he was surely a long way ahead of his low-browed friends whose means of communication were limited to fists and clubs!

And so it is with Sonovox. After nearly two years of constant work with Sonovox, we know that we’ve only just begun to realize its possibilities in conveying thought through Talking and Singing Sound. But in the meantime, Sonovox users are still a long way ahead of those advertisers whose commercials are limited to ordinary dimensions. . . For instance, what other commercials do you remember quite so well as the Lifebuoy foghorn, the Woodbury singing violins, and the Bromo-Seltzer talking train?

Sonovox is a new and basic art—a new means of expressing thought. Ten years from now you will be using Sonovox, in the proper place, as a matter of course. But in the meantime, the pioneers at the right are cashing the extra dividends that always accrue to the foresighted. Why don’t you join them?
Radio Donates $86,900,000 to the U. S.

$71,570,000 in Time, $15,330,000 in Talent

RADIO has donated $86,900,000 worth of time and talent for OWI war messages, the OWI Radio Bureau said Friday in an official summary of broadcaster-Government cooperation in bringing war information to the public. Of this total, $71,570,000 was station time, with $15,330,000 for talent.

The statement is an explanation of the round $90,000,000 figure for radio, used by OWI Chief Elmer Davis Wednesday in explaining to the public how his organization had mobilized hundreds of millions of dollars worth of private capital to spread war information through established media (story on this page).

Time and Talent

Gifts were broken down to show time and talent contributed under six types of Radio Bureau activities: Network Allocation Plan; Special Assignment Plan; Feature Series Plan; Station Announcement Plan; Government transcriptions on local stations; Local War Programs initiated by stations.

The report shows that OWI is using one out of every four network night programs; that local programs originated by individual stations form the second largest part of radio’s gift for the war; that U. S. stations will carry more than 400,000 quarter-hours of Government transcriptions in a year.

OWI’s figures for time and talent show a total gift of $28,400,000,000 under the Network Allocation Plan; $15,000,000 from the Special Assignment Plan; $8,160,000, Feature Series Plan; $12,360,000 Station Announcement Plan; $7,160,000, transcriptions on local stations; and $17,250,000, local programs initiated by stations.

Although the figures were only estimates, careful allowances were made for such items as volume rate in making transcriptions, and for network programs used by OWI which would ordinarily be a sustaining basis. They represent the first public effort on OWI’s part to show how it arrives at such figures as the $64,000,000 radio contribution mentioned by Mr. Davis when he appeared before the Petrelli investigation early last fall.

The estimates are based on radio operations for a year’s period under OWI’s allocation activities. They include all Treasury and other operations, since OWI must clear programs of all Government agencies.

The Network Allocation Plan involves a time gift of $19,820,000, OWI says. Talent would cost another $8,580,000, resulting in a total of $28,400,000 under that single activity.

OWI-scheduled war messages utilize slightly less than one-fourth of all night-time network broadcasts, the Radio Bureau explains, and about one-tenth of daytime shows. In estimating that this time is worth $19,820,000, the Radio Bureau cautions, allowance was made for sustaining programs. Talent costs were computed on an estimate of 33% for nighttime shows and 25% for daytime programs.

Station Originsations

Second biggest radio contribution to OWI comes from local war programs initiated by individual stations. Using a 30-station sample, and estimating that 40% of these programs are night, and 60% day, OWI arrived at an annual estimate of 75 commercial stations of $15,000,000 for time and $2,250,000 for talent.

The Special Assignment Plan results in an additional gift of $15,000,000, computed on the same basis used to total the Network Allocation Plan contribution. These programs, which expressly indicated a desire to handle special war messages, involved facilities valued at $9,600,000, and talent at $5,500,000.

A yardstick survey of 30 stations was used to arrive at a figure on radio’s dollar contribution under the station announcement plan. This study indicated a weekly net valuation of almost $250,000, or $12,350,000 annually. No talent charge is used of this time item.

OWI figured that all U. S. stations would carry more than 400,000 quarter-hours of Government transcriptions in a year. Applying an average rate that was weighted to allow for day and night fees, a figure of $10,000,000 was accepted. This, however, was reduced by the Government crediting a 25% discount for volume, thus leaving a net value of $7,740,000. Of course, no talent charge is allowed for these transcriptions.

The total for the Feature Series Plan contributions was based on an estimate of sustaining program facilities, which indicated an annual value of $7,160,000. Talent on this, $1,000,000, was based on a 15% talent appropriation.

Davis Praises Cooperation of Media

Lashes Back at Critics

By Reviewing Work Of the OWI

BLUNTLY hitting back at the third attack within ten days on activities of his organization, OWI Chief Elmer Davis said radio, press, advertisers, motion pictures and magazines have matched OWI’s $9,000,000 domestic budget with expenditures totaling hundreds of millions of dollars to carry war information to the people.

The Davis statement was intended to prove that OWI already is doing what Rep. Ditter (R-Pa.) had criticized it for not doing. Mr. Ditter had suggested that OWI be paroled to a directing committee to decide propaganda policy, with actual execution left to the established means of information.

(A new flare-up involving OWI occurred in the House Wednesday when Rep. Harnes (R-Ill.), a member of the Military Affairs Subcommittee studying draft deferments of Government workers, attacked OWI for sending “outed” information on its deferments to Rep. Taber (R-N.Y.). OWI explained Rep. Taber was aware that the figures were not new, but had accepted them to save the expense of a new survey.) (See Deferment Hearings on p. 30.)

Media Cooperation

“If OWI were to attempt to do the entire job of war information by itself, it would require a budget of many hundreds of millions,” Mr. Davis said. “OWI believes, and will continue to believe that the job of informing the people can best be done through established media, and that the main task of a Government office of information is to secure the cooperation of these media and to give them the material and information they require.”

Radio has made available $90,000,000 worth of air time and talent, the Davis statement said, at little cost to the Government. A system has been established for orderly office of time and talent (see separate story).

Caustically remarking that Congressmen who criticize OWI in print are seldom the ones that bother to investigate what actually goes on, Mr. Davis supplemented his prepared statement at his Wednesday news conference at a comment that he has no records of Mr. Ditter attempting to find out (Continued on Page 55)
March Codel to Overseas Post

MARTIN CODEL, publisher of BROADCASTING, is on indefinite leave of absence and has accepted an overseas assignment with the American Red Cross. His arrival in North Africa was reported last week. He will be Red Cross director of public information for the military theatre, serving under Red Cross Commissioner William Stevenson.

Sol Taishoff, editor, has assumed the executive direction of BROADCASTING.

April 1 Deadline Set by WMC For 48-Hour Week Compliance

Broadcasters Must File Proposed Schedules or Apply to Local Officers for Exemption

BROADCASTERS and other employers in 37 critical labor shortage areas listed by the War Manpower Commission must file proposed operating schedules or applications for exemption from the 48-hour week with the regional manpower director by April 1, or be considered as not conforming to the wartime work-week regulations.

Indication that WMC would stand on its position long-week order was offered Thursday when regional directors were notified that employers who had not filed schedules for operations during the 48 hours would be expected to propose other adjustments, or seek exemption from the Presidential Order by April 1. Failure to conform to any decision about an earlier hour would be expected to result in the right to hire help or to claim deterrents from Selective Service.

Industry leaders are finding that radio’s adjustment to the longer week can be eased if all stations in a critical area will arrange a joint conference with their manpower director. The result of such conferences, it has been found, is a clearer understanding of the changes the director will expect, and of the steps involved.

In some cases, the broadcasters have learned that although they may not be able to operate on a 48-hour week, adjustments are still necessary. The original order for the wartime work-week states that it shall be 48 hours, or if this is impractical, the greatest number of hours less than 48 which is feasible.

Burden of proof that the 48-hour week is impractical in a particular radio station’s service area is on the individual manpower director, NAB advised its members last week on the basis of discussions with the War Manpower Commission. It is now clear, NAB said, that WMC will not grant a blanket exemption to the radio industry or any other industry.

The NAB discussion with WMC occurred after Joseph L. Miller, director of Labor Relations, had prepared a report on the possibilities of adjusting radio to the longer week and alleviating the need for new hiring. The report, covering 14 stations in Washington, Baltimore and Springfield, Mass., showed that under wartime circumstances, with peaks, and unpredictable crises, made a general 48-hour week impractical.

Problems Involved

Despite this testimony, however, NAB said the WMC feels that in many cases, station and general office help can shift to the long week. WMC recognizes that talent and executives presented a more difficult problem.

An NAB letter advised station managers in critical labor shortage areas that they would have to justify a work-week of less than 48 hours to obtain WMC approval for hiring after April 1. Some suggested points which NAB said managers might consider in appealing to regional directors are:

Comparatively small size of units of personnel; few opportunities to intensify this; and general nature of radio’s work week; “peak loads”; skeleton force en-
McNutt Asked to Clarify Stand on Labor

Fly Sees Conflict In Boards And BWC-FCC

MANPOWER Chief Paul V. McNutt has been asked to explain the position of his organization on the maintainance of broadcasting stations. The request was made by FCC Chairman James L. Fly, who pointed out that recent Selective Service statements indicate that local draft boards have been authorized to determine which stations in a community are necessary for the war effort.

Mr. Fly feels that such actions in the past of draft boards may conflict with the authority of the FCC and the BWC, which have been granted sole power to decide which communication services are essential. Mr. McNutt admits that local draft boards are autonomous, and in general have done a satisfactory job, but feels the War Manpower Commission should implement a universal draft of essential men so that all stations will continue to operate.

Conflict in Views

The letter from Mr. Fly resulted from an appeal by a metropolitan New York station informed by Selective Service that although radio communications is essential, no particular station need meet the test of essentiality to the war effort. Mr. Fly said that even should the War Manpower Commission chief explain that this does not mean draft boards are free to choose an essential station among competing local outlets he feels new steps are needed to protect broadcasting operations.

What relief, if any, is possible, Mr. Fly could not say. In the light of Washington developments it appeared last week that if radio were to get special protection, it would be getting favors that other essential industries were being denied.

Maj. Gen. Lewis B. Hershey, director of Selective Service, bluntly wrote Rep. Talbot (R.-Pa.), that "the time is rapidly approaching when the armed forces will not be able to continue sharing available young men with essential war industries." He said a campaign has long been going on to educate manufacturers to employ females, and men outside Selective Service, "for the purpose of replacing personnel that must eventually go to the armed forces."

NAB President Neville Miller said Thursday he was not surprised by the trend of deferments. He stated it was his opinion that Selective Service officials have been "sympathetic, understanding and considerate" of the problems of broadcasting.

Mr. Miller said his organization understood that the occupational bulletins were only advisory, and could not be mandatory under the Act. With 6,000 local boards, he added, it is to be expected that the quality of their judgment could not be uniform.

"Meanwhile," Mr. Miller said, "as NAB has repeatedly advised the industry, the training wherever possible of personnel not subject to induction is the safest course for stations to follow in meeting the manpower problem."

Mr. Miller did not comment on the possibility that draft boards might eventually decide deferments by giving a particular station special consideration. In that sense, his statement was in no way connected with the apparent conflict between Mr. Fly and Selective Service.

New Job Index

Meanwhile last week, the War Manpower Commission announced that a new index of jobs already covered in the previous lists of essential occupations had been distributed for use of the U. S. Employment Service and the Selective Service Boards.

Approximately 3,000 items are included and divided into manufacturing and non-manufacturing items. The new list is supposed to assure easier interchange of information between Draft Boards and USES. It is designed to guide draft boards in granting deferments, and in addition, to tell USES which establishments are entitled to priority in placing new workers, and which workers may be transferred without disrupting production.

Included in the list, among others, are producers of combat materials, communication services and production of communications, transportation, maintainance of facilities for civilian health, safety, morale and security, and maintenance of special functions concerned with promoting or facilitating war production.

Criteria used in drawing up the list, which is merely a restatement of all that has been said before, are: Extent to which the item is directly used for combat purposes; scarcity of supply; relation of the product service or facility to operation of an essential activity; extent to which it maintains minimum civilian wartime conditions.

...will have full union membership, Lawson Wimberly, IBEW International Representative, told BROADCASTING, marking the first time the union has admitted women on equal basis with men. The International Constitution of IBEW will be amended to let them participate in the union retirement fund and other benefits, he said, and they will retain their membership. The war merely by paying their dues.

President Brown told the locals that in view of recent manpower developments and the possibility that military service requirements will increase, IBEW headquarters was of the opinion that some formal policy with respect to employment of women should be stated. However, he referred to numerous inquiries from locals, and noted that some had already accepted applications from women.

He then mentioned the Memorandum of Understanding which he said should be completed to outline conditions of employment. These memorandums are to be approved by the International office in Washington.

Trial Basis

When a local decides on a plan of training men, he said, it is understood that such men are to be admitted to membership. Women, on the other hand, are employed on a 60-day trial basis, and must apply to the union during that period. The union binds itself to act on these applications before the trial period is concluded.

The Memorandum of Understanding provides that the employer shall hire any qualified male provided by the union before hiring any female. If the union is unable to supply acceptable males or females, the employer is then free to employ other females.

CELEBRATING NINE successful years on the networks and particularly the current rating of No. 1 daytime serial, the selling and dramatic forces back of The Romance of Helen Trent met recently in Chicago (1 to r): W. E. Malone Jr., advertising manager of BiSoDol Co., sponsor of the show; Robert T. Meyers, sales manager; Glll Whitney, male lead; Miss Trent; R. W. Blakes, company vice-president; E. A. Byrne, Blackett-Sampie-Hummer, agency handling the account.

BROADCASTING • Broadcast Advertising

March 29, 1943 • Page 11
Decision on Kay Kyser Hints At More Top Talent Inductions

Davis Has Not Asked Deferment in Three Months
Of Members of His Committee of 25

WHITE HOUSE action in sustaining Kay Kyser's 1-A draft classification, announced last week in Raleigh, N. C., is expected to establish the precedent for future applications of entertainers for deferment from military service.

Effect of induction of top entertainers was problematical and while official comments were not forthcoming, except from Elmer Davis, director of the Office of War Information, there was considerable industry talk about the future of the OWI Committee of 25, headed by Mr. Kyser.

Several months ago the OWI sought deferment for eight members of the OWI entertainment consultants—Mr. Kyser, Freeman Gosden (Amos 'n Andy), Edgar Bergen, Nelson Eddy, Bob Hope, Harold Peary (The Great Gildersleeve), Lanny Ross and Red Skelton. Three months ago, however, the OWI ceased asking deferments for consultants, although it did ask for contemporaneous information as to the usefulness on the home front of registrants such information had been supplied.

Appeal to President

Mr. Kyser's local draft board at Rocky Mount, N. C., had been apprised of his work for the OWI and other Government agencies. When he was classified 1-A an appeal was filed with North Carolina State Selective Service Headquarters. That body sustained the 1-A classification and an appeal was taken to the President.

Mr. Kyser denied on the West Coast that he had filed an appeal and official sources declined to disclose the name of those who had asked his deferment. Meantime, the orchestra leader and m.c. of the NBC College of Musical Knowledge has announced that he is "ready to do what my Government wants me to do."

John Cole, chairman of the Rocky Mount board which refused to defer the chairman of the OWI Committee, said last week he was uncertain as to when Mr. Kyser would be inducted. He appeared likely, however, that he would be called up late in April or early May.

Mr. Davis, before the President's appeals board decision was made public, openly favored Mr. Kyser's deferment. OWI had backed up the appeal on the grounds of his doing important work. Following appeals, the band leader must enter military service, despite his 37 years, Mr. Davis issued the following statement:

"The Office of War Information in the past requested the deferment of eight leading radio stars because they were also serving as consultants to the OWI, helping us to develop the mechanics of using radio programs to disseminate war information and helping us to enlist the services of other radio stars and programs. The demands of war and the need for fighting men have become so acute that for a period of three months OWI has not been requesting such deferments and will not do so in the future."

"There can be no question of the patriotic duty there was some question as to his niche in the military service. It was generally agreed that the Army probably would place him in charge of a band or entertainers. Since Army regulations prohibit military personnel from participating in private enterprise, it appeared that his radio activities would probably be concluded when he is inducted.

"Serving with him on the OWI Committee of 25 have been Abbott Costello, Goodman Ace, Fred Allen, Amos 'n Andy (Mr. Gosden and Charles Correll), Jack Benny, Mr. Bergen, Maj. Bowes, Bob Burns, Burns & Allen, Eddie Cantor, Bing Crosby, Mr. Eddy, Clifton Fadiman, Jean Hershost, Mr. Hope, Andre Kostelanetz, Fibber McGee & Molly (James and Marion Jordan), Frank Morgan, Mr. Peary, Edward G. Robinson, Kay Smith, Mr. Skelton, Fred Waring and Mr. Ross."

BATTERIES WANTED IN IOWA

Farmers and Dealers Complain of Shortage; Some Sets Out of Operation

By DOUGLAS B. GRANT

News Editor, WMT, Cedar Rapids, Ia.

MANY of the nation's 10 million radio listeners are on the verge of being cut off from radio service because they can't buy replacement batteries for their receivers. Probably never before has radio service meant so much to farmers as now, with the whole world depending on American farm production, and with the possible outcome of the war hanging on it.

Rationing Plans

Thus, the special radio services to farmers such as market reports, weather bulletins and latest Government regulations have become tremendously vital. Yet, ironically, these radio services, which have been denied thousands of farmers whose batteries have gone dead.

Last week WPB was working with the War Production Board and the Dept. of Agriculture for several weeks. While no definite plans have been announced, WMT has been assured by L. L. Needler, in charge of farm supplies for the Dept. of Agriculture, that plans are underway for the rationing of these batteries. He also advised that the WPB believes it can allow an increase in production of farm radio batteries if the Department will undertake the responsibility of rationing them. This the Department has agreed to do and the mechanics of setting up battery rationing are being worked out.

This will be good news to every station with a rural audience, for battery radios are more widespread among farm listeners than is usually realized. In the WMT primary area which includes eastern Iowa and adjacent portions of Minnesota, Wisconsin and Illinois, rural electric service has made more progress than in most other parts of the country. Yet, in Iowa, on June 30, (Continued on page 48)

Dry Cell Output May Be Altered To Meet Wants

WPB, Cognizant of Shortage, May Revamp Production

OFFICIAL recognition of the shortage of dry cell batteries was given by the WPB Consumers Durables Goods Division Friday, with a promise that "some mechanism of relief can be anticipated through readjustment and rescheduling of battery production."

Admitting that the need is acute, production of batteries where the radio reception depends solely on battery sets, WPB asserted that in some regions reports indicate that as many as one-third of farm battery sets are not being used because of shortages.

Mr. WPB said, replacement of battery-operated sets in areas supplied with electric power has not matched increased use of battery types in non-electrified areas.

Rural Listening Increases

Despite this statement, however, officials had nothing to say about the possibilities of immediate production of dry cells. A plan suggested by the Office of Civilian Supplies was put to have been held up until it can be certain that materials are available.

The statement from the Consumers Durables Goods Division admitted that in the last two years, average daily listening time in rural areas jumped three to five hours, imposing an additional drain at the very time that production of batteries was sharply reduced. War, weather and farm news is credited for this increased use of radio.

Actual increase in production to alleviate the battery pinch depends on a temporary lag in other battery requirements, mostly military, which would permit a transfer of facilities initially tied to civilian use. The battery industry has met and is meeting military and other war requirements 100%, WPB explained, and has maintained its major defense production output so that it is prepared to resume additional civilian battery production whenever the raw material situation makes this possible.

WPB explained that diversion of raw material to war-essential uses has largely accounted for decreased production of radio batteries. The severity of several months, production has been at a rate of less than 200,000 monthly.

Before the war, WPB said, production was 4,600,000 a year, for 2,200,000 sets. The current rate of production would result in only 2,400,000 for a total of 3,200,000 sets now in rural homes.

For this reason, WPB warns that whenever increased production is arranged, owners will have to conserve their batteries. They are advising the rural radio listener to enter into thier particular programs, to avoid long, continuous radio operation, and to take conservation measures.
13 reasons why WSIX dominates

THIRTEEN leading news commentators, plus eight 15-minute Associated Press news broadcasts daily, give WSIX first call on the news-hungry public throughout the populous and prosperous Nashville area.

Top news coverage is just another reason why WSIX has built a continuous listener audience greater than ever before in its history.

And consequently, more and more advertisers are picking WSIX to broadcast their message to the people of the Nashville area.

Write or wire for availabilities.

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

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

ARTHUR HALE
5000 WATTS

JOHN GUNThER
980 KC
CBS Reporter, Drama Get Peabody Awards

NBC Coast Group, WCHS, KOAC, WHA Named

Both stations and programs received recognition in the third annual George Foster Peabody Awards, which were officially announced at meeting of the Peabody board in New York, by Dean John E. Drewry of the University of Georgia, and the NAB, joint administrators of the awards.

A presentation of the awards was made by Dr. S. Sanford, chancellor of the University of Georgia, at the NAB War Conference in Chicago, April 28-29.

Known as the "Pulitzer Prizes" of radio, this year's citations were selected by the Peabody board members on the basis of "distinguished and meritorious public service and outstanding entertainment." Last year's awards placed particular emphasis on program merit, while the 1941 awards were based on station merit.

Outstanding Performance

The 1943 winners, based on performance in 1942, are: Charles Collingwood, CBS correspondent, for "outstanding reporting of the news". The Man Behind the Gun, CBS, for "outstanding entertainment in drama". The Standard Symphony, NBC Pacific Coast, for "outstanding entertainment in music". Afield With Ranger Mac, weekly series on WHA, Madison, Wis., for the "outstanding educational program". Our Hidden Enemy - Venereal Diseases, transcribed series on KOAC, Corvallis, Ore., for "outstanding public service program by a local station - 1,000 watts or under". The Home Front, weekly program on WCHS, Charleston, W. Va., for "outstanding public service program by a regional station - up to 10,000 watts".

Established in 1941, the Peabody Radio Awards are designed as a memorial to the late George Foster Peabody, benefactor and life trustee of the University of Georgia, and to perpetuate his memory by giving educational recognition to meritorious service by broadcasters.

Winners are selected from entries submitted by stations throughout the country by a national advisory board, individual members of which have made special studies of programs in the various categories. A digest of recommendation is submitted to the board by a faculty committee of the U. of Georgia.

Members of the board include: John H. Benson, president, American Assn. of Advertising Agencies; Dr. Ralph Casey, director, School of Journalism, U. of Minnesota; Jonathan Daniels, editor, Raleigh (N. C.) News and Observer; Mark Ethridge, vice-president and general manager, Louisville Courier-Journal and Times; Joseph Henry Jackson, literary editor, San Francisco Chronicle; W. A. Kaufman, science editor, New York Times; Alfred A. Knopf, publisher, New York; Dr. I. Keith Tyler, director of Evaluation of School Broadcasts, Ohio State U.; Mrs. Marjorie Peabody Waite, president of "Yaddo", artists and writers foundation, and daughter of George Foster Peabody; Edward Weks, editor, Atlantic Monthly; Earl Glade, chairman of the NAB code compliance committee, and Dr. S. V. Sanford, chancellor, University of Georgia.

The citations, as summarized by the board, follow:

"Award for outstanding reporting of the year goes unanimously to Charles Collingwood of CBS who, with the tools of inference, indignation and fact, has conveyed to us through the screen of censorship an understanding of the troublesome situation in North Africa." Tribute to Men in Action

"Award for the outstanding entertainment in drama goes to the new program entitled The Man Behind the Gun on CBS, brilliantly written by Ronald R. MacDougall and authentically produced by William Northrup Robson, for a timelessness, a racy dialogue and a vivid sound effect which intensify our appreciation of what the men in action are up against."

"Award for outstanding entertainment in music goes to The Standard Symphony, NBC Pacific Coast Network. This is a program now in its 16th year which has performed the double service of bringing the world's great music to adult listeners along the Pacific Coast and of providing delightful programs of interpretation to 4,700 schools."

"Award for the outstanding educational program goes to WHA, Madison, Wis., for its splendid series on natural science and conservation entitled Afield with Ranger Mac. Originated by the Wisconsin School of the Air, ably and accurately presented by Walker McNeel, chief of the Junior Forest Rangers, this series sets an example which should be widely followed." "Award for outstanding public service by a local station goes to KOAC, Corvallis, Ore., for the program Our Hidden Enemy - Venereal Diseases, which, in the words of the U. S. Surgeon-General, 'has made a unique and valuable contribution. . . .' These programs were prepared by Dr. Charles Baker, a leading syphologist, for the U. of Kentucky. KOAC has the distinction of being the first to accept this courageous series."

