

DECEMBER 28, 1942

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcasting
M. EDWIN H. ARMSTRONG
436 EAST 52ND ST.
NEW YORK CITY
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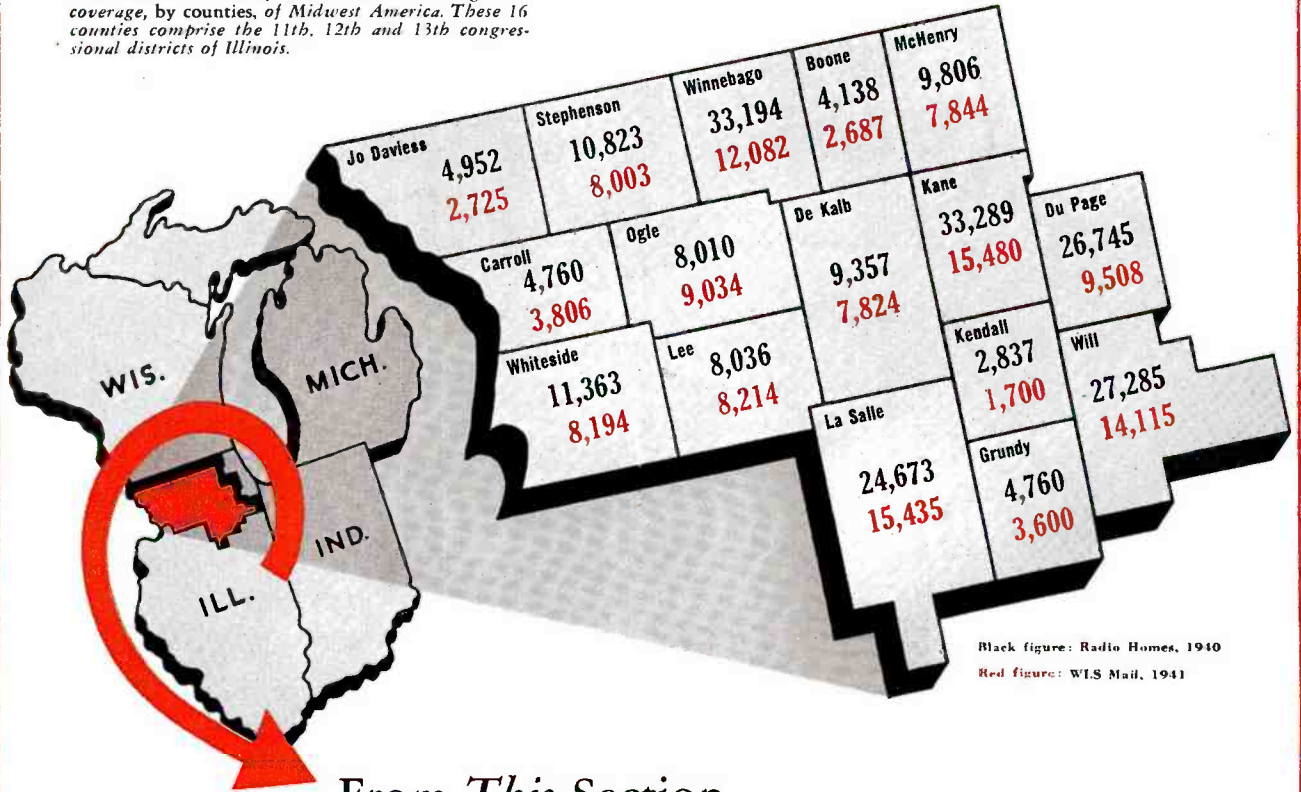
IT'S A
SWEET
"16"

Who? Why? What? Where? When?

WOR reveals the awful truth on pages 16-17

IN THIS ISSUE: WHAT'S AHEAD FOR RADIO?

Intensive Coverage — of Northern Illinois. This is the sixth in a series of advertisements showing WLS coverage, by counties, of Midwest America. These 16 counties comprise the 11th, 12th and 13th congressional districts of Illinois.



Black figure: Radio Homes, 1910
Red figure: WLS Mail, 1941

From *This* Section

THREE Out of FIVE Families Wrote Us!

FROM this section of Illinois, WLS last year received 130,251 letters. In these same counties, there are 224,028 radio homes. That's intensive coverage — definite evidence of listening — from 58 of every 100 radio homes, approximately three out of five! This is but one small part of our WLS Major Coverage area; it actually extends over the greater portion of Illinois, Indiana, Wisconsin and Michigan. Through this vast area of Midwest America, people listen . . . and respond . . . to WLS. That's why WLS Gets Results.



890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The
**PRAIRIE
FARMER
STATION**
BURRIDGE D. BUTLER
President
GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

CHICAGO



**RIGHT
IN THE TARGET AREA,
NOT ONCE - BUT
TWENTY-ONE TIMES**

ACCEPTANCE
is
The
**YANKEE
NETWORK'S
FOUNDATION**

NOT near-misses, but direct hits at the strategic points where you want to explode sales and feel the concussion right in your sales manager's office.

That's the difference between using one bomb—or twenty-one in each attack.

The Yankee Network puts you on the target every time, for it multiplies sales effectiveness by the number of key markets it brings within range. There are twenty-one in all, covered by twenty-one stations, each with its own local identity, acceptance and neighborly influence to give on-the-spot impact to your campaign.

Tie up with Yankee and tie in with these twenty-one markets that give you the New England population density and concentrated purchasing power you can translate into sales.

THE **YANKEE NETWORK**, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON, MASS.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

**Sorry, Sir, Mr. Rafflesnaffle
is not here...**



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

Undoubtedly, you, too, have learned that the farm income in the middlewest is the greatest in history. You presumably are aware that the money in this area circulates like whirling dervishes—from farmer to merchant to doctor to groceryman to wholesaler to farmer ad infinitum.

And, like other wise advertisers, you assuredly know that to reach the farm and small town markets throughout Nebraska and her neighboring states, you need KFAB! Please, sir, do not procrastinate.

ED PETRY CO
NAT'L REPR

KFAB
LINCOLN, NEBR

DON SEARLE
GEN'L MGR.

FOR THE OMAHA AUDIENCE, USE **KOIL**

BROADCASTING

The Weekly Newsmagazine of Radio
Broadcast Advertising

VOL. 23 • NO. 26

DECEMBER 28, 1942

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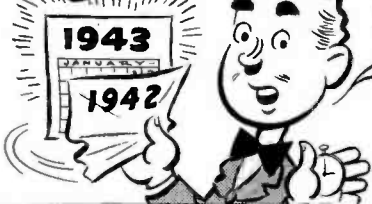
SWEET FIGURES FROM SUGAR . . . AND TAMPA

THEY counted the sugar ration cards in Tampa last week. The total for Hillsborough County was 230,000—with 30,000 in outlying districts and 200,000 in the greater Tampa area! (The thousands of soldiers in nearby Army camps are not included—they don't use ration cards.) Compare this figure with the 1940 census and you find, in Tampa and its suburbs, an increase in buying prospects of 50,000!

It's a sweet figure—for most of this bonus population is represented by families of well-paid shipyard and other war workers. You can reach the Tampa market—one of the best in the South today—thoroughly with WFLA—the NBC Station in the Tampa trade area.

WFLA TAMPA 
JOHN BLAIR & CO. . . NATIONAL REPRESENTATIVE

JOHNNY TIMEBUYER

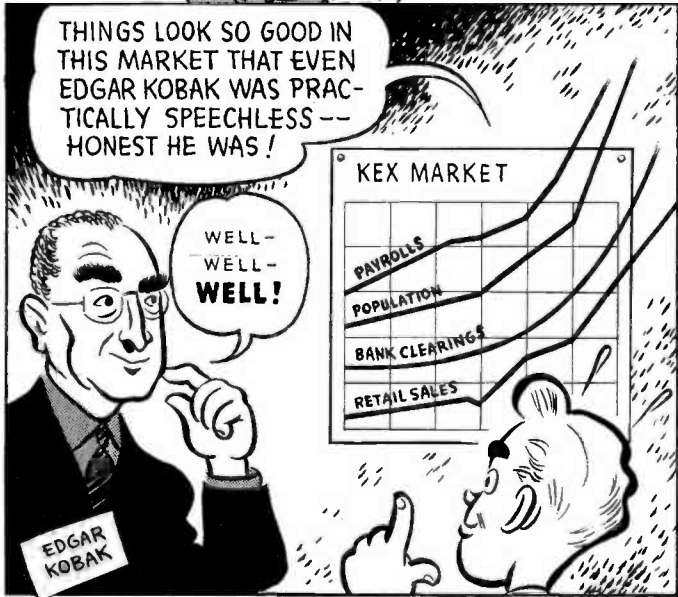


WELL, WHATTAYA KNOW—ANOTHER YEAR COMIN' UP! RESOLVE **NOW** TO MAKE IT A PROSPEROUS ONE FOR YOUR CLIENTS—**BUY KEX**, THAT GREAT **BLUE** NETWORK STATION OUT IN PORTLAND, OREGON! WHY? LET ME TELL YOU—



A BIG BUNDLE OF HAPPINESS FOR EVERY SPOT RADIO ADVERTISER IS GUARANTEED BY THE **KEX** MARKET FOR THE YEAR 1943 — IT HAS EVERYTHING!

WOW! SEXTUPLETS!

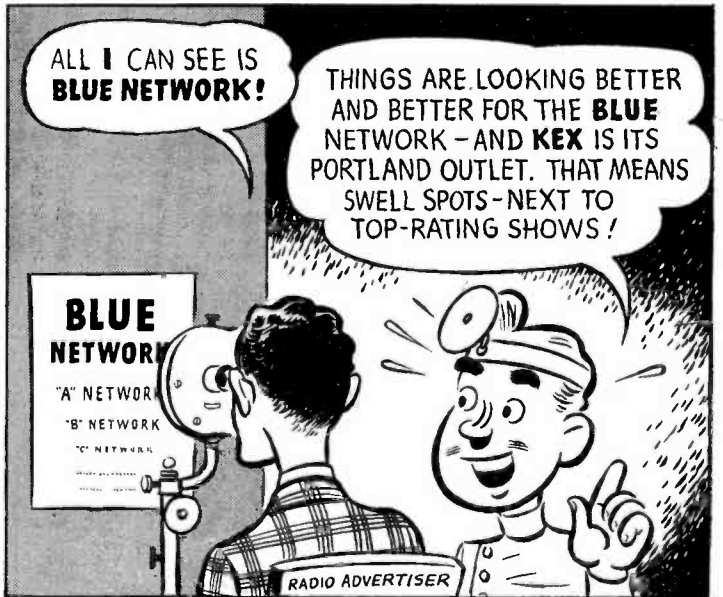


THINGS LOOK SO GOOD IN THIS MARKET THAT EVEN EDGAR KOBAK WAS PRACTICALLY SPEECHLESS—HONEST HE WAS!

WELL—WELL—WELL!



EDGAR KOBAK

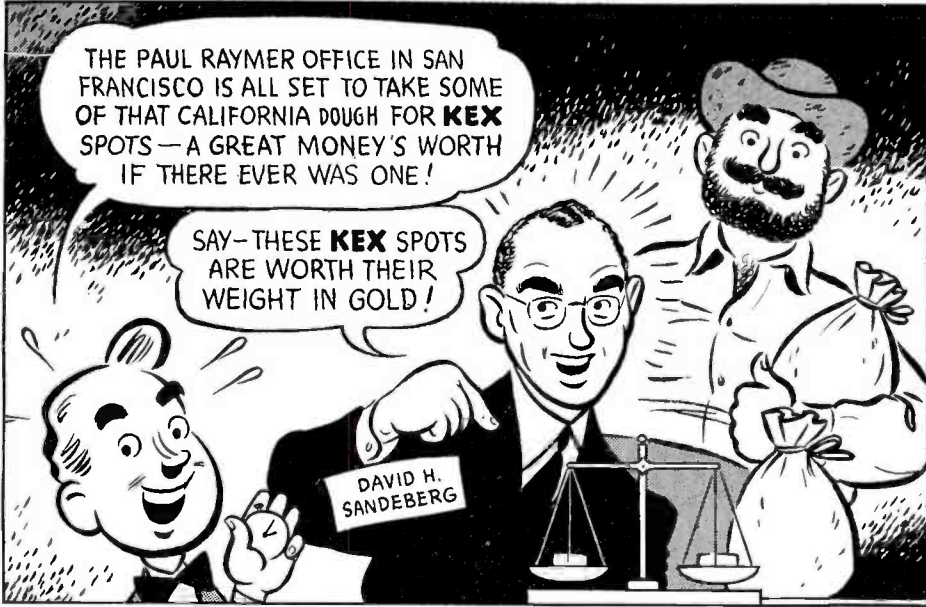


ALL I CAN SEE IS **BLUE NETWORK!**

THINGS ARE LOOKING BETTER AND BETTER FOR THE **BLUE** NETWORK—AND **KEX** IS ITS PORTLAND OUTLET. THAT MEANS SWELL SPOTS—NEXT TO TOP-RATING SHOWS!

BLUE NETWORK
"A" NETWORK
"B" NETWORK
"C" NETWORK

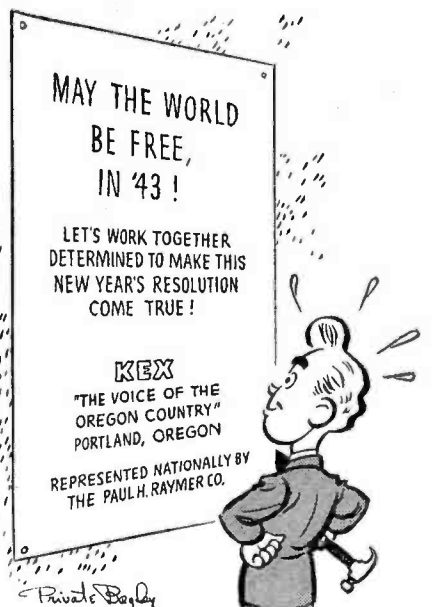
RADIO ADVERTISER



THE PAUL RAYMER OFFICE IN SAN FRANCISCO IS ALL SET TO TAKE SOME OF THAT CALIFORNIA DOUGH FOR **KEX** SPOTS—A GREAT MONEY'S WORTH IF THERE EVER WAS ONE!

SAY—THESE **KEX** SPOTS ARE WORTH THEIR WEIGHT IN GOLD!

DAVID H. SANDEBERG



MAY THE WORLD BE FREE, IN '43!

LET'S WORK TOGETHER DETERMINED TO MAKE THIS NEW YEAR'S RESOLUTION COME TRUE!

KEX
"THE VOICE OF THE OREGON COUNTRY"
PORTLAND, OREGON
REPRESENTED NATIONALLY BY THE PAUL H. RAYMER CO.

Private Bagley

Blue Prescription..

and we take it ourselves!

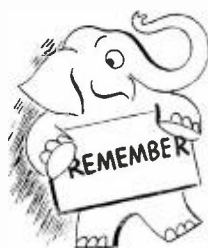
"Keep advertising. Keep 'em remembering." That's been the BLUE Network's wartime prescription for American business.

It's a much needed prescription. Because it prevents loss of memory by customers in these days...when so many products are off the market...and when there's so much going on to make folks forget to buy.

Has rationing or war production left *you* with "nothing to sell"? Then take a tip from several successful BLUE sponsors. Tell the public how to make your product go farther. Tell them what you're doing for Victory. "Keep 'em remembering"...remembering your name...remembering the product you'll want to sell again in post war days.

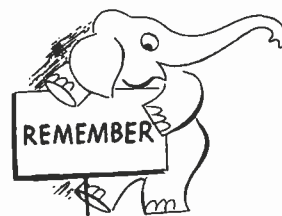
Or, if you still have a product to market...then let the BLUE broadcast your sales message. "Keep 'em remembering" to buy, now!

That's the BLUE prescription. And we take it ourselves. That's why we're here now, to keep *you* remembering these important facts about the BLUE:—



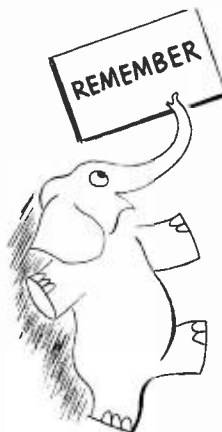
37 new stations

added to the BLUE in 1942. Total, 146 stations, not counting the extra stations available.



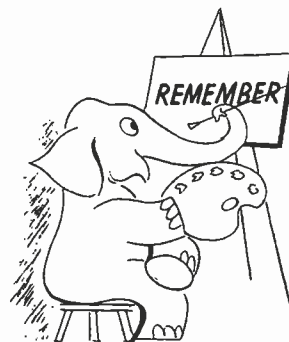
561 counties that count

The BLUE delivers better than 86% coverage of the 561 counties that do 80% of U. S. retail buying.



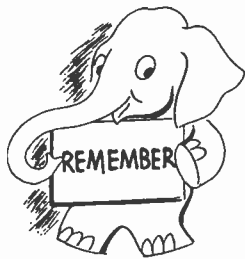
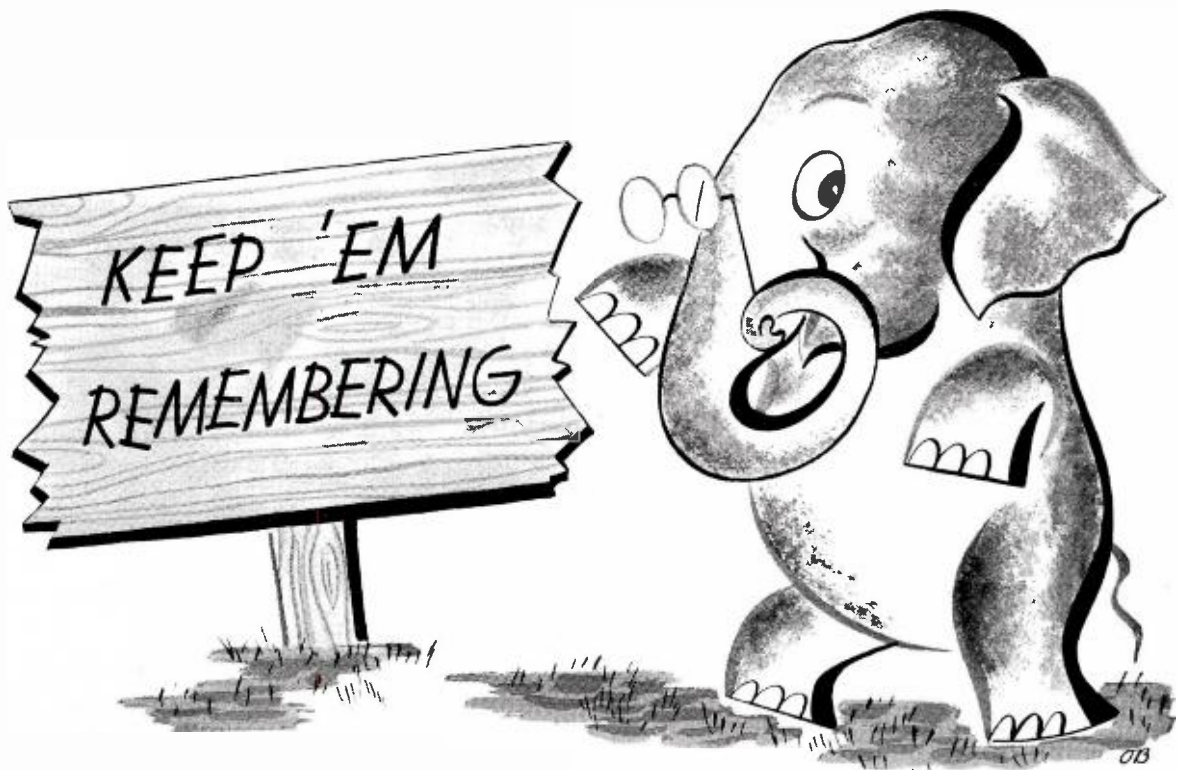
35 new sponsors

That's more than any other network signed in 1942...even without including our special Victory Program sponsors.



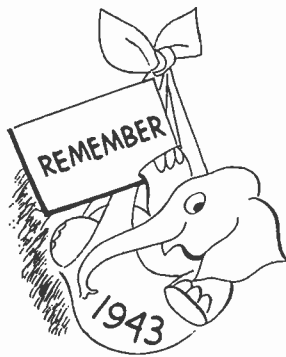
Listenership bonus

New programs, plus aggressive audience promotion, have built BLUE listenership far ahead of rates.



"Teamed sponsorship"

If your product is out for the duration, you can "Keep 'em remembering" 52 weeks a year at 13-week cost.



Ask your Blue representative

to reserve you a copy of the new *Survey of Daytime Listening Habits*. Out soon!



Most homes per dollar

Truer than ever today. The BLUE can carry your message into *more homes per dollar than any other national medium.*

The Blue Network

A Radio Corporation of America Service

BURYL LOTTRIDGE

GENERAL MANAGER, WOC, DAVENPORT



- 1920-21 Journalism and Chemistry, Missouri University
- 1923-24 Journalism, Okla. Agric. and Mach. College
- 1925-26 Journalism and Music, University of Oklahoma
- 1926 Theatrical and Radio Production at The Show Shop, Chicago
- 1927-28 Announcer and Assistant Manager, KCRC, Enid, Okla.
- 1929-30 Business Service Manager, KFH, Wichita, Kansas
- 1930-32 Manager, KFBI, Abilene, Kansas
- 1933-34 Sales Manager, WMT, Waterloo, Iowa
- 1934-37 Sales Manager, KFAB, KOIL, KFOR, Lincoln and Omaha, Neb.
- 1937-38 National Sales Manager, KTUL, Tulsa, Okla.
- 1939 Salesman, WHO, Des Moines
- 1939 Manager, WOC, Davenport, Iowa
- 1942 WOC goes to 5,000 watts

LIFT up your eyes, gents, and take a look at Buryl Lottridge, a rare and unusual radio man—a *program-minded* executive who is also an excellent sales-and-business-man. For many years, Buryl has been proving that *wits* are just as important around a radio station as *watts*. And today, as Manager of WOC, he's got that fact really established in the Tri-Cities!

One thing we often wonder about, here at F&P, is the way some otherwise smart advertisers still try to evaluate radio stations by purely mechanical measures. That, to our minds, is like trying to judge the value of

talent by the decibel measure of its voice, or the value of a script writer by the number of pencils he owns. . . . In radio stations as in every other business, it's brains and *management* that count.

Maybe it's vanity to hope that our crusade about the importance of *management* can ever be more effective than the familiar "burp in a whirlwind". But we're going to keep on trying, because we know that good station management is the best success-insurance you advertisers can have—and therefore the best that we can have, too, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WJWC	CHICAGO-HAMMOND
WKCY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WINS	NEW YORK
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE

IOWA

WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH

SOUTHEAST

WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE

SOUTHWEST

KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA

PACIFIC COAST

KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan
Franklin 6373

NEW YORK: 227 Park Ave.
Plaza 5-4131

SAN FRANCISCO: 111 Sutter
Sutter 4353

HOLLYWOOD: 1512 N. Gordon
Gladstone 3949

ATLANTA: 322 Palmer Bldg.
Main 5667

BROADCASTING

and
Broadcast Advertising



VOL. 23, No. 26

WASHINGTON, D. C., DECEMBER 28, 1942

\$5.00 A YEAR—15c A COPY

Wartime Radio Ready for Crucial Year

Medium Destined to Hold Own Despite Baffling Business Dislocations

WHAT's ahead for radio?

That question posed to two score leaders in Government, industry and the craft by BROADCASTING, elicited these significant conclusions:

1. Radio will achieve new heights in national and worldwide usefulness during the war's second year.
2. Baffling business problems face the industry, but as a medium it is destined to hold its own, based on foreseeable economic developments.

3. While civilian needs will become secondary, and people will go without many things, brand name and goodwill advertising will continue as a "must" for post-war merchandising and development.

Grade Labeling Seen

4. Grade labeling of many food products is inevitable, with repercussions on all media.

5. Radio will face an unprecedented selling job to meet the complexities and dislocations of our changed pattern of life.

6. Business already scheduled indicates that the first quarter of 1943 will be as good as, if not better than, the preceding three months in national spot and network. Local business is unpredictable and probably will continue its downward spiral, affecting smaller stations in secondary markets.

7. Adequate maintenance and repair equipment, including tubes, will be available during the ensuing year, despite the curfew on expansion of domestic facilities.

8. The radio audience will be maintained through the provision of sufficient maintenance and repair material to keep at least one set per home in operation.

Unrestrained praise for radio's part in the war effort came from all quarters. Station and network operators, however, viewed this as only a sample of its role in the immediate future. Commitments of Government collaboration to ease radio's wartime load came from such figures as FCC-BWC Chairman James Lawrence Fly, who promised full cooperation of the agencies of Government so vital to radio which he directs.

From William B. Lewis, OWI's radio chief, came a pledge of reduc-

tion in quantity and enhancement of quality of Government war programs, now absorbing some 15% of radio's time across the board.

Newspapers and the printed media have white paper rationing in the immediate offing, with prospects of a 25% reduction next March. Radio, for "publication" purposes, must have replacement equipment, particularly tubes.

From Frank H. McIntosh, WPB's

radio chief, came word that plans already evolved will assure both the transmitting and receiving ends of broadcasting sufficient parts and replacements to guarantee full-scale operation as far as one can see ahead.

Voluntary censorship has been eminently satisfactory for radio, reports J. Harold Ryan, assistant director of censorship for radio. It has worked so well, in fact, that earlier thoughts of a rigidly-imposed mandatory censorship have been brushed aside. But there is a revision of the code coming up in January to keep it up to date.

From the business standpoint, the concensus was that despite the imponderables and uncertainties of wartime operation, radio, as the most dynamic of the media, stands to fare pretty well. Immediately after Pearl Harbor, the few who hazarded predictions foresaw a downward trend for all media. With one year of war behind it radio's national business has increased some 10%. Local may be

down an equal amount, though precise data is not yet available.

More Rationing

In the new year, in addition to grade labeling, which constitutes a threat to brand names, there will be further rationing of many commodities. This will bring into play greater ingenuity in exploitation and advertising in the effort to preserve trademarks and identities for the post-war era. Manpower shortages and transportation restrictions, linked with the distribution and grade labeling problems, will eliminate many well-known commodities from present areas of distribution. These factors also present a challenge to advertisers, their agencies and to media.

The broadcasting story of 1942, on an industry wide basis, seemed to sum up to record-breaking sales but smaller profits because of increased taxes and operating overhead. The year 1943, based on the composite views of industry leaders, is destined to see the industry, from the national business standpoint, hold its own but with a sharp decline in profits because of taxes, manpower problems and other drastic income controls and readjustments.

Networks Confident

While the major networks face the future with uncertainty business-wise, they express confidence in radio's ability to out-perform its first year's public service in the war effort.

William S. Paley, CBS president, said the industry is entitled to feel some pride in having so auspiciously met the first year's test. But he pointed to new tests of "our ability to retain the confidence of the public and the leaders of America" which are bound to arise.

Niles Trammell, NBC president, said that radio has never been faced with so many uncertainties but that despite this, business generally faced the future with confidence. He predicted radio's increasingly important role "as we live through the turmoil of this global conflict" and said all were ready to do their job—networks and locals alike.

Alfred J. McCosker, chairman of the board of MBS, said radio will

Shepard Denies Yankee-Blue Overtures Toward Affiliation

Net Head Says Stations Will Remain with MBS; FCC Considers Sale to General Tire

DECLARING that the Yankee Network is under contract to MBS for two years from last summer, John Shepard 3d, president of the network, last week denied reports of conversations looking toward affiliation of any of that network's stations with the BLUE.

"There have been no conversations by any one in authority in regard to Yankee's affiliation with the BLUE," Mr. Shepard asserted. "Yankee will stay Mutual, with which it has a two-year contract."

Mr. Shepard said the only ones in authority are himself and W. F. O'Neil president of the General Tire & Rubber Co., which has negotiated a contract for acquisition of Yankee for approximately \$1,200,000, now awaiting action of the FCC. Applications for the transfer were filed with the FCC on Dec. 16. Additional data, dealing with certain financial and tax aspects of

the transaction were submitted last week.

There was no refutation of the report [BROADCASTING, Dec. 21] that Mr. O'Neil had had conversations regarding purchase of the BLUE, which has been for sale for about a year, following its separation from NBC as an operating entity under the parenthood of RCA. Mr. O'Neill, however, according to Mr. Shepard, disclaimed any negotiations looking toward association of the Yankee with the BLUE.

Under the pending arrangement, awaiting FCC approval, Mr. Shepard will remain operating head of Yankee. The transaction, involving \$950,000 in cash, is for acquisition of Yankee as an operating entity; of the four standard broadcast stations owned by Yankee (WNAC, Boston; WAAB, Worcester; WEAN, Providence, and WICC, Bridgeport) as well as its two FM

(Continued on page 52)

be vastly more important as a morale-building factor. He pointed out that cooperation between Government and broadcasters has reached a new high and that in the months to come this coordination will produce even better and more efficient results.

The BLUE, newest of the networks as an independent operating entity, finished its first year in the black, it was pointed out by Mark Woods, president. He predicted the coming year will see events and decisions that will unalterably change our pattern of life. But while methods of marketing are being affected, "we can feel fairly certain that radio will continue as a national advertising medium".

National Ads Down

A year of war, reported John Benson, president of the American Assn. of Advertising Agencies, reduced national advertising volume 9 or 10% and its manpower by 20%. (Based on available information radio was not so affected, having increased national billings by about 10%.)

He pointed to the "menaces" ahead under increased Government restrictions—price ceilings, grade labeling, and distribution restrictions. But he predicted that Government will do all it can to minimize any resulting embarrassment to business. The effect of war on media will be most adversely felt by the small newspaper and small-town radio station. In these instances the Government may have to help out either by paying for broadcasting and space or making tax allowances.

Changes in programming during 1943 will not be revolutionary, though there will be an even greater war emphasis. Top-flight talent, endangered under Selective Service a few weeks ago, will be affected only slightly, by virtue of the new draft regulations eliminating, under current processes, those 38 or older. While the trend is toward shorter programs, most national accounts, notably network, plan to continue their schedules. Spot advertising appears due for another upsurge, because of its flexibility and ease of handling in connection with the ever-changing distribution picture.

Broadcasts From the Front

News direct from the battlefronts, following the special event format, may make its debut soon. Brig. Gen. Robert L. Denig, Marine Corps public relations chief, points out that his branch may bring a new coverage of Marine activities to the people through radio. Having pioneered bylined Marine Corps campaign correspondents from the Pacific theatre, he predicts this service will be extended through radio.

"Soon it may be possible for you to sit in your own home and listen to a Marine Corps combat commentator tell you about the 'Marines At Work'", he stated.

That would be the forerunner of

'Serious Market Problems Ahead'

JOHN BENSON

President, American Assn. of Adv. Agencies

A YEAR of war has reduced the volume of national advertising but nine or ten percent, and its manpower by an estimated twenty percent. It has made some important changes in the kind of copy being run, and has been building some menaces which may materialize during 1943.



Mr. Benson

Due to war there are now arising a number of restrictions of manufacture, transportation and price control, which will adversely affect advertising designed to sell goods, but may build up a greater volume of goodwill advertising to keep trademarks alive in the public mind.

Price Ceilings

There is also a menace to brands and brand advertising arising from the new proposal of OPA to shift from individual price ceilings on civilian goods to a fixed price, based, where grades are bought, on Government grade labeling. Some fear that brands will be displaced by Government standards and pushed off the market. Dire effects are predicted for free enterprise. Others feel that Government grades will not harm branded goods of distinctive value, the former being mediocre in comparison and leaving ample leeway for advertising individual qualities no grading could reflect.

Another handicap is a threatened elimination of cross hauling of nationally distributed goods which is clearly a waste of traffic, and may have to be curtailed because of the shortage of railroad equipment and a much increased traffic load. Marketing zones would be set up for local distribution. To the extent that branded goods are affected, this would be a menace to advertising.

A third menace lies in the concentration of civilian production in so-called nucleus plants, regionally dispersed, to save raw materials, manpower, plant and transportation. This would convert all other plants to war production or close them down. Victory models would be made, which could not be branded, being stripped of all frills, gadgets and other distinguishing marks. Brands could be

an entirely new brand of war reporting by radio.

Also significant of the trend of thinking in future war reporting was the prediction of Lt. Col. E. M. Kirby, chief of the Army's Radio Branch, that "a new dimension to war coverage will come about with the introduction of front line, combat zone reporting, with which we are now experimenting". He said no further announcement of this would be made until after tests in the field satisfy certain technical and military elements which are required.

kept alive in the public mind by goodwill advertising.

How far these menaces will be realized, only time can tell. Government, I believe, will do all it can to minimize any resulting embarrassment to business.

From the standpoint of public relations, advertising copy is becoming more useful to consumers by being more informative. As the war progresses consumers will find it more and more difficult to supply their needs and make ends meet. This will give advertising an unprecedented opportunity to make a favorable niche for itself by telling people what to buy, how to get most use of it, and prolong its life. It seems probable that this new appeal will carry over into the post-war period and immeasurably raise advertising in public esteem.

In the meantime, advertising is being put to a vital test of its power to help win the war, in establishing and working through the Advertising Council. This mobilizes all the factors which are used to make public opinion under the unified control of a single Board, whose staff is in constant touch with the various Government departments engaged in war effort, ascertains their advertising needs and meets them through an army of two thousand volunteers.

Reaching the Millions

In this effort radio is making a splendid contribution in reaching tens of millions with war messages from the Government and appeals to cooperate. This will go down in

the history of the war as one of the monuments to patriotic endeavor.

The effect of war on media will be most adversely felt by the small newspaper and the small town radio station. Both are losing local business and not participating freely in the national flow. The Government may have to help out the latter by either paying for broadcasting war measures or making a tax allowance.

As to the post-war future of advertising, only a shrewd guess can be made, but it seems favorable, based on facts and trends now active and measurable, such as: (a) a huge accumulation of consumer wants deferred by war; (b) a great reservoir of purchasing power released after the war by billions of war bonds; (c) enormously expanded productive capacity, both in plant and skilled labor; (d) the inventive genius of American industry highly stimulated by war, making available many new and better goods; (e) a broader and more liberal policy of business towards both labor and consumer, making for mass prosperity and industrial peace.

Those who fear elimination of free enterprise in this country do not reckon with the natural bent of the American people, who have an inbred desire to run their own business and make their own way in life. Every bootblack dreams of some day having a shoe shine parlor of his own. No politician can break that down. But it will prevail only to the extent that it serves the consuming public and furnishes mass security, with jobs for all.

Advertising is the hand maiden of free enterprise, and will thrive with it. As long as people have a free choice of goods, advertising will help to make it, provided, of course, that it really enables them to buy intelligently what they need or want.

'Radio's Chance to Serve'

JAMES LAWRENCE FLY

Chairman, Federal Communications Commission

FOR THE next year at least, it must be expected that broadcasting will operate under wartime conditions. The shortages in materials and manpower will be accentuated, and I would like to caution all broadcasters to do more than their part in our conservation program. Broadcasting is the most effective means of mass communication we have.



Mr. Fly

And it has made an outstanding record of wartime public service.

It is essential for the highest civilian and military morale that radio continue in a vigorous state, especially as our military operations expand and the grimness of war becomes intensified. Our people must be able to turn to their radios for accurate news, stimulating discussion, and spiritual encouragement. The continued fulfillment of that public responsibility by the broadcasters will furnish its own reward.

This will not be his only reward, however. After the war the many technical improvements in radio de-

veloped in the war laboratories will become available to the industry and through it to the people. And I can say with confidence that as a result of these and other promised technological advances, broadcasting will increase in social significance, entertainment and educational value and, not to be overlooked, dollar volume.

Television and frequency modulation broadcasting seems assured of a great development. An increased mobility of listeners through new sizes and types of receivers, promises a substantial alleviation in the summertime drop in audience (and consequently in sponsors). Radio-broadcasting will certainly have the opportunity to render an even greater and more valuable service. Planning for the post-war period to ensure the maximum benefit from the promised development is definitely in order, and the Commission is prepared to join with the industry to that end.

For the duration, our efforts must, however, be primarily directed toward sustaining the really vital broadcasting service we have. The Commission has endeavored to alleviate the burdens of wartime operation in every appropriate way. It will continue to do so.

'A Great National Asset'

WILLIAM S. PALEY

President, Columbia Broadcasting System

NO NATION on earth is so blessed with radio broadcasting facilities and know-how as the United States. A system of private licensing and business competition has enriched the nation during

20 years of operations to the extent of 930-odd local stations, four continent-spanning networks, a manpower pool of thousands of trained radio administrators, technicians, writers, directors, newsgatherers, performers and other skilled persons.

Taken together, the men, equipment and experience of American radio constitutes, now that we are at war, a great national asset. It is gratifying that the American people as a whole and responsible Government officials in general seem to appreciate this fact. We are entitled to feel some pride in having so auspiciously met the test of the first year of war, but of course we must beware of complacency in ourselves as broadcasters. New tests of our ability to retain the confidence of the public and the leaders of America will constantly arise.

Days of Confusion

Looking back to December, 1941, we recall that broadcasters found themselves, as did everybody else who attempted to deal with the subject of morale, somewhat confused and uncertain as to procedures. Undoubtedly some broadcasters were over-cautious as others were over-melodramatic in the first weeks and months after Pearl Harbor. Add to this the war habits that were acquired — and necessary — during the period of non-belligerency and which had to be revised, a process that was not easy.

But after a short trial and error period the experience and judgment of the industry quickly mobilized effective ideas, techniques and programs. Let us not forget that what the radio industry does and is able to do in war is directly related to what it learned and the names and methods it perfected in peacetime.

For example, the sound peacetime policies of the industry with regard to a calm and reasoned presentation of information were obviously precisely what good morale demanded in wartime. Honesty and sincerity will always remain essential qualities of successful broadcasts. War does not alter but rather emphasizes the maxims by which American broadcasters have conducted their businesses.

CBS has not only assigned and dedicated its program department to all-out participation in the war and collaboration with the Government, but since Pearl Harbor CBS has strengthened its program department under Douglas Coulter and Davidson Taylor, director and assistant director respectively, with new resources of men and money and time. We have created, in ad-

dition to our regular corps of experienced directors, a task force of "name" producers with executive authority. These include Norman Corwin, Earl McGill, William N. Robson, William Spier, Robert Shayon, C. L. Renier.

War Features

I shall not crowd this limited space with a catalog of CBS war programs. Suffice that there is both an immediate, a help-win-the-war, objective to our program planning and a long-view, a help-win-the-peace, purpose. Far-sighted men increasingly are and must be concerned with the latter and broadcasting as such almost certainly will be expected to perform much of the educational work needed to prepare the American public for the world whose contours we begin to sense.

One step in that direction is a better understanding of the other peoples in the world, especially those with whom we expect to work closely together in the future. Toward that end Norman Corwin accompanied by the American radio actor Joseph Julian was sent to England by CBS to write and produce a series called "An American in England".

