You're right, Mr. Riddle. That amazing WOR show "Here's Morgan" snares more than 15% of the listeners when 30% of the sets are being used.*

You see, Charlie . . . that's why I told your father to buy "Here's Morgan." Other reasons, of course, are the amazing jobs the show has done for Adler Shoes, Trommer's Beer and many other things.

*From the WOR-Continuing Study of Radio Listening

WOR

at 1440 Broadway, in New York
where Henry Morgan
stands in front of the cigar store and
laughs people into
spending cash

It would seem, sir, that a smart timebuyer ought to follow your example.
Radio station WLS is one of few—perhaps the only one—to employ an ordained minister as full-time staff pastor—Dr. John W. Holland. WLS religious broadcasts are not confined to any one denomination or creed. They have been enriched by the helpful words of Protestant ministers, Catholic priests and Jewish rabbis, as well as by prominent laymen of all faiths.

Principal religious activity at WLS is the "Little Brown Church," a 45-minute Sunday morning service, now in its seventeenth year, conducted by Dr. Holland. Its chief purpose is to bring the old-fashioned hymns and a Gospel message to the thousands of shut-ins who cannot attend church. "Morning Devotions" is a daily 15-minute program of helpful and inspirational philosophy. Another daily feature concludes "Dinnerbell"—"Five Minutes of Meditation," a short, inspirational message by Dr. Holland.

These regular programs, plus special features at Easter and Christmas time, give WLS a yearly schedule of 890 religious programs. Here is another WLS activity that makes us "part of the life" in Mid-West America.

890 Kilocycles 50,000 Watts Blue Network

The PRairie Farmer Station
Burbridge D. Butler President
Glenn Snyder Manager

WLS CHICAGO

MANAGEMENT AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA NETWORK—KOY PHOENIX • KTUC TUCSON • KSUN BISBEE-DOUGLAS
This hammer is presented with our compliments to the time buyers who have hammered home this essential fact to their clients: When you advertise in Connecticut's Major Market, use WDRC in Hartford. You get all three on WDRC—coverage, programs, rate!

**BASIC CBS HARTFORD**

**WDRC**

**CONNECTICUT'S PIONEER BROADCASTER**
**CHICKENS:** Giddy, feathered nitwits, which is why Nebraska farmers don't mind selling them at today's record high prices.

**EGGS:** Oval objects which are delectable fried, boiled or scrambled. Sell wholesale for 21 c a dozen, more than twice the price Nebraska farmers got last year!

**MILK & BUTTER:** Before bottling and packaging, these two products originate inside of cows (animals found on farms.)

**MONEY**

Defined as coin, currency, wealth.

Nebraska farmers are trading their products for an enormous quantity of money.

And they'll trade their money for your products, if you tell them what you have.

Tell them over KFAB! You need KFAB to reach the farm areas of Nebraska and her neighbors.

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We Pay Respects | 31 |
Put Your 1942 Sales Money on a **WINNER**

For more than ten years, listener-interest surveys of the Detroit radio audience show WWJ far out front.

**WWJ**
Member NBC Basic Red Network

George P. Hollingbery Company
New York - Chicago - Atlanta
San Francisco - Los Angeles

Owned and Operated by The Detroit News
If you are planning on reaching Grand Rapids, Kalamazoo, and all the rest of the rich Western Michigan with your advertising, your best bet is radio—and your best bet in radio is Station WKZO!

Why? Because, in the first place, WKZO with 5000 watts at 590 K.C. covers a territory in which you would literally need twenty newspapers to do an equivalent job! . . . And WKZO, with its exclusive Columbia coverage of that territory, gets an audience that is unmatched by any other station in the neighborhood. In Kalamazoo, for instance, a 30-day survey reveals that WKZO has a higher daytime listening rating than all other stations combined!

WKZO has a primary daytime coverage of 252,170 radio homes in a region which is nationally famous for its high standards of living. . . . Enough said? Write for availabilities!

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932
FCC Tries to Halt Imminent House Probe

Fly Reappointment Becomes Live Issue

AMID CHARGES of "maladministration of a good law", levelled against the FCC and its chairman, James Lawrence Fly, and of counter-charges of purported industry domination by "two New York corporations", predictions were made last week that the House would shortly institute its long-heralded inquiry into FCC affairs.