For Regional Station

"Award for outstanding public service by a regional station goes to WCHS, Charleston, W. Va., on recommendation of the U. of Georgia faculty committee, for the program The Home Front—a twice weekly feature which has created and maintained morale by providing authoritative answers to listeners' questions dealing with the most perplexing of public problems in a community at war. Managing director of the station is Howard L. Chernoff.

In making this award the Peabody board has been guided by the U. of Georgia faculty committee on preliminary selections."

Last year, the winners of the Peabody Awards were Alfred Wallenstein, MBS music director; Chicago Roundtable of the Air, NBC, for education; Against the Storm, NBC, and The Bill of Rights by Norman Corwin, broadcast on all networks, for drama; Cecil Brown, CBS correspondent, for reporting; and international shortwave broadcasters for public service by individual stations.

The first year of the awards, 1941, citations went to CBS for networks; WLY, Cincinnati, for large stations; WGR, Cleveland, for medium stations, and KFKE, Columbus, Mo., for small stations. Elmer Davis, now OWI director, was cited that year for his "terse, incisive and impartial reporting of the news."

Descriptions of the award winners follow:

Radio fame first came to Charles Collingwood last November when he accompanied the Allied forces invading North Africa and was the first net-

(Continued on page 16)
WPAT DOING THREE STAR JOBS FOR LOCAL WAR INDUSTRIES

Located in one of the country's busiest war areas, WPAT in Paterson, N. J. has developed three programs that are doing a real job for Uncle Sam, for war industries and for war workers.

One program—"North Jersey War of Production"—tells which plants are looking for workers, how to apply for jobs and the kind of work open. Material for these half-hour daily broadcasts is obtained through various Government departments, including the W. P. B., the U. S. Employment Service and the Civil Service Commission. The last named agency reports that the number of applicants for jobs in WPAT's territory jumped from 400 to 1000 a day recently as a result of one of these programs.

A second program—"North Jersey Industry Enrolls"—dramatizes the vital work being done by nearby plants in turning out many kinds of equipment for the armed forces.

In addition, this program cautions listeners to avoid over-confidence in an early victory — drives home to them the danger of spreading rumors — emphasizes the importance of conservation and salvage of critical materials, urges them to apply for jobs in war plants in the North Jersey area.

A third star contribution is WPAT's series of "Soldiers' and War Workers' Victory Parties," held each Sunday afternoon in an armory. Attendance tops 8000 each week. Service men are admitted free, while the admission fee for properly identified war workers is five packs of cigarettes. To date nearly 250,000 packs have been collected and turned over to the U. S. O. for distribution. Entertainment has been furnished by a host of celebrities who have donated their services. On the air for one hour each Sunday, this program has received a fine reaction from listeners.

"THIS IS THE HOUR" builds unity

Designed to increase the feeling of unity among peoples of the English speaking nations, the program "This Is the Hour" is helping to build a common understanding. This program—which originates at WHJ in Hollywood—is heard over the Mutual-Don Lee systems, over stations of the Canadian Broadcasting Corporation and is transmitted for use on the BBC.

Interviews with R.A.F. cadets in training in Southern California point out that English people and Americans are working for the same kind of Victory. In addition, the program provides music and dramatic sketches pointing out how civilians further America's war effort.

The climax of the program consists of the reading of a letter to a specific American boy in training and the dedication to him of a song by the guest star.

What's NEW with YOU?

If your station has done a war job you are proud of, send your story to Radio War-gram Editor, Western Electric Co., Room 928, 195 Broadway, New York, N. Y. If suitable, we will use it in one of this series of War-grams.

They rolled up sleeves — and Bond sales!

Down in Nashville, WLAC—utilizing one of the city's biggest department store windows and getting the cooperation of six civic clubs—sold $767,000 worth of War Bonds and Stamps in one four-week period. That was more than two-thirds of the entire county's quota for the month.

From Dayton, WHIO reports $100,000 in War Bonds sold in one day, when Greek organizations cooperated in a giant bond rally, at which a number of boys and girls appeared in medieval Greek costumes.

Using the slogan "Savannah Green Goes to War," station WSAV sold over $33,000 in War Bonds in two thirty-minute programs.

Out in El Centro, California, KXO opened its new Victory Booth—sold $2700 in Bonds the first day. And so it goes, all over the country, as big and small stations continue to help pay for the tools of Victory.

BULLETIN: On his recent "Save a Life" day, Rex Davis—chief announcer of WCKY, Cincinnati—gave a big hand to the American Red Cross Blood Donor Service. A total of 1488 pints of blood were pledged during the drive.

How Hell Buggies get their orders

When American tanks roar into battle, they receive information and orders over radio telephones. Western Electric is supplying much of this tank radio equipment, as well as radio for planes, Naval craft and other communications apparatus for the armed forces.

Keys to KTSW

Must be a lot of folks around Emporia who never lock their doors. A Kansas railroad man recently collected nearly 11,000 keys—weighing 85 pounds—and turned them over to KTSW in response to a plea for scrap key metal!

KSL localizes OWI releases

Working closely with the local OWI director, KSL of Salt Lake City has done a fine job in coordinating and adding a local slant to the Government's morale-building, manpower and financing programs. Using scripts prepared by the station, the KSL Players dramatize the OWI releases most effectively.

Good work, KRLD!

Down in Dallas, KRLD's weekly program—"Texans at War"—is doing a fine wartime job. Dramatized experiences of Texans at war all over the globe, told by the people themselves, make this series of outstanding local interest. In addition to keeping people on the home front informed, it helps to impress on them their individual responsibilities. Guests on the program come from all walks of life—the armed forces, war workers and just plain John Q. Publics.

SAVED BY KSAL

West-bound over Kansas, a bomber—so short of gas that two motors had quit—was unable to find the Salina air base because of a low ceiling. At the request of the Wing Commander, KSAL went on the air a half-hour before schedule. Locating the field through the station's signal, the $300,000 plane and its crew of ten landed safely.

Graybar (Western Electric Distributor in U.S.A.) stands ready to be of any possible service.
Programmed placed in NAB agenda

Executive Committee of Directors Discusses War Problems

PROGRAMMING is given an important spot in the setup of the NAB as a result of a two-day meeting in Washington last week of a temporary program directors executive committee.

At the close of the conference Thursday, Neville Miller, NAB president, announced that the temporary group would continue as the official program directors executive committee for the coming year. His announcement was kept with the committee's wishes, expressed in a resolution.

To Attend Conference

The program directors immediately set about planning active participation in the 1943 NAB in Chicago April 27-29.

Sponsors will be invited to address the program men, and stations will be urged where possible to have their program directors attend the conference.

After listening to Lew H. Avery, NAB director of broadcast advertising, outlining the Retail Promotion Committee Plan, the program directors gave the plan their whole-hearted approval and agreed to cooperate with other NAB committees in the interests of the industry.

Though the sessions were closed, it was learned that the program men tackled their problems with a view to improvement of programs generally. Mr. Miller told the committee at the opening session Wednesday that "the program executive committee in its field can parallel and cooperate with the work of other NAB committees."

Earl Glade, manager of KSL, Salt Lake City, and chairman of the NAB committee, said "it is in the interest of good programming and service to the public to be conscious at all times of the goal which each program is trying to achieve."

Mr. Avery, reporting on the sales managers committee, said the group is "anxious to cooperate with the program managers committee to improve commercial programs, reduce mortality of ill-advised programs and develop new sustaining ideas for commercial sponsorship."

William D. Egolf, assistant to the president of NAB, told the program directors that the NAB public relations goal is to be known familiarly for the greatest number of persons.

"This is a challenge to our own medium, because radio reaches the greatest number of people," he declared. "We must not mistake the challenge, however, and use our facilities for broadcasting bragadocio, pointing at ourselves with pride. The challenge requires that the general good conduct of our programming provides the best opportunity to do a fine public relations job."

Be good to the people. Do good deeds. Our greatest concern must center on commercial programs, because while they undertake to be good to the people, they ask the people to be good to them, too, by buying radio-advertised products."

Guides Sought

Roy Harlow, assistant to the general manager of BMI, said the success of BMI program directors meetings as applied to BMI problems "is significant to the plans being formulated by the program managers executive committee."

Following a report on program trends by Paul Peter, NAB director of research, the newly-created committee recommended that a study of program trends and influences with a thorough analysis calculated to make the information useful in advance be made.

With reference to "plug-uglies," the program directors concluded that recent complaints have been personal in nature, not founded in a knowledge of the medium and not substantiated by any convincing expression from the general public. The committee indicated it would seek a central correlation and distribution outlet of important program ideas and policy information, and work towards a closer relationship between sales managers and program directors of individual stations. No action was taken in the small station's problems, the subject being tabled for further discussion later.

At a luncheon Thursday Lt. Col. E. M. Kirby, chief of the War Dept. Radio Branch, spoke briefly on Army regulations governing interviews of wounded military personnel. Mr. Glade made a plea for sympathetic, sensitive handling by announcers of all casualty interviews.

Guests at the luncheon included:

William B. Lewis, Don Stauffer, Douglas Moxon and Charles Price, all of the OWI; J. Harold Ryan and Eugene Carr, Office of Censorship; Capt. Frank Pellegrin, War Dept. Radio Branch; Earl Gammon, Programming Director, WHO, Des Moines; Ray Shannon, KQV, Pittsburgh; C. L. Mense, NAB Network; J. Robert DeHaven, WTCN, Minneapolis, was unable to attend.

Blue Network Affiliates Plan Chicago Meeting Prior to NAB Conference

BLUE NETWORK affiliates will hold their second annual session in conjunction with the NAB War Conference sessions in Chicago, meeting at the Palmer House April 27-29, as advance of the industry sessions.

BLUE President Mark Woods and Executive- Vice-President Ed- gar Kohak, as well as other officials of the network, are expected to address the affiliates at the afternoon meeting Monday morning the BLUE Network Advisory Committee will meet.

Already aligned as among the principal speakers at the War Conference April 27-29 are Byron Price, director of censorship, and James Lawrence Fly, FOC chairman.

A number of officials of OWI, including William B. Lewis, associate director of the OWI Domestic Branch, and Donald D. Stauffer, chief of the Radio Bureau, are scheduled for addresses.

Whether other networks and industry groups will hold meetings during the Chicago sessions is not yet known, though conversations are understood to be in progress regarding the advisability of individual meetings. The advisory committee of NAB and CBS, it is ex- pected, will hold sessions and there may be a general affiliate meeting of Mutual stations.

NAB president Neville Miller, calling the War Conference a "military assignment," has suggest- ed that station managers consider having their chief engineers, program directors and sales managers attend the sessions. Problems affecting them in the conduct of their departments will be discussed and policies stated by the government or wartime agency representatives will participate in every session.

Mr. Price, in accepting the NAB invitation, said: "Station and network managers and staffs are to be congratulated on the splendid manner in which they have revised and code wartime practices for American broadcasters. I welcome the opportunity to address the radio industry on the subject of voluntary censorship now in the second successful year."

Chairman Fly notified President Miller he expected to discuss "the manpower, material and small station questions, as well as other aspects of wartime operation." He commented the meeting should prove valuable both to the Government and industry in promoting discussion of problems confronting wartime broadcasting."

"More than every before," said the FCC chairman, "it is essential that we have a sturdy broadcasting industry because of its important role in military and civilian morale. Both the Government and the industry are determined that broadcasting service shall be maintained unimpaired. I believe that this meeting will help us us to do that job."

Howard Frazier, NAB engineering director, last week urged representa- tive engineers from each NAB district to attend special confer- ence meetings in Chicago. For those who cannot attend but have problems or suggestions, he suggested that "mail attendance could be used for that job."

Text of the resolution adopted by the program committee follows:

WHEREAS, Neville Miller and other officials of the NAB have called this meeting program directors in Wash- ington, with the statement that "program directors is one of the most vital re- sponsibilities of the radio industry;"

Therefore, it is resolved: that a Program Managers Executive Committee he continued as one of the permanent committees of NAB.

That it be the purpose of this Committee to coordinate the management of the other NAB Committees in further- ing the interests of the industry, and that we express our sincere apprecia- tion for the leadership given it by Mr. Miller, as well as the understandings implied by the Code Committee of the NAB.

That time be allotted to the Program Managers at the NAB War Conference for a discussion of problems facing them from programming under war con-
POO
WHOM’S
Champagne
Internationale
MUSIC
1480 ON YOUR DIAL....
MON. THRU FRI.-9:30 PM
A tingling tune-tour of many lands . . . a
melange of mellifluous melody with an
international flavour . . . garnished with
zesty comment (in English) . . . presented,
fittingly, by WHOM—the foremost station
catering to the seven million internation-
ally minded radio listeners in our metro-
politan melting pot.

PRAISE-A-POPPIN!

“Champagne Music is tops . . . I listen regularly.”
Mr. G. J., Brooklyn.

“Enjoyed the Russian number tonight . . . would love
to hear Hungarian music, too.” Mrs. D., Bayonne, N. J.

“Your Champagne Music must enjoyable. Like the
Scandinavian numbers.” Mr. M. S., New Dorp, S. I.

“Our visiting French sailors enjoyed your program imm-
ensely. It takes us back to our beloved Paris. Merci!”
M. M. N. Y.

“Champagne Music is sparkling . . . a refreshing change
from the eternal noisy jitterbug stuff.” A. M., Brooklyn.

AND MANY MANY MORE!

AGENCIES: Investigate this ideal program for reaching your vast
international audience of New York — in English.

$119 weekly buys a 1/4 hr. strip across the board — Mon. thru Fri. $42.50 buys 5 announcements across the board — Mon thru Fri.

WRITE OR PHONE: WHOM — N. Y. Studios & Office 29 W. 57 St. — PLaza 3-4204 — Joseph Lang, Gen. Manager
Round - the - Clock Bond Sale Planned

700 Stations to Give Over April 12 to Loan Campaign
FIRST details of individual station plans for Radio Day, around -the -clock Bond selling day on the vast majority of the nation's stations, were received by the Treasury last week. Over 700 stations, together with the four major networks, have so far signified they will devote April 12 to pushing the $13,000,000,000 Second War Loan Campaign.

Stuart Peabody, Borden Co. advertising director who heads promotion for the campaign, said that all media will cooperate throughout the month. He added that the Treasury is anxious to avoid recriminations similar to those following the December campaign when some Federal Reserve Banks bought newspaper space. To achieve this the Treasury has instructed the banks that no Government expense money is to be allocated for time or space.

Reports from New York indicated that many individual banks and financial organizations were planning ad -vertisements during the campaign, but such expenditures are beyond control of Treasury instructions.

Plans of the first 50 stations replying to Senator Morgenthau's telegram asking radio's cooperation [BROADCASTING, March 22], were listed in the Treasury's own War Bond sales promotion materials. Some mentioned were: WABA, to originate programs at Military Park, Newark; KECA-KFI, Los Angeles, tie-up with "Ice-Capades"; WCLO, Janesville, Wis., to organize a Wisconsin network; WSAV, Savannah, Ga., to cooperate with five theaters; WKBJ, Muskegon, Mich., organizing of a Field and Literary Div. of theseo, All State Victory Network; Don Lee stations to cooperate individually and collectively.

A Canadian, New York, attempting to arrange city network: KOA, Denver, planning statewide campaign, cooperating with other stations and newspapers, featuring nightly broadcasts by Gov. John C. Vivian; WHEB, Portsmouth, N.H., to devote 10 of 14 operating hours to Bonds; WEL, New Haven, to broadcast numerous rallies around the clock; WIBW, Topeka, Kan., featuring 1½ minute appeals by state and national leaders; WLSL, Roanoke, Va., to air talks by veterans of Australian and Guadalcanal campaigns.

Chase Named to CBC
HOWARD B. CHASE Montreal, vice -grand chief of the Brotherhood of Locomotive Engineers, has been named by Prime Minister Macdonald to fill one of the two vacancies on the Board of Governors of the Canadian Broadcasting Corporation, which dates 20 years from Nov. 1, 1942. He will represent labor on the CBC board.

BASEBALL BRASS HATS got together with radio bigwigs last week to plan another broadcasting season via facilities of the Yankee Network. Front row we see (1 to r): John Shepard 3d, general manager, Yankee Network; Eddie Collins, Red Sox general manager; Joseph R. Rollins, advertising manager, Atlantic Refining Co., a co -spon sor of the games; John Quinn, Boston Braves secretary; Les Quailey, N. W. Ayer sports director; back row (1 to r) W. R. Orr, account executive; Linus Travers, executive vice -president, Yankee Network, and Gerald Harrison, network director of stations relations.

FCC Abolishes War Problems Division; All Personnel Absorbed in Other Units

HEEDING the suggestion of the House Appropriations Committee that the desirability of discontinuing its "War Problems Division" be considered, the FCC last Wednesday abolished the unit but absorbed all of its personnel in other branches of its law Department, largely to fill existing vacancies. The appropriations measure carried $206,000 for this division and a net savings of approximately $100,000 is entailed through the action, it was stated.

Nathan David, assistant general counsel, hereafter assigned to the War Problems Division, retains his status as assistant general counsel without portfolio, reporting to General Counsel Denny. Its staff includes five attorneys and three clerks.

The five attorneys transferred to the Broadcast Division are Hilda Shea, Leonard Marks, Jerome Spingarn, Robert Neuner, former professor of Yale Law School, and Olivia Sachs. For the most part they will fill existing vacancies.

Field Group Active
Transferred to the Administration and Litigation Division, under Mr. Plotkin, to fill vacancies, were Jeremiah Courtney, Leo Resnick (shortly slated to enter the Navy); Joseph Kittner, Robert Fenton and Sylvia Dammer, who will complete the organization of the administration section of Mr. Plotkin's division.

The field section of War Problems, largest independent unit, works for all divisions of the Law Department, including common carrier. For convenience, this section was placed under Mr. Plotkin, though assignments will be handled separately for the various divisions as circumstances warrant.

Simultaneously, the Commission authorized the closing of two field offices - Atlanta and Dallas - leaving five such units. These are in New York, Boston, Chicago, San Francisco and Portland, Ore. The personnel totals 12 attorneys and four clerks.

The War Problems Division was created early in 1942 as the successor to the National Defense Section set up under Mr. David in July 1940. As its work developed, it was given the status of a division.

UNITED TO USE 250 OUTLETS FOR DISCS
ONE OF THE MOST elaborate radio advertising campaigns to be used in the film industry was started last weekend by United Artists for its anti-Nazi release, "Hangmen Also Die". United has set aside appropriation to push the purchase of time on 250 stations, advertising in every city or town the picture will play. A number of small stations, usually overlooked by film advertisers operating on the "selected market" basis, will get a share of the contracts.

Schedule calls for 18 "teaser" transmissions a day for three weeks on each station prior to the opening of the movie in each community. Campaign started March 28, building up to a simultaneous opening April 1 in Syracuse, Kansas City, Baltimore, New Orleans, Cleveland, Rochester, Louisville, Providence and St. Paul.

A set of 18 completely different transmissions has been prepared, each station's copy to suit the taste of the listener at various times of the day. Starting on a pleasant note, the copy1 hits the listener with the measure of the moment, a fading tone, ending in a philosophical mood. The recordings present brief excerpts and sound effects, avoiding dramatic situations.

Donahue & Coe, New York, handles the account.

Grade Labeling Inquiry Is Reported to House
INVESTIGATION of plans of Government agencies to order grade labeling, and curtailment of advertising, was introduced Wednesday to the House last Thursday by its Rules Committee which had approved its introduction by Rep. Halleck (R-Ind.) [BROADCASTING, Feb. 2, March 1, 22]. The resolution would authorize the House Interstate Commerce Committee to spend $10,000 on the inquiry.

Throughout the past week, Price Administrator Prentiss M. Brown was subjected to heavy pressure by elements in favor of and opposed to grade labeling. Two powerful groups warned him on Monday that "confidence of consumers in your administration" requires enforcement of grade labeling regulations. Food processors are fighting the measure on grounds that it is impractical and costly.

To Direct Symphony
ARTURO TOSCANINI and Leo pold Stokowski will again conduct the NBC Symphony Orchestra this year, the 24-week 1943-44 season to be equally divided between the two renowned directors, according to NBC. The new season starts Oct. 31. The established Sunday afternoon period from 5-6 p.m. will be used.

Award to WNYC MUNICIPAL Broadcasting System, operating WNYC, New York, last Tuesday received the coveted award for outstanding cultural service to the city from the Metropolitan Art Society, Morris Novik, executive director of WNYC, received the award during its annual radio broadcast on the station at 4:45 p.m.
LOOK BEFORE YOU LEAP!

Many a good program is skating on thin ice. Coverage alone is not enough. To carry weight saleswise, radio coverage has to be pretty thick...and the thicker the better.

C. E. Hooper, who is engaged continuously in testing the thickness of station coverage, will tell you that WKY's coverage is by far the thickest of any station in Oklahoma City, morning, afternoon, and evening...two to three-and-a-half times thicker than the next station.

Give your radio advertising the chance to perform at its best in Oklahoma by putting it on WKY, the station that covers this state more widely and more thickly than any other station.

WKY
OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
Paley's Annual Report Praises Net-Client War Coordination

American People Owe Debt to Advertisers Who Make Possible a Free Radio, Says CBS Head

"AMERICAN broadcasting has already demonstrated during 1942 how its usefulness to our social and economic life in peace can become invaluable in war," says William S. Paley, CBS president, in his annual report to stockholders, issued last week.

Describing the merger of the network's "own creative talents, experience and broadcasting facilities with the skilled radio showmanship of CBS clients" to transform peace-time broadcasting into "an instrument of service to the nation in wartime," Mr. Paley continues:

All Contribute

"Everyone who has helped in this coordination of broadcasting has played a praiseworthy and essential role. The popular radio artist whose devoted CBS audience is numbered in the millions and whose entertainment now includes messages of vital wartime importance; the radio news correspondent who moves up to the front lines of battle in Africa, China or the South Seas to get the stark reality of news as it is made; all of these, with many others whose roles were less conspicuous, are today in the service of their country.

"The American people," Mr. Paley declares, "owe a great and real debt to the broad-minded advertisers who, by their investment in broadcasting in time, make possible a free American radio—and who, without exception during 1942, repaid the network and its programs toward the manifold, urgent projects of war.

"During the year there were 66 such advertisers on the Columbia Network, and the number who swiftly and skillfully put their CBS radio programs to work for the war effort was precisely 66. Some of them provided special programs wholly concentrated on war topics; some of them wove war themes into the plots of their regular programs; many of them sponsored news broadcasts which went over the air with every sense of war information; all of them served from time to time as the vehicles for official appeals and announcements inspired by the Government. These advertisers and their agencies, in collaboration with the Office of Facts and Figures (later the Office of War Information) launched the program, an ingenious and orderly 'Network Allocation Plan' whereby each of the major projects of the war is broadcast, at the season of its greatest urgency, in a planned sequence to the mass of people."

Covering every phase of CBS operation, the report states that during 1942 four of the eight CBS owned and operated stations went on 24-hour daily schedules to serve as "key" monitor stations for the Army Fighter Command, providing as a by-product of this service entertainment during the early morning hours for war workers whose nights have become days for the duration.

Programs, Listening Post

From Dec. 7, 1941, to Dec. 7, 1942, CBS operated 6,280 hours; broadcast 6,512 war programs, 3,723 war announcements, plus 4,158 broadcasts of war news and news analysis. The CBS listening post recorded, transcribed and translated more than 30,000 broadcasts from 40 different points of the globe.

With television broadcasts reduced last June from 15 to 4 hours a week and program experiments curtailed, the CBS television engineering staff "dedicated itself almost exclusively to special projects in war research... The experimental programs and techniques developed in this field by the electronic engineers who are adapting them to the critical new problems of modern warfare are certain to play an important role in planning the post-war development of television."

Appended to the president's report is the financial report of Frank K. White, vice-president and treasurer, which shows that during the 52 weeks ending Jan. 2, 1943,

ARMOUR AIR COURSE

Aranged for Executives by—Clair Heyer

TO ACQUANT the advertising staff and department executives of Armour & Co., Chicago, who pass upon advertising expenditures, with radio as a medium, a series of two evening sessions was arranged by Clair Heyer-Shaver Ltd. and Advertising Manager, in the studies of NBC at the Merchandise Mart, Chicago.