This salute to our gallant ally was but one of several contributions to unity among the United Nations democracies. For example, Columbia's *Calling Pan America* reaches out each week to various capitals of our sister republics on this side of the Atlantic.

We at Columbia are fortunate as to future-mindedness due to the existence here at 485 Madison Ave. of what we call "Department X". We have said almost nothing publicly about this activity, and I doubt if many in the trade know about it. Department X devotes all its time to studying the war aims, post-war planning, the probable nature of the problems that we shall have to solve. Department X has already given us enough challenging data to make us definitely forward-looking.

The staff of Columbia faces the future with a vivid sense of the difficulties ahead, but still buoyed by a conviction that the American radio industry will rise to its future opportunities as it has to those of the past.

Dan Dunn Series Ready

KASPER-GORDON Inc., Boston, is sending presentations to advertising agencies and stations on the transcribed juvenile series, *Dan Dunn, Secret Operative 48*, based on the newspaper cartoon strip. Seventy-eight quarter-hour episodes are ready. Scripts are written by Maurice Zimm, CBS script contest winner. Lou Marcelle who formerly did *Fu Manchu*, plays the title role, with Lucille Meredith as Kay Fields, Dan's girl friend. Heard as Irwin, Dunn's assistant, is Myron Gary, while Jerry Mohr, formerly on *Big Town, Calling All Cars* and other shows, plays the villain. Cast also includes Hans Conreid, and David Starling.

'Ingenuity Will Solve Problems'

NILES TRAMMELL

President, National Broadcasting Co.

AS 1943 approaches, there is only one certainty—that never before in our history have we faced so many uncertainties. With this paradox in mind, how can any of us venture to forecast the uncharted year which lies ahead? The pattern of our national life changes daily; an unfamiliar economy swiftly is taking the place of the one we know so well. It could hardly be otherwise in view of the state of world affairs.



Mr. Trammell

Nevertheless, business faces the future with confidence. American ingenuity should surmount the domestic problems of production, of distribution, of finance and of trade, while our vast resources and industrial might are bringing us victory abroad.

The necessity of speedily marshalling our resources and manpower has given radio an oppor-

tunity and an obligation. The industry has taken the one and accepted the other. But however substantial our contribution may have been, we, like the nation, are at the beginning of our task. The triumph of our armed forces is indissolubly linked with and dependent on the job we do at home. And radio will play an increasingly important role as we live through the turmoil of this global conflict. We are ready to do our job—networks and local stations alike.

Yet, to perform this task, we must not lose sight of practical considerations in the service of Government, of the public and of industry. Cooperation is the keynote; it is the means by which at one and the same time each individual, each business enterprise may best express itself and at the same time serve the general welfare. The American system of broadcasting which guarantees a free radio will, in 1943 and in the years to follow, continue to be a growing force for the instruction, the cultural development, and the enlightenment of our people.

'No Esso Time Curtailment'

J. A. MILLER

Manager, Advertising-Sales Promotion Dept., Esso Marketers

THERE isn't much point in dwelling on what a year of war has done to the petroleum business. The details are familiar to all because in one way or another, petroleum problems have touched each of us.



Mr. Miller

Faced with rationing of gasoline and fuel oil, and the need to conserve cars and tires, Esso Marketers radio program, *The Esso Reporter*, has devoted all of its commercial time to a three-pronged job:

1. **Winning the War**—Under this classification *The Esso Reporter* has recruited for the Army and Navy; sold War Bonds; collected scrap metal and salvage rubber; helped the Navy Department gather binoculars, radio telephones and model planes; supported Red Cross, USO and Community Fund drives; and stressed the need for gasoline, fuel oil, rubber and car conservation.

2. **Public Service**—In this category *The Esso Reporter* stressed the "how" of conservation—how to conserve gasoline, how to save tires, how to cut down fuel oil consumption, how to make cars last for the duration. As a necessary corollary, *The Esso Reporter* hammered home the message that "Oil is Ammunition—Use it Wisely" by telling of the vital work that gasoline, motor oil, and special lubricants are doing to keep our planes, tanks and ships in action.

These two classifications—Winning the War and Public Service—took approximately 70% of *The Esso Reporter's* 46,000 separate live broadcasts in 1942.

3. **Product Sale**—It has been estimated that 20,000,000 cars are essential to the wartime economy of this country. If these essential cars are to be kept rolling, Esso Marketers must have a dealer organization to service them. *The Esso Reporter* has helped keep our dealer organization together by selling the products and services not rationed or eliminated—motor oil, chassis lubrication, batteries, accessories, etc.

Esso Marketers do not plan any curtailment of radio advertising in 1943. Bringing up-to-the-minute news to Americans four times a day is in itself a public service, doubly so in wartime. And the jobs the commercials on *The Reporter* are essaying, will take more, not less, doing until the war is won.

When victory comes, unquestionably we will use *The Esso Reporter* to tell listeners of the miracles of invention and development that are taking place in the Esso Research Laboratories. Now, and for some time past, 100% of the work done in Esso Laboratories has been directly connected with the war effort. Most of the products and methods developed there are military secrets. But after the war, these products will usher in a new era of petroleum in its relation to the lives, habits and happiness of the people of this country. All of us here hope, and so work, that the day of victory will come soon.

'Pattern of Life to Be Changed'

MARK WOODS
President, BLUE Network

THE COMING year will see events and decisions that will unalterably change our pattern of life. The customs of our people and people all over the world, in the field of social endeavor and philosophy, and in business and industry are even now changing rapidly as a result of a world at war.

Today our life is radically different from that of only a year ago. Tomorrow it will be changed still more. Naturally, for all of us war predictions are impossible. But, no matter how long before the successful conclusion of the war, we all will be affected throughout our lives by war results, and the decisions causing these results during 1943.

For us in broadcasting the coming year will be particularly significant. Radio as we know it was born in World War I. It will reach seasoned maturity in the present war. The men and women of the BLUE Network sense this particularly. Our entire independent corporate existence has been in a nation at war.

Products Curtailed

Broadcasting is instantaneous, and consequently it is affected immediately by almost every change in our lives. Already many consumer products have been curtailed, as a war result. This is reflected in broadcasting. Our program patterns are changing. I have no doubt they will change still more, as new ways are discovered by which American broadcasting can aid in the war effort.

While methods of marketing are and will be affected by the war, we can be fairly certain that radio will continue as a national advertising medium. The rise in the standard of living has resulted in a large increase in consumer demands and manufacturers are taking advantage of the ability of radio not only to sell, but to build good will.

Speed is the keynote of this new world, the outlines of which we can barely see. The airplane, after



Mr. Woods

hostilities cease, will be used to reach new markets, hitherto either inaccessible or impossible to cover because of the time factor. National (possibly international) advertising will benefit in general and radio in particular if only because it is demonstrating its ability to function with unusual speed.

In this future we expect the BLUE to play an important role. If speed is the watchword of the new world, then flexibility is an invaluable asset in business and the BLUE in 1942, its first year as an independent organization, has demonstrated time and time again its ability to find new ways of meeting new situations. To this flexibility, in part, we owe the fact that the BLUE has finished its first year in the black, a record that was unexpected by the industry.

Many New Accounts

The BLUE in 1942 garnered 24 new accounts on the national network in addition to 10 on the Pacific Coast, and added 36 new stations to the network, making a total of 146. The average number of stations used by commercial sponsors has risen from 70 in February to 91 in December, a development which can be traced to several pioneering methods of operation: the adoption of the 2% cash discount, the daytime package rate under which advertisers can buy time as they buy space in national magazines, and a special discount structure. With Ford and Coca Cola, the BLUE signed two of the biggest contracts in network history and has been responsible for the development of the "strip" show aired from four to seven nights weekly by Socony-Vacuum Oil, Pall Mall cigarettes and Metro-Goldwyn-Mayer in addition to Ford and Coca Cola.

This is a good record for a first year, but for the BLUE there is no end to pioneering. The constantly changing conditions and situations of tomorrow will find the BLUE ready to do all possible to maintain and abet what we have learned to call "The American Way of Life".

ALFRED J. McCOSKER

President, WOR, New York; Chairman of Board, MBS

1943 will be a great challenge to radio in many ways. Many more of our boys will be going overseas, more of our troops will be engaged in decisive battles. Anxious families will turn to radio, more than ever, for news and last minute information as well as for entertainment and relaxation. The radio industry will be vastly more important as a morale-building force.

When the war started a new era began for radio. We had never been through war before, yet the nation's networks and stations,



Mr. McCosker

'Industry in Healthy Condition'

NEVILLE MILLER
President, National Association of Broadcasters

ONE OF the most significant developments during the past year has been the establishment of the Government policy for the operation of radio during wartime that stations operated by experienced broadcasters have and will do a much better job for the war program than if operated in any other way.

This policy, which now is firmly established, was well stated by Archibald MacLeish at the NAB convention last May in Cleveland, when he said that to do the job which was needed to be done the Government needed the ability and experience of the broadcaster as well as his microphone. The voluntary aspect of the new OWI plan, and the voluntary code of censorship are two examples of this wise governmental policy.

We all remember the rumors which circulated prior to the war prophesying government ownership, censorship by Army officers, Army regulation, the Government taking of time for propaganda purposes, etc. It is well for the nation and for radio that there was no foundation for such plans and that no such plans materialized.

Radio ends the year 1942 in a very healthy condition. I have just returned from an eight weeks' trip, covering ten thousand miles, during the course of which I attended eighteen District meetings in various parts of the country and talked with broadcasters representing all types of stations variously affected by the war.

Representatives of Government departments and agencies also attended these meetings, and at each there was a general discussion of war problems and the effect of the war on radio.

Stations have cooperated splendidly with every government department and agency in every campaign, and war activity, and there is universal appreciation of the



Mr. Miller

constructive contribution which broadcasters have made to the war program. The new OWI plan has been enthusiastically received and it is believed that this will enable even more effective work to be done in the future.

Effective steps have been taken to insure maximum use of all material and equipment, and although the material problem will remain acute for the duration, it is believed that due to the work of the WPB, the BWC and the FCC that an adequate supply will be available, especially in view of the comparatively small amount of material needed to insure the continuation of the extremely valuable and effective work of radio.

For the overwhelming majority of stations business for the year 1942 has shown an increase over the previous year. Migratory labor naturally turns to radio for news and relaxation; dim out regulations, and rationing of various kinds all tend to increase listening, and, comparatively speaking, radio has weathered the present effects of the war better than any competing media.

The ban of the AFM has not yet affected business. A supply of new music by way of transcriptions and records is still available.

FRANK H. McINTOSH

Chief, Domestic Broadcasting Branch, WPB Radio & Radar Division

MILITARY demands have diverted facilities of production normally used for all radio communication purposes during peacetime. Yet

the broadcasters and operators of police radio equipment, in fact, all the phases and services in radio, have done an impressive job of maintaining their important and essential functions. At the same time, they have provided a satisfactory operating condition in spite of the fact that the burdens heaped on them have been greatly increased as a result of the war.

This is particularly true in the field of radio communication of messages and in the coverage of extended areas by the police services. This accomplishment is due entirely to the understanding and direct efforts of the individuals operating stations and those requiring radio services.

The program for next year will continue the curfew on the expansion of domestic radio facilities, but the essential needs for maintenance and repair will be supplied through programs approved by the overall agencies planning the war effort, and it may be encouraging to know that the facilities now con-

(Continued on page 28)



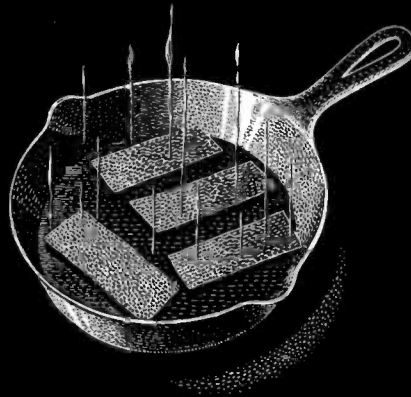
Mr. McIntosh

LEO BURNETT

President, Leo Burnett Co.

NEVER before have we been so impressed with the vitality of medium of radio and its function in the dual responsibility of any advertiser today. 1. Winning the war. 2. Protecting his own identity and good will as an insurance for postwar marketing volume. Radio is a particularly friendly medium which lends itself ideally to the psychology of the times. With the pressure of selling goods removed, it enables advertisers to protect their personalities and ideals in a particularly warm and telling manner.

Like Scrapple . . .



KYW is Philadelphia's Dish!

Nearly half of this 50,000 watt station's non-network time—43% to be exact—is bought by Philadelphians.

These advertisers, many of them retailers, are on the scene, in the finest of all positions to judge the effectiveness of Philadelphia radio. They can appreciate how successfully any given station is giving Philadelphia listeners exactly the service and the programs that they want. And they have found, in KYW's strength, directed coverage to the Philadelphia trading area—the nation's 3d market. They use it not only as one of the nation's great stations, but also as an overwhelmingly successful local influence.

When you seek advertising action in this territory, remember that KYW is Philadelphia's dish—and join the feast.

Scrapple, a mixture of ground pork, corn meal and seasoning—boiled, cooled, then sliced and fried—is Philadelphia's own favorite dish, because it's *good!*



WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA • REPRESENTED NATIONALLY BY NBC SPOT SALES

OPA Plan May Revive Direct Sales

Industry Could Sell Now for Delivery After the War

REVIVAL of serious competition in the automotive and housing equipment and supply fields, arguing for reinstatement of direct selling campaigns, may develop from an ambitious plan of the Office of Price Administration for immediate consumer purchases in these fields, with delivery after the war.

While no details are immediately available, it was stated authoritatively last week that OPA shortly will announce the plan, designed to syphon off excess purchasing power, relieve the plight of retail business firms and build up a backlog of orders in factories now 100% engaged in war manufacture.

Closes Inflation Gap

Automobiles, refrigerators, automatic furnaces, pianos, vacuum cleaners and associated equipment presumably would be encompassed in the elaborate project. It was estimated at OPA that the program would absorb some six billion dollars in excess purchasing power. Many business firms doomed to failure because of depleted inventories, freezing of materials and unavailability of merchandise thereby would be revived, it is contended.

Such a plan, observers commented, also would supply a much-needed hypodermic for the advertising media, particularly in the local fields. Nationally, brand name advertisers who have little or no merchandise to sell would be enabled to switch from purely institutional or prestige themes to direct sales copy. It is generally felt that the plan, if properly evolved and exploited, could become the much-needed stimulus for practically all retail trade.

Merchandising experts describe the plan as "installment buying in reverse". Such a project was proposed by Henry J. Kaiser, West Coast shipbuilder, before a recent convention of the National Assn. of Manufacturers.

Get Certificates

Under one plan, in the rough, consumers would "purchase" any of the items in precisely the way they buy normally. They would receive a certificate of purchase, instead of the merchandise. Payment then would be made either in cash or on the installment plan.

A second project contemplates purchase of certificates good for any of the commodities and entitling the holders to priorities on post-war deliveries. These certificates, it was stated in one quarter, would be worth 10% more than their face value.

The overall plan was developed by Rolf Nugent, director of OPA's Credit Policy Office, who was authorized several months ago by

OPA Director Leon Henderson to study the whole subject. Mr. Nugent formerly was with the Russell Sage Foundation.

It was thought in some quarters that enforcement of the plan would require enabling legislation at the next session of Congress. While there may be sufficient authority under war powers to carry the plan up to the end of the war, it was definitely stated that legislation would be required to project it beyond that time, since all war powers terminate with the conclusion of hostilities.

Whether the final plan will be the general certificate project, to be used for purchase of any of the specified items, or whether each certificate will be "earmarked" for a given commodity by a particular manufacturer, apparently is undetermined. Mr. Nugent was away from Washington over the holidays and precise information was not available.

Under the general certificate plan, deliveries of desired items

would be made according to date of the certificate. Purchasers later would be permitted to select their own brand and make. The overall proposal is contained in a preliminary document of some 100 pages which shortly will be made public by OPA.

Beats Inflation

The plan is regarded as a sort of sequel to the war bond drive, in that it would drain off excess purchasing power and make it available to the Treasury. In that fashion, it would be a hedge against inflation, it was pointed out. Moreover, dealers would be enabled to preserve at least a portion of their sales forces and industry generally in these fields would gather a backlog of orders with which to start work when war production ceases.

The dealer would get 6% commission and the finance company either 1% or a flat fee of seven cents per collection. The money would be deposited with the United States Treasury, which would pay

manufacturers when the goods were delivered after the war.

Latest available figures, covering 1941, show that gross billings of automotive advertisers on the major networks amounted to \$3-120,000, or approximately 3% of the total of \$107,000,000 in gross billings. Housing equipment and supplies, encompassing refrigerators, heating plants, vacuum cleaners and the like, amounted to approximately \$2,000,000, or 1.9% of the total. While no figures yet are available for 1942, the trend of network business indicates some decline in each of these commodity fields, which obviously would be due for sharp revival with the introduction of the post-war delivery plan.

Likely to receive greatest impetus from such a widespread project, however, would be retailers, who in turn would have a new incentive for local promotion and exploitation. Some 100-odd smaller stations, now in the red, probably would receive some measure of relief through added income by virtue of this innovation.

New Carter Tests

CARTER PRODUCTS, New York, recently reported to be testing five-minute programs in comparison to its usual one-minute announcements for Little Liver Pills [BROADCASTING, Dec. 21], is planning a similar experiment for Arrid. A transcription of *Jimmie Fidler From Hollywood*, BLUE series aired in behalf of Arrid Sunday, 9:30-9:45 p.m., will be heard on WOR, New York, Tuesday, 10:30-10:45 a.m., starting Jan. 5, and on WNAC, Boston. Contracts for 52 weeks were handled through Small & Seiffer, New York. The recordings will supplement the regular schedule of spot announcements for Arrid, aired on approximately 150 stations throughout the country.

Grid Game on MBS

CARRIER wave of KFRC, San Francisco, lit the bonfires for a mammoth football rally held Dec. 22 as the forerunner of the annual all-star East-West game in San Francisco on New Year's Day. The game is one of the major charity events of the Shrine, which this year, in addition to devoting proceeds to the Shrine Hospital for Crippled Children, will divide the gate among various war agencies. KFRC broadcast the rally with Art Linkletter as m.c. KFRC will originate the East-West game for the entire Mutual Network on New Year's Day, with Ernie Smith calling the plays.

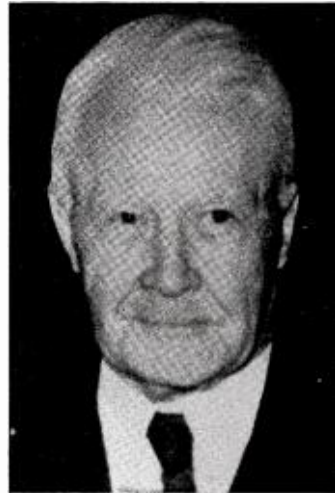
Russell Law

RUSSELL LAW, 60, chairman of the executive committee of Albert Frank-Guenther Law Inc., New York, died Tuesday, Dec. 22, in New York, after a short illness. He leaves a widow, and a sister. After three years with the *Wall Street Journal*, Mr. Law organized his own advertising agency in 1914, and in 1919 amalgamated with Ralph Guenther under the name Rudolph Guenther-Russell Law Inc. Present agency resulted from a merger with Albert Frank & Co.

BALTIMORE'S FATHER AND SON

WCAO's Milbournes Lead Pioneer Station to

5,000-Watt Operation



WCAO's Father-Son Combination

THE SUCCESS story of the "father and son" combination that has directed the destinies of WCAO, Baltimore pioneer station, was brought into focus with the start of 5,000-watt operation of the station in mid-December.

Since 1931, when WCAO was reorganized, affairs of the station have been directed by Lewis M. Milbourne, first treasurer and then president of the company, and his son, L. Waters Milbourne, initially assistant treasurer and then general manager. Business volume on the station has been trebled since the Milbournes assumed its operation.

Maryland's oldest station, WCAO was established in 1922. It was one of the first outlets of CBS,

joining that network in 1927, its first full year of operation.

The station has operated on the desirable 600 kc. channel practically from the start, having thrice increased its power to the present 5,000-watt level, using a directional antenna. Latest Westinghouse transmitter and phasing equipment has been installed. Appreciable increase in coverage is claimed for the improvements.

The elder Milbourne became treasurer of WCAO in April, 1931, when it was reorganized following the death of its former directing head. Subsequently, he was elected president. His son became assistant treasurer in 1931, serving in that capacity until 1938, when he became general manager.

Advertising Holds Its Ethical Level

Special Wartime Drive Not Contemplated By the FTC

By PGAD B. MOREHOUSE

FTC Commissioner Robert E. Freer in his address before the Advertising Club of New York on March 14, 1940, stated that

the Federal Trade Commission was neither attempting nor contemplating any attempt to discredit advertising, nor to restrict advertising copy to such an extent that it would not longer be able to "sell". He concluded his address as follows:

"In conclusion, I want to say that national advertising generally has improved greatly, from the standpoint of ethical responsibility and self restraint. Of course, there are exceptions, as may be attested by Commission stipulations and orders. But your standards of what constitute the best in advertising have been raised, just as the applicable minimum requirements of the law have been raised by Congress in passing the Wheeler-Lea Act, and, in enforcement work, by the Commission and the courts.

"Happily, there exists today a spread between those minimum requirements of law and your own self-imposed standards. I have no doubt that both of them will be raised in the future as they have been in the past, and I hope that this spread will not only remain, but widen, so that your own voluntary standards of what is best in advertising will be elevated at an even more rapid rate than are the minimum requirements of the law".

Same Attitude

My observation of official corrective action instituted and taken by the Commission, including the issuance of certain complaints in the tobacco and medicinal fields since the outbreak of the war, fails to indicate to me any change whatsoever in the above expressed attitude.

That the Commission never proceeds except after a careful investigation into the facts and law of the case has been demonstrated by the extremely low percentage of court affirmances of its decisions on appeal therefrom. In all of the cases referred to, the investigations were initiated prior to the present emergency, and the complaints represent the fruits thereof. Whether the complaints will be sustained upon the facts and law in whole or in part, remains to be seen after all of the evidence, pro and con, is received and considered by the Commission

FOLLOWING RECENT complaints by the Federal Trade Commission against major cigarette manufacturers and against well-known headache remedy firms, BROADCASTING asked the Commission for a restatement of its policies. In a letter to Chairman William S. Ayres, inquiry was made whether the FTC had launched any sort of a drive against possible wartime offenses in advertising. The inquiry was forwarded to PGad B. Morehouse, director of the Radio & Periodical Division. This is his answer.

and the courts in their regular and ordinary procedure, neither of which have been, nor should be suspended so long as there is still time for free, fair and judicial procedure in this land.

Not only competitors but the public are still entitled to the protection afforded by the proper enforcement of the laws administered by the FTC. The necessity therefore, and the benefits to be derived therefrom, have not ceased by reason of the emergency.

I can think of no governmental agency which accomplishes more for the benefit of the consuming public, as well as for the ethical businessman, with a comparable minimum of staff and funds. For instance, in the Radio & Periodical Division we average a survey of 5,000 pages of radio commercial script each working day in addition to our very complete coverage of all principal periodical advertising, with from six to ten readers who have an average salary of \$2,000! About 85% of such advertising cases as are deemed to warrant corrective stipulations on the part of the advertiser and his agency to discontinue the unfair and deceptive claims, with no expense whatever for litigation. These facts speak for themselves.

A Lot of Progress

I have seen no tendency on the part of advertisers, generally speaking, to lower ethical standards because of wartime conditions. On the contrary, an extensive and splendid accomplishment in the furtherance of the war effort is manifest to anyone who scans national advertising. There always has been, and perhaps always will be, a large and ever changing group of unethical ad-

vertisers whose copy must be modulated if not curbed, if the consumer and ethical advertiser are to have any protection against them. False advertising is obnoxious both to consumers and to ethical advertisers.

We have come a long way in advertising standards since the organization of the FTC in 1915, in a large part through cooperation with the Commission on the part of those who sincerely desired truth in advertising and who continually have strained to raise the standards of all business conduct. It is a distinct social gain very evident by comparison of most advertising then with now.

War Activities

The era of "caveat emptor" and the "horse-trading" attitude in business designed never to give a "sucker a break" is well behind us. I doubt that any responsible advertising agency or advertiser would like to return to that era, even for the duration.

Yet, to paraphrase a thought from an editorial in *American State* (January, 1940) which in my judgment is as apropos to the advertising situation now as it then was:

"Oddly enough, against all tradition that surrounds the habits of governmental commissions, it (the FTC) has worked tirelessly toward the end that some day, by the simple showing of a conscience completely free from taint, business would demonstrate the needlessness of eternal official vigil over its conduct. Yet thus far, as the record of 1939 (1942) is closed, there is much evidence to indicate that the era of self-discipline is still in distant prospect, that FTC's work must not cease."

The Commission is directly de-



Mr. Morehouse



DESPITE APPEARANCES, contract renewal and not pastry, was subject of prime concern to these executives. Luncheon was to celebrate renewal signing of the twice-daily quarter-hour Alka Seltzer *Newspaper of the Air*, on 33 Don Lee Pacific stations. Contract is for 52 weeks, effective Feb. 1. Program on that date, starts its seventh year. Contract signers are (l to r) Lewis Allen Weiss, vice president-general manager of Don Lee Broadcasting System; P. O. Narveson, president of Associated Adv. Agency, Los Angeles, servicing the account; Frank G. Clancy, vice-president of Miles California Co., firm sponsoring the series; Sydney Gaynor and Marion Harris, net sales manager and account executive.

voting much of its present activity to the war effort. Its wartime activities as described in its recent *Monthly Summary*, have been as follows:

"Through its legal, investigative, accounting, statistical and other services, the Commission continued to conduct wartime studies and investigations for various Government agencies, including the Office of Economic Stabilization, the War Production Board and the Office of Price Administration.

"Late in October the director of the Office of Economic Stabilization asked the Commission to undertake a survey of the bread and flour industry. The request was complied with immediately and the investigation is under way.

"Nearing completion was the inquiry conducted for the War Production Board to determine whether 284 companies, all users of tin, are complying with priority orders and regulations issued by WPB with regard to use of tin.

"Industrial corporation reports of the 1940 series containing financial data for 12 groups of manufacturing corporations engaged in textile dyeing and finishing and in manufacturing special industry machinery; power boilers and associated products; clay products (other than pottery); textile machinery; automobile parts and accessories; tanned, curried and finished leather; drugs and medicines; smelting and refining equipment; paper and pulp; commercial laundry, dry cleaning and pressing machines; and railroad equipment. At the end of October, industry reports on 66 groups engaged in important war work had been completed. These reports are not being made public except to interested Federal departments and agencies.

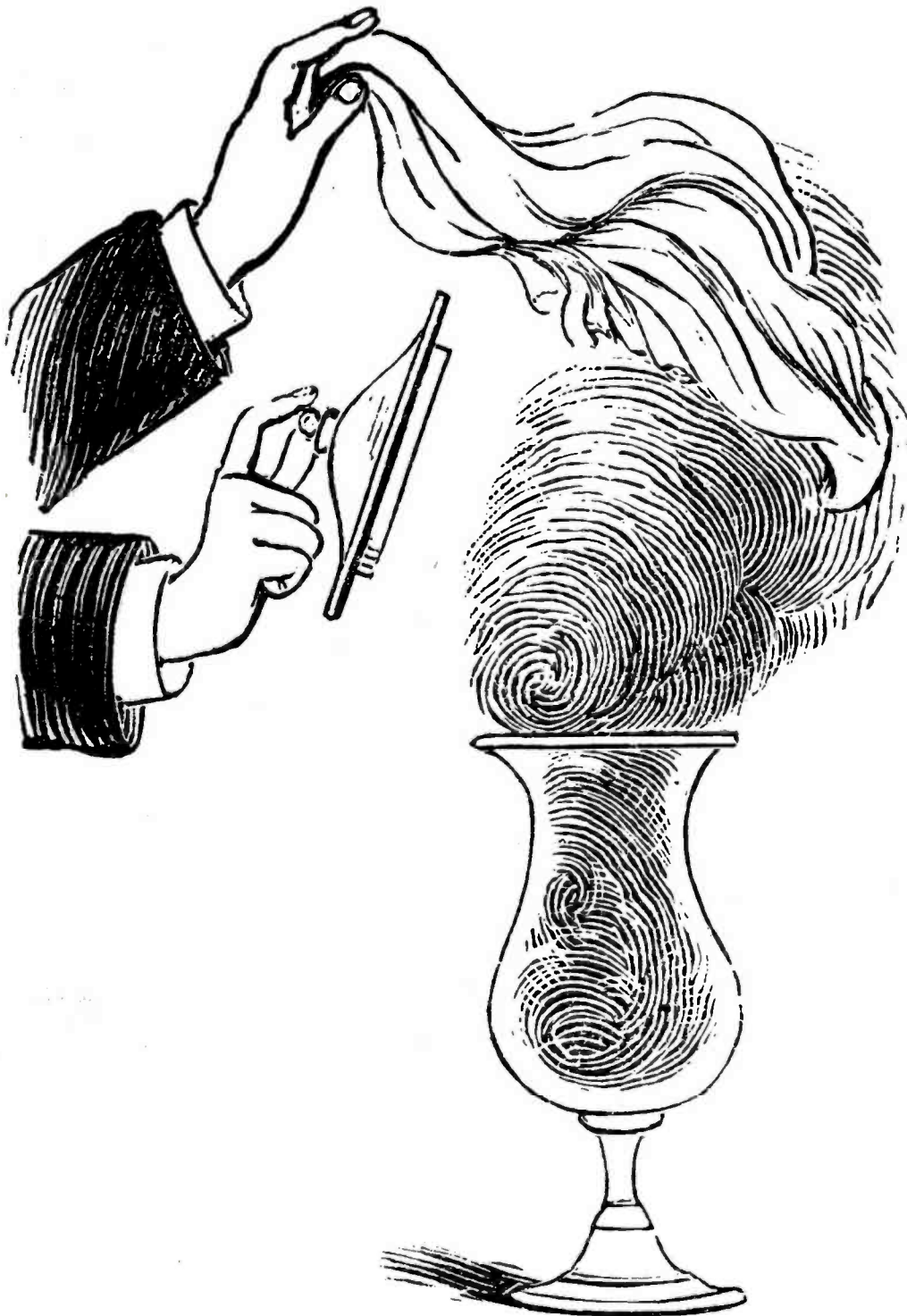
Protecting Public

"Cost, price and profit studies concerning major steel producing companies and a group of phosphate rock mining, sulphuric acid, super-phosphat, organic nitrate, and mixed fertilizer companies were made for the Office of Price Administration."

So far as the initiation of corrective action is concerned, in determining what procedure would or would not be in the public interest, the Commission must, and does, take into careful consideration the fact that we are at war. While it endeavors to protect the consuming public against the inherent risks involved in the excess use of dangerous drugs and of fraudulent advertising, it avoids the initiation in the present emergency of what it considers to be comparatively trivial cases. It has a big job and a difficult one.

However, there has been and will be a steady, unremitting effort on its part to do just what the people of the United States, through their duly elected representatives, directed it to do, namely, prevent unfair methods of competition and unfair and deceptive acts and practices in commerce so long as both commerce and the mandate exist.

WOR'S "SWEET SIXTEEN"



WOR's "sweet 16" are the 16 great, war-active cities of more than 100,000 people each into which WOR flashes your message backed by 50,000 power-full watts.

More important, perhaps, is that each of WOR's "sweet 16" is a *preferred city*; i. e., a city where shrewd "Sales Management", the magazine of marketing, predicts that retail sales and services for January 1943 will far exceed the record highs of January 1942.

Here then are the cities—16 of them—and a 16 which is today one of the sweetest buys in radio . . .

BRIDGEPORT, CONN.

NEW HAVEN, CONN.

TRENTON, N. J.

NEWARK, N. J.

ALLENTOWN, PA.

PHILADELPHIA, PA.

NEW YORK, N. Y.

JERSEY CITY, N. J.

PATERSON, N. J.

YONKERS, N. Y.

CAMDEN, N. J.

ELIZABETH, N. J.

READING, PA.

WILMINGTON, DEL.

WATERBURY, CONN.

HARTFORD, CONN.

NOTE—WOR does not argue the point that each of these vital war centers is served in a very special way by one or more local stations. Their job is an important and unique one. So, too, we feel is WOR's collective 16-city impact.

—*that power-full station*

at 1440 Broadway, in New York

WOR

FCC Asks Revenue Data From Locals

300 Stations Queried In Study to Halt Deficits

IN ITS QUEST for accurate data on the status of smaller independent stations which are threatened with closure because of depleted incomes, the FCC last week sent to a list of some 300 stations a separate questionnaire on their operations for the 1942 calendar year, seeking returns by Jan. 8. This supplemented the questionnaire to licensees of broadcast stations, covering the customary annual "quick audit" for the calendar year, with returns due by Jan. 15.

In collaboration with the Office of War Information, the FCC is seeking to procure annual data on the "losers" in the broadcasting field, in the hope of evolving some formula whereby such stations, particularly those in vital areas not otherwise served, could be maintained for the war's duration.

Local Revenue Declines

Declines in local revenue, plus the fact that secondary stations in secondary markets do not share proportionately in national business, have contributed to the plight of these smaller outlets. Moreover, manpower problems have become critical, with such outlets unable to bid successfully against larger stations able to pay higher wages.

The list to which the questionnaire was sent Dec. 21 included some 175 stations which reported losses in revenue for the calendar year 1941, plus another 100-odd which were "borderline" operations last year and figure to lose during the current year by virtue of the tobogganing of local business.

While thought has been given to some sort of subsidy for such stations, both industry and Government reaction preponderantly has been against such a move. FCC Chairman James Lawrence Fly, who is directing the preliminary study, has indicated he thought the solution would come through encouragement of national advertisers in placing business on such outlets and through network expansion, carrying the "little fellows" along for the duration. Gardner Cowles Jr., associate director of OWI in charge of domestic operations, has also taken cognizance of this situation, but is awaiting the result of the FCC's inquiry before pursuing a definite course of action.

The actual number of "losers" last year, aggregating 177, actually was substantially less than the number reported in 1938, when the total was about 240. It was pointed out that at least a portion of the red ink stations actually did not lose money, because of their operations as subsidiaries of other business enterprises, which use the radio facilities for promotion and exploitation. Moreover, in some cases, it is felt that the owners probably

took sufficient salaries to absorb what ordinarily might show as profitable operation. Yet, in other cases, it is felt that stations licensed during the last two or three years could not properly expect to be money makers, based on past operations' history.

Questions Cover 1942

In its covering letter to the "red ink" stations, the Commission said it wanted the data in connection with its current consideration of "financial problems of certain classes of broadcast stations". The summary of data requested will cover results of operations for 1942 and estimated net broadcasting income for 1943. Stations were told that the summary would be regarded as tentative, and that approximations may be made where specific figures are not available, all subject to correction in the regular annual report.

Stations were also requested to make any comments they desired regarding the information transmitted and bring to the Commission's attention any facts "that would be helpful to it in its con-

sideration of the contents of your report."

The general letter, sent to all standard broadcast stations along with the quick audit questionnaire, stated that the Commission desired to be informed on time sales by the industry for the year 1942 as soon as possible after the close of the year. The questionnaire covered Schedule 8 of the "Analysis of Station Broadcast Revenues", which constitutes page 11 of the Commission's annual report.

The Commission stated that the filing of this schedule on or before Jan. 15 is only to give the Commission a preliminary report of the industry and that no licensee should wait for a final audit of his books before filing.

Stalingrad Outstanding

OUTSTANDING EVENT of 1942 was Russia's defense of Stalingrad, according to a poll of 18 MBS commentators on the five biggest news stories of the year. Second in importance was the U. S. invasion of North Africa, followed by Wallace's speech May 8, "The Battle of the Solomons," and "The Beveridge Report," ranked fourth and fifth respectively.

Plan to Use Vinylite Sheet Trimmings Tested in Hope of Easing Record Crisis

AN EXPERIMENT that may ease somewhat the shortage of Vinylite and make more material available to the makers of transcriptions has been started by Union Carbide & Carbon Corp., producer of Vinylite. Last month this company shipped out to its clients in the transcription industry samples of trimmings from sheet stock and requested the recipients to try using these trimmings in place of virgin stock for making transcriptions.

Results of the first tests were in the main satisfactory, George Miller, in charge of Vinylite sales for Union Carbide & Carbon, told BROADCASTING. It takes a little longer to mold records from this material, which is used principally today for making aircraft instrument panels, and in times of peace is used for radio dials, slide rules and similar products, than to make transcriptions from virgin stock, he said, but there was no noticeable difference otherwise.

Use Higher Pressure

Mr. Miller said that it is possible that by using higher steam pressure and higher molding pressure the time taken in molding the discs from these sheet stock trimmings might be cut to same as when the regular transcription Vinylite is used. Queried as to the extent to which the use of these trimmings will augment the Vinylite available for transcriptions, he stated that the total volume of trimmings is not large, so that the difference to the transcription manufacturers might be described as "appreciable but not considerable."

NBC Reaches 412 Cities in Survey

Analysis of Listening Habits Will Be Published

FIRST of two preliminary reports on NBC's 1942 nationwide survey of radio listening habits, a 32-page booklet titled "A Tale of 412 Cities", was released last week by Charles Brown, director of Advertising and Promotion. Study was based on returns to postcard questionnaires mailed in March and April to 2,100,000 radio homes in the U. S., a continuation of NBC's first postcard all-county survey conducted in 1940.

Survey, which NBC believes the most comprehensive study of radio listening ever undertaken, polled the preferences of more than 250,000 radio families, covering all of the 3,072 counties in the country.

47% of Listeners Reply

Vividly illustrated in red and blue, the book graphically and in highly competitive fashion presents the results of tabulating the answers of approximately 65,000 radio families living in the 412 U. S. cities of more than 25,000 population to the question, "To What Radio Station do you Listen Most at Night After Dark?" Book does not go into the response to the other question asked in the survey, "To What Stations do You Listen to Regularly at Night after Dark?"

The 412 cities covered in the booklet account for 13,674,000 radio families, 47% of the national total, whose nighttime listening habits are analyzed. Through charts and tables the book shows the relative popularity of stations in each city, with a special section comparing network coverage from a local station with that from an "outside" station. A second preliminary report, to be issued next month, will give similar data for daytime listening in the same cities.

Comparing nighttime listening returns by cities, the book shows that when only NBC and the "second network" are considered, NBC wins; in 324 of the 412 cities, the "second network" wins in 85 and there are three ties. Of all radio families replying in those cities, 52% reported listening most to NBC stations and 24% to stations of the "second network." When all four networks and independent stations are considered, the book shows NBC taking first place in 73% of the cities and first or second place in 92%.

