"YESSIR!—MAIL FROM 46 STATES TODAY!"

- Every 50,000-watt station, we suppose, gets mail from a very wide area. So, here at WHO, we don’t get exactly excited even when we receive letters from such distant places as Timbuctoo and the Antipodes.

But it does seem significant to us that WHO draws a good deal of mail—regularly—from practically every State in the Union.

What's the significance, you say? Well, for one thing, it indicates on a grand scale the overwhelming preference that our power and personality MUST give us in Iowa Plus. Since we compete favorably with other 50,000 watters, hundreds and, yes, thousands of miles away, it’s a cinch that we’re competing even more favorably with other stations a few dozens of miles away!

Power and personality. That’s a hard combination to beat. And nobody does beat it in Iowa Plus—either singly or with any other kind of “combination”! Let us prove it with actual figures!

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives
In a world at war

So that our next generation will not be born to a world of violence, shortages, rationing and sacrifice ... a world wherein advancements are distorted into mechanics of destruction ... a world in which peace-time economies are harnessed to the maintenance of colossal war machines ... we pledge ourselves and our facilities.

Our nation is engaged in War, and our products, transmitting and rectifying tubes, are employed in the establishment and maintenance of vital communications lines. These same tubes, which serve in our broadcasting stations to bring us laughter, music and culture; in research—and in electro-medical apparatus to alleviate suffering and disease; and in many industrial applications; must NOW, more than ever, serve in the protection of our shores. To this end, we cooperate willingly.

We must therefore ask your cooperation in anticipating essential, normal requirements so that we may continue to serve both you and our country to the best of our ability.

Amperex Electronic Products
79 Washington Street
Brooklyn, New York
KSD Scores Again!

Another Sweeping Popularity Victory

For the NBC Red Network and Radio Station KSD

In the Annual Poll of the Radio Editors of more than 600 leading daily newspapers in the United States and Canada recently completed by the Motion Picture Daily, the various groups show:

KSD Carried 16 Firsts — 12 Seconds — 11 Thirds

Champions of the Champions

The FIRST THREE Are on Station KSD

Outstanding New Stars

The FIRST THREE Are on Station KSD

In five of the Groups N. B. C.-KSD took all three places—first, second and third most popular. In four of the groups, N. B. C.-KSD took both first and second places. In three groups N. B. C.-KSD took both first and third places.

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK  CHICAGO  DETROIT  ATLANTA  SAN FRANCISCO  LOS ANGELES
Applause from Alaska

Sales for you right here...

You get both with:

WWL
NEW ORLEANS

50,000 watts - clear channel

Fan mail from Alaska, Canada and every state in the Union demonstrates the strength of WWL's 50,000-watt clear-channel signal. We love those foreign postmarks!

The greatest selling POWER in the South's greatest city


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PS-SET! WANT A NEW AUTOMOBILE?

KFAB's a better vehicle. Covers more area in the wink of an eye, than a car in a month of Sundays. More powerful, too! Carries the heaviest sales load over the peak in high. KFAB does all its driving in a fertile farm region, there's plenty of money, and KFAB listeners are spending it. That's why advertisers are concentrating on the farm markets of Nebraska and her neighbors, and using KFAB to deliver their sales messages.

KFAB isn't rationing its time to clients, yet... but you'd better wire today.

DON SEARLE — Gen'l Mgr.
No one thing accounts for the success of WSM programs. This advertiser says, “It’s their 50,000 watts that blasts my message all over the South.” Another says: “WSM’s unusually low frequency strengthens their power and gives my message greater coverage.” Still another says: “It was WSM talent . . . talent that feeds NBC seven night-time productions that gave me listeners . . . and buyers.” All these clients are right. Yet they’re all wrong. For it is the combination of many important advantages that makes WSM the South’s dominant station. 50,000 watts . . . a clear channel . . . 650 kilocycles . . . a fast growing, defense-booming market . . . and one of radio’s largest talent staffs . . . all these combine to make WSM the radio station for sales. Be critical . . . ask about our fan mail, our production, facilities, our coverage, or anything you want in a radio station. You’ll find we have the answers.
Mr. E. E. Hill, Managing Director
Radio Station WTAG

December 31, 1941

As 1941 draws to a close, I wish to acknowledge the cooperation of the entire WTAG organization and specialty personnel of WTAG, these programs could not have been carried out.

Our sales results have been more than satisfactory — in some cases almost fantastic — and it's production, such results could be obtained only from a broad and well-established audience such as WTAG commands.

Call for increased use of radio.

Very truly yours,

Wm. Filene's Sons Company
Brooks Shumaker
General Manager — Worcester Store

Mr. Shumaker

Wm. Filene's Sons Company
Main and Federal Streets

MR. SHUMAKER

December 1, 1941

Page 9
Here are words which bear enlarging

"...such results could be obtained only from a broad and well-established radio audience such as WTAG commands"

That statement, to our ears, Mr. Shumaker, is music of the sweetest kind. May we also point out the heading on the Filene story in BROADCASTING of December 1. "Filene's Discovers the Power of Radio." We made some pleasant discoveries too while we have been working with you, because your radio advertising was truly labeled experimental. Your willingness to try suggestions made the job easier. Thanks to your cooperation, the programs took full advantage of WTAG's listener influence.

The Filene story of radio advertising on WTAG has echoed throughout the membership of the National Retail Dry Goods Association, even to a whole morning's discussion at their annual convention held last week. If the results of the Filene experiment were any less startling, one might pass this story unnoticed, except for the moral. WTAG holds first position in Central New England and delivers every bit of it to the advertiser—experimental or experienced.

WTAG
Worcester
Covers Central New England

NBC Basic Red and Yankee Networks
Edward Petry & Co., Inc.—National Representative
Owned and Operated by the Worcester Telegram-Gazette

Broadcasting • Broadcast Advertising
January 19, 1942 • Page 7
WANTED—
TWO MORE TOP-NOTCH SOUND ENGINEERS!

Since its radio introduction only a few short months ago, Sonovox’s *talking and singing sound* has met with an unexpectedly quick demand. Buick, Colgate-Palmolive-Peet, and Lever Bros. are already Sonovox users. Things have moved so fast that our engineers have not been able to keep up with our need for experimental and development work, either for our regular broadcasting applications or for various new defense uses.

*Hence we are now seeking two more highly-qualified radio engineers.* Please read every word of this advertisement. If you feel that you answer the description, get in touch with us at once.

**THE MEN**—Must be top-notch radio engineers with experience in experimental or development work. Must have a good educational background in electric or radio engineering. Must have at least five years’ experience in broadcasting-station or network engineering. Should have some experience in instantaneous recording. Should have both theoretical and practical knowledge of loud-speaker design and operation.

**THE OPPORTUNITY**—Virtually unlimited. The possibilities of various defense applications now in development are such as to make Sonovox a high-priority wartime project. As to future peace-time opportunities, Sonovox is a new acoustical development destined to become as standard in radio as “talkies” are in the movies. Sonovox engineers have the opportunity to share in the establishment of a new and revolutionary art.

**WRITE IMMEDIATELY**—If you want further information about Sonovox, please drop me a line at once. Applications must be submitted by letter—not by personal calls. Write today, giving all qualifications, plus age, dependents, and selective service classification. Your letter will be held in strictest confidence.

Address: James L. Free, President

**WRIGHT-SONOVOX, INC.**

180 N. MICHIGAN AVE. . . . CHICAGO

FREE & PETERS, INC., Exclusive National Representatives
Freezing of Assignments Expected Soon

Only Grants Vital To War Will Be Issued

FREEZING of broadcast assignments, along with stoppage of new grants and construction permits except where deemed essential in the war operation, will come in a few weeks. The Office of Production Management, in collaboration with the Defense Communications Board, is expected to establish the new policy which will govern future licensing operations of the FCC.

Long anticipated, the policy is being forced by peak operation of all radio manufacturing plants, both transmitting and receiving, on nearly two billion dollars in war production, with civilian manufacture to be sharply curtailed and possibly eventually terminated, save for repair and replacement and for new essential installations. OPM disclosed last Wednesday that civilian radio receiving set production shortly would be cut approximately 30% and that it might be stopped entirely later on.

Preliminary Action

FCC Chairman James Lawrence Fly told Broadcasting last week that definite policy would have to be established and that conditions now had approached the point where curtailments are essential. He said OPM and DCB would act shortly—possibly within a month.

Preliminary work already has been undertaken on curtailments. The problem transcends particular broadcast transmitter and receiver manufacture, however. To be evaluated also are other extensive radio services such as point-to-point, police, aviation and the numerous other secondary operations licensed through the FCC.

Before the integrated order can be promulgated, something in the nature of established ratings and priorities to cover possible contingencies will be evolved. This work, as a matter of fact, now is understood to be in progress. The curtailment order, when it comes, probably will be based on specific classifications of service in each category.

Daylight Time Begins in Mid-February

Compulsory Change for All Nation Passed By Congress

BROADCASTING's semi-yearly headache, partial daylight saving time, will disappear in mid-February it was indicated in Washington last week as both Houses of Congress completed action on a daylight saving time measure providing for universal "fast" time 20 days after the Act is signed by President Roosevelt. It appeared last Friday that barring unforeseen delays daylight time would become effective between Feb. 10 and 15.

Because of a parliamentary technicality in the House last Thursday, when the body approved the bill, it did not go to the White House immediately but was held over to Monday for Speaker Rayburn's signature. The Senate agreed to the conference report on the measure Wednesday.

Aids Radio Industry

Conferences after meeting once agreed to the House bill, most favorable to radio. The Senate version would have given the President discretionary power to advance clocks not more than two hours during continuation of the present war and not more than six months thereafter. Senator Wheeler (D-Mont.), chairman of the Senate Commerce Committee, introduced the Senate bill while the House bill was introduced by Chairman Lea (D-Cal.) of the Interstate & Foreign Commerce Committee who sponsored the House measure.

The bill as passed by both Houses inadvertently fulfills an industry campaign favoring "fast" time on a universal basis, preferably year-round.

Full text of the final bill follows: Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That beginning at 2 o'clock and stationing each of the twentieth day after the date of enactment of this Act, the standard time of each zone established pursuant to the Act entitled "An Act to save daylight and to provide standard time for the United States", approved March 19, 1918, as amended, shall be advanced one hour. Sec. 2. This Act shall cease to be in effect six months after the termination of the present war or at such earlier date as the Congress shall by concurrent resolution designate, and at 2 o'clock antemeridian of the last Sunday in the calendar month following the calendar month during which this Act ceases to be in effect the standard time of each zone shall be returned to the mean civil time of the degree of longitude governing the standard time for such zone as provided in operation of March 19, 1918, as amended.

Trade Approval

A uniform, nationwide system of daylight saving time, becoming effective simultaneously for the entire country, was hailed as a boon to broadcasting by station and network officials, agency timebuyers and station representatives queried by Broadcasting.

Without a dissenting voice, representative members of each group stated such a national plan would relieve the industry of the annual problems incurred when part of the country goes on DST while the remaining cities stay on standard time, disrupting program schedules across the map and causing a major rearrangement of programs that affects not only the networks and their sponsors, but also the spot or local advertisers using time on stations which are affiliated with the networks.

Executives questioned were unanimous in stating that universal DST will leave radio schedules unchanged, each program continuing to be broadcast at its scheduled time on the clock, which would of course be one hour earlier by the sun.

This, it was agreed, is a most happy situation, especially in contrast to the final Sundays in April and September which in previous years ushered DST in and out. Preceding each of these fatal Sundays was a period of several weeks, or in some cases months, of intense activity trying to adjust their schedules to fit cities with both kinds of time.

The consensus seemed to be that of all the sacrifices the broadcasting industry has been and will be asked to make as its part of the all-out war program, giving up the disintegrated, local option plan of DST will be by all odds the least painful for everyone concerned.
Ad Lib, Interview and Quiz Types Are Restricted

WAR CODE BRINGS PROGRAM CHANGES

Ad Lib, Interview and Quiz Types Are Restricted

FAR-REACHING changes in normal programming operations of all broadcast stations resulted from the continuance of certain types of ad lib programs such as man-on-the-street, airport, train terminal and other "open mike" interviews and requests for written or recorded scripts, whether written or recorded, be kept of all such programs. Beyond that it is only suggested that broadcast stations voluntarily make every precaution to prevent deviation from the scripts by foreign language announcers and performers.

Weather broadcasts, already banned by Army mandate, are restricted in number, planning, or scheduling. With regard to handling of news programs, the Code in general parallels that issued last Wednesday, covering wartime practices for newspapers, magazines, and other periodicals.

News falling in specified categories should be kept off the air. The Code states, except in cases where the release has been authorized by appropriate authorities. In addition to weather reports, these cover road condition, troop movements, ships, dispositions of planes, military or enemy activities, war contract production, casualty lists, release of figures on selective enrollments, unconfirmed reports having a military aspect, formation concerning establishment of international communications, and movements of military or public officials.

99.9% Pure

At a press conference last Thursday, prior to release of the Censorship Code, Mr. Price said that radio "because of its international aspects" necessarily is placed under stricter censorship than newspapers. He pointed out the industry was fully cognizant of the fact that its restrictions would be heavy. But he praised radio for its voluntary cooperation and its appreciation of the war problem.

Advisory Plan

"I have great confidence in the common sense of the broadcasters," Mr. Ryan declared. He pointed out that unquestionably inconstancies would be experienced but emphasized that the Code thus far has been "99.9% pure".

Ad Lib Reporting

Avoidance of ad lib reporting where specific reference to locations and structures is made, following air raids or enemy offensive action, is urged. Commentators should beware of using any descrip- tive material which might be employed by the enemy in plotting an area for attack.

Foreign language programs, a knotty question even before the war, are dealt with leniently. The Program One needs no explanation. Scripts, whether written or recorded, be kept of all such programs. Beyond that it is only suggested that broadcast stations voluntarily make every precaution to prevent deviation from the scripts by foreign language announcers and performers.

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Approved request programs, the code requests that no telephoned or telegraphed requests for musical selections be accepted "for the duration of the emergency". It also asks that all mail bearing requests be held for an unspecified time before honored on the air. It was suggested that broadcasters stagger replies to requests. Care should be exercised in guarding against honoring a given request at a specified time.

Personal Items

Emphasis was given the handling of "lost and found" announcements and broadcast material of a similar nature. Broadcasters were asked to refuse material when it is either experimental, telegraphic or telegraph by a private individual. The broadcaster was advised to demand written notice involving a lost person, lost dog, or other property. Confirmation of the source of emergency announcements was urged.

Requests for mass meetings, unless they come from accredited Governmental or civilian representatives, should be rejected.

Interpreted as banning some Town Hall and general audience participation forums as now presented is the restriction on quiz programs. The code requests that all audience participations originating from remote points, either by wire, transcription or short-wave, be discontinued except under specified conditions.

Weather broadcasts remain for news of remote points, they can be adapted for entertainment without invidious comment. The Censorship Code further states that the Code thus far has been "99.9% pure".

LOCAL PROGRAMMING

Most of the precautions emphasized in the Code "are being exercised already by broadcasters on a voluntary basis," the Censorship Office stated. It nevertheless was appreciated that the restrictions on ad lib and quiz programs will result in changes in the formats of many stations. The greatest impact, however, will be felt in local programming, where many stations derive appreciable revenue from variations of the Man on the Street type of program.

Little effort is seen on network quiz or audience participations. Where large studio audiences are involved, there is appreciably less danger of exploiting radio to explode work of salubrious and other request programs, while not banned outright, nevertheless must be closely scrutinized. In this connection, the Code was not as drastic as some broadcasters had urged.

Radio Trade Group Notes Code Flaws

Loss of Revenues is Seen if Quiz Ban Is Enforced

CONTENDING that provisions of the new war-time code of the Office of Censorship will mean the loss of "millions in revenues to small and large stations alike, the Radio Coordinating Committee, representing industry trade groups, at a special meeting in Chicago last Friday decided to initiate steps to effect changes. Banning of remote quiz programs, it was held, would cut sharply into basic station revenue.

The committee, created at the instance of George B. Storer, president of the Fort Industry Co. and interim head of NAB, met primarily to consider appointment of Walter J. Damm, managing director of WTMJ, Milwaukee, as industry liaison officer in Washington, to contact Government officials and identify with the war effort from the radio standpoint. Action, however, had not been taken late Friday night.

Discussed with Fly

FCC Chairman James Lawrence Fly, discussed with the committee and presumably the talks were those involving Mr. Damm appointment. He had stated previously that it would be desirable to have a liaison man, but that he was not in a position to designate the individual. Because Mr. Damm is not a member of the NAB, controversy had developed over his appointment [BROADCASTING, Dec. 29].

Attending the meeting, in addition to Chairman, were Neville Miller, NAB president; James D. Shouse, WLW-WSAI, Cincinnati, representing the Clear Channel Broadcasting Service, and an NAB director; John Shepard, Yankee Network, president of FM Broadcasters Inc.; Eugene C. Pulliam, WIRE, Indianapolis, president of Network Affiliates Inc. and John E. Petzer, WKZO, Kalamazoo, NAB director. Mr. Damm also sat in.

The Censorship Office said it may find it necessary to issue further orders, which will either interpret certain existing requests, amend or delete them, establish new ones, or cover special emergency conditions. These will go to managers of stations and networks. They should have preferential handling and alternate executives should be named to expedite them in the absence of the regularly constituted authority.
WAR-TIME CODE OF PRACTICES FOR BROADCASTERS

Herewith is the text of the war-time code of practices for broadcast stations issued Jan. 16 by the Office of Censorship. Drafted by Director Byron Price and Assistant Director J. Harold Ryan, after conferences with the industry, it covers seven paragraphs in two sections. Paragraph II (b) covering banning of certain ad lib quiz programs, which is delayed until Feb. 1, to permit changes in format and alteration of commercial contracts.

THE OFFICE of Censorship issued the code Saturday.

In wartime it is the responsibility of every citizen to help prevent the enemy, issuing false information which will mislead the American public and hamimde to our national effort.

The broadcasting industry has espoused with enthusiasm the endeavor, and the following is intended to be held in effect in all radio stations on a voluntary basis during the period of the emergency.

Two possibilities exist:
(1) Enemy exploitation of stations, both from within our borders, to expedite the work of saboteurs, and
(2) Enemy exploitation of stations beyond our borders and the suggestions contained in this statement of conduct.

NEWS PROGRAM

It must be remembered that all newspapers, magazines and periodicals are expediting certain special issue. Such papers are being edited so that in this country and in the rest of the world in which we are operating, the news must be accurate, and the statements not only to training camps to avoid misunderstanding.

Ninety-nine per cent of the communal stations in the United States are being operated by one or more news agencies. News telecast to the audience is being delivered to these agencies will be edited at the source, with the result that many of these programs do not always contain the requested news. The Office of Censorship stresses the need for radio to possess all news in the light of the public interest, and to avoid misunderstandings. Blacklists should be asked to question, "Would this type of news compete with the news of the enemy?" Certain material which may appear on the news service wire of the United States may not be appropriate for radio.

It is requested that news falling into any of the following classifications be kept off the air. The following are the cases when the release has been authorized by appropriate authorities:

Weather Reports

(1) Weather reports. This category includes temperature readings, barometric pressures, wind directions, forecasts and all other data relating to weather conditions. Radio weather reports might be accurate, as the weather reports issued from the Weather Bureau by the United States government are dependable and reliable. The weather conditions when the release has been authorized by appropriate authorities:

New Inventions

(2) New inventions. The General Information regarding existing or projected new inventions is the need for radio, the process of invention, of production; estimated supplies of strategic and critical materials; and on nationwide "round-ups" of locally-published procurement data. Such inventions are approved for publication.

(3) Specific information about war contracts, such as the exact type of production, production established in the process of production; estimated supplies of strategic and critical materials; and on nationwide "round-ups" of locally-published procurement data. Such inventions are approved for publication.

(4) Production. Specific information about war contracts, such as the exact type of production, production established in the process of production; estimated supplies of strategic and critical materials; and on nationwide "round-ups" of locally-published procurement data. Such inventions are approved for publication.

(5) Fortifications. Any information regarding existing or projected fortifications is the need for radio, the process of invention, of production; estimated supplies of strategic and critical materials; and on nationwide "round-ups" of locally-published procurement data. Such inventions are approved for publication.

(6) Planes. The disposition, movement and strength of army and naval aircraft is the need for radio, the process of invention, of production; estimated supplies of strategic and critical materials; and on nationwide "round-ups" of locally-published procurement data. Such inventions are approved for publication.

(7) Summation Experiments. The information released the need for radio, the process of invention, of production; estimated supplies of strategic and critical materials; and on nationwide "round-ups" of locally-published procurement data. Such inventions are approved for publication.

(8) Casualty lists. Total or round figures issued by the Government may in time of peace be made, and the official number of casualties is the need for radio, the process of invention, of production; estimated supplies of strategic and critical materials; and on nationwide "round-ups" of locally-published procurement data. Such inventions are approved for publication.

(9) Release of figures on selective service enrollments.

Unconfirmed Reports

(10) Unconfirmed reports. Reports bearing any resemblance to any sources as to ship sinkings or land transportations, loss of life, etc., should not be used. In the event the enemy claims have been neither confirmed nor denied by the Government, such reports should be handled without information. Such reports should be avoided unless news of ship's only its classification; there should be radio, the process of invention, of production; estimated supplies of strategic and critical materials; and on nationwide "round-ups" of locally-published procurement data. Such inventions are approved for publication.

(11) Communications. Information concerning the establishment of new in unclassified must be withheld until officially released by any affiliated Federal authori

(12) General. Information disclosing the new in unclassified must be withheld until officially released by any affiliated Federal authori

AD LIB PROGRAMS

Certain program structures are not to be made, and such programs are not to be made. The program must be made up of any descriptive mate-

Quiz programs. A quiz program which permits the public to ask questions is not to be made, and such programs are not to be made. The program must be made up of any descriptive mate-

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(Continued on page 44)
Affiliates Endorse Blue Network Operation

Fund of 2 Million Is Provided By RCA

OPERATION of the new Blue Network as a vigorous competitive entity in broadcasting was enthusiastically endorsed last Thursday at a meeting of more than 100 of the 113 stations affiliated with the reorganized network. Working capital of $2,000,000 has been placed at the disposal of the Blue by its parent, RCA, the affiliates were told by Mark Woods, president and chairman of the board of Blue Network Co., Inc.

From FCC Chairman James Lawrence Fly the meeting heard official approval of the corporate formation of the separate network. In closed sessions the affiliates discussed and commented on affiliation contracts and heard officials of the network outline operations of the "streamlined network, new in scope, experience, policy, personnel, and dedicated solely to the interests of an America at war."

Predict a Profit

Both President Woods and Executive Vice-President Edgar Kobak predicted the Blue would show a profit during the first half-year of operation. Mr. Woods said the network is for sale, subject to finding interests capable of paying the price and competent to operate it to suit the affiliates. But he added it would be some time before it is sold.

More than 30 stations not hitherto affiliated with NBC had expressed interest in becoming Blue outlets. Mr. Woods declared, "The Blue will operate WJZ, New York; WENR, Chicago, and KGO, San Francisco, as owned stations."

In his address to the affiliates at the luncheon session, Chairman Fly remarked, "There has been much difference of opinion about the impact of various network practices upon listeners and upon stations, but there has been no difference of opinion whatever on the fundamental point that the Blue Network, like other great networks of this country, is an indispensable part of our broadcasting system. The future of the Blue Network may be assured.

"I have no quarrel with RCA or NBC," he said. "The monopoly regulations are before a New York court today. That is perfectly proper. On the various regulations and position of policy, as a matter of actual fact, and practice, we have today only a limited area of disagreement."

Commenting on his desire to render all help possible in the reorganization plan of the Blue Network, Chairman Fly asserted that certain principles of mutual agreement predominate: (1) Unbroken continuity in the splendid national service; (2) protection of all contracts and related personnel, program sources, advertisers; (2) the preservation of the Blue as a unit; (4) the maintenance of comprehensive and mutually satisfactory station affiliations and relations.