NBC and BLUE executives explained radio operation, programming, merchandising and promotion, and gave examples of successful radio utilization. Paul McLuer, sales manager, Jules Hurbaveaux, program director, and Bill Weddell, assistant sales manager, of NBC Central Division; Merrill Schoenfeld, sales manager, and Emile J. Huber, promotion director, of BLUE, Chicago, addressed the sessions. Similar meetings explaining the behind-the-scenes operation of other media are being sponsored by Armour for its executives.

Razor Repair Spot

AUGMENTING a test campaign for its repair service started on WABC, New York, March 1, Packard Motor Car Company, New York, has purchased three participations weekly on Morning in Manhattan on WEAF, New York. Ray Hirsch Co., New York, handles the account.

the network's gross Income totaled $62,011,678, an increase of $9,765,268 from the $59,456,305 gross income for the 53 weeks ended Jan. 3, 1942. Increased operating costs and Federal taxes, however, reduced the net income for the period by $681,036, from $4,804,734 in 1941 to $4,153,698 in 1942, or from $2.80 to $2.50 a share. Cash dividends of $1.50 a share were paid out in 1942, compared with $2.00 a share in 1941.

WALB Hearing Moves to Atlanta

FCC Grants Herald Petition For Resumption April 5

RESUMPTION of the FCC's inquiry into the application of WALB, Albany, Ga., for renewal of its license, on April 5 in Atlanta, was authorized by the Commission last week. The renewal proceeding involves purported participation on WALB's behalf by Rep. E. Cox (D-Ga.), chairman of the House Select Committee to investigate the FCC.

The Commission, by a 4-3 vote, granted the Herald Publishing Co. application for an adjournment of the hearing set for March 23 to April 5, at the Federal Building in Atlanta. The proceeding covers not only renewal of license, but the station's application for a construction permit and for voluntary assignment of the license to a new corporation.

Tounsky May Be Excused

"At the time of the adjourned hearing," said the Commission action, "it is expected that each of the parties will present much evidence as may be necessary to a completion of its case." The Commission added it would not require the full presence of C. D. Tounsky, official of the Herald Publishing Co., "if convincing evidence at that time is presented to the examiner that Tounsky's attendance will bring him nothing but serious detriment to his health."

It is understood the Commission originally was divided on the postponement, with the majority led by Chairman James Lawrence Foy opposing the continuance. The three-to-three tie was broken, however, with the vote of the seventh Commissioner who had not attended the meeting at which the vote was originally taken.

Crosley OWI Petition

A NEW international broadcast station may be established at 6000 kilocycles, 11710, 17800, 21530 and 21650 kc. is sought by the Crosley Corp., now operating WLW and WSAI, Cincinnati, standard broadcast stations, and WLWO, shortwave transmitter at Mason, O. The new station is planned as a unit of the OWI chain employed in the Government's psychological warfare, and its programming will be under the direction of OWI and the CIA. Transmitter equipment is leased from KFAB Broadcasting Co., Inc. of San Francisco, operator of standard broadcast station KFAB.

Power requested is 50 kw, emission A3, and to have on all frequencies between 1500 and 1550 kc. at 50 kw.

Fertilizer Spots

NITRAGIN Co., Milwaukee (fertilizer), has placed one-minute spot advertisement weekly on WLS WHO WTAD WIBW WDJZ KMA KFNF WHKC and the Wisconsin stations. Contracts for six weeks were placed through Western Adv. Agency, Racine, Wis.
The best way to sell all three parts of the West Coast Market...

1. **IN WASHINGTON AND OREGON,** where half the population and buying power lie outside the four Metropolitan Districts, you need power for efficient radio coverage. Through KIRO, serving Seattle-Tacoma with the only 50,000 watt transmitter in the Northwest...through KOIN-Portland and KFPY-Spokane...the Columbia Pacific Network covers both halves of this market with three times the wattage of any other network in the area.

2. **IN NORTHERN CALIFORNIA,** where people and dollars are chiefly concentrated in the Metropolitan Districts, you need coverage from within. Here KQW blankets the San Francisco-Oakland and adjacent San Jose Districts with a directional power pattern...while KROY-Sacramento, KGDM-Stockton and KARM-Fresno provide the only coverage-from-within of any single network in Northern California's three other Metropolitan Districts.

3. **IN SOUTHERN CALIFORNIA,** where more than four-fifths of the market is confined to the Los Angeles and San Diego Districts and the forty mile coastal strip in between, a single powerful station can do the job for you economically. KNX—pouring 50,000 watts directly into Los Angeles and across salt water into San Diego—provides a daytime primary area that contains more than 99% of all Southern California's population and buying power.

The Columbia Pacific Network has made a detailed, informative study of each of these three major marketing sections of the Pacific Coast. Get the story from your nearest Radio Sales office.

**Columbia PACIFIC Network**

A Division of Columbia Broadcasting System. Palace Hotel, San Francisco—Columbia Square, Los Angeles. Represented by Radio Sales with offices located in New York, Chicago, St. Louis, Charlotte.
FIRST station to "toss in the sponge" since the FCC's policy rule of March 9 refusing operation suspensions for the duration without prejudice is WPID, Petersburg, Va., local, which advised the FCC last week it is surrendering its license effective March 31.

The decision to temporarily slam into the license came in the case of WPID and of KAST, Astoria, Ore., that as a matter of policy it would not authorize suspensions for the duration, but would consider requests for permission looking to temporary suspensions for short periods [BROADCASTING, March 15]. Whereas WPID has been in the new medium since the war's advent. Last Tuesday the FCC authorized deletion of the call letters of WJWC, Hammond-Chicago, which had turned in its license a month ago.

Newspaper Affiliate
WPID is affiliated with the Petersburg Progress-Index. The newspaper organization also is associated with the Norfolk Virginian Pilot, which operates WTR. The Lewis-Huber Newspaper Corp., of Norfolk, owns the majority of the common stock of the Petersburg Newspaper Corp. Frederick Lewis Jr., chairman of the board of the Petersburg Corp., is also vice-president of the Richmond Times-Dia-
pal Publishing Co.

In a letter to the FCC March 15, Mr. Lewis pointed out that the station has suffered additional heavy personnel losses since the FCC denied their petition of Feb. 25 was filed and that its economic outlook is not good. In making the decision, he said his company had given full consideration to its responsibilities in the war effort. Programs of this type, however, will be available to the area from WRVA, with 50,000 watts, and WHNL and WMGB, both using 5,000 watts, all in Rich-

KAST to Stay as Long as There's Steam
ENOUGH to Get a "Tootle Out of Whistle"

AS LONG as there's enough steam to "get a tootle out of the whistle" KAST, Astoria, Ore., will not fold up, James C. Wallace, manager, advised T. J. Slowie, manager of the FCC, in a telegram last week. KAST was listed by the FCC as one of a half-dozen stations which had suspended operations due to wartime economic losses. Later, however, the FCC denied applications of both KAST and WPID, Petersburg, Va., for authority to suspend [BROADCASTING, March 15]. In denying the requests the FCC made known its formal policy that no authorizations for suspension would be made that on an individual basis, requests for permission to temporarily suspend for short periods would be considered.

250 Watts Power
Operating on a frequency of 1230 kc., KAST, an affiliate of MBS and the Don Lee network, is re-transmitted by the Astoria Broadcasting Co., of which M. R. Chessen is president.

IN THE SPIRIT of his commer-
cials, Commentator "Prof." William C. Lang has his hearty breakfast before his 7:15 a.m. newscast for Wheaties on WAXN, Sioux City-Yankton. At least the photo is supposed to symbolize that, with Wynn Hubler, WAXN feminine newscaster, ob liging with the Wheaties Program for the Norfolk Virginian-Pilot, 15, and is aired six days weekly.

Bond Adds

BOND STORES Inc., chain store for men's clothing with headquarters in New York, has expanded to two additional stations, and has resumed news programs on 10 stations after a brief lapse of time following the completion of a 13-week cycle started in September. Bond has signed for a six-weekly musical clock program on WYAM, Cleveland, and a six-weekly news program on WCOL, Columbus. Firm, now using news and musical programs on about 38 stations throughout the country, has resumed news periods for a 13-week period on WJW KFBR KRLB KGRO WHP WDRD KJON WCAE WTRY WBRE. Agency is Neff-Rogov Inc., New York.

Locals Get 'Tracy'

SIXTH BLUE series offered to affiliated stations is "Dick Tracy, program dramatizing the newspaper cartoon s-tr-i-p. Sweets Co. of America, Hoboken, N.J., for May 16 through the program March 15 on 31 BLUE stations, Monday, Wednesday and Friday, 5:15-6:00 p.m. [BROADCAST-

KDYL CP Denied

THE FCC on March 24 announced adoption of its proposed findings to deny without prejudice the application of the Intermountain Broadcasting, Inc., operator of KDYL, Salt Lake City, for construction permit to change frequency from 1320 to 880 kc., in case of such change to 10 kw., make changes in directional an-tenna for both daytime and night-
time use would be expensive. The decision was expected in view of the order of April 27 freezing e-nvironment.

B. ALTMAN STARTS PROGRAM ON WJZ
IMMEDIATELY following the conclusion of a 10-week test campaign of WJZ, New York, by the manufacturers of Queen Make Dresses, B. Altman & Co., New York department store and local outlet for when it marked a weekly par-ticipation of Nancy Booth Craig's "Woman of Tomorrow," for its bridal dresses, the program is the same previously used by I. Gins-
berg & Bros., New York, for Queen Make Dresses, in one of the first radio ventures in the moderate-priced dress field.

The Altman contract appears to be directly related to their campaign, which drew thousands of requests for a novelty doll sachet and mail order form offered once a week for eight weeks starting Jan. 15 [BROADCASTING, Dec. 21]. Due to difficulties in obtaining material for the dress featured in miniature in the card, the offer was not re-peated on the two concluding broad-
casts of the test.

Contract for a weekly participation on WJZ, starting March 16, marks the first use of radio by Altman. Only attention to the store's moderate-priced dresses, without featuring any particular brand, an agency is Kelly, Nason Inc., New York, Abbott Kimball Co., New York, handles advertising for Queen Make.
ACCORDING to a recent survey of national business placed in Chattanooga, Time Buyers throughout the nation have registered their overwhelming preference for WDOD over all other Chattanooga radio stations.

Sales Management's most recent High-Spot survey shows Chattanooga leading all Tennessee cities in sales increase. Employment in manufacturing industries in August, 1942, was 35.3 per cent above the 1939 average.
Transportation Ban Expected To Keep Season Audiences Up

Entertainment Units Passing Up Small Towns; Many Areas Deprived of Live-Talent Shows

TRANSPORTATION restrictions, which will deprive small communities of live entertainment while parts of the nation are expected to lead to bigger radio audiences this year, instead of the usual seasonal slump in small towns.

A check of various stations which have been sending out hillbilly road units indicates that the Office of Defense Transportation ban on travel by private bus [BROADCASTING, March 8], which became effective March 15, will preclude any public appearances of entertainment units in smaller communities. There is a trend on the part of radio units to play larger cities, easily accessible by public transportation.

Entertaining Service Men

Although the WLS (Chicago) Orpheum Bureau has not been booking the complete National Barn Dance for road dates since the war began, a few Fair dates were played last summer. Since most of the State and County Fairs are being cancelled this year, it appeared likely, according to WLS officials, that the Barn Dance would confine its entertaining to regularly scheduled broadcasts.

The Alka-Seltzer portion of the National Barn Dance (9 p.m. Saturdays), with a troupe of 45, has been making appearances at Army and Navy bases, traveling by train or chartered bus. Whether regional ODOT representatives would see fit to issue permits for such travel in the future remained uncertain, although it was held likely that entertainment of soldiers, sailors and marines would be considered necessary to military morale.

The Alka-Seltzer group, as well as other units of the National Barn Dance company of 100, have taken active part in War Bond drives and other Government projects.

Playing Larger Cities

WSM, Nashville, Tenn., changed from private-car and bus transportation for units of its Grand Ole Opry to public conveyances at the outset of gasoline and tire rationing. Before then units of the Grand Ole Opry had played at school houses, town halls and theatres in the smaller communities.

Since travel restrictions, however, various units making up the Grand Ole Opry have been organized into larger troupes for appearances in larger cities such as Cincinnati, St. Louis, Birmingham, Houston and Fort Worth, according to Harry Stone, WSM general manager.

WCAU PLANT YIELDS 45 TONS OF SCRAP

DISMANTLING by WCAU, Philadelphia, of its 50,000-watt transmitter building at Newtown Square, Pa., will make available approximately 400 tons of scrap metal—potential armor plate, cannon, shell casings and other munitions. The FCC transmitter, the ground network of about 30,000 feet of No. 8 copper wire laid out in 100 radials from the transmitter plant will be salvaged also, which is the foremost metals salvage objective of the WPB for 1943.

The scrap, held as estimated by the Special Projects Salvage Branch of the regional WPB office in Philadelphia, will include at least 5,000 pounds of copper and other non-ferrous metals, the remainder consisting of iron and steel. Wrecking of the plant was begun last week by the Integrity Wrecking Co., according to Dr. DOD regional office of WCAU, and radio consultant of the Philadelphia region of the OWI.

‘DEAD AS MUTTON’

H. G. Wells Says Newspapers—Will Be Scrooped-

NEWS in the future will be distributed by radio and telephone, H. G. Wells, British historian, and constructor of things-to-come, told the British Assn. for the Advance

of Science last week.

Declarating that newspapers are “dead as mutton” and will be “regaled to the scrapheap,” he said it seems more reasonable to dial news for a summary of the past few hours than to buy “three or four newspapers to find out what is being concealed from us.”

KFQD Power Increase

BECAUSE of military operations in Alaska which demand additional service, the FCC on March 23 granted KFQD, Anchorage, a construction permit to install a new transmitter and increase power from 250 to 1,000 watts, subject to condition regarding materials and that permits will satisfy legitimate complaints of Blanketing.

The grant is made to the Anchorage Radio Club, present licensee, with consent to transfer to William J. Wagner, owner since March 14, 1943, as soon as transfer has been completed [BROADCASTING, March 8].

COFFEE CRISIS

S. A. SCHONBRUNN & Co., New York, on Feb. 15 started weekly programs on WOV, New York, and WPEN, Philadelphia, to tell listeners that while its Medaglia D’Oro coffee is not available now, it will be back on the market soon. Pet

tinella Agency, New York, handles the account.

Installation of the transmitter of standard B-8

STANDARD BRANDS Inc., New York, has signed a contract with Loudon Packing Co., Terre Haute, Ind., for purchase of that firm, subject to approval of Loudon stockholders at a meeting to be held April 30. Chief product of Loudon is an 5-V cocktail, a vegetable beverage. Stockholders will also be asked to vote on immediate dissolution and liquidation of the firm. It is ex
pected the same personnel will continue in the management of the business for Standard Brands. Current agent for Loudon is Western Adv. Agency, Racine, Wis.

PROMOTION FOR ‘UNCLE SAM’

Campaign For OWI Transcribed Feature
Brings Quick Results For Sponsor

OWI TRANSCRIBED program Uncle Sam, 15-minute, five times a week feature sent to all standard broadcast stations in the country, has been the subject of a recent promotion and merchandising effort which achieved outstanding results for WCHS, Charleston, W. Va., and the sponsor, Cohen Drug Stores, a local chain.

Six-point campaign, planned by promotion manager Sam Molen, started last Feb. 8 when a student from Morris Harvey College put the transcribed “Nine-Pound Banjo” [BROADCASTING, March 8] and attracted much attention from downtown crowds carrying a large placard reading on one side “You oughta listen to me once in a while . . . I listen to you” and on the other “Uncle Sam . . . WCHS . . . 5-00 P.M. Daily”.

Walking through the downtown shopping district, Uncle Sam distributed complimentary tickets for the show which read, Seat: Your own arrival . . . VIP Primitive. This and similar messages were also printed on blotters distributed to Charleston high schools.

Clerks in the Cohen stores gave away pencils in assorted colors also bearing news of the show, and a special window display was constructed in one of the Cohen downtown stores calling attention to the program and the time it is aired.

Announcements were carried in all drug bulletins and in the newspapers, which cooperated perfectly in devoting a feature to Cohen Drugs, which have contracted for one year’s sponsorship, already report a marked increase in the sale of vitamins.

WCAU PLANT YIELDS 45 TONS OF SCRAP
THOUGH he now discusses the news six times a week at 7 P. M. for Station WOV, which most commentators think demands a reasonably busy ear, Hans Jacob is practically leading. By comparison, that is, with what used to be his schedule.

There was a time in the career of Mr. Jacob—1925 to 1940—when he was on the air at least ten or twelve times a day to the intense annoyance of Joe now known as Bunny Joe Goebbels.

That was when he (Mr. Jacob) was the Voice of Radio Strasbourg, talking from Paris to the world, by underground radio listeners in Germany. Oct. 16, 1933. You might have heard him telling his radio audience that 10,000 in five years. Then, with the action is all set. The French have fallen. Mr. Jacob is a mouth of France. He was on the more than anything else in the world. It started forty-six years ago in 1933. He was dark, he was saying, becoming a philologist by profession, that was not done, he was saying Berlin, when he went to college in Russia, he was an author of papers and novels. He was the author of a book called "The French in North Africa," the first book, the first book that the nation he now follows took.

For it was then that he was appointed to the German Government, in which capacity he attended the League of Nations meetings and other momentous parleys around the world, thereby gaining firsthand knowledge of many political leaders, and diplomatic leaders, who were served to make history and about whom he now writes and talks intimately. All that ended abruptly, however, in 1933 when Hitler came to power. Mr. Jacob was at a meeting in Geneva.

He did not go back.
REVIEW: On the foreign language sections of the Code, Wartime Practices for American Broadcasters [Broadcasting, Mar. 22] does not relax regulations governing personnel of such stations, it was emphasized Thursday.

The revision, authorized by Byron Price, Director of Censorship, and announced by J. H. Ryan, Assistant Director in charge of the Broadcaster's National Censorship, requires the management of foreign tongue stations to keep English language translations of broadcasts in other languages.

Management Complimented

"Our original purpose was to establish a format which would make more effective the voluntary efforts of management in certifying their own operations," said Mr. Ryan. "In the early stage of this procedure, we felt there should be some check, in English, against the foreign version. This means not only the efforts of broadcasters, pursuing the suggestions of the Code, in staffing capable linguistic censors now a more possible.

Mr. Ryan emphasized that the new revision should "not preclude strict enforcement of other suggestions in the foreign language sections of the Code. "He pointed out that foreign language broadcasters "who so diligently enforced the English translation request in the face of such handicaps as manpower shortages, "that diligence, if added, will have made the change possible.

The Code of Wartime Practices, revised as of Feb. 1, 1943, provides that "the Office of Censorship, by direction of the Director, shall be charged with the responsibility of removing from the air all those engaged in foreign language broadcasting who, in the opinion of the appointed authorities in the Office of Censorship, endanger the war effort of the United Nations by their connections, direct or indirect, with the medium. . . . This function of the Office of Censorship is not intended to relieve in any measure the full responsibility resting with the management of the foreign language broadcasting station to employ only those whose loyalty he does not question. There exists to such broadcast management the additional responsibility to report to the Office of Censorship the names of any personnel in this field who might be suspected for any reason."

EBRON ON TOUR

Edward H. Bronson, chief of the Foreign Language Section of the Censorship Broadcasting Division, is making tours of foreign language stations in Texas, Arizona, New Mexico and Southern California. He recently completed a visit to New York stations. Representatives of the Office of Censorship, including Lactic Toast, have been in New York to consult with the Radio News

WOMANPOWER

SALES STAFF OF WPAR, Parkersburg, W. Va., is now manned entirely by women. Mildred Chernoff, Frances Inselin and Mrs. Hazel Chapman are taking the programs to the advertisers and bringing back the business, thus solving the manpower question for this department of WPAR.

Westinghouse Orders Up

WESTINGHOUSE reflected industry's accelerated war production with an increase of 85% in 1942 over 1941. The increase in sales of television equipment was $1,079,056,238. A little more than 97,000 employees received $239,654,071. Net income for 1942 was $17,386,841, a decrease of 25% from 1941.

Food Firm's Program

KITCHEN ART FOODS, Chicago (Kitchen Arts Rice Feast), is sponsoring a thrice-weekly five-minute program, titled "Taste of Home". The program features Happy Jack Turner, pianist. Agency is Earle Ludgin inc., Chicago.

Guild Theatre to House Mutual Audience Shows

GUILD Theatre, 245 W. 52nd St., New York, has been leased by WOR, New York, for origination of all major Mutual network programs requiring audience facilities. Taking occupancy some time in April, the station will vacate the New Amsterdam Theatre Roof on W. 44th St., which has served as the WOR-Mutual Radio Playhouse for the last seven years.

In announcing the playhouse lease, Lawrence Langner, founder and administrative director of the Theatre Guild, stated that the arrangement might be expected to lead to further cooperation between the Guild and Mutual in the field of radio and drama. WOR is taking over only the theatre itself, in the Guild building, with the Guild administrative offices continuing to function as Guild headquarters. The new WOR-Mutual Theatre seats 950 persons.

CLAROstat Mfg. Co., Brooklyn, makers of electron tubes components, has opened a second plant in Brooklyn. The firm received the Army-Navy E Award for its first plant last November.

TO SPUR PATRIOTIC effort of housewives in all phases of the war effort, Hilda Woehrmeyr, continu- ing director of WOWO-WGL, Fort Wayne, Ind., conceived this "Women at War" plaque on which names are inscribed by nomination of listeners to the station's Modern Home Forum program. First to inscribe her name is Mrs. Henry Troyer of Paulding, O., first woman to buy a War Bond through the Modern Home Forum, with Jane Weston, director of the Forum, and Clair Weidenaar, announcer, looking on. It is expected that about one name weekly will be added to the list.

NEWTON TO CHICAGO

AS BBC REORGANIZES

EXPANSION and reorganization of the activities of the BBC in this country in the form of a new office in Chicago, new traffic and publicity departments and various personnel changes, were announced last week by the New York office.

William Newton, who has headed the BBC news and special events department in New York for East- central America, will manage the Chicago office as BBC representative in the Midwest. Mr. Newton has been in the news and programming department and was also manager of overseas publicity.

The traffic department will supervise cooperation in cooperation with American networks and stations. In charge of the Westbound division will be Stephen Fry, formerly with the New York office, his assistant will be Jack Hooley, who has been handling publicity and traffic in the New York office, while Fry's junior assistant will be Rhoda Madig. Replacing Mr. New- ton as head of Eastbound traffic will be Oscar Storak, former manager of the Empire News Dept. of the BBC in London.

A special publicity department will be set up in the New York office. Assistant manager is Robert Wilson, freelance publicity agent, and manager of the news room of WNEW, New York.

A temporary exchange of personnel between the London and New York offices will be arranged. Opponents of last week's in the New York office, plans to go to England for a three or four-month period.

WANTS HIS NEWS

Councilman, Radio Fan, Swings -Vote to Slow Time

RADIO played an important role in turning back the clock an hour in Hamilton, O., last week. The Hamilton City Council, meeting May 25, adopted 'Eastern Standard Time to conform to the Ohio Legislature's recent action [Broadcasting, Feb. 22].'

Hamilton was split on the daylight savings issue. So were the seven councilmen until Dr. Mark Milliken, dean of the Council and a regent, told them he would vote to turn the clocks back an hour because he had to stay awake so he could be in the right to hear his favorite news broadcast on WLW, Cincinnati, at 11 p.m.

When the Ohio Legislature abolished War Time, Cincinnati elected to remain on fast time, but WLW began operations under Standard Time 30 minutes past the hour. That standard is pending before the law committee of Cin- cinnati's City Council to turn back clocks an hour in spite of pleas from the War Production Board urging retention of universal War Time.

The arguments of slow time in Hamilton threatened a referendum as a result of the close City Council vote last Monday.
Sell the five-billion dollar Pacific Coast market* the way it can best be sold, the way 70 regional advertisers are selling it every week—as one market via network radio.