Subsequently, NBC plans to publish two volumes giving the survey's findings in detail for every county and radio station in the country. These data, NBC states, "will permit advertisers for the first time to evaluate the performance of every station on a uniform basis, and should prove a substantial contribution to the more scientific use of radio as an advertising medium."

KMOX, ST. LOUIS, FIRST AGAIN: 24-HOUR SERVICE !

Volcanic economic changes in St. Louis :

—\$67,000,000 increase in retail sales since last year

—50% jump in effective buying income over 1938*

—many an industrial worker's living habits are turned topsy-turvy

—which means *new* periods of day and night for working, sleeping, shopping, *radio listening*.

Only the insatiable human need for relaxation and instruction and entertainment remains constant.

So...

on October 19th, 1942, station KMOX inaugurated 24-hour radio service for its community.

This marks the first 'round-the-clock operating schedule of any St. Louis radio station.

It marks another first for KMOX penetration of the St. Louis market.


It underscores, once more, KMOX' operation "in the public interest"—serving "all of the people all of the time."

And it indicates, once more, why KMOX has *most* listeners, *most* business of any station in this eighth most important market of the nation.

*Sales Management—Survey of Buying Power.



KMOX THE VOICE OF ST. LOUIS • 50,000 WATTS

 Owned and operated by Columbia Broadcasting System. Represented nationally by Radio Sales with offices located in New York, Chicago, Los Angeles, San Francisco, Charlotte

138 Advertisers Buy Radio In New York for First Time

Amusements, Schools, Perfumes and Retailers Among New Accounts; Spot Sales Up

ADVERTISERS of all types who have never used the medium of radio prior to 1942 placed time on the four New York outlets of the major networks and on four leading independent stations in the metropolitan area, according to a survey by BROADCASTING completed last week after the stations had listed their newly-acquired accounts during the 12 months of this year. (See list of accounts on page 48).

The number of new radio advertisers, both national and local, totaled 138, as reported by WJZ WABC WEF WQR WMCA WHN and WNEW, while an aggregate of advertiser totals reported by each station as new to their schedules this past year, was 488.

Amusements Lead

WNEW had the greatest number of new sponsors of the stations queried, reporting 86, of which 21 are new to radio; next is WOR with 75 new accounts, 34 never having used radio before 1942. The others with their new accounts and the percentage of those entering radio for the first time, in order, are: WHN, 73 and 10; WJZ, 69 and 21; WMCA, 53 and 17; WQR, 52 and 25; WEF, 41 and 6, and WABC, 39 and 4.

Of the various classifications of advertisers, the amusement industry, embracing motion pictures, theatres, hotels, restaurants, night clubs, and such events as the Ringling Bros. circus and a local rodeo, was the outstanding new radio advertiser group in the New York picture. A large proportion of the time purchased by this group was placed Dec. 14-18 during the strike by the Newspaper and Mail Delivery Union when eight New York newspapers were kept off newsstands for four days [BROADCASTING, Dec. 21], causing local amusements to turn to radio to tell the Christmas crowds what they had to offer.

Schools Use Radio

Breweries in and around New York City were particularly active during 1942, using transcribed announcements, music and sports programs. Eichler Brewing Co. entered radio this fall with sponsorship of ice hockey games on WHN. Pabst, Schaefer and Edelbrau Breweries all use the New York stations extensively. In the beverage category, several wine companies increased their schedules or began spot announcements and musical shows in the New York market, including Go-Lan wines, Garrett & Co. for Virginia Dare wines, Roma Wine Co. and Sandeman wines.

Department stores, clothing shops, shoe stores and jewelers

were all active locally this year; art studios, barber shops, the New York Tunnel Authority and various organizations, such as the Savings Banks Assn. of New York State and Industrial Undergarment Co., became "first-time" radio advertisers this year.

New Classes

WQR reported two interesting new classifications, schools and French perfumes, each represented by several examples. The institutions included Goddard College, United Schools, Stevens Institute, Perkiomen School, Franklin School of Dancing, Gilbert School of Radio, and the Arthur Murray School of Dancing. French perfumes included Parfums Weil Paris, Schiaparelli Parfums and Germaine Monteil.

The general impression remaining after a study of each station's extensive list of 1942 new advertisers seems to be an optimistic one. The new sponsors entering the New York field are more than adequate to fill in the gaps left by companies which, affected by the war, have subsequently curtailed their advertising. Department stores, motion picture companies, publishers of magazines and books, all well known for their use of magazines and newspapers, turned to radio on a large scale during the last six months of the year.



ONE DOZEN YEARS of continuous broadcasting on NBC is the enviable record established by *Carnation Contented Program*, sponsored by Carnation Co., Milwaukee, as Stanley Roberts, advertising manager, renews the Monday evening show for another 52 weeks. Approval is expressed by (l to r) Harry C. Kopf, vice-president and general manager of NBC central division; Percy Faith, conductor; E. M. Hoge, NBC salesman, Harry Gilman, radio director of Erwin-Wasey & Co., Chicago.

NBC SCHOOL SET
Instruction in Programming
Free to Employees

FREE instruction and training in the fundamentals of program production will be available to NBC employees shortly after the first of the year with announcement that an employe production group will be organized under the direction of C. L. Menser, NBC vice-president in charge of programs.

Garnet Garrison, director of the radio division of Wayne U, Detroit, has been engaged by NBC to direct the new group in program direction, operation of sound effects, writing and editing of scripts and announcing. He will also serve as production director for NBC programs when time permits.

Employes with talent in these particular fields will be given an opportunity to develop them in this group, Mr. Menser stated, adding that NBC "looks on this project as a means of establishing closer relations with our employes, but we hope in the future to be able to supply accomplished technicians to our member stations, some of whom have been hit by current manpower shortage".

Western Plan Tested

EMERGENCY Broadcast Plan for the Pacific Coast, which has been formulated by the Fourth Fighter Command in cooperation with West Coast broadcasters' associations, staged a dress rehearsal in strictest secrecy in San Francisco recently which was later pronounced a success. Broadcasters from the entire Pacific Coast area watched the rehearsal of the plan, which links all radio on the Coast in an emergency.

BOOK FIRM'S SPOTS TO PROMOTE TAX AID

DOUBLEDAY, DORAN & Co., New York, will use 26 stations throughout the country Jan. 4 to March 15 to promote "How To Prepare Your Income Tax", published by Garden City Publishing Co., a subsidiary. One-minute transcribed announcements will be aired from three to five times weekly.

While most book advertising on radio is of the mail order type, the commercials in this campaign will refer listeners to local retail stores for three cities. Book is written by David Joseph and sells for 49 cents.

Of the total of 26 stations, 19 are 50,000-watt outlets. WJZ is BLUE, New York key station. Stations are KFI KNX KPO KOA WRC WSB WMAQ WWL WBAL WBZ WJR KSTP KOMO KSD WOR WJZ WEF WGY WSAI WDR KCW KYW KDKA WPRO KRLD WPRC. Agency is Huber Hoge & Sons, New York.

Major Networks Carry Rickenbacker's Story

AS PROMISED by Secretary of War Stimson a few weeks ago, Capt. Eddie Rickenbacker, in his own words, has told the story of his rescue and that of six companions after 22 days adrift in the Southwest Pacific. The first story was told at a special news conference Dec. 19, called by Secretary Stimson. On Dec. 19 the four major networks broadcast an interview from Capt. Rickenbacker's New York home, 3:30-3:45 p. m., (EWT).

Lt. Col. E. M. Kirby, chief of the War Dept. Bureau of Public Relations Radio Branch, had arranged to have the World War I ace tell his story over the networks at 10:30 p. m. Dec. 20 but Capt. Rickenbacker's physician objected. When he ordered the flier to bed at 8 p. m., last minute arrangements were made to originate the talk during the first quarter of the *Army Hour*, NBC, 3:30-4:30 p. m. BLUE, CBS and MBS tied in.

Discs Promote Film

PARAMOUNT Pictures, New York, was to use a quarter-hour transcription on six New York stations Monday, Dec. 28, to promote "Star Spangled Rhythm," its latest release. The discs, with musical and dramatic excerpts from the film, were to be aired on WOR WJZ WABC WHN WNEW WMCA. Spot broadcasting will be used on varying schedules throughout the country at different times in connection with the pictures released in other communities than New York. Agency, Buchanan & Co., New York.

Dolan Enters Radio

CERTIFIED Extracts, New York, through its newly appointed agency, Duane Jones Co., New York, will enter radio for the first time after the first of the year with participations on the *Marjorie Mills Hour*, five-weekly program on the New England Regional Network. Product advertised will be Dolan's Cakex. Other stations may be added later.

THE INDIANAPOLIS STATION THAT IS **NOT AFFLICTED WITH**

*After Order
Letdown*



Maybe you, too,
know some stations that fold right
up the instant an order is signed. That's just when
we roll up our sleeves and really begin to pitch. Our
Announcers, Program Department, Merchandising Staff
... ALL of us get a kick out of proving how "right"
you were in choosing **WISH FOR RESULTS IN
THE INDIANAPOLIS MARKET!**



REPRESENTED NATIONALLY BY
FREE & PETERS, INC.
CHICAGO * NEW YORK * DETROIT * ATLANTA
SAN FRANCISCO * LOS ANGELES

CAPITOL BROADCASTING CORP.

INDIANAPOLIS, INDIANA

Wrigley Converts Business to War; Keeps Radio Time Advertising Copy Directed To Necessary Workers

STORY of the conversion of chewing gum from a civilian luxury to a war necessity, with priority ratings from the War Production Board, largely through the personal efforts of Philip K. Wrigley, president of the William Wrigley Jr. Co., is related in an article, "Chewing Gum Is a War Material", in the January *Fortune*.

Revising his advertising to sell gum to war workers only instead of the general public; allocating the distribution of Wrigley's gum so that war plants get preference; turning over to the Government his entire supply of aluminum for foil wrappers nine months before this metal was prohibited for civilian manufacturers; arranging for the company's gum base suppliers in Central and South America to collect rubber as well, which is turned over to the Government at cost, Phil Wrigley has missed no opportunity to serve his country and preserve the gum business, *Fortune* states.

Devoted Radio to War

"Phil's first major step," the article relates, "was to devote all his radio time to selling not gum but war. It was a big contribution: he was spending around \$2 million for two CBS programs alone. The half-hour on Sunday featuring Gene Autry was appropriately devoted to the Army; Mr. Autry became a sergeant in the Army Air Forces. Phil Wrigley converted his Thursday night half-hour to telling about the Navy in a program called *The First Line*. At the start, the Navy was a little suspicious and held back for a while. Soon it saw the light. Now admirals speak on the Wrigley hour, and broadcasts are even made from ship control rooms. The program is immensely effective. When the Sea Bees (Navy's Construction Battalion) recruiting drive was launched on *The First Line* last September, the Bureau of Yards and Docks reported enlistments up 35%.

"With both Army and Navy thus covered, Phil Wrigley turned to the home front. He hired Ben Bernie for five 15-minute programs a week to glorify war workers and their families. Later the show was turned over to OWI, who used it to put across special messages to war workers. In addition to making them feel pretty good about themselves, Bernie sometimes tells them: 'Chew gum, any kind of gum.' He may add, 'Personally I prefer Wrigley's Spearmint.'"

"THE VOICE of the War Worker" has been adopted as the official slogan of WJWC, Chicago, and is used in station breaks and in all station promotion.



POISED TO CUT CAKE celebrating three notable events at WKNE, Keene, N. H., is Ozzie Wade, chief announcer, surrounded by interested and hungry staff members. Event marked WKNE's 15th year on the air; its second year at Keene, and the renovation of its studios. About to share the cake are (l to r): Front row, Howard Wheelock, Beatrice Colony, Ozzie Wade, Ruth Duplissie, Dick Bath; second row, Harold Weiner, Bob Stephens, Manager David Carpenter, Margaret Wyman, Bill Stephens, Bob Peebles, Evelyn Howe, Ernest Batchelder Jr., Priscilla Davieau, Bradley Hart. The anniversary pastry was quickly consumed.

Crosley Protests FCC Order Denying WLW Experimental Use of 750,000 w.

STRONG protest against the FCC's action last month denying WLW's application for authority to experiment with 750,000 watts during early morning hours, and at the same time terminating the existing WLW 500,000-watt experimental authorization Jan. 1, was lodged with the FCC last Monday by the Crosley Corp.

The company, licensee of WLW and its experimental adjunct W8XO, filed with the Commission a petition for rehearing, alleging the Commission had violated its own regulations in denying the 750 kw. developmental authorization.

WLW's present 500,000-watt transmitter unofficially is said to be earmarked for the Government's psychological warfare program. Consideration now is being given to use of the transmitter either for international shortwave broadcasting from the United States or for standard band broadcasting to Axis-controlled countries. So far as could be learned, final decision has not yet been reached regarding its ultimate disposition, though the Crosley Corp. was said to be collaborating with OWI and other Governmental agencies with respect to its ultimate disposition.

Dereliction Charged

The Crosley petition contended that the Commission, in its decision of Nov. 30 denying the 750,000-watt developmental application, was erroneous in several important particulars. "To pass off such an important matter on specious procedural grounds would be a serious dereliction of the Commission's statutory duty," said the petition filed by Crosley's Washington attorneys, Dempsey & Koplovitz.

The Commission was asked to set aside its decision denying the application and enter an order granting it. As an alternative, Crosley suggested that the Commission advise it what additional information it desires; that if on

the basis of the information supplied the Commission believes a valid objection to the granting of the application exists, that Crosley be advised of this objection and be given an opportunity to meet it; and, finally, if the Commission has no other basis than that stated in its decision and order denying the application, that Crosley be afforded an opportunity for oral argument.

Crosley said the purpose of the W8XO 750 kw. application was to enable it to prove the technical feasibility of higher power operation, important in the national and the war interests. The only question which the Commission had to decide was whether the demonstration of the technical feasibility of such operation would constitute a "contribution to the radio art".

No Reason Given

It was contended that, in denying the application, the Commission assigned no reason for its action. Crosley claimed that it had supplied the Commission with all essential information in accordance with established procedure. That portion of the Nov. 30 order also terminating the 500,000-watt experimental authorization of W8XO as of Jan. 1 was not protested by Crosley. No exception was taken "because the station's license by its own terms expires on that date". It stated.

In citing specifications of error, Crosley enumerated seven points. It held that the Commission had violated its own regulation and that it should have been afforded an opportunity to be heard on the reasons for denial.

The Communications Act requires the Commission to study new uses for radio, provide for experimental uses of frequencies and generally encourage the larger and more effective use of radio in the public interest, Crosley contended. It was pointed out that develop-

BLUE SHIFTS SHOWS FOR GRACIE FIELDS

A MERICAN CIGARETTE & CIGAR Co. New York since Oct. 12 sponsor of Gracie Fields, English comedienne, on BLUE in the Monday through Friday 9:55-10 p.m. period, will expand the program to a quarter-hour broadcast, effective Jan. 11, a plan which has been under consideration for the past month. On her new schedule, she will be heard on the same network of 126 BLUE stations, five times weekly 10:15-10:30 p.m. Program is heard for Pall Mall cigarettes and agency is Ruthrauff & Ryan, New York.

At the same time, the BLUE announced the following program shifts to allow for the change. Hall Bros., Kansas City, will shift *Meet Your Navy* on Friday from 10-10:30 p.m. to 8:30 p.m. as of Jan. 15. Henri, Hurst & MacDonald, Chicago, handles the program, aired on behalf of Hall's Greeting Cards.

Alias John Freedom, currently heard Monday at 10:15 p.m. will shift to Wednesday 9 p.m. Jan. 6. Program is sponsored once every four weeks by Minneapolis-Honeywell Regulator Co., through Addison Lewis & Associates, Minneapolis. First commercial broadcast at the new time will be Jan. 27.

ment of progressively higher power has made substantial contribution to broadcasting and that Crosley has been a pioneer in this field. Only the successful construction and operation of a 750 kw. transmitter would prove its feasibility, it was contended. New advances in radio "do not spring full-grown from a drawing board, nor even from a laboratory—actual working tests and experiments under regular operating conditions must be made", said the petition.

W8XO Not Involved

Crosley contended that the question whether the continued operation of W8XO, with maximum power of 500 kw., would be in the public interest has no relevancy to the question whether 750 kw. operation would be in the public interest. It also protested the Commission's reliance upon the so-called Wheeler Resolution adopted in 1938, deprecating the use of power in excess of 50,000 watts, questioning the "force and effect" of that resolution, and whether or not the Commission should follow it.

Declaring it was at a loss to determine why the Commission believes it has authority to deny the application without a hearing, Crosley said it still desired a hearing and "intends to insist upon having the hearing to which it is entitled".

Crosley pointed out that in its decision the Commission said that since the applicant did not offer any evidence at the hearing, it was unable to determine that a grant would be in the public interest. "It is significant," said the petition, "that the Commission consumed some 10 months in reaching that conclusion."

*M*ost extensive survey on radio listenership ever
made in the Philadelphia Market Area!!!

Ten thousand five hundred personal inter-
views*, made in one week, show . . .

**WCAU
IS FIRST!**

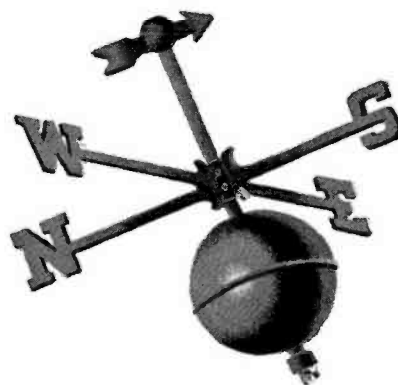
More people listen more to WCAU than
to any other radio station in the Philadel-
phia Market Area.

*Copies of the complete survey, with fifteen-minute
breakdowns for the combined Monday through Friday,
Saturday and Sunday ratings, are now on the press.
We shall be glad to send you a copy if you so desire.*

WCAU

PHILADELPHIA

50,000 WATTS IN ALL DIRECTIONS



*The Bell Telephone Co. of Pennsylvania is authority for the fact that only 44% of homes in Phila-
delphia are telephone equipped. This survey, an accurate cross-section sample of the population
of the Philadelphia Area, included the other very important 56%.

Al. Bland
the popular comedian
in
"morn patrol"
WCKY
6 DAYS PER WEEK
WCKY
50,000 WATTS
CBS PROGRAMS

More Listening Shown During New York Strike

DAYTIME RADIO listening during the period Dec. 8-14 was not as high as the corresponding two weeks in November at the time of the North African invasion, according to C. E. Hooper Inc., New York, although listening on Dec. 14, first day of the strike affecting distribution of eight New York newspapers, was 10% higher in the morning and 5% higher in the afternoon than it was on Nov. 9, first Monday after the Allied invasion.

This increase in radio listening during the four-day strike is further substantiated by the fact that evening listening Dec. 15 and 16 was up 12½% over the corresponding days in November, the Hooper study reported.



ANNUAL DINNER for actors and writing-producing staff connected with the NBC comedy serial *The Aldrich Family* was held recently in the Shell Room, Radio City, New York, with members of the press, and client and agency representatives on hand. Laughing at some joke just before dinner are (seated) l to r: House Jameson, "Mr. Aldrich"; Kay Raht, "Mrs. Aldrich"; and Norman Tokar, "Henry Aldrich". Standing: Charles Wiggins, assistant advertising manager of Postum, product promoted by General Foods Corp. on the show; Francis van Hartesveldt, director of the program; Clifford Goldsmith, its author; and Tom Burch, contact man on the Postum account for Young & Rubicam, New York.

"This program has met with favorable response from our listeners, and the announcers are enthusiastic." WJPF

• More than five hundred radio stations are using programs prepared by ASCAP Radio Program Service. They are written by writers experienced in the problems of both the Program and Commercial Departments. They are available, without cost, to any ASCAP-licensed station. Write or wire at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

CIAA Latin Discs

U. S. SERVICEMEN of Latin American origin or background will be featured in a projected series of transcriptions to be offered to representative stations of Latin America by the Office of the Coordinator of Inter-American Affairs. Production of the 13 quarter-hour programs is scheduled to start before the first of the year, with a crew from the CIAA visiting various training centers to make recordings of interviews with the servicemen. Those with musical talent will be invited to contribute musical numbers. Camp bands and choral groups may also be included. Another CIAA project is the preparation of Spanish and Portuguese versions of the OWI-Mutual series, *This Is Our Enemy*, for broadcast throughout Latin America. Series presents dramatized exposés of Axis brutalities, based on the accounts of eye-witnesses.

Rabat Radio to OWI

WITH the arrival of Milton S. Eisenhower in North Africa, the Office of War Information announced last week that Radio Morocco at Rabat is now being used by OWI for programs which may now be regarded as trustworthy. It broadcasts in French to the populace and in English for American troops, just as does Radio Algiers which was commandeered at the time of the American landings. Mr. Eisenhower, OWI associate director, left several weeks ago for Africa. He is a brother of Lt. Gen. Dwight D. Eisenhower, commander of the American forces.

Coast Market Study

BASIS for an analysis of the rapidly changing marketing conditions of West Coast advertising, an intensive research covering that shift was recently completed by CBS, according to George L. Moskovics, West Coast sales promotion manager. Designed to reflect changes in conditions, results of the study are now being compiled. They will serve as nucleus for a series of conferences among CBS West Coast sales executives. Interpretation of the marketing data precedes its presentation to eastern advertising agencies, advertisers and CBS executives by Arthur J. Kemp, West Coast sales manager of the network, it was said.

Solemnity to Blend With Holiday Spirit In Special Network New Year Programs

THE NEW YEAR will be ushered in on the networks with the usual holiday entertainment, but with special features striking a solemn and retrospective tone in keeping with the times.

Taking its cue from President Roosevelt's proclamation of New Year's Day, as a day of prayer, Mutual will present prayers written by representatives of leading denominations, every hour, on the hour Jan. 1, from 8 a.m. to midnight. Presented under the auspices of the Federal Council of Churches, Catholic Charities of the Archdiocese of New York, and the Synagogue Council, the prayers will in most cases be read by the personality featured on the programs to be heard that day.

Newscasters Plan Prayers

Newscasters who will devote a minute of prayer, or who will read prayers submitted anonymously by religious leaders, will include Sydney Mosely, Boake Carter, Cal Tinney and Gabriel Heatter. A prayer will be included in the broadcast of the Cotton Bowl game, which is to be shortwaved to American troops overseas in addition to the domestic broadcast on Mutual. New Year's Eve will be marked on Mutual by an hour-long *Review of the Year*, a dramatic re-enactment of America's first year of World War II.

Prominent editors and editorial writers will address NBC listeners from the editorial rooms of ten leading newspapers in as many cities, to give three-minute talks on subjects of their own choosing, New Year's Eve, from 11:30 p.m. to midnight. The round-up, on the general topic of problems facing the nation in 1943, will start in the

office of the *Christian Science Monitor*, Boston, and after a series of cross-country pick-ups, will conclude with a broadcast from the editorial rooms of the *New York Times*.

FROM CRUISER'S DECK

Major Nets Carry Broadcast
—From 'San Francisco'—

RADIO made history Dec. 11 when the first broadcast to be picked up from the deck of a big warship was aired by the four major networks when the damaged heavy cruiser, *USS San Francisco* docked at San Francisco after taking part in a battle with the Japanese.

Because only one pickup could be arranged, the various networks collaborated. NBC installed remote lines from the ship to a nearby toll point where others joined in. NBC, BLUE and MBS cleared time, then BLUE and MBS later rebroadcast transcriptions.

Among those taking part in the historic broadcast were Com. Bruce McCandless, Lt. Com. H. E. Schonland, Capt. Walter K. Kilpatrick, Capt. Albert France and Vice Adm. John W. Greenslade. Comdr. McCandless was decorated with the Congressional Medal of Honor for his part in the fight in taking command after the two senior officers were killed. Lt. (jg) Mel Venter, Coast Guard public relations, Twelfth Naval District, and for ten years with KFRC, San Francisco, was m.c. of the special broadcast.

STRATEGIC IMPORTANCE of various war centers of the world are analyzed by Carveth Wells, explorer and engineer, in a series of quarter-hour programs now being prepared by National Concert & Artists Corp., New York.

SPOTS
WHERE THEY'LL DO
THE MOST GOOD!

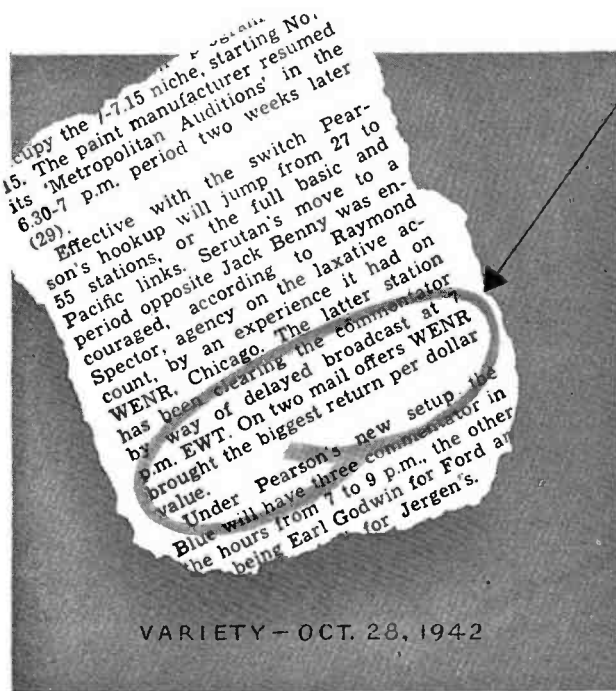
Complete coverage of the rich Gulf coast area . . . teaming with war industries and a new listening public.

Blue Net work
KFDM
BEAUMONT
REPRESENTED BY HOWARD H. WILSON CO.

FIRST—
IN THE SOUTH'S
FIRST
MARKET
WREC
MEMPHIS



“WENR brought the biggest return per dollar value!”



Another advertiser proves
the pulling power
of this Chicago station

We've been saying it for a long time. WENR produces results at low cost. Many advertisers have had first hand proof.

Comes now this clipping to give added emphasis to the point. It shows that WENR did an outstanding job for Serutan. Despite top-flight competition on the dial!

WENR is rapidly climbing to new heights. Splendid new programs are attracting more and more regular listeners. Keep this in mind. WENR can reach more families at lower cost per thousand than any other major Chicago station. Ask a Blue Spot Sales representative for all the facts.

WENR

CHICAGO'S BASIC BLUE NETWORK STATION
50,000 WATTS 890 KC.

OWNED AND OPERATED BY THE BLUE NETWORK COMPANY
REPRESENTED NATIONALLY BY BLUE SPOT SALES

NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • DETROIT



"—and I also resolve to keep WFDF Flint Michigan on my list!"

Purely PROGRAMS

TO PRESENT a wartime agricultural service to agriculturalists and stock raisers in Central and Northern California, KPO, San Francisco, will dedicate a new farming feature Jan. 4. The *Farmers' Digest* will be built and presented five weekly 6:15-6:45 a.m. (PWT) by Henry Schacht, recently appointed director of agriculture for KPO, who will bring day-by-day changes in the national and international farming picture. The Dept. of Agriculture, the Office of War Information, the U of California College of Agriculture, the State Dept. of Agriculture, farm organizations and other agencies will be drawn upon for information. A period will be devoted especially to the rural housewife and her problems. Jane Lee, whose *Woman's Magazine of the Air* is heard daily on KPO, will present this portion of the program. From time to time farm leaders and Government officials will be interviewed.

Interviewing Celebrities

FRANKIE BASCH, of Basch Radio Productions, New York, conducts a six-weekly program of informal talks and interviews on WHN, New York, titled *Meet Frances Scott*. Guests scheduled to appear on the broadcasts include Sally Victory, millinery designer; and Wilford Funk, publisher and author. Mrs. Basch is known to radio audiences as "Frances Scott", and has been heard on various network programs, including *It Takes a Woman* and *What Burns You Up?*

Quiz by Telephone

TELEPHONE figures in a quiz program on WOV, New York, under the title, *Do You Know The Answer?* Presentation of last minute news headlines is interspersed with telephone calls to various persons chosen at random from the telephone book. Individuals are paid for answering the phone, and earn a larger sum if they know the answer to news questions put to them by Alan Courtney, known to WOV listeners as m.c. of 1280 Club. Answers to the questions are contained in statements announced during the program by Courtney. A news announcer presents the news items.

Medical Dramas

AS A continuation of programs heard on NBC for the past nine years under the auspices of the American Medical Assn. a series of medical dramas began on the network Dec. 26, under the title, *Doctors at War*. Initial broadcast stressed the importance of civilian blood donations in a drama entitled "Give your blood to a soldier". Various medical officials in the armed forces will take part in the programs. Narrator is Dr. W. W. Bauer, director of health education of the AMA.

True or False?

DURING an early morning six-weekly question and answer program on WLS, Chicago, *Facts or Fancy*, Mel Galliard, m.c., makes 15 statements, some of which are fact and others false. Every statement contains a number and prize-winning answers of listeners must have the correct total of numbers of the fact items. Rusty Gill furnishes the music and show is sponsored by Little Crow Milling Co., Warsaw, Ind., for Coco Wheats.

Small Town Setting

HOLIDAY CROWDS at Chillicothe, O., chosen as a typical American small town, provided background for WLW's *Truly American* program on Dec. 19. Aired from Chillicothe's Public Square the program included Christmas Carols by 30 combined choirs of 600 voices. Program was broadcast at 3 a.m. Sunday over W8XO, 500-kw experimental transmitter. Recordings were made for the Office of War Information for shortwaving to troops throughout the world.

Brooklyn Red Cross

WEEKLY INFORMATIVE interviews on the widespread activities of the Brooklyn Red Cross are presented Tuesdays on W47NY, New York FM station, with all arrangements handled by the radio division of the chapter's public relations department, under the supervision of Elizabeth Shipman, radio chairman. After a two-week lapse because of the holidays the series will be resumed the first week in January.

It's Human!

VARIED characteristics of human beings are discussed in new five-weekly, five-minute program, *Let's Get Acquainted*, on WGN, Chicago. Program features Lee Bennett portraying the role of Dr. Blake, character analyst, whose aim is to enlighten listeners as to cause and effect of common human traits. Program is sponsored by Soy Food Mills, Chicago. Agency is Jim Duffy Inc., Chicago.

Shops for Listeners

AN UNUSUAL service to listeners is offered by *Lynne, Your Personal Shopper*, who conducts the program by that name of KIDO, Boise, Ida. Miss Lynne provides rationing and conservation news and offers to shop for out-of-towners whose gas ration may not permit them to come to town to do their own.

Thermostat Theme

WHEN a request came through recently from the WPB to announce a natural gas shortage necessitating curtailment in use of heating appliances, KOY, Phoenix, as a special event, ran a short remote to the thermostat in the building's hallway and described with appropriate remarks resetting of the instrument to 60 degrees or less.



PARKED ON A MAIN Cincinnati street, WCKY's studio plane was used in a 20 hour sign-on-to-sign-off drive by Rex Davis, chief announcer of the station, Mrs. Joseph Halpin and Mrs. Brown McKee, Red Cross staff workers, to boost the "Save a Life" campaign of the American Red Cross blood donor service to a new 1,800 pint weekly quota for wounded men.

Civilian Defense in Ohio

EFFECTIVE way of relaying important defense information to the public is Irwin Johnson's *Meet Joe Doakes, Civilian*, series on WBNS, Columbus, O., presented in cooperation with the Ohio State Council of Defense. Important bulletins, dramatic skits, announcements and salutes to Ohio communities set in a musical frame characterize the scripts which are being sent to other Ohio stations for local adaptation.

News for Kiddies

A CHILDREN'S newscast started by CJOR, Vancouver, *Junior News Round-up and Commentary*, is aired Monday to Friday at 5:30 p.m. The program, designed to give children more of the news in a form that they will understand, is under the direction of Nina Anthony of CJOR staff, and has been commended by the Parent-Teachers Assn. and the British Columbia Minister of Education.

Food in the Spotlight

A TIMELY program for homemakers is the Saturday morning series, *Food Goes to War*, on WTMJ, Milwaukee, featuring Ethel Morrison Marsden, a food authority who suggests how to prepare and serve various meats, vegetables, canned foods and substitutes for rationed foods and beverages.

Broadcasters!

LET YOUR AUDIENCES HEAR

STARLIGHT SONATA

the most unforgettable melody since

"My Sister and I"

Lyrics by Helen Bliss

Music by Henry Manners

and

AMERICA'S VICTORY SHOUT

HALLELU!

(Judgment Day is Comin')

to be featured by Judy Canova in

her forthcoming Republic Picture

"Chatterbox". Words and music by

Paul J. Winkoop

Both songs have been arranged for

orchestra by JACK MASON

BROADCAST MUSIC, Inc.

580 Fifth Ave. - New York City

CHNS
Halifax, N. S.

One-third of all the radio sets in Nova Scotia are within 25 miles of our antenna

Ask **JOE WEED**

"Cap" Cotton says:
"MEMPHIS IS THE COTTON CAPITAL OF THE WORLD AND THE INDUSTRIAL CAPITAL OF THE MID-SOUTH."

Covered by **WMC** 5,000 Watts Day
1,000 Watts Night
MEMPHIS, TENN.

NBC RED NETWORK
Owned and Operated by
THE COMMERCIAL APPEAL
Represented Nationally by
THE BRANHAM CO.

Packs a **SUNDAY PUNCH**
in **GEORGIA'S**
Fastest Growing Market

WGPC
ALBANY

Represented by **SPOT SALES Inc.**

The
CLEVELAND ORCHESTRA

Broadcasts
A NEW SERIES OF WORLD-WIDE
RADIO CONCERTS

SATURDAYS 5 TO 6 P.M. E.W.T.

Over the Columbia Broadcasting System and
Short-Wave Around the World

Sponsored by Radio Station **W-G-A-R** Cleveland

BUY WGBI

You can't escape the sound . . .
or the sound logic of WGBI
in the NATION'S 19TH MARKET!



KNOW why most national spot advertisers rely on WGBI to cover the rich Scranton—Wilkes-Barre area? There's a *sound* reason! WGBI is heard by 629,000 customers in the Nation's 19th Market. It's the biggest, most powerful station in a big, profitable industrial valley that is separated from outside stations by miles and miles of mountains.

Ask your John Blair man about Scranton and the job WGBI is doing for other advertisers. He can show you in results just how it pays to sell this major market *inside out* with WGBI.

SCRANTON **WGBI** PENNSYLVANIA

CBS AFFILIATE
910 KC
1000 WATTS DAY
500 WATTS NIGHT

FRANK MEGARGEE, *President*

JOHN **BLAIR**
& COMPANY
National Representatives

continued in operation, such as broadcasting, police, aircraft, are considered essential to the war effort, and worthy of the maintenance and repair equipment needed to keep them in operation. This is not only our opinion but the opinion of many in both the Army and Navy and in other offices of authority.

The Victory line of tubes and parts will play a part to conserve material and the programs of distribution now in effect and planned for the near future will insure the necessary items of maintenance for the radio of this country. This to the extent that at least one set per home will be insured, and that the corresponding broadcasting needs will continue to be met on the basis of the conservation measures already in force or about to be put in force.

Coordinated Program

The transmitting tubes for all radio service outside the military will be provided through a program of coordinated requirements, first for the military and then for these essential civilian services. But it will be necessary for the users of transmitting tubes to exercise with increasing effectiveness every reasonable means to conserve and extend the life of these tubes, so that the allotment of production allowed for these services will be adequate, and on the other hand, that we provide a maximum of these items for the direct military purposes.

The justification for measures of conservation on which we have received such fine cooperation is readily understood when it is considered how extensive and how necessary radio communication is to the armed forces. Through radio the Army and Navy operate coordinately and the United Nations are constantly linked in their fight against the Axis. Wartime developments in the field of radio are enabling the armed forces to see as well as hear. Wartime restrictions prevent elaboration but this will be one of radio's surprises for the post-war world.

Can Do Any Job

We would like to acknowledge the splendid cooperation which this office has received from industry. In fact, we believe that the radio industry in its engineers and management are capable of performing almost any job to be done in radio, if it is asked to do so. We should also like to express our appreciation for the understanding and the positive way in which the users of radio equipment in all the services have adapted their operations to the restricted supply of parts and have operated under the restricting orders, fully realizing the purpose of these orders and effecting their conservation provisions with a minimum of hardships.

This statement would not be complete if we did not indicate that we want further suggestions for the improvement of the operation of the program to continue to come in from interested people, for we know it is only by unified effort that we can achieve the best results.

WINX, Washington, has appointed the Walker Co. as national representatives.

W. A. AYRES
Chairman
Federal Trade Commission

THE DESIRE of broadcasters and publishers to aid in the elimination of false and misleading advertising is noted in the annual report of the Federal Trade Commission for the past fiscal year which has just been submitted to the Congress. The report tells of the cooperation of the three nationwide network chains, 20 regional network groups, and transcription producers engaged in pressing commercial radio recordings, in addition to that of 841 commercial radio stations and more than 1,000 newspaper publishers and publishers of magazines, farm journals and trade publications.



Mr. Ayres

Soon after the United States' entry into the war, some of the war agencies made prompt use of the system long established by the Commission for conducting comprehensive surveys of radio and periodical advertising on a continuing basis. Such advertising, including radio broadcasts, included any reference to the war, the war effort, war economy or war production, the armed services, the general public health or morale, price rises or trends, rationing, priorities, conservation of paper, rubber or other material, and other war-related subjects.

During the fiscal year the Commission received and examined copies of more than 1,000,000 commercial radio broadcast continuities. These continuities amounted to more than 2,000,000 pages of typewritten script and those examined consisted of 483,000 pages of network script, 1,500,000 pages of individual station script and more than 13,000 pages of script representing the built-in commercial portions of transcription recording productions destined for radio broadcast through distribution of multiple pressings of such recordings to individual stations. To the credit of the radio industry in general, it may be noted that less than 18,000 of these commercial broadcasts were marked for further study as containing representations that might be false or misleading.

If it appears to the Commission that a broadcast or published advertisement may be misleading, a request is made of the advertiser for all advertising literature used and the regular procedure of the Commission is then followed. This may result either in the closing of the case, if the questioned claims of the advertiser appear to be justified, or in corrective action by the Commission under its stipulation procedure, or a formal complaint.

There is a distinct trend observable on the part of the radio industry, as well as newspapers and publications, toward the elimination of fraudulent and misleading advertising and toward maintaining a high standard of ethics befitting our national dignity and power.

EMIL BRISACHER
President
Brisacher, Davis & Staff

OUR AGENCY is completing its most hectic, as well as its largest year. Hectic because our commitments throughout the year have been on a hand to mouth basis due to war's uncertainties. It has been our best year because it has been such a profitable year for our clients, practically all of whom, even though they have little to sell at present, are building ahead for the competitive post-war days.



Mr. Brisacher

The year ahead looks as though it might be a continuation of our accelerated 1942 pace, although it, too, is fraught with daily complications that threaten the actual existence of many businesses.