Desperate efforts by the FCC majority to thwart a proposed select committee investigation of the FCC were reported. This probe was advocated by Rep. E. E. Cox (D-Ga.), though the Administration apparently leans toward formal legislative hearings before the House Interstate & Foreign Commerce Committee. Rep. Cox, ranking member of the Rules Committee and one of the strongest men in the House, confidently predicted favorable action on his resolution this week by the committee, with House approval shortly thereafter.

The air was full of reports about dire things to come, with Chairman Fly's stewardship subject to sharp criticism. Mr. Fly's term expires June 30 and this adds significance to the projected legislative inquiry.

One of the reports was that Chairman Fly looks with favor upon creation of the post of Coordinator of Communications, paralleling the position in the transportation field held by ICC Commissioner Joseph E. Eastman.

In other quarters, however, the reaction was that there appeared to be no reason for such an organization, inasmuch as the Defense Communications Board, also headed by Chairman Fly, for more than a year has achieved outstanding success in planning war communications activity. This board, made up of the representatives of the five Government departments identified with communications, functions under Presidential mandate and its work represents the pooling of ideas of these five agencies.

Yet another report, lacking confirmation, was that Chairman Fly might be relieved of his duties on the FCC to allow him to devote full-time to DCB. He recently testified before a House committee that perhaps 30% of his time is given over to war activity.

Whether the House inquiry will be held by the proposed Cox select committee or the Interstate & Foreign Commerce Committee, the latter already having decided on hearings within a few weeks, is problematical. In the efforts of the FCC majority to block the Cox proposal, it is understood that members have looked sympathetically upon the formal proceedings before the regular committee on the Sanders Bill (HR-5497).

Rep. Cox, in introducing his resolution (HRes-426) in the House Feb. 2, warned fellow members that Chairman Fly had dispatched agents of the Commission in an effort to defeat the measure. He said the House leadership looked upon his resolution favorably, pointing out that the plan is to probe the policies of Chairman Fly and of the FCC law department, which he charged is seeking to "federalize communications and broadcast".

Rankin Praises Fly

Whereas the Cox inquiry, which would be conducted by a five-man committee with special counsel and investigators, would deal largely with personnel and policies, the Sanders Bill proposes reorganization of the FCC and writing of any needed revisions to the statutes.

Answering Rep. Cox's two blasts, Rep. John E. Rankin (D-Miss.) on Feb. 3 highly commended Chairman Fly and held that 90% of the criticism against the Commission had come from the "powerful radio monopoly". He talked of "a Wall Street hirer" and "a Philadelphi cigar maker", without mentioning RCA President David Sarnoff or CBS President William S. Paley by name, alleging they were trying to dictate the broadcasting policy of the nation.

An ardent foe of the power trust and acquainted with Mr. Fly during the latter's incumbency as general counsel of TVA, Rep. Rankin said that he had know Chairman Fly for many years and regarded him as a "most valuable public servant".

The Cox Committee probe, for which a special fund would be provided, would need several months. Unquestionably, it would go into the most controverted phases of FCC regulation, including the newspaper-ownership inquiry, network monopoly regulations, and purported Communist leanings of certain FCC employees, particularly Dr. Goodwin Watson, senior analyst of the FCC Foreign Broadcast Monitoring Service and former Columbia University professor.

Senate Hearing

The House, in passing the Independent Offices Appropriation Bill last month, withheld any compensation for Dr. Watson, a virtually unprecedented act. It was reported that commitments had been made to the House committee in executive session that Dr. Watson would be released, and when this did not occur the committee decided to withhold compensation.

The Senate Appropriations subcommittee handling independent offices, at an executive session last Wednesday, heard Chairman Fly, Foreign Commerce Committee Chairman Eastman, Commerce Committee Subcommittee Chairman Lloyd A. Free and Dr. Watson, questioning the latter for more than a half-hour.

Dr. Watson was said to have denied daily charges of affiliation with Communist-front organizations and declared he was not an advocate of overthrowing the democratic form of Government, according to reports of observers. Inserted in the record were a number of letters from former associates and well-known educators, attesting to Dr. Watson's character.