Bona Fide Separation

At the Commission, he said, "we have been concerned from the very beginning that the necessary dis- voreement of the Red and Blue should be carried through without dislocation of the functions, and the same policy, if I may conjecture, apparently underlies the anti-trust suit brought by the Department of Justice."

As to the eventual sale of the Blue, Chairman Fly remarked that there had been some criticism in certain quarters to the effect that the present step was a "mere token acknowledgement of the need for separation, that it was in effect merely making two pockets out of one pocket, and putting it in another". To this Chairman Fly replied, "we have been assured the present corporate change is merely preliminary to the actual bona-fide separation of the two networks, and management. Viewed in this light, the change is a step, and not an unimportant step, in the right direction, and as such, I welcome it."

The chairman read a congratulatory wire of the formation of the Blue from M. H. (Deco) Aylesworth addressed to Niles Trammell, chairman of the Blue Executive Committee. Mr. Aylesworth was NBC's first president and now is radio head of the Rockefeller Committee on Inter-American Affairs.

Howard Lane, KBPK, Sacramento, chairman of the Blue Advisory Committee, inquired of Mr. Chicago's Janitorial of members of the commission regarding the assignment of contracts by affiliated stations to the new Blue Network Co. He replied, the monopoly regulations have been held in abeyance through a stipulation which has provided that for the time being, those regulations will not be enforced by the Commission in any way; therefore from that point of view, I see no obstacle to the assignment of contracts of present affiliation contracts."

The assignment of contracts was discussed at the Blue Advisory Committee meeting Wednesday which elected Mr. Lane, chairman. The committee comprised Harry Wilder, WSyr, Syracuse; Allen Campbell, WXYZ, Detroit; Earl May, KMA, Shenoan, Iowa; Henry P. Johnston, WSGN, Birmingham; Harold Hough, KGKO, Fort Worth; and Tracy McCraken, KBFC, Cheyenne.

Gilman Blue V-P

DON E. GILMAN, formerly NBC vice-president in charge of public relations on the Pacific Coast and previously vice-president in charge of NBC's Pacific Division, has been appointed vice-president in charge of the Western Division of the Blue Network Co. The son of a newspaperman, Gilman showed an early interest in printing and started his business career as a printer's devil on the Indianapolis Sentinel, shortly advanced to plant superintendent. Continuing in the newspaper field in the west, he became interested in radio and in 1927 joined NBC as western manager.

NEW BLUE AND WHITE mike plates of the new Blue Network are examined at the affiliates meeting in

Announcement to stations by William S. Hedgers, NBC vice-president in charge of public relations. The present flow of service "will not be disrupted as a result of separation of the networks," he advised.

Stations falling in this category are:

WENR, WGL, WGBR, WFL, WGBW, WGBM, WGBS, WGBF, WGBF, WGBS, WGBM, WGBR, WFL, WGBW, WGL, WENR.

At the afternoon session resolutions were adopted opposing the linking of the four nationwide networks for simultaneous broadcasts except in the case of a presidential speech of a national emergency; urging the unity and loyalty of all affiliates to the management of the network; expressing confidence in its own officials; condemning the practice of station-management purchase of the network, while cautioning economy in technical operation, and recommending that a representative of the station advisory committee be elected to the board of directors of the Blue Network Co. to serve for one year, and ineligible for re-election.

An additional resolution was passed providing, in the event the network was sold, that contracts would not be transferred without the consent of the affiliates. Considerable legal discussion centered around the resolution.

A. L. Ashby, NBC general counsel, maintained that if the network were sold, the contracts could not be resigned with the permission of the individual. However, it was agreed to include the provision in the contracts which were distributed at the meeting. New contracts will be issued with the old NBC Blue documents, and must be returned before March 1.

Operating Plans

The closed morning session of the affiliates was occupied with addresses by Messrs. Trammell, Woods and Kobak. Department heads outlined plans for the operation of their respective departments. The meeting was attended by the entire executive personnel of the Blue [Broadcasting, Jan. 21].

Throughout the two-day sessions there was considerable speculation, in and out of the meetings, as to when the Blue will be sold, to whom, and for how much.

At a press interview Wednesday, Mr. Woods emphasized that there were three points of consideration in the sale of the Blue, (1) finding the right party, (2) obtaining the stations' agreement to the transfer, and (3) securing the right price.

"However, I believe it will be some time before the network is sold," he

(Continued on page 54)
At Gilpin’s, Too
(Drug Wholesalers Since 1845)

Luther C. Dawson, City Department Manager, and Leroy Suehs, Manager of the Out-of-City Department, of the Henry B. Gilpin Co., Baltimore, are neither statisticians nor trade experts. But they know when business is better in Baltimore. Orders are bigger, stocks turn faster. And right now, like hundreds of thousands of other Baltimoreans, they’re talking about better Business in Baltimore.

J. O. Robinson, President
The Henry B. Gilpin Company

At Henry B. Gilpin’s they should know about Business in Baltimore. For they’ve seen business cycles come and go for nearly one hundred years! In the past few years they’ve seen 100,000 new persons move into the Baltimore area, seen millions of dollars in Defense Contracts flow into this rich territory.

Better Business in Baltimore is obvious. For it has affected every person in this busy area, with its many and varied Defense industries.

Equally obvious, too, is the change in Baltimore’s Radio listening habits brought about by WBAL’s 50,000 watt station, plus the tremendous audience of the Basic NBC Red Network programs. This combination gives you one of the country’s most powerful sales mediums, in one of your most prosperous markets.
Radio Vital to Stores, Says Shumaker

NRDGA Hears Story of Filene's Experiment

In Worcester

"THE DEPARTMENT store publicity budget for 1942 which does not provide for radio may appear in retrospect like an army or navy without air power," Brooks Shumaker, director of the Worcester store of William Filene's Sons Co., told the sales promotion division of the National Retail Dry Goods Association Wednesday at a departmental meeting of the NRDGA's 31st annual convention, held at the Hotel Pennsylvania, New York, Jan. 12-16.

Dedicated to the theme "Radio in a Wartime Market," the meeting was held in cooperation with the NAB department of broadcast advertising, and director, Frank Pellegrin, acted as chairman. Opening the session, which was attended by about 100 NRDGA members, Mr. Pellegrin outlined American radio's services to the trade since Dec. 7, "reporting, instructing, persuading, warning, mobilizing, re-assuring."

What Radio Offers

Stating that American radio has become, if not the country in time of need because of its freedom, which is based on its history of paying its own way by serving as an effective advertising medium for American industries and institutions, including department stores, Mr. Pellegrin cited case histories of a few of the more than 500 department stores using radio successfully and urged other stores that now is the time to follow suit.

"Radio has much to offer you," he told his audience of department store executives. "Specifically, it will cut your advertising and your distribution costs. It will explain your services and your problems. It will sell your merchandise. It will sell your institution. It will carry you into 88% of all the homes in your market. You will go there by invitation, in such a manner that your message cannot be overlooked. Your story will be told in person, by the understanding, warm, compelling human voice, just as you yourself would tell it. For a fraction of your advertising budget you will be able to reach an amazingly high percentage of your customers. Because radio, already the nation's most economical medium of mass communication, since the outbreak of war is continually reaching more listeners, more hours per day, than ever.

"All national indices prove this, with measurements of actual listening audiences ranging up to 98% above the normal averages. That your should take advantage of this opportunity seems to me to be beyond question. It seems apparent that never before, in the entire history of merchandising, has the department store industry been afforded such an opportunity."

Explaining that radio offers no "magic formula" for success, he advised the store advertising men to consult with their local broadcasters as to how best to plan a radio campaign that will decrease costs and increase effectiveness.

In planning these campaigns, he suggested they follow a four-point method of procedure: 1. Carefully survey and study your problems.

2. Determine specifically your objectives.

3. Decide definitely upon your own particular long range and adequate radio campaign.

4. Carry out this integrated, coordinated campaign completely.

Shumaker's Talk

Reviewing the radio experience of Filene's Worcester [which he described in detail in a by-line article in BROADCASTING, Dec. 1, 1941], Mr. Shumaker reported a series of programs, which, in conjunction with his store's usual newspaper advertising, had greatly increased sales and lowered the cost of advertising expenditure per sale.

Transcriptions of a one-minute announcement for women's shoes, a five-minute morning shopper's program and a quarter-hour drama depicting the creation of a shirt under wartime conditions, from the cotton growing in Egypt to the mills in wartorn England and across dangerous seas to American factories (a program which resulted in a record breaking sale of men's shirts), were played following Mr. Shumaker's talk.

AFRA Maestros?

LOS ANGELES Chapter of Radio Artists is considering a proposal to require orchestra leaders who read radio scripts to enroll in that organization. Although board of director members met on Jan. 12 to discuss the plan, they declined to comment, declaring a statement of policy would be issued at a later date.

"Frankly," he stated, "we have considered radio as an auxiliary to newspaper advertising. Frankly, up to now we haven't had the nerve to run a major promotion on radio alone—but we are planning one. We are experimenting with radio alone on smaller promotions—in fact a 100-word announcement of a daily radio special in our bay, gain basement has demonstrated over a period of two months its ability to meet and beat the cost of moving goods by newspaper advertising."

In the question period that followed the talks, Messrs. Pellegrin and Shumaker; E. E. Hill, manager, and G. H. Jaspert, commercial manager of WTAG, Worcester, used by Mr. Shumaker in his radio experiments; and the seven members of the NAB sales managers executive committee: Eugene Carr, WGAR; John Butler, WSB; E. Y. Flanagan, WSPD; Dietrich Dirks, KTRI; George Frey, NBC; Arthur Hull Hayes, CBS; Linus Travers, Yankee Network, served as a panel of experts to answer questions from the floor.

The board was stumped, however, when Walter E. Anderson of the J. N. Adams store in Buffalo, asked a set of criteria for judging radio programs and stations. Stating that with newspapers he could depend on the ABC figures, he said that in radio each station had presented him with surveys showing that it has the best coverage and largest audience, all apparently dependable, with the exception of the Chicago area, more confused than informed. What figures should he believe, he asked.

Stumped the Experts

Is a 50-kw station necessarily better than one with 5 kw., or the network affiliates better than the local independent with 250 watts? It is much better, he said, on the program side, that he said although his store had used an afternoon musical program for almost a year, as well as some 1,600 spot announcements, he still has no definite knowledge as to whether he should continue that schedule or change to some other type of program or, in fact, stay on the air at all. Stating that he was sure that radio offered something for a department store, he said that so far no one had told him what it was or how to use it.

Answering such a many-sided question in a few minutes was impossible, even for such a board of experts, but, as Frank Pellegrin put it, "the Cadence Boys is stumped, but you might as well listen to them and then tell the department store men how to use radio and left with them showing us how to sell them on using it."

Y. & R. Changes

YOUNG & RUBICAM, New York, that has greatly LaRoche, chairman, last week announced an amplification of the agency's public relations facilities from H. J. Jenkins, president of the Bureau of Industrial Service, Inc., publicity subsidiary of Y. & R., has been made director of the agency's new public relations and publicity department. Fred Smith, formerly a partner in the public relations firm of Selvage & Smith, New York, will manage the public relations activities and Torrey B. Stearns, of the publicity staff, will manage publicity operation.

Bristol-Myers Renewal

BRISTOL-MYERS Co., New York, has renewed for another 26 weeks its 15-minute newscasts seven days weekly on the General Radio Inter-American, Crosley Latin American Network covering Honduras, Salvador and Guatemala, Pro- hasta, E. I. Maestros, an auxiliary of the WHIO, who is the patient there. Watching Instructor Earl Elllis are Espet Spencer (lower left) and (1 to r) Thomas Dunkeberger, musician; Bud Baldwin, publicity director; Earl Christian, musician; Louis Emm, announcer; Ed Lytle, announcer.
MARK WOODS—President
Mark Woods has an unusually broad background in Radio. A network broadcasting executive even before the formation of the National Broadcasting Company, he played an important part in NBC's financial and operative policies from its inception, as administrative officer, vice president, and treasurer.

EDGAR KOBAK—Executive Vice President
Edgar Kobak takes office with a unique record of executive experience behind him, both in radio and in other fields. When not yet thirty he had become vice president of McGraw-Hill, and since then has served as NBC sales vice president, advertising agency executive, and vice president in charge of Blue Network sales.

WHO'S WHO

LUNSFORD P. YANDELL
Vice President and Treasurer

KEITH KIGGINS
Vice President in Charge of Stations

PHILLIPS CARLIN
Vice President in Charge of Programs

DON E. GILMAN
Vice President in Charge of Western Division

EDWARD R. BORROFF
Vice President in Charge of Central Division

FRED M. THROWER, JR.
General Sales Manager

E. P. H. JAMES
Director of Publicity and Promotion

DOROTHY KEMBLE
Continuity Acceptance Editor

TRACY MOORE
Western Sales Manager

MERRITT R. SCHOFIELD
Central Sales Manager

GEORGE M. BENSON
Eastern Sales Manager

B. J. HAUSER
Sales Promotion Manager
ON THE BLUE

Key people who will direct advertising and sales services of the Blue Network Company, Inc.

A COMPANY is people. And we are proud of the people who make up the newly formed Blue Network Company—some 500 men and women, young in years but nearly all of them old in radio. We wish we had room to let them all take a bow on these pages, for it is on their teamwork that our new Company's service to you will depend.

But at least, and without false modesty, we'd like to present to you the key people who are most directly concerned with the sales and advertising services of the Blue. We'd like you to know them better, because they are the ones who will be calling on you, and working with you to reach more ears per dollar, to make "sales thru the air with the greatest of ease."

The Blue is now commencing its sixteenth year. The new Company will own and operate stations WJZ in New York, WENR in Chicago and KGO in San Francisco. Blue Network programs will also be heard over more than 100 independently owned stations affiliated with the network—stations whose public-spirited service to their communities has been a major factor in the success of the Blue in the past.

For fifteen years, the Blue Network's advertisers have presented a diversified schedule of popular programs, and the Blue has supported and balanced these commercially-sponsored programs with radio's greatest roster of cultural, news and public-service features. The Metropolitan Opera broadcasts (now sponsored), America's Town Meeting of the Air, the National Farm and Home Hour, the Music Appreciation Hour, the Symphony, National Vespers, Great Plays, the Breakfast Club, Club Matinee, and many of the country's leading dance orchestras are examples. To maintain and improve such high program standards, the Blue Network will be counselled by an Advisory Committee elected by the network's independent affiliated stations.

To advertisers, the Blue will continue to offer a nationwide medium which means lower distribution costs. To Radio Row and advertisers alike, the ability and wide experience of the men and women of the Blue Network, and the new enthusiasm with which they approach their jobs, mean that America's second oldest network has taken a great step forward. Today, more than ever, "It's easy to do business with the Blue!"

BLUE NETWORK COMPANY, INC. A Radio Corporation of America Service

THE Blue NETWORK

Sales thru the air with the greatest of ease
### National network business during 1941 totaled approximately $107,000,000,nearly 10% in excess of the preceding year—for a net gain of 15%, according to both official and unofficial data released last week. CBS and MBS totals are official, but those of NBC are estimated, and it has adhered steadfastly to its policy invoked last year of withholding vital statistics.

Computations of Dr. Frank Stanton, director of research of CBS, revealed an aggregate gross business of $106,885,000 for 1941 on CBS, NBC-Red, and the Blue and MBS. All showed increases, ranging from 10% for the Blue to 33% for MBS over the preceding year. And all were all-time records for each individual network entity.

Following is a table showing gross sales of network time from 1935 through 1941, with the Red and Blue figures estimated for the year, compiled by Dr. Stanton:

<table>
<thead>
<tr>
<th>Year</th>
<th>CBS</th>
<th>NBC</th>
<th>Blue</th>
</tr>
</thead>
<tbody>
<tr>
<td>1935</td>
<td>$1,293,000</td>
<td>$17,038,000</td>
<td>$19,400,000</td>
</tr>
<tr>
<td>1936</td>
<td>$1,079,000</td>
<td>$23,108,000</td>
<td>$22,584,000</td>
</tr>
<tr>
<td>1937</td>
<td>$3,230,000</td>
<td>$22,270,000</td>
<td>$27,172,000</td>
</tr>
<tr>
<td>1938</td>
<td>$3,300,000</td>
<td>$34,340,000</td>
<td>$34,300,000</td>
</tr>
<tr>
<td>1939</td>
<td>$4,102,000</td>
<td>$41,102,000</td>
<td>$38,500,000</td>
</tr>
<tr>
<td>1940</td>
<td>$2,884,000</td>
<td>$22,225,000</td>
<td>$13,225,000</td>
</tr>
<tr>
<td>1941</td>
<td>$3,330,000</td>
<td>$34,540,000</td>
<td>$34,399,000</td>
</tr>
</tbody>
</table>

The MBS increase in gross time sales in 1941 over 1940 was given as 53.2%; NBC-Red at 10.3%; CBS 8.7%; Blue at 3%. These calculations were contained in an article that appeared in the New York Times a few days ago, which was titled "The chain-monopoly proceeds from the network dividend."
Who can say what lies ahead for us in 1942? What seer can envision the changes in our lives, habits, customs and business routines which the coming year will bring?

The answers to most of our questions concerning the new year can only be guesses. But there is one thing certain: WKY will dominate Oklahoma in 1942.

This certainty is based upon the longtime predominant position which WKY has occupied in this state. For 21 years WKY has maintained leadership in facilities, listenership and advertising results by its deliberate, aggressive, pace-setting program of alert radio service on every front.

Because its position in this market means something to WKY, it means to maintain this position with everything it possesses, with all its resources, skill and determination. And that's why it is as certain as anything can be that WKY will continue to dominate Oklahoma in 1942.
Radio Is Found Superior to Other Media

‘Overwhelmingly’ Better as a Force to Impel Sales, Kent College Finds

RADIO completely overwhelsms magazines and newspapers among paid forms of advertising in influencing consumer purchases, according to results of an extensive survey just completed by Kent State U, Kent, O.

Analyzing the study, titled “A Survey of Brand Consciousness and Brand Usage in Northeastern Ohio” [50 cents], Dr. Harry Dean Wolfe, director of Kent’s Bureau of Business Research, drew this conclusion after an exhaustive analysis of results from 2,410 samples (2,807 urban, 405 rural) taken in 20 cities and towns and rural areas in 11 counties in Northeastern Ohio:

Radio Leads All Others

“This writer feels that the evidence points strongly in the direction of the sales-impelling force of radio. The vote favoring radio over other media is so overwhelming that its power cannot be too strongly emphasized. Of course it must be admitted that one study cannot be taken as the rule, or that further research must be undertaken. However, the increasing use of radio by advertisers attests to the significance of these findings.

“Granted women do not know precisely what influences outside the product itself affect their choices. Is it pure coincidence, is it error of sampling, or is there something in fact that, for every one of the products under study, radio led all the rest”?

The survey was independently conceived and carried out by the Kent research staff under Dr. Wolfe’s direction. “A random sample of middle-income households was taken,” says Dr. Wolfe. “The representativeness of the sample was attained by interviewing urban and rural residents in cities and towns of varying sizes. The respondents were of all age groups above 21 years, and included families from representative occupational groups.

“Urban middle-income families were defined as those owning homes valued at from $3,000 to $7,500, having a monthly rental of from $30 to $75. Middle-income farm families were selected on the basis of an annual income estimated at about $1,500. The personal interviewee, who was the husband, was interviewed carefully instructed and trained. The adequacy of the sample was checked for stability or consistency.

“This program was based on the hypothesis that there is a relationship between brand-consciousness and brand usage is now available. To the information on this subject (which is scanty), this survey is added. Subject to the limitations of any sampling procedure, it may be stated that:

1. Users of a product are able to identify correctly advertising slogans and radio programs to a greater degree than non-users; 2. Urban users rank slightly higher than rural users in correct identification.

“Furthermore, it is apparent that there is a reverberatory effect of advertising. Further analysis reveals that correct identification by non-users is not much lower than that of users.

“Additional conclusions from this finding are:

“(1) More effective advertising appeals may possibly alienate certain users of other brands because much spade work has already been done.

Stock Control

“(2) Sizeable sales increases are possible through the inauguration or installation of some simple stock control measures.

“Brand usage was determined from the question, ‘What brand of the following products do you use regularly?’ The door-step method rather than the pantry-count-survey was used. Usually, interviewees can more easily and more accurately delineate the products they regularly use than they can report the brand in the pantry at the time of interview. Furthermore, pantry counts may disclose brands not used regularly but which happen to be on the shelf because of (1) substitutions made by retailers, and (2) goods purchased the use of which has been discontinued for various reasons.

Why They Bought

“After the brand used regularly was stated, respondents were asked one of two questions: Question 1, ‘What influenced you to buy this Brand?’ or, Question 2, ‘Why do you use this Brand?’ Question 1 dealt with influences such as radio, magazines, etc. Question 2 was concerned with attributes of the product itself, such as size, speed, taste, etc.

“A check list was provided and respondents were asked to check all reasons that might have played a part in their purchases of the particular brand.”

The Kent study showed that advertising slogans are recognized by a larger percentage of households than are radio programs and radio personalities. Slogans, on the average, were recognized by approximately 60% more women then were the radio shows advertising the same products.

“This finding demonstrates (if any proof was necessary) the advisability of developing and using a slogan which contains an idea—a selling idea,” the survey concludes. “For slogans, good slogans at least, touch a responsive chord in the consumer. And since the sales message must be brief on the air, slogans that are simple, concise and apt may more easily crystallize sales arguments into sales than any other device.

“A further conclusion reached is that more attention to slogan-building may further increase the effectiveness of magazine and newspaper advertising where advertisers use these media in combination with radio. Some claim the middle-income group is more susceptible to the combination of radio and printed advertising than either the high or low income groups.

“If this claim can be substantiated, a much greater effect from the combined use of media is attained through a sales-impelling slogan than by adhering to a policy which does not recognize the true sales-building value of such an expedient.

Acceptance of Serials

“Further evidence that some daytime radio serials have good acceptance while others lag behind is shown from a comparison of Mr. Perkins with Young Dr. Malone. While Mr. Perkins received a total program - product association of 62% among urban users, Young Dr. Malone received only 11.8% correct recognition from this group. As was shown in a previous study, radio programs which have a large listening audience show high correlation between listership and brand-consciousness.”

Felts’ Post to Stuht

NAMING of W. B. (Bud) Stuht as commercial manager of KOMO-KJR, Seattle, replacing Hugh Felts, who has joined the Chicago (E.F. & a.A.) Advertising Co. Seattle, Pacific Railways advertising manager for the Pacific Northwest, Tacoma & Spokane and in 1936 joined the sales staff of KOMO-KJR. He is the father of two children, a boy and girl, aged 10 and 8 respectively.

Return of Nathan David To the FCC is Expected

RETURN of Nathan David, radio liaison officer with the Office of the Coordinator of Information, headed by Col. William J. Donovan, to a legal executive post with the FCC, was reported likely in Washington radio circles last week.

Mr. David joined the FCC in latter 1939 as secretary to FCC Chairman James Lawrence Fly. A year later he was appointed to the law department as a broadcast attorney. Several months ago he joined the Division of Police as a radio liaison officer.

His reported return to the FCC, it is understood, will be in connection with legal, investigatory and possible defense operations. The FCC is expected to act on the appointment this week.

Stromberg-Carlson Shifts

APPOINTMENT of Stanley H. Hanson as chairman of the cabinet committee in addition to his duties as sales promotion manager, was announced recently by Dr. Ray H. Hanson, general manager of Stromberg-Carlson Telephone Mfg. Co., Rochester.
Mr. Earl Abbott
General Electric Company
300 South Canal Street
Chicago, Illinois

Dear Mr. Abbott:

We have been operating W5IC Zenith's Frequency-Modulated Radio Station in Chicago and its predecessor WKEN for almost two years. Early in October we raised the power of this station to fifty thousand watts in accordance with the terms of our Construction Permit.