Network radio offers (1) the largest circulation at the lowest cost per thousand of any regional medium, (2) well-established programs equally popular in all Coast cities, (3) priority on the choicest available time periods, (4) an accurate monthly check on the net circulation of your advertising.

Pacific Blue provides all these advantages at a cost 20% lower than any other Pacific Coast network. For as little as $246 a week, you can buy a campaign on Pacific Blue—complete coverage of the Coast through 13 major-market stations, plus a sales-proved program established in guaranteed time.

That's correct—$246 a week for facilities and talent. For details, use the coupon.

---

*Estimated annual retail sales
Space-Time Swap

TIME for space swap has been arranged by WFIL, Philadelphia, with the Philadelphia Evening Bulletin, the newspaper sponsoring four five-minute news summaries Mondays through Fridays and two five-minute periods on Saturdays, aired directly from the Bulletin newsroom. Bulletin Headline Flashes, one-minute announcements scheduled on the half-hour five times daily between noon and 5 p.m., plugging the paper's news features and columns.

* * *

For Efficiency

TO CORRELATE operations of its program and sales departments with those of affiliated stations and their agencies, Don Lee Broadcasting System, Hollywood, has created a new commercial programs division, according to Sydney Gaynor, general sales manager. Under direction of John A. Stewart, for the last five years account executive, the new department is designed to offer better program service.

* * *

Shoppers' Special

A PROMOTION ride at night is being given Shoppers' Special, 7 to 9:15 p.m. program of WDRC, Hartford. Two or three times nightly transcribed spots are put on featuring Harvey (Longfellow) Olson's yawns, via which he complains of having to get up at 5:30 to be on time for the show the following morning. Transcriptions give full information, of course, about the Shoppers' Special over which Olson presides.

* * *

Reminders

AS A PERSONAL service to advertising agencies and advertisers in the San Francisco area, KQW has devised a reminder postcard which calls attention to outstanding special events broadcast of national importance. The card, designed in KQW's buff and senna colors is headed "A KQW Special Feature—a Broadcast of Importance to You" and gives pertinent facts of the public service broadcast, date and time.

* * *

Pentagon Piece

LATEST mailing piece of KWK, St. Louis, titled "Another Star Is Added", is a five-sided black, gold and red brochure introducing Carl Hohengarten, new music director of the station and formerly in charge of music at WBMM, Chicago. His first sponsor, announced in the brochure, is Griesedieck Western Breweries which has two half-hour evening periods weekly for Stag Beer.

* * *

Ledger Proof

FISCAL PROOF appears in red letters on the face of a French fold promotion piece by WEEI, Boston, representing leaves torn from a ledger. On the three succeeding pages appear in large easily-read type facts and figures which indicate the desirability of WEEI as an advertising medium.

'UNCLE SAM' presents complimentary ticket to OWI feature of that name on WCHS, Charleston, W. Va., to a girl in downtown Charleston. Tickets to the show, sponsored by Cohen Drug Stores, local chain, read "Seat: Your own armchair . . . via WCHS."

* * *

Hitting Back

PINCH of salt is attached to a letter sent clients by KLZ, Denver CBS station, hitting back at a claim in NBC's recent "Tale of 412 Cities" that 41% of Denver's listeners tuned to the Denver NBC outlet during daylight hours. Remarking that the reader should "sprinkle this statistical goulash with salt" KLZ presents Hope figures for Denver listening in 1942, making a much better case for the CBS outlet.

* * *

Ride and Read

A LOCAL advertising and promotion campaign has been started by Jack Stewart, general manager of KCMO, Kansas City. Bulk of effort is daily reader ads in the Kansas City Star and a full showing in color in cars and buses. Car cards were placed through Beamont & Holman, Inc.

* * *

Rick Reprint

RESULTS of an offer of reprints of a delayed broadcast speech by Capt. Eddie Rickenbacker on WJR, Detroit, are being turned in a two-color mailing piece titled "On Sunday Afternoon." Mail returns are broken down by cities.

Blue Bans Whistling

THERE will be no more whistling by members of the studio audience of BLUE suspends its shows, under a new ruling made by Phil Carlin, BLUE vice-chairman in charge of programs. Guests will be asked not to indicate their enthusiasm by whistling, says Mr. Carlin, pointing out that the sound is likely to annoy radio listeners and add nothing to the value of the show. Sponsored programs are not affected by the edict.

INCOME of the Communications industry in 1942 was $1,101,000,000, according to the Dept. of Commerce, an increase of 11% over 1941 and $200,000,000 over 1940. Total national income was $119,900,000,000, an increase of $24,200,000,000 over 1941.
WEARING AN ARROW SHIRT? It probably came from Troy. The detachable collar was invented here, and the city has remained foremost among the makers of shirts.

ONE FOR EVERY 325—that's the ratio of industrial plants to people in Troy. Firms like Behr-Manning, one of the world's largest manufacturers of abrasives, turn out $75,000,000 worth of products annually.

ASIDE TO RIPLEY: America's first slide rule experts came from Troy—Rensselaer Polytechnic Institute is the country's oldest engineering college.

PATRIOTIC NOTES: The original Uncle Sam came from Troy. And "Yankee Doodle" was written in Rensselaer County.

-- A FIRST RATE MARKET

BUT it's only 1/2th* of the 1 1/2-Billion-Dollar Market put together by . . . . . .

In the Hudson Circle, where the cities are scattered and the conductivity only fair, it takes power to put together a 1 1/2-billion-dollar retail market. WGY—with the region's highest power (50,000 watts) and the lowest frequency (810 kilocycles)—is the only station that can do it.

Within a radius of 100 miles from Schenectady, there is only one outlet for NBC, the most popular network, and that is WGY. NBC's great shows, plus such topflight local programs as "Speaking of Books," the "Market Basket" and the "Farm Paper of the Air," give WGY 3 1/2 times as many listeners as the next nearest station.

WGY's first listeners heard it over crystal sets 21 years ago. Later they were the first listeners in the world to be served by a 50,000-watt station. Today WGY is a regular listening habit in the 748,800 radio homes of the Hudson Circle.

Only Vital Technical Men on the FCC Are Deferred, Fly Tells House Probe

FCC has asked occupational classifications for 391 of its employees—all in technical or war work—Chairman James Lawrence Fly told a House Military Affairs Subcommittee last Wednesday. No employee of the Commission in the legal, accounting, or administrative offices has escaped military service at FCC's request, Mr. Fly said.

The FCC chairman appeared at the request of Rep. John M. Costello (D-Ill.), who heads the subcommittee studying deferment policies of Government agencies. Earlier in the week, the committee heard heads of other agencies, including Maj. Gen. Lewis E. Hershey, director of Selective Service.

In Technical Work

Of 2,299 employees of the Commission, Mr. Fly said, 1,035 are men in the 18-37 age bracket. The Commission has requested occupational deferments for 931 of these, and all technicians employed in monitoring foreign broadcasts; highly skilled linguists and editors of the Foreign Broadcast Intelligence Service; or engineers engaged in radio intelligence work, such as locating clandestine and illegal stations, or other work directly connected with the war effort.

Rep. Harness (R-Ill.), a member of the subcommittee, questioned the FCC chief closely on the number of young men employed by FCC since Pearl Harbor. The Commission admitted hiring 159 single men since Jan. 1, 1942. The Congressmen mentioned cases of several young single men deferred at FCC request for monitoring work.

Hiring of these single men was necessary, Mr. Fly said, because the organization had to expand rapidly after Pearl Harbor, and there was a dearth of skilled men. The Chairman said FCC is still unable to find enough to fill all jobs, since military and industrial users of radio technicians had absorbed the greater part of the nation's reservoir of amateurs.

He said the American Radio Relay League and the Council on National Resources had tried to help, with little success, and that of 600 men recommended by the War Manpower Commission, only 25% had qualified. Mr. Fly pointed out that FCC's legal staff was not undermanned, 20% of it having been deferred. He said none of 115 members of the accounting department were deferred at FCC request.

Replying to further questions from Rep. Harness on the necessity of retaining linguists for the FBIIS who were eligible for the draft, Mr. Fly said only 31 of 440 members of that staff were deferred, although shift or of draft age. Keen hearing, not to be found in older men, is essential in listening to shortwave programs at FBIIS outposts, the Chairman said.

Committee members jumped on this point to ask why shortwave material could not be recorded and transcribed at leisure. The FCC Chairman explained that the loss of time, and fidelity would be enormous.

Rep. Costello also asked the FCC chief about an "ugly rumor" that radio schools are promising jobs and draft deferments to their students. This was flatly denied by Mr. Fly, who said he knew of no such promise, and added that anyone one who might make it would be fired. A member of the committee reminded Rep. Costello that such stories could easily have been originated by the schools to attract customers.

Rep. Costello explained that Mr. Fly had been summoned because FCC had a high deferment average compared to the number of its employees. He said, however, he could appreciate that the technical nature of its operations and the rapidity of its expansion might require employment of trained young men, since older men might not qualify and the work might not appeal to women.

Davis Explains Stand

After the session, however, Rep. Costello commented to reporters that he thought "there was room for replacement" among the deferred radio operators. Alluding to the admission that almost half of FCC's staff were men eligible for the draft, the chief of the investigation commented that "if this percentage held good throughout the Government, the number of draft-age employees would be terrific."

Earlier in the week Elmer Davis, OWI chief, issued a statement explaining draft deferment policies of his agency. He said few deferments had been requested, although many men with dependents were working for the organization. "If OWI is a haven for draft dodgers," Mr. Davis told his Wednesday press conference, "as a newspaper head- line said, then that particular newspaper is also a haven for men with dependents who have not been called or classified by their Draft Boards. Everyone, if OWI who has been deferred would have been deferred as easily if he were employed in private industry."
NEWER UNDER 64.3! That’s the WGBI Hooper Listening Index in Scranton ...The Hub of America’s 19th Market!

Lend an ear to Mr. Hooper ... he’s uncovered a WGBI coverage story in Scranton that tells everything. On his LISTENING INDEX, WGBI starts in the morning at 64.3 ... and that’s the low! In the evening that rating climbs to 65.1 ... IN THE AFTERNOON IT’S A PHENOMENAL 73.7! What about other stations? Well, six or more of them SPLIT what audience WGBI leaves.

Mr. Hooper pretty well proves what we’ve always known about SCRANTON—WILKES-BARRE ... The Nation’s 19th Market. One station, WGBI, runs away with the audience as big as it is. That’s why most advertisers RELY on WGBI. Ask your John Blair man.

(Figures from Hooper Station Listening Index—Nov.-Dec., 1942)
Not So Essential

IN THE LIGHT of a tightening manpower situation, broadcasters are finding that the War Manpower Commission's "essential industry" list is of decreasing value, and in Washington it is now conceded that the whole concept of definable occupations is collapsing as a result of the actions of the local Draft Boards.

It would be foolish, at this point, for radio, or any other industry, to trust in new Washington regulations to ease their problems. Only last week, Maj. Gen. Lewis B. Hershey, chief of Selective Service, told Rep. Joseph E. Taft (R-Conn.) that the time is rapidly approaching when the Armed Forces will not be able to share young men with essential war industries.

The solution to radio's manpower problem, it now appears evident, eventually will have to be found in the employment of non-draftables—women, over-age men, and military rejects. Stations must take steps to find replacements for military eligibles if they are to meet the growing demand for manpower.

It is wrong to blame the disillusioning developments of recent weeks on WMC Director McNutt, or anyone else. Repeatedly, Gen. Hershey has warned that deferments were merely loans of necessary men; that employers should train replacements; that the loans might some day be called. Mr. McNutt, too, in issuing the lists of essential occupations, has said that deferments were on an individual basis, and that no blanket exemptions from the draft could be promised.

Like every other industry on the essential list, radio now feels the manpower pinch, for draft boards are reluctant to grant further renewals of deferments. Having received all the help that the Government could give to assure continued operation of necessary broadcast functions, the industry now is left to its own devices.

Last week a broadcaster, asking Selective Service why an essential man had been drafted, was told that draft boards were free to decide which units of an industry were essential. FCC Chairman Fly, who rightly feared this might mean draft boards could discriminate against small stations, has asked an explanation from Mr. McNutt.

Radio is not pleading a special case, even though only a few hundred really essential people would be involved—a pitance in comparison to the military demand for 12,000,000. Obviously, the reliable solution, short of Congressional action, is not to be found in appeals to Mr. McNutt but in adjustment of FCC regulations, and in the acceleration of industry training programs to meet the approaching crisis.

RADIO MEANS more to the farmer and the remote dweller than to any other segment of the American public. It's his tie with the outside world. It means his livelihood, his way of getting information and his entertainment. The shortage of batteries for farm radios has reached serious proportions. The Government has established a national policy for domestic broadcasting—maintenance of at least one radio set in every home. Tubes and replacement parts are being produced for regular sets. Certainly the farmer with volunteer broadcasting is not to be considered. Therefore, we trust that WPB will cut red tape and handle the matter speedily—before a real crisis develops.

Less Info, Please!

DON'T look now, but you're about to get some real Government relief. The Budget Bureau, which functions under the Executive Office of the President, is "studying" the three-dozen odd FCC forms and questionnaires that have haunted broadcasting for years.

The Bureau is prepared to help those who help themselves. Broadcasters who have spent countless hours trying to figure out a renewal form, or one for modification of license, or perhaps a year-end financial, program or functional employment questionnaire, can now tell it to the Budget. It's being done by Congressional mandate, to eliminate nonessential, repetitive, unauthorized or improper paper work, and to reduce these statistical tasks to bare essentials.

Three dozen may not sound like a lot of questionnaires. But when some of them cover 18 or 20 or 30 pages, and when the data required necessitate hiring of extra people, it's trouble. In these times, just ask any station manager.

The Bureau advises that businessmen who have been bothered by particularly burdensome questionnaires should "forward" the information. If the businessman is "apprehensive", then it is suggested the information be sent to a responsible trade association or to the Advisory Committee on Government Questionnaires, recently formed to help the distraught business man suffering from Questionnaireitis. Each Government form must have an approved number, and in most cases, an expiration date, provided by the Budget Bureau. If the questionnaire has a Budget Approval Number, it's okeh to answer. If it doesn't, and the recipient is in doubt, it is his duty to ask the Budget Bureau about it.

As one of the first industries to be affected with Questionnaireitis, radio welcomes this promised relief. We think the Bureau might go a step farther, too. Present broadcast licenses are issued for two years, though the law permits three years. Substantial savings not only in paper work, but in manpower, both at broadcast stations and in the FCC, unques-tionably could be effected if the requirements for licenses were extended to the full term permitted by law. And, of course, in any new legislation which may be enacted at this session, it seems to us the license term readily could be extended to five or ten years.

After all, the licensing authority always can institute revocation proceedings where stations have flouted the law or regulations, or call the station on the carpet in renewal proceedings on its own motion.

War—Both Ways

CASUALTIES will continue to mount as the war progresses, and radio will be called upon to co-extensive with the war in handling this delicate subject. So far the industry's newsmen have done an admirable job. At the outbreak of hostilities the NAB went on record opposing the broadcast of casualty lists as such. Most stations have refrained from using lengthy lists of names of men who have gone down in battle.

In recent weeks the Army and Navy have reported successes which led to national jubilation. In a few rare instances, however, some of the radio news commentators, reporting sinkings of Japanese vessels, in their enthusiasm have referred to the enemy defeats as providing "another meal for the sharks" or "the sharks will feast a la carte on the bodies of Japs," etc.

What those few commentators apparently haven't taken into consideration is the fact that American ships have been sunk, too—that American boys have gone down in those same shark-infested waters. A mother whose son has given his life at sea for his country likes to think that he went down with his ship in true Naval tradition.

She hears a radio commentator tell how our Navy has sunk several Japanese ships. While this does not restore her boy, she feels that at least his death is being avenged—that his buddies are carrying on—that he met a glorious death in the field of honor.

Then she recalls as she hears the remark that the Japs are providing the sharks a little extra dessert.

Certainly no well-meaning commentator would deliberately pour salt into those wounds. In fact, he'd do everything possible to help ease the blow. Yet when he jubilantly comments that the sharks of the Pacific are well-fed on Jap soldiers and sailors he is reminding bereaved parents and wives and children that the same fate awaited their loved ones when their boats went down.

Radio must remember that when a news commentator is tuned in he has, in fact, been invited into a private home to discuss the day's events. When he uses inept phrases, the chances are he won't be invited to return.
KARL STEFAN

A RADIO receiving set is almost as necessary as a plow on the modern farm. Thus Karl Stefan of Nebraska summed up his plea before Congress recently on behalf of owners of battery receiving sets who, because they cannot get batteries, are cut off from information necessary to their ability to cooperate with vital Government programs. As an announcer of WJAG, Norfolk, Neb., for 12 years before his listeners urged him to run for Congress in 1934, Karl Stefan knows well just how important radio is to farmers.

Karl Stefan’s radio career began when WJAG started in 1922. He had come to Norfolk in 1909 as AP telegrapher for the Norfolk Daily News, where he read copy from the wires and rewrote it for the paper. He was city editor when Gene Huse, owner of the News, started WJAG and selected Karl, knowing of his interest in radio, to prepare and broadcast the noon news period. He has often been called the first regular newscaster in the West. Although he left the News in 1924 to go into the newspaper and magazine distributing business for himself, he continued to do the noon newscast.

During his 12 years on the air, Mr. Stefan created many “firsts.” Before the days of broadcasts direct from ball parks, he pioneered the radio reporting of World Series games by passing along to crowds gathered round receiving sets all over northeast Nebraska the reports as they clicked in on the telegraph key. The first daily “voice of the street” broadcast in the West was also his idea.

He conducted the first telegraph school of the air over WJAG, and today communications men from all branches of our armed services as well as in civilian work drop in to tell him they had their first communications training in his radio school of telegraphy. He believes there are hundreds of his graduates in communications work in the various branches of the services.

Karl Stefan, the first radio announcer elected to Congress, decided to make the race in 1934 when listeners of WJAG urged him to run. The only Republican elected to Congress from Nebraska that year, he won by a large majority over a popular opponent, and in 1942 was once more elected by a large majority, receiving over 52,000 votes.

Rep. Stefan is convinced that almost unbelievable progress in radio and television will come after the war. He believes that in the post-war period private control of the industry will be strengthened. Any tendency toward monopolistic control, he warns, might lead to Government ownership of the industry, a move he does not favor.

Rep. Stefan believes the FCC should take up the fight to help listeners dependent on battery sets get the batteries necessary to keep them as listeners. “One difficulty in judging the effectiveness of the FCC’s work on behalf of listeners and the small broadcasting stations which are hardest hit by war conditions,” he said, “is that the Commission is not telling the public enough of what it is actually doing for listeners or small stations.”

Hundreds of radio sets in northeast Nebraska are now out of use, according to letters to WJAG, a condition parallelized in other rural areas. “A very great number of families that depend solely on radio for news and information are threatened with discontinuation of this service because they can get no batteries, and the result will be that radio stations will lose thousands of listeners,” Mr. Stefan told the House in his recent speech.

Born 54 years ago on a farm in what was then Bohemia, his family settled in Nebraska when he was 2. He attended the public schools of Omaha, and in 1907 returned to marry his school-day sweetheart, Mrs. Stefan, who is still his wife. They have four children, Mrs. Ida Mae Askren, who is a commercial artist, and Dr. Karl Stefan, a physician.

Though hard times forced Karl to leave school and go to work at the age of 13, he continued to study in night-school and correspondence. He learned telegraphy because of his interest in radio and later became chief radio operator for offices of the Western Union. He was telegrapher for the Philippine Constabulary during the Philippine insurrection, and later traveled all over the world, using his gift for languages as interpreter.

Karl Stefan received his religious training in the Park Forest Presbyterian Chapel in Omaha and has been for many years a Vestryman in the Presbyterian Church in Norfolk. Always active in civic and fraternal affairs, he still retains membership in many Norfolk groups, among them the Rotary Club, Elks, Odd Fellows and Chamber of Commerce. His hobby is fishing.

“One communications is my life work,” says Mr. Stefan.

Not long ago he met “Bill” Chapman, president of Grace Steamship Lines in the United States, in one of the State’s most senior administrators William M. Jeffers. The question of early jobs came up and it was discovered that all three had been telegraph operators. Ruben was forgotten for the moment while they discussed telegraphy. Karl Stefan still drops by the house telephone office now and then to send a message “for practice”.

ARCH SIIAW, general manager and vice-president of WTB, Toledo, is a member of the Toledo Committee for the Study of the Organization of the Peace, which is organizing the Toledo Forum on Peace Problems, scheduled May 7, 8, 9.

TED DOESCHE, has left the sales department, William Pictures Corp., Chicago (commercial films), to join the crusade against MBS.

LORIN MYERS, assistant sales manager of WSBI, Atlanta, is the father of a baby girl.

C. J. A. MOSS, general manager of the Australian Broadcasting Commission, has been recalled from the Australian Army to take up his former duties with the ABC, according to word received by the Canadian Broadcasting Corp.

DOROTY McGAHER, former assistant to the sales promotion manager of KGPO, San Francisco, recently was commissioned a lieutenant in the WAACs.

FRED SHAWN, assistant manager of WBC, Washington, is father of a boy born March 29. Mrs. Shawn is the former Audrey Seiber, Washington mistress of ceremonies.

Capt. Sutton Overseas

CAPT. DEQUINCY V. SUTTON, head broadcast accountant of the FCC on leave, has been transferred overseas, though his precise assignment has not been disclosed. Commissioned a first lieutenant last January, Capt. Sutton was promoted to a captaincy in the Signal Corps several months ago. Initially he was stationed in Washington, but afterward attended Signal Corps School at Ft. Leavenworth, Kan., and Ft. Monmouth, N. J.

Menser Honored

C. L. MENSER, NBC vice-presiden in charge of network programs, has been cited by Elmer Davis, director of the Office of War Information, for his voluntary services on behalf of a public information program series, 1942 Victory Volunteers. In a letter accompanying the certificate, the OVWV expressed appreciation of Mr. Menser’s efforts in making the broadcasts successful.

NORMAN CORWIN has had a re-puted attack of flu, and was unable to write or direct the March 25 broadcast of Trans- ler, which he directed on both program broadcast simultaneously in England and America on NBC and CBS. The series originates alternately in the two countries.
CREATE YOUR OWN NEWS BROADCASTING INTERFACE

FRED LAFFEY has been appointed chief announcer of WLAW, Lawrence, Mass. He succeeds Dan McDonnell, who has accepted an out-of-state job. Dick Lance, of Watertown, Mass., and Bill Sherman, of Framingham, Mass., have joined the staff as announcers.

Both are graduates of WEEI Announcers School in Boston. Announcer Jay Serwin has joined the armed forces.

JAMES CRIST has joined the announcing staff of WSB, York, Pa., coming from WFMD, Frederick, Md.

AUSTIN WILLIAMS, former program director of KLZ, Denver, on March 22 became program director of WFMJ, Youngstown, O. In Denver Mr. Williams schooled policemen in the use of shortwave, two-way radio and taught at the U. of Denver, in addition to his regular duties.

PATRICIA BURDINE, recently on the research staff of Newsweek magazine, has joined the CBS shortwave news department as a writer.

ROBERT BELL, production manager of the CBS television department until recently, has been assigned to the all-night production staff of WABC, New York, following the curtailment of the network television programs due to priorities. He replaces Robert Marks, now with the Army Signal Corps.

FORD PEARSON, announcer of NBC Chicago, has been commissioned lieutenant (J.G.) in the Navy, and is awaiting orders.

HASKELL MOSSE, newswriter of NBC Chicago, has been named outstanding graduate of 1943 by the Medill School of Journalism, Northwestern U., where he has been studying for a master's degree in journalism. Citation of achievement was awarded him by the Sigma Delta Chi, national honorary journalistic fraternity.

ROCCO TITO, former newscaster and manager of local sales of WDEU, Reading, and Dan McDonnell, former announcer of WITC, Hartford, and WLAW, Lawrence, have joined the CBS announcing staff, according to Horace Guillette, newly named manager of network operations. Mr. Tito also has handled sports and special events for WERC, Erie, and WHDL, Owens, N. Y.

ANN TRIPPE, continuity editor of WSB, York, Pa., has joined WMC, Memphis. SaraLee Deane, former women's editor of WSB, York, Pa., now in the WAVES OCS, returned to the station to be interviewed on the "Don't Listen Men hour," which featured WAAC and WAVE officers during a week of special recruiting programs. Mary Nell Kline, station home economist, also was assigned to direction of women's programs on WSB.