"No Witch Hunt"

Rep. Cox emphasized, in an interview with Broadcasting last Tuesday, "the main objective of the resolution is to stop bad administration of a good law". In this statement he echoed a previous comment by Speaker Sam Rayburn, who in 1934 was chairman of the House Interstate & Foreign Commerce Committee when the

FOLLOWING is the full text of the resolution (H. Res. 426), introduced in the House Feb. 2 by Rep. Cox (D-Ga.), calling for a far-reaching "study and investigation" of the FCC:

Resolved, That there is hereby created a select committee to be composed of five members of the House to be appointed by the Speaker, one of whom he shall designate as chairman. Any vacancy occurring in the membership of the committee shall be filled in the same manner in which the original appointment was made.

The committee is authorized and directed to conduct a study and investigation of the organization, personnel, and activities of the FCC with a view to determining whether or not such commission in its organization, in the selection of personnel, and in the conduct of its activities, has been, and is, acting in accordance with law and the public interest.

The committee shall report to the House (or to the clerk of the House if the House is not in session) at the earliest practicable date during the present Congress the results of its investigation, together with such recommendations as it deems desirable.

For the purposes of this resolution the committee is authorized to sit and act during the present Congress at such times and places within the United States, whether or not the House is sitting, has recessed, or has adjourned, to hold such hearings, to acquire the attendance of such witnesses and the production of such books, papers, and documents, and to take such testimony, as it deems necessary. Subpoenas may be issued under the signature of the chairman of the committee or any member designated by him, and may be served by any person designated by such chairman or member.

TEXT OF THE COX RESOLUTION

The committee shall report to the House (or to the clerk of the House if the House is not in session) at the earliest practicable date during the present Congress the results of its investigation, together with such recommendations as it deems desirable.

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Thesaurus Using ASCAP Numbers For Disc Library

Music of Some Publishers Used Under Interim Plan

NBC Thesaurus, transcription library service, will begin immediately to release the music of certain ASCAP publishers to its station subscribers, C. Lloyd Egner, vice-president in charge of the radio recording division, announced last Friday.

In addition to obtaining the recording rights directly from a number of individual ASCAP publishers, NBC has also made an interim arrangement with ASCAP permitting subscribers to broadcast Thesaurus transcriptions of ASCAP music for sustaining programs, even if they have not taken out ASCAP licenses.

Mr. Egner declined to release the names of the publishers from whom NBC has secured recording rights, stating only that a detailed bulletin concerning the ASCAP selections now available will be issued by the end of the week. Herman Starr, in charge of the music publishing interests controlled by Warner Brothers Pictures, including Harry Fox Inc., Remick Music Corp. and M. Witmark & Sons, told Broadcast-
ing that NBC had been granted the right to use the music in the catalogs of these publishers, which rights were withdrawn from the management of Harry Fox, agent and trustee for most ASCAP publishers, in the winter [Broadcasting, Dec. 8].

Fees Eliminated

Explaining that NBC was determined to avoid the "un satisfactory arrangements that prevailed prior to 1940-41" and that the recording problem could not be handled together with ASCAP negotiations with stations since ASCAP controls performing but not recording rights to the music of its members, Mr. Starr said that NBC had been necessary to "continue negotiations until we could obtain ASCAP music on a basis satisfactory to our customers as well as ourselves and the publishers."

"Herefore we were required to pay publishers and to charge our subscribers 25 cents and in some cases 50 cents, per use per selection on certain in-house programs using Thesaurus. These fees were charged in addition to the broadcasting license for which the station paid directly to ASCAP. These extra copyright fees are now eliminated.

"Herefore, our recording right licenses were limited to either six months or a year, thus making it very hazardous to invest in costly recording sessions on the knowledge of the standard tunes. Our arrangements are now on a long-term basis, thus permitting us to resume recording of the standard favorites."

"These arrangements have been

DISPOSITION of some 150 outstanding construction permits for standard broadcast stations, covering new installations, power increases and direct sales, is the immediate problem confronting the FCC as a result of its preliminary "freeze announcement" of Jan. 30, which forestalls all new station construction in areas now receiving primary service from at least one station.

Careful study is being given the language of the order to be issued freezing existing assignments, with no indication as to when public announcement will be made. The War Production Board, headed by Donald M. Nelson, actually will promulgate the decree, as it has done in the case of automotive, tire, radio receiving set and other manufactures involving critical materials banned or curtailed for civil use.

Material Shortages

The preliminary order on new broadcast grants does not affect existing broadcasters such as FM and television, though these services are expected to be covered in subsequent decrees. Shortages of vital materials are expected to continue to be felt in virtually similar restrictions.