The original installation was planned more than a year ago on the basis or ultimately using two GL-880's in the final stage. These plans were based on the fact that the GL-880's appeared to us to be the most efficient transmitting tubes for high power operation on the high frequencies. It seemed very evident to us at the time that these tubes would permit the best circuit design and should, therefore, be used practical in a high-power frequency-modulation transmitter. Since the proper tubes had not been on the commercial field service at the time of our original planning, we believed their use was logical and would represent a forward step.

We are glad to say that we have been very happy with their performance, and feel that we have without doubt made the correct choice. We have found them easy to drive, easy to neutralize and have found no tuning problems. We believe we are going to receive excellent service from these tubes.

Yours very truly,

G.E. Gustafson
G.E. Radio Engineering Department

October 27, 1941

This tube, although developed primarily for FM and television, has unusual efficiency at international and standard broadcast frequencies, as well as a modulator. A pair will give a 50-kw plate-modulated carrier at 25 mc. The GL-880 is just one tube in General Electric's complete line of top performers. Specify "G-E" on your next tube order, and measure the difference yourself. Ask your nearby G-E representative or dealer for your copy of our transmitting-tube bulletin (GEA-3315C), or write General Electric, Schenectady, N. Y.
Fate of Network Rules in Court's Hands

Two-Day Session Finds Federal Tribunal Going Deeply Into Industry Problems; Decision in 3 to 6 Weeks

AFTER HEARING 8½ hours of argument last Monday and Tuesday on the pros and cons of the FCC's far-reaching network monopoly regulations, with dire consequences predicted either way, the statutory tribunal, the United States Court in New York took under advisement the all-embracing question of its jurisdiction in the proceeding.

An opinion, either granting the NBC-CBS pleas for a temporary injunction restraining the FCC from making its orders effective, or dismissing them in their entirety for lack of jurisdiction, is expected within three to six weeks.

Notice already has been served by both sides that they intend to carry the jurisdictional question to the United States Court of Appeals, even though the statutory tribunal may act. The appeal is automatic to the highest tribunal.

May Lose Band Series

Grave injury to operations of NBC and CBS and their ability to perform maximum public service was threatened by contention for the Blue Network if the rules, now in abeyance pending the court's opinion, are made effective. Conversely, MBS contended it would suffer irreparable injury and even now is threatened with the loss of the Coca-Cola Spotlight Band program, an account which returns to it one-third of its gross revenues, to the Blue Network, because of existing time options.

The FCC argued that it had ample authority to issue the regulations; that the court was without jurisdiction at this time, and that injury would not result to the older networks but that public good would result.

The basic Commission contention projected by General Counsel Telford Taylor and Assistant General Counsel Thomas E. Harris was that the petitions to enjoin the regulations were premature and that not until the FCC had refused to renew licenses of affiliated stations or had resorted to revocation proceedings could the court properly assume jurisdiction.

Efforts by both the FCC and MBS to procure prompt dismissal of the NBC-CBS injunction pleas proved futile. Followed the continuance was H. K. Carpenter, general manager of WHK-WCLE, Cleveland, to one of the loveliest radio station reception crews in the country. Nicely grouped for study of Carpenter claim are (1 to r): Lenore Steppke, Carol Decker, Elma Kendall and Alice Brady. Misses Steppke and Kendall also are professional models.

CLAIM, WITH JUSTIFICATION, is made by H. K. Carpenter, general manager of WHK-WCLE, Cleveland, to one of the loveliest radio station reception crews in the country. Nicely grouped for study of Carpenter claim are (1 to r): Lenore Steppke, Carol Decker, Elma Kendall and Alice Brady. Misses Steppke and Kendall also are professional models.

Evening

Monday, Jan. 20

NBC's two-hour argument was presented by John T. Cahill, chief counsel for the network, in opening the proceedings. He was followed by Charles Evans Hughes Jr., for CBS. Mr. Taylor argued the main Government case for approximately two hours, with Mr. Harris handling the jurisdictional phase.

Louis G. Caldwell, chief counsel for MBS, concluded the argument Tuesday, delving deeply into the competitive network picture.

Court to Make Study

The court, in repeated questions, sought to ascertain injury that would result to the respective networks in event the rules became effective. At the outset Judge Hand said the court attached considerable significance to the proceedings and therefore had set aside two days for the argument.

It was presumed the court would make an exhaustive study of the proceedings and probably delve into the massive record, covering the chain-monopoly inquiry before the FCC which began in 1938, the proceedings before the Senate Interstate Commerce Committee on the White resolution to suspend the regulations until Congress could act on the new statute, and the subsequent developments, resulting in postponement of the regulations until such time as the court settles the jurisdictional phase.

Reference was made in the arguments to the anti-trust suits filed by the Department of Justice against RCA-NBC and CBS, alleging monopoly and covering virtually the same issues projected in the FCC regulations themselves.

Answers to these charges are due Jan. 20, but additional time will be sought. Because of the preoccupation of the courts with the New York proceedings, it is thought additional time will be obtained without difficulty.

Similarly, cognizance was taken of the MBS triple-damage suit against RCA-NBC seeking $10,275,000 in damages under the antitrust laws, filed Jan. 10 in Chicago. These proceedings likewise are expected to be deferred.

Stock Ownership

Before the arguments got underway, some question was raised about the qualifications of members of the court to sit by virtue of stock ownership in companies which might be involved in the proceedings. Judge Goddard pointed out that he owned General Electric stock and inquired whether that company was involved in the case.

After a discussion of the remote relationship of GE in the proceedings, based on its ownership of stations affiliated with or operated by NBC, it was concluded that the court could hear the arguments. Judge Hand observed jocularly that if the court was called to act on impeachment proceedings, "we'll have all of you to come forward."

Mr. Cahill in opening the argument charged that the FCC was usurping the functions of the Department of Justice, the court and Congress in attempting to decide monopoly. He challenged its power all down the line to issue the regulations, which he said would result in cancellation of existing contracts between NBC and some 200 affiliated stations. If the Commission can issue such regulations, he said, it is but a short haul to exercise of direct censorship. This precipitated questions from the bench which threaded throughout the subsequent argument.

NBC voluntarily has segregated the station from the network, Mr. Cahill said, but pointed out that the network still challenged the FCC's authority to order the separation. The difference in operations of NBC as contrasted to the MBS cooperative structure was cited by the attorney.

He called the option time clause the heart of the network affiliation contract and said the FCC's regulations make a "non-negligible option" actually made no provision for options at all. Without time options, he said, it is impossible for the network to acquaint the prospective advertiser with the facilities available.

Must Have Options

NBC's firm business judgment, he said, is that network broadcasting as it is known today cannot continue without firm option time. A dynamic business such as radio, operating on a split-second schedule, would be unable to function without them, he said.

Mr. Cahill relied on Congressional debates to bolster his contention that the FCC was never delegated power to regulate business aspects of broadcasting in the manner provided under the far-reaching regulations. Section 306-1 of the Communications Act, in which the Commission relies to issue the regulations, he said, clearly relates only to technical problems. He cited the Supreme Court opinion in the Sanders case on this point, as well as comments of former Senator Dill, who was floor manager and co-author of the Radio Act of 1927.

Charging that the FCC is attempting to apply the "common carrier concept to broadcasting," he contended the language in the Sanders case that the Commission shall not "interfere with the business relationships of the broadcasters," was proof that the FCC had exceeded its authority.

Should the Commission invoke the existing regulations by purported usurpation of powers, he said, there is no reason why tomorrow it should not decide to take into account the Securities Act of 1933 and some state statutes, despite creation by Congress of other agencies to administer.

(Continued on page 48)
The story of TVA is the story of the industrial development of 40,600 square miles of territory in 7 states. Harnessing the violent Tennessee River has resulted in more than 1,000,000 kilowatts of power - power that has attracted both defense and permanent industries to the Tennessee Valley.

This is the listening area of WLAC, the station that covers "The Valley" with power where power counts most.
LONG DELAY FORESEEN IN TRIAL OF MBS ACTION AGAINST NBC

ANTI-TRUST VIOLATION CLAIMED IN ACTION FILED FOR TRIPLE DAMAGES, ALSO INVOLVING RCA

CHARGING violation of the anti-trust laws, MBS on Jan. 10 formally filed a long and substantial suit against RCA-NBC asking treble damages based on $3,425,000 or a total of $10,275,000. The complaint filed in the U. S. District Court of Chicago, charges the Internet Department of Justice action against both RCA-NBC and CBS filed ten days previously in the same court.

MBS is joined in the action by six affiliates, WOR, New York; WGN, Chicago; WHFP, Rock Island; KWK, St. Louis; WOL, Washington, and WGR, Louis.ou. Of the six affiliates, WOR and WGN are stockholders of Mutual, each holding 25% shares out of a total 99.

OPTION COMPLAINT

The suit has been assigned to Federal District Judge John F. Burns, to whom a similar suit against CBS has also been assigned. As in the Government suit, NBC has 20 days to reply to the complaint, or until Jan. 26.

Dilatory pleadings will probably be entered, however, by NBC for more time in which to reply, particularly in view of the pendency of the other suit.

Essentially, the MBS charges against RCA-NBC of "unlawful combination and conspiracy to injure the plaintiff" are based on the time-option provisions of the NBC affiliation contracts. These provisions of the affiliation contracts of the Blue network, according to Mutual, tie up large blocks of time that are entirely utilized by the network, but prevent MBS from clearing programs on those stations. MBS charges that the time-option provisions of the network secure outlets for Mutual programs in cities having less than four stations because existing station facilities are contracted by NBC and CBS.

"Many large national advertising agencies," states the Mutual complaint, "have refused to contract with Mutual, . . . and some have transferred their programs from the Mutual network to other national networks, solely by reason of the fact that Mutual was unable to furnish outlets to such advertising agencies in many key cities on a basis of equality with defendant, NBC." On this basis, MBS charges the network and affiliated stations of NBC with monopoly, through loss of additional revenue. The suit drew immediate comment from Niles Trammell, president of NBC, who stated that, "It should now be revealed that about two years ago the dominant forces in the station associations of MBS, RCA, Imperial & Co., and the Chicago Tribune, sought to purchase the Blue network from us, which would have destroyed the Blue as a coast-to-coast network. The condemnation of the Blue these interests sought to diminish rather than increase network competition. There would have been three nationwide networks instead of four in time.

"The issues in this suit," Mr. Trammell continued, "are the same as those in the two earlier suits now in litigation with the Government. The first of these suits, of which MBS is a participant, is being heard at present in New York. This new suit by MBS provides an opportunity to expose the motives behind the campaign to break down the networks of NBC."

MBS OFFICIALS REPLY

Reply of W. E. Macfarlane, president of MBS, to Mr. Trammell's comment was that "Evidently Mr. Trammell wants to have his name used in connection with the campaign to injure NBC, E. M. Antrim, secretary-treasurer, added that "Mr. Trammell's surprising statement sounds like the political speech of a candidate who was sure he was going to be defeated."

In some quarters the view was advanced that MBS considered filling its suit against RCA-NBC as a supporting action to the Dept. of Justice complaint filed against RCA-NBC on Dec. 31, but that on the advice of the Department, MBS filed a separate complaint. The suit itself had been ready for some time.

THREE RING TIME

When Three Ring Time, half-hour program sponsored by P. Ballantine & Sons, Newark, shifted to CBS from NBC this week, the reports were current that the triple damage suit would be filed momentarily. However, it is known that strong elements on the Mutual board have objected strenuously to the suit, but agreed they would not stand in the way if MBS decided to file.

While it had been suggested the Dept. of Justice suit might eventually evolve into a consent decree, the filing of the MBS suit makes this possibility remote. It appears that NBC will not enter into a negotiated settlement but will ask the court for decision in both cases. The Government case against RCA-NBC and CBS will precede the triple damage suit on the court docket.

The 18-page MBS brief was filed by Kirkland, Fleming, Green, Martin & Ellis, Chicago attorneys, through Louis G. Caldwell and supporting counsel of six affiliated stations in four as present.

CENSUS BUREAU CEASES DISTRIBUTING RELEASES

GENERAL distribution of census publications and other releases has been discontinued by the U. S. Census Bureau to make more funds and material available for war purposes. In the future, reports will be sent, when available, only in response to special written requests. After pending distribution has been completed, general releases will cease.

The bureau will continue to supply certain libraries with complete files of census publications and a list of such publications. Requests for such releases, however, will no longer be made.

Mr. Trammell drew immediate immediate response from Mr. Antrim, the network's secretary-treasurer, who said, "We do not believe it is necessary to make such a statement. We have been publishing census materials for a number of years and have no intention of ceasing such activity."

Marlin Adds

MARLIN FIREARMS Co., New Haven, Conn. (razor blades), has been acquired by New York City firm, according to Mr. Antrim.

KROYCBS BASIC

KROY, Sacramento, became a basic station of the CBS Pacific Network Jan. 1, according to Arthur J. Kroll, president of Pacific Network of CBS. The move was part of a general realignment of CBS stations in both eastern and western time zones which saw KWG, San Francisco, become a CBS affiliate, and an increase in power for KARM, Fresno, going from 250 to 5000 watts. Current advertisers will get all three stations for the same rate as they are now paying for San Francisco and Fresno alone.

KNOX MACXING, Hollywood com-mentator, has completed a narrating and writing job for "Gun-Fight On Fox Hill, To The Shore Of Tripoli," and has been signed by United Artists in a similar capacity on the "To Be Or Not To Be" film, with Jack Benny.

REPORTS from all over the nation indicate the war has caused marriage rates to fall millions but one particular case the emergency almost performed vice versa. Luis Gonzaga, 19, Portuguese announcer of General Electric's shortwave station in Schenectady, unawares of things to come, has made arrangements to marry his prospective bride in her native Cuba on Dec. 10. A scant three days before the thought of marriage ended, the young Gonzaga on a 12-hour daily schedule with all leave canceled.

Unshamed, he rushed all the necessary affidavits to Cuba where on the appointed day his fiancee's brother took his place by proxy in the ceremony. A fortnight ago Mrs. Gonzaga met her real husband in New York City for a 12-hour honeymoonot before Luis rushed back to Schenectady.

As his bride spoke no English, Luis Gonzaga phoned his immediate immediately so that she could call him on any problems. Two hours later telephone conversations in foreign languages were forbidden by WGBA.

Melvin Purvis Acquires WOLS, Florence, S. C.

MELVIN G. PURVIS, former FBI agent credited with the capture of John Dillinger, and M. F. Schribro, owner of WOLS, Florence, S. C., when the FCC last Tuesday approved the transfer of WOLS to Good Stone, present owner of the station, to sell to The Florence Broadcasting Co.

Mr. Purvis, who retired as a G. man several years ago to become publisher of the Florence Star, which he in turn sold to enter radio on the WOLS staff, is president of the new licensee with a 40% interest. Mr. Schribro, who is associated with Mr. Purvis and partner in the amusement field, G. E. Schribro, applied last year for a new station in Norfolk, Va., but did not have an interest. Entire purchase price was set at $30,000. WOLS, on the air since November, 1929, operates on 1230 kc. with 250 watts.

Soft Drink Curtails

SUGAR RATIONING for soft-drink bottlers has caused Seven-Up to reduce its output of the popular beverage. The company has curtailed its nightly 12-2 a.m. record show on WFMF, Philadelphia, effective Jan. 10. As a result, WFMF now goes off the air following day at 11 p.m. with an hour of network dance remotes. A heavy user of radio time in the area, Philip Klein Adv. Agen- -cies has the account, does not contemplate any further curtailment in present network schedules and continues its spot announcement campaign on WFMF.
"Radio? . . . it's terrific out here on the Pacific Coast, Joe! It's more popular than ever."

"I guess at a time like this, radio IS the people's best medium of entertainment . . . eh?"

"You bet, it's also their best news medium. Radio gives it to them constantly and instantly. On the Pacific Coast they're eating the news up. Lots of the war news out here even has LOCAL significance."

"For instance, for three successive days when the Japs were shelling ships off the California Coast, DON LEE was right on hand to bring listeners the first exclusive interviews with the ships' captains immediately after they were brought ashore. Furthermore, DON LEE has the most comprehensive news coverage of any Pacific Coast network."

"I guess that means DON LEE. Aren't they the ONLY network that ALL the listeners on the Coast can hear?"

"That's right, Joe, the mountains out here make long distance reception impossible. DON LEE has a local outlet in each of the 32 important Coast markets. This setup enables DON LEE to be right on the spot when and where things happen."

"DON LEE has the world-wide services of both A.P. and I.N.S. in addition to the regular local newsgathering agencies."

"This DON LEE sure sounds like the best bet on the Pacific Coast."

"It IS the best bet as plenty of advertisers will agree, for DON LEE carries twice as much Pacific Coast business as the other three networks combined."

THOMAS S. LEE, Pres.  LEWIS ALLEN WEISS, Vice-Pres. & Gen. Mgr.
5515 Melrose Ave., Hollywood, Calif.
KSFO Is Denied Plea Against Grant to KPQ

THE FCC at a meeting Tuesday denied the petition of KSFO, San Francisco, protesting the Aug. 22 grant without hearing of a construction permit to KPQ, Wenatchee, to operate on 560 kc. in lieu of 1490 kc. and increase power from 250 to 500 watts night, 1,000 day. On its own motion the FCC modified the KPQ authorization to permit use of 560 kc. with 5,000 watts fulltime, employing a directional antenna day and night to protect KVI, Tacoma, KSFO, and KLZ, Denver, within certain limitations.

The grant was made contingent upon filing with the Commission by KPQ within 60 days of a modification of construction permit. The action was without prejudice to KPQ filing a request for special service authorization to operate on 560 kc. with 1,000 watts day, 500 night, pending construction of the 5,000-watt transmitter and antenna.

Radio Figures Present At Poor Richard Club

RADIO personalities were in prominence at the annual Poor Richard Club banquet Jan. 16 at the Belvue-Stratford Hotel, Philadelphia. Headed by Neville Miller, NAB president, the radio contingent at the speaker's table included Niles Thomas, president, NBC, Ed Kobak, vice-president of Blue Network Co.; William S. Paley, president, CBS; Carl F. Streibelt, president, vice-president of MBS, and E. Dunville, sales manager of WLW, Cincinnati.

The annual Achievement award presentation was also in progress at the annual Achievement Award, which went to Walter M. Dear, president of the American Newspaper Publishers Assn., and Robert W. Clipp, vice-president and general manager of WFIL, Philadelphia, was chairman of the entertainment committee.

Canadian Session

NEVILLE MILLER, president of NAB, will be luncheon guest speaker Feb. 9, at the annual meeting of the Canadian Association of Broadcasters at the Windsor Hotel, Montreal, it was announced by the CBC office at Toronto. Lynn C. Smeby, NAB director of engineering, was address the breakfast meeting Feb. 10, on technical and wartime engineering problems. Donald Gordon, chairman of the Canadian Wartime Prices and Tenancy Board, and wage ceiling czar, or one of his associates will be guest speaker at the Feb. 10 luncheon. Guest speaker at the banquet Feb. 10 is William L. Shrir, CBS commentator.

Renews for 16th Year

SACCH QUALITY FURNITURE, New York, on Jan. 18 will renew the 16th consecutive year of the "Van Review" program on WMCA, New York, which previously was carried on WABC until Aug. 21, 1924, in its original format but with numerous personnel changes. One of the old favorites in the series featured the original "Three Little Sacs", who now are made up of Jack Kershaw, formerly WMCA announcer Don Douglas, supported by Joe Rines Orchester.

**Plans for Use of Television to Teach New York Air Raid Wardens Described**

TELEVISION was described as a factor in training 300,000 New York City air raid wardens by Norman E. Kersta, manager of the television department of NBC, in a talk before the winter convention of the Institute of Radio Engineers at the Hotel Commodore, New York. Plans under way. Mr. Kersta said, would shortly result in the installation of one or more television receivers in police station call rooms in each of the city's air raid zones.

"Preliminary work in acquiring these television receivers for New York City," Mr. Kersta added, "has met with such cooperation from manufacturers of radio equipment that it seems certain that this plan for organizing the training of various defense groups such as the air raid wardens and Red Cross workers, will shortly be realized."

Telecasts by NBC and CBS instructing civilians in approved methods of dealing with incendiary bombs have aroused wide comment in many quarters. Office of Civilian Defense officials in Washington expressed great interest in the experiments, stating that the unique method of instruction should play a substantial part in OCD efforts to get widespread dissemination of civilian defense information.

Officials of the British Press Service also expressed interest in utilization of television in the war effort but stated that British television has been discontinued due to the enemy's use of the frequency waves in the location of key points in London and other large British cities. British efforts in television had made great advances prior to the war, they said.

Enthusiastic response to the NBC and CBS experiments resulted in the setting up of a regular schedule of programs of this type. American Television Society, independent organization, which is attempting to function as a clearing house for government agencies, telecasters and public in the war effort, announced it is proceeding with its plans for establishing "defense units of television.

Public reaction to the NBC showing of "Fighting the Fire Bomb" [BROADCASTING, Dec. 12] relayed to WPTZ, Philadelphia and the initial CBS series on first aid, has been highly favorable, it was stated.

Officials of General Electric Co., Schenectady, which picked up the NBC telecast at its Helderburg Mountain transmitter, also have more of the experiment. Civilian defense officials from the area gathered to watch the demonstration. GE officials said that television receivers placed at key points by simultaneous air raid instruction to every ward in New York State.

To assist in the presentation of more telecasts of this nature, AT&T entered into an agreement with the service of defense officials into a "defense talent pool" whose services are available for any defense telecasts. In addition, the society has also prepared several package video shows which it is offering to Government defense agencies. Norman D. Waters, New York agency head who is president of APS, addressed Will Hays, movie industry czar, to whom he presented an urgent request that the motion picture producers make available for such television programs any of their short films containing suitable educational or patriotic material. NBC, CBS, Allen B. Dunham Labs., and other telecasters have offered air facilities for such programs, Mr. Waters said.

**Shifts at KHJ**

SHIFT in KHJ, Hollywood personnel, has been necessitated by the emergency 24-hour broadcasting schedule, now in effect, according to V.C. Newkirk, program director of Don Lee Broadcasting System, operating that station. Stuart (Shad) Weinman, m.c. of the six-weekly half-hour participating program, Rise & Shine, has been appointed night supervisor. His former duties were taken over by Hal Moan, announcer. Tony LaFaro, announcer, has been made assistant program director, and Robert C. Williams, former program director of KMO, Tacoma, has joined the station as announcer and weekend supervisor. Norman Rogers has been transferred from the news room writing staff to announcing.

**Planters' Newscasts**

**Planters' Nut & Chocolate Co., Wilkes Barre, Pa. (peanut and chocolate products), has purchased five-minute early morning news programs five days weekly on WCCO, Minneapolis; six times weekly on WBBM, Chicago; WXYZ, Detroit; WSPD, Toledo, and WTAR, Norfolk. Agency is Goodkind, Joice & Morgan, Chicago.**
Following the last World War a bronze and marble group was placed in the lobby of the American Telephone and Telegraph Company building in New York. On it are inscribed these words, "Service to the nation in peace and war."

They are more than words. They are the very spirit of the entire Bell System organization. In these stirring days, we pledge ourselves again to the service of the nation . . . so that "Government of the people, by the people, for the people, shall not perish from the earth."

"Service to the nation in peace and war"

BELL TELEPHONE SYSTEM
Reiniger Leaves Post
At REL to Join Army

GUSTAVUS REINIGER, sales engineer of Radio Engineering Labs, FM equipment manufacturer, has been called to active duty as a Lieutenant Colonel, Field Artillery. He is assigned to Fort Bragg.