TAD DARLING, former mid-western announcer, has joined KMJ, Fresno, Cal.

MERRILL DENISON, now scripting the United States Prudential's Family Hour and P&O's Women of America, has written "Klondyke Mike," a biography of M. A. Mahoney, to be published by McLelland Co.

WILSON EDWARDS has resigned from announcing staff of KFPEKA, Los Angeles, to become civilian instructor for the Army Air Forces Technical Training Command, that city. He continues to freelance. Gene Moser has left KMEX, St. Louis, to join KFPEKA, as announcer. Jim Dooley, former news writer on the Burlesque (Cal.) Review, has joined the staff.

BROADCASTING • Broadcast Advertising

Page 34 • March 29, 1943
What a big difference a lot of listeners make.

A recent NBC survey proves that KPO has more listeners in San Francisco and Oakland than any of the 11 other Bay Area stations; a 43% leadership in the day and a 69% leadership at night.

KPO Gives more for your $.

Get the facts...and you'll buy KPO.

BROADCASTING • Broadcast Advertising

March 29, 1943 • Page 35
DON L. JOHNSTON, operator-announcer of KWIL, Albany, Ore., has joined the Army Air Forces. Replacing him is Wilbur Cosby, who comes from KGW, Portland, Ore.

ANNE ROSS, women’s commentator of WSSM, is now doing a fulltime job in the continuity department of WTMJ and will continue her two FM programs It’s A Woman’s World and Let’s Read A Story. Bob Carman has been promoted from continuity writer to be in charge of promotion for all Milwaukee Journal stations.

CHARLES T. DeVOIS, until recently program director of WBIR, Knoxville, has reported for duty with the Marines. Duties have been redistributed over the announcing staff with Curt Webster as program director, Ted Turner, publicity, Dick Crane, chief announcer and Ernie Keller, studio technician.

TOM MOOREHEAD has begun a series of sports programs three times weekly at WFIL, Philadelphia. He began his interest in sports at Germantown Academy and has been a WFIL staff member for the last four years.

VOTE OF THANKS in resolution adopted by the Idaho House of Representatives was extended Roy Schwartz (l), commentator of KIDK, Boise, Idaho, for his “fair and complete coverage” of the 27th Session of the Idaho Legislature. Being interviewed by Mr. Schwartz are Lt. Gov. Edwin Nelson (c) and Speaker Milton J. Horsey.

JOHN EDWARDS, former relief announcer of W49PH, FM adjunct of WFIL, Philadelphia, has been made a member of the WIP announcing staff, succeeding Hugh Chambers, who left to join KWK, St. Louis.

BERNARD ESTES, former director of news, special events and publicity of WINS, New York, has been appointed director of special events and publicity of WIN, New York, effective March 20. He replaces A. Mike Vogel, resigned.

JACKSON McLAXON has joined the writing staff of KTMX, Santa Barbara, and is assigned the six-weekly transcribed musical program, Name Your Band.

BILL HAMPTON, Hollywood writer on the weekly CBS Screen Guild Play, is the father of a boy born March 17.

BILL GREEN, former news writer on the Speaker’s Review, Spokane, has joined KHJ, Hollywood.

DONN MANSFIELD CLEWELL, author and foreign correspondent, has started a twice-weekly quarter-hour commentary, Where Three Men Fight, on KFJJ, Los Angeles.

JOSE RODRIGUEZ and Sidney Sutherland, Hollywood commentators, after an absence of several months, have resumed their weekly quarter-hour commentary series on BLUE Pacific stations.

WNOX Teaches Girls
ONE-HOUR lessons are being given three times weekly to about 30 teachers, deans and war workers who have signed for WNOX’s girl announcing school at Knoxville. Classes are taught by Lowell Blanchard, program director, and Tys Terrey, news editor. Purpose is to build up a back log of trained voices for either full or part-time needs, according to R. B. Westergaard, station manager.


HUBERT WILKIE, of Youcous, N. Y., has joined WSSA, Schenectady, as announcer, scriptwriter and production man.

WALT FRAMER, freelance, and Joel Hoff, announcing from WKIP, Poultney, Vt., has joined Hoff in a new plus-man, Keep Freedom Ringing, while Framer writes and produces the script.

PVT. TONY AINSLEY, announcer of CBR, Vancouver, and from the Canadian Army, has been promoted to sergeant and moved to CFR, Prince Rupert, B. C. He is on the job in uniform of the First Division Seaforth Highlanders.

SAM MOLEN, sports director of WQIB and the West Virginia Network, is editing a monthly sport page for his Sport Page of the Air sponsor to be mailed to West Virginians in the Armed Forces. Names and addresses are supplied by Molens’s listeners.

CAPT. ROBERT FARNON of the Canadian Army, former leader of the Canadian Broadcasting Corp., has written the Ottawa Symphony, descriptive of Canada’s capital city. The symphony will have its premiere performance on April 10 on the CBC network.

JOHN FORSYTHE has joined KDYL, Butte, Mont., as announcer, coming from KFMJ, San Diego.

ED STANTON, formerly of KIT, Tait, Wash., has joined the announcing staff of KFCR, Sacramento, Calif., replacing Fran Cartier, who has joined the armed forces.

JIM REED, announcer for WBDW, Toppen, Kan., returned from Ft. Leavenworth last week for induction into the Army.

MADGE NEMER has returned to the continuity department of WOWO-WGL, Fort Wayne. In 1933-34 she wrote a script heard on the station.

BOB MOWERS, announcer, has left WWNY, Watertown, N. Y., to join WTRY, Troy, N. Y. Dick Bollender was inducted into the armed forces March 17 and sent to Fort Devens, Mass., and Bill Saunders is to be inducted at Fort Devens March 20. Charles Lindgren, from Austin, Minn., has joined the staff.

EVERETT WILL, former program director of W8R, Butler, Pa., has joined WJAS and KQY, Pittsburgh, as announcer.

CLARE PATRICK, music rights director of KPO, San Francisco, recently joined the WAG. She was represented by Florence Cowell, formerly assistant director of the department.

JOHN REED KING, m.c., of the Double or Nothing quiz show, sponsored by Mutual Pharmaceutical Co., in Boston, is making a book of party games and quiz specialties, to be published late this spring, titled Just for Fun.

BEN HAFFFIELD has celebrated his seventeenth anniversary as announcer at WNU, Boston.
AL BLAND has resigned as production manager of WCKY, Cincinnati, and on April 1 joins WMAL, Washington, to conduct an early-morning, two-hour program which he will continue to call The Bland Wagon.

Beginning his career in 1927 at WPBA in West Palm Beach, he joined WCFL in Chicago, where he became the station manager. He moved to WCNB in Nashville in 1933, and then to WABC in New York in 1934. In 1937, he joined the Blue Network, where he hosted a program called "Bland's Foreign Service," which he continued until 1942.

Mr. Bland

Additional Shifts Made

In CBS Operations Setup

FOLLOWING announcement by CBS last week that Roy S. Langham had been shifted from head of the CBS production department to assistant to Douglas Coulter, CBS director of broadcasts, CBS has changed the department name to "network operations department," with Horace Guiltvoit, former production supervisor, in charge [BROADCASTING, March 22].

Other personnel changes in the CBS network operations department are as follows: Robert Ray will head the assignment and scheduling division as supervisor; Lee Bland, operations supervisor, will handle preliminary announcements and assistant directors' interviews; James F. Simmons and Harold C. Meier, operations supervisors, will handle evening and weekend operations, and Helen Gallary will take over the work of assigning announcers and announcers, formerly handled by Mr. Meier.

Benny Off Several Weeks

JACK BENNY'S convalescence from an attack of pneumonia is not proceeding as rapidly as physicians had expected, and the NBC comedian will be off the air several weeks longer. Mr. Benny was to be allowed to leave his Chicago hotel room last week to go to Arizona for a rest. Orson Welles continues to substitute for Benny on the General Foods Sunday night program, with the regular members of cast in their usual roles.
Kittyfae’s Gone
HERE’S ONE TO break a chief engineer’s heart. Kittyfae is off to the wars. Yes, sir, with engineers going into the armed services faster than replacements show up, WFAA-KGKO, Dallas, employed a gal, one Kittyfae Nuttall. Hard-bitten engineers were skeptical at first but Kittyfae convinced them. As a control operator she took her shift and did a man’s work well. But—Kittyfae has been inducted, too, a WAVE.

WILLIAM, in NBC the Army Air Forces.

DELMAR C. DENGATES, of WIP, Philadelphia, is father of a boy.

Martin Oebbecke, assistant technical supervisor of WIP, Philadelphia, has taken leave of absence to go into Government service as a civilian associate radio technical engineer in the Signal Corps. Jimmy tied up as acting technical supervisor.

George Henderson, equipment supervisor, and W. L. Haney, chief transmitter operator, of CKY, Winnipeg, are fathers of baby girls, both born recently.

Paul J. Shock, of KMOX, St. Louis, has been commissioned by the Navy as lieutenant (j.g.)

Don L. Hoge and John Brill, studio engineers of WLW—WBAI, are fathers of baby girls, and Art Young, field survey engineer, is the father of a baby boy, all born recently.

Joaquim Ossario, control room operator of WQAM, Miami, Fla., has been called in the Aviation Reserve and is taking basic training at Miami Beach.

Charles E. Hiros of WCAU, Philadelphia, left last week to enter the service.

Melvin Berstler, at one time on the engineering staffs of WJJD and WQRT, Chicago, has joined WGN, Chicago.

Wilton H. Kennedy, supervisor of engineers for WKRC, Cincinnati, has been commissioned a captain in the Signal Corps and left to report March 28 at Ft. Monmouth, N. J.

George Maki, formerly of CBS engineering operations in Chicago, now a lieutenant in the Army, has been assigned to the office of the Chief Signal Officer, Plant Engineering Agency, Philadelphia.

Clifford Worry, transmitter technician of WTMJ, Milwaukee, has been commissioned a first lieutenant in the Army Signal Corps. He is stationed at Ft. Monmouth, N. J.

Neal Peterson and Smokey Suites of KYSM, Mankato, Minn., left to join the armed forces.

James F. Sullivan, engineer of WFCI, Pawtucket, R. I., has joined the Army. Kenneth Hirons replaces him. Ray Fieri, brother of John Fieri, WPRO, Providence, has joined the engineering staff.

Lt. Arthur C. (Andy) Anderson, chief technician in the Army Air Forces, who leaves from KTAR, Phoenix, is stationed at Kelly Field, Tex.

Douglas Maupin, engineer of WHIO, Dayton, O., has joined the Army and is stationed at Great Lakes, III. Ralph L. Weber, technician engineer, has been in Signal Corps training school at Chicago.

THEODORE C. ROGERS, 47, a member of the technical staff of the Bell Telephone Laboratories, died in a Hoboken, N. J., hospital March 22. A wife and two children survive.
KPO, San Francisco, looking to the day when women will be doing most of the work on a public network, has started to train feminine aspirants in the art of sound effect engineering.

The course is conducted by L. J. Creekmore, sound effects director, and is held daily after regular office hours.

TENTH anniversary on the air for the Old Dirt Dobber, who handles the program by that name on WLAC, Nashville, Tenn., rolled around and the operator, testing busily from wall plug to control panel, couldn't put the program on the air because of technical trouble, he said. After 10 minutes of the 15-minute scheduled program had passed, a quartet gave out with "Happy Birthday, Dirt Dobber," reverberating as the first message of victory on the Dobber network.

OPERATING daily from 8 a.m. to 4 p.m., the Cleveland Board of Education FM station, WBOE, features programs designed for senior and junior high schools, elementary schools, teachers and the public. Station operates with 1000 w. William E. Levenson is directing supervisor of radio for the school board.

FOUR STATIONS to sign recently for "Funny Money Man," a series released by Allen A. Funt, radio producer from New York, are: WQAM, Miami, Fla.; WAPI, Birmingham; WJHH, Jacksonville; and WAO, Jefferson City. Negotiations are underway to extend syndication to South and Central America.

KCMO, Kansas City, Mo., has issued a new rate card announcing increase in time charges of approximately 20%, effective March 10. This is the first increase in rates in nearly four years, although KCMO became a Blue affiliate a year and a half ago.

ADVERTISING Federation of America has elected to its membership the Baltimore Broadcasting Corp., Baltimore, owner and operator of WQAM, and the Marion Broadcasting Co., Marion, Ohio, owner and operator of WMRN, Marion.

REQUESTS have been received from more than 300 stations for "Dear Folks," a daily column on Army life issued by the public relations office of the medical replacement training center at Camp Pickett, Va.

SETTING aside all available "ground areas" on the studio lot of the Don Lee Broadcasting Co., Hollywood, a three unit cooperative Victory garden has been planted with all staff members pitching in to plant tomatoes, peas, lettuce and beans. Cucumbers, cabbage and squash are also planned.

THREE stations to obtain the radio news wire of Press Assn. recently are, WFUI, Pawtucket, R. I.; KRLD, Dallas, and WFTL, Fort Lauderdale, Fla.

WCKY, Cincinnati, is broadcasting a series of programs to further British-American relations and to disclose Nazi propaganda secrets. Appearing thus far have been E. J. Bisker, British Vice Consul, Cleveland; Sir Frederick Whyte, political scientist, chairman of the International Peace Relations Commission; and Kenneth A. J. Heider, British business man and member of the British Civilian Defense Corps.

WQAM, Miami, Fla., at the request of Allen Murray, head of the Pacific Division of OWI, recently made a five-minute transcription of a talk by President Manuel Quezon of the Philippines for use by OWI.

AMERICAN Federation of Radio Artists has announced the signing of the agreement for the renewal contracts with three St. Louis stations, KMOX, KWK and KXOK. No major changes are involved.

RED CROSS series That They Might Live, heard Sundays on NBC, 12-30-1 p.m., will continue indefinitely after April 4, date concluding its original 18-week period, the network has announced. The Red Cross transcribed series March of Mercy available to local stations, will be discontinued by NBC affiliates after the April 18 broadcasts.

KTMJ, Santa Barbara, Calif., recently broadcast the Santa Barbara night school's graduation exercises which were held in the station studios. A transcription of the ceremony was cut and air-edited to the sound of one of the graduates, on duty with the Army at Guadalcanal.

WBT, Charlotte, N. C., is presenting Valerie Ellis, author and travel- er, in a series of six 15-minute talks on her travels, 11:15 a.m. which began March 22. Mrs. Ellis, daughter of A. Hyatt Verrill, naturalist and explorer, now live in Burlington, N. C.

Locked to KBUR

RECEIVING SETS locked to KBUR's frequency have been placed by the Burling- ton, Ia., station in the Iowa Ordnance Plant and the station now provides three quarter-hour morals programs daily to thousands of workers. Ordnance Plant also uses eight KBUR announce- ments daily in interests of re- cruitment. Station will go to 24-hour operation April 1.

ADDITION to its schedule of programs on several New York stations, the Council for Books in Wartime has started Authors of World War II on WNYD, New York. Series carries out the Council's aim to spotlight books contributing to the war effort. Max Hill, former head of the AP bureau in Tokyo, and author of Escape Ship, was interviewed on the first broadcast.

KRGV and the Lower Rio Grande Valley

VALLEY bank deposits December 31st were up a phenomenal two-thirds . . . $3,459,821 compared to $205,817 a year before! This increase reflects a combination of very favorable conditions . . . a remarkably prosperous fruit and vegetable year from crops every month from the richest soil in the nation . . . tremendous payrolls and other expenditures of a strategic military area with four army bases . . . and enormous defense construction.

There are 23,481 radio units in the eight counties . . . and KRGV, Weslaco, is the ONLY network outlet to cover them with primary signal . . . the source in the Valley of outstanding NBC, news and local interest programs.

1290 KC • 1000 Watts, Day and Night Represented by Howard H. Wilson Co.

CENTRAL SALES OFFICE—805-6 Tower Petroleum Bldg., Dallas, Texas

Ken L. Silson, General Sales Manager.

Telephone Riverside 5663 TWX DIs 297

BROADCASTING • Broadcast Advertising

March 29, 1943 • Page 39
So Long...Too Long

Already it's two, three, even four years since a good many companies said "so long" to their peacetime customers. But people forget mighty fast. "So long" for too long can get to be "goodbye."

Make sure your customers will be still your customers after the "duration", by giving them something they value—radio entertainment—to remember you by in the meantime.

Lehn & Fink, Bourjois
Plan Network Programs

Lehn & Fink Products Corp., Bloomfield, N. J., which has not used network radio for Hind's Honey & Almond Cream since 1939-1940 when it sponsored Burns & Allen on CBS, has purchased a half-hour on both for a series, probably of the quiz type, to start April 23. Time will be Wednesdays, 8:30-9 p.m., but no details on the program or talent have been decided. Agency is W. Esty & Co., New York.

Another show in preparation is a half-hour musical to start on the American Broadcasting Co. in mid-April under sponsorship of Bourjois Inc., New York, for its cosmetics. No details were available from Foote, Cone & Belding, agency in charge, although it is probable that the time used will be Sundays, 6:00-6:30 p.m., with Jim Ameche as m.c., and David Broockman's orchestra.

Albert L. Miller

ALBERT L. MILLER, 80, an account executive of Erwin, Wasey & Co., New York, was killed March 20 when he attempted to escape a fire in his room in a New York hotel by crawling on the three-inch window ledge, and losing his grip, fell 15 stories to a neighboring building. Son of George H. Miller, president of the Muster Co., Cleveland, Mr. Miller had represented Erwin, Wasey in England for five years, and was well known in the drug and cosmetic field. He was a director of Wasey Products Co., London, and the R. B. Scheller Co., New Canaan, Conn., extensive user of radio. A wife, two children and a sister survive.

BMI Board Meeting

PLANS for a series of programs devoted to Latin American culture as expressed in the music of BMI's Latin American affiliate publishers were discussed by the BMI board of directors in New York last Tuesday. The board also voted to extend program meetings in New York, approved the membership forms for use by BMI stations in reporting income, and announced that the new BMI index of approximately 100-000 compositions will be distributed to licensees in April. Neville Miller, president, stated. The full board attended except Paul W. Morency, WTIC, Hartford, who was kept away by illness.

Lowen Dramas

WALTER M. LOWNEY Co., Montreal, (candy) on March 29 started quarter-hour factual dramatizations of the Royal Canadian Mounted Police. Men in Scarlet, three-weekly on CKWX, Vancouver; CFRN, Edmonton; CFAC, Calgary, Alta.; CJOX, Lethbridge, Alta.; CKCK, Regina; CFQG, Saskatoon; CKY, Winnipeg; CRPR, Port Arthur, Ont.; CFRB, Toronto; CKCO, Ottawa; CFPN, London, Ont.; CKOC, Hamilton, Ont.; CCHJ, St. John, N. B.; CHNS, Halifax; CJOH, Sydney, N. S. Account was placed by Harry E. (Red) Foster Agencies, Toronto.

BERT PRAGER, radio director of Donohue & Coe, New York, has resigned.
Double Time
LONGINES time signals, heard on hundreds of stations, have gone to war. Amending a formula introduced by Milton Cross with the first Longines announcement on WJZ, New York, in 1928, the firm has ordered signals given in both standard and military time, for the convenience of war workers and personnel of the services. Official time signal now reads, "At the signal, the time will be 11 p.m. Eastern War Time, 23 o'clock. Army-Navy Time by Longines, the world's most honored watch."

Plug Says Hirschmann, Goods on Shelves or Not
PLEA TO ADVERTISERS to continue promotion even though business is easy to obtain at this time was voiced by Ira A. Hirschmann, vice-president of Bloomingdale's, New York department store, in a talk on "Where Do We Go From Here?" before the recent convention in New York of the Associated Chain Drug Stores.

Mr. Hirschmann urged the chain druggists to "continue to promote even when you get to the point where you have no merchandise to sell. Keep your contact with your customers, keep your names before people. My hat is off to the national advertisers. Don't let your names down!"

Disc Series
KASPER-GORDON Inc., Boston, is releasing a series of fur storage shorts for sale to local sponsors. The firm is releasing a series of 78 quarter-hour programs based on the Dan Dunn newspaper comic strip.

Morse in 1940 as secretary to Dick Nicholls, radio director. In 1942 she was transferred to the timebuying department, assisting Mort Bassett. When he joined the armed forces earlier this year Betty took over the timebuying chores.

With Mr. Nicholls, Betty buys time for one of radio's largest spot accounts — Vick Products — which include Vapo Rub, V.a-tro-nol, cough drops and inhaler. She also buys time for Vitamins Plus.

Betty still continues music, playing in amateur symphonies in New York, but she finds plenty of time for either theatre-going or a swim in the Pool.

Sesac Bond Plans
SESAC and Treasury Representatives met March 21 in Chicago to discuss new plans for SESAC service to stations in the Second War Loan Drive. Marjorie L. Springs, Treasury radio chief, and Emerson Waldman, assistant radio chief, explained the drive plans. Leonard Callahan, Claude Culmer, Emile Gough, Graham Harris, Paul Heincke and Burt Squire represented SESAC, which has been working with the Treasury Radio Section for the past year on a voluntary basis.
GARDNER NURSERIES IN SPRING CAMPAIGN

GARDNER NURSERY Company, Osage, Iowa (green shrubs, seeds, and plants), has expanded its spring campaign, according to Northwest Radio Adv. Co., Seattle.

The stations:

KEX Who WLW KINY WLS KPO WDDJ WRRR WNOH WBS WMMF WUWM WSNW WJYR WJSY WAZA WABX WMAQ WJZ WPKN WMAQ

The National Association of Home Builders has announced that the following stations will broadcast the National Association of Home Builders' Spring Campaign:

KIW, Kansas City

Five-minute and 15-minute programs will be used to one three times daily, depending on local weather and planting conditions. More stations will be added April 1. The spring campaign continues until June 15.

Globe-Democrat on KWK

RUSH HUGHES, m.c. of two daily dance record programs on KWK, St. Louis, has expanded the St. Louis Globe-Democrat to his list of sponsors. The morning program has been expanded to Sunday and Monday. Hughes plans to add WMAQ in Chicago and KDKA in Pittsburgh to his list of stations. The morning show is Uncle Sam Inc., during which Hughes plugs War Bonds and Government messages.

ROBERT L. GARNER, former vice-president and treasurer of Guaranty Trust Co. of New York, has been elected vice-president and treasurer of General Foods Corp., New York, effective Oct. 1. He succeeds the late Louis A. Zahn, former treasurer.
Nothing to Sell

"NOTHING to sell" seems to be the accent in Knoxville, according to WBIR, BLUE-MBS station. War has made it possible for the station to whip up two shows, sell both to non-selling clients: Knoxville Power and Knoxville Water Board. Shows are called Yours for Victory and urge scrap salvage. Victory gardening, appliance conservation, etc.

LOMA LINDA FOOD CO., Arlington, Cal. (Russetts), as part of its spring campaign which started March 23, is sponsoring an intermittent schedule of twice-weekly participation in Art Baker's Notebook on KPI, Los Angeles. Contract is for 52 weeks. Firm in addition sponsors three-weekly participation in Norma Young's Happy Homes on KHJ, Hollywood, as well as weekly participation in Ann Holden's Home Forum on KGO, San Francisco. Gerth-Pacific Adv., Los Angeles, has the account.

LOCKFAST - STEINBERG, Montreal (shoe-high socks), has started an announcement campaign on 27 Canadian stations, placed by Stanfield & Blairie, Montreal.

L. B. LABS., Los Angeles (hair oil, shampoo), on April 1 starts sponsoring four participations weekly in the 8 p.m. new on KRDL, Dallas. Contract is for 13 weeks. Firm is sponsoring a weekly five-minute participation in Breakfast at Sardi's on 13 BLUE stations, Wednesday, 9:30-10 p.m. (PWT) Glaser-Galley & Co., Los Angeles, has the account.


SCHWARTZ & GRODIN, Oakland, Cal. (clothing), recently started for 52 weeks a weekly broadcast of the boxing market held in the Oakland Civic Auditorium. Allen Ward and Speed Riley collaborate as sportscasters. Agency is Theodore H. Segall Adv., San Francisco.

CAPWELL, SULLIVAN & FURTH, Oakland, Cal. (department store), on March 29 will start 3 newscasts weekly for 18 weeks on KPO, San Francisco. Agency is Sidney Gardner Adv. Agency, San Francisco.