The earlier prospect of victory should help advertising. But 1943, like 1942, is unpredictable.

DON BELDING

Executive Vice-President
Lord & Thomas, Los Angeles

THE FORECASTERS who predicted that war would materially reduce radio advertising volume seem to be wrong. PIB figures for first ten months of 1942 show that network time went 8% ahead of 1941—radio's greatest year. The 10 months volume was \$94,424,478 for 1942 against \$86,006,773 for 1941.



Mr. Belding

Only three types of media are equalling or surpassing radio in 1942.

Sunday newspaper supplements for the first 10 months were 12% up.

The Confession type of magazines and the business papers advanced about the same as radio.

In the same 10 months period, magazines declined 5%, farm papers 5% and newspapers 6%.

From these figures it is rather evident that advertising as an industry is keeping on a fairly even keel, and that radio is a little ahead of the game in spite of the war.

No one knows, of course, just what's ahead, but if we analyze all the factors—experience of the last war—technological advances being put into production in the present war—the psychology of the business leaders as well as the public at large—the attitude of Government—the conclusion seems to bear out that advertising will at least maintain its 1941 average and possibly the 1942 volume.

In our own shop, present estimates show that our radio volume in 1943 should be about 10% ahead of 1942.

The greatest advance by the advertising industry during the past year was the splendid job done by the Advertising Council in bringing

a better understanding of advertising to the various government officials and a full clarification of advertising costs in the general tax accounting picture.

This clarification was of tremendous importance and has paved the way for a full understanding of government as to advertising's place in the American economy—something which was little understood in many important government quarters prior to the Council's work and something which every man in advertising should be thankful for.

From these efforts of the Council radio, as all media, has profited greatly and will continue to profit in 1943 and the years to come.

MEADE BRUNET

Vice-President, RCA Mfg. Co.

BECAUSE this is literally a radio war—a war in which radio communications, electronics and sound play a vitally important role—the radio industry is being called upon to put forth the greatest productive effort of its eventful history.



Mr. Brunet

Every branch of the armed forces, and almost every phase of their operations relies heavily on radio and associated equipment for the speed and flexible communications that only radio can provide. On the home front too, radio is omnipresent in disseminating news and information, and in providing entertainment and relaxation for the entire nation.

The broadcasting branch of radio is making notable contributions to the war effort in many ways, some of which are unsung and unheralded. But these services are understood and appreciated by our country's military and civil leaders. They recognize that keeping our highly developed American broadcasting system functioning at topmost efficiency is of the utmost importance to the national morale. Nevertheless, everyone recognizes that first call on the nation's manufacturing, engineering, manpower and other resources must be on behalf of our far-flung fighting forces in the actual theaters of war.

Must Preserve Equipment

That means that broadcasters must rely upon traditional American resourcefulness and enterprise to maintain their services, despite all difficulties. With increasingly tighter wartime restrictions on replacement parts and vacuum tubes, stations will have to learn how to make the equipment they now have function longer. It's a patriotic duty as well as a requisite of survival to make the most out of equipment and parts now on hand. Broadcasting is important for national morale, but it is more important for national morale that we supply our Army, Navy and Air Forces with the equipment they need.

During the past year RCA has established a service for rebuilding certain types of broadcasting tubes in an effort to help the broadcaster. This is an example of how we may have to meet other re-

'Curly' to Be Filmed

NORMAN CORWIN, writer-producer of CBS New York, has sold film rights to his prize-winning radio playlet, *Curley*, to Columbia Pictures Corp. Rita Hayworth and Humphrey Bogart will co-star in the film version carrying title of "Our Friend Curly", with Lou Edelman producing. Script is being prepared by Irving Fineman, Harry Segall and Wanda Tuchock. Picture version will require actual appearance of several noted commentators, orchestra leaders and their bands, as well as other radio personalities.

Freddie Rich Signed

FREDDIE RICH, musical director of the weekly NBC *Abbott & Costello Show*, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), has been signed to score the Paramount films, "Aerial Gunner" and "The Duchess Flies High".

THE 13th EDITION of the *Family Album* of WLS, Chicago, is offered to listeners at 50c an issue. Book is 56 pages, contains over 200 photographs of the entire administrative and talent staff of the station.

Cantor's 11th on NBC

EDDIE CANTOR, NBC comedian, celebrated his 11th anniversary as a network star on a recent broadcast of NBC's *Time to Smile*, sponsored by Bristol-Myers Co., New York. Cantor entered radio as a guest of Rudy Vallee in February 1931, starting his own show later in the year. He is credited with having discovered or helped on their way in the entertainment world such stars as Burns & Allen, Deanna Durbin, Parkyakarkus, Dinah Shore and Bobby Breen.



STATION MANAGER

An opportunity exists on a regional frequency, network affiliated station in the Rocky Mountain Area. Applicant must be experienced, have thorough background in both programming and sales, and his record must bear careful investigation. Give complete details of education, experience, and earnings, and enclose photograph with application. Address Box 124, BROADCASTING.



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 box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

ENGINEER—Virginia 5 KW Network Station has opening for transmitter engineer. Box 148, BROADCASTING.

Immediate Openings—Announcers and licensed technicians state details and experience. Box 147, BROADCASTING.

Wanted by 5000 Watt CBS Affiliate—Engineer first class ticket, car. Airmail references, draft status, salary. Box 153, BROADCASTING.

TO THE LADIES—We know a station manager who claims that women are not as good engineers as men. We don't believe him so here's an opportunity for a woman who has a first class telephone license, an automobile and good references. Write complete details to Box 154, BROADCASTING. We will prove he is wrong, you will get a permanent position and we will get a good engineer.

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

Wanted—Studio or transmitter engineer. WHIO, Dayton, Ohio.

WANTED—Technical Director-Chief Engineer—A WOMAN. Daytime 1 kilowatt regional in mid-east. Must have first class FCC operators license and be able to take full charge, maintenance, operations and personnel. If your training and experience would enable you to fill this position even though you have not held post of this kind and you want the good salary that such a position commands, write TODAY. Box 146, BROADCASTING.

SOUND EFFECTS MEN—Experienced sound technicians for Midwest network originating station. Outline qualifications, draft status, salary. References. Box 145, BROADCASTING.

Two More First or Second Class Operators—For Alaska broadcasting stations, working in close cooperation with War Department and Office War Information. Edwin A. Kraft, 708 American Building, Seattle, Washington.

Midwest Local—Wants program director, man or woman, who is sober, and dependable. Must be able to take full charge of all programs, write new shows, and all commercial copy. Musical ability as organist, pianist or instrumentalist, and announcing experience helpful but not necessary. Salary \$50.00 per week. Give availability date and full particulars in first letter. Box 144, BROADCASTING.

COMBINATION MAN—With car. Regional network station. Airmail experience, draft status, salary and references. Box 155, BROADCASTING.

ENGINEER—With first or second class license. KBIZ, Ottumwa, Iowa.

Help Wanted (Cont'd)

Salesmen—For permanent territory rich in potential program business. Excellent opportunity for a self-starting conscientious man. Completeness of information in application will influence consideration. WTOL, Toledo.

Operator—With any class license to work in 1000 watt Mutual station. Good working conditions, low living costs. Write or wire KLPM, Minot, North Dakota.

SPORTS ANNOUNCER—Play-by-play all sports including Sports Commentary as well as straight commercial work. Send transcription and full details including draft status, age, salary desired. KBIZ, Ottumwa, Iowa.

Transmitter Engineer Wanted—Write in for full details and send your qualifications. Permanent position, not a draft replacement. WAGE, Syracuse, N. Y.

1000 Watt Network Station—Has opening for experienced draft exempt announcer. Ideal working conditions. State salary expected, complete details first letter. WTJS, Jackson, Tennessee.

Situations Wanted

Program-Production Manager—With exceptional radio experience and background desires connection with large station. Executive with rare imagination and originality. Age 34, married, draft 3-A. Write Box 151, BROADCASTING.

Announcer—24. Small station. Draft status, 4F. Box 141, BROADCASTING.

Program Director—5 kw or manager smaller station. Six years executive experience sales, promotion, production. 3-A. family. Now employed. Box 143, BROADCASTING.

Announcer—Specialty: news. Also ad lib. commercials. 4F draft. Now employed by regional kilowatt. Transcription. Box 149, BROADCASTING.

Announcer—4F. New York vicinity. Experienced; news, commercials, disc jockey, control board. Available January. Box 150, BROADCASTING.

Wanted to Buy

Wanted—Will buy station in any part of country. Box 152, BROADCASTING.

Midwest Station—Prefer 5 kw in good market. Renlies confidential. Box 142, BROADCASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pick-ups. Station KLO, Ogden, Utah.

For Sale

For Sale—150 foot Blawnox tower complete with Lapp insulators and tower lighting equipment. Used only three years. Apply D. M. Bradham, WTMA, Charleston, S. C.

THE RIGHT CUE
ALL CBS MAJOR PROGRAMS
KGVO
MISSOULA - MONTANA

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

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

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

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

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

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

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring, Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World
Hollywood, Cal.

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

BROADCASTING FOR RESULTS!

Networks Increase War-Effort Time

Chains' Coverage Grows Through Affiliates

IN 1942 American radio went to war and the yearend reports of the coast-to-coast networks unanimously highlight the way they met "the challenge of keeping a militant people aroused, inspired and informed," to quote the CBS review. Together the networks have, in the past 12 months, devoted well over 4,000 network hours to broadcasting war effort programs and announcements.

That total does not include the thousands of news and news analysis programs which were almost completely concerned with reporting and explaining the progress of the war, both on the battlefields around the globe and on the production fronts at home. Nor does it include the thousands of hours of programs labeled as entertainment but which also rendered worthy wartime service in providing troops and war workers with amusement and relaxation.

Hundreds of Hours for War

The BLUE network, during the first 11 months of the year, broadcast 747 hours of war effort programs, including 232 hours of programs presented in cooperation with the various government agencies. Of the total, 644 hours were sustaining material and 103 hours sponsored programs.

Mutual, during the same period from Jan. 1 through Nov. 30, broadcast 1,913 war effort programs, 906 devoted to activities of the armed forces and 1,007 to home front events, occupying 721 hours of MBS time or roughly 10% of all Mutual time on the air.

Extending its figures through the full year, NBC reports that as of midnight, Dec. 31, it will, in 1942, have broadcast 2,700 war effort programs, utilizing 850 hours; 5,300 announcements of government messages, totalling 85 hours, and 4,500 war bond announcements, totalling 55 hours. The sum is 990 hours of pure war broadcasts.

CBS, figuring its data for the year ending Dec. 7, 1942, reports that it carried 6,481 war broadcasts, amounting to 1,501 network hours, plus 3,723 war announcements. Of the programs, 59.8% were sustaining. They covered 80 major subjects.

News in the Foreground

On the news front, CBS broadcast 4,158 war news broadcasts and analyses, adding up to 775 hours, NBC calculates that in 1942 it devoted 1,015 hours to news and special events, 14.2% of its total time on the air, compared to 10.5% devoted to these programs in 1941. Similar figures are not reported by the other major networks, but

MBS reports that it increased its news coverage to a round-the-clock schedule with news reports every hour and half-hour from New York, Washington and Los Angeles which, supplemented by commentators, accounted for 80 newscasts weekly.

Of its total of 7,175 network hours of broadcasting in 1941, NBC reports that 37% or 2,653 hours were devoted to public service programs, including news, forums and talks, serious music and general cultural broadcasts.

Nets Add New Stations

With the Boston Symphony Orchestra broadcasting its first concert on the BLUE on Dec. 26, the year ended with all of the four networks presenting regular concerts by outstanding symphonic orchestras. NBC each Sunday broadcasts its own symphony aggregation, with Arturo Toscanini and Leopold Stokowski each conducting 12 programs during the 1942-43 season. CBS each Sunday broadcasts the program of the New York Philharmonic - Symphony and Mutual on Fridays brings its listeners the music of the Philadelphia Symphony.

All of the networks increased the number of their affiliates dur-

ing the year. The BLUE began with 116 outlets and finished with 146. MBS added 28 stations for a yearend total of 211, the largest total of any network. NBC added 10 stations in 1942 to bring its total of affiliates to 140, of which 134 are in the continental United States. CBS, with two new stations during the year, now has 117 outlets. All networks also added to their coverage through power increase and improved facilities of some of their affiliates.

Volume discount plans, encouraging advertisers to use larger networks, resulted in increased network billings and in larger average networks for commercial programs. Mutual, only network regularly reporting dollar revenue, for the first 11 months of 1942 had gross billings of \$8,775,305, an increase of 38.1% from the 11-month total of 1941. The BLUE, reporting that the average number of stations used by its advertisers has increased from 70 last February to 91 in December, states that it will finish the year in the black, first network ever to make a profit in its first year of operation.

CBS, which put its discount plan into operation July 15, reports that by Dec. 15 more than 400 station hours had been added to its net-

Spots Avert Crisis

THREATENED with a recent breakdown in the city's gas supply because of the heavy burden resulting from a cold spell, the Washington Gas Light Co. bought time on all local Washington stations to appeal at frequent intervals for prompt curtailment of gas use in homes. Newscasters also stressed importance of burning no more than two burners in a cookstove. The utility followed up next day with newspaper space thanking Washingtonians for the manner in which the "public came through" in the emergency.

work commercial schedule and 35 additional program periods are currently heard over all CBS stations in this country. NBC's discount plan, becoming effective in late July, within two months had added 608 station hours a week to the network, NBC reports, adding that in this period the average daytime network expanded from 49 to 54 stations and the average evening network from 76 to 94 stations. As the year ends, 29 NBC sponsors have utilized the plan, to which the network credits much of the year's sales increase, which it states will bring NBC's dollar volume to an all-time high.

ANNUAL REPORTS CALLED BY FCC

FOLLOWING annual practice, the FCC last week sent to all stations its preliminary form on 1942 business, requesting returns by Jan. 15, at the latest.

Because of conditions provoked by declining business on local outlets in smaller markets, the FCC also sent to stations in that category a separate questionnaire eliciting information pertaining to business losses to be returned by Jan. 8. Presumably, this data will be used in attempting to evolve a formula to perpetuate the stations, through plans which may be developed by OWI.

The Commission asked all stations, as soon as possible following closing of their books but in no event later than Jan. 15, to supply it with total time sales, broken down between network, national spot and local with a tabulation of commissions deducted, talent and sales costs, and other items of income.



Drawn for BROADCASTING by Sid Hix

"It's Raymond Gabriel Gawdwin, the War Correspondent—
He Thought I Was Going to Drop This Shell!"

CROSSLEY SURVEYS MULTI-SET HOMES

TO DISCOVER facts which might change the usual supposition in radio time buying circles that only one radio set is operating at one time in a home, Crossley Inc., at the request of WOR, New York, recently contacted 6,777 families in greater New York, asking them how many radio sets they owned as well as how many usually were in operation at one time.

Results were three-fold, as released by the WOR Continuing Study of Radio Listening in Greater New York last week.

1—Two radios were on at the same time in 2.2% of the homes contacted and in 8% of the homes found to own more than one set. In most cases, the sets were tuned to different programs.

2—28% of the families contacted own two radios.

3—10% of the families own three or more radios. The study suggests that "radio probably delivers more than twice its indicated circulation in many homes", according to these results.

WSFA Head a Solon

HOWARD E. PILL, president and general manager of WSFA, Montgomery, Ala., has taken his seat in the Alabama legislature following his election, without opposition, in November, as representative from Montgomery County. His term of office is four years. Gordon Persons, recently with the Office of War Information and formerly part owner of WSFA, is now a member of the Alabama Public Utilities Commission.

THE FACI

Metropolitan Philadelphia is now America's Number One Arsenal. There is New money here—Spending money—payrolls more than 46% above last year—170% above 1939.

32.8% of all Philadelphians listening to radios from 6.00 to 6.15 P. M. six times a week—listen to WPEN, according to a 3-month Hooper Survey (the next station has 18.5%).

More facts reveal that in ten weeks WPEN as co-operating station for the Philadelphia Defense Council Bond Committee has helped SELL \$2,271,843 in cash War Bonds.

Whether it be commercial products or War Bonds, we can SELL it. We ARE. These are the facts . . . the proof is in the Listener. We have THEM—plus.



THAT IS THE
Philadelphia Story
in Radio

5000 WATTS • 950 ON THE DIAL

**Affiliated Station of the
Atlantic Coast Network**



WHAT A WHALE OF A DIFFERENCE A LOT OF LISTENERS MAKE!

• WKY has a lot of listeners morning, afternoon, and night . . . more than all three other Oklahoma City stations put together . . . and that's what makes the big difference in the price tag!

The tags indicate average costs of delivering a quarter-hour evening program to one percent of the sets in use in Oklahoma City via its four stations, computed from Hooper measurements and 13-time rates. WKY delivers 56 times this amount of audience (Hooper, May-September, 1942) at less than half the unit cost of other stations, plus the coverage beyond Oklahoma City where WKY likewise dominates decisively both in square mileage and popularity.

You want listeners. You pay for listeners. That's what WKY gives you more of, at lower unit cost than any other Oklahoma City station.



placement problems in the future.

From the very beginning of the war there has been an acute shortage of radio trained manpower. That is another reason why broadcasters must learn how to become more self-sufficient. We have had to tell our customers, that except in cases of extreme urgency, we could not spare this important manpower from their most essential work. We have asked them to write us when they must have help and wherever possible permit us to assist them by written counsel rather than by on-the-scene action. Stations are becoming increasingly more understanding and cooperative in this respect.

All-Out For Victory

Long before Pearl Harbor, the men and women of RCA pledged themselves not only to fulfill their responsibilities in developing and building war equipment, but wherever possible to *beat that promise*. Since then we have all re-dedicated ourselves to this pledge and are turning out vital equipment in ever increasing quantities.

When this, our biggest job, is done we shall be ready once again, a stronger, better equipped and sharper-attuned organization to pick up our peacetime role of advancing the liveliest and most promising industry in the world.

VINCENT F. CALLAHAN

Director, Radio and Press
Treasury Dept. War Savings
Staff

IF THIS WAR has proved nothing else it has proved that radio is the greatest propaganda weapon the world ever has known.



Mr. Callahan

—unified this country. Our President and other important officials of our Government truly have been able to "go to the people". Thanks to radio, their words—important decisions of our Government—have been brought with equal and immediate speed to the people of the United States in their homes, whether those homes be in crowded communities or in the isolated countryside.

And radio's ability to "unify" has been extended, beyond our country, to the hemisphere and the world of the United Nations. Witness, as an example, radio's splendid cooperation in our Good Neighbor policy.

Perhaps the war has emphasized the possibilities of radio, speeded these possibilities into actualities. But the peace which will follow the war will expand these first beginnings into facts which we now hardly can visualize.

Any discussion of radio today and in the future cannot overlook the tremendous achievements which the radio industry has made in connection with the War Savings Program. Overnight, the radio industry's power to reach the public with a message made the word "Bond" synonymous with "War

Bond". The natural ingenuity and genius of radio did not allow itself to halt with a mere performance of the requests of the Treasury Dept. Instead, the radio industry—networks, affiliate stations, local stations, sponsors, advertising agencies—did what we requested and then went on to originate ideas and promotions which were a thousand times more effective. Not only that, the unselfish and patriotic wish of the radio industry to cooperate with the War Savings Program was manifested in an exchange, within the industry, of all these ideas and promotions.

Frankly, infinity is the only limit on what's ahead for radio.

C. M. CHESTER

Chairman
General Foods Corp.

IN THE WAR year ahead, many difficulties and emergency problems loom ahead for General Foods, as well as for many other established manufacturers.



Mr. Chester

During 1942 we had plenty of headaches to overcome. There isn't much likelihood of smoother sailing in 1943. However, we are not wearing indigo-blue glasses. We are determined to help win the war and to attain victory for our free way of life. After all, General Foods has a heritage of several war periods. A number of our food products divisions are pioneers—one dating back to before the War of Independence in 1776. Survival and steady growth, through various wars, have come with steadily improved products and public services.

Right now the food industry's major job is furnishing for military, civilian, and lend-lease use a world-beating volume of food-stuffs. To contribute to that, I submit, is General Foods' No. 1 job. While it is too early to report on earnings in '42, we have achieved a new record high in both dollar value and tonnage for the seventh successive year.

We have invested millions of dollars in scientific research. It has meant better products and moderate costs to the consumer. It aids us now as we encounter shortages in raw materials, packaging, and equipment. We are increasing our research staff. Already we have new items planned for the post-war market.

As you know, General Foods was a pioneer in radio broadcasting. We have felt that such advertising is profitable. General Foods has maintained, through advertising, consumer good will for its principal products, even though several have suffered war restrictions.

A recent survey among our 67,000 stockholders indicates that more than 88 in every 100 believed that the company's policy on continued advertising of its brands, the sale of which has been restricted because of war conditions, is "advisable," or "of some benefit". Only 6% felt it was "not advisable". Six percent expressed no opinion.

You ask what we expect for our business next year. I would not want to predict, in these unusual

times. But I do expect many complications for our business and all business. We expect to face them and deal with them realistically as they arise.

BRIG. GEN. ROBERT L. DENIG U. S. Marine Corps

IN MANY WAYS World War II has become a war of radio. For never in the history of warfare has communication been so indispensable. Never has one means of communication been able to accomplish the tasks performed by radio.



Gen. Denig

On the battle line or along the home front, each day brings uses for radio. It has taken its place as a necessary weapon of warfare whether fought on land, sea, air or in the minds of whole nations.

Through the use of radio battles may be won or lost, planes shot from the skies or ships sought and destroyed.

As an instrument of propaganda radio has successfully displayed its ability to either strengthen or utterly demoralize whole countries.

In the Marine Corps, radio has as important a function as has a tank, a plane or a machine gun. Its tasks are many, its performance important.

It is entirely possible that in this new year to come the Marine Corps will present a new coverage of Marine activities to the people of America through the medium of radio.

Already Marine Corps Combat Correspondents are sending their thrilling tales of the Corps to the folks back home. It is only a step further to the extension of this to the broadcasting stations of the United States. Soon it may be possible for you to sit in your own home and listen to a Marine Corps Combat Commentator tell you about "the Marines at war".

Radio has played a large role in this past year of 1942. The new year 1943 will probably require an even larger role.

P. S. GATES President Gates Radio & Supply Co.

From a technical standpoint which, of course, our company is primarily interested in, being transmitting equipment manufacturers, we can see nothing but rapid, in fact, phenomenal advances in equipment technique for radio broadcasting stations in radio's future. In fact, radio's future will be radio today on the day peace is declared, because developments in communications, both by private industry and Army-Navy engineers have brought about unusual advancements in both the art of transmitting and receiving.

Tomorrow's radio broadcasting station will be much more economical to operate because new ways have been found to make smaller tubes do harder work, with actu-

ally improved tube life. New parts have been developed at a fraction of size and cost that are so far improved over the older costly and cumbersome parts both in design and performance that the original cost of new equipment in line with the improved performance of this new equipment will be nothing short of startling.

On top of this, the radio broadcast equipment industry has always been a specialized type of manufacturing. The approximately 850 stations did not allow setting up production lines, etc. However, manufacturing of large quantities of equipment for the armed forces has even developed in many cases semi or full production line systems on smaller unit quantities of manufacture, which results in more uniform production and most important of all, lower cost to the broadcaster.

Radio's future, in my opinion, is without question the brightest future of all, and this short period of marking time while disposing of the Axis is only a breathing spell before a big spurt ahead.

G. F. GLASSER President Glasser-Gailey & Co.

THE COMING year should be an interesting and definitely progressive one for radio, and it depends upon radio's own ability to adjust itself to changing conditions whether or not it will be an epochal or a critical one.

I think we will see more and more advertisers coming to radio... types of products, businesses and services never before regarded as radio prospects. Already we have seen a great number of industrials come into radio and for the first time have seen radio used by the great aircraft companies, as a help-wanted advertising medium.

We will see radio being used more and more as a dealer coordination medium since tire and gasoline rationing and travel curtailment make it impossible, or at least not feasible, for manufacturers to contact their dealers as often as in the past.

I think we will see radio used more and more in an employee relations manner, particularly by big war production companies with thousands of employees and sizable labor problems confronting them. There will be more radio enterprises along the lines of the Wheeling Steel program.

I think we will definitely see the passing of the soap drama. In its place I believe we will see an entirely new radio development... the network participation program. In fact, in anticipation of this, we are now readying for network, a participation program which we have operated successfully on a local basis for the past two years—a complete merchandising plan called the *Homemakers' Club*, designed for food sponsors exclusively on a participation basis.

As more and more of our accustomed radio-advertised commodi-



Miss Glasser

9

Special

15-MINUTE SCRIPTS
To Win New Listeners
And Sponsors



Algiers welcomes the A. E. F.

THE WORLD AT WAR

Script by Joseph Edelstein

The Japs capture the Philippines

Singapore surrenders

The U-boat warfare

The A. E. F. lands in North Ireland

The Battle of the Coral Sea

The struggle for the Solomons

The raid on Dieppe

Montgomery conquers Rommel

The allies land in Africa

The siege of Stalingrad

Duffon joins the allies



A horse laugh for the parking meter

THE YEAR'S BEST CHUCKLES

Script by James Harper

- ok named Kitchen has chauffeur named Driver
- City fines itself for blackout violation
- irmingham waitress named Pearl Harbor
- Termites eat book called "Control of Termites"
- Color blind interior decorator found
- Sergeant Wind works in weather bureau
- Soldiers dig foxhole; find fox
- Men painting "No Smoking" sign arrested for smoking
- Triplet family has triplets
- Crack Swimmer named Imer Swimmer
- Soldiers lodged in home for infirm
- U. S. Rubber Company can't get tires
- Gas rationing officer runs out of gas



Lieutenant-General Mark Wayne Clark

THE AMERICAN WAR HERO OF 1942

Script by Robert Vermillion

- Lieutenant-General Mark Wayne Clark
- General Douglas MacArthur
- Rear Admiral Daniel H. Callaghan
- Lieutenant-General Jonathan Wainwright
- Major General James Doolittle
- Lieutenant-Commander John Buckley
- Captain Eddie Rickenbacker
- Major-General Claire Chennault
- Lieutenant-Commander C. M. Wossell
- Captain Richard E. Fleming

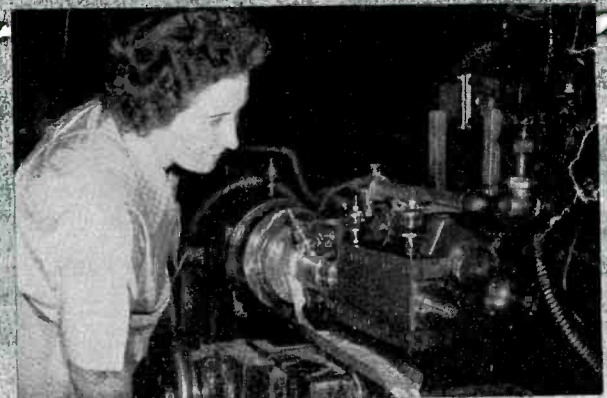


Business wins the Army-Navy "E"

THE YEAR IN BUSINESS

Script by Elmer Walzer

- War materials production
- Ceilings
- Consumer goods industries
- Rationing
- Government and payrolls
- War financing
- Standards



A woman worker runs a milling machine

WOMEN IN '42

Script by Joan Younger

- Wartime fashions
- Madame Chiang Kai-Chek
- Queen Elizabeth
- Salvage
- The WAVES
- The WAFs
- The SPARs
- AWVS
- Woman's war homework
- The marriage boom
- Woman at work
- Liydmilla Pavlichenko
- Claire Boothe Luce
- Oyeta Culp Hobby



America lines up for coffee

THE YEAR AND THE NATION

Script by Thomas J. Donohue

- Industry goes all out
- The people learn about rationing
- The teen-age draft
- The Normandie burns
- Republican sweep in elections
- The battle against inflation
- Willkie tours the world
- The Boston fire
- The record tax bill
- Naazi saboteurs arrive by submarine



The Cardinals cop the World's Series

SPORTS IN FORTY-TWO

Script by Ralph D. Palmer

- Sports in war
- Cards beat out Dodgers
- Underdog Cardinals win World Series
- Joe Louis defends title for nothing
- Boxing champs in uniform
- Pro golf suspends for duration
- Horse racing contributes \$2,500,000 to war funds
- War halts Pan-American Games
- Football's mighty fall



Naval aviation cadets pick pears

THE YEAR AND THE FARMER

Script by Lee Hannify

- Wickard asks biggest crop in history
- The farmer labors short-handed
- Weather—the real hero of the story
- Rural scrap drive
- The fight for parity
- Synthetic rubber and the farmer
- The meat shortage



Greer Garson and Walter Pidgeon in 'Mrs. Miniver'

THE YEAR IN MOVIELAND

Script by Harold Swisher

- Hollywood does its bit
- The stars enlist
- New film faces
- The band tours
- Salary ceiling hits Hollywood
- The year's best shows
- Mrs. Miniver breaks records
- Cupid as usual
- War films

For scale and importance of events, 1942 has been the greatest year for news in the nation's history.

Starting from the date of Pearl Harbor, the war hit America full on, shocking the country into drastic and deep-reaching changes in its outlook, work, way of life and relation to the rest of the world.

Now, as the year ends, United Press news experts select and sum up its most memorable and vital news stories for radio.

Their summaries will compose a group of nine special 15-minute scripts, covering all fields of interest.

Copy for the scripts will reach United Press radio clients over the 24-hour U. P. radio news wire by December 20th, for release any time thereafter.

There is no additional charge, of course. United Press is merely passing extra ammunition to its clients for winning more listeners and more sponsors.

The World's Best Coverage of the World's Biggest News



WSPA
SERVING
SOUTH CAROLINA'S
TOP MARKET
SPARTANBURG
5000 W. DAY
1000 W. NIGHT
950 KC
COLUMBIA AFFILIATE

HOME OF CAMP CLOUT

REPRESENTED BY:
George P. Hollingbery Co.

ties disappear from the scene through rationing and war needs, new advertisers, new types of products and institutional advertising designed to keep a name before the public and to build post-war business will take their place, and I believe that one of the most important functions of radio this coming year will be to do just that.

Commercial messages must be shorter, more sincere, more factual, more convincing. There is too much agitation against the "in-sults-to-intelligence" that have been passing as commercial announcements to be ignored any longer.

Publicity Idea

And in this connection I would like to make a suggestion to the radio industry in general. Why don't stations and networks launch a public relations campaign of their own, using available vacant time and program facilities to acquaint radio listeners with the fact that American Radio, with its big time shows, its Kate Smiths and Jack Bennys, its splendid music and entertainment, is *what it is*; instead of being dull, compulsory propaganda, *because* and solely because of the commercial sponsors? They should make people realize that advertising is the basis of American freedom of speech in radio as well as in the press, and that commercials, instead of being ignored or resented should be appreciated and *thanked*, just as any well-bred person is thankful to the person or medium which brings him something valuable or enjoyable.

Yes, I think 1943 will be a big year for radio . . . and the brains and initiative which brought radio to its present development will successfully surmount any wartime "crises" that may arise.

Data Booklet

NEW pocket-sized handbook of frequently used mathematical formulas and other data for radio and electronics has been published by Allied Radio Corp., 833 West Jackson Blvd., Chicago (10c). Edited by Nelson M. Cooke, chief radio electrician, U. S. Navy, the book covers such topics as Ohm's Law, inductance, reactance, impedance, resonance, exponents, trigonometric relationships, logarithms, radio color codes, mathematical symbols, wire tables, formulas affecting meters and vacuum tubes.

LT. GEN. J. G. HARBORD

Chairman of the Board
Radio Corp. of America

REAL FIGHTING is ahead. Wherever the battle lines are drawn, radio will be in the thick of the fight, for it is the lifeline of wartime communications on land, sea and in the air.



Gen. Harbord

The war map today reveals that American soldiers, sailors and marines are lined up at more than 60 places on the worldwide fighting front. To unify them in communications is a mighty task. Without radio it would be a slow, almost impossible task. Every outpost, whether in jungles or on glaciers, no matter how remote, is linked to headquarters. American fighting men, almost a million of them, are focused in action by radio—the global lifeline of communications.

In World War I, the center of action lay in France. From that battlefield radiated the communication lines. Wireless was being given its first wartime test, but at no time did the demands upon it remotely approach those of World War II. In the intervening years, the development of the electron tube, of shortwaves and of many other devices and services of radio have tremendously increased the efficiency of communications. The result has been that in 1942 radio was ready to play the vital role assigned to it on the many far-flung fronts.

Radio now qualifies as the voice and ear of the Army Signal Corps, of Naval Communications and of the Air Corps. We have but to look at the global war map to realize the great importance of radio. Its definite assignments and achievements necessarily are military secrets. But when we compare the present demands upon communications with those of the first World War, it is easy to understand that radio's present role is a thousandfold more important. The airplane, the worldwide transport problem and blitz warfare, all of which call for utmost speed and efficiency in communication, have multiplied the demands and responsibilities of radio.

Within the past year—a year of tireless effort in the manufacturing plants—the men and women on the production front have given the American armed forces the finest radio equipment in the world. As the war rages into 1943, every American finds himself and herself linked in some way with the battle. There must be no let-up on the home front. Every day in the New Year must find production rushing full speed ahead to the battlefronts. Then, and only then, will the last battle end in our victory.

C. E. HOOPER

C. E. Hooper Inc.

TWO THINGS are ahead for radio—new responsibilities, new opportunities. Any dark cloud which may appear on the horizon is man made and strictly temporary. This is not a hope or a dream. Rather this fact is attested to in the record. No other conclusion is possible from an interpretive analysis of radio's basic long-time trends of listenership. Numerous facts furnish the grounds for this contention which may be illustrated by two trends revealed in the continuous records we keep for the industry:



Mr. Hooper

NEWS: Three years ago less than one hour per week of sponsored network time was occupied by 15 minute news programs. Since then seven hours per week have been added (with proportionate additions of less than 15 minute network units and other newscasts of a strictly local nature). Each new program has added new listeners. That is, it has made a place for itself without destroying the audiences to previously existing news programs.

Radio has not replaced the newspaper. Rather, the listener has added the newscaster to the newspaper as a source of news. The newscaster has brought timeliness, vividness, eyewitness realism and above all, personality to his news treatment. Currently he is discharging his war-born responsibilities to the letter, functioning in the face of a maze of restrictions and cooperating to the limit with our own Government's informational objectives. Radio has accepted this new responsibility. Radio can accept the opportunity to maintain the lines of global communications in the post-war world. It can keep the United States citizen who will know places and people personally from pole to pole informed hour by hour and day by day. This recently acquired responsibility of radio is indeed a lasting opportunity.

PLAYS: In the past three years the number of hours of sponsored net-

● The newest, biggest value in Southern California radio! The most powerful independent station in the West, KMPC gives unsurpassed coverage at minimum cost.

KMPC ★
LOS ANGELES ★ 710 KC

for Southern California ★ 10,000 WATTS

AFFILIATED IN MANAGEMENT WITH WJR, DETROIT AND WGAR, CLEVELAND ★ NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.

FIRST—
IN THE SOUTH'S
FIRST
MARKET
WREC
MEMPHIS

work time devoted to plays has approximately doubled. Here again the increase in opportunities to listen to additional theatrical presentations has not been at the expense of existing programs. The audience to individual performances of all plays has, in short, held up. The number of people in the audience to one of radio's "one night stands" totals many times the number that witnessed all of the performances of "Lightnin'," "Abie's Irish Rose", "Rain" or "Tobacco Road." Radio is, in short, currently and magnificently performing the function of supplying release and diversion to our wartime citizenry at home and, by short wave, to every front on the globe. Radio has developed and is developing its own techniques of adaptation, its own race of writers, dramatists and producers who are ever more successfully satisfying this age-old demand. Down through the ages drama has influenced as well as mirrored civilization. Since this is so, radio has acquired a tremendous responsibility. To supply the yawning maw of public demand represents another lasting opportunity.

Radio, itself, is yet too young to have received more than superficial attention by the sociologist, but radio practitioners, through the projection of radio's own records of listenership, can see ample evidence that its future scope can still expand to a degree not equalled by its strides since the days of the crystal set. The post-war importance of radio in reconstruction and uniting the world will be tremendous, and it will find radio prepared to carry that heavy burden.

KIRBY HAWKES

Creative Head of Radio
Benton & Bowles

I BELIEVE that radio advertising has, by this time, more or less found its level, and that a great majority of the shows now on the air will remain on through 1943. Naturally, some agencies, by the very nature of the products they advertise, have been harder hit than others.

Benton & Bowles has, I think, been reasonably fortunate. We lost a couple of shows last year because of priorities, but have acquired a couple of new ones to take their place. With radio playing such a vital part in the war effort—it is, after all, the greatest medium for information, education and propaganda developed in the history of the world—the Government is bound to encourage commercial advertising to continue using this medium.

It has undoubtedly done a superb job so far and will, I am sure, continue to do so. Our own show "The Prudential Family Hour," to cite but one of many possible examples, devotes one-third of its time to furthering the war effort.

As for new technical developments in the year to come, there is no doubt that the radio industry must be making them. However, I am pretty certain they are being absorbed by the war, and that the civilian world won't benefit from them for the duration. When peace comes, then will come a great flood of marvelous technical developments to amaze us all.



Mr. Hawkes

LT. COL. E. M. KIRBY

Chief, Radio Branch
Bureau of Public Relations
War Department

IT IS BOTH a trivial and tremendous thing to say simply: This is a radio war.

Radio, the instrument, gives commands to planes and tanks and foot soldiers. It conveys intelligence, weather, guides our planes to safe landings, and targets enemy installations to their final destruction.

Radio, the force, links the fighting front with the home front, our allies one with another. It penetrates barricades of space and steel to arouse conquered peoples to the call of liberation.

Radio now has become a common



Col. Kirby

denominator for mankind. Through it, men everywhere are beginning to speak the same language. And men who speak the same language know one another and understand one another's intentions, be they good or bad.

There will come a time when an Englishman will know what we mean by a "jerk", and we in turn will know what they mean by a "twerp". There will come a time when a liberated Dutchman will tell our wives how to grow tulips, and when a Texas cattleman shares experiences with an Australian sheep-herder. There will come a time when there will be an international *Farm and Home Hour*, and an international *Hit Parade*, as men and women the world over dance and sing each other's music and experience emotional reactions from the same program at the same time.

Radio Points the Way

There will come a time when radio will sit down at the conference table and enable the men and

women of every nation to have a voice in the pattern of peace that we are fighting for.

Right now our job is one of war, but it is proper to look ahead to see where we are going. Radio is pointing the way. And new responsibilities will be imposed upon it, that it not become a twentieth century Tower of Babel, speaking in many tongues and in many confused voices. It must speak with the voice of unity and of understanding. It must aid and abet an economic and social structure now a-building out of the ruins of war.

More immediately, let us look at American radio close up and examine what it is doing now to see what it may further do to round out its already excellent war record.