Col. Reiniger was formerly on the sales staff of NBC, and had handled such programs as Rudy Vallee and Chase & Sanborn. He served as a Major in the Army during the World War, and later was assigned, with rank of Lieutenant Colonel, to the general staff under Gen. Pershing. Before going into radio with NBC he was in the Con-

NBC School Discs

AFTER four years' experimental study on the value of educational recordings as a teaching aid, NBC's public service division has now established a transcription service for American schools and colleges to supplement the effectiveness of NBC's regular public service programs presented during out-of-school hours, and to provide recordings in classrooms at times best suited to each school's individual needs.

PERSONNEL of 115 stations have volunteered 100% cooperation in the Payroll Allotment Plan for the purchase of Defense Bonds and Stamps the Treasury Department announced last week.

Individual plans for payroll deductions have been worked out by stations participating in the drive for bonds and stamps but the essentials of the payroll allotment plan have been retained. In addition to employ purchases many stations have carried programs to promote purchase of bonds among listeners. Typical of stations' efforts was the drive conducted by WXYZ, Detroit, whose Dec. 30 show resulted in pledging by Detroit listeners of $155,835 for Bonds. Taking advantage of the audience built up through the Treasury Hour show, the King-

Trendle assembly was a cast of over 100 for a one-hour musical variety program titled Buy Bond — Tonight! — Right Now! Plugging for bonds was conducted by telephone during the run of the show.

Sale of $75,000 in Bonds and Stamps was reported after the recent Buy a Bond show conducted over WCBW, CBS television outlet, New York. Audience appeals were made by Robert Sparks, of the Treasury, who explained the features of the bonds and stamps.

Presentation of bonuses in the form of bonds and stamps has been widespread among station owners. At KHQ and KGA, Spokane, Louis Waser, owner presented employees with a total of $22,000 in bonds in lieu of the usual Christmas checks.

Dried Fruit Series

CALIFORNIA PRUNE & Apricot Growers Assn., San Jose Cal. (dried fruit), through Long Adv. Service, that city, for the fifth consecutive season in a Southern California campaign has started for 13 weeks sponsoring daily participa-

tion in the combined Sunrise Salvation and Housewives Protective League programs on KNX, Holly-

wood. Other current participating sponsors include Par Soap Co., Oakland, Cal. (granulated soap), through Tomashiske-Elliot, Oak-

land; Pillsbury Flour Mills Co., Minneapolis, through McCann Erickson, Los Angeles; Lindsay Ripe Olive Co., Lindsay, Cal. (bottled olives), through Lord & Thomas, San Francisco; Hecker Products Corp., New York (H-O Oats), through Maxon Inc., New York; Prudence Foods Inc., Bos-

ton (Prudence Jesus), through Chambers & Wiswell, Boston; Bu-

tay Products, Huntington Park, Cal. (water softener and bluing combination), through Glasser Galley & Co., Los Angeles.

IBEW For WCKY

NEGOTIATIONS have been opened with WCKY, Cincinnati, owned and operated by L. B. Wilson Inc., ac-

cording to Howard Hayes, president of Local 1224, IBEW. The Wilson station will be the last of the Cincinnati stations to come under the jurisdiction of the technicians union, contracts having been previously concluded with WLW, WSAI, WLWO, WKRC and WCPO. Russ Remmenga, national business manager of the IBEW, flew from Washington for the preliminary conference. Further meetings have been scheduled for the near future, it is understood.

Hams Put Off Air

COMPLETE and immediate cessation of all amateur radio operations was ordered suddenly last Friday by the FCC at the request of the Defense Communications Board. A Commission order of Dec. 8 sus-

pended amateur activities save for those authorized by DBC upon recommendation of Federal, state, or local officials in connection with defense. While many such requests have been approved, it was stated that "subsequent events and military requirements" resulted in the blanket suspension, with all special authorization granted since Dec. 8 now cancelled.

WINS, New York, starting the sale of defense savings bonds and stamps, Jan. 15 will start a monthly contest among its 31 employees, the winner each month to receive $25. Defense bond fund is expected from WINS on behalf of himself, his family or friends the largest amount of bonds or stamps in proportion to his own salary.
LITTLE WONDER that Herb Ringold, radio timebuyer for Philip Klein Adv. Agency, Philadelphia, has earned the sobriquet, “Radio’s Boy Wonder”. Still at the tender age of 25, Herb already has five years of agency experience under his belt. He landed his first agency job while still a student at Temple U, Philadelphia, writing copy after school hours.

One of his first programs for radio, Songo, an audience participation show for Nevin’s Drug Stores, Philadelphia, heard on WIP, Philadelphia, is said to be holder of a local record for the greatest listener response of any Philadelphia radio show. To play the game, the listener had to go to a Nevin’s store for a card. An average of 100,000 cards were distributed each week. Multiplying each card by a couple of listeners, the wide popularity of the show was most apparent.

For three years, he has been in complete charge of the radio department of the Philip Klein agency. He writes his own radio copy, produces his own program and buys his own time. And in all that time the agency has not lost a single account that has used radio.

Apart from his agency chores, he is teaching a course in Writing for Radio at the Junto School, new adult school started in Philadelphia. Oddly enough, one of the pupils in his class in his high school English teacher.

His hobby is listening to the radio. He claims to play the world’s worst game of golf and the best game of gin rummy, and is ever ready to challenge anybody on either of those two claims.

At present, Herb is unmarried. But not for long, he hints.

GARDEN CITY PUBLISHING Co., New York, has stipulated with the Federal Trade Commission to stop certain representations for various books published by the company, according to a Jan. 11 FTC announcement.
SEVEN KEYS

IN SEVEN YEARS of service to radio stations and their clients—from Portland, Maine, to Portland, Oregon, and from Alaska to the Gulf—NBC Thesaurus has proved over and over again that it is the complete musical program service... Thesaurus provides seven keys to successful programming and sales to sponsors:

THESAURUS "NAMES"
Names such as Allen Roth, Sammy Kaye, Horace Heidt, Carson Robison, Harry Horlick, The Jesters, Golden Gate Quartet, Rosario Bourdon, Richard Leibert, Thomas L. Thomas, John Seagle and the host of others in NBC Thesaurus give you the top-ranking stars sponsors go for!

THESAURUS SCOPE
From swing and sweet, military band, symphonic, cowboy and hill-billy, sacred, concert and novelty selections—from all of these are built balanced, unified musical programs of every variety—with smooth, professional continuity worthy of any sponsor's identification.

THESAURUS RANGE
More than 2500 selections in the basic library... with new releases adding 75 to 80 selections monthly... help the most modest budget blossom into a full and highly-rated static schedule.

THESAURUS ECONOMY
Best of all, these topnotch programs may be made available to sponsors at a cost so low that your prospect will not shy at the dotted line!
TO UNLOCK A SPONSOR'S HEART... (and pocketbook!)

THESAURUS PRODUCTION
Each of the 70 program periods (approximately 25 hours) each week, making up 25 outstanding shows for which weekly continuity is provided, is produced with every facility that modern radio technique affords... by skilled directors who know broadcasting and the needs of the individual station!

THESAURUS SALES HELPS
To help your salesmen sell these features, Thesaurus provides a colorful, dramatic presentation in portfolio form for each of them—a sales manual and a complete publicity kit of photos, mats and news stories!

THESAURUS RECORDING
NBC Orthacoustic—is tops... puts your shows on the air with all the flavor and character of live sound. Evidence: Thesaurus artists are among the top mail-pullers on many stations where they are heard.

Write today for the complete Thesaurus story— including information on rates, availability, presentation and audition samples.

RESULTS LIKE THESE!

THESAURUS RECORDING
ITC, Urthacoustic—puts your shows on the air with all the flavor and character of live sound. Evidence: Thesaurus artists are among the top mail-pullers on many stations where they are heard.

Write today for the complete Thesaurus story— including information on rates, availability, presentation and audition samples.
Freezing Out

THE INEVITABLE is about to happen to radio. Broadcast station assignments are going to be frozen, in effect, as a sequel to the impending ban on radio receiver production so that the entire capacity of the radio manufacturing industry can be diverted to war production.

Pending assignments for the new or improved facilities except where there is a definite need having a war aspect, should not result in deterioration of broadcast service. Nor will the receiving sets production curtailment, and eventual ban, mean that listening will diminish or circulation suffer.

Because broadcasting is a fundamentally essential instrumentality in the wartime economy, it is reasonable to suppose there will be sufficient latitude in whatever regulations are issued to provide replacements, tubes and parts for transmitting as well as the receiving operations. Where additional facilities may be needed in specified areas for war purposes, they also will be provided.

There are today nearly 900 stations licensed or under construction. There are 57,000,000 receiving sets in use. Save for certain remote areas, the nation is saturated with reliable broadcast service. Not all of the outstanding construction permits will be transformed into operating units under the policy be enunciated by the Defense Communications Board in collaboration with the Office of Production Management, it is likely that all new construction, in areas adequately served, will be barred.

Of necessity, the radio manufacturing ban will hurt that billion-dollar industry, just as the automotive and tire embargoes have all but disrupted thousands of dealers in those lines. That is the grim but essential result of all-out war.

New competition goes out the window in the broadcasting field, with the advent of the freezing order. But stations and networks do not yet realize the staggering load they must carry as the war-time operation intensifies. And, as things stand now, the FCC’s myriad social reforms, the Department of Justice anti-trust suits, go forward apace.

For radio to render peak service during the nation’s greatest crisis, it must be released from the shackles and restraints of crusading pacifism campaigns. Now, more than ever, the futility, wastefulness and utter triviality of all these reforms are evident.

The freezing process should go beyond licensing and priorities. It should envelop the whole regulatory field. It should preserve for radio its essential employs so that stations, particularly the smaller remote units, will not be stripped of minimum operating personnel. Government lawyers, engineers and accountants shouldn’t be devoting their energies to far-away chain-monopoly or other visionary and experimental changes when all communications are so vital in the over-all war effort.

It’s no use slowing down any phase of it, no matter how remote from the firing line, with artificial or non-essential diversions?

Forced Listening

JUST ABOUT the most difficult thing to do these days is to convince a Government official that he shouldn’t have his speech carried on all four networks, hooked up universally. This programming development, which had its onset with the national emergency, has reached the proportions of abuse, infringing punishment not only upon stations, but upon listeners as well.

It’s bad radio and bad public relations.

There can be no question that the President of the United States, when he speaks, should reach the ears of all available listeners. Similarly, reports incident to a national emergency should have universal coverage. That’s good radio, because the public automatically is attracted, and stations that do not carry such events are virtually listener-less anyway.

Action of the Red Network Planning and Advisory Committee a few days ago in adopting a resolution disapproving the linking of all networks for other than Presidential or emergency broadcasts, is timely and important. Networks, and their affiliated stations, must maintain independent operation and independent programming if they are to provide maximum service. To schedule every address of an official over all networks would drive a big portion of the audience from their radios, stifle competitive programming, and in some instances provoke ill-will against the very speakers seeking to promote understanding and good-will.

Regimentation of this character should be avoided by the Government, which is interested in maintaining public morale at highest level in the war effort. An overdose of talk, however meritorious the case, will cause, rather than encourage listening. The war effort, via the air, must be consistent with good radio if maximum results are to be gained. Coercive listening, which results from indiscriminate tandem network broadcasts, is certain to boomerang.

The RADIO BOOK SHELF

HOW radio “in the few years since the Nazis’ rise to power, has become the most important single instrument of political warfare that the world has ever known” is told in Radio Goes to War, by Charles J. Kolo, an original staff member of the Princeton U Listening Center [G. P. Putnam’s Sons, New York, $2.75]. Drawing upon his experience in monitoring and analyzing foreign broadcasts, Mr. Kolo traces the functions of radio on World War II’s “fourth front”, going into such matters as Germany’s notorious Lord Haw-Haw, Axis broadcasts to Latin America, America’s “Foreign Legion” of multi-lingual radio announcers and programmers and the “Hundred Million Allies” of democracy—Europe’s army of bootleg listeners who “speak the death penalty to tune in to British and American stations.


‘Overwhelming’

RADIO as a sales-impelling force stands in a class by itself.

Every station and network executive, every salesman knows that!

But it’s encouraging now and then to hear new and unbiased affirmation of the power of the broadcast medium. Such affirmation comes from the Bureau of Business Research at Kent University, Kent, O. The Bureau has just completed a thorough and carefully planned survey of middle class housewives, with Dr. Harry Irwin Wolfe, bureau director, in charge (see story on page 20).

As in all such independent surveys, conducted impartially with absolutely no business or media ties up of any sort, the conclusions are carefully drawn and factually recited in the prosaic language of the economist and statistician.

So it comes as a startling and pleasant surprise to the broadcaster when Dr. Wolfe describes as “overwhelming” the superiority shown by radio over magazines and newspapers as a sales-impelling force. Let Dr. Wolfe’s own words sink in:

This writer feels that the evidence points strongly in the direction of the sales-impelling force of radio. The vote favoring radio over other media is so overwhelming that its power cannot be too strongly emphasized.

Every person interested in the sale of products to the consuming public should make a careful study of the Kent survey. It is a notable contribution to the available knowledge on the subject of salesmanship and advertising.
WHICH way does the Wang Poo River flow, anyway? a asked a handsome young pulp magazine writer of Chinese adventure, holding a letter from a perplexed reader. No one knew, so in the next installment, the Chinese bandits were plying their plundering trade on another river and the Wang Poo was left to flow its way in peace. That young author was Roland Martini, now in charge of radio with Gardner Adv. Agency, New York, whose pulp magazine career, strangely enough, led him into radio.

Just 11 years ago, in 1931, E. F. Hummert, vice-president of Blackett-Sample-Hummert, was looking for someone to write a three-a-week kid detective strip. He called in several known writers in the field, among them, Roland Martini, who, with Chinese bandits long forgotten, was gaining a reputation as a writer of detective thrillers. Roland got the job, and within two weeks was writing six to 15 scripts weekly—on a freelance basis—for three network shows: A radio adaptation of Booth Tarkington's Penrod & Sam for Phillips Milk of Magnesia; Secret Three for Three-Minute Oat Flakes and Inspector Stevens & Son for Chocolate Flavored Cascarets.

Gardner Adv. Agency at this time had several clients whose radio advertising was handled by other agencies, since Gardner had no radio department. In 1932 a merger was effected between Gardner and B-E-B, and, when the agencies separated less than a year later, H. S. Gardner, now chairman of the board of Gardner Adv., asked Roland to join him and form a radio department.

There was an immediate task to be done. Ralston Purina Co., a client of Gardner for more than 30 years, whose radio was being handled by another agency, promised Gardner the radio end if the agency could find good programs for Ralston and Ry-Crisp.

Roland went to work. Within a few weeks both shows were in production. One, Tom Mix & His Ralston Straight Shooters is still a children's favorite. The other, Madam Sylvia, featured a former Hollywood massuese and told the movie used stars used Ry-Crisp to reduce.

In 1938 Roland was made vice-president in charge of radio. That year he started his third network show, Saturday Night Serenade for Pet Milk, which is still on the air in the same spot after six years. It was one of the first big Saturday evening network shows and helped dispel the idea then prevalent that Saturday was not a good evening for listening.

Roland was born in New Haven, Conn., April 1, 1903, entered Yale in 1922, intending to be a journalist. During his college years he worked on the New Haven Evening Register. In 1926 the year he was graduated from Yale, Roland, with a few dollars he had saved, headed for New York to get a job writing. For some time Roland had been sending stories to a certain pulp magazine and he noted that while his stories were not bought, neither were they returned. One day he went over to the magazine's headquarters and was told by a friendly editor that she could not take up her mind about his stories. His stuff was good, she said, but she feared it might be too good for their class of readers. If he would only alter his style to fit the magazine's pattern he would have no trouble. Roland left the office; then suddenly he got the idea that if he was as good as she said, why not try to get a job with the magazine. He rushed back upstairs to the editor—Linda von Kettler—and got the job.

Progress was rapid after that. Roland went through the love-story magazine period, wrote for war-story magazines, passed through the Wang Poo stage to detective stories. In 1929, one of his short stories, written for War Stories, was mentioned for a Pulitizer Prize.

EARL POLLOCK, formerly manager of KDB, Santa Barbara, Cal., has joined staff of Homer Owen Griffin, Hollywood station representatives, as account executive. Firm has been appointed Northern California representative for KFAN, San Francisco.

PAUL J. SEXTON, formerly of HRDO, has joined the New York staff of George H. Ballinger, station representatives.

CHARLES O'MALLEY, formerly of the Chicago sales staff of Walker Co., has been named eastern sales staff of KIIM, Hutchinson, Mo.

TOM LARSON, salesman of WDAY, Fargo, N. D., has been named manager of the agency's Fargo office, former farm and continuity editor of WDAY, then enlisted in the Army Air Force, Tom Barnes will take over Dubbin's farm chores.

ERNEST POPE, author of Machine Pulp, has been named assistant editor of the reports section of the Federal Broadcast Monitoring Service.

GEORGE F. ROOT, owner of WTMJ, Wisconsin, has been appointed by Gov. Saltonstall to the Massachusetts State Tire Relaxation Board.

EVERETTE L. THOMSON, formerly of WMT, Reading, Pa., has joined the local sales staff of WKX, Youngstown, Ohio.

DAN E. JAYNE, manager of WJKL, Battle Creek, Mich., has been named coordinating chairman of the Battle Creek Civilian Defense Committee.

HOWARD L. TULLIS, formerly commercial manager of KDB, Santa Barbara, has joined the sales staff of the station, as of Jan. 1.

HAL SEVILE, general manager of WHAX, Wilkes-Barre, Pa., has resigned and has taken a trip to Florida.

JACK MOHLER of the sales promotion department of WOR, New York, served as the principal research executive for the network during the week Charles J. Rola published last week by G. P. Putnam Sons, New York. Two hundred stories in the book are also based directly on "Uncle Sam, Radio Propagandist" which Mr. Mohler wrote as his senior thesis at Princeton U.

JOHN J. KAROL, CBS market research director, Feb. 8, will give a 12-week lecture series on the broadcasting business in the radio Workshop course of New York U.

Joseph F. Rutherford

JOSEPH FRANKLIN RUTHERFORD, 72, founder of John B. Madison, and head of the Watch Tower Bible & Tract Society, which operates WBBR, Brooklyn, died Jan. 9 at home in San Diego, Calif. Known as Judge Rutherford, he founded the anti-war, anti-Fascist group 25 years ago and in the past seven years had used numerous radio talks through the Watch Tower Society's own stations and also on other stations throughout the country. He is survived by his wife and a son.

Macklin Heads WMAM

JOSEPH MACKIN, former commercial manager, has been named manager of Macklin Heads, Chicago, Wis., replacing M. F. Chapin. Succeeding Mr. Mackin as commercial manager is Harry N. Scott, with a similar position with WIBA, Madison, Wis. Effective Jan. 19 Don Wirth, formerly of WTMJ, Milwaukee, joins the sales staff of WMAM.

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Ladies Next

In PREPARATION against a possible shortage of men announcers and control operators, WCBS, Springfield, Ill., is training women staff members in mike duty and control operation. Jane Abbey, former woman commentator on WCBS has been picked by Manager Jack Heintz as the first student and Louise Etter, station receptionist, is next in line for this instruction.

ERNEST H. TAUR has joined WPTZ, Philo television station in Philadelphia, as business manager.

DAVID EVANS, formerly a freelance announcer in New York, has joined WAAF, Chicago.

JOHN MARX, formerly on the program staff of WGN, Chicago, has been drafted into the Army.

PAUL DEPPESKY, WGN and WJOB, Chicago, continuity writer, has entered the U. S. Naval Academy, Annapolis, for six weeks training as a line officer with naval engineers.

FRANK BURKE, merchandising manager at CKLW, Windsor, Ont., has been appointed publicity director.

MAC C. MATHEWSON, formerly program manager of WGGG, has been appointed KYW, Phoenix traffic manager. Elza Lev, general manager, of Northwestern U. has joined the station as continuity writer.

HARRY KRONMAN, Hollywood radio writer, and Rosella Towne, film actress, were married Jan. 7 in Beverly Hills, Ca.

FRANK HEMINGWAY, announcer of KOIN-KATU, Portland, recently became the father of a girl, his fourth child.


H. D. LYNCH, announcer of CKLW, Detroit-Windsor, recently left for active service with the Canadian Army as a lieutenant. Hal Lawrence, formerly of Hamilton and Toronto, has joined the CKLW announcing staff and will handle the Brown & Williamson newscast in addition to regular announcing duties.

GENE ZACHER, formerly a musical arranger, has been named musical director of WHAM, Rochester, taking over the duties of Charles Stiverson, present program director of WHAM and WMRF, FM station.

AL FITZGERALD, Toronto, has joined the announcing staff of CFCH, North Bay, Ont.

CARL BURF, on leave from the press department of WOR, New York, to serve as a private in the public relations section of the First Army, has been selected for the Signal Corps Officers' Candidate School at Ft. Monmouth, N. J., entering there in March.

IAN WYTHE WILLIAMS, son of the Comentator Wythe Williams, has joined NBC's international division as an announcer in the French section. Mr. Williams is expected in France about the middle of the month.

ERIKINE CHENE, formerly free lance radio and national magazine writer, has joined the continuity staff of WGN, Chicago. He was formerly an announcer at WNTW, West Hartford, Conn.

WMCA FIRST ON NEW YORK'S DIAL

In radio, too, it's Better to be Lower

"Thank your lucky star, skier number one. If you weren't lower you wouldn't be here that pleased look on your face either."

Let's stick to facts. Whenever a radio station loses a chance to go to a lower frequency it goes. Radio engineers know that a lower frequency means a longer wave and a longer wave results in a stronger signal. WMCA has New York's lowest frequency (570) but you can hear its signals on the air near the four network stations. A smart buy! More so today than ever.

WMCA FIRST ON NEW YORK'S DIAL

In radio, too, it's Better to be Lower

"Thank your lucky star, skier number one. If you weren't lower you wouldn't be here that pleased look on your face either."

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BROADCASTING

Meet the LADIES

Lotta Dempsey

FIRST Canadian radio commentator to visit a U.S. military training camp is Lotta Dempsey, who at the War Department's invitation was a guest of the officers at Fort Niagara. She told Canadian Broadcasting Corp. listeners about her visit and how their American neighbors were training. The trip came only after she had demonstrated for the CBC that a woman could be a good commentator while riding a tank, taking a trip on a mine burner or visiting an internment camp—all of which she has done.

Recently she conducted a series of interviews for the CBC with men and women in Canadian war industries. Mrs. Richard A. Fisher, in private life, she was woman's editor of the Edmonton (Alta.) Journal before coming to Eastern Canada. While with the Journal she got her first taste of radio on CJCA, Edmonton.

When she came east, she freelanced for newspapers and magazines, married a Toronto architect who is now with the Royal Canadian Engineers, took a post as assistant editor of a Canadian woman's magazine in Toronto. In addition to her special radio assignments, she does a shift in the CBC news room at Toronto and writes features for the monthly magazine. Her spare time goes toward raising her two-year-old son and two teenage stepsons.

RAY CLARK, newscaster of WOW, Omaha, is the father of an 8-pound girl born Jan. 5.

Vernor Anderson of the audience mail department of KDYL, Spill Lake City, left Jan. 8 to join the Marines.

J. Lloyd Anderson, former announcer of KMOX, St. Louis, now an Army lieutenant, on Dec. 27 married Mary Lucille Ashworth, Dayton.

Chuck Simpson, formerly chief announcer of WDOD, Chattanooga, has joined the announcing staff of WKRN, Youngstown, Ohio.

Paul Ridgely, employe of the House of Representatives, has been named assistant to Robert Menaul, superintendent of the House Radio Gallery.

Sidney B. Tremble, program director of KSAL, Salina, Kan., has resigned to enter the Army.

Joel Chesney, announcer of WATF, Jersey City, recently became the father of a boy, Ronald.

“SPARK” YOUR PROGRAMS
WITH MUSIC OF THE MAGIC
NOVACHORD!