Under the freeze procedure, all applications for new broadcast stations automatically are to be set hearing. Proof of no primary service, from at least one station, must be established before a grant will be made, and the priorities' road cleared for the necessary expeditions.

The construction permit problem is being given intensive study by the FCC. The Commission will assert certain progress in installation, how many of the station building projects involve critical material and whether adequate service is ready is available in the area involved. Formulation of a sound policy, with sufficient latitude to take care of underserved areas, is the goal.

Thought has been given, it is understood, to diversion of transmitters, tower steel and other materials already on order or in production from what may constitute as non-essential installations to the more urgent ones in underserved areas. This, however, is regarded as a rather extreme approach.

More than likely installations nearing completion, whatever the area, will be carried through. Others, which have been held in abeyance, will not be permitted to remain outstanding for the duration, and probably will be rescinded.

Whether the FCC will seek to assert the status of existing construction permits by questionnaire or through examination of information already on file remains to be determined. Similarly, availability of any for future construction purposes will be determined. Provisional call will figure prominently in ultimate disposition of each case.

The Defense Communications Board, policy-making body which recommended the preliminary freeze notice, met at the FCC last Thursday. It took no action on the standard broadcast situation, however. Aside from broadcast services, freeze orders relating to other services licensed by the Government, such as aviation, police, marine and point-to-point, are under consideration.

McNeil Appointed As WJZ Manager

New Sales Staff Announced

By New York Blue Key

FOR THE FIRST time since it joined NBC in 1927, WJZ, key outlet in New York of the Blue Network, has its own local management which will devote its time to building up WJZ as a local station with local audience as a primary interest.

In the newly-created position of manager of WJZ is John H. McNeil, who joined Mr. McNeil the NBC sales department in 1936 after several years in advertising agency work, and a period of sales and promotion with Liberty Magazine. He has been handling sales for the Blue Network since it set up its own sales group in 1940.

New Sales Personnel

The WJZ new sales staff will include Robert Garver, formerly of WOR, New York; Gordon Lloyd, formerly of WNEW, and Luellen Sterns, formerly of the Reinhold Publishing Corp., WJZ will be represented in the national spot field by the Blue Network's national spot sales organization under Murray B. Grabhorn.

The entire program structure of WJZ is currently under revision to conform with the needs and wishes of New York listeners, the first series to be set up having started Feb. 15. A recorded five-week program titled Strike Up the Band. Featuring recordings by different orchestras each day, the series has as m.c. Ray Nelson, who formerly handled "Midnight Jamboree" program on WEVD, New York, and also handles the WJZ Show Shop program, sponsored by Anacin Co., and The Spice of Life, heard daily only on WEAF, New York, under sponsorship of Old Dutch Mills, New York (coffee).

It is understood that one-minute commercials will be sold on the show, with four announcements set as the maximum, although no exact sales policy for the show has yet been announced.

Trammell Improves

NILES TRAMMEll, president of NBC, was reported last week to be recovering comfortably at Roosevelt Hospital, New York, following an operation for acute appendicitis Jan. 17. Since his duties temporarily are Frank Mullen, vice-president and general manager.

FRANK W. WOZENCRAFT, vice-president and general counsel of RCA Communications Inc., was called Feb. 3 into the air terminals as a lieutenant colonel in the Signal Corps Reserve, assigned to Fort Monmouth, N. J.

McNeil, who was appointed vice-president sales in the NBC sales department in 1940, has been sales manager of WJZ since 1938.

McNeil's department, which includes 14 salesmen and two bookers, was the subject of a publicity stunt at the conclusion of the New York World's Fair, when he was awarded salesman of the week.

Mr. McNeil has recently been hospitalized for an operation on his appendix and has not been in the studio for some time. Although he was expected to return to NBC before this week, he was listed as still in the hospital today.

Mr. McNeil was appointed vice-president sales in the NBC sales department in 1940, and has been sales manager of WJZ since 1938.
Dean Pound Raps Press Ownership Ban

Sees Threat to Free Speech as Hearing Nears End; Stahlman May Be Called

WITH a thumping academic-legal case against any ban on newspaper-ownership of broadcasting facilities delivered as a climax by Roscoe Pound, dean emeritus of Harvard Law School, the Newspaper-Radio Committee last Friday night concluded its affirmative presentation in the FCC's long-drawn newspaper-ownership inquiry.