Seldom a day goes by but that the newspapers run pictures of anxious wives and mothers seated beside their radio waiting for "the word". The American family, with some seven and one-half million of its sons in the armed forces, turns to radio, hungry for news about

It's TENNESSEE in Forty-Three!

Unprecedented business and industrial activities in the Nashville area, as shown in year-end summaries, are going right ahead at the same intense pace into the new year.

Nashville's metropolitan market, augmented by bustling army camps and war industries, plus a large rural audience, is yours via WSIX.

Here's one station that belongs on any important schedule. Book it now!

SPOT SALES, INC., NATIONAL REPRESENTATIVES

5000 WATTS **WSIX** **980 KILOCYCLES**

"The Voice of Nashville"
NASHVILLE, TENN.

them and the day-by-day progress of the war. This is radio's most serious and profound mission: The broadcasting of war news and information.

News All Important

No single individual in broadcasting has a greater responsibility to the country, to its fighting sons, and to his own conscience than has the news broadcaster. The spreading of undue alarm, or the building up of false confidence in exaggerated evaluations of local military successes or reversals is a disservice to the war. To making of personal predictions which may, by some happenstance, coincide with a military movement already in progress and thus call the attention of the enemy to a possibility that has been carefully shielded from him, is a practice fraught with danger to American lives, and sorely needed equipment, which may be lost as result of premature disclosure.

There is a trend growing among radio stations to pay more attention to better timing and spacing of commercial spot announcements which follow the announcement of war news of transcendent importance, or which follow the utterances of some leader of the war whose every word is hung onto by a public eager to learn the facts and act upon them. Nothing is more jarring to this writer's ears than to hear a Churchill roundup and exhortation followed by a jingle-rhyme. Many stations have found that by spacing the spot a few minutes later they are able to more effectively discharge their

economic as well as their public service mission. They are to be congratulated.

The War Department is grateful to stations, networks, sponsors, agencies and talent for their unflinching cooperation. It cannot be recalled that there has ever been a time when the War Department was confronted with the necessity of reaching the public by radio that its request for cooperation was ignored. In fact, the reverse is true. Radio is coming to the Army asking for new opportunities for service. And we express our appreciation to the Radio Bureau of the Office of War Information, which is doing a tremendously complicated and needed job of coordination for government radio, in a manner most sympathetic, efficient and cordial.

Looking ahead, we believe it safe to predict that a new dimension to war coverage will come about with the introduction of front-line combat-zone reporting with which we are experimenting. No further announcement of this will be made until after tests in the field satisfy certain technical and military elements which are required.

It has been a memorable year. 1943 will be even more memorable.

NBC News to Mexico

SPANISH newscasts are transmitted daily by NBC for the exclusive use of XEW, Mexico City, and its 41 Mexican outlets, also affiliated with NBC's Pan American network. The ten-minute news periods are presented by Ken Smith and Ignacio Carral, announcers both well known in Mexico.

FREEMAN KEYES

President

Russel M. Seeds Co.

RADIO advertising during its first war year clearly demonstrated its integration into the war effort. And every effort must be exerted



Mr. Keyes

toward that one objective — winning the war. Through the building of morale, through providing entertainment for the troops abroad and through dramatizing vital government information for mass audiences radio advertising has contributed materially to the war effort. Institutional trends plus the recognition of advertisers that their most valuable possession is their brand name which has developed consumer acceptance over a period of years—these factors augur well for the continuation in 1943 of the achievements of radio advertising in the year just past.

However, as we go into 1943 many of us on the agency side feel certain operational readjustments should be effected in the industry. There is a definite need for the establishment of uniform rate and discount structures, copy rules, which should include uniform standards as to number of commercials in a quarter-hour period, rules governing hitch-hikes, etc. Now that radio has realized its potential, it's time to formulate definite standards so that we in the agency business who place millions of dollars annually in spot advertising can better service our clients and the radio industry as a whole.

Because of war conditions most agencies are operating with a limited personnel and with the frequent turnover of personnel agency. Problems are multiplied by lack of consistency on the part of radio stations to set up definite standards of acceptance and rate structures. After a spot campaign is planned, copy written and placed, it requires a liaison officer of no mean ability to fit the campaign into the hundreds of definite requirements laid down by the stations.

Radio in the past could be excused for some of its administrative shortcomings. We all know that radio has done a tremendous job and that within the last few months it has surpassed other media in national account billing. However, conditions must be remedied if we are not to throttle spot business in 1943.

The manpower shortage is a most acute problem, not only for radio, but for most other businesses. The personnel turn-over has been exceedingly high. To meet this problem, many stations are now employing women, and the universal experience has been satisfactory. It has been found that women learn more quickly and do a better job than men above the draft age. Stations realize the seriousness of the problem, are co-operating in establishing schools, helping in every way to train personnel, and, although the problem will remain acute, it is believed sufficient trained personnel will be available.

Radio enters 1943 determined to

embrace the opportunity and fulfill the obligation placed upon it by the Government and determined to prove the soundness of the Government's policy. I am sure the broadcaster is conscious of the important part he is playing today and also of the importance to radio that he measures up to the obligation placed upon him by the Government. Undoubtedly we shall face many problems in the coming year, but with a sound government policy and appreciation of their obligation on the part of broadcasters, I am sure radio will add greatly to its stature by its 1943 performance.

WILLIAM B. LEWIS

Chief, Radio Bureau
Office of War Information

IN THE FIRST year of this war, America's radio industry was quick to shoulder its responsibility of relaying vital war information and war messages to the listening public. The Office of War Information has nothing but praise for the way free radio has volunteered its services in the mobilization of America for war.



Mr. Lewis

We look ahead, in 1943, to an even greater degree of radio coordination and more efficient utilization of the facilities placed at our disposal. Above all else, we are anxious for the radio industry to do nothing that would in any way lessen the vast listening audience it now commands. We want those millions available, ready to be reached with important war messages whenever the occasion arises. And, at the same time, we want them to find in radio the relaxation and entertainment which is indispensable to a nation that works and fights so hard as America does.

We see, during 1943, an intensification of war messages from a qualitative standpoint. This will mean a reduction in the actual number of messages broadcast, but constant improvement of their effectiveness and audience impact. Quantity, as we now know, is dangerous.

It leads to listener fatigue and can lose much of the available audience. Fewer messages, better written and more skillfully presented, are the key to increased results. We shall need, too, more surveys and checks of listener reaction to assure that our war messages are finding their mark and bringing action.

We hope that in 1943 all individual stations, networks and advertising agencies will redouble their efforts to present necessary war information in new, more effective terms. Casual treatment, routine announcements, lukewarm presentation, inaccuracies are worse than nothing. This is a time for initiative, for hard-hitting words. Let's use both.

The radio industry has a reputation for getting things done. The first year of its first war has enhanced that reputation. If this is everybody's war, radio has certainly been carrying its share—carrying it with an aggressive competence that again asserts the superiority of free enterprise by which our nation has grown great.

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

RADIO STATION KRIS CORPUS CHRISTI, TEXAS

1000 WATTS 1360 Kc. NBC BNC MBS

Corpus Christi on the Texas Gulf Coast is a spectacle of growth. Population increased 106.6% from 1930 to 1940 — and 52% in 1942 over 1940. Now 101,400 residents in the city zone!

Additional thousands are stationed at the naval air base (world's largest) and 3 auxiliary air fields within the city zone.

Primarily the KRIS market owes its tremendous expansion and high-level incomes to oil (over 10,000 producing wells in KRIS area pipe oil to Corpus Christi), manufacturing, shipping and agriculture. 1941 Retail Sales estimated at \$305,767,000. Only KRIS covers this ranking Texas market . . . buy it in combination with KXYZ, Houston . . . at 10% discount!

For Spots that SELL, Call a Branham-man

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

LELAND P. LOVETTE

Captain, U. S. Navy
Director, Office of Public
Relations

IT HAS OFTEN been said that the only way to learn about war is to fight a war. If this be true, the American radio industry should be highly commended for meritorious conduct in its first full year of operations under wartime conditions. Throughout 1942, radio has been ever eager to add its effort to our fight.



Yet in a very real sense, the broadcasting industry of this country was already a seasoned war veteran when the Japanese attacked Pearl Harbor. Its microphones were witnesses for history at the funeral of Hindenburg, with an upstart politician named Hitler ever-present in the foreground. Up through the years since then, radio has allowed American millions to listen to history as it was being made—the Austrian Anschluss; the sound of gunfire on a battlefield of revolutionary Spain; the hysterical clamor of the mobs underneath the balcony of the Palazzo Venezia; the march into Czechoslovakia; the Fall of France; today's news from our own armed forces.

In 1943, radio will do even more to aid our war effort. That has been radio's record since its beginning—each year to better its own accomplishments. This will mean an even greater measure of cooperation with the aims of our country's armed forces. Needless to say, the Navy will continue to share in this cooperation, with a continuing benefit from radio's rich store of talent, initiative and patriotic spirit. And for radio's many contributions, the Navy and the country will continue as a debtor to the entire broadcasting industry.

ELMER G. MARSHUTZ

President
Gardner Advertising Co.

AT 2:26 p.m., Sunday, Dec. 7, 1941, radios all over America carried President Roosevelt's flash that Pearl Harbor had been attacked. From that moment on, radio had gone to war. A year has now passed since Pearl Harbor, and radio can point with justifiable pride to its part in the national war effort.

During the first weeks of war, a great many people wondered whether or not the American system of broadcasting could survive. There were rumors of censorship; rumors that programs would have to be radically changed to meet the national emergency; rumors that advertiser's messages would incur the wrath of the masses; rumors that humor was out; rumors that humor was in; rumors that spies would be using the networks to get secret code messages to U-boats; rumors that talent would be afraid to carry on in fear of being labeled "slackers"; rumors that the Government would take over the radio, lock, stock and barrel and unleash upon the people a flood of propaganda.

Despite all the rumors, more

people listened in on more radio sets than ever before. For radio was quick to adapt itself to the needs of the people and the needs of the times.

And Then Censorship

Censorship was set up, but the kind of censorship you and I would demand. Beyond that, radio has gone on selling goods, entertaining millions, functioning as liaison between the Government and the people, publicizing the whys and wherefores of what we had to do, and do quickly, on the home front. Talent has carried on to give comfort and a smile to the stay-at-homes, and has gladly accepted its job of entertaining, in person, hundreds of thousands of the armed forces at camps.

Radio, like any other industry, has stepped up its production in the first year since Pearl Harbor . . . and it will so continue in the year to come. There will be no rationing of the national usefulness that is radio.

DAN B. MINER

President
Dan B. Miner Co.

ALICE in Wonderland learned that standing still actually means going backward — and that one must run fast even to stay in the same place. That is true of any business, and particularly the advertising business. While the war has dealt a hard wallop to many an account and appropriation, that very fact has called for harder work, deeper thinking and longer hours in order to "stay in line".



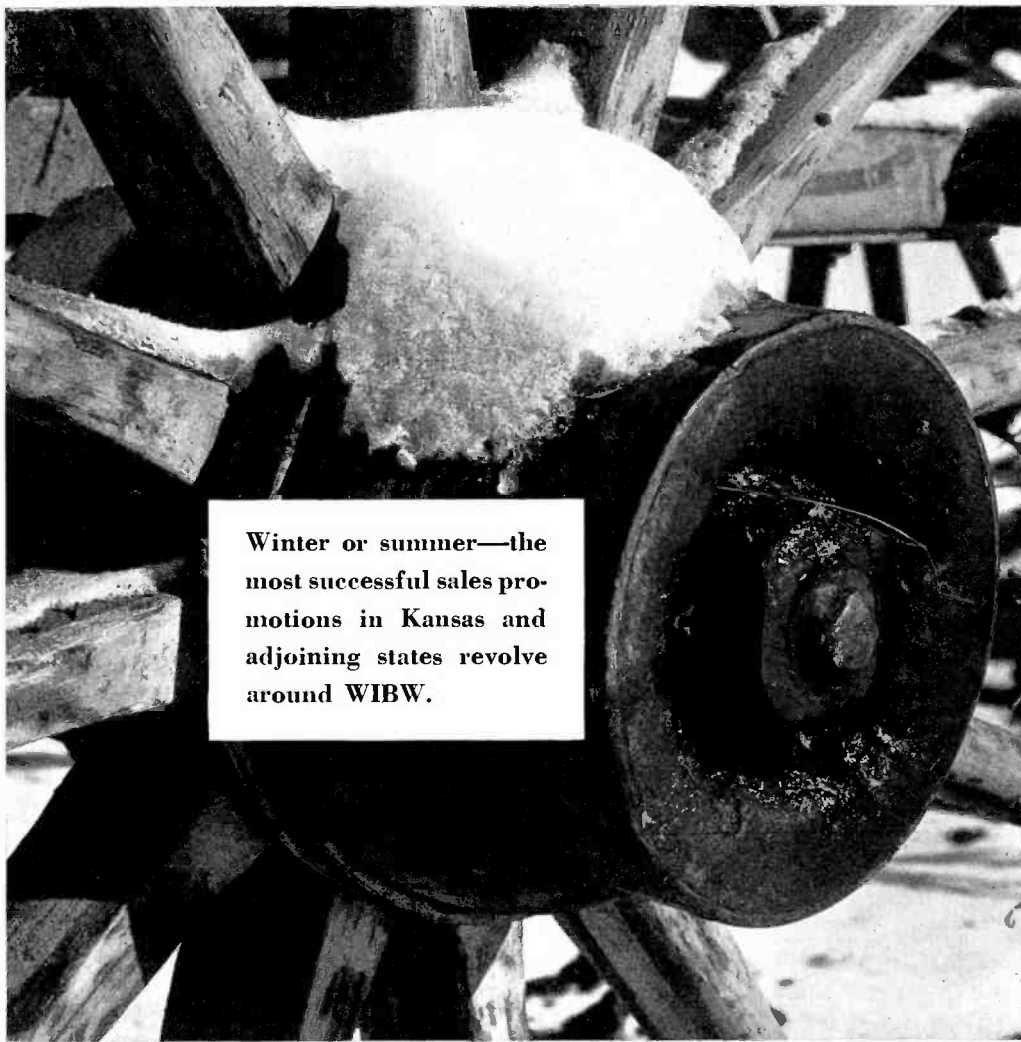
Mr. Miner

It is certainly so with this agency. The year 1942 has been a good one with us, and appropriations for next year show substantial increases. Activities on our impor-

tant accounts embrace all media—newspapers, magazines, radio, trade papers, outdoor, street cars and buses—with particular emphasis being placed on the merchandising program. Our billings for radio during the past year were larger than those for any previous year, and will show a further substantial increase during the year ahead.

It is easy to become blatant and cite "Sanford and Merton" mottoes on how business should be conducted today. Times are changing faster than the colors of a chameleon on a Scotch plaid. Nevertheless, the old principles still do obtain. And those of us who remember the businesses that came and went after the last war—particularly "went"—will bear this out.

To meet—or to avoid—the tax situation, many concerns during that period advertised for the first time; and the gods of advertising wept over the sad perpetrations committed in advertising's good name. Other concerns stopped advertising altogether — and many once proud names now repose with



Winter or summer—the most successful sales promotions in Kansas and adjoining states revolve around WIBW.

WIBW

IN TOPEKA

"The Voice of Kansas"
COLUMBIA OUTLET FOR KANSAS

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK

DETROIT

CHICAGO

KANSAS CITY

SAN FRANCISCO

the Day & Martins and the Sapolios. By the same token, many hitherto unheard of concerns stepped into the advertising columns in a small way, and have been growing consistently and safely ever since.

Moral: It seems important that concerns which have spent good time, effort and money in advertising should at this fighting period continue to keep their names alive. Yes, we'll use the old bromide "Keep the name before the public". It takes a lot of extra power to start up a stalled train, and even though speed and momentum may eventually pick up, lost time and distance never catch up. The concern willing to protect its good name by advertising in "off" times will keep momentum from dying down, and in time to come will continue at full speed along the main

line of success, while the businesses that halted in their stride will be slowly (if at all) making the way stations on the spur lines.

As usual, or unusual, business must go on. Advertising is more than the power of business today; it is insurance for the future. It is the outward and visible sign of a concern's goodwill. And goodwill is the character of a business, developed over a period of time; established through integrity of purpose, quality of product, and happy relationships with other businesses and people. It is not an overnight production. It is a slow growth, germinated and fostered by square dealing. Left to itself it perishes. Nourished, it perpetuates and enhances itself. And that calls for keeping the advertising alive.



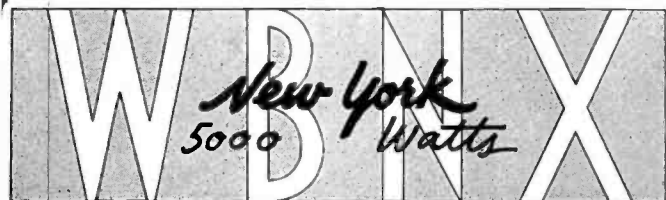
NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that **WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.**

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

*Over 70% of metropolitan New York's population is foreign born or of foreign parentage.

Your Best National Spot Buy . . .



FOR OFFENSE FOR DEFENSE Buy U.S. Bonds Today!

JOHN H. PLATT
Director of Advertising
Kraft Cheese Co.

LIKE MANY another institution developed in time of peace, radio broadcasting as we know it in America is now undergoing the stern test of wartime necessities.



Mr. Platt

It helps keep us the best-informed people in the world. By providing bright, refreshing entertainment, it aids in maintaining the morale of our armed forces and of civilians at home. It helps mobilize our people for the daily tasks necessary to win the war by giving publicity to war bond drives, campaigns for the Red Cross, USO and similar organizations, and other urgent matters of public concern.

The advertisers who have been so largely responsible for developing broadcasting are, I feel sure, keenly aware of its added responsibilities in wartime. They cooperate to the full with the government in airing announcements of current interest. They are eager to preserve broadcasting as a potent educational force, an outstanding medium of public entertainment and a practical means to shape and guide buying habits both now and in the future.

Problems Born of War

At the same time, many advertisers face new problems born of the war. The Kraft Cheese Co., for example, is furnishing great quantities of food products for the armed forces and lend-lease. Civilian demand for its products has greatly increased. Some Kraft products are restricted by rationing, while others, in spite of increased production, must be allocated first of all for war needs and thus are no longer available for unlimited consumption by civilians.

Without attempting to lay down a general rule, it should be pointed out that Kraft is planning to maintain its two outstanding entertainment programs on the air—the *Kraft Music Hall* with Bing Crosby which, after the first of the year, will be broadcast in a streamlined, half-hour version at 9 p.m. (EWT) each Thursday over NBC stations; and *The Great Gildersleeve* each week in its present spot.

As a vital medium of information and entertainment, and as a means for the quick dissemination of news and important public pronouncements, radio seems destined to play an increasingly important role in the life of the American people and the peoples of the world—binding them together in a common understanding for human progress. Accordingly, its effectiveness as an educational force and as a channel for carrying advertising messages will be maintained and increased. This greater field for radio is at the same time an opportunity and a responsibility for those who use it wisely and well.

COL. DAVID SARNOFF
President
Radio Corporation of America

RADIO, in every phase of its activity, has only one aim beamed into the future—to serve the nation and to do everything in its power to help win the war.



Col. Sarnoff

The unprecedented achievements of scientific research and engineering, of production, of worldwide communication and domestic broadcasting, throughout 1942, supply the best answer to "What's Ahead for Radio?" That answer is Victory for the United Nations.

A new era of peace will follow, in which the men of science will devote the results of their wartime research to develop new and useful products. But until the war is won and the peace made secure, all branches of radio will operate with continually intensified effort under one call letter W-A-R.

J. H. RYAN
Assistant Director of
Censorship

JUST A YEAR ago today as this is written—on the 19th of December 1941—the Office of Censorship was established. One of the outstanding contributions that the



Mr. Ryan

broadcasting industry of the United States has made toward the war during this year has been its operation of voluntary censorship, a system unique and never before tried in time of war. This system recognizes the stations themselves as their own censors. The Office of Censorship at its inception, drew up a list of rules or regulations, called a Code, and asked the broadcasters to measure all broadcast material with the suggestions carried in this Code, to the end that nothing of harm to the war effort of this country, or of aid or comfort to the enemy, might be released through domestic broadcasts.

The response has been eminently satisfactory. It could not have been otherwise, for if voluntary censorship failed, something would have to take its place that would be very much more restrictive on one of those freedoms for which this war is being fought.

What is ahead in censorship for 1943? With large American forces scattered throughout the globe, with the tremendous task of supply and the greatly accelerated production in the factories at home, the need becomes all the greater for everlasting vigilance, that none of those facts that the enemy desires so much to learn will be revealed, even inadvertently. This requires that every one of us, censors all, must be even more keen on the job this next year than we

have been to date. After a year of training we should not make very many mistakes in 1943.

The Office of Censorship strives to keep its Code up to date and for that reason there probably will be a revision published in January. As in the case of the June revision, the changes will not be fundamental, but will be such as to put into practice the experience already gained.

So, let's all of us make a real accomplishment of an unpleasant task!

WALTER SCHWIMMER

Schwimmer & Scott Adv. Agency

THE WAY business looks at Schwimmer and Scott, we can confidently say that there will be an excellent billing for the first three months of 1943. After that, what will happen is in the lap of the gods. My guess is that the second three months period may see fair business from an advertising viewpoint, although extenuating circumstances may change this picture upward or the reverse.



Mr. Schwimmer

After that, what may happen is extremely difficult to determine. Most people tell me that the last six months will see advertising taking a tumble and this may very likely be the case. The only arguments I can advance against this are the following:

(1) When business zoomed the early part of 1942, we all expected a sharp decline in the summer and fall of 1942. Nothing like this happened. 1943 could conceivably follow this pattern, although to a lesser degree.

(2) A substantial percentage of advertisers are very advertising minded even though they don't have much or any merchandise to sell. Their reasons are obvious.

Taking the entire year as a whole, a pretty fair estimate is that most aggressive agencies will show a profit and keep their heads above water. In exceptional instances, some agencies may do very well. These will be agencies with accounts not affected by priorities or with accounts who are very institutionally inclined. The very large agencies and very small agencies will be the ones most affected.

However, I must frankly confess that if the last six months are good, I will still believe in miracles and the Chicago Cubs.

Newsmen at Film Debut

WAR CORRESPONDENTS and news analysts took part in a broadcast on WHN, New York, Dec. 23, from the Lobby of the Capitol Theatre, New York, where Noel Coward's latest film "In Which We Serve", had its world premiere under the auspices of the Overseas Press Club. Lowell Thomas, president, officiated. Speakers included: Wythe Williams, WHN; Raymond Gram Swing, BLUE; H. V. Kaltenborn, NBC; William Shirer, CBS; Upton Close, NBC; Waverly Root, WINS; George Putnam, WABC.

LAWRENCE L. SHENFIELD

Vice-President
Pedlar & Ryan

IN 1943 radio offers to the sponsor, to the advertising agency, to the artists, to the networks and to the Government the greatest opportunity for co-operation and understanding that has ever been offered by a medium. For suddenly with war has come full realization that radio, the advertising medium, has been transmuted into a vital agent for public information and public understanding to further our war efforts. The sponsor, confronted with shortages, priorities, rationing, tremendous taxes, shoulders the burden of maintaining his valuable radio



Mr. Shenfield

franchise in the face of mounting merchandising difficulties.

The advertising agency grapples the problem of gearing its programs to the tastes of a nation at war, and with the task of furthering the war effort with convincing production of Government messages allotted to its sponsors' programs. Stars and artists face the strain of delivering the highest level of entertainment of which they are capable, while sacrificing time and energy to bring live shows to the camps here and to fighting forces in foreign lands. The networks and stations which have set such magnificent standards in staging brilliant war information programs must bend the conceptions of future programs to the inevitable mental changes of a nation at war.

And the Government, which through admitted successful results of its projects has proven to itself the enormous informational value of radio circulation, should do everything in its power to encourage continuance on the air of

the scores of sponsored programs and the valuable networks, which together have put thirty million radios in the homes of America, radios that are listened to eagerly by all members of the family day and evening. 1943 will test severely a brilliant advertising medium, but 1943 will test, also, an invaluable ally for winning the war.

Jap Flag for Bonds

A BLOOD-STAINED flag captured from the Japanese Aug. 21 at Guadalcanal and sent to United Press by Robert C. Miller, UP correspondent, brought in nearly a half-million dollars in War Bonds at a recent auction on the CBS *Hobby Lobby* program. The flag was won by Kensington High School in Buffalo. Colgate-Palmolive-Peet Co., Jersey City, sponsors the show. Ted Bates Inc., New York, is the agency.

SALES POP UP

WSPD
5,000 WATTS  1370 K.C.
TOLEDO OHIO

TOLEDO Listeners have what it takes to buy what you have to sell and a program over WSPD is the way to get 'em to do it.

A Fort Industry Station... You Can BANK on it.

HASSEL W. SMITH
Radio Director
Botsford, Constantine
& Gardner

Therefore, I think radio plans—
all advertising plans, if you please
—will get a slow start in the new
year. There will be some easing up
in the spring when certain busi-
nesses discover that they have more
to sell than they expected. Then
agencies will do more thinking
about firms helped by the war.
Many of these accounts will start
new advertising, including radio
programs, with an institutional
flavor.

Spot radio for the real selling
effort will come in for a lot of
attention, because it is so flexible.
Overnight plans can be revised, if
necessary, without too much of a
headache.

The radio audience should in-
crease and listening hours should
increase. That makes radio a
mighty good choice for 1943, even
though budgets are curtailed.

RAYMOND R. MORGAN
President
Raymond R. Morgan Co.

ONE YEAR of war has upped
our radio billing about 50%. Con-
tracts now in hand indicate an-
other 50% increase for 1943. We
know that mer-
chandise is going
to be short. But
the supply of ra-
dio ideas is going
to be shorter.
There always was
and always will
be a waiting and
eager market for
radio ideas that
really work. 1943
looks tough for
the old stuff.



Mr. Morgan

LEWIS ALLEN WEISS
Vice-President, General Manager
Don Lee Broadcasting System
Executive Vice-President, MBS

BECAUSE it is more closely
geared to the tempo of modern
warfare than any other medium,
radio broadcasting has taken the
impact of this
war in its stride.
In fact, the war
has provided ra-
dio with its great-
est opportunity
for a full expres-
sion of its public
service, conveni-
ence and neces-
sity, and Ameri-
can broadcasters
have certainly re-



Mr. Weiss

sponded to that call in full and
satisfying measure.

Notwithstanding the contribution
of about 15% of our total time to
the needs of the armed forces and
the other agencies of the Govern-
ment, we have contributed an even
greater percentage of our techni-
cal personnel to the Army, Navy
and Marine Corps.

With this substantial stake in
the war effort, we have still man-
aged to maintain an intelligent bal-
ance in our program structure and
serve our advertising clients with
greater resultfulness than ever.
As a logical concomitant of this
latter fact, our income has kept
comfortable pace with our in-
creased operating costs so that
our economic equilibrium is like-
wise being maintained without gov-
ernmental or other assistance.

In view of the foregoing experi-
ence, I am satisfied that radio
broadcasting, under the system of
free enterprise and private own-
ership, can face the future with
complete confidence in its ability
to meet and fulfill whatever oppor-
tunities for service and responsi-
bilities that the coming year may
have in store for us.

Few new funny men are coming
along, and those on deck cost a
lot of dough for advertisers who
are short of raw materials, con-
tainers and gas ration books for
salesmen. Daytime groaners will
find it increasingly difficult to ladle
out endless hours of synthetic
tragedy. This because the world
is sick with the greatest tragedy
of all time, and it's the genuine
article. Imitators who climbed on
the quiz bandwagon after the first
few hot shot originals hit the air,
are finding listeners fed up and
soldier contestants of doubtful
value.

Newspapers that thought they
were fat ducks and could ride with-
out new ideas, not for lifetime,
but forever, are sagging. Magazines
that rehashed the same dull and
dismal grist are nosediving. The
outdoor boys aren't thriving, be-
cause it takes tires to get out there
and you can't see a guy watching
the Fords go by from a 24-sheet
in a dimout. That's the cue for
radio to shake off some shibboleths
and turn in the greatest volume
of business for 1943 the industry
has ever known.

EARLE PEARSON
General Manager
Advertising Federation of
America

THE FIRST responsibility of ra-
dio is to serve the public. That
holds true in peacetime as well
as in wartimes, but is especially
important in times of emergency,
more specially a total war in which
everything we have is at stake.

Is radio helping to win the war?
Certain it is that it is performing
a valuable service in this gigantic
effort in which we are all engaged.

The measure the public will
place on the value of radio de-
pends, as I see it, upon radio's
efforts in helping to win the war.

Radio's future is so largely de-
pendent upon public support that
that should be its first considera-
tion. If it offends the public, its
future is retarded. If it serves the
public and serves it mightily, it
need have no worry as to the
future.

In this critical time, the coun-
try needs the help of every agency
that can serve in the war effort.
So long as radio serves, and the
extent to which it serves, will be
the measure of public acclaim and
support.

H. N. WILLETS
Manager, Commercial Radio
Contract Services
Western Electric Co.

WHEN the bombs fell at Pearl
Harbor the war production wheels
of Western Electric were already
rolling. The transition from peace-
time manufacturing to a war foot-
ing had started six months before
when President
Roosevelt de-
clared a state of
national emergen-
cy. When war
was declared,
plants were al-
ready hard at
work producing
radio equipment for ships and tanks
and planes.



Mr. Willets

The year 1942 has seen a great
intensification of this effort. Em-
ployees in the plants have increased
from 60,000 to 75,000; total pro-
duction has stepped up more than
seven times that of 1941; all the
Company's vast resources of engi-
neering skill, research facilities
and manufacturing knowledge have
been devoted to the vast communi-
cations requirements of our No.

Atmosphere

TO ACCOMMODATE serv-
icemen wishing to send home
snapshots of themselves in
a Hollywood setting CBS,
that city, supplied necessary
photograph props for two
days during the holiday sea-
son. Marquee in the networks
forecourt lettered "Merry
Christmas from Me in Holly-
wood" and a six-foot micro-
phone were background of
the photo gallery. CBS em-
ployees stood by to operate
service men's cameras.

OUR BUSINESS came through
the first year of war much better
than we anticipated. True, there
were some casualties over which
neither we nor the clients had any
control. But we secured some sub-
stantial new accounts and several
old accounts increased their bud-
gets. Merchandise
in many lines has
remained more
plentiful than
was anticipated,
when we consid-
ered the picture
in the spring of
1942. New ac-
counts were cre-
ated by the war
program itself.
Our radio expen-
ditures were way
ahead of 1941.



Mr. Smith

Looking ahead at this time is
very much the same problem that
we faced in January and February
this year. However, it is even more
certain now that necessary govern-
ment controls will affect advertis-
ing more adversely in 1943 than
it has in 1942. Bigger and better
shortages are just ahead. Bigger
and better government controls are
just about to be announced. All
of these things make business man-
agers more hesitant to commit
themselves for the immediate
months ahead.



This
**NEW
YEAR**

make every second count
to win the war,
to hold the peace . . . —
forevermore.



1 wartime customer, the U. S. Government.

As a result of this all-out policy, it has been necessary to cut the production of commercial radio equipment to the minimum. Broadcasting units, speech input equipments, microphones, vacuum tubes, crystals which once went to our friends in the broadcasting field are now shipped to the various branches of the armed forces. Tank radios, plane command sets, and many equipments of a secret nature have taken precedence over peacetime products. The year 1943 promises to call even more heavily upon us to supply vital radio equipment for the fighting fronts.

Grave shortages in equipment for home consumption have been inevitable. Nevertheless, we have cooperated with our associates in the broadcasting field in filling their needs to the fullest possible extent allowed by Government regulations. We are glad that we have never been too busy to give attention to the broadcasting engineers who come to us for advice. To aid in the conservation of equipment no longer replaceable we have issued suggestions on maintenance, an example being the information disseminated on a circuit to recondition vacuum tubes.

Working under the pressure of the first World War, Western Electric engineers made discoveries which led to the great radio industry of today. In this war also, technical advances are being made in Bell Laboratories which will open new horizons in radio when victory is won. Even with our energies concentrated on the war effort we are keeping in mind and anticipating the time when these new facilities will be available to the broadcasting industry.

Canadian Radio Group Heads Talk Manpower

MANPOWER PROBLEMS featured the recent annual meeting of managers and commercial managers of the Taylor-Pearson-Carson stations in western Canada. Meeting in Calgary, Alta., the group made recommendations on manpower and other subjects for the forthcoming annual session of the Canadian Assn. of Broadcasters. Talks were presented by V. L. Stewart of Stewart-McIntosh, Vancouver advertising agency, and representatives of *Press News*, *Canadian Press* subsidiary, and *British United Press*.

Attending the conference were Harold R. Carson, CFAC, Calgary; J. M. Taylor of T-P-C, Calgary; Gordon Henry and Walker Blake, CJCA, Edmonton; F. E. Elphincle and Spencer W. Caldwell, CKWX, Vancouver; B. Peary, CJRM, Regina; Norm Botterill, V. Staples and W. Watson, CJOC, Lethbridge; Gerry Gaetz, CJRC, Winnipeg; Bert Cairns and Fred Shaw, CFAC, Calgary; H. Crittenden and Bob Buss, CKCK, Regina; Waldo Holden, CJRC, Winnipeg; Jim Alland, CJCA, Edmonton; Guy Herbert and M. McGuire, All-Canada Radio Facilities, Toronto; P. H. Gaynor, All-Canada Radio Facilities, Winnipeg; John Baldwin, All-Canada Radio Facilities, Vancouver; Cliff Dowling, BUP, Toronto; Sam Ross, PN, Toronto. Absent were M. V. Chesnut, CJVI, Victoria; F. V. Scanlan, CJRM, Regina; Art Nicol, CJAT, Trail, B. C.

Meet the LADIES



JANE TIFFANY WAGNER

NO STORY about Jane Tiffany Wagner, NBC's new director of women's war activities, would be complete unless it included some mention of her mother's career as a home economist, a field Jane followed assiduously until her present assignment with NBC. Both Jane and her mother, Mrs. Helen Wagner, have masters degrees in the subject from Columbia U. Only last year Mrs. Wagner, at 70, retired as director of home economics of the Des Moines public schools.

After graduation from Iowa State College in 1927, Jane went to New York and started her first job as organizer and supervisor in the home service division of Consolidated Edison Co., later becoming division director. Subsequently she was director of the home economics department, public relations division of Standard Brands; held a similar position at Serval Inc., and was home economist for the Certo Corp., Rochester, N. Y. At NBC she also serves as assistant to William Burke Miller, manager of the public service department and the network's war program manager.

"One of the most important battles of the war will be won in the home," said Miss Wagner. "I think our women are all willing and eager to do all they can, but many are confused about conflicting reports as they pertain to home problems. I believe that radio can clarify this confusion and show women just what they can do and how they can pull together."

Jane Wagner is the mother of two daughters, Diana, 10, and Sally, 5. Travel is one of her hobbies; interior decoration, as it applies to her own home, is the other, while she also enjoys collecting antiques which are usable and practical.

MORTON GOULD, musical director of William Weintraub Co., New York, and conductor of WOR, New York, has prepared a package of six of his own arrangements of popular tunes. The album was released Dec. 18 by Columbia Recording Corp., Bridgeport, Conn.

NORTH CAROLINA is the South's No. 1 AGRICULTURAL STATE

CASH INCOME and GOV'T PAYMENTS
(IN MILLIONS)

NORTH CAROLINA



AVERAGE OF NINE OTHER SOUTHERN STATES



Source: — Department of Agriculture, 1940

WPTF with 50,000 Watts in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN

NBC - 680 K.C.



FREE & PETERS, INC. National Representatives

Clear Channel Group Protests WNYC Grant as Detriment to Rural Areas

ACTING THROUGH the Clear Channel Broadcasting Service, 15 of the country's 50,000-watt Class I clear channel stations last week protested to the FCC against the "special service authorization" to WNYC, New York, municipally-owned station, allowing it to operate on 830 kc. during evening hours, in lieu of daytime.

The contention was that the action in effect destroyed the 830 kc. clear channel, on which WCCO, Minneapolis, is the dominant station, as a Class I-A frequency and would deprive rural and small-town listeners of the character of service upon which they are dependent from clear channel stations.

Charge No Notification

In a detailed petition for rehearing and leave to intervene, the petitioners asked that the Commission vacate its order of Dec. 1 granting WNYC the special service authorization and that the application either be denied or designated for hearing. The petition followed the protest of CBS, which owns WCCO, along the same general lines [BROADCASTING, Dec. 21].

Stations subscribing to the petition, all using 50,000 watts on Class I-A channels, are KFI WSM WLW WGN WSB WJR WBAP

WFAA WHAS WWL WLS KDKA WHO WHAM WOAI. The petition was filed in behalf of these stations by Allan B. Miller, newly appointed director of CCBS, and Louis G. Caldwell, attorney for the organization.

The Commission was petitioned to enter a special order "staying or postponing" its order of Dec. 1 until after the decision or order upon the petition or until further order from the Commission. It was contended that the special service authorization was considered, acted upon and granted without hearing and without giving notice or affording opportunity to be heard either to the clear channel group, which had intervened in the original proceedings, or to any other person or persons.

Moreover, it was argued that WNYC's operation with its proposed directional antenna would not permit coverage of large portions of the area now served by the municipal station in the daytime, including most of Manhattan Island itself. Pointing out that New York now has some 20 standard broadcast stations, including 13 with unlimited time, the petition said the Minneapolis-St. Paul area has only seven broadcast stations. WCCO is the only one assigned to a Class I clear chan-



nel unduplicated at night, as against five such stations in New York.

Thus, it was contended that WNYC's proposed operation would destroy or impair broadcasting service over a wide area and to the detriment of a large rural and small-town population already inadequately provided with service, for the sake of merely adding another nighttime broadcast service in a limited portion of the New York metropolitan district, already served by more stations, day and night, than any other city.

No Difference Claimed

The petition brought out that the application of WNYC originally denied by the FCC after hearing, was no different from that granted on a special service basis only nine days later. The only difference in character given the authorization was the name, it was contended.

The petition recited that the Commission had violated its own regulations in granting the special service authorization and that despite its denomination, it is actually a modification of the WNYC license. The Commission has no power to grant such a modification, it was argued, without notice and hearing.

If the Commission's regulations

authorize it to make such grants, the clear channel group contended, the provision would be invalid and contrary to the constitutional guarantees. Moreover, it pointed out, the act makes no provision for recourse to the courts with respect to actions of the Commission granting or denying such applications, thus violating the Constitution.

The 15 stations claimed they had a definite interest in the WNYC-WCCO proceedings because of the vastly increased importance in wartime and the vital significance of broadcasting as a means of mass communication. A very large number of both the civilian audience and the armed forces can be reached only through clear channel stations, it was claimed.