At its piano-like keyboard your staff pianist can create dozens of musical effects that sell.

Brilliant effects of orchestral instruments... both solo and ensemble... are at your command for every program with the wonderfully versatile Hammond Novachord. Whatever the musical requirement may be, your many-voiced Novachord stands ready to solve the problem perfectly. It provides you with colorful fills... distinctive themes and signatures... melodic transitions... or rich, beautiful music that is complete entertainment in itself. Easily played by any pianist... conveniently movable... the Novachord has proved itself a practical, economical investment for radio stations both large and small. Find your nearest Hammond dealer in the classified telephone directory. Let him demonstrate the profit possibilities of the Novachord for your own station. Let him show you how the Novachord makes program music “sparkle.”

Anyone familiar with the piano keyboard can play the Novachord with its brilliant array of instrumental effects, as of:

PIANO • VIOLIN • FLUTE • TROMBONE • CELLO • ENGLISH HORN • BASSOON • GUITAR • HARMONIUM • HARPSCORD • CORNET • BRASS ENSEMBLE • SLEIGH BELLS • CHIMES • TRUMPET • CELESTE • OBOE • SAXOPHONE • BASS VIOL • FRENCH HORN • PICCOLO • BANJO • CLAVICHORD • VIBRAPHONE • MUSIC BOX • STRING ENSEMBLE • HAWAIIAN GUITAR • CLARINET • and MANY MORE

Your fingers touch the piano-like keyboard... and as you turn the Tone Selectors you color your music with effects of orchestral instruments.

HAMMOND NOVACHORD

The NEW idea in music—by the makers of the HAMMOND ORGAN.

USED BY ALL MAJOR NETWORKS AND BY INDEPENDENT STATIONS EVERYWHERE.

Send for your FREE recording of Collins Driggs at the Novachord. There's a full half-hour of thrilling music on its two sides, all Public Domain for your use... any time. Write: Hammond Instrument Co., 2989 N. Western Ave., Chicago.
WTM. E. St. Louis, since the Japanese attack on Pearl Harbor has revamped its announcements of all letters with special emphasis on the "V". Listeners are told, "You are listening to the Home Folks' station in East St. Louis, WTM ... for Victory. Now is the time to insure Victory by buying defense bonds.

WOW, Omaha, has installed a complete set of floodlights, similar to those used for night baseball, at its transmitter site as protection against sabotage.

SECOND SEMESTER of the JUNO, Philadelphia, adult school, beginning Jan. 19, will include two radio courses. Herbert H. Ringold, radio director of Philip Klein Ad Agency, will conduct a course in the practical art of planning, writing and producing radio programs. Donald Martin, production manager of WPFIL, will conduct a course in announcing and acting for radio.

WHH, Pittsfield, Mass., cooperates with the Berkshire County schools by presenting a high school news feature every Saturday. A student from a different school takes a turn at the "mike" each week giving news gathered by student reporters.

ALL EMPLOYEES of WBNZ, Cleveland, N. C., were given Christmas bonus checks of three weeks salary.

KXOK, St. Louis recently gave the 90th presentation of Goodwill Decades, sponsored by Goodwill Industries, non-profit welfare organization, which presented the first program on KXOK's first day of operation in 1936.

KLZ, Denver, recently presented the 25th presentation of Goodwill Decades, sponsored by Goodwill Industries, non-profit welfare organization, which presented the first program on KLZ's first day of operation in 1936.

KICA, Edmonton, Ab., aiding the province's recruiting drive, recently described a parachute jump by members of the RCAP. Announcer Paul Guy and Chief Engineer Gordon Millar, went up in a twin-motored training ship while Announcer Reg Thompson described the jump from the ground. A recruiting talk followed the description.

AS A WAR service, KCLW, Windsor, Ont., has started Sunday evening half-hour broadcasts from a local theatre with the Windsor Federation of Musicians 12-piece philharmonic orchestra and guest artists. Proceeds of these concerts are turned over each week to a different branch of the armed forces.

WGKY, Charleston, W. Va., formerly in the West Virginia Network Bldg., has moved to the top floor of the Empire Bldg., Charleston, where new studios, offices and additional facilities for news have been set up.

WSAI, Cincinnati, has added 13 newscasts each week. Titled "Voice of the Empire," the series features Robert Bentley, recently named radio editor of the Cincinnati Enquirer newspaper. Sat. and Sun. editions. Newscasts are heard seven days weekly.

SIXTEEN YEARS of intercollegiate sports broadcasting on the Pacific coast by Tide Water Associated Oil Co., were recognized when the company was given the Helms Athletic Foundation Award for noteworthy contribution to athletics. W. A. Reanier (left) domestic sales manager of the Associated Division beams approval as do Harold R. Deal, manager of advertising and sales promotion.

FRANKLIN M. Doolittle, general manager of WDBR, Hartford, has been named by the National Defense Committee of the NAB to represent Connecticut's 11 stations in the cooperative education-radio move to train radio technicians and operators. Dean J. L. Lame, department of engineering, of Connecticut, has been named to represent the State's universities and colleges. Special committees will be set up to consider applications and instructors will be provided by the engineering staffs of stations and for radio departments of the State's educational institutions.

WLW, Cincinnati, through its agricultural department is cooperating with universities in a four-state area by broadcasting previews of farm and home celebrations scheduled by these schools during a six-week period. First program on Jan. 7 was from Purdue U. Others to come are Ohio State, Jan. 17; Kansas U., Jan. 20; and the Agricultural College of West Virginia, Jan. 30.

LIFE of Winston Churchill, imperial leader, is being presented over KROI, El Paso, sponsored by the El Paso Electric Co. while Announcer Reg Thompson described the leap from the ground. A recruiting talk followed the description.

KIVL, Salt Lake City, has taken additional office space in the Tribune Telegram Bldg., Salt Lake City, to house its own control room and private offices of S. S. Fox, president and general manager. Station also occupies the sixth floor.

NEW enlarged studio and auxiliary control room have been completed by WMW, Atlanta. The studio seats 160 and is designed primarily for the Quiz of Two Cities.

KPHH, Great Falls, Mont., on Jan. 3 concluded an eight-hour program for the American Red Cross, from 7 p.m. to 3 a.m., during which $12,000 was raised in Red Cross pledges.

KGO, San Francisco, presented Christmas bonus checks, representing one week's salary to every member of the staff.
Auto Dealers Promote Service in Radio Drive DESPITE inability to get new cars because of Government restrictions, Ford Dealers Advertising Fund of Southern California, Los Angeles, through McCann-Erickson, that city, has been renewed for 15 weeks, effective Feb. 2, the six-weekly quarter-hour late evening newscast, Bob Gurled Reporting, to KNX, Hollywood. Spending around $1,000 weekly for station time and talent, dealers will concentrate on auto service in its radio advertising campaign.

Organization has been sponsoring the 10 p.m. news period since May 10, 1941, having started as a twice-weekly basis with gradual increase to its present six-weekly schedule. Richfield Oil Co., Los Angeles, sponsors the six-weekly quarter-hour Richfield Reporter at a similar time on NBC-Pacific Coast stations, with release in the Los Angeles area over KFI. News listening at 10 p.m. in Southern California has increased from 22.5 to 28.8 within two weeks following declaration of war, according to a coincidental survey made by Jessie L. Moftet, Los Angeles representative of Crosley Inc.

Peggy Cave to KSD

PEGGY CAVE, St. Louis radio commentator and fashion writer, has joined KSD, that city, as director of women’s activities, George M. Burbach, general manager of the station, announced recently. Miss Cave will be in charge of all women’s contacts and will handle women’s programs and interviews.

Tacoma Hookup

FOR SIMULTANEOUS release of programs geared to morale building, defense precaution information and other matters of civilian nature, a three-station network, giving blanket coverage on short notice of the Tacoma area, has been organized by KMO, KVI and KTBi officials. Besides that special hookup, stations are also units of the Victory Network composed of all Washington stations releasing the Sunday program originated by the State Defense Council.

JOHN GAMBLING, veteran WOR, New York, early morning announcer and m.e. who has conducted Gambling’s Musical Clock for over 17 years, on Jan. 11 started a new Monday-Thursday-Saturday show, 3-4:30 p.m., titled Reckless With Gambling. Semi-classical records, amusing chatter, and jokes of ancient vintage are featured.

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In an advertising tie-up effected by Paramount Pictures, Inc., with Bowery Inc. (Dari-Rich chocolate milk drink), starting Feb. 14 for four weeks, the Cecil B. DeMille production, "Reap the Wild Wind," will receive extensive free plugs on the weekly half-hour program, "Star Over Hollywood," sponsored by the latter firm on 45 CBS stations, Saturday, 12:30-1 p.m. (EST). Aided by the talents of DeMille directing Ray Milland, John Wayne and Paulette Goddard in a "Reap the Wild Wind" scene will be shown program listeners upon sending in 10 cents and a bottle top. Ties-ins have also been made on all newspaper and magazine advertising, street car signs in 32 cities, posters and bottleneck hangs as well as local dealer displays from coast-to-coast. Paramount plans an extensive independent exploitation campaign, including radio along with other media.

Skis Maps

KLZ, Denver, cooperating with the Colorado Winter Sports Committee, is offering listeners a free folding skis map of the state showing ski areas; also instructions on facilities in each locality. Prize actions shots taken at lead sponsors, KLZ, on behalf of Baird Whittaker Insurance Agency, has mailed special letters to ski visitors in Colorado and Colorado residents advising them of the insurance company's broadcasts dealing with policies designed to pay funeral expenses.

Preview Stunt

KDYL, Salt Lake City, invited all salesmen, executives and other interested parties of the Sweet Candy Co. of Salt Lake City, sponsors of the "Superman" program on the station, to its studios recently for a special preview. A disc made by KDYL announcers was a feature of the preview. It described in detail the entire merchandising set-up for the program, together with suggestions on sales campaign. KDYL further advertises this show in its local newspaper.

Grand Forks Affiliation

AFFILIATION of KILO, Grand Forks, N. D., with MBS, Jan. 4, was observed by a special tabloid section of the local newspaper, The Grand Forks Herald, which gave news of Mutual features on KILO and included tributes by local advertisers.

How to Bring Home the Bacon

For 15 years WWNC has done a real job of "bringing home the sales." Located in a good, moderate-size market, WWNC sometimes does sales far in excess of what those who - don't know - this great station might expect. Why? - WWNC does a top-notch job of promoting its advertiser that results in much plus business!

Get Results! - Use ....

KWY Uses Space

In A SERIES of newspaper advertisements, KWY, Philadelphia, is renewing the public that Uncle Sam, when he gives out the facts, deals in "facts not fantasies." The station calls upon all citizens to believe what they read in American newspapers or hear on American stations and discount all rumors.

Entitled, "You Government Will Give You a Chance," the advertisement was written by Harold Couter, KWY sales promotion manager, and is being run in all Philadelphia newspapers with full approval of Byron Price, Federal Director of Censorship. The station reminds readers that KWY's newsroom, has five United Press wires, one Associated Press and one Reuter's wire.

Stamps for Scrap Iron

TO ASSIST in the nationwide campaign sponsored by the Department of Agriculture Defense Board drive for scrap iron, WHO, Des Moines, has announced it will give defense bond stamps to the first Iowa farm boy and girls assisting in the drive. Directed by Herb Plambeck and Mai Hansen, WHO farm news editors, the contest offers a $26 defense bond plus an expense paid trip to Des Moines for the boy or girl who sells the greatest number of pounds of scrap iron during the campaign which starts Jan. 15.

Other awards of defense stamps will be made.

Affiliation Plugged

NEWSPAPER space reaching into every home and community in the Bay Area has been placed by KQW, San Francisco, announcing its affiliation with CBS. Three fullpage and three quarter-page were scheduled to run in 25 papers during the first week of January. Window cards in radio dealers windows and full-page bulletin is being used to supplement the newspaper campaign.

Defense Service

IN RECOGNITION of the outstanding civilian service of the week in national defense, John A. Beilly, manager of KQW, Phoenix, has started a citation program during which the event or occurrence is dramatized, with the award being made.

You see, WDFD Flint Michigan is my wife's favorite station.
### RCA Restores Traffic To Philippine Islands

**DIRECT** commercial radiotelegraph communication between the U.S. and the Philippines, broken since the Army demolished all radio and cable installations at Manila Dec. 8 [BROADCASTING, Jan. 5], was reestablished Jan. 9 by RCA with the opening of a circuit between San Francisco and Cebu on the island of that name, lying about half way between Manila and Davao, in Mindanao.

RCA stated that message traffic to and from Visayas and Mindanao—also in the Philippine Archipelago—may be handled through Cebu facilities. The Philippines Bureau of Posts operates an inter-island cable system and it is believed that the links between Cebu and the other two islands may still be open. RCAC officials Jan. 8 requested permission of the FCC to make the effort. Prior to Dec. 31, all radio circuits, for both telephone and telegraph, between the U.S. and the Philippines had Manila as their western terminal.

### Operators Needed

**Signal Corps Makes Appeal**

To All Amateurs

IN A RADIO address originating over WMAL, Washington, and fed to NBC-Blue, Col. O. K. Sadler, Chief of Army Communications Branch in the Signal Corps, pointing out the importance of radio communication in the war effort, made an appeal for radio operators in the Air Corps, Infantry, Field Artillery, Coast Artillery and especially in the Signal Corps.

Col. Sadler stated that members of the Army Amateur Radio System are especially needed. Amateurs who are ineligible for active military duty are also desired to serve in a civilian capacity under Civil Service.

W2XW, New York, widening the scope of its special feature broadcasts, has installed wires into WOR and the Mutual network to permit fuller coverage of all nationally important public service events.

### New DuMont CP

ALLEN B. DUMONT LABS, has been granted a construction permit for a commercial television station, following about six months of experimental operation as W2XW. Transmitter, located in midtown New York, is already completely installed and operating, except for the permanent antenna which has not yet been delivered although promised for Aug. 1, 1941. Test programs have been telecast one or two evenings weekly. In addition to experimentation with television technical problems in a temporary antenna and these will continue until the permanent antenna can be installed, at which time the station will join those of NBC and CBS in supplying a minimum of 15 hours weekly programs for set owners in the metropolitan area.

WALKEr Co. has been named exclusive national representative of KKL, Portland, Ore. Station operates with 10,000 watts power on 750 kc.

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**MARKET GUIDE TO OHIO**

If you want to know Ohio's reaction to your advertising campaign, test it on the Buckeye State's pace-setting community radio station—WLOK in Lima. A city of 44,711 population, Lima is diversified in industry. It has its quota of thriving businesses and manufacturers, small and large. It's a typical Ohio Market. WLOK, Lima's radio station, is heard and respected in 126,685 radio-equipped homes. Try your campaign in Ohio's Test Market No. 1.

**Drive for New Ale**

TERRE HAUTE BREWING Co., Terre Haute, Ind., has introduced a new product, '75 Ale, and is using a schedule of spot announcements in four markets, Atlanta, and Augusta, Ga.; Jackson, Mich.; Decatur, Ill. Original plans included distribution in midwestern markets by way of Atlanta, back to Polynesia Adv., Terre Haute, is agency.
WKBW goes to 50,000 watts blanketing 11 states and 12 million people.

NEW TRANSMITTER PLANT

WKBW 1520 K.C.
BUFFALO'S 50,000 WATT COLUMBIA NETWORK STATION

BUFFALO COLUMBIA NETWORK STATION

BUFFALO COLUMBIA NETWORK STATION

The BIG NEWS in BUFFALO

Tom Lewis, Hollywood manager of Young & Rubicam, has been elected to vice-president in charge of radio production and will continue to be headquartered on the West Coast. He has been with that agency five years and took over Hollywood operation last fall when Joe Stanter resigned to join Karel & Krehm, New York, as radio director.

S.R. Clawson, executive of Ideas Associated, Glendale, Cal., agency, has resigned to become a ground school instructor at Airdrome, Fla. Ralph W. Hults has joined the agency as production and art director, taking over many duties formerly handled by Clawson.

Richard E. Cukishnak, production manager of Albert Frank-Grenier Ltd, San Francisco, on Jan. 12 went on active duty with the Navy.

William Dat, formerly in charge of creative planning of J. Walter Thompson Co., New York, has joined General Electric Broadcast head of the creative planning board.

Dorothy A. Freeman, formerly in the production department of Lord & Thomas, Los Angeles, has joined the West Marquis, that city, as production manager. John la Buona has joined the agency as account executive, having been with Edwin Wasy & Co., Los Angeles, in a similar capacity.

Tony Stanford, Hollywood producer of Russo-M. Seeds Co. on the weekly NBC Red Skelton & Co., sponsored by Brown & Williamson Tobacco, has been granted release effective the end of January. He returns to J. Walter Thompson Co., that city, and produces of the weekly NBC Cheese & Savba Show, sponsored by Standard Brands Inc. (coffee). Harlow Hall now producing the coffee program, has been shifted to the NBC Three Ring Time, sponsored by P. Kallatine & Sons (beer, ale).

Roderick Mays Adv., new Los Angeles agency specializing in radio, has been established at 311 W. Seventh St., by Rod Mays, formerly CBS Hollywood writer-producer-announcer. Telephone is Passer 6642. Accounts include Ritter Bros., Los Angeles (house furnishings), currently sponsoring the three-weekly quarter-hour Background for Living on KNX, Hollywood, and nightly spot announcements on KFIL, that city.

FORMAL PRESENTATION of the WBS transcription Cavalcade of America, NBC-Red program sponsored by Du Pont, takes place in the office of Dr. James Rowland Angell, NBC educational councilor, as Mrs. Paul Rittenhouse, national director of the Girl Scouts, receives one of the discs for her organization. Watching are two Girl Scouts and Margaret Cutler, NBC director of women's and children's programs (right). The series has been made available to the Scouts for broadcast on local stations throughout the country by local GS councils.

Borton Outlines Power Of Advertising in War

Speaking at a luncheon of the Advertising Club, Boston, Elton G. Borton, Chicago, chairman of the Board of the Advertising Federation of America, stated that the U. S. has the machinery with which to put into operation, “the most stupendous dissemination of propaganda ever known, if that is what you would call the dissemination of propaganda.”

Claiming U. S. advertisers to be the masters of publicity and sales long before the German Propaganda Ministry came into being, Mr. Borton said that when his organization held its international convention in Berlin in 1929 at the urging of the German “they naively said . . . they wanted to learn from our master salesmen-in-print how to use advertising and publicity more effectively.”

Mr. Borton went on to claim that with our radio, newspapers, periodicals and understanding of the technique and psychology of mass sales through advertising and promotion the propaganda equipment of the U. S. is in every way equivalent to the capacity of U. S. industrial plants that are producing war materials.

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

WFUJ

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

Headley-Reed Co.
National Representatives
CLAIMED the first of its kind on the West Coast, Women's Place, a show devoted to informing women of how they can aid in the war effort, has been started by KGW-KEX, Portland. Conducted by Peggy Williams and Vere Kneeland, the 15-minute show's format is divided in three five-minute periods—news of women in defense, in the home and in the news—and the program acts as a clearing house for questions of women wishing to know how they can be of help.

Bond Buyers Saluted

PATRIOTISM AMONG FOREIGN language groups is getting a boost in six languages on WBNX, Chicago, in a new weekly program series «Defense Bond Honor Roll». The program consists of a quarter-hour salute to the tune of American march music, honoring national foreign language or organizations that made substantial purchases of Defense Bonds the previous week. The language groups include Polish, Italian, German, Bohemian, Jewish and Swedish.

Defense Interests

WORKING in the store of Sibley, Lindsay & Curr Co., Rochester, Old Man Sunshine, Uncle Bob Pierce of WHAM, Rochester, tells human interest stories associated with the sale of Defense Bonds and Stamps. Listeners are urged to save stamps and telephone operators of the department store take pledges that are later read over the air. Program is heard Monday through Friday, 4 p.m.

Opera for Red Cross

CONTINUOUS OPERA daily, 11:15-11:45 a.m., has been started by the Lido Belli Radio Production Co., directing Italian language programs for WBNX, New York. Program is dedicated to the Red Cross and collections for the organization will be carried on for the 30-day show. Show is a contribution of the Lido Belli company.

Steele Show

NEW all-variety program titled Ted Steele Show, made its debut Jan. 10 as a Blue sustainer. Steele is m.c., music is supplied by Paul Laval and his orchestra and the Five Marshalls. In addition, two or three guest artists are featured on each program.

Joining In

GOING direct to the local recruiting station, WSIX, Nashville, has started a new feature, America Answers, built around interviews with applicants for enlistment in the armed forces of the United States.

Research in Industry

INTERVIEWS, dramatizing activities in industrial research, has been started by KDKA, Pittsburgh. Titled, «Adventures in Research», the program features an interview with a leading engineer or scientist from the Westinghouse Research Labs. while on the job by means of transcription. First interview presented R. E. Peterson, manager of the Mechanics Division of WRL, and future programs will present Dr. E. Bruce Ashcraft, developer of the «Tom Thumb» Tools, Dr. Gilbert D. McCann, lighting expert and others.

Citizens in Defense

FEATURING national defense announcements and civilian defense committee information, a five-week quarter-hour public service program, You & Uncle Sam Inc., has been started on KOL, Phoenix. Emphasizing the part citizens play in national defense, the series gives blackout and other emergency information as well as information for enrollment in volunteer work.

Intimate Problems

PROBLEMS of the listener pertaining to heart and home are answered during the new program Listen to Reason conducted three times weekly by Bob Renson on KROW, Oakland, Cal.

Own 'Treasury Hour'

NEW ENGLAND now has its own 'Treasury Hour'. WBNZ-WBZA, Boston-Springfield in cooperation with the Hotel Statler, Boston, devote a half-hour each Saturday night to a campaign urging purchase of defense bonds and stamps. Show, titled Remember Pearl Harbor, features the Leighton Noble orchestra and guests stars. First program Jan. 10 brought $12,000 in pledges.

At the Mission

FIRST HEARD on the air ten years ago on WMCA, New York, the well-known Chinatown Mission in New York is back on WMCA with a series of Sunday afternoon programs under the direction of Howard Wade Kimsey. The programs include music, sermons, and interviews with the homeless men seeking shelter at the famous "Rescue Society".

Weather School

BECAUSE of governmental ban on weather forecasts, the Dinnerbell program of WLS, Chicago, has substituted a new "weather school" during the usual time for the noonday forecast for Midwest farmers. Harry Geise, WLS staff meteorologist, gives a two-minute talk daily on interpreting cloud formation and wind direction to predict weather.

In Kansas City, KCMO is the "buy."

KCMO has the audience—a big audience that's getting bigger and bigger. And, now you can buy this basic blue station at no increase in rates. Wire or write about available time and KCMO's merchandising service.

John E. Pearson Representative

Basic Blue Network Affiliate

In the Intermountain Market people prefer the lively Showmanship of KDPY

The POPULAR Station

In Dedication of John Blue & Co.

In Kansas City, KCMO is the "buy."