BRANDHAM-HENDERSON, Montreal (paint), has started an announcement campaign on a number of Canadian stations placed by Stanfield & Blairie, Montreal.

How Many Towns Make a Market?

THAT DEPENDS. If you're thinking of metropolitan areas, the answer can well be: "One". But not if you're thinking of regional farm markets!

Take, for instance, the No. 1 Farm Market. This richer-than-ever market has exactly 1,546 towns with a population of 10,000 or less. In these towns live 34.7% of the total population. And in these towns an additional 45.3% of the people (the farmers!) do most of their buying.

In plain arithmetic, this means that 80% of the No. 1 Farm Market is small town—that it takes a regional station with a rural slant to get this market for you.

KMA is the only full-time farm station in America's greatest farm belt. It is the one station in the whole area that does not localize its programs to the people immediately under its towers. Instead, KMA is regionally programmed for the 3 million people in 151 primary counties around Shenandoah, who spend 820 million dollars a year in retail stores.

So—if you want to reach the most loyal and sincere folks in America—if you want a prosperous rural market that can be yours for as little as $20 per daytime quarter hour —then the facts in our latest market data brochure are the most important you've ever read. Write today for your copy.
H. C. MORRIS & Co., New York, has been appointed to handle Mesalene, a product of Benjart MacFadden's Cereal Co., New York. Spot campaign for the cereal was placed by the Morris Agency and not by Jasper, Lynch & Fishel, New York, former agency, as reported [Broadcasting, March 25].

CHURCHES OF CHRIST, Glendale, Calif., currently sponsoring a weekly half-hour live program featuring Jean Valentine, on KFAS, Pacifica, with a transcribed version on KVEC, San Luis Obispo, will add other West Coast stations in early April. Placement is through Dean L. Simmons, Hollywood.

VAN De KAMP Bakers, Seattle, using institutional copy, is sponsoring on KEJR, Seattle, the BLUE Mystery Chef, a participating program.

GRIEDEIECK-WESTERN Brewery, St. Louis, is sponsoring the Funny Money Show on KWS, St. Louis, 7:30 p.m. Thursdays, featuring Carl Hohertien's orchestra: Madeleine; Rhythm; the Singing Swing-tunes; Cow Creek Boys, and the Rich Hayes, Jack Conner and Swing Trio. Audience participation is an added feature.

GENERAL BAKING Co., New York, in behalf of Bored bread, has renewed for 52 weeks Morning in Manhattan, five-week quarter-hour program on WEAP, New York, effective March 25. BBDO, New York, handles the account.

GEORGE JELLENK Jr., former executive of H. W. Halifax Adv., New York, has been named advertising and sales promotion manager of Major Vitamins Inc., New York, makers of Major B complex vitamins. Mr. Jellenk was on the sales executive staff of Bloomingdales, New York department store, and has served on the store's copy writing staff. He was at one time radio editor of a Washington newspaper. Major Vitamins is currently engaged in a spot radio campaign.

CANADA DRY Ginger Ale Inc., New York, on March 29 starts sponsoring the once-weekly quarter-hour comedy, Faces and Places on two Vancouver, B.C., California stations (KILH, KFBO) Monday through Friday, 11:30-12:30 p.m. (PST). Contract is for 13 weeks. Agency is J. M. Mathes Inc., New York.

CALIFORNIA AMUSEMENT Enterprises, Los Angeles (Arragon billboard co.), one of 15 to be sponsoring a nightly quarter-hour participation, Al Jarvis' Make Believe Ballroom on KFGB, Hollywood. Contract is for 52 weeks, with placement through Advertisers Sales Agency, Los Angeles.

GERMANY IS FIRST
IN MOTHER TONGUES

GERMAN is the most frequently spoken mother tongue worldwide, in the United States, according to a report based on the 1940 Census, issued recently by the Census Bureau. In certain sections of the country, however, other languages were more often reported. For example, in the top 10 languages, Spanish is reported most frequently in New England, and Spanish and French together are the most often reported in New York State.

Statistics are based on returns from a 5% sample of the population enumerated in the 1940 Census. Mother tongue is defined as the principal language spoken in the home during a person's earliest childhood.

The tables show how strong a hold a foreign language may have in the homes of certain population groups, even after several generations in this country. Large numbers of persons of third or subsequent generations in the U.S. are included among the French-speaking people of Louisiana and among those who speak Spanish in New Mexico, to give two examples.

In a breakdown by states, French is the main mother tongue in Maine, New Hampshire, New York, Rhode Island, and Louisiana. Italian leads in Connecticut, New York, New Jersey, Delaware, and Virginia. German heads the list in Ohio, Indiana, Illinois, Wisconsin, Minnesota, Iowa, Missouri, North Dakota, South Dakota, Idaho, Washington, Utah, Kansas, Maryland, Virginia, Kentucky, Tennessee, Arkansas, Oklahoma, Montana, Idaho, Utah, Washington, Oregon, Texas, Colorado, New Mexico, Arizona, California. In Massachusetts, returns were almost equal for French and Italian as the second language used. German and Italian ran close. Polish showed the highest percentage of speaking in Michigan, with German a close second.

Quiz at Radio Lunch

MEMBERS of the Radio Executives Club of New York took an active part in the entertainment at last Wednesday's meeting when Bob Hawk, m.c. of the Camel show on CBS Thanks to the Yanks, conducted a quiz session with timebuyers and radio executives as participants. Out-of-town guests included Howard Cherrnoff, West Virginia Network; John Rivers, WCSC, Charleston, S. C.; Ken D. Sohle, CHML, Hamilton, Ont.; Ken D. Given, WLJB, Bowling Green, Ky.; Barron Howard, WIBA-WIBX, Madison, and Mort Silverman, W E I M, Fitchburg, Mass.

NEWS SPOTS are spot news as Grove Labs., St. Louis, signs a contract involving more than a quarter-million dollars for news and news commentary programs starting March 29 on nine NBC-owned and operated stations, largest single contract ever received by NBC central division spot sales.

Eyeing the document are (seated) Oliver Morton, manager, NBC central division local and spot sales; and June Rollinson, timebuyer of Russel M. Seeds Co., Chicago, who negotiated contract for the client. Standing is Rudi Neubauer, NBC salesmen. Grove is using about 40 major-market stations in an intensified summer drive for Daily Vitamins (Broadcasting, March 15).

Repplier on Council

THEODORE S. REPLIER, campaigns manager of the War Manpower Commission, has resigned to become manager of the Washington office of the Atomic Energy Council, effective April 1. Before entering government service in 1942, Mr. Repplier was associate copy director of Young & Rubicam, New York. Mr. Repplier joined that agency in 1931, and had previously served as advertising supervisor of the Chesapeake & Potomac Telephone Co., Washington.

Zero Starts Drive

BEACON CHEMICAL Co., Philadelphia, is starting a spot campaign for Zero, a new ammonia product described as a general household cleaner. Ammonia has not been available for general consumer use recently due to restricted materials but some is now back in the market. Details of the campaign are not available. Company is placing direct. Paris & Peart, New York, was recently appointed agency.

WSAZ Joins Blue

WSAZ, Huntington, W. Va., on April 1 will become a basic BLUE supplementary station, bringing the total of BLUE affiliates to 150. Operated by WSAZ Inc., the station operates on 980 kc, 1000 watts. Evenirig hour rate is $120.
Once in a while someone turns a spotlight on a concern that is simply doing its public-service duty in its own peculiar daily fashion. Unaccustomed as we are to spotlights and indifferent as we are to horn-tooting, we are frankly glad to be able to remark here the fact that

THE GEORGE FOSTER PEABODY RADIO AWARD FOR 1942
for
"OUTSTANDING PUBLIC SERVICE BY A REGIONAL STATION"
has just been given to

WCHS
CHARLESTON, WEST VIRGINIA

..."on recommendation of the University of Georgia faculty committee, for the program 'The Home Front'—a twice-weekly feature which was created and maintained morale by providing authoritative answers to listener questions dealing with the most perplexing of public problems in a community at war."
Peabody Awards
(Continued from page 14)
work correspondent to broadcast a report of the situation in Algiers, after broadcasting facilities were made available Nov. 14. Collingwood gave a vivid description of the political situation in Algiers just one week after the invasion on the CBS World Today program at 6:45 p.m., scooping other network correspondents by one-half hour [Broadcasting, Nov. 23, 1942].

He scored another scoop last Christmas Eve at the time of the assassina-
tion of Adm. Charles Darian. Although CBS was unable to put Collingwood on the air with the news because of poor atmosphere conditions, the network learned the story in time to present it as a slash bulletin.

Winner of a Rhodes scholarship at Oxford, Collingwood was in Geneva at the time the war broke out in the summer of 1939, after which he returned to England as a member of the staff of United Press. During 1941 and 1942 he was heard frequently on the World Today series, 6:45-6:50 p.m.

War Program
The CBS writing-directing team of Ronald MacDougall and William Rob-
son was given the assignment of handling The Man Behind the Gun, when it started on CBS Oct. 7.

About 20 weeks after the program had been on the air and had attained success as a Wednesday 10:30-11 p.m. sustaining, Elgin National Watch Co., Elgin, Ill. contracted for the series with CBS, shifting it March 7 to Sunday evenings at 10:30 p.m. Institutional commercials for Elgin are used and J. Walter Thompson Co. is in charge.

Designed to tell how the man behind the gun lives, his duties, and the stories

behind the weapons he uses, the series has dramatized such authentic events as the landing of the marines on Guadalcanal, the capture of Hender-
son Field, the tense journey to a typical Atlantic convoy on route to Murmansk, Russia, and the heroic exploits of the U.S. light cruiser Boise. It is offered with the full cooperation of the armed forces.

Forestry Series
Ten years ago when an intensive re-
forestation program was started in Wisconsin, it was found that very lit-
et educational material dealing with forest conservation was available. The immediate problem was to find naturalists or men who knew the for-
tore to serve as advisors—and that's how Field with Ranger Mac came into existence. Originated by H. H. Mc-
Carty, director of the Wisconsin School of the Air at the University of Wis-
consin, the series was presented first in 1933 on WHA, the university's sta-
tion at Madison, Wis.

"Ranger Mac," himself is Wakin McNeil, chief of the Junior Forest Rangers, and a vigorous Scoutmaster who knows the out-of-doors. He talks on nature and conservation, and occasion-
ally conducts a quiz session for school children. Mr. McCarty is with the Office of War Information, on leave for the duration.

The Home Front
A public service series, created by Howard Chernoff, and using directors of the West Virginia Network, The Home Front started on WCHS, Charlestown, West Virginia, May 1942. Under sponsorship of the local dealer for Sherwin-Williams Paint Co., Cleve-
land. Cited by the Peabody board for its outstanding service to a community at war, the program asks listeners to send in questions on current problems perplexing them, and offers answers to those queries as written by such au-
thoritative Government agencies as the OPA, Red Cross, or Selective Service.

Though it has not been possible to answer on the air every question submit-
ted, the series has sent answers by mail to every listener who did not hear his query broadcast. The series first went on the air Thursday evenings, later shifting to Sunday 9-9:15 p.m. Currently, it is heard Sundays 1:45-2 p.m. Produced by William J. Adams, the announcing chores are

Three Times As Many
For Your Dollar!

WOAI has over 3 1/3 times more radio homes—per dollar—in San Antonio, Austin and Corpus Christi combined than the only other San Antonio station reaching all three of these markets! This figure is based on published national rates and C. E. Hooper Mid-winter Indexes.

San Antonio, Austin and Corpus Christi—where your WOAI dollar buys so immense listener preference—are THREE of the TWENTY-EIGHT metropolitan counties in the ENTIRE United States listed by the Census Bureau as having the most rapid wartime growth and the best postwar prospects of retaining their growth!

Yes, WOAI delivers premium listener value for your dollar in Central and South Texas.

50,000 WATTS - - - - - CLEAR CHANNEL

AFFILLIATE NBC - - - - - MEMBER TON

WOAI
San Antonio

The Powerful Advertising Influence of the Southwest

WAAC Cuts by WKY

The 7TH CORPS Area Volunteer Service Command has selected WKY, Oklahoma City, to make master cuts of a WAAC recruiting program series. WKY will supply production. Placements will be made by stations throughout the corps area.

NAVY YARD employees at Phila-
delphia now get noon lunch hour news daily through direct wire from WCAU's news room. Arrangements were made by former WCAU publicity chief, Kenneth W. Stowman, now a naval public rela-
tions lieutenant, and station's Pro-
gress Director Stan Lee Broza. News shots are not broadcast.

Canada War Drive
PLANS for use of paid radio advertising for Canada's Fourth Victory Loan drive for $1,100,000,0-
00, starting April 25 to May 15, are taking shape. It is understood that the campaign will include five one-hour shows with name stars from the United States, on Wednesday evenings 9-10 p.m., which the National War Finance Com-
mittee has retained since the Third Victory Loan drive last October and is currently using for its High-
lights for Today. Various paid spot campaigns are being planned, in-
cluding one directed to farmers. The entire campaign is being han-
dled by the War Finance Commit-
tee of the Advertising Agencies of Canada, spreading the task among all agencies.

handled by David Fulton and Sam Molen of WCHS.

The Standard Symphony
AT THE END of the current season, The Standard Symphony will have completed 15 years on the air—with its sponsor, Standard Oil Co. of Cali-
ifornia, the second oldest user of radio in the United States. The series started on KPO, San Francisco, Oct. 13, 1926.

Standard Symphonic has presented many famous conductors and orches-
tras. Since 1926, the sponsor also has presented a companion network fea-
ture, Standard School, a course in music appreciation which helps pupils follow the evening program. Both have won many citations. Poor leading Coast universities give their students credits for completing the course.

CRYSTALS by HIPower

Thousands of vital transmitting installa-
tions rely on the accuracy and dependability of Hipower Precision Crystal units. With recently expanded facilities Hipower is maintaining greatly increased production. Now is the time to place your order. When essential demand begins to return to normal, Hipower晶体 will be glad to help with your crystal needs.

HIPower Crystal Co.
Sales Division—205 W. Wacker Drive, Chicago,
Factory—2035 Charleston Street, Chicago, Ill.
NAB 3d District Elects Thompson

Altoona Man Named Director; Group Endorses OWI Plan

ROY THOMPSON, general manager of WFBG, Altoona, Pa., was elected director for the NAB Third District—Pennsylvania and Delaware—at the regional district meeting March 22 in Philadelphia.

Mr. Thompson, who succeeds Isaac D. Levy, vice-president of WCAU, Philadelphia, was elected unanimously for a two-year period and starts his term with the annual NAB meeting next month. Also by unanimous vote, Mr. Thompson was elected president of the Pennsylvania Assn. of Broadcasters, made up of NAB and non-NAB members in the State. Though this office normally carries a one-year term, the association voted that Mr. Thompson hold the post for the duration.

Browning Speaks for OWI

Sole deliberation of the day was a resolution endorsing the OWI radio plan and providing that, except for the Army and Navy, all requests by Government and private agencies for free radio time be cleared through OWI. Pros and cons of the OWI plan were discussed by Howard Browning, executive director of the OWI regional office, who commended for its fine cooperation. Dr. Leon Levy, president of WCAU, Philadelphia, and radio consultant for OWI, also spoke on the plan and pointed to its success in the Third District, where it was first tried out.

Army and Navy representatives explained the role of radio in certain war activities and expressed appreciation for radio's cooperation.

Avery, Arney for NAB

Presenting the NAB's Retail Promotion Conference Plan, Lewis H. Avery, Director of Broadcast Advertising of the NAB, told how radio can keep local retailers on a sound economic basis. C. E. Arney Jr., secretary-treasurer of the NAB, outlined the agenda of the forthcoming NAB War Conference.

NEベスト NAB DIRECTOR is Roy Thompson, representing the Third District (Pennsylvania, Delaware), Isaac D. Levy, vice-president of Philadelphia's WCAU and retiring director, congratulates Mr. Thompson (left). The new director is manager of WFBG, Altoona, and is also president of the Pennsylvania Assn. of Broadcasters.

REPRESENTATIVES of the 3d NAB District, where Mr. Avery (right), the regional director, and Mr. Thompson, the third chairman, are shown at the meeting attended by forty members.

Radio Fights Fire

QUICK action by the staff of KGNF, North Platte, Neb., recently saved the village of Maxwell, a dozen farm homes, and thousands of tons of hay from destruction by fire. When a raging prairie fire threatened to get out of hand, KGNF broadcast an appeal for volunteer firefighters. In a matter of minutes, more than 600 men reported to police headquarters and were rushed to the scene. Two hours later the blaze was under control.

Garden Book on 75

SIMON & SCHUSTER, New York, whose income tax book campaign used more than 500 stations during the fall and winter, is starting a radio promotion to promote its new Victory Garden Manual. Time is being bought on 75 stations. This number will be rapidly increased to handle outlets in every section of the country. Edwin A. Kraft, of Northwest Radio Adv. Co., Seattle, is handling the account.

WBF Staff Changes

STAFF realignments are under way at WBF, Syracuse, with 17 men in the armed services and others due to leave soon. Effective March 27, Robert G. Soule, vice-president and promotion manager, took charge of programs and promotion. George M. Perkins, program manager, who left the WBF radio department of Gov. Cone & Belding, New York, is succeeded by Ray Gantter, music director. Robert Duble, and Of Johnstown, N. Y., and Robert Mc- Cair, who comes from the Syracuse U. radio workshop, are new announcers, while John Batchelder left the staff to join WRC, Washington, March 26, and Robert De- laney was inducted into the army the same day.

‘tis spring!

and “red” barber’s play-by-play reporting of the action and the antics of the “brooklyn dodgers” on

WHN

becomes the extra-magnitude. making whn programs the greatest

buys in your greatest market, today!

50,000 WATTS

1540 Broadway

New York City

Chicago Office:

360 N. Michigan
New Survey Maps Released by CBS
New Technique Used to Define Affiliates’ Listening Areas

CBS AFFILIATE stations will receive this week from the network new coverage maps, based on the results of approximately 150,000 radio families' and individuals' surveys conducted last year for CBS by the Industrial Surveys Co. of Chicago. Embodying a new technique, which selects the radio families to be surveyed on an equal distribution by residence, covering every county in the country, and by income level, this survey reveals not only the overall but the daily listening habits of the families responding.

Ballots asked that “everyone in your family help you fill in this ballot, so that it will show all the radio stations really listened to in your home” and offered to pay “ten cents to your favorite charity in your name” in exchange for an answer. Out of 185,000 ballots mailed, an 80% response was secured. Listeners were asked first to list the call letters of all stations listened to by any member of the family at any time, with space provided for listing a dozen stations. They were then asked to check the number of nights a week each station is listened to, and the number of days, with the night and day spaces each subdivided so the listener could check "six or seven nights," "one night," "one or two" or "less than one."

AFRA Disc Code Agreement Is Seen

REVISION of the transcription code, the American Federation of Radio Artists along the same lines as the recent revisions of the union’s network commercial and sustaining codes appeared probable last weekend. The two live program agreements, as revised, call for 10 percent increases in minimum scale and for the extension of the contracts for another year, pushing the expiration date ahead to Nov. 1, 1944. They also carry over the same former cost-of-living clause, providing that they may be reopened for discussion of minimum scale increases if the government cost-of-living index rises 10 points or more from its current level.

Socony Expands

TO PROMOTE its new super-fuel "Flying Horsepower," Socony Vacuum Oil Co., New York, is telling the story of its chemical development in spot broadcasts throughout the country as well as on Raymond Gram Swing's news program on the BLUE. Socony has also substantially expanded its advertising this year for its Tavern Household products, using spot announcements on a test basis in various selected markets. Agency is Compton Adv., New York.

Iowa Batteries

(Continued from page 12)

1940, the last date for which official figures are available, only 50.1% of the farms were receiving high-line electric power. In six states, less than 10% of the farms have electric power. The national average in June 1940 was 26.1%. This has been increased some since then, but perhaps not have had the increase down. And, in addition, many of the farms which have been connected to the highlines recently have not had a chance to buy electric appliances. A fair estimate would seem to be something like 50% of the nation's farms are presently dependent upon battery radios.

WMT, which serves a large midwestern rural population, had its attention attracted to the problem by a few letters from farm listeners who had been unable to buy replacement batteries. Farm Director Dick Stockwell and I asked listeners to mail in a survey of the true situation. Hundreds of letters arrived within a few days.

In many instances, the writers said their batteries still contained enough power to permit listening to one market period a day but the neighbors had been without the use of a radio for several weeks. Many asked for a battery which, within a few days, the word of mouth publicity in the rural areas carried the news to those without radio service.

Letters From Dealers

Many more farmers wrote to WMT saying they had heard of the station's efforts on behalf of farm listeners, and outlining their experiences in trying to get batteries. The station received many letters from radio dealers throughout the area, typical one said this: "There is a big shortage of batteries. We have been getting one or two every 10 days. We could sell 200 if we could get them."

ARMY TO CLARIFY CENSOR DIRECTIVE

CLARIFICATION of a War Dept. directive to public relations offices in the field, involving the broad- cast and publication of letters from men overseas and interviews with soldiers returned from combat zones is expected shortly. The War Dept. Bureau of Public Relations last week spent some time in going over the directive, intended to get the Army PRO's to reread all letters from personnel overseas before such letters are broadcast or published. The PRO's also were charged with reviewing scripts involving interviews with men returned from combat zones.

Because of a conflict between the War Dept. orders and the Code of Wartime Practices, both for radio and the press, the Dept. officials were to issue a new directive, it was learned. The Censorship Code leaves the use of letters from overseas to the War Dept., the Code of Wartime Practices to broadcasters, urging them to "measure the contents of such letters in the context of the principles of this Code." The Army directive, under the Code, must be cleared by the Office of Censorship or "appropriate Army or Navy public relations officers."
Of the Six
GEORGE FOSTER PEABODY RADIO AWARDS for 1942

CBS wins 3

Designed to give educational recognition to meritorious public service by broadcasters, the George Foster Peabody Radio Awards conferred by the Henry W. Grady School of Journalism, University of Georgia, now add, for 1942, three more citations to the eight already won by CBS. The grand total is eloquent testimony to Columbia’s continuing determination to serve the public to the maximum of radio’s versatile power.

For the outstanding reporting of the Year 1942:

CHARLES COLLINGWOOD

He is a CBS correspondent in North Africa, with a record of notable “firsts” in the news of that theatre. The “award...goes unanimously to Charles Collingwood of CBS, who, with the tools of inference, indignation and fact, has conveyed to us through the screen of censorship an understanding of the troublesome situation in North Africa.”

For the outstanding entertainment in drama:

“THE MAN BEHIND THE GUN”

First broadcast as a CBS sustaining program, now sponsored by Elgin Watch Co., this “new program...brilliantly written by Ranald R. MacDougall and authentically produced by William Northrup Robinson” wins the award “...for a timeliness, a racy dialogue and a vivid sound effect which intensify our appreciation of what the men in action are up against”.

Outstanding public service by a regional station:

STATION WCHS, Charleston, W. Va.

“...on recommendation of the University of Georgia faculty committee" WCHS receives its citation “...for the program 'The Home Front' - a twice-weekly feature which was created and maintained morale by providing authoritative answers to listener questions dealing with the most perplexing of public problems in a community at war”. The program was wholly originated and conducted by Station WCHS itself.

This is...THE COLUMBIA BROADCASTING SYSTEM
OPENING

TRADE

OF

MISINTERPRETATION of Secretary Morgenthau’s telegram to the industry led last week to several inquiries from broadcasters, according to OWI officials. These questions were classified as (1) Has the Treasury Drive for $13,000,000, starting April 12, been cleared by the OWI? (2) Doesn’t Treasury’s request for additional time result in a breakdown of the OWI Allocation Plan?

To these questions the OWI pointed out that the Treasury’s proposed campaign has been discussed with and approved by the OWI and that it does not constitute a breakdown of the Allocation Plan, inasmuch as on the first day only is Treasury asking for additional time.

During the remainder of the campaign the Treasury will ask only for special announcements on programs already devoted to War Bonds. Although in some instances a broadcaster may be asked to substitute special programs for those already on the air on behalf of Treasury, no requests for extra time will be made after the opening day.