WTBO Transaction

TRANSFER of control of WTBO, Cumberland, to Aurelia S. Becker, general manager, and widow of Frank V. Becker, was announced by the FCC last Tuesday. The consent, involving no monetary consideration, was to transfer control of Associated Broadcasting Corp. from Mrs. Becker as administratrix of the estate of her husband to herself as an individual. Mr. Becker was killed in an airplane accident last May.

"START '43 ON THE RIGHT FOOT"

WSAI'S SALES AIDS

1. Street car and bus cards
2. Neon Signs
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" Broadcast

advises Suzy our Steno. "In Cincinnati, that means getting started on WSAI. Now's the time to adjust your advertising to this year's new conditions. Results prove WSAI advertisers get the most for their money. Spot Sales will give you details."

IT SELLS FASTER IF IT'S

WSAI IDENTIFIED

CINCINNATI'S OWN STATION

NBC & BLUE NETWORKS • 5,000 Watts Day and Night • Represented by Spot Sales, Inc.

WBZ

Boston's most powerful station

50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

Radio Advertisers

A NEW six-weekly morning show over KSD, St. Louis, is *Oddities in the News*, sponsored by Double Mix Inc., makers of Double Mix butter extender. Program features unusual news of persons and events, Monday through Saturday at 8:41 following regular KSD news and preceding the *Judy and Jane* serial.

INTERNATIONAL Salt Co., Scranton, Pa., has signed for participations on Martha Deane's program on WOR, New York, effective Jan. 4, bringing the total number of sponsors to seven. Agency is J. M. Mathes Inc., New York. Other advertisers participating in the Monday thru Friday program are: Miles Labs., (1-A-Day Vitamins), Pan-American Coffee Bureau, Pure Food Corp., (Herb-Ox Bouillon Cubes), O'Cedar Corp. (cleaner), Seeman Bros. (Pique Kitchen Magic), and Roxy Theatre, for ("The Black Swan").

JOHN L. ANDERSON, treasurer of McCann-Erickson, New York, has been elected treasurer of the American Assn. of Advertising Agencies, succeeding E. Dewitt Hill, who withdrew from the post after 15 years of service, to enter the Army Air Forces with the rank of captain. Hill has been associated with McCann-Erickson as a vice-president.

EDGAR A. WAITE, vice-president of Braun & Co., Los Angeles business counselors, has been appointed public relations director of Standard Oil Co. of California, a newly-created post. He will divide his time between San Francisco and Los Angeles. Mr. Waite at one time was on the Los Angeles staff of Lord & Thomas. Prior to that he was associated with Benton & Bowles, New York.

NORTHERN NEW YORK Trust Co., Watertown, N. Y., has signed for 24 five-minute AP newscasts weekly, at the rate of four a day, for a 52-week period on WATN, Watertown, and bought time for an hour-long institutional program on Christmas. Account handled direct.

BOND CLOTHES, St. Louis, has renewed its daily newscast at 7:45 a.m. over KWK, St. Louis, featuring Martin Bowin, chief announcer. Neff-Rogow, New York, is agency.

GROVE LABS., have added three newscasts to its weekly schedule of *A Dispatch From Reuters* over KWK, St. Louis. Before the addition the program was heard nightly at 9:45 except Tuesday. The three added programs are heard at 4:45 Tuesday, Thursday and Saturday.

GENTLIVRE BREWING Corp., Fort Wayne, is sponsoring *Skyline Club*, a midnight hour on WOWO, Fort Wayne, Dec. 21-30 in addition to its regular 7¼-hours a week. New Year's Eve the firm will be on the air 10:15-2:30 for a dance party featuring talent from the brewery's other programs. Agency is Westheimer & Co., St. Louis.

JOSEPH JACOBS Jewish Market Organization, has renewed *Women in the News*, 15-minute program over WEVD, New York, each week-day morning at 9:15 for the first six-months of 1943, for Kotex, Kurb and Quest, products of International Cellocotton Products Co.

LEGEAR MEDICINE Co., St. Louis (poultry, livestock remedies) is sponsoring a thrice-weekly series of early morning programs on WLS, Chicago featuring Doc Hopkins and the Cumberland Ridge Runners. Agency is Pondrom & Collins, Dallas.

THRIFTY DRUG Co., Los Angeles (chain), effective Jan. 1 renews for 52 weeks the six-weekly quarter-hour commentary, *Inside the News*, on KFI, that city. Firm will also continue to use other Southern California radio. Agency is Hillman-Shane-Breyer, Los Angeles.

P & G Appointments

TWO NEW appointments in the Procter & Gamble Co., Cincinnati, have been announced by Ralph F. Rogan, vice-president in charge of advertising and promotion. William G. Werner becomes manager of the division of public relations, a new post. Howard J. Morgens has been named manager of the advertising division.

UNITED GRAIN Growers Ltd., Calgary, Alta., has started for rural listeners hourly newscasts on CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CJOC, Lethbridge, Alta. Account was placed by McConnell Eastman & Co., Ltd., Winnipeg.

NORTHERN ILLINOIS Evangelistic Assn., Chicago, in a 52-week campaign which started Dec. 27, is sponsoring a weekly half-hour Sunday morning program on WJWC, Chicago. Account was placed direct.

NUTRI-MONE Co., Los Angeles (plant foods), new to radio and placing direct, in a 13-week campaign which starts Dec. 28 will sponsor a thrice-weekly garden talk on KHJ, Hollywood.



SIGNERS OF CONTRACT for an hour of musical recordings interspersed with two five-minute news periods on KMOX, St. Louis, for Falstaff Brewing Corp., St. Louis, are (l to r) Charles Hotchkiss, account executive of Blackett-Sample-Hummert Adv. Agency; Harvey Beffa, vice president of Falstaff; Wendell B. Campbell, sales manager of KMOX. The sponsor is a heavy user of radio time throughout the year.

WGN HAD A SWELL YEAR IN 1942...

- In local time revenue, WGN set a new high.
- In percent of time sold, WGN topped all previous figures.
- In local and national spot time sales, WGN led all other major Chicago stations by a wide margin.
- Watch WGN in 1943!

A Clear Channel Station

50,000 Watts


720 Kilocycles

MUTUAL  BROADCASTING SYSTEM



EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y.

PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.



5000 WATTS AT 570 KC.
The Perfect Combination

WHY PAY A GREAT PRICE FOR PEARL (Ky.)?

If you've been paying extra dough to reach a lot of little towns like Pearl (Ky.) you may be glad to know that, as a market, all such towns together are mere paste when compared with the Louisville Trading Area! The Louisville Area, for example, accounts for 17.1% more retail sales than the rest of Kentucky combined! . . . WAVE reaches every radio home in this area, at lowest cost! So why pay more for anything else?

**LOUISVILLE'S
WAVE**

5000 WATTS . . . 970 K.C. . . N.B.C.

FREE & PETERS, INC.
National Representatives



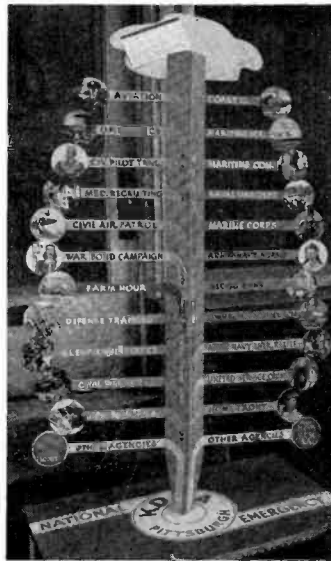
AFRA Agreement Before Members

Locals Will Vote on Contract Revisions Made by Board

AMERICAN FEDERATION of Radio Artists, having submitted revised sustaining contracts to the networks and key stations early last week, is planning a series of membership meetings to be held this week in the network key cities where members of AFRA locals will be given a chance to ratify the general terms of the new agreements.

While the AFRA national board is authorized to make certain modifications in the union's contracts without consulting the general membership, it was felt that the revisions agreed to in this instance, especially the provision for extending the termination date of the sustaining agreements from Nov. 1, 1943, to Nov. 1, 1944, should be ratified by the members concerned before being officially accepted by the union. Other major changes include an overall increase of 10% in minimum scales for work on sustaining programs on the national networks and key stations and a provision that the contracts may be reopened next year if the cost of living shall have advanced 10 points or more from its present level, as shown in the department of labor cost-of-living index figures.

The broadcasters to whom the



MODEL KDKA ANTENNA recently developed for display in the "Pittsburgh at War" exhibit dramatizes the station's part in the war effort. Now the exhibit is over, the display has been moved to the station's studios. It was conceived by W. B. McGill, station promotion man, and Mrs. Victoria Corey, coordinator of war propaganda, for the station.

revised contracts were submitted were still studying the written form of these documents as BROADCASTING went to press last week, and with the interruptions of the holiday season it may be next week before they are all signed and returned to the union. Nevertheless, AFRA is going ahead with its local membership meetings on the basis that the general changes in the agreements have already been accepted in essence and that special terms affecting certain individual groups have already been discussed with the persons concerned, so that it is safe to go ahead to secure the membership's approval or disapproval of the deal.

When the contracts have been signed by both sides, they must still be submitted to the War Labor Board for its approval before the new terms can be put into

All Liquor Advertising Is Prohibited by Canada

LIQUOR ADVERTISING of all types is prohibited in Canada as of Feb. 1, 1943, for the duration, it was announced by Prime Minister W. L. M. King, in a Dec. 16 talk during a wartime program on the Canadian Broadcasting Corp. network. Liquor advertising has not been large on Canadian radio stations in recent years, but some programs have been carried on Montreal stations and on some American border stations for Canadian companies.

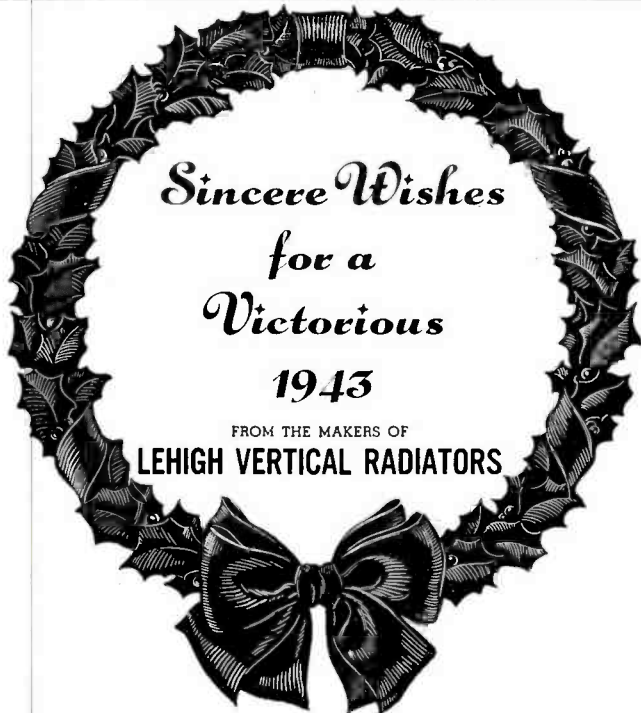
No ruling has been given at this writing as to whether or not Canadian beer, wine and liquor companies will be able to continue the use of such border station advertising, although Ottawa has ruled that periodicals published in the United States carrying liquor advertising will not be banned in Canada. The prohibition on liquor advertising in Canada was one of a number of temperance regulations announced by the Prime Minister in order to cut wartime consumption of hard liquor by 30%, wine by 20%, beer by 10% and alcohol content by 30%.

Howard Clothes Plans

HOWARD CLOTHES, New York men's clothing chain, as of the first of the year will renew for 52 weeks its sponsorship of 28 different programs per week on WNEW, New York, following a successful 17-week test on that station. Howard has discontinued its sponsorship of *True Story Theatre of the Air* on eight Mutual stations, Wednesday 8:30-9 p.m. Agency is Redfield-Johnstone, New York.

effect. AFRA is anxious to get these contracts to the WLB as soon as possible as the board's treatment of them will have considerable bearing on the revisions in the national commercial contracts between AFRA and the employers of its members on sponsored programs.

The national commercial code, like the sustaining agreements, contains a provision for reopening if the cost-of-living index has risen 10 points in the past two years, with Dec. 15, 1940 and 1942, the dates of comparison for commercial code purposes as Sept. 15 of those two years were the essential dates for the sustaining agreements. The Dept. of Labor index figures for Dec. 15 are expected to be available about the middle of January and AFRA expects to open negotiations for proportionate increases in the minimum scales for commercial work shortly after that time.



Sincere Wishes
for a
Victorious
1943

FROM THE MAKERS OF
LEHIGH VERTICAL RADIATORS

RADIO DIVISION
LEHIGH STRUCTURAL STEEL CO.

17 BATTERY PLACE, NEW YORK, N. Y.

PLANT AT ALLENTOWN, PA.

OFFICES IN PRINCIPAL CITIES



JOHNNY LONG
records for
LANG-WORTH

FIRST—
IN THE SOUTH'S
FIRST
MARKET
WREC
MEMPHIS



CONGRATULATORY handshake is extended by Freeman Keyes (left), president of Russel M. Seeds Co., Chicago, to his former assistant Eugene N. Axtell on the latter's visit to Chicago after receiving a commission as second lieutenant at Fort Benning, Georgia.

Agencies

ALAN M. FISHBURN, formerly a production director of NBC Chicago, has joined Grant Adv., Chicago, as assistant to Lloyd G. (Bucky) Harris, radio director of the agency. Mr. Fishburn was formerly associated with Henry Souvaine, New York and was continuity editor of the musical program service of BMI.

ROBERT McNICOL has been appointed manager of the Calgary office of Stewart-McIntosh Ltd., Western advertising agency. He was previously with the Vancouver head office of the company.

STEWART-McINTOSH Ltd., Vancouver, has applied for a change in the firm name to Stewart-Lovick, Ltd.

EDITH IVEY, formerly of John Thomas Miller, New York, has joined Hillman-Shane-Breyer as account executive.

WILLIAM GAY, producer of Lord & Thomas, Hollywood, has joined the Army Air Forces at Roswell, N. M.

DAVE TAYLOR, formerly in the advertising department of Union Oil Co. and prior to that on the radio production staff of Lord & Thomas, Hollywood, has rejoined the agency.

The TEXAS RANGERS
Transcribed Library
is on

WENR
Chicago

and other stations, large and small, coast to coast

Available also to agencies and advertisers. For full details, write

George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

Agencies for New Items

NEW YORK AGENCIES designated to handle the new products now being introduced on the market by Standard Brands, New York [BROADCASTING, Dec. 21] are Kenyon & Eckhardt for Fleischmann's B Vitamin Yeast tablets; Ted Bates Inc. for Stams and Stan B, both vitamin tablets, and J. Walter Thompson Co. for Sted, cereal beverage. No specific advertising plans have been announced for any of the products by the agencies in charge, although spot announcements in test markets are definitely under consideration.

DR. HANS ZEISEL, formerly a consultant with the Market Research Co. of America and the Office of Radio Research at Columbia U has joined the research department of Benton & Bowles, New York, in a consultant capacity. Dr. Zeisel is an instructor in statistics and economics at Rutgers U.

GLASSER-GAILEY & Co., Los Angeles, has moved to 3275 Wilshire Blvd., that city. Telephone is Fitzroy 2141.

JAMES E. JULE, formerly vice-president in charge of radio at MacFarland, Aveyard & Co., Chicago, has resigned to join the production staff of CBS Chicago. Mr. Jule was the original producer of the *Lone Ranger* and *Green Hornet* programs and was also radio director of Staek-Goble, Chicago.

LAURENCE S. STAPLES, formerly vice-president of Ferry-Hanly Co., Kansas City, has joined the Gardner Adv. Co., St. Louis, as an account executive.

FRITZ BLOCKI, a writer-director of Benton & Bowles, New York, has resigned to join Kenyon & Eckhardt, New York, as a producer in the radio department.

AGENCY Appointments

PERFECT PACKED PRODUCTS, Long Island City, N. Y., (Colonial pickles and relishes) to H. A. Salzman Inc., New York. Currently using spot announcements in major markets in the Eastern area, including New York, Hartford and Baltimore.

W. F. STRAUB & Co., Chicago (honey products), to Maxon Inc., Chicago. Distribution has been taken over by H. J. Heinz Co., Pittsburgh, a Maxon account. No radio contemplated.

NOXZEMA CHEMICAL Co., Baltimore (skin creams), to Irwin Vladimir & Co., New York, for export advertising. Radio not contemplated at present. Domestic advertising handled by Ruthrauff & Ryan, New York.

CAMEO CLEANSER Corp., Chicago, to Charles E. Akers Adv. Agency, Chicago. No radio planned at present.

NUTRIM Co. Ltd., Toronto (formerly Vitagrane Foods Ltd.) (Nutrim baby cereal) to F. H. Hayhurst Co. Ltd., Toronto.

Joins Kleppner

BRUNO W. RANDOLPH, until recently vice-president of J. Stirling Getchell Inc., New York, has joined Kleppner Co., New York, as a member of the firm. Prior to joining Getchell, with whom he has been associated for the past five years, Randolph headed the central European offices of McCann-Erickson, New York. For a number of years he served as advertising advisor to the Continental committee of Unilever Ltd., foreign branch of Lever Bros., Cambridge, Mass.

"Cities to stress saleswise"

—BABSON

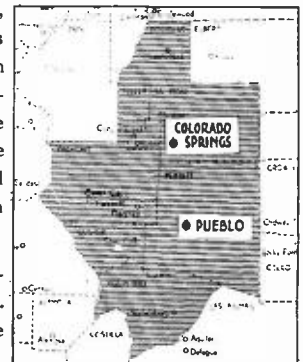


"Hand picking is again the key to sales success"

COLORADO SPRINGS and Pueblo lead the list of "ten top cities for selling in February" in the current Babson Spot Forecasts. Expected percentage gains over February 1942 are 50% for Colorado Springs and 40% for Pueblo.

Colorado Springs, scene of booming military establishments, and Pueblo, the Pittsburgh of the West, are two cities to pick for sales drives in 1943. KVOR, home station of Southern Colorado and CBS outlet, is the medium to pick to drive your sales message home in the two largest cities in this area and all the surrounding area alive with mining and agricultural activity.

Hand-pick your markets. Hand-pick your sales promotion mediums. Southern Colorado and KVOR are good picking . . . now!



KVOR

COLORADO SPRINGS

COLUMBIA NETWORK • FULL TIME

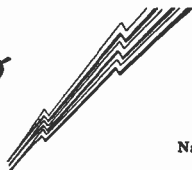
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CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENTral 4115 • S. J. PAUL

HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone - GLadstone 7353 • DAVID H. GLICKMAN

WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
San Francisco, Mills Building • Los Angeles, Western Pacific Building

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Guestitorial

VOLUNTARY CENSORSHIP WILL WORK!

By EUGENE CARR
Office of Censorship, Radio Division

AFTER an eight-week trip covering over 10,000 miles of the country from coast to coast and border to gulf, talking with approximately 1,400 representatives of some 450 radio stations at NAB district meetings and elsewhere, I would say that voluntary censorship in American Broadcasting will work.

Supporting this contention is the fact that each one of the 18 meetings held under the auspices of the NAB from Oct. 19 to Dec. 11 set a new record for attendance, evidencing an acute interest on the part of station executives in their wartime problems.

Voluntary censorship is one of those problems, and if the tendency has been to take censorship responsibility too lightly in the past, I am sure that such is not the case today. There are many signs pointing to new and renewed interest in censorship matters coming up in our Washington office every day. This is as it should be, for voluntary censor-

(Continued on page 51)

any trade association in meeting that requirement. But what can radio accomplish at an overall convention that it can't do through a "mail" convention, including the election of officers? Or what can it do that wasn't done at the series of district meetings covered by President Neville Miller and a retinue of Government war-effort spokesmen, held since last October and concluded this month?

There are, to be sure, such matters as industry politics and leadership. Lest the accusing finger be pointed, claiming we're trying to save the hide of this figure or that, or circumvent a reorganization of the NAB, we hasten to report that we haven't even discussed the question with NAB President Miller, any of his lieutenants, or those who may be awaiting the chance to stampead the convention. Mr. Miller has announced he will put the question to the board at its next session in latter January or early February.

To justify a convention, under existing conditions, broadcasters must give compelling reasons. Doctors and lawyers and scientists have deferred theirs. Broadcasters are great conventioners—they dote on suites and cocktail parties and banquets, and they like to travel via drawing room or compartment. Yet they do get their business done and there is an interchange of ideas and plans reflected in the ensuing year's activities.

In these times broadcasters have new questions to ponder each day. They need guidance—the sort that comes out of a meeting of minds. They got it, we're told, from the district meetings, which meant a minimum of interstate travel of comparatively small groups. This convention business came to them, so to speak.

So, unsolicited, we cast our ballot for a convention by remote control in the spring or early summer, as a small contribution to the war effort. Then, if the fortunes of war bring that hacking of the Axis in '43, as we all fervently hope, let's have a tremendous Victory Convention. Where else but New Orleans?

Year-One Chevron

THIS ISSUE carries a symposium on what's ahead for radio in our second year of war. It is unusual because the contributors, experts in their particular pursuits, seem to agree on all fundamentals.

The broadcasters have no quarrel with Government (and vice versa); the advertisers are satisfied with radio results, but view the future and its inevitable dislocations with understandable concern; the agencies aren't bickering about business, rates or commissions.

They agree on one thing: This is everybody's war, and the way to win it is to face that fact and act accordingly.

However trite that may sound, we deem it noteworthy. Certainly there will be casualties in business resulting from this all-consuming, all-inclusive war. People think about their own problems, but this time these are secondary to the national—or rather the international welfare.

Radio entered its first war with no precedent or experience to guide it, save that of the older heads who came from other fields affected with public service traditions. Radio met the test realistically. From every quarter come paeans of praise for the job done.

But radio can't rest on its oars. The task daily becomes more complex. It becomes more and more a radio war. There are additional burdens and complications. Grade-labeling, restrictions on distribution, the spread of rationing—all will bring about changes in our living pattern and customs. These will affect broadcast schedules and broadcast business. Right of way must be given Government programming to an even greater degree as the war progresses.

To attempt to predict the future, to dissect the baffling problems ahead, is the height of futility. Broadcasters, like all realistic businessmen, can deal only in fundamentals. There are several that are all important.

It is clear, at this stage, that Government doesn't intend to molest radio on the basic issue of free versus controlled radio. Even if some of our bureaucrats were so inclined, the public wouldn't stand for it as long as radio maintains its record of honest, conscientious public service. Radio is at war. The military knows that.

Everything points to maintenance of national schedules, for the next quarter at least. Radio, as the most intimate and dynamic of

the media, stands to get its share. There's no sign of everything going to pot—sane heads are seeing to that. Local business may sink abysmally, and many local stations in secondary markets otherwise serviced by radio may take the knockout punch unless they get relief from the Government. That unfortunate eventuality is also being studied by competent heads.

Radio, overall, seems assured of sufficient wherewithal to carry its increasingly heavy war burden. Drastic income controls will mean smaller profits—for many it will be a case of maintaining balanced books. Manpower problems will become even more serious. But Uncle Sam will see to it there's enough personnel and enough replacement equipment for the physical task of keeping stations going.

Henceforth it becomes a question of ingenuity, resourcefulness and the will to win. Broadcasting hasn't moved a step backward since World War I gave it the breath of life. CBS' Bill Paley calls it "know how". Radio has enough of that to carry it through the gruelling months ahead—into that post-war world where its force as an instrument of peace will excel its role as a war weapon.

To Be Or Not to Be

IF NORMAL processes are followed, the NAB will hold its 21st annual convention in New Orleans this March or April. But normalcy is a war casualty.

The Mardi Gras city bid fairly and squarely for the convention—a plum as conventions go. But, like other strategically located cities, it is a beehive of war activity these days. It probably couldn't accommodate a full-scale convention, with its hotels overtaxed. Besides there's the question of transportation.

Second choice of delegates at the convention in Cleveland last May was Chicago. It's more accessible but also overcrowded, the Government having taken over several of its main hostelrys. Transportation is a problem there, too.

So here's where we stick our neck out! Why a regular convention at all next year? War Transportation Director Joseph B. Eastman has admonished all trade associations and professional groups that no conventions would be justified, in view of war transportation requirements, unless they would help "to shorten the war".

Radio probably can make as good a case as

We Pay Our Respects To —



CHARLES AUGUSTUS SMITHGALL JR.

RECENTLY named general manager of Fort Industry's WAGA, Atlanta, Charles Smithgall was born 'n lived in radio.

Literally announcing for his supper as a self-supporting senior at Georgia Tech, he handled the school orchestra's dinner-hour broadcast over WGST and has never left the radio field since those undergraduate days. Thus he represents a generation of radio executives developed entirely within the confines of the broadcasting industry.

When Charlie finished Tech in 1933 it was about as easy to get a job as it is to buy a new set of tires today. Eating was a luxury not every young college graduate could afford. Therefore he considered himself fortunate when WGST gave him a chance on its announcing staff at a salary of three meals a day from a local restaurant advertising on the station. He regards the time when he was finally put on the payroll as an unforgettably important milestone in his progress.

As the newest announcer on the staff, Charlie was assigned what was then radio's stepchild, the early morning shift, and it was the profitable use to which he put this period during the next few years, over all four Atlanta stations, that helped to convince broadcasters of the gold mine they owned in early morning time. From the start his acceptance by the public as an outstanding microphone personality and by the trade as a shrewd student of broadcast fundamentals has been marked by steady growth.

Charlie was born in the piney woods sawmill town of Aycock, Fla., near Chipley, just south of the Georgia line where his father was engaged in the lumber business. Following the timber to Alabama, South and North Carolina, then to Georgia, the Smithgall family settled in Gainesville

long enough for Charlie to graduate from high school.

A footnote to this Gainesville episode was his drafting by community leaders there last year to help organize a local station. He is now part owner and vice-president of the Blue Ridge Broadcasting Company, operators of Station WGGA.

But getting back to 1933 when Charlie was handed the uninviting post of early morning announcer he immediately sensed the potentialities of this period and set about building it into a conspicuous station feature. Arthur Godfrey was then trail-blazing in the morning commercial field and the Georgia novice went to Washington to confer with this radio personality and to study the mechanics of broadcasting's newest specialized service.

Maintaining that the public wants its early-morning listening as painless as possible, Mr. Smithgall developed a then unconventional type of program consisting of phonograph records interspersed with the correct time, weather report, and his own particular brand of patter which stemmed from an inborn wit. Within a year, WGST's *Morning Sundial*, with "Old Man Smithgall's Son Charles" presiding, had become a by-word with listeners in the Atlanta area and its conductor had become the station's program director and assistant manager.

After a propitious period on WATL with the same feature, Mr. Smithgall transferred to WSB in 1936, where 50,000 watts and a clear channel greatly expanded his opportunity and heightened his prestige. He considers as invaluable his WSB association with Lambdin Kay, under whose tutelage he received priceless training in broadcasting policy and showmanship.

For four years, his *Morning Merry-Go-Round* wrote a notable

Personal NOTES

PHILLIPS CARLIN, BLUE vice-president in charge of programs, and Tommy Velotta, assistant director of news and special events, are both in New Orleans making arrangements for the broadcast of the Sugar Bowl game New Year's Day, sponsored on the BLUE by Gillette Safety Razor Co., Boston.

DANA F. BAIRD, formerly sales representative of WORL, Boston, in Chicago and New York, has been appointed manager of the New York office of William G. Rambeau Co., station representatives.

CLARENCE L. (Chick) DOTY, of the BLUE national spot sales department, reported Dec. 16 to the Navy as a lieutenant (i.g.). Replacing Doty Dec. 28 will be Theodore W. Herbert, formerly on the sales staff of WHN and WOR, New York.

BOB RICHARDSON, sales service manager of KWK, St. Louis, has returned to his desk after a two-week illness.

J. HARRISON HARTLEY, chief of the Radio Branch, Navy Public Relations Bureau, is back at his desk after a ten-day illness.

SULO FORSBERG, of the NBC Chicago music library, has been named assistant supervisor of the music library to succeed Edward Cerny, who has joined the Army.

success story at WSB from the dual standpoint of popularity and returns to sponsors. Numbering thousands of farmers among his early morning listeners, along with his urban audience, Mr. Smithgall felt a kinship with the agriculturists which expressed itself in the purchase of his own farm near Stone Mountain. He began to mix a solid element of practical information on dirt farming with the rare type of entertainment which he had already developed.

He left WSB in 1940 to become radio director of Burton E. Wyatt & Co., Atlanta advertising agency. A year later he joined WAGA as morning m.c. after the station was purchased by the Fort Industry Co. Shortly after WAGA's increase in power to full time 5,000 watts and change in frequency from 1480 to 590 kc last fall, George B. Storer, president of the Fort Industry Co., announced Smithgall's elevation to the post of general manager.

He succeeds Don Isoset, who returned to the home office in Toledo to fill an executive vacancy created by loss of personnel to the armed services. WAGA, a BLUE outlet, is one of six stations of the Fort Industry's operation.

Just prior to his appointment as executive head of WAGA, Mr. Smithgall was elected vice-president of the Georgia Assn. of Broadcasters.

In 1935 Mr. Smithgall married Celestia Bailey, WGST continuity editor. They have two children, a son and daughter.

Besides his love for farming Mr. Smithgall's hobbies are hunting and fishing.

JAMES ANNAND, manager of CKTB, St. Catharines, Ont., has resigned to join the production department of the Canadian Broadcasting Corp., at Toronto.

F. M. SQUIRES, owner and manager of CJCS, Stratford, Ont., has been commissioned in the Canadian Army. S. E. Tapley, commercial manager becomes manager of the station.

COL. BIRNEY IMES Sr., co-owner with his son, of WCBI, and *The Commercial Dispatch*, Columbus, Miss., is one of 80 officers designated by the Army to attend the 30-day orientation course at Fort Leavenworth, Kan., and will report there Jan. 1.

MAJOR EDNEY RIDGE, director of WBIG, Greensboro, N. C., has just been appointed a member of the Appeals Board of the Selective Service System for the fourth Selective Service District.

ART KIRKHAM, second vice-president of KOIN, Portland, Ore., and president of the local Kiwanis Club, has been elected president of the President's Council of Portland.

A. D. (Jess) WILLARD Jr., new general manager of WBT, Charlotte, recently addressed the Charlotte Jr. Chamber of Commerce at a regular luncheon meeting.

GORDON DOWNEY has been appointed commercial manager of KBUR, Burlington, Ia., succeeding Ed Fitzpatrick. New program director of KBUR is Mary Mangold, succeeding William Selah.

GLENN St. N. SNYDER, vice-president and general manager of WLS, Chicago, returned to his office last week following a business trip and vacation, which carried him to Phoenix, where he checked operations of KOY, WLS sister station, and journeyed into Mexico.

OWI Names Barry

CHARLES BARRY, member of the radio production department of the Overseas Branch of the Office of War Information, has been appointed supervisor of production, succeeding Harold McGee, who left the OWI to handle production of the new *Snow Village* series on NBC, sponsored by Procter & Gamble Co. Barry has been in radio about 12 years and was program director of W47NY, FM station in New York, before joining OWI.

Thomas in Navy

NORMAN ASHLEY THOMAS, president of WDOD, Chattanooga, Tenn., has been commissioned a lieutenant (senior grade) in the Naval Reserve and has been ordered to report on Dec. 22 to the Navy School at Quonset Point, R. I. He has been assigned to the aviation branch and will be directly concerned with communications and radio work.

Harry L. Beisswenger

HARRY L. BEISSWENGER, 30, assistant controller of the RCA Mfg. Co., Camden, N. J., died Dec. 17 at Philadelphia Municipal Hospital, after a brief illness. He was a graduate of Temple U, and was a Philadelphia accountant before joining RCA about four years ago.

THE 16 FEMININE members of the BLUE sales staff gave a special luncheon last Monday at the Stockholm Restaurant, New York, in honor of Edgar Kobak, executive vice-president of the BLUE. Mr. Kobak had done the same thing for them at the beginning of 1942, when the BLUE was incorporated as a separate network.

**Always Popular
Now More
POWERFUL**

**W
A
K
E
U
P**

*The Voice of
Baltimore*

**NOW
5,000 WATTS
DAY & NIGHT
600 KC**

*The Only Columbia
Station in Maryland*

Paul H. Raymer Co.
National Sales Representative
New York • Chicago • San Francisco • Los Angeles

**BEHIND
the
MIKE**

WOODROW WERSIG, of the short-wave news staff of CBS New York on Dec. 11 married **Jane Dealy**, news-writer at CBS New York.

JERRY BUNSON, formerly associated with Upton Close, the news commentator, has joined the Overseas Branch of the OWI at San Francisco.

PHILIP STAILL, announcer of WQXR, New York, has resigned to join the armed forces.

JIMMY DONNELLY, who has played the part of "Eddie", the adopted son in *The O'Neills* on NBC for nine years, has joined the Navy. "Eddie" will soon follow suit in the script of the five-times weekly serial, sponsored by Procter & Gamble Co., Cincinnati.

KATHERINE LASHECK, formerly of WGR-WKBW, Buffalo, has joined the Wright-Sonovox division of Free & Peters, Chicago, to take charge of training articulators.

RUTH KEATOR, formerly commentator and publicity director of KYA, San Francisco and previously with WGY, Schenectady, has joined the Overseas Branch of the OWI in San Francisco.

JOHN STROHM, assistant editor of *Prairie Farmer*, affiliate of WLS, Chicago, is the father of a boy born Dec. 15.

AMZIE STRICKLAND, formerly continuity editor of KOMA, Oklahoma City, Okla., and actress on Chicago stations, has joined the staff of WJWC, Chicago, as promotion and publicity director.

BEN HARKINS, formerly production manager of KFRC, San Francisco, has joined the special events department of the Overseas Branch of the OWI at San Francisco.

MARTIN JACOBSON, announcer of WCFE, Chicago, has been inducted into the Army.

ALLAN BROWN, announcer of WORL, Boston, has joined the Marines and will report Jan. 2 at Paris Island.

JERRY AUSTIN, chief announcer of W73PH, FM adjunct of WPEN, Philadelphia, has announced his engagement to **Miriam Lampf**.

VIRGINIA A. CONNER, of the program department, and **Jane Durnin**, mailroom chief, are the latest members of the staff of KYW, Philadelphia, to go into the armed forces. Both have joined the WAACS.

Emmert Joins NBC

MERTON V. EMMERT, assistant farm program director of WLW, Cincinnati, since 1939, on Jan. 1 will resign to join NBC as farm program director of WEAF, New York outlet of that network. Mr. Emmert joined WLW as one of two winners of farm scholarships to study farm broadcasting for six months, after which he was added to the station's regular farm staff. He later was named assistant to **Ed Mason**, WLW farm program director. Emmert is a graduate of **Kansas State Agriculture College**.



FORMER SPEAKER speaks for Bond on KSO-KRNT, Des Moines! **John R. Irwin**, former speaker of the Iowa House of Representatives, now is newscaster on the early morning news series sponsored by the Bond clothing chain. Meeting local Bond representatives is **Mr. Irwin** (center) with **Creel Boushka**, assistant manager (left), and **Ralph Jarnagin**, manager.

CLIFFORD EVANS has just returned from a two-month tour of war plants where he has been gathering material for his news broadcasts on WLIB, Brooklyn, to be resumed Jan. 4.

PETER H. BRADLEY, chief announcer of WAIT, Chicago, is the father of a boy born Dec. 14.

TED BENTLEY, formerly announcer of KFSD, San Diego, Cal., has joined KIEV, Glendale, in a similar capacity.

REGINALD HARDEN, formerly of WIS, Columbia, S. C., has joined KWK, St. Louis, as an announcer.

BEN HILL Jr. became the 25th staff member of KOA, Denver, to enter the services, when he enlisted in the Merchant Marine and is now attending officer training school at San Mateo, Cal.

PHYLLIS HAGAN, of Louisville, Ky., has joined the page staff of WJSV, Washington.

SPIKE JONES, Hollywood musical director, has been given that assignment on the weekly CBS *Bob Burns Show*, sponsored by Lever Bros. (Lifebuoy). He replaces **Billy Artzt**.

EARL WRIGHTSON, concert and radio singer, is substituting for **Edward MacHugh** on the five-weekly BLUE program *The Gospel Singer*, while the latter takes a five-week vacation. Wrightson is varying from the usual program of religious music with ballads.

MARY STEPHENS, former women's commentator of WJW, Akron, Ohio, has joined the staff of WKBN, Youngstown, O.

DON VEST, formerly of KVOR, Colorado Springs, has joined the staff of KVOD, Denver, replacing **Ray Wilson**, who is now in the Army at Camp Roberts, Cal.

JOHN FISTERE has resigned as chief copywriter of CBS to join WNEW, New York, as sales promotion manager, replacing **John Sullivan**, who has been inducted into the Army.

HAVE YOU SEEN HENRY

... The Pole Vaulting Fish?

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

The Perfect Place to Spend Your Vacation

MODERN LODGE

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

Columbia's Station for the
SOUTHWEST

KFH

**WICHITA
KANSAS**

Call Any Edward Petry Office

Lt. Finch Appointed

APPOINTMENT of Lt. Howard K. Finch, formerly production manager of WJIM, Lansing, as public relations officer of Kirtland Field, Albuquerque, was announced by headquarters at the field last week. As a civilian he was responsible for the production of the popular General Motors Juvenile

Choir and had an ample public relations background serving in an advisory capacity to Michigan Governors Frank D. Fitzgerald and Luren E. Dickenson. Born in Battle Creek, Mich., he was national oratorical champion and represented the U. S. in Pan American Oratorical Relations in 1929.

TGM SLATER, MBS director of sports and special events, is going to New Orleans next week to supervise broadcast on Mutual of the Cotton Bowl game New Year's Day, sponsored by Gillette Safety Razor Co., Boston.

PHIL COCHRANE, formerly of the promotion department of *McCall's Magazine*, has joined WOR, New York, in similar capacity, replacing Bill Crawford, now a member of sales division. Promotion duties of Jack Mohler, now in the armed forces, have been taken over by Miriam Adelson. Military service has also claimed Samuel Adams, WOR pageboy.

PETER FINNEY, publicity director of the Treasury Dept. War Savings Staff in New York, has enlisted as an instructor in the Air Forces Reserve.

RAY LEWIS, announcer-newscaster, formerly of a number of Bay district radio stations, has joined the production department of the OWI in San Francisco.

HOWARD DONOHOE has been appointed program director of WCAR, Pontiac, Mich., and H. Y. Levinson, manager, has taken over the duties of commercial manager following the resignation of Monte Meyer.

JACK STECK, publicity director of WFIL, Philadelphia, has been assigned to produce the show and entertainment for the annual banquet of the Poor Richard Club to be held next month at the Bellevue-Stratford Hotel. Roger W. Clipp, general manager of WFIL, is chairman of the banquet's entertainment committee.

ROGER BACON, sports announcer of WTOL, Toledo, has joined Class V-7 of the Naval Reserve and will be called to active duty about Jan. 1.