In the Intermountain Market people prefer the lively Showmanship of KDPY

The POPULAR Station

In Dedication of John Blue & Co.
The Business of Broadcasting

Station Accounts

- transcriptions
- spot announcements
- transcription announcements

Wis, Columbia, S. C.
Lehn & Fink Products Corp., New York (Hinds Cream), 10 a week, thru William & Co., N. Y.
Proctor & Gamble Co., Cincinnati (Duz), 8 a week, thru Compton Adv., N. Y.
Mastrole Co., New York, 5 a week, thru Young & Rubicam, N. Y.
General Foods Co., New York (Grape-nuts), 3 a week, thru Young & Rubicam, N. Y.
Carnation Co., New York, 2 a week, thru Erwin, Wasey & Co., N. Y.
Miller Labs, Elkhart, Ind. (Alka-Seltzer), 4 a week, thru Wade Adv. Agency, N. Y.
Kinner Mfg. Co., Omaha (ralabsin), 6 a week, thru Miller, Breese & Co., Kansas City.
Bebeetle Packing Co., Canandaigua, N. Y., 1 a week, thru News-Emmett Co., N. Y.
California Fruit Growers Exchange, Los Angeles, 6 a week, thru Lord & Thomas, Los Angeles.
American Chic Co., 17 a week and 12 a week, thru Badger Edwards, baking heresy Co., N. Y.
Standard Oil Co. of New Jersey, New York, 26 a week, thru Marschall & Pratt, N. Y.
American Home Products, Chicago (Ansa-

Dodd Medicine Co., 257 a, thru All-Canada Radio Facilities, Toronto.
National Drug & Chemical (CBQ Bronco 200), Chicago (Squishy), 35 a thru Cookfield, Brown & Co., Mont-
West Canada Flour Mills (Pioneer Foods), 101 a thru A. McKim, Ltd., Montreal.
Canada Dairy, New York, 4 (April), 5 a week, thru Spot Broadcasting, N. Y.
Department of National Defence (Salvage campaign), 72 a thru T. C. Smith & Co., Ltd., Toronto.
Swift Canadian Co., Toronto (concentrates).
Standard Brands, Montreal (Magic Baking Powder), 2 a daily, thru J. Walter Thompson Montreal.
Standard Brands, Montreal (Fleischman's Yeast), 3 a daily, thru J. Walter Thompson Montreal.
Thos. J. Lipton Ltd., Toronto (tea), 255 a thru V. & E Benson, Toronto.
Thos. J. Lipton Ltd., Toronto (soups), 245 a thru V. & E Benson, Toronto.

WDRC, Hartford
La Touraine Coffee Co., Boston, 4 a weekly, 12 weeks, thru Ingham-McDonald, Boston.
Blue Marketers, New York (gas & oil), 30 a weekly, 52 weeks, thru Marschall & Pratt.
Boo Clothing Co., New York (men's clothing), 1 a weekly, 52 weeks, thru Nett-Rogov, N. Y.
KMPC, Beverly Hills, Cal.
Sunway Vitamin Co., Chicago (vitamin tablets), 3 a weekly, thru Sorenson & Sons, Inc., O. Y.

Wday, Fargo, N. D.
Lincoln Flying School, Lincoln, Neb. (in-

Kfcc, San Francisco
Quaker Oats Co., Chicago, (Farm Jems), 2 a thru Sher-

American Cigarette & Cigar Co., New York (Fruit Roll), 50 a thru Franklin Adv. Corp., N. Y.
American Tobacco Co., New York (Hind's Cream), 25 a thru Blankett-Sample-Hummert, N. Y.
Adams, N. Y.
Vic Chemical Co., N. Y., (Vatolin), 50 a thru Franklin Adv. Corp., N. Y.
Olsen Drug Co., Chicago (Olsen rugs), 50 a thru Franklin Adv. Corp., N. Y.
American Furniture World, Chicago (poul-

Kbkb, Sacramento, Cal.
Grateful Goddess, New York (Postum), 15 a weekly, thru Benton & Friers, N. Y.
Corinna Co., Chicago (Chocolates), 5 a thru Franklin Adv. Corp., N. Y.
Block Drug Co., Jersey City (Gold medal pills), 260 a thru Franklin Adv. Corp., N. Y.
Tavniclc Co., Wilmington (Bayer Sane-

Kwmg, Ft. Worth-Dallas
Greystone Bldgs., Dallas (service) 6 a thru Beaumont & Hohman, Dallas.
Gray Gum Co., Garment Co., Wichita Falls (work shoes), 156 a thru Tracy-Locke-Daven, Dallas.
beluva Watch Co., New York, (time-

WMex, Boston
Ward Baking Co., New York (Time-Trento-

Who, Des Moines
Omar Inc., Omaha (four), 16 a thru Hays MacFarland & Co., Chicago.

Krow, Oakland, Calif.
B. W. Holmes Co., Hoboken, N. J. (Crom-

Kdyl, Salt Lake City
Beef Packing Co., Canandaigua, N. Y., 52 a thru Newell-Emmett Co., N. Y.

Second CBC Net Has 3 Sponsors

THE BUSINESS OF BROADCASTING

LONE OCCUPANT of the Canadian Broadcasting Corp.'s second national network, started last sum-

Zeefer for Kremi
R. B. Semeier Co., N. Y. (Kremi hair tonic), has signed with WLW, Cincinnati, for three 15-minute shows weekly for 52 weeks featuring George Zeefer, author, lec-

Kramer Heads WGK
Worth Kramer, formerly program director of WGBR, Cleve-

War Sponsors
The WR is has a definite ef-

Kirkman & Son, New York (soap), will use the name of its radio program, Queen of Jazz, on its new WQW, New York, as a slogan on its letters, inter-

Page 42 • January 19, 1942

Broadcast Advertising

Logo
MUSTEROLE Co., Cleveland (proprietary), on Jan. 12 became the first participating sponsor five times weekly on Rumbling With Gambling, new Monday-through-Thursday and Saturday program which started on WOR, New York on that date. Series, made up of recordings, chatter and comedy, is aired 3:45-4 p.m. Agency is Erwin, Wesley & Co., New York.

WITH the addition last week of three new participating sponsors, Dear Image, Monday through Saturday 9-9:15 a.m. program on WOR, New York now has a total of 13. Additions include: R. B. Davis & Co., Hoboken, N. J. (Coocmant), through Murray Breeze & Assoc., New York; O. & C. Potato Sticks, New York, through Fuller, Smith & Ross, New York, and Joseph Burnett Co., Boston, through H. B. Humphrey Co., that city.

WM. STONE SONS, Ingersoll, Ont. (fertilizer), has started Big National Horn Dance eight times weekly on four Ontario stations. Account was placed by Ardell Adv. Agency, Oakville, Ont.

SONTAG DRUG STORES, Los Angeles (25-cent victory sale which ends Jan. 24, is using from four to ten fire-transcribed, one-minute announcements daily on 9 Southern California stations. List includes KFWB KFCA FBOM HYB KGFJ KIEY KFOX KYOE KFMM. Agency is Milton Weinberg Adv. Co., Los Angeles.

DR. A. W. CHASE MEDICINE Co., Oakville, Ont., is scheduled to start a spot announcement campaign on 34 Canadian stations. Account is handled by Ardell Adv. Agency, Oakville, Ont.

TUCKETT TOBACCO Co., Hamilton, Ont. (Wing cigarettes, tobacco), has started daily flash announcements on 11 western Canadian stations. Account was placed by MacLaren Adv. Co., Toronto.

RETURNING to WBBZ-WBQA, Boston-Springfield, is Keep Guessing, quiz show, which is heard Sundays at 6 p.m. with Fred R. Cole again asquizmaster. Program awards cash prizes to both studio contest and radio listeners. Keep Guessing replaces Barrel of Fun and is sponsored by the Andy Boy Vegetable Products Co.

AGNEW S U R P A S S SHOE STORES, Bradfords, Ont. (chain stores), has started weekly half-hour transcribed program Port of Call on CJYK Kirkland Lake, Ont., and CKGB Timmins, Ont. Account was placed direct.

BARNEY'S, New York (clothing), to prevent possible confusion during the emergency has modified its "Chilling All Men" slogan which for the past eight years has been used a total of 200,000 times on up to 30 stations in the New York area. A new version has set the slogan to a musical theme, using the familiar four-note musical auto horn. Emil Mogul Co., New York, handles the account.

FLYINGCADET TRAINING CORP., Los Angeles (ground training school), a division of Aro Industries Technical Institute, that city, is a test campaign, is sponsoring five-weekly participation in Time & Shine on KHJ, Hollywood, with daily spot announcements on KIEY, Glendale. If test is successful, radio schedule will be expanded to include stations nationally, according to John R. West, executive of West-Marquis, Los Angeles agency.

CANADIAN CHEWING GUM SALES, Toronto, has renewed daily spot announcements on 10 Canadian stations. Account was placed by Heiser Adv. Agency, Toronto.

CALIFORNIA PACKING Co., San Francisco (food products), on Jan. 12 started William Winter, News Analyst, five times weekly on 14 C.B.S. stations in the West. Agency is McCann-Erickson, San Francisco.

CHR. HANSEN CANADIAN LAB., Toronto (Junket), on Jan. 12 added CHNS, Halfax; CHSJ, St. John, N. B.; CKTR St. Catharines, Ont.; to a three-weekly transcribed spot announcement campaign which now totals 35 stations. Account was placed by A. McKinn Ltd., Toronto.

NATIONAL DRUG Co., Montreal (gin pills), has started a spot announcement campaign on a number of Canadian stations. Account was placed by A. McKinn Ltd., Montreal.

When you use WMAQ

Yes, sir, you have the attention of these 32 important trading centers in addition to Chicago when you use WMAQ.

A recent survey showed that people in the above-mentioned points listen more to WMAQ than to any other Chicago station.

If you would like to know what these 32 trading centers outside of Chicago covered by WMAQ mean to you—just call or write and the information will be sent promptly.

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WMAQ—Chicago—Superior 8300

Represented Nationally by the NBC Spot Offices in

New York Chicago Cleveland Boston

Washington San Francisco

Denver

Hollywood
UP IN THE AIR ABOUT KITE (Ky.)?

If you're all confused about the sales possibilities in Kite (Ky.), and all the other little towns in this State, just remember this one important, down-to-earth fact: The Louisville Trading Area makes 17.6% more retail purchases than the rest of Kentucky combined! And don't forget that, with WAVE, it costs less to cover the whole area than with any other medium! Use WAVE, and watch your sales soar higher than a kite!

THE WAR CODE

SENSITIVE IS NOT IN FULL CONTROL OF THE PROGRAM.

III. FOREIGN LANGUAGE PROGRAMS

It is requested that full transcriptions, either written or recorded, be kept of all foreign language programs; it is suggested that broadcasters take all necessary precautions to prevent deviation from script by foreign language announcers and performers. "Foreign language" is here taken to mean any language other than English.

MISCELLANEOUS

From time to time, the Office of Censorship may find it necessary to issue further communications, which will either interpret certain existing requests, amend or delete them, establish new ones or cover special emergency conditions.

These communications will be addressed to managers of radio stations and will be preferential handling and it is therefore advisable that certain alternate executives be appointed to execute them in the absence of the regularly constituted authority. All such communications will be coded in numerical order, i.e.: R-1; R-2; R-3; etc. Stations are advised to keep them in careful filing order.

The American broadcasting industries will put the use of good common sense. Too frequently radio in general, and instead of the individual officer in Illinois for even the most minor dereliction. It is doubly wasteful if it should not be used; submit it to the Office of Censorship for review. Free speech will not suffer during this emergency period beyond the absolute precautions which are necessary to the protection of a culture which makes our radio freest in the world.

Announcers are asked merely to exercise restraint in the handling of news that might be damaging, for the Army behind the Army represents a great force in the war effort. Radio is advised to steer clear of dramatic prose which attempts to portray the horrors of combat; to avoid sound effects which might be mistaken for radio slamming. Radio is one of the greatest of the central officers between the fighting front and the people. Its voice will speak the news first. It should speak wisely and calmly. In short, radio is endowed with a rich opportunity to keep American war-torn and interested, and that opportunity should be pursued with vigor.

THE OFFICE OF CENSORSHIP.

BYRON PRICE, Director.

DURING BLACKOUTS in the Dallas-Fort Worth area Jan. 19 under the direction of the Army, stations of the twin cities plans cover the event from both land and air. All stations are to be fed the same program through the main control of WPAA in Dallas. Here is the group of representatives of five stations who are coordinating the activities. Clockwise, they are Hal Thompson, director of special events, WPAA, Dallas; Dale Drake, WRR, Dallas; Russ Lab, KPJJ, Fort Worth; Charles Meade, Texas State Network; John Hicks, KGKO, Fort Worth-Dallas; Roy Flynn, KRLD, Dallas; Charles Jordan, WRR, Dallas; Clyde Rembert, KRLD, Dallas; Ken McClure, WBAP, Fort Worth, and J. W. Crocker, KRLD, Dallas.

FEDERAL BUREAUS ON CENSOR BOARD

APPOINTMENT of 16 representatives of Government departments and agencies in the Censorship Operating Board, which will utilize the specialized activities of the Governmental divisions represented, was announced Jan. 11 by Byron Price, Director of Censorship.

Those appointed were: State Department, Michael J. McDermott, chief of division of current information; Attorney General's Department, Philip W. Heyl, assistant secretary; Department of Commerce, Norman Baxter, assistant to the secretary; Board of Economic Warfare, Allen Peyser, consultant; Board of Governors of the Federal Reserve System, Ernest G. Draper, board member; FCC, E. K. Jett, chief engineer; Federal Loan Agency, W. C. Costello, assistant to the Federal Administrator; Library of Congress, Luther H. Evans, chief assistant librarian; Maritime Commission, Mark O'Dea, director of maritime promotion and information; Office of Coordinator of Inter-American Affairs, Francis A. Jamieson, chief of press division; Office of Government Reports, Lowell Mellett, director.

II. PROFESSIONAL ACTIVITIES

AMERICAN ASSOCIATION OF BUSINESS ADMINISTRATION will hold its annual meeting Feb. 21-23, 1941, at the Hotel Roosevelt, New York City.

THE BROADCASTING: A PROFESSIONAL JOURNAL will hold its annual convention Feb. 27-28, 1941, at the Park Central Hotel, New York City.

WMCA Makes Shifts As Army Reduces Staff DONALD S. SHAW, general manager of WMCA, New York, announced last week a number of staff promotions and changes at the station because of Army induction orders or resignations. Alan Williams, staff announcer, has been promoted to night program manager; Bob Bach, director of WMCA's Program Planning program, becomes director of recorded music, replacing Paul Scheiner who has been inducted into the Army Air Corps. Bob White of the music department was inducted last week.

New MBS Affiliates

WJZM, Clarksville, Tenn., has become WCMP's 156th affiliate. Operating on 1400 kc with 250 watts, WJZM is owned by W. D. Hudson. Effective Feb. 1, WAYS becomes the Charlotte, N. C. affiliate of MBS, replacing WSOY. WAYS owned by Inter-City Adv. Co., operates on 610 kc, 1,000 watts.

1941 Mail

NBC's 1941 Mail Year report in mail response, the network reports, estimating that more than 67,500,000 pieces of mail were received, making the rate total 18,453 persons writing to NBC each day in the year.

WOC for Tri-Cities

DAVENPORT • ROCK ISLAND • MOLINE

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

BROADCASTING • Broadcast Advertising
PRESS-RADIO PROBE TO RESUME JAN. 21
WITH THE reopening of the newspaper-radio inquiry next Wednesday, the Newspaper-Radio Committee will begin presentation of its affirmative case, with appearances scheduled for three of the nation’s foremost journalistic professors. They are Dr. Ralph D. Casey, director of the School of Journalism; Frank Luther Mott, director of the School of Journalism, U of Iowa, and Dr. Frederick S. Siebert, director of the School of Journalism, U of Illinois.

The three witnesses will probably consume the time of the first week’s session Jan. 21-22-23. They will be followed by other journalists and radio witnesses, with the presentation of financial and economic data, to offset FCC analysis, likely to be the third spot.

The proceedings have been stepped up three days a week by the FCC toward the goal of bringing them to a speedy conclusion. Proposals by the Newspaper-Radio Committee that the inquiry be dropped for the duration was rejected by the FCC Dec. 30 [Broad- casting, Jan. 5].

Facts on Releases
FACTS about the radio industry were included at the bottom of several pages of the NBC Radio News releases dated Jan. 8, whenever data on programs or talent did not quite fill the page.

Receiving set plants, as well as the transmitter manufacturing plants, will be employed to produce sets for tanks, parachute troops, ground troops, mobile communication systems and other military pursuits. Large-scale production for the establishment of intercommunication systems in coastal areas, as civilian defense needs warrant, also is contemplated.

While the radio manufacturing business has a volume of around a half-billion dollars a year, the diversion to war production, with orders totaling in excess of a billion dollars, will not necessarily mean greater production profits. In business circles it was said the profit will not be as great on a dollar percentage basis but will aggregate more in volume by virtue of the more than doubled production ratio.
Radio Problem Receives Study
By Selective Service System

SYMPATHETIC attention to the problem of induction of broadcast station personnel, especially those engaged in technical, with a possibility that definite rules will be established, is being devoted by Selective Service officials, it was indicated last Thursday by Brig. Gen. Lewis B. Hershey, Director of Selective Service.

"The subject of deferment of radio station employees has created much discussion in selective service official circles," the general stated, "and deep consideration has been given by the problem of inducting radio station personnel, especially those engaged in technical operations."

Young Employees

"One of the difficulties encountered in laying down specific rules or regulations regarding this type of civilian employment," he added, "is due to the fact that most of the employees have been found to be young and in the desirable age group for induction into the armed forces."

"However," Gen. Hershey continued, "I feel that there is justification in station employees requesting deferment, especially so if the induction of the employees would result in serious disruption or cessation of the operation of the station affected."

In amplifying this statement Gen. Hershey stated that stations perform an essential duty in the war effort, pointing out the usefulness of radio in the dissemination of war information and maintenance of morale.

The selective service head indicated that because of the difficulty of making blanket rules for civilian employment classifications, the matter of station employee draft status would necessarily have to be handled by local boards with discretion in each specific case being a local consideration.

P. & G. Buys Classic

PROCSTER & GAMBLE, Cincinnati (Drene shampoo), starting Jan. 24 will feature "Abie's Irish Rose" for an indefinite run on Knickerbocker Playhouse heard on 30 NBC-Red stations Sat., 8-8:30 p.m. Anne Nichols, author-producer-director of the legitimate show which ran for five years on Broadway, will write the script and direct the radio version. With the start of the series Knickerbocker Playhouse, which now originates in Chicago, and is handled by that office of H. W. Kastor & Sons, New York, with the agency's New York office taking over.

New Phila. FM

PHILADELPHIA's sixth commercial FM station was authorized last Tuesday when the FCC issued its first construction permit of the year for high-frequency facilities to the William Penn Broadcasting Co., also licensee of standard station WPEN. Grant specified operation on 473 mc., to cover 350 square miles and call letters of the new outlet will be W7SPH. Total commercial FM stations to date number 61. The five other FM stations in the Quaker City are also affiliated with standard AM stations. They are: W49PH (WIP); W55PH (WFIL); W57PH (KYW); W69PH (WCAU); and W61PH (WIBG).

ASSISTANT TO PRESIDENT of RCA is new title of Dr. Charles B. Jolliffe (left), a post he holds in addition to that of chief engineer of RCA Laboratories. Moreover he is a member of several committees of the Defense Board and has been aiding the Office of Scientific Research & Development. David Sarnoff, RCA president, announced the appointment. Here is Dr. Jolliffe as he talked last week with Señor Adolfo T. Cosentino, Argentine director of radio communications, at the Waldorf-Astoria. Other RCA and NBC officials were present at a dinner for Señor Cosentino.

Writers Organize Chicago War Unit

Meeting Called for Defense Becomes Union Project

CHICAGO radio writers and producers at a meeting at the Drake Hotel in Chicago last Tuesday selected an advisory committee to organize the Midwest Radio Writers War Effort Committee under chairmanship of Henry Carlton, New York, national president of the Radio Writers Guild, associated with the Authors League of America.

Formed at the request of the OEM, the writers group plans to disseminate vital Government information and at the same time maintain entertainment values. Discussion centered around the importance of daytime serials in conveying the civilian defense aims for economy in the home.

Advisory Group

Members of the Chicago advisory committee are: Mel Williamson, producer of NBC-Red Wings of Destiny, chairman; Max Wyle, vice-president and radio director of Blacker-Walsh & Emmett, Chicago; George Steelman, continuity director of WBBM; Jack Payne, WGN continuity; Jim Peas and Leslie J. Edgley, NBC news; George Roosan, CBS producer; Pauline Hopkins, author of NBC-Red That Brewer Boy; Bill Costello, WBBM news; Clifton Utley, WGN commentator; Oren Torrov, author of NBC-Red Ma Perkins.

Second meeting of the War Effort Committee will be held the last week of January, according to plans announced by Williamson, and at that time lists of volunteers will be selected for defense programs.

Discussion of organization of a Chicago Radio Writers Guild followed appointment of members for the War Effort Committee. This aspect of the sessions had immediate repercussions, with complaints reaching the New York office. These protests were against use of a wartime venture for what were described as union springboard purposes.

RICHARD HUDNUT Co., New York (cosmetics), last week announced it will shift its account to a new agency, Benton & Bowles, New York, now handling the account, continuing until the new agency is selected.

GET A LINE ON
THE GATES LINE
OF BROADCASTING EQUIPMENT FOR 1942
SEND FOR YOUR CATALOGUE NOW

Page 46 • January 19, 1942
BROADCASTING • Broadcast Advertising
NOT TOO LITTLE - - NOT TOO LATE

These four words are the epitaph written for the people of so many countries in Europe! “Too Little . . . Too Late” to save France, to succor Holland, to help Belgium and Greece.

WE WILL NOT HAVE THAT HERE IN AMERICA

We will not do too little. We will not be too late. One hundred and thirty million Americans are today united in their determination that the rising sun of aggression must set. WE ARE AT WAR. We are just beginning. We are fighting the Japanese. We are fighting Hitler. We are fighting Mussolini.

WE WILL NOT DO TOO LITTLE . . . WE WILL NOT BE TOO LATE

THERE IS STILL ANOTHER WAR

We have been fighting it here in the United States every year, all year, for nine years. It is a war led by our Peace-and-War Leader—President Franklin D. Roosevelt.

IT IS OUR NEVER-CEASING WAR AGAINST INFANTILE PARALYSIS
WE WILL NOT DO TOO LITTLE. WE WILL NOT BE TOO LATE.

January 12 officially opened the annual Appeal of the Committee for the Celebration of the President’s Birthday for the National Foundation for Infantile Paralysis. On January 30, the entire nation will honor President Roosevelt with a Diamond Jubilee Birthday Celebration.

Stars of the stage, screen and radio have already contributed their talents to the most noble cause of current times.

Scores of radio stations have already volunteered their facilities and cleared their time.

BUT, NOT ENOUGH ** WE ARE APPEALING TO THOSE OF THE ENTERTAINMENT WORLD . . . WE ARE APPEALING TO THE RADIO STATION OWNER, MANAGER, ANNOUNCER, AND ADVERTISING EXECUTIVE . . . TO HELP US

FIGHT INFANTILE PARALYSIS
DO NOT DO TOO LITTLE. DO NOT BE TOO LATE.

* THE COMMITTEE FOR THE CELEBRATION OF THE PRESIDENT’S BIRTHDAY FOR THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS

50 East 42nd Street, New York City

G. W. JOHNSTONE KEITH MORGAN J. H. KNOX
Chairman, Radio Division National Chairman Radio Director

BROADCASTING • Broadcast Advertising January 19, 1942 • Page 47
Network Rules Up To Court

(Continued from page 28)

ter these acts. Mr. Cahill attacked the "purely selfish interest" of MBS, which he charged was operated by "big stations and regional networks".

Holding that the order was reviewable and that serious injury would result to NBC, Mr. Cahill said that notice of cancellation of contracts had been received from some 50 stations since the issuance of the regulations last May 2. He laid that the decision be reviewed at least until all evidence is taken on the question of the court's jurisdiction.

The FCC has admitted the regulations are "experimental" and he concluded that in his judgment there never had been a stronger showing made for a temporary injunction.

Death Blow, Says Hughes

Mr. Hughes, appearing for the first time as CBS counsel, contended the regulations, instead of promoting competition, would seriously lessen it. A death blow would be struck network advertising as it is known today, he asserted.

"The whole business of a national radio network depends on its ability to sell the time of its stations to a national advertiser," he explained. "To negotiate successfully the network must be able to state concretely what it has to offer. It sometimes requires months of market study and research, program planning and negotiations before an advertiser can decide whether or not to use network broadcasting, and if so, what stations and program to utilize. Under the regulations the network would be in no position to make a firm offer of any definite program during this period of negotiations."