To all intents and purposes, finally called, after nearly three years, Chairman James Lawrence Fly left the door open for further sessions by receding the inquiry without setting a resumption date.

May Call Stahlman

Pointing to continuation of the hearings, it was indicated Friday night that the FCC's Committee of Inquiry, headed by James G. Stahlman to testify. Conmdr. Stahlman, publisher of the Nashville Banner and former president of ANPA, now on active duty with the Navy Department, last week emerged as the "lost soldier" of the anti-newspaper-ownership fight when the U. S. Court of Appeals for the District of Columbia held that his commission had the power to require his appearance under subpoena.

The court, however, at the same time struck at the heart of the move against which the inquiry is being held through holding that the FCC was entirely without power to enforce any general rule precluding newspapers or any other class of applicant, from holding station licensees [BROADCASTING, Feb. 2].

With Elisha Hanson, ANPA general counsel, apparently satisfied at having "lost a soldier, but won the war"; and not intending to appeal the subpoena suit to the Supreme Court, the decision lay with the FCC whether to call Conmdr. Stahlman to the stand. Although it was indicated he would be called, no date was set for his appearance.

Dr. Hettinger Testifies

It is believed also that the FCC may offer several more exhibits in the newspaper-inquiry record, and may call for additional expert testimony along their line, but with the outcome now fixed, the appearance of a full-time witness by the FCC chairman, who was formerly president of the Council for Democracy since July 1, 1941; Dr. Roscoe Pound, dean emeritus of the Harvard Law School. Direct examination was handled by Sydney M. Kaye, NRC.

Although still far behind the half-million-dollar overall cost figure of the 1939-39 network monopoly hearing, the newspaper-radio inquiry, which rolled into its closing stages yesterday, is estimated to have cost nearly a quarter-million dollars. This figure, at best an approximation, was well agreed upon by both observers, reckoning the total cost on a basis covering salaries of the FCC staff, plus that of the sizable number of other expenses that can be charged, directly and indirectly, to the conduct of the inquiry.

Explains Data

Dr. Hettinger explained a series of eight exhibits, interpreting certain elements of statistical data presented by Dr. L. D. H. Weld, director of research of McCann-Erickson, during the early days of the hearing last August. In explaining the exhibits, Dr. Hettinger cautioned against making "wrong interpretations" of Dr. Weld's statistics on the relative incomes and earnings of radio, newspapers, and magazines.

One table, as described by Dr. Hettinger, giving a breakdown of radio's total time sales from 1935 to 1940, showed an increase of 95.5% in total net time sales during the period, a rise from $79,600,000 in 1935 to $155,700,000 in 1946.

According to Dr. Hettinger's breakdown, network advertising time sales increased 85.7% during the period; national and regional non-network time sales, 169%; local non-network time sales, 89.6%.

In the six-year span, national time sales rose 107.3%, the table indicated, although the general trend in comparing sales between competing media was a deceleration in the increase in radio time sales.

Another exhibit, covering newspaper and magazine advertising revenue from 1939 to 1940, showed a 283% increase in newspaper revenue, from $148,600,000 to $539, 500,000, along with a 318% increase in magazine and periodical advertising revenue from $53,900,000 to $224,500,000.

Pointing out that more than 90% of radio's operating revenues derive from commercial time sales, Dr. Hettinger noted that of a total operating revenue of $1,396,400,000 for radio, magazines and newspapers, radio revenues accounted for only about 10% of this amount. In his exhibits, he emphasized that while total revenues from broadcast operations during 1939 amounted to $141,700,000, in the same year newspapers had revenue totaling $845,700,000, and magazines, $409,000,000.

He pointed out, in this regard, that the Weld exhibits, introduced on behalf of the FCC, indicated no amounting to less than 19% of the total radio-magazine-newspaper revenues.

Local Press Revenue

Observing that since 1915 from 65% to 75% of the newspaper advertising revenue has been secured from local advertisers, Dr. Hettinger pointed out that newspapers in 1940 took in $405,000,000 in local accounts and $161,000,000 in national accounts. With radio's national time sales amounting to $110,900,000 in 1940, comprising about 75% of its revenue, he said this indicated that radio's greatest competition with newspapers lies in the national advertising field.

Another exhibit, comparing 1929 and 1939 conditions, showed that during the decade the decade had dropped 14.5%, from $49,115,000,000 in 1929 to $42,039,000,000 in 1939; local retail advertising meanings had dropped one-third, from $600,000,000 to $400,000,000; and the ratio of advertising expenditures to retail sales had declined from 12.2% to 9.6%, a drop of 22.1%.