MARVIN REUBEN, announcer of WSFA, Montgomery, Ala., has enlisted in the Army Air Forces and is now stationed at Maxwell Field, Ala.

JEANETTE SWART of news and special events department of WGY, Schenectady, was married recently to Lt. Henry M. Schrader.

KEN OVENDEN, announcer of WEEI, Boston, has left the station to enter an eight-week training period in preparation for duty as flight instructor in the Army Air Forces Reserve.

AL ZINK, senior announcer and special events commentator of WGY, Schenectady, has been inducted into the Army and is currently at Fort Dix. Cpl. Howard Tupper, former WGY announcer, currently with Army War Show, is engaged to Miss Kitty Liptak of Cleveland. O. John Carnell, of accounting department, and WGY's first contribution to the armed forces, has been promoted to second lieutenant.

CARLTON KADELL, formerly announcer-actor of Hollywood, after more than three years in Chicago has returned to the former city. He is assigned male lead in the five-weekly CBS *Second Mrs. Burton*, sponsored by General Foods Corp. (Sanka). He replaces Gale Gordon who joined the Coast Guard.

BOB WESSON, publicity director of KGO, San Francisco, has been elected a member of the board of directors of the San Francisco Chamber of Commerce.

JOE WALTERS, formerly program director of KFSB, San Diego, Cal., has joined CBS Hollywood, as announcer. He replaces Wally McLain who recently joined the Marines.

MARY CROCKETT has been appointed receptionist of KGO, San Francisco, replacing Janet Matter, who has become secretary to Ann Holden, KGO's home economist.

FRANK BARTON, announcer of NBC Hollywood, is the father of a boy born in San Francisco Dec. 15.

ARLEEN COLING, formerly on the staff of WBBM, Chicago, has been inducted into the WAVES.

EARL HARPER, sportscaster, will handle color commentary on Mutual's broadcast of the Cotton Bowl football game, sponsored by Gillette Safety Razor Corp., Boston, Jan. 1. He handled similar assignment at North-South game Dec. 26.

JAMES G. McDONALD, BLUE news analyst, is serving as commentator for the BLUE broadcasts of the Boston Symphony Orchestra concerts, which started Dec. 26.

HOWARD R. BELL, chief announcer, has been elevated to program director of KPAS, Pasadena, Cal. Kay Dunlap, sales secretary, has been made traffic manager.

Mullen B & B V-P

JOHN A. MULLEN, head of the radio commercials department of Benton & Bowles, New York, has been elected a vice-president. Mr. Mullen joined B & B in 1933, after serving with the *Chicago Tribune* and J. Walter Thompson Co. With his present agency, he was first writer, then radio producer, becoming head of radio commercials.

Gruenberg and Stark Form Production Firm

SPECIALIZING in package shows aimed at the wartime audience, a program production firm is being formed in New York by Axel Gruenberg and Richard Stark, director and announcer, respectively, of the Procter & Gamble Co. serial *Against the Storm* on NBC. Offices of the new firm, to be called Gruenberg & Stark, will be at 30 Rockefeller Plaza. According to Mr. Stark, some eight shows have been prepared for prospective sponsors.

Mr. Stark also stated that, effective Dec. 28, when *Against the Storm* is replaced by *Snow Village* on NBC, he will take over announcing for another NBC P & G show, *Right to Happiness*. Mr. Gruenberg will direct that program along with General Mills' *Light of the World*, also heard on NBC.



“UNTIL
VICTORY!”

Victory is much nearer than it appeared to be a year ago.

But mighty tasks still lie ahead before the goal is reached. America's all-out war effort demands careful planning in every line of business and the complete elimination of waste.

That's why more and more clear-thinking executives are making their advertising dollars go far-

thest by using WOAI to get the selling job done in the great Central and South Texas market. They know that the "Big Gent's" 50,000-watt voice---carrying the finest programs on a clear channel---is listened to and preferred by the bulk of the audience---at the lowest cost per listener.

"Until Victory" is WOAI's toast to the New Year!

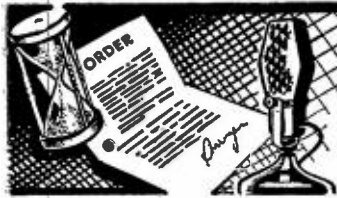
50,000 WATTS
CLEAR CHANNEL
AFFILIATE NBC
MEMBER TQN



San Antonio

Represented Nationally by EDWARD PETRY & CO.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST



THE BUSINESS OF BROADCASTING

Soy Food Spots
 SOY FOOD MILLS, Chicago (pan-cake flour), has placed a series of spot announcements on WCFL WJJD WIND WAIT WSBC WGES, all in Chicago, and a five-minute five-weekly program, *Let's Get Acquainted* on WGN, Chicago. Agency is Jim Duffy Inc., Chicago.

EDITOR'S NOTE: Because the use of spot advertising on New York City stations more than often presages expansion of such accounts to the national field, BROADCASTING herewith presents a compilation of 1942 accounts on New York stations which either had not used radio or those particular stations previously. Asterisk (*) indicates first use of radio by advertiser in 1942. See also story on page 24.

WABC

*Filtrex Corp.
 Terminal Barber Shops
 Beech-Nut Packing Co.
 Studebaker Corp.
 City Title Insurance Co.
 Eton Publishing Co.
 Mutual Benefit Health & Accident Assn.
 I. J. Fox
 Seaman Bros.
 Peppodent Co.
 *Ringing Bros., Barnum & Bailey
 R. C. Williams & Co.
 Readers Digest Assn.
 Dimple Tie Corp.
 Old Country Trotting Corp.
 Curtis Publishing Co.
 20th Century Fox Film Corp.
 Schutter Candy Co.
 Northwest Cherry Growers Assn.
 *Noxon Inc.
 New York Telephone Co.
 *Savings Banks of New York State
 Penn Tobacco Co.
 Musterole Co.
 Maltex Co.
 RKO Radio Pictures Corp.
 Paramount Pictures
 Plough Inc.
 A. Goodman & Sons
 Penick & Ford
 Spratt's Patent (America) Ltd.
 Christmas Club
 E. Fougera & Co.
 Postal Telegraph Co.
 Kibblets Inc.
 Dryden & Palmer
 March of Time Inc.
 Loew's Inc.
 Charles Gulden Inc.

WEAF

R. C. Williams & Co.
 Curtis Publishing Co.
 S & W Fine Foods
 J. L. Prescott Co.
 *Dif Corp.
 Benson & Hedges
 C. F. Mueller Co.
 Ironized Yeast Co.
 Firestone Tire & Rubber Co.
 Lever Bros.
 Planters Nut & Chocolate Co.
 RKO Radio Pictures Corp.
 Johnson & Johnson
 Hills Bros. Coffee

Maltex Co.
 B. Meier & Sons
 P. W. Minor & Son
 *San-Nap-Pak Mfg. Co.
 Bond Clothing Stores
 *Fanny Farmer Candy Shops
 *Industrial Undergarment Corp.
 O'Sullivan Rubber Co.
 Warner Bros.
 M-G-M Pictures Corp.
 Drezma Inc.
 Select Theatres Corp.
 H. C. Bohack & Co.
 Frederick Lowentels & Sons
 A. Goodman & Sons
 National Shoe Stores
 Old Dutch Mills Inc.
 Pure Food Co.
 Burnham & Morrill Co.
 *Ringing Bros., Barnum & Bailey
 S. A. Schonbrunn & Co.
 Kirkman & Sons
 V. LaRosa & Sons
 Knox Gelatine Co.
 Adam Hat Stores
 Continental Baking Co.
 *Flag Pet Food Corp.

WHN

Consolidated Drug Trade Products
 Lever Bros.
 Grove Labs.
 Monticello Drug Co.
 Sunway Fruit Products Co.
 American Tobacco Co.
 P. Lorillard Co.
 U. S. Tobacco Co.
 V. Shafer Co.
 Shell Oil Co.
 Hoffman Beverage Co.
 *Golan Wines Inc.
 *Edelbrau Brewery
 *John Eichler Brewing Co.
 F. & M. Schaefer Brewing Co.
 Beech-Nut Packing Co.
 Consolidated Drug Co.
 Garrett & Co.
 The Aquarium Restaurant
 Fabian Theatres
 National Bowling Recreation Arena
 Rialto Theatre
 Rivoli Theatre
 Roxy Theatre
 Select Theatres Corp.
 *Bickford's Cafeterias
 RKO Radio Pictures
 Paul's Swan Lake
 *Ringing Bros., Barnum & Bailey

*Sunbrock's Rodeo Capitol Theatre
 Radio City Music Hall
 Admiracion Co.
 Kay Preparations
 Dixogeen Co.
 Potter Drug & Chemical Corp.
 Finlay Strauss Jewelry Co.
 Grayson Co.
 P. W. Minor & Son
 Ivel Fur Co.
 Schlossman's Clothes
 Bible Mission Co.
 Great Atlantic & Pacific Tea Co.
 Horowitz Bros. & Margareten Co.
 Ironized Yeast Co.
 *Kasco Mills
 Kellogg Co.
 Corn Products Refining Co.
 John G. Paton Co.
 Quaker Oats Co.
 Sheffield Farms Co.
 Washington State Apple Commission
 I. Rokeach & Sons
 Edelstein Co.
 *Noxon Inc.
 Fels & Co.
 Colgate-Palmolive-Peet Co.
 Hotel Lexington
 New York Tunnel Authority
 Alliance Book Corp.
 Penman Co.
 Charm Curl Co.
 Consolidated Edison Co.
 Home Diathermy Co.
 P. J. LeRoy Co.
 *Ideal Publishing Co.
 Dave Minor Publishing Co.
 Pipeman Co.
 Thayer Co.
 Tournear Watch Co.
 Wm. H. Wise Co.
 Macfadden Pubs.
 *Cocliana Inc.

WJZ

American Molasses Co.
 American School
 Anacin Co.
 *Austin Technical Inst.
 Adler Shoes for Men
 Beecham's Pills Inc.
 *Beau Brummell Ties Inc.
 California Fruit Growers Exchange
 Carter Products Co.
 Cord Meyer Development Co.
 *Cooper & Cooper Inc.
 Curtis Publishing Co.
 Continental Baking Co.
 Doubleday, Doran & Co.

*Drydock Savings Institution
 J. C. Eno
 Empire Gold Buying Service
 Ex-Lax Inc.
 *Fairchild Sons Inc.
 Foster Milburn Co.
 E. Fougera & Co.
 A. Goodman & Sons
 *Gotham Health Club
 *Graham Co.
 *Hotel St. George
 Johnson & Johnson
 Larus & Bro.
 Liebmann Breweries Inc.
 Lever Bros.
 *Lorstan Studios Inc.
 *Lukens Steel Co.
 Loew's Inc.
 Macfadden Pubs. Inc.
 M-G-M Pictures Corp.
 P. W. Minor & Sons
 *Mother Hubbard Distributors Inc.
 Musterole Co.
 March of Time Inc.
 *Nacto Cleaner Co.
 New Jersey Council
 New York Telephone Co.
 Newsreel Theatres Inc.
 New York State Bureau of Milk Publicity
 *New York Drafting Inst.
 New York State Savings Bank Assn.
 *Noxon Inc.
 *New York Tunnel Authority
 The New York Post
 O'Sullivan Rubber Co.
 Peppodent Co.
 Phillips Packing Co.
 *Publiker Commercial Alcohol Co.
 *Pepperidge Farm
 Reader's Digest Assn.
 *Ringing Brothers, Barnum & Bailey
 RKO Radio Pictures Corp.
 Roxy Theatre
 Rum & Maple Tobacco Corp.
 Rubsam & Horrman Brewing Co.
 Select Theaters Corp.
 Sheffield Farms Inc.
 *Stern's Nurseries
 Sweets Corp. of America
 Simon & Schuster
 *Stenotype Company
 Joseph Tetley & Co.
 Weson Oil & Snowdrift Sales Co.
 R. C. Williams Co.
 William H. Wise Co.

WMCA

Adam Hat Stores
 Argus Optical Co.
 *Ash's Dept. Store
 Austin Nichols Co.
 *Cocliana Inc.
 Colgate-Palmolive-Peet Co.
 Corn Products Refining Co.
 Federal Life & Casualty Co.
 Greenwich Savings Bank
 Life Savers Inc.
 Monticello Drug Co.

Pabst Brewing Co.
 *Terminal Barber Shops
 *Hecht's Dept. Store
 *Lambert Bros. Jewelers
 *Brass Rail Restaurant
 United Institute of Aeronautics
 American Chiclo Co.
 Penick & Ford
 Beech-Nut Packing Co.
 *Edelbrau Brewing Co.
 Garrett & Co.
 F. & M. Schaefer Brewing Co.
 Sheffield Farms Inc.
 Old Dutch Mills Coffee
 *Sandeman Wine
 *New York Tunnel Authority
 *Dr. Kilmner's Vitamin Tablets
 *Penn Camera Exchange
 *Hope Valley Farms
 *Parke-Bernet Galleries
 *Bickford's Inc.
 *Stewart's Cafeterias
 *Chin Lee Restaurants
 Procter & Gamble Co.
 S. A. Schonbrunn & Co.
 F. G. Vogt & Sons
 Paton Corp.
 Edelstein Dairies
 Pan American Coffee Bureau
 Humphrey Homeopathic Medicine Corp.
 Lever Bros.
 Johnson & Johnson
 Centaur Co.
 Household Finance Co.
 P. Duff & Sons
 Chamberlain Technical School
 Book Giveaway Co. Plan
 *Chidnoff Studios
 Park House
 Schrafft's Restaurants
 Sealcoate Co.
 Delehanty Institute

WOR

[Seventy-five sponsors, who had used radio in New York or elsewhere, used WOR for the first time during 1942; list unavailable]
 The Wallpaper Guild
 Para Mfg. Co.
 Marcalus Mfg. Co.
 Hudson Pulp and Paper Co.
 Barclay Tissue Corp.
 San-Nap-Pak Mfg. Co.
 Conformal Footwear Co.
 Gotham Silk Hosiery Co.
 Davidson Bros.
 Press-On Inc.
 Burlington Mills
 Edelbrau Brewery
 Greenspan Bros.
 Newark Cheese Co.
 Associated Labs.
 Hotel Chesterfield
 Hotel Dixie
 Vacation Home Sites
 Seaside Heights

Newsreel Theatre
 Ringling Bros., Barnum & Bailey
 Bucknell U
 Air Transport Assn. of America
 American Industries Salvage Committee
 Savings Banks Assn. of New York State
 Stern's Nurseries
 Joseph Dixon Crucible Co.
 Terminal Barber Shops
 Bullard Co.
 Chase Brass and Copper Co.
 Cleveland Twist Drill Co.
 Diebold Safe & Lock Co.
 Worumbo Co.
 Consolidated Razor Blade Co.
 WNEW
 Astor Theatre
 Capitol Theatre
 Club 18
 March of Time Inc.
 Radio City Music Hall
 *Sunbrock's Rodeo
 E. Pritchard Inc.
 Cascade Laundry
 Curtis Publishing Co.
 Kellogg Co.
 Gordon Baking Co.
 Lever Bros.
 *Edelbrau Brewery
 *Allstate Insurance Co.
 Drydock Savings Institution
 Charms Candy Co.
 Schrafft's Restaurants
 Jack Dempsey's Punchbowl
 Lum Fung Restaurant
 Famous Door
 Columbia Pictures Corp.
 M-G-M Pictures Corp.
 Monte Proser's Copacabana
 Park Central Hotel
 *Ringing Bros., Barnum & Bailey
 Rivoli Theatre
 RKO Radio Pictures Corp.
 Billy Rose's Diamond Horseshoe
 Ubangi Club
 *United Artists Corp.
 Village Barn
 Hurricane Restaurant
 Iceland Restaurant
 Topaz Restaurant Co.
 Admiracion Labs.
 Beecham's Pills Inc.
 *Cooper Safety Corp.
 *Denver Chemical Mfg. Co.
 *Don Juan Inc.
 E. Fougera & Co.
 Humphrey's Homeopathic Medicine
 Ironized Yeast Co.
 Lumber Pharmacal Co.
 Musterole Co.
 Peppodent Co.
 *Scherk Corp.
 Scholl Mfg. Co.
 *American Molasses Co.
 Atlantis Sales Corp.
 Colgate-Palmolive-Peet Co.
 Continental Baking Corp.
 Corn Products Refining Co.

"I complained because I had no shoes, until I met a man who had no feet."

Keep this proverb in mind and even your income tax can be paid with a smile.

Adv.



A HAPPY AND PROSPEROUS NEW YEAR
 TO YOU FROM THE PACIFIC NORTHWEST

... where a combination rate in effect Jan. 1, 1943 gives you coverage of 1,250,000 people at an unbelievable low cost.

KXL, Portland; KFPY, Spokane; Z NET, Montana

Adv.

*Heinrich Franck & Sons
Great Atlantic & Pacific Tea
Co.
National Biscuit Co.
*Noxon Inc.
Pan American Coffee Bu-
reau
Paton Corp.
Pure Food Co.
Quaker Oats Co.
Sheffield Farms Co.
Wesson Oil & Snowdrift
Sales Co.
Dixie Hotel
*St. George Hotel
*Koons Bros.
*Paraffine Cos.
The Penman Co.
Personal Jewelers
*Childoff Studios
Hollywood Film Studios
Newark Star Ledger
Adler Shoes for Men
W. L. Douglas Shoe Co.
Howard Clothes
R. H. Macy & Co.
*Roger's Dept. Store
Servus Clothes Inc.
Aronson-Caplin Co.
United Inst. of Aeronautics
*Golan Wines
*Robinson-Lloyd's
Roma Wine Co.
Garrett & Co.

Consolidated Edison Co.
*New York Tunnel Au-
thority
*Olson Roofing Co.

WQXR

*Franklin School of Dancing
RKO Radio Pictures
*Parfums Weil Paris
Abraham & Straus
Monticello Drug Co.
RCA Mfg. Co.
Time Inc.
Vick Chemical Co.
*Belgian Information Center
*Schiaparelli Parfums Inc.
*Joint Committee of Teach-
ers Organizations
*Barnes & Noble
*Montana Flour Mills Co.
Corn Products Refining Corp.
Peapodent Co.
*N. Y. Tunnel Authority
Columbia Record'ng Corp.
Bloomingsdale's Dept. Store
Penick & Ford Ltd.
Wesson Oil & Snowdrift
Sales Co.
Quaker Oats Co.
Olson Rug Co.
*Guardian Tobacco Co.
Lever Bros.
*Essex House
*Germaine Montell Cosmeti-
ques Corp.

Sheffield Farms Co.
*Goddard College
*United Schools
*Stevens Inst. of Technology
General Baking Co.
*Roger Kent
*Perkiomen School
Yeckes-Eichenbaum Inc.
Martin J. Pollak Inc.
*Hirestra Labs. Inc.
*Chemex Corp.
A. B. Campbell Carpet
Cleaning Co.
*Direct Realty Co.
*Creative Age Press
United Subject Organizations
Best Foods Inc.
*“Pour La Victoire”
Ward Baking Co.
*Greater N. Y. Industrial
Council
Pan-American Coffee Bureau
Arthur Murray School of
Dancing
Riggio Tobacco Corp.
*N. Y. Retail Dry Goods
Assn.
*Metropolitan Certified Milk
Assn.
John F. Gilbert School of
Radio Technique
*Netherland Publishing Corp.



What's a musical comedy got to do with winning a war?

PLENTY! We're building an Army of men—not machines. And men have minds. And minds need freshening... change... relaxation.

So one of the biggest undertakings of the USO is its sponsoring of free entertainment, through the cooperation of the movie and theatrical industries, at army camps, naval bases—wherever the fighting men of the USA go to train or dig in.

USO Camp Shows, Inc. is actually the biggest single theatrical enterprise the world has ever seen. It books 264 shows for the boys every week, which play to an average nightly attendance of 50,000.

It contacts movie stars, theatrical headliners, big name bands and their leaders. It routes all these... plans their itinerary... arranges the most convenient times when soldiers and sailors can take time out to sit and be entertained.

For it realizes that the one great advantage of the American fight-

ing man is his ability to think for himself, to make the most of any situation, to fight as a liberty-loving individual.

And this is one of his great differences from our enemy.

To help carry on the all-important work of maintaining the morale of our fighting forces, the USO needs your help... it needs your contribution.

Your dollar has many demands on it this year. Many of these demands must be met—others deserve to be met. And among these latter, the plea of the USO for whatever sum you can contribute merits your earnest consideration.

For we have a war to win, and the USO is directly concerned with the men who must—and will—win it.

Dig deep—for the men who are digging in!

Send your contribution to your local chairman or to USO, Empire State Building, New York.

GIVE NOW TO THE USO

Passersby Watch WIBG Broadcasts

Show-Room Studio Features New Philadelphia Home

A SHOW-WINDOW studio in the downtown building of WIBG, Philadelphia, will be used for most of the station's newscasts and celebrity broadcasts, General Manager Edward D. Clery announced. The ground-floor studio makes it possible for passersby to witness programs.

Now settled in its new three-story home at 1425 Walnut St., WIBG recently moved [BROADCASTING, Dec. 14] from Glenside, Pa. In addition to the studio with plate-glass window the ground floor contains a newsroom and an auditorium seating 250 persons. Use of the auditorium has been granted the Navy League of Pennsylvania, which maintains headquarters there.

New Facilities

The second floor houses master control and three studios. Executive offices, including program, production and promotion departments, as well as audition rooms, are on the third floor. The basement contains workrooms for the engineering department, artists' lounges and shower rooms. Because of wartime conditions no special ceremony marked the move.

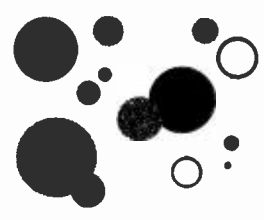
A new transmitter, which will provide fulltime operations with 10,000 watts, is under construction. Until it is completed WIBG will continue to operate with its 1,000-watt transmitter, located in the Barren Hill area of Philadelphia.

WIBG is operated by Seaboard Radio Broadcasting Corp. of which Paul F. Harron is president.

A MAGAZINE to be called *Victory*, designed for free distribution abroad, will shortly be issued every two months by OWI under a non-profit contract made with Crowell-Collier Publishing Co. About 550,000 copies will be issued in various languages. The publication will carry advertising and will be largely pictorial, designed to counter enemy propaganda by showing the magnitude of the American war effort.

But Where?

PVT. SAM SCHOR of Camp Grant is not a radio fan; so why shouldn't he have called an officer in the Reception Center when he came across an inductee's questionnaire signed "L. S. Green", when Mr. Green couldn't be found? "Yes," Pvt. Schor assured the officer who suggested, jokingly, that Lucky Strike Green had gone to war, "but is he at Camp Grant?"



When you think of SPOTS... think of John Blair!

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO - NEW YORK - DETROIT - ST. LOUIS - SAN FRANCISCO - LOS ANGELES



Western Electric

ARSENAL OF COMMUNICATIONS EQUIPMENT

*KTAR Phoenix
 *KYOA Tucson
 *KYUM Yuma
 *KGLU Safford
 *KCRJ Jerome
 *KWJB Globe
 *KYCA Prescott
 *NBC RED and BLUE Network Stations
 *Other ABC Stations

KTAR
 Arizona BROADCASTING CO., Inc.
 PHOENIX, ARIZONA
 Represented National by
 PAUL H. RAYMER COMPANY

162 Advertising Agency Account Executives Space Buyers & Officers (Ross Federal Research & Sales Management) **PICK**



Utica, N. Y.'s **ONLY** Radio Station!

3RD. In Middle Atlantic Test Market
 Columbia's Middle Link in Central New York

"Covering all of Ariz., N. Mex., and Wyo. won't give you as many radio homes!"

The 5000 WATT Voice of the Tri-Cities

WBFB

Affiliate: Rock Island ARGUS
 MUTUAL NETWORK · 1270 KC

OWI Establishes British Division

Davis Frowns on Government Subsidy of Broadcasting

MAINTAINING that Government subsidy of radio and press is a "very unsatisfactory idea", Elmer Davis, OWI director, told his press conference last Wednesday that such a practice would threaten the freedom of these instruments of public opinion.

He announced that OWI has established a new unit in Washington, known as the British Division, to "quicken and prove the flow of information about the U. S. to the people of great Britain". Heading the new division is Ferdinand Kuhn Jr., assistant to the Secretary of the Treasury for the last two years and previously chief of the *New York Times* London bureau. In this capacity Mr. Kuhn will serve as a deputy director in the OWI's overseas branch. Representing the unit in England will be Rep. Thomas H. Eliot (D-Mass.) who will assume his post early in January.

Supervises Government Program

In explaining the new operation, Mr. Davis said that facilities of both the Domestic and the Overseas branches will be used to tell Britons "what the U. S. is like".

Asked to discuss the implications of a recent announcement that OWI would approve movie scenarios, Mr. Davis asserted that there were no implications. He explained that it was a voluntary matter for the studios, but pointed out that OWI had no power of compulsion even after advice was given. He said, however, that the presidential directive which created OWI in June gave the agency complete supervision over all radio programs and motion pictures sponsored by a Government agency or department. Such supervision has been in effect, he said, but reiterated that OWI had "no idea of exerting a censorship" over privately produced radio programs and motion pictures.

He noted that a degree of control over Radio Morocco became apparent last Monday, since all material broadcast was entirely in line with United Nations' policy. He added that complete control of personnel and programming of the station is not yet thought to be in American hands.

Mr. Davis pointed out that transmissions to Africa had increased. He mentioned a half hour of news from the U. S. for the troops which had been sent last Monday and re-

Victory Slogan

NEW STATION break: 'WHO, Des Moines, — A Voice for Victory' has brought favorable response from the public. The slogan was adopted at the suggestion of Capt. Frank Miles, World War I veteran, Iowa State Director of Public Relations for the Selective Service System and editor of the *Iowa Legionnaire*, official publication of the Iowa Dept. of American Legion.

Heads Infantile Staff

HOWARD J. LONDON, formerly with Pedlar & Ryan, New York, and more recently radio director for the Navy Relief Society, has been appointed radio director for the 1943 fight against infantile paralysis. George Brengel, former casting director of Compton Adv., will be assistant. Scriptwriters will include Frank Dahm and Betsy Hatch. Francis Forrest is in charge of national radio publicity and Milton Ward, former radio director of the United Hospital fund, heads the New York radio department.

Rev. E. Howard Cadle

THE REV. E. Howard Cadle, 58, nationally known radio evangelist and pastor of the Indianapolis Tabernacle bearing his name, died Dec. 20 following an illness of several months. Soon after Mr. Cadle opened his tabernacle several years ago he began a daily series of broadcasts over WLW, Cincinnati, originating from the tabernacle, in addition to a half-hour Sundays. A few years ago he presented radios to some 300 pastorless churches in the back hills of West Virginia, Kentucky, Ohio and Indiana and it was estimated that 60,000 persons gathered at these small churches to listen to his Sunday sermons. He used his own airplane to make one night stands. His son, Lt. Buford Cadle, now of the Army Air Forces, was his father's pilot and announcer before entering the Army. Surviving, besides his son, are the evangelist's widow and two daughters.

broadcast through Radio Algiers. A similar broadcast of an hour's length was sent to North Africa last Wednesday, plus a news broadcast in French for the natives. In discussing broadcasts to the natives he explained that it was necessary to fill them in on what has happened in the past as well as current developments, since it was discovered shortly after the invasion that natives had no word of the raid on Dieppe nor of Doolittle's raid on Tokyo.

MAJOR RENEWALS ON CBS NETWORK

CBS LAST WEEK announced that during the period Dec. 28 through Jan. 10, 13 sponsors will renew current contracts, covering 18 different programs, of which eight are broadcast on the full CBS network of 117 stations.

Largest individual renewal is from Procter & Gamble Co., Cincinnati, for its five serial programs on CBS, effective Dec. 28. They are: *The Goldbergs* (Duz); *Life Can Be Beautiful* (Ivory soap); *Vic & Sade* (Crisco and Duz); *Pepper Young's Family* (Chipso and Camay); *Ma Perkins* (Oxydol). Compton Adv. places the first three shows, Pedlar & Ryan handles *Pepper Young*, and Blackett-Sample-Hummert is agency for *Ma Perkins*.

Lever Bros. Co., Cambridge, on Jan. 4 will renew *Lux Radio Theatre* on CBS and 30 CBC stations, as well as *Bright Horizon*, serial drama for Swan Soap. J. Walter Thompson Co. is the Lux agency and Young & Rubicam handles Swan.

Wrigley Renews

Sponsor of three full network shows on CBS, all devoted to the war effort, Wm. Wrigley Jr., Chicago, on Dec. 31 renews *The First Line*, show assigned to the Navy. Agency is Arthur Meyerhoff & Co. R. J. Reynolds Tobacco Co., Winston-Salem, N. C., renews *Thanks to the Yanks* (camels), Jan. 2, through Wm. Esty & Co. and Celanese Corp. of America, New York, on Jan. 6 renews *Great Moments in Music*, through Young & Rubicam. Dec. 29, Liggett & Myers Tobacco Co., New York, will renew *Harry James and His Music Makers*. Newell-Emmett Co. is the agency for Chesterfields.

Two CBS commentators on the full network will be renewed Dec. 26 and Jan. 2, respectively, when Parker Pen Co., Jamesville, Wis., re-signs *Eric Severeid and the News* (Quink), through J. Walter Thompson Co., and Curtiss Candy Co. renews *Warren Sweeney*, through C. L. Miller Co.

Other renewals announced by CBS are: Eversharp Inc., Chicago (pens and pencils), Jan. 10, *Take It Or Leave It*, through Biow Co.; International Silver Co., Meriden, Conn., Jan. 3, *Edward R. Murrow*, through Young & Rubicam; Johns-Manville Corp., New York (insulation), Dec. 28, *Cecil Brown*, through J. Walter Thompson Co.; E. R. Squibb & Sons, New York, Dec. 28, *Keep Working, Keep Singing, America*, through Geyer, Cornell & Newell, and Ironized Yeast Co., Atlanta, Jan. 5, *Lights Out*, through Ruthrauff & Ryan.

FCC Stays on Job

THE FCC does not plan a recess over the Christmas-New Year's holidays. The regular broadcast meeting will be held on Tuesday, Dec. 29, with ordinary business carried on except on the holidays.

Orson Welles in Film

ORSON WELLES, producer-director of CBS' *Hello Americans* and *Ceiling Unlimited*, the latter sponsored by Lockheed and Vega Corp., Los Angeles, has signed for the leading male role in Twentieth Century-Fox's film, "Jane Eyre".

WAVE 5000 watts • NBC
 for LOUISVILLE — not China!

Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Sterling Drug Co. Absorbs Branches; New Units Planned

Change Will Not Affect Sales Policies, Says Firm Head

BOARD of directors of Sterling Drug Inc., formerly Sterling Products, last week voted to absorb 16 wholly-owned domestic subsidiaries and in their stead to establish a number of new divisions within the parent company. Consolidation becomes effective Dec. 31 when Sterling Drug will become an operating company.

In announcing the realignment, James Hill Jr., president, said that the corporate change would leave "entirely undisturbed the company's sales policies, trade marks and advertising programs," but that "the Sterling name would appear for the first time on packages containing many of the company's popular drug products." Sterling's subsidiaries have been among the leading users of broadcast advertising, both in network and spot.

The board also elected three new vice-presidents: Harvey M. Manss, president of the Bayer Co.; Otto W. Ergenzinger, president of the Chas. H. Phillips Chemical Co., and Harold B. Thomas, president of the Centaur Co. E. I. McClintock, president of Sterling Products International, and chairman of the board of the Sydney Ross Co., wholly-owned subsidiaries not included in the reorganization, is already a vice-president.

The new divisions formed within the company are: Bayer Co. Division; Centaur Co. Division; Cummer Products Co. Division; Chas. H. Phillips Chemical Co. Division, and R. L. Watkins Co. Division. The action of the board includes the following Sterling subsidiaries, listed with the states in which they were incorporated: Bayer Co. (N. Y.); Bayer Co. (Calif.); W. B. Caldwell Inc. (Ill.); California Fig Syrup Co. (Calif.); Centaur Co. (N. Y.); Cummer Products Co. (Ohio); Delatone Co. (Ill.); Ironized Yeast Co. (Del.); Knowlton Danderine Co. (Ill.); Molle Co. (Ohio); Chas. H. Phillips Chemical Co. (Conn.); Proprietary Agencies (Del.); Sterling Drug (W. Va.); Synthetic Patents Co. (N. Y.); R. L. Watkins Co. (Ohio).

This reorganization follows the



630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

Beverage Alarm

BRITAIN'S new financial plan, called the Beverage report, caused serious alarm in the hearts of Washington, D. C., bottlers recently when Bob Menefee mentioned it in an early morning broadcast over WJSV, Washington. Following his broadcast he was telephoned by the head of the local bottlers' association who explained that he had received 12 calls from harrassed bottlers seeking "the dope on this new beverage plan, and how it will affect supplies and sales."

action taken last fall [BROADCASTING, Oct. 26] when the Sterling stockholders ratified the board's recommendation that the name be changed from Sterling Products to Sterling Drug Inc. Both steps are toward the goal of simplification of the company's subsidiary corporate structure and the operation of some of the businesses which were conducted through subsidiaries, Mr. Hill explained. Reorganization does not affect the company's wholly-owned subsidiaries in Canada, England, Australia, South Africa and Latin America nor the affiliates over which Sterling exercises management control.

Purex Coast Series

PUREX Corp., Los Angeles (bleaching solution), formerly occasional spot users, on Dec. 21 started sponsoring Boake Carter, news commentator, thrice-weekly on 8 Don Lee Pacific Coast stations (KHJ KFRC KGB KFRE KALE KOL KMO KFIO), Monday, Wednesday, Friday, 9-9:15 a.m. (PWT). Contract is for 52 weeks. In addition, firm currently sponsors thrice-weekly participation in *Art Baker's Notebook* on KFI, Los Angeles. Agency is Lord & Thomas Los Angeles.

RUSH HUGHES, announcer of KWK, St. Louis, who had already sold \$250,000 in War Bonds, recently added another \$175,000 to his sales when he sparked a War Bond Rally sponsored by the St. Louis Macca-bean Club.



DIP INTO THE PORK BARREL MARKET

NOW 5000 WATTS

Old 1000 watt rates are still in effect



CBS AFFILIATE ★ WEED & COMPANY, NAT'L REPRESENTATIVES

Voluntary Censorship

(Continued from page 44)

ship is a priceless responsibility to the broadcaster—one he cannot afford to reject.

Exercising voluntary censorship is a day to day broadcasting problem. Of course, this problem breaks down into some rather general categories such as weather information, interviews with servicemen and civilians from combat zones, letters from men in the armed forces, commercial copy, quiz and request programs, ship launchings, plane crashes, industrial accidents, rumors and unconfirmed reports, foreign-language broadcasts, service announcements, and others. But no two problems are exactly alike in any two stations so, consequently, there remains no substitute for care, caution, investigation and thinking in the term of provisions of the Code of Wartime Practices for American Broadcasters.

The code will answer most of the broadcaster's day in and day out censorship problems. The answers are found upon reading the code and measuring it against such problems. But for these unusual problems, those borderline cases, those out-of-the-ordinary events, the Office of Censorship is always ready and willing to be of assistance.

Remember, censorship of any kind is a powerful military weapon. Voluntary censorship, however, is even more powerful because it is a democratic censorship because any adaptation of the democratic process is more powerful in the long run.

Let's make voluntary censorship work!

Night Club Sponsors

TEN NIGHT CLUBS and restaurants have signed 13-week contracts for a total of 133 announcements weekly on WINS, New York. R. Feldman, New York, placed eight of the accounts: Famous Door, Onyx Club, Club 18, Diamond Horseshoe, Dave's Royal Room (Park Central Hotel), Rio Bamba, Royal Casino and Uban-gi Club. Remaining accounts, Corso Restaurant and Duffy's Tavern, were placed direct.

"Let's Just See What IS the Maximum Pull"

(for our product, or merchandising plan, or copy appeal).

To get this answer many of the country's largest advertisers, largest agencies have "passed the ball" to us here at W.D.Z. We've given them a surprisingly HIGH answer—at a surprisingly LOW cost!

Why do they come down here "deep in the prairie"? Because they know that on W.D.Z. their story is . . .

Aimed EXCLUSIVELY at the 70% who work with their Hands

QUICKLY DIRECTLY RESPONSIVE

W.D.Z.

TUSCOLA ILLINOIS

1000 WATTS

Twenty years of "DIRECTIONAL PROGRAMMING" does it. TRY IT yourself. We can help YOU solve many problems. Let us show you some examples of MAXIMUM PULL. Get in touch with us, or

HOWARD H. WILSON CO., Representatives New York, Chicago, Hollywood, Seattle



206,154 Listener Letters During 1941!!



15.

WCOP belongs on your advertising schedule for 117 reasons . . . shall we enumerate them for you?

REPRESENTED BY HEADLEY-REED CO.



BELONGS ON YOUR SCHEDULE

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

WFMJ

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

Headley-Reed Co.
National Representatives

WCHS

CHARLESTON, W. VA.

5,000 on 580

CBS AFFILIATE

Where Sales Multiply



WSM

NASHVILLE, TENNESSEE

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, NATIONAL REPRESENTATIVES, EDWIN PERRY & CO., INC.

FIRST—
IN THE SOUTH'S
FIRST
MARKET
WREC
MEMPHIS

Studio Notes

HEADED BY General Manager William B. Ryan, the staff of KGO, San Francisco, presented their personal Christmas greetings via the microphone in a special holiday-eve broadcast. The staff sang carols, presented readings, songs and good wishes to listeners, advertisers and advertising agencies. KGO's Christmas cards carried a personal invitation to listen to the broadcast.

EXPANDING its news coverage, KXOK, St. Louis, has added the 24-hour service of UP and INS and thus becomes the first station in the city with complete service by two major news services. Round-the-clock operation of the station began Nov. 29 to accommodate the thousands of war workers who seek radio entertainment during all hours.

BEARING the names of eight former WBT, Charlotte, employees is a bronze plaque in the station's lobby. Photos have been made of the plaque and will be mailed to each man whose name appears upon it.

FARMERS and ranchers throughout Colorado were able to attend, by radio, the recent Western Regional Agricultural Conference held in Denver to discuss food production goals set up by Secretary of Agriculture Wickard, when KLZ, Denver, aired several important sessions. Broadcasts were arranged and handled by Charlie Roberts, KLZ farm editor.

WLAC, NASHVILLE, last week inaugurated a series of "salutes" to various Southern states within the WLAC listening area, to familiarize listeners with its recent increase in power to 50,000 watts. The salutes included the free offer of a 1943 calendar bearing a picture of "Hermitage", Andrew Jackson's Nashville home. The calendar offer brought a tremendous response.