Reviewing the six FCC rules being challenged, Mr. Hughes said that practically all contracts of CBS with stations have five-year terms. He called these necessary because of long-term commitments for buildings, studios and other essential obligations.

The effect of the rule banning ownership of stations by networks in cities having less than four full-time outlets will immediately be felt on WBT, Charlotte, he said, where only two stations are licensed. Notice already has been served, he said, that the station license will not be renewed. He said he had been told also that there was a "very strong possibility" that the licenses of WCCO, Minneapolis, and WJSV, Washington, likewise would not be renewed.

Loss of exclusive affiliation, Mr. Hughes said, would destroy the whole broadcasting structure. It would result in outlawing the very features of network broadcasting that have resulted in radio's meteoric development. That would be the very factors praised by the FCC in its report on its network monopoly inquiry.

The FCC, Mr. Hughes said, is laboring under a misapprehension as to its duties under the Act. He also cited the Sanders case, declaring that the highest tribunal said that Congress "intended to leave competition where it found it". Any attempt by the Commission to strip networks of program material is interference with competition, he declared.

"Exerts Compulsion"

The Commission's action, he said, is the antithesis of the proper application of the standard of public interest, convenience and necessity. He called it "a flagrant misuse of its licensing powers", since it would cut off the program supply of networks to some 300 stations. Because the FCC order "exerts compulsion", he declared, it is reviewable by the court.

Stations have indicated they would not contest the rules, he said, because they do not want to "incur the displeasure of the Commission".

Mr. Taylor, in a forceful argument that won praise of observers, contended the Government has ample legislative authority for the issuance of the rules. Rules of this type have never been challenged before, he declared, calling them "mere declarations of policy". Seeking court action on allocation to dismiss and denial of the pleas for temporary injunction, Mr. Taylor argued the regulations were necessary to preserve and promote competition between stations and to insure the fullest use of radio facilities for the public service.

Taylor's Argument

There are only 35 cities with four or more stations, he declared, and unless exclusive affiliations and time options are eliminated, as proposed in the rules, competition among networks is restricted. He said that dual network operation was no longer involved in the case, since NBC had segregated the Blue from the Red.

Challenging arguments of the networks that valuable sustaining service is provided, Mr. Taylor said stations make "very substantial indirect payments" for such service in free time and in other ways.

Whereas Messrs. Cahill and Hughes had cited Senator Dill as authority for their contention, Mr. Taylor contended that the Commission had never empowered to regulate business practices, Mr. Taylor quoted from other comments by Senator Dill to prove that the authority had been vested in the Commission.

When Judge Hand asked why the FCC had not exercised its right to revoke a license and thereby bring the rules into direct litigation, Mr. Taylor said this was "a very cumbersome process".

Regarding exclusive affiliation, Mr. Taylor said some 30 stations are affiliated both with NBC and MBS, and as to those outlets, the exclusive contracts do not exist. If it can function in that manner for those stations, he said, it could be applied universally without serious repercussions.

Works Only One Way

By increasing the time option call period from 28 to 56 days, Mr. Taylor said, it would make possible the sale of more local and spot time by affiliates. He also relied upon the Sanders case to buttress his contention that the FCC had jurisdiction. He quoted an excerpt from this important decision that Congress had not "abandoned the principle of free competition" in radio.

Insisting that freedom of speech was in no wise involved and declaring that the rules were reasonable, Mr. Taylor called upon the court to decide the question on what was before it. He contended the Commission could have issued an

NINTH CONSECUTIVE annual contract for a schedule on WSJS, Winston-Salem, N. C., was signed by W. P. Covington Jr. (right), manager of Anchor Co., department store. Anchor has found radio a good investment, according to Mr. Covington. "Radio has done an excellent job for us and I believe that it can do the same for other department stores if given the opportunity," Watching the ceremony is Bob Lambe, WSJS salesman.

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Stamps for Lunch

HERE’S the latest method of ailing Uncle Sam. Jack Dunn, news editor of WDAY, Fargo, N. D., carries his lunch to work. With lunch money saved he purchases defense stamps. Idea is spreading so widely through station personnel that it is planned to establish a “mess hall” for the lunch carriers.

Liberties Union has supported the regulations and takes the position that they would promote freedom of speech.

When Judge Hand began to propound a question, an FCC attorney ended, “Mr. Taylor, may I note if Mr. Judge Hand clipped his question short. Afterward he said that he “resented the deflection of attention”.

Mr. Taylor commented on the intervention of WOW, Omaha, and WHAM, Rochester, in the proceedings on behalf of NBC. He pointed out that WHAM has an afternoon rate of $380, whereas the second station has a rate of $180. While the WOW rate is $340 for an even-numbered hour, the second station rate is $260. He called them the largest stations in their respective cities and said that if business would gravitate to bigger stations, as he had contended, then these stations would stand to benefit.

Licenses To Expire

Attacking the court’s jurisdiction, Mr. Harris contended the regulations are not reviewable at this time by any court but that if any court has jurisdiction it is this court. He said the FCC had adopted a minute last October which provides the method by which a station can raise the jurisdictional question. He said he felt the question could be better litigated after further administrative proceedings before the Commission, involving review proceedings against affiliates who have not abided by the regulations.

The court, however, did not appear to get along with this contention. Judge Hand observed the networks had contended they are helpless unless they have some relief in equity because their affiliates would drop off.

Mr. Harris said many stations will have their licenses expire Feb. 1. The only thing that had prevented the Commission from setting aside these applications for renewal is the restraining order holding the rules in abeyance. He added that nothing would ever happen to these stations until the proceedings had ended and that they would be given renewals of licenses anyway if they agreed to comply with the regulations.

Although the regulations have no legal effect, Mr. Harris said he has encouraged affiliates to “assert themselves” and procure better contracts from the networks.

Answering the contention of impairment of freedom of speech, Mr. Harris said the American Civil
BROADCASTING CODE PLANNED IN CANADA

FAR-REACHING radio reform in commercial programs is overdue in Canada and the United States, Maj. Gladstone Murray, general manager of the Canadian Broadcasting Corp., told the Ottawa Canadian Club at luncheon Jan. 14. He stated the CBC was taking the initiative in establishing a new code of good taste to be accepted and applied by all North American networks.

His reference to the proposed code was made when he spoke of commercial programs, which accounted for an average of 18% of broadcasting time on CBC.

He mentioned an afternoon group of serials which he termed the "war of the soap operas," but he said he was not saying any special set of commercial programs was simply trash. "But I am suggesting that an improved ethical tone flowing from a greater sense of public responsibility should characterize many commercial programs," he said.

The CBC from Nov. 2, 1936, to March 31, 1941, had a surplus of $1,000,000.

More than 80 New York television stations have offered to contribute to a branch of the "blood bank" established by NBC's television department for the benefit of soldiers and sailors, after announcements were made on station WNBC, NBC's video adjunct. In recognition of the gifts, the department is giving each donor a monogram of WNBC's bel letters.

Revere Joins Bates

TOM REVERE, vice-president in charge of radio of Benton & Bowles, New York, resigned effective Feb. 1 to become radio director of Ted Bates Inc., that city, succeeding Jack Runyon who resigned last week. Mr. Revere came to B & B in 1930 as publicity director, was made radio director in 1934 and vice-president in 1937. Previous to 1930 he was assistant city editor of the New York Post.

Lorr to Use Spots

LORR LABS, Paterson, N. J. (Dura-Gloss nail polish), about Feb. 15 starts a campaign of one-minute transcribed announcements found in all WNBC department stores. Station list has not yet been set up, according to H. M. Kieswetter Adv. Agency, which handles the account.

Contracts will be for 13 weeks.

LARGE American flags are being placed in all the major studios of NBC. They hang on upright standards at the side of the stage in studios which have facilities for audiences.

In CANADA — It's the 'All-Canada' Stations TOP YOUR SALES QUOTA IN WESTERN CANADA OVER THE ALL-Canada STATIONS

Look at Canada's Western markets from the "High Riggers" perch and you will find them big in sales potential. SPEAK to those markets through spot programmes over the "All-Canada" stations and convert potential sales to orders. For Western listeners are tuned in on all Canada — and 'All-Canada' stations are tuned to the key markets of the West.

First in listener preference — first in local merchandising cooperation — first in technical programme service.

Check with your advertising agency or All-Canada representative

THE ALL-Canada 'WESTERN GROUP'

British Columbia

Vancouver — CKVW

Montreal — CFCF

Saskatchewan

Regina — CCRK

Exclusive Representatives

U.S.A. — WEED and COMPANY

CANADA — All-Canada Radio Facilities Limited

Columbia's Station for the SOUTHWEST

WICHITA KANSAS

Call Any Edward Petry Office

New Fight Begun On Benny Renewal

$25,000 Called New Figure; General Foods Admant

AS CONTRACT expiration date draws near, a new battle of the agencies is centering around Jack Benny, comedian, for approximately 10 years, and the weekly NBC Jack Benny Show, sponsored by General Foods Corp. for Jell-O. Benny, packaged with the show for many years, is being offered to advertising agencies and prospective sponsors for a flat $25,000 per week by A. & S. Lyons Inc., his agents.

Observers of the 1942-43 radio season with options. Benny is reportedly receiving $18,500 weekly for the current packaged show which includes besides himself, Mary Livingstone, Phil Harris and orchestra, Dennis Day, vocalist, Don Wilson, announcer, with Bill Morrow and Ed Beloin, writers, as well as Rochester (Edie Anderson).

General Foods Admant

Tom Harrington, Young & Rubicam, New York vice-president in charge of radio, and L. N. Brockway, vice-president and president of the Radio Corporation of America, have pulled the plug on the proposed Jell-O account, flew into Hollywood Jan. 12 for conferences with Benny and his agent. It is understood that General Foods offered to renew the package show for the coming season, under the present contract figure, but turned down the $25,000 per week request.

Although there was no confirmation, Lawton Campbell, New York vice-president and radio director of Rutherfand & Ryan, slated to arrive in Hollywood last Thursday, was also to confer with Benny.

Campbell ostensibly is in Hollywood for program conferences on the Lever Bros. (Lifeway) account, recently acquired, Ward Wheelock, head of the Philadelphia agency bearing his name, reportedly made a deal last year with Benny for an unnamed client, but it was called off when the comedian decided to renew with General Foods. It is expected Wheelock will again put in his bid.

When Benny re-signed last year with General Foods at the reported figure of $18,500 it was with provision that the NBC-Red network time revert to his control at close of next season. In the present contract also included repositioning of his live West Coast repeat with a transcribed version of the early broadcast, long opposed by the sponsor.

Benny, following the Jan. 25 broadcast which originated his show from New York for two weeks with a program also to emanate from Great Lakes Training Station at Chicago. Although shift to New York is done a couple times yearly for change of scene, it is generally believed that he'll listen to suggestions by various agency heads and prospective sponsors before returning to Hollywood.
Our task now is

do our part towards contributing to the national morale by assuring that the American people shall continue to be the best informed people in the world.

We have formulated no new policies with regard to the war. It is of the essence of radio broadcasting that it should be swiftly and flexibly responsive to the ever-changing opportunities and ever-changing needs of a democracy.

Many of the patterns of peace will, of course, continue in our broadcasting, but with a new significance. Religious programs will nourish the deepened need for spiritual values in the trying times ahead. Listening to great music will have, for millions, a new and richer meaning in a nation at war. Light and gay music, as well as programs of fun and frolic, will have their place too—perhaps a stronger place than ever, because buoyancy and laughter play a vital part in winning wars.

Columbia will devote itself without stint to this opportunity to serve the nation.

From the annual statement of
William S. Paley, President

THE COLUMBIA BROADCASTING SYSTEM
AFRA Approaches Talking Musicians
Says They Should Join Since Parts Are Mostly Vocal

QUESTION of union status of musicians and orchestra leaders on radio programs chiefly as actors, with extensive speaking parts, will be discussed at a meeting between James S. Petillo, president of the American Federation of Musicians, and officials of the American Federation of Radio Actors.

Long a point of issue, the matter has never been raised nationally, being settled by the local unions whenever it arose. Recently, however, AFRA executives on the West Coast asked Kay Kyser, conductor of the College of Musical Knowledge for Lucky Strikes on the Red Network; Paul Whiteman on the Burns & Allen show and also on the Red for Swan Soap, and Bob Crosby, on the Ballentine Beer program on the Blue, to take out AFRA memberships since their radio roles are largely speaking rather than playing or conducting.

Refused to Comply

The musicians refused to comply, stating they are already members of AFM, which should be consulted.

Question had reached the ultimate state early last week, with AFRA ready to notify the sponsors that its members would not appear on the programs unless Kyser, Whiteman and Crosby took out CBS Gross Sales by Months

<table>
<thead>
<tr>
<th>Month</th>
<th>1941</th>
<th>1940</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>52,051,694</td>
<td>49,127,519</td>
<td>2,924,175</td>
</tr>
<tr>
<td>Feb.</td>
<td>52,652,587</td>
<td>51,048,621</td>
<td>1,603,966</td>
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<tr>
<td>March</td>
<td>53,254,092</td>
<td>51,931,170</td>
<td>1,322,922</td>
</tr>
<tr>
<td>April</td>
<td>53,854,602</td>
<td>52,581,489</td>
<td>1,273,113</td>
</tr>
<tr>
<td>May</td>
<td>54,455,308</td>
<td>53,447,972</td>
<td>1,007,336</td>
</tr>
<tr>
<td>June</td>
<td>55,056,093</td>
<td>54,053,915</td>
<td>1,002,178</td>
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<tr>
<td>July</td>
<td>55,656,784</td>
<td>54,652,098</td>
<td>1,004,686</td>
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<tr>
<td>Aug.</td>
<td>56,257,462</td>
<td>55,253,745</td>
<td>1,003,717</td>
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<tr>
<td>Sept.</td>
<td>56,858,138</td>
<td>55,854,420</td>
<td>1,003,718</td>
</tr>
<tr>
<td>Oct.</td>
<td>57,458,804</td>
<td>56,455,096</td>
<td>1,003,708</td>
</tr>
<tr>
<td>Nov.</td>
<td>58,059,470</td>
<td>57,055,782</td>
<td>1,003,688</td>
</tr>
<tr>
<td>Dec.</td>
<td>58,659,136</td>
<td>57,655,428</td>
<td>1,003,688</td>
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<tr>
<td>TOTAL</td>
<td>681,584,378</td>
<td>651,923,549</td>
<td>29,660,829</td>
</tr>
</tbody>
</table>

Serial Renewals

FIVE TIMES weekly serial Betty and Bob, now in its second year as an NBC Radio-Recording Division feature and currently on 29 stations under sponsorship of local and local advertisers, has been renewed for 13 weeks by two of its sponsors. Union Biscuit Co., St. Louis, has renewed the show through its agency Gardner Adv., St. Louis, on RSD WJDX WAML WQBC and WFOR, and has added to the schedule stations WREX WKTO KMLB and WOCG. Also renewing the serial is A. E. Staley Mfg. Co., Decatur, Ill., through Blackett - Sample - Hummert, Chicago, on WTAM WPFT WENR and WFAA.

AFRA cards, but action was deferred until the national officers of the two AFL unions have talked the matter over in New York.
ADVERTISING LEFT OUT OF PRICE BILL

ALTHOUGH sharp controversy has developed over the price control bill passed Jan. 10 by the Senate as a result of its farm parity and single administrator provisions, the final draft of the measure which was still being considered by House and Senate conferees Friday will contain a provision excepting distribution aids, such as advertising, from price restrictions.

The House had previously passed a bill, which although not as specific as the Senate version a, regarding distribution aids, in effect, eliminated advertising from the price fixing provisions. It was deemed a certainty this section of the bill wi be included in the final draft as there was no opposition to it.

The Senate bill exempts selling of radio time and the selling or distribution of newspapers, periodicals, books or other printed or written material and motion pictures from licensing provisions and definitely excludes broadcasting or newspaper operation from the "commodity" categories subject to price controls.

Pertussin Songs

SEEK & KDE, New York (Pertussin), on Jan. 12 started Singing Neighbor, a five-minute period of transcribed music, Monday, Wednesday and Friday on KYW, Philadelphia; WGN, Chicago and on Jan. 26 on WOR, New York. Contracts are for 13 weeks. Agency is Erwin, Wasey, New York, Co.

Air Raid Alert

A DEVICE to inform a radio station automatically of an air raid alert, as developed by Frank Marx, chief engineer of WMCA, New York, is now being installed at WMCA to supplement manual warning for alert alarms. Attatchable to any standard radio receiver, the device is an electronic control system and can be applied to other control uses.

Gypsum Schedule

U. S. GYPSUM Co., Chicago (building materials), has started week-day quarter-hour newscasts on KMA, Shenandoah, WHO, Des Moines, WLW, Cincinnati; daily one-minute announcements on WLS, Chicago; on WCCO, Minneapolis, offers 10-cent booklet Planning Your Farm Home. Present schedule follows two-month test campaign of spot announcements on KMA. Agency is Fulton, Horne, Morrisey Co., Chicago.

Lan Test

CHARLES E. LANE & Co., St. Louis (proprietary), on Jan. 12 started 26-week test campaign of one-minute transcribed announcements thrice-weekly on nine Alabama stations, WGN, WMBW, WJFD, WMWD, WJHI, WSM, WNOH, WBJD, WFJE, New York, agency handling the account indicated that "considerable expansion" was contemplated if results proved satisfactory.

* * * * *

PRESIDENT ROOSEVELT SAID:

"The militarists of Berlin and Tokyo started this war, but the massed, angered forces of common humanity will destroy it.

"We cannot wage this war in a defensive spirit, as our power and resources are fully mobilized shall we carry the attack against the enemy.

"We must keep him far from our shores, for we intend to bring this battle to him on his own home grounds."

Which Transferred to Tim Pan Alley Reads:

"THEY STARTED SOMETHIN' BUT WE'VE GONNA END IT RIGHT IN THEIR OWN BACKYARD!"

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Blue Meeting
(Continued from page 12)
said, "It will take at least three to four months to complete the separation from the Red. In the meantime, our objective is to build the Blue into the country's No. 1 network."

"The plan to separate the Blue was first proposed by Niles Trammell, as far back as 1932, but it was turned down by the RCA board of directors," Mr. Woods said. "It was again proposed and again rejected in 1936. In 1940, the sales departments of the Blue and Red were separated, and Mr. Kobak rejoined NBC as head of the Blue Sales Division after an absence of four years, during which he served as executive vice-president of Lord & Thomas, New York."

Will Rent Facilities
Mr. Woods stated the Blue would not augment its personnel, that it was necessary to keep the operation streamlined, with an experienced staff working at maximum efficiency. Many of the facilities of the Red will be utilized. The news department and the special events section of the Red will be shared until such time as the Blue can set up its own news and special events departments.

NBC foreign radio correspondents will be carried by the Blue, but at different times than the Red. Dr. James Rowland Angell, public service counsel for NBC, will continue in that capacity for both networks.

In response to a query, Mr. Trammell remarked that the name, Red Network, will eventually be supplanted entirely by the identification, NBC. Where the two networks have been using the same studios and technical facilities, the Blue will rent those facilities from the Red. Mr. Woods and Mr. Kobak spent most of last week in Chicago with E. R. Bernoff, Central Division vice-president, completing the organization of the Chicago offices.

Merritt Schoenfeld, NBC, Chicago sales manager, has been named Central Division sales manager. Program Department, under James Stroton, includes Leslie E. Ggeleg, continuity editor; Maurice Witzel, chief of productions, and Gene Rose, chief announcer. Tony Koeber, of the NBC Chicago press department, will head the Blue Central Division press department. Other Chicago appointments will be made within the next few days.

The following attended the session:

EXECUTIVES AND SALESMEN of WLW gathered in Cincinnati over the weekend of Jan. 8-10 when it was announced that 1941 was the most profitable year in the history of the station. Attending a series of conferences were (1 to 13): Gregory Ziemen, European commentator; Bill Dowdell, editor of the WLW-WSAI-UKWHO newsroom; Carroll D. Alecott, Far East expert; Frank Fenton, New York's office; George Cantain, New York; Warren Jennings, sales manager of New York office; Eldon Park and Lou Sargent, of New York, trying to get a look at the food; James D. Shouse, vice-president of Crosley Corp. in charge of broadcasting; Dick Garner, of Chicago; Bob Dunville, vice-president and general sales manager for WLW-WSAI-UKWHO; and Harry Smith, WLW sales manager. Others attending the semi-annual sales conference from out of town were: Walter Callahan, sales manager of the Chicago office; George Clark, also of Chicago and Bernard Musinski of New York.

CBS AWAIT REPLY ON BURNT RING
CBS last week was still awaiting the result of its appeal of the decision of British authorities in Singapore to bar Cecil Brown, CBS correspondent, from broadcasting news reports out of that city. Although still in cable contact with Mr. Brown, CBS has not carried broadcasts by him since Jan. 9. Then the network received word from an unidentified American reporter broadcasting from Singapore saying that Mr. Brown had been barred from the air.

Immediately following this report, representatives of the "proper British authorities" said, "the restrictions are being enforced" and that the action was justified by the facts and was advantageous in impressing America with the urgency of American help and the recognition of Singapore's importance." Sources, however, noted that Brown's broadcasts were heard locally in Singapore and although accurate, were bad for public morale.

Mr. Brown, who was barred from the air by the Italian Govt. last year, has been in Singapore since August. He was one of the survivors of the sinking of HMS Repulse, writing CBS an eyewitness account, which was a highlight of the first week of the war.

MBS Chicago Meeting
REPRESENTATIVES of some 15 Blue Network stations, which also served in Chicago last Friday with Fred Weber, MBS general manager, to discuss a new key policy generally.

Questions regarding clearing of time for MBS, in the light of the new Blue operations, predominated.

Mr. Weber called the meeting following issuance of the Blue Network invitations for its general sessions the preceding day.

Harold L. Dewing, WBBK; James D. Cartwright, WBBK; L. L. Bouchard, WBBK; Roy E. Schwartz, KOWH; Vernon Borson, WKBK.

WJBW; Roy Raskin; KBCA; Harrison Holloway; KFBQ; Charles T. Sharp; KTMS; Roy E. Schwartz; KBBF; Howard Lane; KEX; Judge Kendall; KJU; Burt F. Fisher; KGA; Judge Kendall.

SGHH; C. C. Fitch; KUFA; Frank C. German; WMBP; James C. Hauzmann; Scripps Howard Station; Jack Howard; KTHK; Hub Jackson; WBBU, P. K. Frew; WBBH; Vernon Hark; KTOH; Robert Zornick.

KTVZ; Frank Smith; KOME; John M. Whitney; WBBT, C. V. Le畅销.
Radio's War Role Is Recited to IRE

Extension of Inter-American Joint Program Advised

WITH ITS KEYNOTE "Radio's Expanding Role in the Present Emergency", the Institute of Radio Engineers held its 30th convention at the Hotel Commodore, New York City, Jan. 12-14.

Pointing out that the Signal Corps alone will expend over a billion dollars for radio equipment and that expenditures on behalf of the other combat branches will even top that figure, I. S. Coggeshall, convention committee chairman, declared "the recognition of radio in fighting a world war comes not one whit too soon," and "we must get to work to beat the amazing coordination due to radio shown by the enemy in the field of battle".

Color Television

A report on the progress of experimental color television was given by Dr. Peter C. Goldmark, chief television engineer of CBS. Adolpho T. Cosentino, director of communications of the Argentine and retiring vice-president of the IRE, declared "radio must establish an ample chain of networks through which our respective national expressions may circulate throughout the whole continent."

Don Francisco, director of communications of the Office of the Coordinator of International Affairs, said his division has adopted "know your neighbor" as its watchword. He reviewed the programs directed to Latin-America from the United States, and the facilities American broadcasters have developed to transmit them.