OWI pointed out that the entire campaign, including the opening day’s requests, has been cleared through proper channels as set forth in the Allocation Plan. OWI urged broadcasters to cooperate with the Treasury.

WITH APPROPRIATE CEREMONY, Goldblatt Bros., Chicago department store, becomes the fourth large Chicago department store to use radio, as Nathan Goldblatt (seated), general merchandising manager, signs contract for a series of quarter-hour inspirational programs, one times a week on WGN, Chicago. The program, featuring Harold Sherman, philosopher, and titled Your Key to Happiness, starts April 5. Looking on are (1 to r): William Futterman, Goldblatt sales promotion director; Harold M. Sherman; H. S. Vanderbei, president, Vanderbei & Rubens, Chicago, agency handling the account; J. C. Wilson, Goldblatt general manager; Earl Nelson, account executive, Vanderbei & Rubens; W. A. McGuiness, sales manager; George Harvey, asst. sales manager, WGN.

BALANCED MUSIC RATION

Popularity of Recordings Considered by WLVA

Man in Classification System

STATIONS may get some help in evaluating their transcription services and record purchases from a formula for 15-minute and hour recorded musical programs worked out by Randolph Bean, of the continuity and sales staff of WLVA, Lynchburg, Va., and the Tri-City Stations of Virginia.

Although conceding that any formula is bound to seem academic since music is a matter of taste, Mr. Bean believes his plan aids in general programming. It is the result of his experience on WJOB, Hammond, Ind., where he was program director, 1939-42.

Program Formula

Under this arrangement, all popular music is classed in seven groups. A recorded program consists of balanced selections from each group. Classes are “Big Ten,” the Hit Parade tunes; “Coming Up,” new and gaining popularity; “Going Down,” near misses and past their peak; “Has-Beens,” worn thin; “Never Were,” bulk of all popular music; “Old Favorites,” has-beens after a long rest; “Classics,” Gershwin, Carmichael, Kern, and Berlin can be well represented.

Using these designations, a 15-minute program might include: one Big Ten; two Coming Up; one Going Down or Never Were; one Old Favorite or Classic.

An ideal make-up for a half-hour show, Mr. Bean suggests, might be: four Big Tens; one Going Down; two Never Were; three Classics; six Coming Up; two Has-Beens; two Old Favorites.

Even with the formula, he warns, a good deal of success rests in selecting individual numbers, providing the proper change of pace and so on. However, he declares the plan makes a good starting point in purchasing records for the shows.

‘Truth’ Sells Bonds

FIRST TWO appearances of the Truth or Consequences program, sponsored on NBC by Froster & Gamble Co., Cincinnati, and currently on tour, brought in a total of nearly $1,500,000 in War Bond sales. The tour lasts four months and is expected to bring in more than $20,000,000. Agency is Compton Adv., New York.

Directors Certified

By ASCAP Board

Resolution on Power Transfer To Be Acted on This Week

ASCAP BOARD of directors, at its meeting last Wednesday, received a report of the committee on elections, which certified the election of the following directors: writer members—Fred E. Ahlert, Oscar Hammerstein II, Irving Caesar, A. Walter Kramer; publisher members—Gustave Schirmer, Louis Bernstein, Herman Starr, Saul Bornstein. All were reelected except Walter Kramer, who replaces Oley Speaks.

To Meet March 31

Board also voted to submit to the general membership meeting, March 31, at the Ritz-Carlton, New York, several proposed amendments to the ASCAP articles of association, including the 19-point resolution of Mr. McGimsey, submitted at the recent meeting of ASCAP’s west coast members and approved by that group. The amendments in Mr. McGimsey’s list are largely devoted to transferring power from the directorate to the general membership of the Society, proposing, among other things, that the officers and executive committee members be elected by the membership instead of by the board, and also for the bringing of proposed amendments before the membership without the prior consent of the board. Another of Mr. McGimsey’s proposals would, if adopted, make the president of ASCAP a full-time officer-employee of the Society at a fixed salary.

Universal Elects

IN AN EXPANSION program for post-war activity, James R. Fouch, founder and president of Universal Microphone Co., Inglewood, Calif., in late March was elected chairman of the board. James L. Fouch, vice-president, has been made production manager; Mel L. Sly, secretary-treasurer, elevated to vice-president and treasurer. Durwood (Jack) Allen, accountant, is now secretary.

Steatite Surplus

FACILITIES for production of steatite, tale product used as an insulator in electronic equipment, have been expanded so successfully, WPB said last week, that producers are operating at only 75% of capacity. WPB hopes that equipment manufacturers will switch from inferior plastic insulators adopted during the post-Pearl Harbor bottleneck period.

Page 50 • March 29, 1943
Disc Shows Build Business for Style Shop in Edmonton

‘Persistent-Consistency’ by Retailer Proves Effective

DESPITE the active competition of five major department stores and ten other women's specialty shops which cater to the same market, Morton's Ltd., in Edmonton, Canada, has used radio effectively to become one of the city's leading fashion centers.

"We will continue to put the bulk of our advertising money into time on CJCA," declares Manager Charles Rapp, who also supervises two other Morton's branches in Western Canada. "While radio has sold goods for us with unequalled efficiency and economy in recent years, it never has lost its original virtue that it builds goodwill!"

Morton's Policy

Keynote of Morton's standout success with radio, according to Mr. Rapp, is "persistent-consistency." At the outset he was sufficiently farsighted to use enough radio to establish its usefulness. And even now, despite certain merchandise shortages in this busy supply-center for Alaska and the Yukon, when the firm has almost all the business it can handle—Mr. Rapp still keeps everlastingly at it. "My job now," he asserts, "is to keep the fences mended!"

Since its advent in radio, Morton's account-history reads like a broadcaster's directory. Program titles include: Who's News, Through The Years, If It Had Been You, That Was The Year, The Story Behind the Song, Guess What, Little Women and many others. At present it is using a 26- to 52-week schedule of Calling All Cars which will be supplemented shortly with a talent show.

A practical-minded showman, Mr. Rapp is an ardent believer in the efficiency of transcriptions. Though he recognizes the fact that disc-shows frequently lack local color, he prefers to sacrifice that factor in favor of metropolitan glamour and professional production. And sometimes he has bought programs that had no appeal to him personally, simply on the station's word they would do a job.

Supporting his preference for waxed presentations, Mr. Rapp comments: "People still come into my store and remark about two programs that we used in 1939—The Story Behind the Song and That Was The Year. Those were standout shows and we need more like them."

Morton's has managed to build radio once again dispels the prevalent "pictures-needed" bygone, about the promatability of fashion-merchandise by air. Pointing to a satisfying and impressive business-record, Manager Rapp states: "We've used radio primarily to whet women's desires. Radio has brought them into the store to shop exactly what we wanted them to do!"

La Rosa Spots

V. LA ROSA & SONS, Brooklyn, in addition to participation on several women's programs in the East for macaroni, is using Italian programs and announcements on five stations in the region. Outlets are: WOJ WPEN WEAN WICC WMEX. Commercial Radio Service handles Italian advertising while N. H. Hackett Inc., is agency for English-speaking listeners.

NIAA Regional Meets

ONE-DAY regional meetings in key cities will replace the 1943 conference of the National Industrial Advertisers Assn., national headquarters in Chicago announced last week after tabulating the results of a mail vote. A regional session will be held in Philadelphia April 8 and another in New York May 7. Other dates and cities will be announced shortly.

Applications

F. N. L. R. REAGAN, announcer of KFWD, Hollywood, has been signed for a role in the Columbia film, "Right Guy!"
SEND FOR THIS BOOK TODAY!

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

Here's a survey conducted by Dr. T. L. White, Univ. of Wisconsin, covering 9,218 Iowa families in all 99 counties, 6th in a series of annual studies of the Iowa radio audience. New facts and figures revealed on this billion-dollar market! Tells virtually everything about Iowa listeners. Every executive needs it. Write for your free copy. But hurry!
Address Dept. RS, CENTRAL BROADCASTING CO. Des Moines, Iowa

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

In cities . . . villages . . . farms . . . for miles and miles around. Our messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM
WCAR
PONTIAC, MICHIGAN
or the Foreman Co. a Chicago a New York

Influencing Sales
FAR Beyond Pontiac

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

WIBB The Voice of Kansas in TOPEKA

Page 52 • March 29, 1943

BROADCASTING • Broadcast Advertising

WGST License Extended for 90 Days
As FCC Demands Management Change

LICENSE of WGST, Atlanta, CBS outlet licensed to Georgia School of Technology, Atlanta, has been extended temporarily for 90 days by the FCC, which on March 23 adopted proposed findings of fact and conclusion, which included the provision that the Commission will consider the issuance of a renewal of license on condition the Commission is “given assurance that the station will in fact assume and discharge the full responsibilities of a license.”

The action constitutes an ultimate that the management agreeement with Southern Broadcasting Stations Inc., headed by Sam Pickard, former member of the Radio Commission and onetime vice-president of CBS, and Clarence Calhoun, Atlanta Attorney, be so altered as to eliminate entirely any purchase option by Mr. Pickard and Mr. Calhoun in the management of the station. It is understood that negotiations are now underway by Georgia School of Technology for acquisition of WGST’s facilities from Southern Broadcasting Stations.

Contracted to 1950

The Pickard-Calhoun interests have, according to the FCC view, contracted the actual operation of WGST since 1930, when the present agreement was signed, the contract being dated to Jan. 6, 1950. The Commission’s proposed findings and conclusions indicate that the assumption of managerial duties and responsibilities by Southern Broadcasting Stations “to the almost complete exclusion of the station licensees” is due in some measure to “misunderstanding and lack of knowledge rather than to bad faith on the part of the licensees.”

The inquiry into the management contract of WGST began in 1940 in connection with a regular application for renewal, and was pursuant to the Commission’s policy of ascertaining whether any action is being taken within the meaning of the Communications Act, had been transferred. Hearings were complicated by a controversy over who should represent the station, and Gov. Talmadge, who appointed State Attorney Ellis Gibbs Arnall as special attorney for the hearings, said that the contract was not authorized by official action. Further complicating the case was an offer by Arthur Lucas and William W. Jenkins, Georgia chain station operators, to take over operation of the station, allegedly in competition to Southern Broadcasting Stations.

Charges that the hearings had become embroiled in Georgia’s hectic political situation were made. Other postponements were necessitated by the illness of Mr. Lucas.

WGST is ordered to file within 60 days a further application for renewal of license “setting forth the plan of the station for the acquisition of the necessary facilities and equipment, and the plan of business management, representation, and control of the future operations, together with a list of all persons to participate therein.”

In submitting its conclusions, the Commission stated that while the license of WGST cannot be renewed under present circumstances, no useful purpose would be served by refusing renewal under any conditions whatsoever, and further, that continuation of the station’s program service under proper management is in the public interest.

Bourjois Returns

BOURJOIS Inc., New York, which has not used network radio since the 1936-37 season, when it sponsored Evening in Paris on NBC, will return to the air April 18 when it starts a musical variety program for Evening in France. The sponsor will advertise in 119 BLUE stations. Program, heard Sundays, 6:05-7:00 p.m., will feature Jean-Armelle as m.c., David Broekman’s Orchestra, and a male vocalist. Gordon Aunchieless of Footo, Cone & Belding, New York agency, will produce and direct the series, purpose of which will be to stress the Government plea to women to conserve cosmetics.

Williams on Blue

J. B. WILLIAMS Co., Glastonbury, Conn., which two weeks ago was considering several mystery programs for a series on five New England regional networks, has selected The Adventures of Nero Wolfe, starting April 7. Taken from the mysteries of the same name, by Rex Stout, the series will be heard Wednesdays, 7:30-8 p.m. on WTIC, WLBT, WCHS and WABC. The remaining two stations on the program via playback Saturday evenings at 6:30. Producer will be Himan Brown, and the program will be distributed by Williams shaving cream. Agency is J. Walter Thompson Co., New York.

NBC’s VETERAN newscaster, H. V. Kaltenborn, is getting around some more. He has interviews President Manuel Avila Camacho (right) accompanied by Edward V. Morgan, center, Mexico City U. P. Head, Kaltenborn flown from Radio City to African and Central American points.

139 STATIONS LOSE MONEY DURING 1942

INCOMPLETE reports on 1942 station operators, offered by FCC Chairman James Lawrence Fly last Monday, showed that 222 outlets, 139 lost money last year. The preliminary report said that 42 stations showed profits above $2,000, while another 105 made profits of less than $2,500.

Mr. Fly said that 180 stations had not yet reported, but the delay was not surprising in view of the shortage of accountants.

The FCC Accounting Dept. will break down the figures in a later report, Mr. Fly said. Meanwhile, that department sent a letter last week to stir delinquent stations into filing their reports.

New Pepsi-Cola Spots

Aimed at Night Audience

EXTENDING its radio advertising in the New York area to reach the all-night market, Pepsi-Cola Co., Long Island City, on March 29 will launch a campaign on WJZ on the all-night, all-music program of WOR. The famous Pepsi-Cola jingle—"Pepsi-Cola Hits the Spot!"—will be heard 10 hours a day and the half hour on alternate nights. Heard nightly from 1-7 a.m. the program specializes in musical jingles, all station breaks, time signals and commercials being in that form, as prepared by Kent and Johnson.

Pepsi-Cola, which already has its jingles on 12 New York stations, is also understood to be negotiating contracts on the all-night programs of WNEW and WOR—Milkman’s Matinee and Moonlight Saving Time, respectively, although this could not be confirmed by Newell-Emmett Co, New York, agency in charge.

AFM Rejects Plan

AMERICAN Federation of Musicians has rejected a plan which would have provided the union’s members with an income of more than $1,500,000 from the recording companies, Paul H. Trinka, president of Musicraft Corp., which made the offer to James C. Petrillo, AFM president, stated last Friday, following receipt of a message from Mr. Petrillo that his proposal had been turned down.
Service to Europe Increased By OWI

Brophy Steps Up Psychologic Warfare to 110 Weekly

IN COOPERATION with the British Broadcasting Corp., the office of War Information yesterday (March 28) began an intensive campaign in OWI's Worldwide Broadcasting designed virtually to blanket Continental Europe.

Murray Brophy, Chief of the OWI Bureau of Communications Facilities, returned to Washington last week after conferences with BBC officials abroad and announced the net setup.

Herebefore the OWI has beamed 62 quarter-hour programs a week to various European countries, using BBC medium-wave facilities. Effective this week, however, that number increases to 110 per week.

Programs, mostly news, are being broadcast in the four major languages, English, German, Italian and French, and several other lesser spoken languages. Mr. Brophy brought back word that the OWI and our British Allies are doing a splendid job of psychological warfare.

With the double American output, coupled with the British programs, a 24-hour daily broadcast service will be beamed on the Axis nations and all occupied countries.

Reports reaching London indicate that the United Nations radio messages are reaching into every country on standard, medium and short-wave bands.

The expanded program has been made possible by additional facilities, some of which have been provided by the U. S.

All programs in the new 110-weekly schedule will be prepared by the OWI in New York and handled through BBC by relayed broadcast. Possibilities of jamming on large scale by Axis nations have been held at a minimum due to the sharing of all BBC facilities, it was explained.

Robert Sherwood, chief of the OWI Overseas Branch, with whom Mr. Brophy went overseas, will remain abroad temporarily.

WNBC, NEW YORK's municipal station, last week began operating WSNY, FM outlet, for a period of trial broadcasts. Station is on the air daily from 2:00 p.m. and 7:30 p.m.

CARPENTER IS MADE

WPTF SALES CHIEF

Ollie Carpenter, member of the staff of WPTF, Raleigh, since 1934 and for the last two years assistant sales manager, has succeeded John H. Floyd as sales manager, according to an

Mr. Field

Mr. Carpenter

nouncement by Richard H. Mason, publisher.

Mr. Carpenter is a veteran of World War I, attended the U. of North Carolina and prior to joining WPTF was associated with the Wachovia Bank & Trust Co. of Raleigh. Mr. Field leaves to become a member of the WABC, New York, sales staff.

Davis Statement

(Continued from page 58)

how OWI worked with industry, OWI that a letter from Senator Taft (R-O.) explaining his attack on the organization "was possibly begged down in the morass of mail in Washington." [BROADCASTING, March 29.

Painstakingly, Mr. Davis explained how OWI worked with radio through the Domestic Radio Bureau. Beginning over a year ago, he explained, working advisory committees from the industry were established to guide and aid this work.

Fact Sheets

These include: Station Advisory Committee of representatives from the NAB, National Independent Broadcasters, Clear Channel Broadcasters and others; Network Advisory Committee (program managers of the four networks); Regional Consultants Committee (leading station owners in all sections of the country); Advertising Council Radio Committees in New York, Chicago, Hollywood; Talent Committee of top network radio artists.

Mr. Davis minimized the actual amount of production done by the Government. He pointed to the "Fact Sheets" and background material furnished regularly to writers and producers and commercial and sustaining programs to be used by them as they pleased.

Then he said: "The only production and writing on the part of OWI, Mr. Davis explained, was on one 15-minute program on NBC; one 30-minute program on Mutual; a 15-minute recorded series produced principally at the request of local stations which do not have dramatic production facilities and cannot be serviced by network facilities; and 16 one-minute spot announcements a week for use by stations." These, he said, used six writers.

“OWI has private agencies of opinion to thank not only for their cooperation in getting out the facts, but also in the generous way in which they have permitted us to draw on them for top flight personnel," Mr. Davis said. Mentioning Rep. O’Neill’s remark that "a reputable writer in OWI is as scarce as an eskimo in Tunisia", Mr. Davis remarked that the role of employes speaks for itself. “The Domestic Branch is staffed by many key figures from radio, newspapers, magazines, and advertising, many of whom have left their private posts to join OWI at considerable personal sacrifice," he declared.

In addition to the machinery through which radio and OWI cooperate, Mr. Davis outlined the work of the Advertising, Newspaper, Magazine, Motion Picture and Pamphlet units. He estimated that advertisers would contribute $100,000,000 in space for information projects, and that food advertisers would give $16,000,000 worth of space alone.

News Clearance

Among the advertising organizations working with OWI, Mr. Davis listed the Advertising Council of America and its affiliates: the Advertising Federation of America, the American Assn. of Advertising Agencies; American Newspaper Publishers’ Assn.; Assn. of National Advertisers; and many other specialized groups.

AUAHILLAU LA HAY, amusement and radio editor of the Chicago Sun and before that at WOKY, Cincinnati, on March 22 was married to John Wildberg, producer of Forty Jazz and Cry Haven. They will reside in New York.

UNC AC Sells

HOWARD PETRIE

to

New Camel Program

THURSDAYS

NBC—10:00 to 10:30 P.M. EWT

NCAC

March 29, 1943 • Page 53

BROADCASTING • Broadcast Advertising


Mystic Foam Co., Los Angeles (rug and upholstery cleaner), to Glazier-Galley & Co., that duty. Now using twice-weekly participation in Polly Field's Kitchen Kitchen and Norma Young’s Happy Homes on KFJ. Other radio planned.

Carbona Products Co., New York, to A. Winchburgh Co., N. Y.

Sales Affiliates Inc., New York (direct permanent waves), to Neal Reed Andrews Adv., N. Y.


Tomlinson of High Point Inc., High Point, N. C., to Hartwell Ayers Adv., N. Y.


Borg-Warner Corp., Chicago (Norwegian refrigerators) to J. Walter Thompson Co., Chicago, for central division. Media plans not set.

Simon Shoe Co., New York (Simmo shoes), to Reis Adv., N. Y. Radio and newspapers to be used.

81.2% TO 96.8% WRLB

COLUMBUS, GA.

A TALE OF ONE CITY

From a Tale of 412 Cities by NBC shows

91% Day time

91% Night time

71% radio families and

91% listen mot to

KIDO-BOISE, IDA.

This Coverage brings

RESULTS LIKE THESE:

1464 diams & tops for flower week.

7 programs

1003 women enrolled in seven schools.

15 announcements

2385 orders for

ASK A

JOHN BLAIR MAN
Radio Headaches in the Army, Too

But Air Shows Get Results, Soldiers Discover

THIS is the story of two sergeants, both former professionals in radio, and both assigned to public relations work in the Army.

One has done an outstanding job of selling the Army Air Forces to the public and has seen radio do a foremost job for the Army. The other has done an exemplary job, too, but has experienced more headaches.

In 1941 Will Douglas—his full name is Will Douglas Dougherty—was announcing on WKBN, Youngstown, O., when his number came up. Assigned to the San Antonio Air Depot, Duncan Field, Tex., Dougherty was detailed to the public relations office to handle radio.

When Duncan Field needed 10,000 civilian workers in December 1941, Will Douglas, the radio man, went to work. He whipped together a five-piece soldier orchestra (in civilian life he had been a band leader) and added a high school girl singer. Then he went to KABC and with station officials worked out a program format on the theme “Do you want a paying job in Uncle Sam’s Air Corps?”

In eight weeks 14,000 persons had applied for jobs and after the tenth weekly broadcast the commanding officer, Col. Delmar H. Dunton (now Brig. Gen.), asked that the program be discontinued. Another program was built for KTSA and still another for KMAC. Last August, Duncan Field set out to recruit 100,000 skilled technicians and specialists. The Field was given the responsibility of obtaining personnel for all the sub-depots under its control. A talk with WOAI officials resulted in a 10-week program series, in which true Army incidents with a direct bearing on the war were dramatized. Added to the dramaties was the 17-piece Duncan Field orchestra, a product of the public relations office.

**Stations Cooperate**

Military rules forbid disclosure of the results but, according to Duncan Field officials, “it is safe to say men applied for enlistment from as far away as Louisiana and Arizona, and we know it was because they listened to WOAI and Duncan Field’s Wings of Victory.”

So pleased was the commanding officer, Col. Paul C. Wilkins, with the cooperation of San Antonio stations, that he gave an informal dinner for station owners, managers and program directors.

Duncan Field also has a program on KONO, making complete cooperation with all five San Antonio stations.

“Certainly San Antonio stations have been unselsh in their donations of time,” said Sgt. Dougherty. “Without the patriotic spirit of the broadcasters, Duncan Field would not have been able to overcome its growing pains so quickly and take such a vigorous stride on the road to victory.”

Lt. Paul L. Speegle recently was named Public Relations Officer and under his supervision the Field will continue its radio activities.

It’s a different little story that Sgt. Nat Berlin, former scriptwriter, has to tell about his work at Turner Field, Albany, Ga. Some of his normal headaches followed him into the Army.

“It started when I was a private, just three weeks after I was inducted,” said Sgt. Berlin. “They called me in to see if I could produce a weekly half-hour variety show, Army orchestra, soldier talent and such.”

Between K.P., policing his barracks and daily drill Pvt. Berlin managed to write a script, arrange a music-sheet and throw a show together. His first venture was . . . but let the sergeant explain it:

“We had one lad singing ‘Night and Day,’ accompanied by a piano. The piano was at one edge of the stage and he was at the other. We had two miles, one to put us on the air and the other for the public address system.

“Then our singer stepped forward and grabbed one mike with his left hand and the other with his right . . . well, it happened! The miles were loaded with electricity and our tenor, now in the middle of the verse, suddenly found a couple of hundred volts playing tag—and he was it.”

The singer finally let loose and stepped back, but by that time he was singing the chorus while the pianist played the verse. They finally got together in a smashing climax.

“I thought things would change if they made me a corporal,” commented Soldier-Impresario Berlin, “and they made me a corporal.” But things didn’t change a great deal. A girl civilian worker at the Field was making her debut as a songbird on Corp. Berlin’s program. Her first number was over big, but the ovation upset her and when she got midway in the second song, she stopped, in frightened voice said, “I can’t go on,” and hastily left the stage.

“I made a heroic effort to save the situation by dashing on stage applauding like mad,” Berlin recalled. “Maybe it would have been more effective if someone else had joined me.”

Then they made him a sergeant and Berlin was happy. Now he could produce radio programs without headaches. A broadcast was set for a town 25 miles away. There was a delay in leaving camp. The orchestra and talent arrived just before midnight time to find that the studio was a 10 x 15-foot office with two desks, several chairs and a bookcase.

While the orchestra members were still in their rooms, the Sgt. Berlin put on a male quartet. When the orchestra failed to arrive, the sergeant ad-libbed a plug for recruits. One by one the orchestra men filed in, some sitting on desks and others standing around. Then they were ready and . . . again quoting the sergeant:

“It was bedlam. While the orchestra played I found what the quartet was going to sing and vice versa. And in between I gave recruiting talks.