WPAT, Paterson, N. J., turned over three and a half hours of time Sunday, Dec. 20, for a broadcast of a party for war workers and soldiers held under the auspices of the USO and the local Junior Chamber of Commerce. Name bands, including Cab Calloway's and Vaughn Monroe's, contributed their services gratis, with permission of the Musicians Union. Titled "Smokes for Soldiers Christmas Victory Party," the affair required war workers to bring packages of cigarettes for distribution by the USO to nearby military camps.

NEW AND RENEWAL subscribers to Standard Radio transcription service are: WOAI WHAS KOIL KFAB-KFOR KWYO KODK WINX WPDW WNBC WICA WHBY KXEL WGAW WAML WPDQ WTAR WEBR KGKY WLOK KGLO KGHL KTFI WDBC.

WJWC, Chicago, during the past four months has given a total of 3761 announcements, 136 quarter-hour programs, 110 half-hour programs and one two-hour program to federal, state and civic war agencies, as a war service. Departments represented by the announcements and programs were: Army, Navy, Marines, Coast Guard, Treasury, Manpower Commission, Civil Service, OWI, OPA, WPB and Civil Aeronautics.



ONE YEAR of *Moon Dial*, half-hour daily sportscast featuring Arch McDonald, sponsored by the National Brewing Co., was observed by WJSV, Washington. Guests included (l to r): Carl J. Burkland, WJSV general manager; A. J. Deute of Baltimore, president of National Brewing Co.; Clark Griffith, president of the Washington Senators American League ball club; Mr. McDonald. Agency: Frank D. Webb, Baltimore.

CAMP NEWS broadcast from Fort Monmouth, N. J., on WCAP, Asbury Park, N. J., has been expanded to a twice-weekly quarter-hour series. Material for the program is gathered and presented by the *Signal Corps Message*, official camp publication.

LOS ANGELES *Herald-Express*, which formerly conducted a Christmas Eve caroling tour in that city, instead sponsored a half-hour broadcast of the U of Southern California Choir on KHJ, Hollywood, that evening.

AN UNUSUAL contribution to Christmas observance was made by WGY, Schenectady, although the "programs" were not broadcast. Daily for a week before Christmas, programs of special Christmas carols were piped from the studio building to two loudspeakers located on the city's principal business thoroughfare.

CROWDS amounting to more than one-third of Milwaukee's population will tour the WTMJ Radio City during the first half of 1943 according to Russ Winnie, assistant manager of WTMJ and W55M, the *Milwaukee Journal* stations. Since Radio City was opened Aug. 23, more than 150,000 tour and show tickets have been issued and based upon these figures Mr. Winnie expects some 250,000 persons will witness broadcasts and an additional 45,000 will tour the building.

WBRC, Birmingham, celebrates its first anniversary in its new studios Dec. 28 and a complete paint job of the studios was made in recognition of the occasion.

WIL, St. Louis, has broadcast more than 277 Minute Men talks for War Bonds and Stamps. Arranged by Neil Norman, program director, series is run with cooperation of the local Chamber of Commerce, and features talks by prominent men and women.

KFNF, Shenandoah, was honored recently by the Iowa War Savings Staff with the announcement that the goal in the Payroll Allotment Plan had been reached and that the station was the first company in West Page County to reach the required 90% participation.

Yankee Status

(Continued from page 9)

stations. Also acquired separately is the Colonial Network Inc., which holds no station licenses and which formerly paralleled Yankee, operating when that network was not on the air.

Possibility of action on the Yankee transfer this week was seen. The Commission is not taking a holiday recess and will hold its regular sessions Tuesday and possibly Wednesday. If all data and departmental reports are on hand, action is regarded as likely, since the Commission usually endeavors to clear its dockets so far as possible before the end of the year.

MASS blood giving by staff members of KOA, Denver, recently has brought the station to the point where 80% of the staff have made their contributions. Recent donors were: R. H. Owen, engineer in charge and assistant manager; C. C. Moore, program director; Engineers George Anderson, Harold Austin, Roy Carrier, Joseph Rohrer, Milton Hall, Kenneth Raymond, Roy Fell, Stanley Neal, Vernon Andrews, Russell Thompson, C. A. Peregrine; General office aides Virginia Gandinie, Elsie Alexander, Vera Brown, Denny Smith, Mary Keller; Staff Announcers Gil Verba, Ivan Schooley; *Sunshine Boys* Si Westbrook, Zeke Beckman; Sales Promotion Manager Randy Smith; Salesman John Hendrickson; Teletype Operator Jim Townsend; Musical Director Milton Shrednik.

TO AID the sale of War Bonds, Andrew Schoepel, governor-elect of Kansas, appeared in the first of a new series of broadcasts presented under the auspices of the Treasury Dept. by the Kansas State Teachers College, over a Kansas radio network. Presented for a half-hour, the program consists of drama, music, narration and a message from the Treasury Dept., presented by a prominent Kansan. The program is aired from 9:30-10 p.m. (CWT) over KTSW, Emporia; KCKN, Kansas City, Kan.; KANS, Wichita; KWBW, Hutchinson; KVGB, Great Bend. WREN, Lawrence, rebroadcasts from 10:15-10:30 the same evening. By transcription the program is also heard over KGGF, Coffeyville; KSAL, Salina; KGNO, Dodge City, at various times during the week following the live broadcast.

THERE'S MORE FOR YOUR MONEY AT

CENB

FREDERICTON—N.B.

1000 WATTS—BASIC C.B.C. OUTLET

WEED and CO.—U.S. Representatives

CFNB Signal strength increased 25%

BOSTON N.Y.

Blue Network in the Black At Close of Its First Year

Commercial Success Due to Many Innovations Including Daytime Package Rate

THE BLUE Network, incorporated as an independent company Jan. 10, 1942, after 15 years of operation as one of two NBC networks, will finish its first year "in the black", Mark Woods, BLUE president, stated last week in his year-end report, adding that it is "the first network to make a profit in its first year of operation".

In addition to the primary aim of helping to win the war, with more than 240 network hours devoted to governmental programs and others programmed in cooperation with government agencies, the BLUE also has been building for the future, Mr. Woods said.

Only 20% Commercial

"We realize that a broadcasting organization, be it station or network, is judged in the final analysis by the quality of the programs it presents," he asserted. "Therefore, during our first year we have plowed back into sustaining programs all available money. Incidentally, it is interesting to note that only 20% of BLUE Network time is commercial, but that this small amount of total time is the source of revenue which provides the many fine sustaining programs line of success, while the businesses filling the remainder of the broadcast schedule."

At present the BLUE commercial schedule includes 40 sponsored programs of which 24 are new accounts, the network's sales department reports, also pointing out the steady rise in the average number of stations used by sponsors from 70 in February to 91 in December. BLUE clients include two of radio's largest contracts, the report states, the Ford series presenting Earl Godwin for 15 minutes seven nights weekly on 125 stations and the Coca-Cola *Victory Parade of Spotlight Bands* broadcast six nights a week for 25 minutes on 137 stations.

New Institutional Copy

The report attributes the BLUE's commercial success in its first year to such innovations as its daytime package rate for across-the-board sponsors, its special discount structure with progres-

sively increasing discounts as the number of stations is increased and to the BLUE being the first network to introduce a 2% cash discount. The BLUE also has stimulated a new type of institutional advertising, one-time programs celebrating special awards won by companies, according to the sales dept. There have been 14 such broadcasts this year, many sponsored by companies new to radio, and in some cases by companies new to all types of consumer advertising.

During the year the BLUE has grown from 116 to 146 affiliated stations which, together with power increases, the BLUE estimates to have added 910,000 radio families to its coverage. To maintain a close contact with its affiliates and to keep them intimately informed on developments at the network's headquarters, the BLUE has established a station advisory and planning committee, whose seven members are elected regionally by all BLUE stations, to act as a clearing house for station problems involving network cooperation. Further, the network has instituted a weekly closed circuit discussion over network wires, with department heads discussing new developments and problems affecting the stations.

Flexibility in Programming

In programming, flexibility has been the keynote, according to Phillips Carlin, vice-president in charge of programs, who stated that "the BLUE is constantly offering programs in line with changing conditions, changing thinking, changing habits". During the coming year Mr. Carlin is planning for more service programs, such as the current *Mystery Chef*, which is designed to help solve food problems arising from meat and butter shortages, the replacement of canned goods by dehydrated foods, and the like. With conservation continuing as an all-important theme, the BLUE is considering entering such other fields as medicine, clothing and household



DON'T SPEAK same language, but script and sponsor of these two commentators are identical. Exchanging views are (l to r): Jorge Lumiere, film news commentator on XEW, Mexico City; Dorothy Brown, in charge of continuity acceptance, BLUE Hollywood; Jimmie Fidler, featured on the weekly quarter-hour chatter program by that title on the BLUE. Sponsor of both is Carter Products Inc., (Arriad). Scripts for the two broadcasts are prepared by Fidler. Lumiere is currently in Hollywood under auspices of the Mexico Coordinator of Foreign Affairs to study U. S. trends in broadcasting.

equipment if public necessity dictates.

In addition to war programs, to which the BLUE from Jan. 1 through Nov. 30 devoted 644 hours of sustaining and 103 hours of sponsored time, the network has built up a news and commentator staff including such names as Baukhage, Godwin, Gunther, Swing and Winchell; has collected such top-flight juvenile shows as the *Lone Ranger*, *Jack Armstrong*, *Don Winslow of the Navy* and *Captain Midnight*, and has just acquired the *Boston Symphony Orchestra* for a weekly series that will attract a large audience of music lovers, in addition to its roster of popular musical and variety shows.

NBC Classes Continue

HARRY C. KOPF, vice-president and general manager of NBC Central Division, announced last week that the NBC-Northwestern U Summer Radio Institute, begun this year as an experiment in preparing aspirants for station personnel, will resume classes in 1943. All graduates of the initial session applying for jobs have been placed in active broadcasting occupations. A group of five text books, based on studies and lectures of the 1942 Radio Institute and all phases of radio broadcasting, will be published shortly. Albert F. Crews, Institute director and chairman of the radio division, department of speech, Northwestern U, will edit the series.

Blue Program Posts

JAMES BIXLER, until recently assistant production manager of BLUE, has been reappointed night program manager. Position was held at one time by Bixler and subsequently left vacant, but has been reinstated due to recent developments including special and new commercial programs, which have increased importance of night operations. Addison Amor, of the night program department, has been named night program manager.

NBC Summer Institute At Northwestern in '43

SO SUCCESSFUL was the experiment conducted by NBC in collaboration with Northwestern U, in starting the NBC-Northwestern U Summer Radio Institute in 1942, devoted to preparing broadcast personnel, the Institute will again be held in 1943. This announcement was made last week by H. C. Kopf, vice-president and general manager of NBC central division, in revealing details of the 1943 plans.

Although no suitable text books were available for the 1942 school, Judith Waller, central division public service director, reports that a group of five textbooks, based on the 1942 experience, have been prepared for use next year. NBC plans to make these texts available to the general public early in 1944, after being used in planograph form at the 1943 school.

Success of the 1942 venture was attested by the fact that all graduates who applied for job placement were placed actively in broadcasting, and requests had been received from radio stations for 150 graduates over and above the number available.

DELIVERY of communications equipment to the Signal Corps jumped 30.5% in dollar volume in November over October, while all equipment procured by the Army Service of Supply increased 13.5% for the month. Secretary of War Stimson said Dec. 12, November deliveries to the Signal Corps were 1323% above January, with all deliveries up 337%.

BALTIMORE'S BLUE NETWORK OUTLET

John Elmer, President
George H. Reeder, Gen. Manager
National Representatives:
SPOT SALES, INC.
New York • Chicago • San Francisco

NOW — You sell GOODWILL

12 local men's and women's Service Clubs, to help sell over a half-million dollars worth of War Bonds in December, capitalized on the goodwill of the only local radio station. And KFXM earned more goodwill for the spot advertising that you should capitalize on in 1943.

SAN BERNARDINO **KFXM** CALIFORNIA
THE GOODWILL STATION ★ MUTUAL ★ BLAIR

WDRC

CONNECTICUT'S PIONEER BROADCASTER

3 Facts for '43

1. Hartford's increase in Retail Sales for January '43 will be 26.5%.
 2. Connecticut continues to lead the 48 states in Effective Buying Income per family.
 3. There has been no increase in WDRC's rate.
- * Figures from Sales Management.

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

Get latest survey—no cost!

Here's how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive "Summers-Whan" Iowa Radio Survey covers all 99 counties, discloses 5-year trends in listening habits and preferences as to stations and programs. Maps and facts on Iowa listeners in various age groups and educational levels—city, small-town and farm. You need it to do a good job in Iowa. Get it today! No cost, no obligation.

Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa

More Impressive Role for Radio Seen By La Roche in Analyzing Year Ahead

By CHESTER J. LaROCHE
Chairman, The Advertising Council Inc.

CAST AS a major weapon in the nation's psychological arsenal, radio has, during the past year, fulfilled its highest responsibilities of public service. Networks, individual stations and local, as well as national radio advertiser have given freely of their talents and facilities to carry home to the nation the story of total war.



Mr. LaRoche

The volume of sustaining time contributed for war themes is indeed impressive; a recent analysis indicated that the four major networks alone have devoted over 3,000 broadcast hours to war information—the equivalent of more than 125 solid, round-the-clock blocks of time, or approximately three full hours of time every day in the year. Add to this other thousands of war programs and spot announcements contributed by local stations.

Allocation Plan

From its inception, The Advertising Council, which was originated to marshal the forces of advertising in behalf of the war effort, has been keenly aware of the manner in which radio, along with other major media, has converted its thinking and planning to the needs of a nation at war. The Council is proud of its participation in the development of the radio allocation plan, which transformed into an orderly pattern a set of circumstances that might otherwise have led to

Frequency Shift Plea Is Dismissed by FCC

DISMISSAL, without prejudice, of the applications of WBT, Charlotte; WBBM, Chicago; KFAB, Lincoln, Neb., and WJAG, Norfolk, Neb., looking toward a frequency shift which would give WBBM full clear-channel status without nighttime synchronization on 780 ks., was authorized by the FCC last Wednesday upon petition of all the parties. Inability to procure the necessary equipment to permit the type of operation proposed, because of war freezes, resulted in the joint plea.

The applications, pending for the last two years, contemplated duplicated operation of WBT, now on 1110 kc. with KFAB, leaving the 780 kc. frequency to WBBM. KFAB would increase power to 50,000 watts. WJAG, now operating limited time on 1090 kc., would shift to 780 kc. daytime. The shift would be in conformity with the Havana Treaty.

TAKING its title seriously, *Civilians at War*, regular feature of WJSV, Washington, written by Lew Shollenberger, presented 100 War Dept. employes in a special program of Christmas Carols. The choral group was chosen to represent the thousands of Government workers in Washington who are aiding the war effort.

confusion and inefficient use of radio's tremendous resources.

The Council's Agency Radio Advisory Committee has been an active force in developing this pattern in conjunction with the OWI's Radio Division. The degree to which radio plays an important part in the Council's activities was further enunciated only recently when a special committee of leading users of network time was set up to work with the agency group.

One of the most striking uses of radio geared to the prosecution of the war is the drug and cosmetic industries' space and time pool, by means of which important sponsored network programs are being used to promote the sale of war bonds. In total war there are no bystanders. In total war all the people have to be called on for various extraordinary actions or restrictions of actions. It is necessary to ask them to do things they are not used to do—and to do without things they are accustomed to having. In total war everybody must buy abnormally, give abnormally and live abnormally.

Selling ideas to masses of people is advertising's forte. As our armed forces intensify their victory tempo, it will be necessary for us to step up the pace of our information activities on the home front. Rationing, salvage, conservation, bonds and more bonds—these and other appeals will be continuously hammered home. As a major medium of mass communication, radio is slated to play an even more impressive role during 1943 than in the months since Pearl Harbor.

Gen. Foods Shifts

GENERAL FOODS Corp., New York, on Jan. 1 is giving up the five-weekly broadcast on NBC of the serial *Young Dr. Malone*, for Post Bran Flakes, 10:45-11 a.m. on 15 stations. The serial continues on 87 CBS stations, Monday through Friday 2-2:15 p.m., according to Benton & Bowles, New York. The company is discontinuing sponsorship of *Don Winslow of the Navy* on the BLUE five-weekly 6-6:15 p.m. for the same product. No replacement has been set. It is understood Procter & Gamble Co., Cincinnati, has taken an option on the 10:45 morning period on NBC.

Cardinal, Brown Games On KXOK for Brewery

MAJOR LEAGUE home games of the St. Louis Cardinals and Browns, except Sundays and holidays, will be broadcast on KXOK, St. Louis, sponsored by Hyde Park Breweries Inc., that city, Clarence G. Cosby, KXOK sales manager, announced last week.

France Laux, veteran World Series announcer, will handle the announcing for the third successive year over KXOK and the Hyde Park Radio Network, which last year comprised seven stations in Missouri and Illinois. Contract was negotiated by Gene Gordon for Hyde Park, Cosby for KXOK, E. F. Haskell and C. O. Husting for Young & Rubicam, agency handling the account.

Progress in Music Forseen for Year

BMI Plans to Continue Its Competition with ASCAP

ASSERTING that Broadcast Music Inc., has saved the industry approximately \$1,000,000 annually from the sum paid in 1940 to ASCAP, M. E. Tompkins, BMI general manager said in his year end statement that his organization "enters 1943 by embarking on a campaign of increased service" to give further assurance against "attack by any monopolistic aggressor in the field of copyrighted music."

Mr. Tompkins wrote that 1942 saw BMI pass from a purely emergency phase to "an aggressive and permanent organization." He described BMI activities as: building stocks of popular phonograph records, issuing the country's top tunes, clarifying license provisions of the ASCAP consent decree, and arranging conferences with station program directors.

Original Aim

When it began two years ago, he explained, BMI "geared its operations to the sole purpose of supplying the broadcasting industry with enough music to enable it to continue its service to the public without interruption during the time that the music licensed by ASCAP was unavailable."

"As a result of the success of BMI," Mr. Tompkins said, "broadcasters were offered a new ASCAP license on a much more equitable basis than they had even hoped for. BMI was then in a position to realign its organization for its permanent function of maintaining competition in the music licensing field so that the American broadcasters would never again find themselves at the mercy of a single dominating music licensing organization."

He said BMI now has licensed nearly 900 stations — 804 in the United States and 88 in Canada, as well as major and regional networks. "With this support," he declared, "BMI's financial position is assured beyond question."

WHEB
Portsmouth, New Hampshire

Nat. Rep.: The Walker Company
Boston: Bertha Bannan

WFBG ALTOONA, PA.

- NBC RED
- BLUE NETWORK
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

The End of the Rainbow

Let WAIR guide you to that elusive pot of gold. Winston-Salem workers are well paid, sure of their jobs, easy to sell when you use the right medium. In this great market, the right medium is—

WAIR

Winston-Salem, North Carolina

Keystone Net Head Would Help Locals

Sillerman Says Disc Methods Spread National Accounts

CITING the growth of the Keystone transcription network in its two years of operation, Michael M. Sillerman, president of KBS, said in his year-end statement that his organization will deliver an increasing volume of national advertising to small stations now suffering a serious decline in local billings.

"As 1942 closes," Mr. Sillerman wrote, "it rounds out the second full year of the operation of the Keystone transcription network. More national advertisers have made their debut in the secondary markets through Keystone, and thus a new type of important national business has been made available to small stations."

Speaks for Locals

Referring to statements by FCC Chairman James Lawrence Fly, and the NAB on the shrinkage of local billings, Mr. Sillerman declared "There are 204 radio stations affiliated with Keystone. We are in a position to speak for the country's small stations about whom justifiable concern has been expressed."

"Through our efforts, as a national transcription system, we intend to deliver an increasing volume of national advertising billing to our affiliates—the country's small stations—and thus help alleviate the problem brought about by the shrinkage in local billings."

The statement also described the efforts the transcription network is making to "spread the 'gospel' of the secondary market" and to "feed vital government messages and war effort material to areas that are otherwise devoid of this information."

RCA Agency Status

ALTHOUGH it had been reported as definite that Lord & Thomas, New York, was resigning as agency for RCA and its subsidiary companies, an executive of the agency told BROADCASTING last week that the matter was still under discussion between the interested parties and that no positive decision had been made one way or the other.

WJZ, New York, cooperated with the Brooklyn Junior Chamber of Commerce, in a War Bond project which resulted in the sale of over \$5,000,000 in War Bonds, at the Chamber's annual Christmas luncheon, Dec. 21.

TESTING?

Reach a big chunk of ILLINOIS . . . do your testing thru the DECATUR station



250 W. 1340. Full Time.
Sears & Ayer, Reps.
How can we help you?

WSOY

PAY, JURISDICTION CAUSE WTTM STRIKE

DISPUTE between the International Brotherhood of Electrical Workers (AFL) and WTTM, Trenton, over compensation and union jurisdiction resulted in a strike against the station Dec. 18, both parties reported last week. William Maregolis, Government mediator, had intervened in the case Dec. 11, the U. S. Conciliation Service said, and reportedly has arranged for the New Jersey State Mediation Board to consider the compensation issue.

Meanwhile, A. Harry Zoog, general manager of WTTM, told BROADCASTING by long distance telephone that the controversy was purely one of jurisdiction between IBEW and ACA (CIO). He said it affected only three announcers, two salesmen, two office employees and a news writer. IBEW spokesmen in Washington insisted that the entire staff, except for three ACA members, was out. IBEW said it had informed the station in October that employees were affiliated with the union, but had been unable, "after repeated efforts" to meet with responsible officials. IBEW insisted that the compensation issue was responsible for the walkout.

Quaker Soup

QUAKER OATS Co., Chicago, extensive user of both network and spot advertising for its cereals and flours, is introducing a new line of dehydrated soaps, to be marketed under the name "Aunt Jemima". Sherman K. Ellis & Co., New York, agency handling the firm's Aunt Jemima pancake flours and Pettijohn's cereal, is appointed to handle advertising for the new product. No media plans have been set.

Morse Heads WSBA

APPOINTMENT of Otis Morse IV as manager of WSBA, York, Pa., has been announced. Mr. Morse has been serving as program director since the station opened last Sept. 1. Succeeding him in the program post is Max Robinson, former announcer of WHO, Des Moines.

NED BURMAN, formerly newscaster and announcer of KQW, KSFO, KJBS and other San Francisco stations, now a sergeant in the Marines, is a combat correspondent in the South Pacific. His account of one of the air battles over Guadalcanal recently appeared in the American press.

MBS Celebrates

MBS celebrates its sixth year of coast-to-coast operations Dec. 29. Organized in 1934, the network did not expand to transcontinental proportions until 1936, when the Don Lee Broadcasting System of California, and the Northwest, joined it.

Educators Seeking School Equipment

Urge Public to Donate Sets For Classroom Courses

MAJOR OBJECTIVES of the Federal Radio Education Committee for 1943, outlined at a recent executive board meeting in Washington [BROADCASTING, Dec. 21] include a campaign to encourage the public to give extra radio sets to schools and a study to determine how schools can make better use of available education programs.

With the fate of colleges in the balance the FREC will undertake a study of subjects which might be taught by radio.

At a dinner Dec. 18 in Washington, given by the D. C. Chapter, Assn. for Education by Radio, for FREC executive board members, Neville Miller, NAB president, declared that the use of radio in schools must be considered as a most important project by the industry. Loss of education today as a result of the war will not become apparent, he said, for 10 or 15 years. Just how the problem will be solved remains to be worked out.

Studies Completed

Outlining the background of the FREC, Mr. Miller explained that field studies conducted by Princeton and Ohio U have been completed. He praised the script exchange service and circulating transcription libraries originated by the group.

He paid tribute to the various Government agencies which, he said, have been staffed with competent personnel from the industry. He lauded the present censorship system of voluntary cooperation and added, "It is very important that broadcasting remain in the free, untrampled field."

H. B. McCarty of the OWI, on leave as general manager, WHA, Madison, Wis., commented on the uncertain future of universities. He said "here is where radio may rise to its opportunity". He asserted that radio, both commercial and educational, faces "a tremendous opportunity" in filling the gap which will be brought through curtailment of college work because of the war.

Maj. Harold W. Kent, War Dept. Bureau of Public Relations radio branch and national president of AER, spoke briefly.

Guests at the dinner included Judith Waller, NBC Director of Education, Chicago; George Adair, assistant chief engineer, FCC; Elizabeth Gowdy, national secretary, AER, and Dr. Franklin Dunham, former director of education, NBC, now with the USO.

WAVERLY ROOT, news commentator of WINS, New York, is the commentator of a special short on "What Happened to Hess?", a background story of Rudolf Hess' flight to England, currently being shown at the Embassy Newsreel Theatres in New York.

BRITISH COLUMBIA
LAND OF OPPORTUNITY

A Proven 20%
Preference for
CJOR News

CJOR

VANCOUVER CANADA
J. H. MCGILVERA (U.S.)
H. N. STOVIN (CANADA)

Now MORE THAN EVER! ^{1st}

50,000 WATTS

The Greatest Selling POWER
in the South's Greatest City

CBS Affiliate

Nat'l Rep. - The Katz Agency Inc.

AP

KLX, Oakland, Cal.

. . . more than meets our every
requirement . . . news every
hour on the hour.

Joseph R. Knowland

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

KWKH

CBS-50 KW

The Selling Power
in the Buying
Market

A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

Actions of the
FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 19 TO DECEMBER 23 INCLUSIVE

Decisions . . .

DECEMBER 22

WTBO, Cumberland, Md.—Granted consent to transfer control of Associated Broadcasting Corp., Station WTBO, from Mrs. Aurelia S. Becker, administratrix of estate of deceased husband, Frank V. Becker, to Aurelia S. Becker as an individual. No monetary consideration involved.

WJWC, Hammond, Ind.—Granted special service authorization to April 1, 1944 to operate with 5 kw, DA-night, on 1520 kc.

WOOD, Grand Rapids—Granted special temporary authority to operate WOOD unlimited on 1300 kc. with 5 kw. power, for 60 days.

WCNY, Newburgh, N. Y.—Denied petition for reconsideration of application for special service authorization to operate unlimited time with 1 kw. power, heretofore denied on Sept. 8, 1942.

WBAX, Wilkes-Barre, Pa.—Granted petition for extension of effective date of Decision and Order re application for renewal of license for period of 90 days.

Granted temporary renewal of licenses to Feb. 1, 1943: KBST KCMC KCRJ KFMB KGEZ KGFV KGGF KGKL KHBC KHBC KID KIEP KINY KPLT KRBA KRBC KVGB KWFC KWKH KXL WAAB WBBZ WBNX WBRW WCAZ WCBT WEDC WFCI WFPG WFTC WGES WHOM WING WJRW WLJR WLOF WNBZ WOGB WOKO WTEL WTRC.

Granted license renewals: KCRK KEVE KGXZ KGR WHK WQBC; WSPB (to Oct. 3, 1943); WFIN (to Oct. 1, 1944).

W65PH, Philadelphia—Denied petition for grant of application for modification of CP to change transmitter and studio locations, change transmitter type, change antenna system and for decrease in coverage; and modification of CP for extension of completion date; designated both applications for hearing.

WHCC Inc., Rochester, N. Y.—Granted CP for new high frequency (FM) station subject to Order No. 79 (policy re newspaper ownership of radio stations); channel 44,700 kc.; 3,200 square miles, subject to meeting engineering conditions.

W5XAU, Oklahoma City—Present license further extended on temporary basis to Feb. 1, 1943, pending determination upon application for renewal.

W9XLA, Denver—Same.

WRUL, Boston—Same.

Telegraph-Radio action—Deleted from all outstanding authorizations the frequencies 6370, 11145 and 13050 kc., presently assigned to Radiomarine Corp. of America, for coastal telegraph services, and assigned them to the international broadcast service.

DECEMBER 23

WBZ, Boston—Dismissed without prejudice petition for leave to intervene and enlarge issues in re application of WCOA, Pensacola, Fla., for CP (Docket 6441).

W B T, Charlotte: WBBM, Chicago; KFAB, Lincoln, Neb.; WJAG, Norfolk, Neb.—Granted petition to dismiss without prejudice applications for CPs.

WEXR, Kansas City, Mo.—Granted motion to dismiss without prejudice application for developmental broadcast station.

NEW, Better Broadcasting Co., Hamilton, O.—Granted petition to dismiss without prejudice application for new station; dismissed motion for extension of time with which to file exceptions.

Applications . . .

DECEMBER 22

WCBI, Columbus, Miss.—Modification of license to change frequency from 1400 to 1340 kc. (1400 kc.).

KGNC, Amarillo, Tex.—Modification of license to change frequency from 1440 kc. to 860 kc. and decrease power from 1 kw. N, 5 kw. D, to 500 w N, 5 kw. D (1440 kc.).

WJRM, Elkins, W. Va.—Modification of CP, as modified for new station, for extension of commencement and completion dates.

WENL, Columbia, S. C.—Modification of license to change name of licensee from The Liberty Life Ins. Co., to Surety Life Ins. Co.

KRMB, San Diego, Cal.—CP to make changes in transmitting equipment.



PLEASANT FAREWELL and a warm welcome were evidenced as Jack Tiffany (left), chief engineer of WKRC, Cincinnati, for the last four years, resigned to join Western Electric, and George Wilson (center) was appointed his successor. Wilfred Kennedy (right) was given Wilson's post as superintendent of engineers.



WILLIAM WERNICKE has joined the engineering staff of WOR, New York, replacing Henry Harrison, resigned Dec. 19. Earl Salmon has resigned from the station's recording division.

CHARLES T. EVANS, formerly sound technician of the Chicago Board of Education, has joined the sound effects staff of NBC Chicago.

CHARLES BLANCHARD Jr., engineer of NBC Chicago, has enlisted in the Navy. He will be replaced by E. I. Eisenmenger, former NBC employee on leave of absence from the Army Signal Corps.

RAY BAIRD has resigned as chief engineer of WCED, DuBois, Pa., and Vernon Stahl has been appointed acting chief engineer.

GEORGE HAGERTY, assistant chief engineer of KYW, Philadelphia, became the father of a boy born Dec. 12.

WILLIAM CAMPBELL, new to radio, has joined the control staff of CHML, Hamilton, Ont.

GLEN CROY, formerly in the control room of Pearl-Tone Recording Studios, Des Moines, has accepted a position on the control staff of WLEU, Erie, Pa.

RALPH WEBER, engineer of WHIO, Dayton, has joined the Army Signal Corps.

WALLACE W. WILSON, formerly of WNOX, Knoxville, Tenn., has joined the technical staff of WOWO-WGL, Fort Wayne, Ind.

COMPLAINT was issued by the Federal Trade Commission Dec. 22 against Frank J. Marks and Book-A-Week Club Inc., New York, for misrepresentation in broadcasting continuities and other advertising media. FTC said Marks falsely represented "National Committee for Education" as a group of teachers whereas it was merely his trade name, and used other misleading devices.

WIBG, Philadelphia, has announced its acquisition of the AP radio news wire of Press Assn., radio subsidiary of Associated Press.

Network Accounts

All time Eastern Wartime unless indicated

New Business

PUREX Corp., Los Angeles (bleaching solution), on Dec. 21 started Brooke Carter on 8 Don Lee Pacific stations, Mon., Wed., Fri., 9-9:15 a.m. (PWT). Agency: Lord & Thomas, Los Angeles.

J. B. WILLIAMS Co., Montreal (shave cream), on Jan. 3 starts *Le Chanson de Roland Bedard* on CKAC, Montreal, and CHRC, Quebec, Sun. 8:45-8:55 p.m. Agency: J. Walter Thompson Co., Montreal.

Renewal Accounts

COLGATE-PALMOLIVE PEET Co. Ltd., Toronto (various products) on Jan. 1 renews *The Happy Gang* on 33 Canadian Broadcasting Corp. stations, Mon. thru Fri. 1:15-1:45 p.m. Agency: Lord & Thomas of Canada, Toronto.

COLGATE-PALMOLIVE PEET Co., Toronto, on Jan. 1 renews *Les Joyeux Troubadours* on 5 Canadian Broadcasting Corp. French stations, Mon. thru Fri. 11:30-12 noon. Agency: Lord & Thomas of Canada, Toronto.

COLGATE-PALMOLIVE PEET Co., Toronto (Cashmere Bouquet) on Jan. 5 renews *Le Min d'Or* on 14 Canadian Broadcasting Corp. French stations, Tues. 8:30-9 p.m. Agency: Lord & Thomas of Canada, Toronto.

COLONIAL DAMES Corp., Los Angeles (cosmetics), on Dec. 13 renewed for 52 weeks *Fit as the Woman*, on 9 CBS Pacific and Arizona stations, Fri. 9:55-10 p.m. (PWT). Agency: Glasser-Gailey & Co., Los Angeles.

THOMAS J. LIPTON Ltd., Toronto (teas), on Jan. 3 renews for 13 weeks *Lipton's Tea Musicale* on 34 Canadian Broadcasting Corp. stations, Sun. 6-6:30 p.m. Agency: Vickers & Benson, Toronto.

DEPT. OF FINANCE, Ottawa (war savings) on Dec. 20 renewed for 13 weeks *National War Finance Program* on 53 Canadian Broadcasting Corp. stations, Sun. 7:30-8 p.m. Agency: Adv. Agencies of Canada, War Finance Group, Toronto.

CAMPBELL SOUP Co., Toronto (soups), on Jan. 1 renews *Jeunesse Doree* on 3 Canadian Broadcasting Corp. French stations, Mon. thru Fri. 12:22 a.m. Agency: Cockfield Brown & Co., Toronto.

LEVER BROS. Ltd., Toronto (Rinso), on Jan. 1 renews *Grande Soeur* on 6 Canadian Broadcasting Corp. French stations, Mon. thru Fri. 11-11:15 a.m. Agency: Ruthrauff & Ryan, N. Y.

LEVER BROS. Ltd., Toronto (Sunlight), on Jan. 1 renews *Tante Lucy* on 6 Canadian Broadcasting Corp. French stations, Mon. thru Fri. 1:30-1:45 p.m. Agency: Ruthrauff & Ryan, N. Y.

STANDARD BRANDS, Toronto (Chase & Sandbar coffee) on Jan. 3 renews *Edgar Bergen* on 35 Canadian Broadcasting Corp. stations, Sun. 8-8:30 p.m. Agency: J. Walter Thompson Co., Toronto.

KRAFT CHEESE Co., Montreal, on Jan. 7 renews *Kraft Music Hall* on 28 Canadian Broadcasting Corp. stations, Thurs. 9-9:30 p.m. Agency: J. Walter Thompson Co., Montreal.

DEPT. OF FINANCE, Ottawa (war savings) on Dec. 25 renewed for 13 weeks *Notre Canada* on 13 Canadian Broadcasting Corp. stations, Fri. 8-8:30 p.m. Agency: Adv. Agencies of Canada, War Finance Group, Montreal.

COLGATE-PALMOLIVE PEET Co., Toronto (Cashmere Bouquet) on Jan. 1 renews *Penny's Diary* on 33 Canadian Broadcasting Corp. stations, Fri. 8:30-9 p.m. Agency: Lord & Thomas of Canada, Toronto.

COLGATE-PALMOLIVE PEET Co., Toronto (Cue Palmolive shave cream) on Jan. 2 renews *Share the Wealth* on 32 Canadian Broadcasting Corp. stations, Sat. 8:30-9 p.m. Agency: Lord & Thomas of Canada, Toronto.

Network Changes

PROCTER & GAMBLE Co., Cincinnati (White laundry soap), on Dec. 25 replaces *Against the Storm* with *Snow Village* on 81 NBC stations, Mon. thru Fri. 11:30-11:45 a.m., at the same time shifting products from White Laundry Soap to Ivory soap for *Right to Happiness* on 67 NBC stations, Mon. thru Fri. 3:45-4 p.m. Agency: Compton Adv., N. Y.

RULE SUSPENSION
AID TO WARFARE

RULES ordinarily in force for private operation of international broadcasting, recently taken over by the Government, were suspended by the FCC Dec. 22 in order "to coordinate the operation of all international broadcast stations in the interest of the Government for the conduct of psychological warfare and to insure maximum flexibility of operation". The section and subsections of the rules suspended were:

Section 4.46: "A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

"(a) The number of hours operated on each frequency.

"(b) A list of programs transmitted of special international interest.

"(c) Outline of reports of reception and interference and conclusions with regard to propagation characteristics of the frequency assigned."

Subsection (f) (1), (2) and (3) of Section 4.43:

"(1) Each licensee of an international broadcast station shall make verbatim mechanical records of all international programs transmitted.

"(2) The mechanical records, and such manuscripts, transcripts, and translations of international broadcast programs as are made shall be kept by the licensee for a period of two years after the date of broadcast and shall be furnished the Commission or be available for inspection by representatives of the Commission upon request.

"(3) If the broadcast is in a language other than English the licensee shall furnish to the Commission upon request such record and scripts together with complete translations in English."

Subsections (d) and (e) of Section 4.44: "(d) An international broadcast station will not be authorized to use more than one frequency listed in any group listed in paragraph (a) without a showing of technical necessity.

"(e) Not more than one frequency shall be used simultaneously under the same authorization and call letter designation."

At the same time the Commission interpreted Subsections (d) and (e) of Section 4.43 as requiring a single station identification for all stations which are carrying the same program, and as requiring identification of international broadcast stations only at the beginning and end of a transmission.

Bacher Leaves Treasury-OWI

WILLIAM BACHER, producer with the Treasury Dept. for its programs *Treasury Star Parade* and *Over Here*, resigned Dec. 16 following his objections to "certain policies laid down by the Department and the OWI" in producing the shows. No replacement has been set as yet for the transcribed *Star Parade* production duties, according to the William Morris Agency, New York, which serves as coordinator for these shows. Henry Hayward, a freelance producer, will take over the duties for BLUE program *Over Here*.

GENERAL MILLS Inc., Minneapolis (Cheerios), on Dec. 28 shifts *Hop Harrigan* on 12 Pacific Coast BLUE stations from Tues. thru Sat. to Mon. thru Fri. 9-9:15 p.m. Agency: Blackett-Sample-Humert, Chicago.

W. A. SHAEFFER Co., Fort Madison, Ia. (pens, pencils), on Dec. 20 shifted *World News Parade* with Upton Close, on 162 NBC stations, Sun. 3:15-3:30 p.m. (EWT), from Chicago to Hollywood. Agency: Russel M. Seeds Co., Chicago.

PROCTER & GAMBLE Co., of Canada Ltd., Toronto (laundry soap), on Dec. 28 replaced *Right to Happiness* with *Snow Village* on 19 Canadian Broadcasting Corp. stations, Mon. thru Fri. 4-4:15 p.m. Agency: Compton Adv., N. Y.

ANDREW JERGENS Co., Cincinnati (Woodbury cosmetics), on Dec. 30 replaces *The Adventures of the Thin Man* with *Mr. and Mrs. North* on 126 NBC stations, Wed., 8-8:30 p.m. Agency: Lennen & Mitchell, N. Y.