A feature of the dinner was the presentation of the IRE Medal of Honor for 1942 to Dr. A. Hoyt Taylor, superintendent of the radio division of the Naval Research Laboratory, Washington. Engineering fellowships were conferred on W. L. Barrow of Mass. Institute of Technology; George H. Brown, RCA; Geoffrey Builder, Australian engineer; A. B. Chamberlain, CBS; E. D. Cook, General Electric; W. P. Mason and G. E. Southworth, Bell Labs.; H. S. Knowles Jenson Mfg. Co.; H. O. Peterson, RCA Communications.

At the opening of the sessions Arthur F. Van Dyke, manager of RCA License Labs., New York, was inducted as 1942 president, succeeding Dr. F. E. Terman of Stanford U.

KFVD, Los Angeles, recently acquired three Gates remote pickup units, with AC power supply in compact carrying cases.

CENSORSHIP RULES

BRING NET PRAISE

OFFICIALS of the three major networks expressed confidence last Friday that the new radio censorship code (see page 11) released Friday by the Office of Censorship would cause little difficulty in their operations. Digest of the comment follows:

CBS—"After study of the radio censorship code announced today by Byron Price, executives of CBS replied that they regard the rules as both reasonable and intelligent."

NBC—"Clarence L. Wensel, NBC program manager, said: "We do not anticipate that the censorship code will cancel any of the quiz programs now on NBC. Instructions have been issued to producers, announcers, and masters of ceremonies on these shows to veer away from all subjects which the Government regards as taboo."

MBS—Fred Weber, general manager of MBS, stated: "MBS is confident that our affiliated and member radio stations will recognize the practicability and soundness of the newly issued Government radio censorship instructions and will comply with them in all their programs which are transmitted to the network. None of the quiz or audience participation programs transmitted to Mutual by the stations originate from remote locations."

IF SWORDS COUNT, Larry Bailey (at left), engineer of WBEN, Buffalo, is all set for some anti-Nippon crusading. This emblem of affec-
tion was donated to him by members of the technical and production staffs just before he left to join the Naval Reserve as a warrant radio electrician. Presenters are (1 to r) Herbert Korts, Ed Reimers, Pat Hill and Philo Stevens.

Sales Managers Plan for NAB Session

In Cleveland; Report on Uniform Rules

PLANS for participation of station sales managers in the next NAB convention at Cleveland in May were discussed by the NAB Sales Managers Executive Committee in New York last Tuesday and Wednesday.

The group listened to a report on the sales managers meetings held during the fall and early winter in the various NAB districts, made by Frank S. Pellegren, director of the NAB department of broadcasting advertising, who spoke both at their private session on Tuesday and at their joint meeting with the time-buyers committee of the American Assn. of Advertising Agencies the following day.

The committee attended the radio session of the National Retail Dry Goods Assn. Wednesday morning and the Radio Executives Club of New York's luncheon that noon.

Managers Cooperate

In general, Mr. Pellegren reported, station commercial managers have accepted the proposals for standardization of rate cards and of station program schedules advanced by the committee after its initial meeting with the agency timebuyers last August [BROADCASTING, Sept. 1, 1941].

Other suggestions of the timebuyers regarding coverage maps, surveys and program interruptions, postponements and failures, have also received station action, he said.

Tentatively scheduled for the NAB convention are a meeting of the committee on Monday, May 11, opening day, with breakfast meetings of the entire sales managers group on the following three days. One or two half-day departmentals are planned, in addition to the Wednesday afternoon session of the general convention to be conducted by the sales managers.

Full committee was in attendance, including: Eugene Carr, WGAR, Cleveland; chairman; John Outler, WSB, Atlanta; representing large stations; E. Y. Flanigan, WSPD, Toledo, medium stations; Dietrich Dirks, KTRI, Sioux City, la., small stations; George Frey, NBC Red Network; Arthur Hull Hayes, WABC, New York, representing CBS; Linus Travers, W A A B, Boston, representing Mutual-affiliated stations, although MBS is no longer an NAB member; C. E. Arney Jr., assistant to the NAB president.

At the Wednesday afternoon session were: John Hynes, Lord & Thomas; William Maillert, Componton Adv.; Charles Ayers, Ruthrauff & Ryan; Richard Marvin, Wm. Esty & Co.; Carlos Franco, Young & Rubicam, with George Boling, John Blair & Co., sitting in for station representatives.

LEN RILEY'S FIELD O' SPORTS

WCKY

50,000 WATTS

CBS PROGRAMS

WJHL

Johnson City, Tenn.

W. Hanes Lancaster

Manager
NAVY RADIO SCHOOL OPENED IN CHICAGO

UTILIZING facilities offered by Balaban & Schwartz, of Chicago, operators of W9XKB, Chicago television station, the U. S. Navy has opened a training school in Chicago to train radio technicians in the application of high-fidelity radio used in the detection of enemy aircraft and naval vessels. The school, according to the Navy, is to be under the administration of Lieut. C. Eddy U. S. Navy retired, director of B&K television operations.

The entire top floor of the State-Lake Bldg. has been outfitted to accommodate the school at an estimated cost of $30,000 to Balaban & Schwartz, which is providing facilities to the Navy without charge. The course requires approximately two months and is available to all men enlisted in the Navy who have a high school education, and an annual class will be taken in on a go-by-go license. In the absence of the latter requirement the applicant must be actively engaged in radio repair or service work or must be experienced in high-frequency design, transmission or operation. The television station, W9XKB, which last month applied for a commercial license, will continue as a civilian operation under Lieut. Eddy.

Petillo Granted Plea

FURTHER postponement of one week has been granted to James T. Petillo, president of the American Federation of Musicians, for his extradition to New York Supreme Court in the suit brought against him by the American Guild of Musical Artists to enjoin him from interfering with AGMA members. Originally set for Jan. 6, the examination is now scheduled for Jan. 13.

RAPID - PACKARD Co., Inc., 1903 N. Damen Ave., Chicago 13, is a new vacuum tube voltmeter which the company says will make tube measurement up to 1 me of measurements with the usual multi-range meter at d.c. The new meter has a frequency range to 200,000 cycles, to 1 m.e. Nine voltage ranges are provided with full scale sensitivities from 0.5 to 5000 v.

PERFORMANCE CHARACTERISTICS OF LAPP RADIO INSULATORS ARE DEPENDABLE FACTORS

Lapp’s contributions to radio broadcasting engineering are recognized as highly significant in the advance of the science. Because Lapp developments have been wholly pioneering in nature, it has been necessary to maintain complete testing facilities. Equipped with the most complete mechanical and electrical testing quality, as well as for determining characteristics of new radio tubes, a frequency response, a run, radio frequency flashlight, corona determinations and capacity determinations to tests. Continuous pressure will be put on strength tests of new designs, and for proof test of every insulator before shipment. Lapp Insulator Co., Inc., Lehigh, N. Y.

NEW YORK

JOHN RALEIGH, of the CBS Far Eastern news staff in Batavia, Java, has been transferred to Darwin on the North Coast of Australia in view of the increasing importance of the Antipodes in the war situation and enemy activities in both the Pacific and Indian oceans. William J. Dunn, chief of CBS Far East news staff, remains in Batavia to cover news broadcast from there and to direct the network’s staff in that area.

ASCAP Nebraska Action

ASCAP has announced that in view of its inability “to protect the rights of its members in the State of Nebraska because of a statute making it impossible for the society to function there, the Society has released its members for that State.” ASCAP explains that this action permits individual writers and publishers to issue licenses for their copyrighted music in Nebraska and to protect themselves against unauthorized public performances of their works.

Connecticut Survey

WILLIAM F. MALO, commercial manager of WDR, Hartford, has started a special survey of business conditions in his state and the effect the war economy will have on broadcasting. The survey, according to Mr. Malo, is being made to determine how best stations can meet the growing problems of shortages of consumer goods. New avenues of approach are being inspected and possible new fields of war-time advertising by concerns not ordinarily using radio are being studied.

RALEIGH TO AUSTRALIA

JANUARY 10 TO JANUARY 16 INCLUSIVE

Network Accounts

All time EST unless otherwise indicated.

CALIFORNIA PACKING Corp., San Leandro, Calif., is a new member of the Public Affairs Council.

RENEWAL ACCOUNTS

K. L. WATKINS Co., New York (Dr. Lyons toothpowder), on Feb. 1; Suggestion for new radio program, $1.00.

STERLING PRODUCTS Inc., Wheeling, W. Va. (Philips milk and eggs, Vos- tonia), on Jan. 15 for 52 weeks of $5.00.

LEWIS-BOWE MEDICINE Co., St. Louis (Tums), on Jan. 20 for 52 weeks of $5.00.

NEW BUSINESS

COBB & GILBERT Co., Cincinnati (Drene), on Jan. 27 for 26 weeks.

SHOWCASE PRODUCTS Co., San Francisco (Laundry soap), on Jan. 5 for 52 weeks of $25.00; 26 weeks.

MENKEN Co., New York (Menken products), on Jan. 25.

HOTTER & GAMBLE Co., Inc., Beverly Hills, Calif. (Walt Disney cartoons), on Jan. 27.

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BROADCASTING - Broadcast Advertising

Page 56 • January 19, 1942

JANUARY 13

Determination problem solved.

Determine if the circuit has been solved.

To determine if a circuit has been solved, a frequency response, a run, radio frequency flashlight, corona determinations and capacity determinations can be used. A test of the new designs, and for proof test of every insulator before shipment. Lapp Insulator Co., Inc., Lehigh, N. Y.

Specifications:

For security in antenna structure insulators.

BROADCASTING - Broadcast Advertising

Page 56 • January 19, 1942

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Specifications:

For security in antenna structure insulators.
Help Wanted

Leading agency, Portland and Seattle—wants to build up radio billing. Requires young man, experience for selling and writing. Must have had close contact with radio success in retail and manufacturing. Fine opportunity to ambitious, hard-working, energetic and bonus. Box 36, BROADCASTING.

Chief and Staff Engineer—Southern station, new Western Electric Equipment throughout Box 47, BROADCASTING.

New England—major market station has permanent position for experienced announcer. Real opportunity. Wire box 45, BROADCASTING.

Program Director—Thoroughly experienced, for 250 watt independent station. State qualifications and ideal status, salary expected. Box 44, BROADCASTING.

Engineer-Announcer.—For radio station in small southern town. $35 weekly or 40-hour week. Box 32, BROADCASTING.

New England Station—needs a chief engineer who will design a permanent, low-power position. Major market, new equipment, college background preferred. Box 29, BROADCASTING.

Salesman—with minimum 3 years radio selling experience, in station with large audience. Commission with drawing account. Excellent opportunity for man who can intelligently present an idea and sell large as well as small accounts. Complete sales experience, experience, age, family, draft, etc., together with letters in first letters column. Position open immediately. Box 22, BROADCASTING.

Two Announcers—with first class licenses, $35 weekly for 40 hours. Permanent job with good future. Box 21, BROADCASTING.

New Station—network regional, selecting staff. Prefer reliability to exceptional brilliance. Good hours and pay. Box 20, BROADCASTING.

First Class Operator—Draft deferred/exempt; N. Y. State; state qualifications fully. Box 18, BROADCASTING.

Engineer—License amateur draft exempt engineer, Virginia local. Prefer a college graduate, radio experience. Box 17, BROADCASTING.


Chief Engineer—Small station. Proved ability as Regards for hard work. Experienced designer, construction, installation of equipment. Desires opportunity with progressive station. Box 46, BROADCASTING.

Sales Manager—Commercial manager. Fifteen years executive sales and advertising experience in radio and newspapers, with an extensive record of accomplishment. Available January Fifteenth at any point where opportunity exists. Address Box 16, BROADCASTING.

MAN WITH IDEAS—long business and technical experience in construction and managing small station, or managing your present station—well and profitably for you. Small city or community preferred. Box 41, BROADCASTING.

Situations Wanted (cont’d)

SUPERVISORY ENGINEER—Varied business and 10 years Technical experience including major network. Converse all leading equipment, personnel problems. Prefer mid or southwest. Draft exempt. Immediate availability possible. Box 46, BROADCASTING.

ANNOUNCER-LICENSED OPERATOR—Desires position program direction in comparatively new station. South; experienced news reading, commercials, program continuity and control board operation. Box 39, BROADCASTING.

ENTIRE STAFF—Consisting of engineers, announcers and secretaries desire positions with progressive station. Present working conditions intolerable. Box 38, BROADCASTING.

Woman — Program Director, experienced writing, announcing, producing, five years with international shortwave station, employed in large radio company, wants job where willingness to work ability, and experience can show results. Box 37, BROADCASTING.

DRAFT-EXEMPT MAN—qualified as manager, program director and staff organization. Five years at last position, includes 1/2 years in Army, 4 years as Program Director. Desires 5 years as Staff Musician. Box 35, BROADCASTING.

Are woman continuity writer—wants more money! Four years radio, twelve years department store advertising. Can deliver pacing sales copy, drama, children’s programs, lyrical instutional copy and significant fashion copy. Box 33, BROADCASTING.

Technician—Holding now First Class Telephone license, draft exempt, forty years old, with twenty years experience, specializing in the public service, commercial, and technical engineer with large company, wants contact Earl Gibb, Las Vegas, N. M.

JUNIOR ANNOUNCER—Age 20. Continuity writing 2 yrs. experience. Pre-sell copy. Connection. Box 30, BROADCASTING.

Engineer.—First class license, 7 years experience. 3 yrs. chief, construction, operation, maintenance. Married, draft exempt, new employed 5 kw. network. Desires immediate place either South or East with supervision and possible advancement. Box 29, BROADCASTING.


Program—production man—16 years experience writer, announcer, currently with 10,000 watt network. Wants to make change. Box 26, BROADCASTING.

Program—production man—16 years experience writer, announcer, currently with 10,000 watt network. Wants to make change. Box 26, BROADCASTING.

COMBINATION—Announcer, engineer, first class phone, desirable change, prefer north-east, remote, recording, special events. Over two years experience, draft exempt. Available about two weeks notice. Box 25, BROADCASTING.


Situations Wanted (cont’d)

Sports—special events program man. Outstanding play by all players. Now with leading station having limited sports program. Box 24, BROADCASTING.

Continuity-Production Man—Local station and network commercial program experience. Create, write, produce all types of copy and programs. Box 23, BROADCASTING.

Wanted to Buy

Will Buy One vertical tower, 170 feet or above. Box 21, BROADCASTING.

For Sale

Two practically new—Western Electric 9-A Reproducer Sets, complete with equalizers, switches, arms and picks. Good discount. Box 42, BROADCASTING.

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

Heather, Washington, D. C.

Radio Field Engineering
Consulting Radio Engineer
Earle Washington, D. C.

Telephone National 7757

HECTOR R. SKIFTER
Consulting Radio Engineer

JOHN BARRON
Consulting Radio Engineers

Herman B. Fowler

Engineer

Earle Washington, D. C.

Consulting Radio Engineers

Consulting Radio Engineer

Consulting Radio Engineers

Page Davis

Consulting Radio Engineers

Munsey Bldg., District 8456

Washington, D. C.

A. EARL CULLUM, JR.
Consulting Radio Engineers

Consulting Radio Engineer

Engineering Consultants

Herald Park Village

Dallas, Texas

The Earl Radio Group

Radio Field Engineering

Frequency Measuring Service

EXACT MEASUREMENTS

ANY HOUR—ANY DAY

R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineer

WASHINGTON, D. C.

Munsey Bldg. • Republic 2347

CLIFFORD YEWDAII
Empire State Bldg., NEW YORK CITY

An Accounting Service Particularly Adapted to Radio

RAYMOND M. WILMOTTE
Consulting Radio Engineer

Engineer of First Directional

Antenna Controlling Interference

Boos Bldgs. • WASH., D. C. • DI. 7147

ADVERTISE IN

BROADCASTING for Results
Clearing of Federal Programs Placed Under OFF Direction

Lewis Is Coordinator of Work With Meservey as Chief Assistant; Series of Meetings Called

BY DIRECTION of President Roosevelt, the Radio Division of the war-born Office of Facts & Figures was designated last Friday as the clearing house for Governmental broadcasting, with William B. Lewis, recently resigned vice-president in charge of programs of CBS, as coordinator. Mr. Lewis' chief assistant is Douglas Meservey, former assistant to the vice-president in charge of programs of NBC.

Long under consideration and urgently suggested by the industry as a means of coordinating Government programming, the Division is expected to serve as the radio traffic control for all Government programs. A tug-of-war has been going on for more than a year among Governmental agencies over this important function. Selection of Mr. Lewis, a practical broadcaster, as head of the unit, won praise in industry circles.

Mr. Lewis Calls Meetings

Announcement of the action was made by Archibald MacLeish, director of OFF, following receipt of a letter from Presidential Secretary Stephen T. Early. Mr. Lewis said he will seek the "advice and counsel" of both Government and industry in devising a system of operation. Meetings are to be held beginning Monday (Jan. 19) with representatives of Government agencies, networks, independent stations, and sponsors, he added.

The Division does not contemplate engaging in program production, Mr. Lewis asserted. "Work will be done by the people best qualified to do it," he explained.

Mr. Early advised Mr. MacLeish that through Coordinator Lewis, OFF should "give guidance to Government departments and agencies and to the radio industry as a whole concerning inquiries originating within the Government and received by the Government from the broadcasting companies and stations, and to handle certain Government programs on the networks within the United States."

The White House letter continues: "It is requested that you advise all departments and agencies of the Government, especially those in the office of the Director of Censorship, the FCC and the Coordinator of Information as well as the national networks and the National Defense Committee of the NAB, that this assignment has been given to the Radio Division, OFF."

"It is not intended that the functions of the Radio Division, OFF, shall in any way conflict with the shortwave or foreign broadcasting work now being carried on by the Office of the Coordinator of Information or by the Office of Mr. Nelson Rockefeller. It is recognized, however, that certain programs arranged by the Radio Division, OFF, may, from time to time, be broadcast to the world at large and it is suggested that the Radio Division, OFF, on all such occasions, consult with and arrange broadcasts of this nature in cooperation with the officials of Mr. Rockefeller's office and those in Col. Donovan's office in order to avoid conflict and possible overlapping of radio programs."

The White House action terminates confusion regarding Government programming that has existed practically since the war emergency began. Last September, Mayor F. H. LaGuardia, as director of the Office of Civilian Defense, drafted Mr. Lewis as his radio advisor. Shortly afterward he announced that radio branches of all Federal agencies in Washington would coordinate programming of an emergency character. This apparently had been done with Presidential authority.

Both Leave Net Posts

Subsequently, Mr. Lewis transferred to OFF as head of its radio division. Later he was named assistant director of OFF in charge of its bureau of operations, which includes the radio division. He recently resigned his position as vice-president of CBS, after having been borrowed to serve on the Government assignments. Mr. Meservey likewise originally had been given leave from NBC to assist Mr. Lewis. He also has terminated his NBC connection to devote full time to Government work.

JOSEPHINE TUMINIA, Metropolitan Opera soprano, has been selected as permanent star on the new "Earl Products series Thursday Hour of Opera," which started Jan. 12, on 21 MBS stations, Friday, 9:30-10 p.m. (Broadcasting, Dec. 29, 1941). Birmingham, Castleman & Pierce, New York, handles the account. Sunday Evening Series Is Suspended by Ford

FORD MOTOR Co. announced last Thursday that it was indefinitely suspending its Sunday Evening Hour on CBS after the March 1 broadcast. No reason was given by Ford officials at Detroit and at CBS in New York. It was merely stated that the program was cancelling at the end of its present 18-week contract.

The program counts on McCann-Erickson, New York, said it had no official statement. The program, which has been on the air seven years, is heard on 88 stations, 9-10 p.m.

While all concerned refused to comment, it was generally assumed in industry circles that it was caused by Government's ban on selling new cars and tires. However, it was pointed out that practically the same conditions face Firestone Tire & Rubber Co., sponsors of the Firestone Hour on NBC, and that officials of the latter company had announced the program will continue unless the war effort activities of the company.

75% ASCAP PACTS ON BLANKET BASIS

OF THE 460 stations which had taken out ASCAP licenses as of the beginning of the year, 345, an exact 75%, had taken blanket commercial and sustaining contracts, according to a breakdown made by the Society. This total includes, of course, the 100 or so stations which continued their ASCAP licenses during 1941.

It was learned, however, that after the initial rush of stations for blanket contracts, all of which had been on the air for a year, the blanket covering both sustaining and commercial programs—was over the percentage of per program contracts to blanket contracts has steadily risen, with the probability that by the end of 1942 the figures will approach equal division between blanket and per program licenses.

Complete breakdown follows:

Blanket sustaining and commercial contracts, 23.
Program sustaining and commercial contracts, 34.
Blanket sustaining contracts, 2.
Blanket commercial contracts, 1.
Program sustaining and commercial contracts, 3.
Blanket sustaining and commercial contracts, 2.
Program sustaining and commercial contracts, 2.

Elliott's New Post

CLINTON ELLIOTT, former vice-president of Birmingham, Castleman & Pierce, New York, and previously with Eastern Adv. Co., New York, has joined Sponsored Radio Programs Inc., New York, as president. SRP, which conducts an advertising feature for the radio program pages of newspapers, has introduced a cartoon continuity called "The St. Twisters" to appear on radio pages as special promotion for five to seven programs daily.

DRAWN FOR BROADCASTING BY SID HIX

"But You've Got to Let Us In! We're the Mogden Sisters and We Work Here!"
He is one of WLW's field representatives who call on retailers every week in the major cities of WLW Land. What he found out is contained in WLW's latest book:

"28,037 calls on the Men Who Move Your Merchandise"

It's mighty interesting reading! If you haven't received your copy write WLW or call one of our sales offices.

New York — Transamerican Broadcasting & Television Corp.
Chicago — WLW, 360 N. Michigan Avenue
San Francisco — International Radio Sales
HOW TO START A STATION Right!

Here's the RCA Transmitter chosen by 84 American Broadcasting Stations!

Starting a new station—? Whether your construction permit has already been granted, or your application is still to be filed, choose the transmitter that is America's first choice by an impressive margin—the RCA Type 250-K, for efficient, economical, dependable operation at 100/250 watts.

84 stations, built or being built, have purchased this outstanding broadcast transmitter. Foreign purchasers account for nine more. The 250-K has been on the market less than two years!

The reasons for such unequalled acceptance are inherent in the 250-K itself. Flat within 0.2 db. from 30 to 10,000 cycles, it delivers program-quality difficult to match even at a higher price. High-level Class B Modulation, and efficient RCA-engineered circuits, keep operating costs low. It draws only 1625 watts from your power-line while operating at average program modulation on a 250-watt carrier. Installation is simple and inexpensive; operation is simplicity itself.

And—a thought for the future—the 250-K is easily adapted to 1,000-watt operation at any time, by the simple addition of the RCA amplifier unit, Type MI-7185 and suitable power-supply. Write for complete data today.

American Broadcasting Stations Equipped with the 250-K including 1,000-watt stations using it as a 250-watt exciter unit

RCA 250-WATT
TYPE 250-K

KANA KBIX KBWD KBUR KFBG KFIZ KGLO KFMB KFIO KFPW
KFAX KHAS KHON KL5 KLUF KJPG KROD K5Y KSRO KUJ
KVFD KYOE KWIL KVER KYCA KYOS WAJR WARM WATN WBDJ
W8TA W8ED SWOC WDOM W9EF WCOB WCRS WDAK WDFW WHKY
W9EC W9GC W98J W9KIP W9KMK W9KPA W9AV W9GN W9DO W9RR
W9HD W90M W908 W9TWS W9WNY

... plus still others to foreign countries, American police installations, and for stations now under construction!

RCA Broadcast Equipment

RCA Manufacturing Company, Inc., Camden, N.J. • A Service of the Radio Corporation of America
In Canada: RCA Victor Co., Ltd., Montreal