Asked for his opinion on the effect of radio in bringing about this change, Dr. Hettinger pointed to these figures and commented, "Obviously, factors other than radio advertising have been responsible for the relative decrease of newspaper advertising revenue".

In response to further questioning, he observed that as a matter of accounting it was impossible to determine whether a newspaper owns a station or a radio station owns a newspaper, in the present state of the arts, although this could change what might come with further development of television and facsimile.

Dean Pound Testifies

With FCC Chairman James Lawrence Fly making his first appearance at the hearings in several weeks, Dean Pound reviewed and analyzed the history and development of the "common law rights of man". Using no notes, he presented an exhaustive historical survey of the legal background of the concept of press freedom and press, maintaining that there is no valid "interpretation" of these principles, as has been argued on occasion by FCC counsel.

It is the duty of an administrative agency, such as the FCC, to "shape action" to the exigencies of the case", rather than attempt to short-cut by establishing general or arbitrary standards or rules, Dean Pound commented. He declared also that administration of the law is (Continued on page 18)
Shepard Proposals Aimed to Stop Criticism

CONSISTENT with the industry war policy of self-regulation, the NAB Code Compliance Committee, at an all-day session last Friday opposed reports that its suggestions to control broadcasting of war news to insure maximum good taste in the handling of war news, was agreed, however, with the conduct of commercials.

The meeting, opened by John Shepard 3d, Yankee Network president and chairman of the newly-created Broadcasters' Victory Council, was adopted. Additional suggestions, apart from the middle commercials and banning of sponsorship of individual and sporadic news bulletins, were adopted by the committee with the sanction of Mr. Shepard.

Efficient Handling

The special meeting was called by NAB President Neville Miller and Committee Chairman Earl J. Glade, KSL, Salt Lake City, following a morning war briefing Monday (Jan. 31) with Archibald MacLeish, director of the Office of Facts & Figures; William B. Lewis, associate director of OFF in charge of radio, and Douglas Meserey, Mr. Lewis' chief aide.

Some criticism of handling of commercials in news programs, in the light of the war, had been voiced. The suggestions adopted, it was felt, could be observed without any substantial loss of revenue for any station, while at the same time resulting in more efficient handling of news.

Pres. Lewis and Meserey attended a luncheon session of the committee on Monday and indicated the suggestion should go a long way toward meeting criticism, F. M. Russell, NBC Washington President, and Fred Weber, MBS general manager, also attended the session.

The committee decided to undertake a survey of news broadcasts to ascertain the precise effect of the suggestions advanced. Further recommendations will be made to the industry in accordance with the survey results, it was stated. Elimination of the middle commercial was the salient topic. It was agreed, however, that with the exercise of extreme care, such commercials could be handled [see text of manner in which it was agreed above].

Proposals that the middle commercial be eliminated in all newscasts, that different announcers handle commercials from those who read the news, and that commercial time on newscasts be cut by 25 per cent were rejected by the committee after full consideration.

Code committee members who attended the session with 60 OFM and members of the Roberts Report, F. A. MacLeish, CBS Washington vice-president; White Paul and White Gibson of CBS, New York, and Meserey. Russell and A. A. Schechter for NBC, attended. Of the committee's general manager of WOL, Washington, represented MBS, with the NAB represented by President Miller and Mr. Pellegrin.

New War Committee

Mr. MacLeish is also chairman of the newly-formed Committee on War Information of Government Executives. Its members include James Dunn, Assistant Secretary of State; Ferdinand Kuhn Jr., Assistant Secretary of the Treasury; M. J. Tippit, special assistant to the Attorney General; Wayne Coy, Office for Emergency Management; Lowell Mellett, director of the Office of Government Reports and assistant to the President; John McCoy, Assistant Secretary of War; Kenneth B. Stevenson, Assistant Secretary of the Navy; Capt. Robert E. Kinnon, OPP; Robert Sherwood, Office of the Coordinator of Information, Radio; A. W. Price, chairman of the Committee on Inter-American Affairs; Benjamin Cohen, Department of the Interior; James Landis, Office of Civilian Defense; Oscar Cox, Los Angeles.