“Only one part of the entire program was planned—the closing number. The orchestra was to play the Air Corps song and I’d sign off. The clock on the wall indicated three minutes to go and with the quartet in the middle of a song, everything looked swell. We’d just make it.

“Then someone barged into the studio and bellowed: ‘Hey sarge, you’re off the air.’ The clock was three minutes slow!”

Looking back on his production headaches Sgt. Berlin, the scriptwriter who became producer, announcer and all-around radio man in the Army, commented dryly:

“Maybe if they make me a staff sergeant things will be different!”

**Set Ceilings**

FINDING that radio distributors, dealers and brokers were assembling sets from chassis and cabinets, OPA last week said that a maximum price schedule would be prepared to control the operation. Regular manufacturers, practically removed from production of such sets, will be exempt from the new order.

“St. Louis is Sold”

says V. E. Carmichael of KWK

Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.
CBS Full-Network Discounts Exceed $2,250,000 Annually

ADVERTISERS' acceptance of the CBS full-network plan has so far surpassed the network's expectations, with additional discounts to advertisers running at the rate of about $1,250,000 a year, that the network has called on the supplemental affiliates, chief beneficiaries of the plan, to accept a lower rate than specified in their contracts for this type of business. Subject was broached to 46 CBS stations in a letter written by Herbert V. Ackerman, vice-president in charge of station relations, late in February.

Since that time the matter has been discussed with the individual station operators in person, by phone and by mail, and while no broadcaster is happy about taking a cut, the majority have expressed an understanding of the network's position and a willingness to accept the new terms, which will average about a 25% decrease in station revenue from the full-network business, according to CBS.

Additional Discounts

Pointing out that when the plan was announced last June, CBS "hoped approximately eight converted hours of our business would go full network and it was on that basis that our financial calculations were made," Mr. Ackerman explained that for the week ended Jan. 30 CBS had 13 converted hours of full-network business, with full-network discounts to advertisers of more than $45,000 a week, or in excess of $2,250,000 a year. Allowing for the 5% lower weekly discounts, this represents about $1,250,000 additional discounts annually, his letter states.

As an example of what has happened, the letter cites the Texaco program, which by using full-network increased CBS net sales by $450 and its payments to stations by $650, with the network gaining a loss of $156 a week on the transaction. Some accounts which went full network "actually involved a decrease in net sales", with the result that "our total losses on accounts which have gone full network greatly exceeded our total gains," the letter stated.

To continue the plan's benefits "to radio as a nationwide medium which meets the stations with the profit greatly by it" but to make its cost to CBS less prohibitive, Mr. Ackerman proposed that network business on each station be divided into two classes: First, partial-network business, including busi-
ness which the station had as part of a partial network before it expanded to a full network, for which CBS will pay full contract rates. Second: full-network business pure and simple, for which CBS proposes to stabilize payments at the 13-hour level, total amount of this type of business currently carried, with additional full-network business paid for at this rate.

If, for example, a station's contract called for CBS call for five hours, the next five hours at $30, the next five hours at $40 and the next five at $50, and the station was carrying three hours of partial-network business, the next 13 hours of full-network business would include two free hours, five hours at $30 ($150), five hours at $40 ($200), and one hour at $50, totaling $400 and averaging $30.77 an hour for full-network business, which rate would be paid for all future full-network business.

Although NBC's full-network discount plan, much like that of CBS and also put into effect last summer, has also been enthusiastically received by NBC clients, with a resulting increase in revenue to the affiliate stations and cost to the network, NBC dispatches any immediate intentions of revising its methods of payments to affiliates for this new business. All network future plans are, however, necessarily dependent on the decision of the Supreme Court on the legality of the FCC's network regulations, which is expected to be handed down at the next session of the court April 5.

BIRTHDAY PRESENT in the form of a new contract for a year was presented to Tommy Masterson (center) the Kid Reporter of KTSA, San Antonio, when he rounded out 12 full years of life. Clearing house throughout South Texas for children's activities, the Kid Reporter is sponsored by Handy-Andy Stores, San Antonio grocery chain. Signing the birthday present contract is Phil Bate, advertising manager of Handy-Andy Stores, while Rex Frees, account executive, offers congratulations. Tommy is the son of T. W. Masterson of the KTSA commercial department.

Easter Service

FIVE LANGUAGES will be used to broadcast the one-hour sunrise service from Central Park's mall in New York City Easter morning under auspices of the Churches of God of Greater New York. The Navy has instructed vessels over the world to play back the service from transcription. OWI will pick up the hour from the originating station, WMCA, New York, for world wide use.

HOW TO GET THE MOST OUT OF YOUR RADIO DOLLAR IN CENTRAL NEW YORK

Pick the one Syracuse Station in four that consistently shows more audience than the other three stations combined. Does it six times a day—day-in and day-out. Pick . . .

NCAC Sells GARRY MOORE to New Camel Program

THURSDAYS

NBC—10:00 to 10:30 P.M. EWT

Mackey Hearing Set

CONSOLIDATED hearing on application of Mackey Radio for the Algiers radiotelegraph circuit and protests filed by Press Wireless and RCA Communications has been docketed by the FCC for April 19. Special temporary authority to operate the Algiers circuit for three months, granted Mackey Radio Feb. 19, continues operative subject to the disposition of the proceeding. Mackey began operations March 2, providing broadcast program channels.

Anti-Gremlin

WARWORKERS have been waging a campaign against the demons of headache, Wanderlust and allergies since Feb. 16 when KIRO, Seattle, started an anti-gremlin series on its early morning "Time Klock Klub." Against a background of strange sound effects, listeners meet the growing Gremlin family at work. "Quit-quit" tells workers how much they need a rest. "Hammer-noggin" induces headache by a blow on a warworker's head. "Workono" keeps women out of industry. Response to the series has been so good that KIRO plans further steps to expose these malicious little creatures as the flies in the ointment of war production.

BROADCASTING • Broadcast Advertising

March 29, 1943 • Page 55
Decisions...

MARCH 30
WALR, Albany, Ga.—Granted motion foradjournment hearing applications renew li-
cense CP; approved May 1, 1943.
WJTV, Jacksonville, Fla.—Pending.
WATM, Tallahassee, Fla.—Pending.
WKBZ, Muskogee, Okla.—Motion for adjournment
hearings on applications propos-
ed to expire May 1, 1943.

MARCH 31
KFKC, Kansas City, Mo.—Pending.
WFBM, Burlington, Iowa.—Hit price in full.

Applications...

MARCH 30
WNAC, Boston.—Mod. CP, authorizing increase in-
crease power, change equipment, etc., to
move transmitter 1 mile toward Quincy, and
license, extend commencement, completion
dates 60 and 120 days respectively.
WXFM, Indianapolis.—Apply.

MARCH 31
WJW, Cleveland.—Mod. CP, authorizing
change frequency, increase power, new
transmitter, etc., to change proposed loca-
tion of transmitter to north side of N.
Royalton Rd., Cuyahoga County, O., ex-
tend commencement, completion
dates 60 and 120 days respectively.
WLAT, Macon, Ga.—License cov-
er CP new transmitter.

Scholl in Canada

SCHOOL Mfg. Co., Toronto (foot-
appliances), starts about April 1
in a dramatized transcribed spot
nouncement campaign on 11
Canadian stations three to five times
per week. Campaign is placed by F.
Hayhurst Co., Toronto.

RITA HARRITION, secretary to Wil-
liam S. Hedges, NBC Vice-President
in charge of the branch offices of
stations placed on the coast by
H. Hayhurst Co., Toronto.

TEN TOP TUNES

The top ten tunes from the stand-
point of network audience coverage
(114 AAF stations) ended March,
according to the copyrighted Audi-
ence Coverage index survey of the
Broadcasting Panel, Radio City, New
York, are as follows:

1. I've Heard That Song Before
2. They Can't Take That Old Black Magic
3. Andy Loves Nettie
4. To Come Home
5. As Time Goes By
6. Can't Be Wrong No More Today
7. I Just Kissed Your Picture Goodnight
8. Please Think of Me
9. If You Say the Word
10. All Time Eastern Wartime Favorites

For Rates: Apply Station Director
CHNS—Lord Nelson Hotel
15 Halifax, Nova Scotia
or Joe Weed, New York City

New Homes to Fami11, 711
built in Tri-Cities, Inc. to Nov. 1942.
Help Wanted

Transmitter Engineer—State experience and salary desired in first letter. This opening is permanent. Must have knowledge of RCA or Equivalent equipment, RF and G.T. panels. WHEE, PORTSMOUTH, N. H.

Announcer—No experience necessary. Give personal details, draft status, age, etc. Box 466, BROADCASTING.

Announcer—Permanent position for draft exempt man who can handle commercials, turntables, sales, etc. $42 for 43 1/2 hour week to start. Future increases. Write full details, references, and whether transcription available to.

Announcer—Permanent position for draft deferred man or for experienced woman. Must be able to handle news and commercials. Write full details, references, and whether transcription available to.

First, Second, or Third Class Operator—No experience necessary. Give personal details. Apply Box 468, BROADCASTING.

Combination—Good commercial announcer and studio technician for remote station. State experience and draft status. Box 464, BROADCASTING.

Excellent Positions Open—For first, second and third class engineers; production men; junior and senior announcers; news editors; station executives; time salesmen; radio telephone and telegraph operators. Wilson Employment Service, Inc., Union Commerce Building, Cleveland, Ohio.

Experienced Announcer Wanted—Preferably sports experience, but not necessary. Write or wire draft status, age, experience, salary expected etc. Box 466, BROADCASTING.

Announcer-Engineer—For midwest 5 KW station, must hold 2nd class license or higher. In reply state education, experience, expected salary, and enclose photograph. Box 455, BROADCASTING.


Radio Time Salesman—Young, energetic, experienced for NBC station. Good salary. KWRE, Hutchison, Kansas.

Opportunities—For two dependable radio men, sell and announce . . . salary and commission, Mutual station. Armory Camp town, talk to Manager, WJZM, Carlisle, Tenn.

Salesman—With proven record. Salary plus commission. Go-getter can accept better than $6,000 yearly. Give complete details in writing including advertising experience to.

Anouncer—By a midwest station. This is a permanent position with a real future. Salary open. Please give available or salary requirements. Box 468, BROADCASTING.

Situations Wanted

Top-notch Wartime Washington Announcer Wants to leave this turbulent town. 8 years’ experience. Good newscaster. Knows production, 4-F draft. Tulia, Texas. Box 461, BROADCASTING.

Situations Wanted (Cont’d)

Announcer—For General Manager or Small Station. Five years’ top salesman in two network stations. Broad knowledge of all departments. Effected draft classification. Now employed, excellent reasons for wanting change. Box 453, BROADCASTING.

SALES MANAGER—Or General Manager for Small Station. Five years’ top salesman in two network stations. Broad knowledge of all departments. Effected draft classification. Now employed, excellent reasons for wanting change. Box 453, BROADCASTING.


First Phone, Second Telegraph—Some experience. Employed now. Want to change. Give wants experience, salary, location conditions. Address Box 448, BROADCASTING.

Announcer—Graduate of Radio Announcing School. Qualified for all types of programs. Willing to go anywhere. 4-F in draft. Telephone Brandywine 6162. Box 447, BROADCASTING.

ANNOUNCER-NEWSCASTER—4-F. Now employed by regional affiliate. East preferred. Box 451, BROADCASTING.

Continuity Writer—Can handle comedy, dramatic and straight commercial copy. Outstanding background. Box 467, BROADCASTING.

Programmer-Producer—Draft deferred. Seven years experience. Excellent references, desires change. Permanent job considers. Box 425, BROADCASTING.

PROGRAM DIRECTOR—Capable, good references. 4-F, age 34. Now employed, but available for better opportunity. Box 444, BROADCASTING.

ANNOUNCER—With all-around experience. Can write, produce and build programs with powerful sales appeal. Now employed, but available for better opportunity. Good references, 50 and 4-F. Write Box 445, BROADCASTING.

Commercial Manager—20 years advertising sales experience. Fully conversant with typical local and national programs. Experienced manager, advertising sales staff. Now employed large station. Will handle department good solid organization on permanent basis. Just over draft age. Box 446, BROADCASTING.

ANNOUNCER-NEWSCASTER—Available immediately. Four years’ experience. 4-F status. Wire Box 458, BROADCASTING.


Commercial—And/or station manager available. Twelve year’s radio, experienced, regional and local organizations, married, exempt. Prefer station in east, references. Box 468, BROADCASTING.

Sales Manager—4-F available at once. 18 years’ advertising experience. Salary $100,000 per year and commission. Box 469, BROADCASTING.

EXPERIENCED RADIO MAN—Seeks position with large station and future. Special newscast experience. HONEST, SOBER, DEPENDABLE. Trained voice, good diction and annuncia- tion. Single, 4-F, unhandicapped. Have had only one connection, still there. Learned from the ground up. Want wider field for development and advancement. Well connected, good personal- ity best references. Transcription, phone. Reply complete background on request. Box 460, BROADCASTING.

Ambitious Young Announcer—Some experience, can operate transcribers. Transcription on request Mike Shore, 2744 Gladstone, Detroit, Michigan.

Situations Wanted (Cont’d)

Program Director—1st class license, good announcer. Box 459, BROADCASTING.

Traffic, Promotion Manager—Came experi- enced promotion director wants position offering advancement in promotion or traffic. Knows music, controls. 4-F. Box 449, BROADCASTING.


General Announcer—Expert play by play baseball, other sports. Two years’ experi- ence. Write or wire KCX, Kansas City, Missouri.

Wanted to Buy

Radio Station—Full or half ownership in city of 100,000 or more located east of the Alleghanies. Station must have national network affiliation and good earnings record for past five years. Replies must give full detailed information. Box 446, BROADCASTING.

BROADCAST STATION—Reliable and financially qualified party. Give full particulars. Box 450, BROADCASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA types or similar with pickup. Station KLO Ogden, Utah.

Reliable party interested—In 250 or 500 watt station in eastern or northern U. S. Full particulars will be confidential. Include in first letter to Box 450, BROADCASTING.

Responsibly party interested in buying ra- dio station—Send full particulars. Box 442, BROADCASTING.

For Sale

Five brand new No. 838 100 watt Trans- mitters only $100 each. Will carry any- Where. Write or wire WKNY Kingston, New York.

Classified

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for each line. Four word minimum. Three week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Situations Wanted (Cont’d)

Program Director—1st class license, good announcer. Box 459, BROADCASTING.

Traffic, Promotion Manager—Young experi- enced promotion director wants position offering advancement in promotion or traffic. Knows music, controls. 4-F. Box 449, BROADCASTING.


General Announcer—Expert play by play baseball, other sports. Two years’ experi- ence. Write or wire KCX, Kansas City, Missouri.

Wanted to Buy

Radio Station—Full or half ownership in city of 100,000 or more located east of the Alleghanies. Station must have national network affiliation and good earnings record for past five years. Replies must give full detailed information. Box 446, BROADCASTING.

BROADCAST STATION—Reliable and financially qualified party. Give full particulars. Box 450, BROADCASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA types or similar with pickup. Station KLO Ogden, Utah.

Reliable party interested—In 250 or 500 watt station in eastern or northern U. S. Full particulars will be confidential. Include in first letter to Box 450, BROADCASTING.

Responsibly party interested in buying ra- dio station—Send full particulars. Box 442, BROADCASTING.

For Sale

Five brand new No. 838 100 watt Trans- mitters only $100 each. Will carry any- Where. Write or wire WKNY Kingston, New York.

Professional Directory

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

National Press Bldg. Wash., D. C.

PAUL F. GODOLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

GEORGE C. DAVIS
Consulting Radio Engineer
Muzzy Bldg. District 8456
Washington, D. C.

Frequency Measuring Service

EXACT MEASUREMENTS ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Muzzy Bldg. • Republic 2347

March 29, 1943 • Page 57
FCC Questionnaires Up for Review

Relief From Forms Seen
As Budget Bureau Begins Inquiry

RELIEF from the FCC's annual barrage of questionnaires and forms tapping innermost phases of operation — personnel, finances and programs — is foreseen with the initiation of studies by the Bureau of the Budget, looking toward elimination of unnecessary and unauthorized surveys, whatever their nature.

Last week, it was learned, the Budget Bureau's Division of Statistical Standards launched its inquiry into the FCC's paper work, pursuant to new regulations geared toward elimination of duplication and of unnecessary or unauthorized forms and questionnaires.

In the case of the FCC, some 36 forms are set up for review. The work is being conducted under the direction of Stuart A. Rice, assistant director of the Bureau in charge of the Division of Statistical Standards. David E. Cohn, of the Bureau, has been holding conferences with the FCC and with industry representatives regarding the undertaking.

Licenses to Payroll

Included in the FCC forms under scrutiny are those dealing with applications for licenses, license renewals, annual financial statistics, modifications of construction permits, employment data, program analyses, and in fact, every form used for broadcast purposes. It may also have a bearing on the Commission's method of personal interview investigations of stations too, because Budget Bureau approval is required of stock questions asked of more than 10 persons.

Many stations in the past have reported the necessity of hiring additional people to fill out particular FCC forms.

Only those forms authorized by the Budget Bureau and which have a specific approval number need be recognized by stations, the Bureau pointed out. Each form now in existence has an expiration number. Businessmen generally, along with broadcasters, are urged by the Budget Bureau, which is in the Executive Office of the President, to be cautious about Federal questionnaires that do not have its approval. When in doubt, it urges, the Bureau should be contacted prior to response.

Pursuant to Congressional authorization at the last session, the Budget Bureau undertook the reduction of paper work to a minimum and is giving its approval only to statistical tasks that contribute toward winning the war or for which there is other imperative need.

Thus, when you are in doubt about the validity of a form that has no Budget Bureau approval, make inquiry about it before you answer it," the Bureau advises.

It was pointed out that individual stations may be reluctant to complain about FCC forms, because of possible repercussions and because they are licensed. Budget Bureau officials said that such comments or complaints as are made to the Budget Bureau are kept confidential and are used only in the effort to comply with the law and to relieve industry of the onerous burden of excessive paper work.

Reluctant to Complain

On Aug. 31, 1942, the Budget Bureau issued new regulations to all Government agencies providing for a review of all new questionnaires and report forms, and a post-audit of all existing report forms. All report forms approved by the Budget Bureau were given "approval numbers," many accompanied by expiration dates.

Last Dec. 24, President Roosevelt signed the Federal Report Act of 1942, sponsored by the Senate Committee on Small Business. This new law implemented the Bureau's authority to control and coordinate Federal statistical activities. On Jan. 1, the approval numbering system of the Budget Bureau became effective. Questionnaires and report forms issued by the Federal agencies subject to the Bureau's jurisdiction "must have such approval numbers to be valid," it was stated. "Businessmen need not comply with requests for statistical information where the report forms are without such sign of approval."

These three steps, taken together, the Bureau points out, mean that important services to business and industry in controlling and limiting the number of questionnaire forms issued by Federal agencies will be rendered. The success of the Bureau's efforts, however, it was pointed out, will depend to some extent on cooperation of businessmen who report to it unauthorized questionnaires not having Budget Bureau approval numbers.

"To the Wastebasket"

There are four classes of questionnaires that will not have Budget Bureau approval numbers, it was stated. These are (1) report forms issued by exempt agencies, principally bureaus of the Treasury Department; (2) forms that have been approved, but of which supplies were printed prior to the institution of the system; (3) report forms that are sent to less than 10 respondents; (4) report forms that are "bootlegged." The latter forms "should be consigned to the wastebasket," said the Bureau.

Businessmen who have complaints about specific forms or are in doubt should write to the Budget Bureau or address the Advisory Committee on Government Questionnaires, in Washington, which is composed of representatives of business and industry.

"The Budget Bureau will also lend an attentive ear to complaints that are specifically directed toward what is regarded as a burdensome questionnaire," the Bureau stated. "Forms of a repetitive nature are given expiration dates. Prior to the date of expiration of a form, it is re-examined as to need, form and content. Complaints from business and industry will be considered at the time such forms come up for an extension of their expiration dates."

"Businessmen," the Bureau stated, "have a friend at court. They should learn to use it."

FM Cooperation
In Phila. Allowed

FCC Approves Joint Plan to Operate All Four Outlets

UNDER A NEW plan of FM broadcasting approved March 23 by the FCC, four Philadelphia FM stations will operate a cooperative plan of broadcast rotation which will give an estimated 17,000 Philadelphians homes eight hours of continuous FM programs daily for a trial period of 90 days.

The Commission's action followed joint applications by Pennsylvania Broadcasting Co., operator of W49PH; WILF Broadcasting Co., operator of W53PH; WCAU Broadcasting Co., operator of W69PH, and WM. Penn Broadcasting Co., operator of W73PH. Standard broadcast affiliations of these stations are WIP, WILF, WCAU and WPEN, respectively, all in Philadelphia. Roger W. Clipp, general manager of WILF, was in Washington last month for conferences on the Westinghouse Broadcasting Stations, owner of KYW, standard broadcast station, and W69PH, Philadelphia, only other FM station in that area, was not represented in the proposal.

Coordinated Programming

At present the four stations are on the four-split schedules for a minimum of six hours a day. Under the 90-day waiver of FCC rules requiring this six-hour daily minimum, each station will stay on the air 14 hours, from 3 p.m. to 5 p.m. regularly one day a week, with the three remaining days taken in rotation. A committee composed of one representative from each station will supervise and coordinate the programming of all four.

The group advanced wartime necessity for conserving critical materials, records, libraries, transcriptions and for making most economical use of manpower as reasons favoring the experiment. The plan calls for pooling all spare parts and equipment, which is to be distributed to the stations as the need arises. It is believed that other FM operators will watch with keen interest the experiment, which is the first plan of its kind to be proposed to the FCC.

Action of the Commission in granting permission for the "Philadelphia plan" is in line with its general policy of giving all possible assistance to help broadcasters weather the squeeze of wartime restrictions on materials and manpower, as indicated in such policies as that adopted on Feb. 28 under which applications for FM and television licenses will be protected for the duration [Broadcasting, March 1].

FIRST ISSUE of a general house organ for CBS employees was circulated last week to some 1,170 persons employed in the network's New York headquaters. Titled "48B", the mimeographed eight-page paper is edited by Marion Stewart of the CBS press information department.

I Highly Miss the Car Any More, Sarah!

"As you can see, we have an idea of what we're talking about," said businesswoman Sarah. "These FCC forms have been a godsend for our industry."

"I hardly miss the car any more, Sarah!"
Have you had to curtail dealer contacts?

Are you delaying the introduction of a new product or package?

Is manpower shortage crippling your field operation?

**Specialty Sales** can help you solve these problems

If the manpower shortage has crippled your field operation, curtailed dealer contacts, or delayed introduction of a new product, Specialty Sales can help. Specialty Sales offers the short-term services of experienced high-type salesmen who cover all druggists and grocers in Ohio, Indiana, Kentucky, and West Virginia. Specialty Sales does not conflict with established sales organizations, brokers, or agents. Specialty Sales is independent, but has the advantage of full access to all WLW research and merchandising material. Specialty Sales service is extremely flexible . . . can be bought on per call or per week basis . . . helps you keep men in the field at a fraction of the usual cost. For further information, write or wire Lou E. Sargent, Specialty Sales, 140 West 9th Street, Cincinnati, Ohio.

- WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by **SPECIALTY SALES**, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.
The Little Glass House
That Holds the World of Tomorrow

Within the confines of electron tubes, greater miracles are being born than man ever dared hope for.

Applied to the war of today, those radio-electronic miracles are guiding battleships, locating planes, maneuvering tanks, and speeding communication.

With the coming of peace, these same miracles—emanating from radio-electronic tubes—will shape a new kind of world. Food, medicine, clothing, our homes, our schools, our industries—all will be changed and improved by the magic of electronics.

At RCA, world leader in this new science, the work being done today is concerned with war only—with the winning of Victory for the United Nations. But the planning by our engineers and scientists, the skill, knowledge, and experience being obtained, will also be useful tomorrow—the richer and fuller tomorrow that will come about through RCA Electronics.

RADIO CORPORATION OF AMERICA
RCA LEADS THE WAY IN RADIO, ELECTRONICS, TELEVISION
RCA Building, New York, N. Y.