It was pointed out that the War-Time Guide for Broadcasters, drafted Dec. 19 by the NAB Code Committee, stated that news bulletins should never be used as a "springboard" for commercials and that copy such as "news" and the like should be used only in their legitimate functions.

NAB Code Committee's News Control Suggestions ...
The SUN rises in the EAST

YOU CAN DEPEND ON THAT

YOU CAN ALSO DEPEND ON

WEED AND COMPANY

RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO
Leasing of All Shortwave Time Considered by Donovan Office

Virtual Subsidy for Improvement of Mechanical Operation Foreseen in Project of OCI

A VIRTUAL subsidy for the improved mechanical operation of the nation's 11 operating shortwave transmitters, and others already authorized but not yet projected, is foreseen in a plan now in its tentative stages at the Office of the Coordinator of Information headed by William J. Donovan.

The plan, an implementation leasing by the OCI of all the time on the stations, but continued operation by their present owners, with both the OCI and private operators providing programs designed for reception in foreign counties, particularly in enemy territory.

All Time Controlled

It is proposed that OCI shall control all of the time on the stations with the exception of 4 p.m. to 12 midnight, which would be allocated to the Coordinator of Inter-American Affairs (OCI) whose communications division is headed by Don Francisco and whose radio branch is headed by H. A. Aylesworth.

When this arrangement have not yet been decided upon, though it was pointed out that the OCI has authority and funds to pay the private operators for use of the facilities.

Conversations are already under way with the operators, and it is reported that all but a few of the operators are in virtual accord.

The OCI, whose radio activities are headed by Nelson Poynter, editor of the St. Petersburg Times and owner of WTSP, in that city, proposes that the funds it provides shall be used to increase the powers of the stations so that their total wattage will exceed 2,500,000. It has also been decided to undertake the erection of more such stations, preferably by private operators.

All programs, including news, would clear through the New York office of OCI, which is connected with all of the existing shortwave stations by broadcast lines and with the exception of General Electric's KEI at Belmont, near San Francisco. The present hookup is known as the Bronze Network, and over it the OCI is already feeding news reports processed in its own news room in Washington.

To Avoid Propaganda

That the over-all plan virtually means Government operation of the American shortwave system was the conclusion in some industry circles. These, however, declare that they intend to retain the best programs now on the shortwave stations and put on many additional programs. It is their contention that the industry, beset with so many other problems and deriving little or no revenue from shortwave broadcasting, has not turned over its “best brains” to international broadcasting, and that much remains to be done both in technical construction and in a program way.

News, it was said, will be handled on a factual basis, with some of the present foreign-language newscasts retained and others replaced, but with more complete and more frequent news reports offered by reason of the availability to OCI not only of the press association reports but the vast Governmental founts of information. Any semblance of “propagandizing” is to be avoided in order to maintain the American shortwave station's reputation for credibility now enjoyed in practically all foreign lands.

The OCI's field of activity embraces all foreign territories outside of the Western Hemisphere.

Three Radio Men on Donovan Staff

THREE more practical radio men have been added to the radio staff of Coordinator of Information William J. Donovan under Nelson Poynter, owner of WTSP, St. Petersburg, and editor of the St. Petersburg Times, who is in charge of radio activities.

They are Gordon Persons, former manager and part-owner of WSFA, Montgomery, Ala., who has joined the technical staff under Russell Johnson, former Pacific Coast program director of CBS; John Houseman, formerly with various Hollywood studios and recently with Orson Welles’ Mercury Theatre, Mr. Johnson and Mr. Houseman will correlate program and station relations.

the latter domain being left to the Rockefeller Committee which is handling its own radio liaison with the shortwave stations. OCI laterly has been particularly active in getting out radio reports to the American forces overseas, but its prime effort has been to get reports to SEC, with allied and enemy countries to acquaint them with the activities of the United States in the war.

With only one shortwave broadcasting station on the West Coast, OCI took the initiative in purchasing a transmitter from GE approximately three months ago and securing necessary priorities thereon so that a station can be put into operation in San Francisco for operation by Welesally I. Dunn, owner of KSFQ, San Francisco, who is to repay OCI for the outlay and who is also reported to be planning another such transmitter in Los Angeles.

Shortwave Outlets

The 11 American shortwave broadcasting stations now licensed are W2XBS, Brooklyn, N. Y., 50,000 watts, owned by CBS and holding a CP for 50,000-watt operation from a new site at Brentwood, Long Island; W2XIT, 10,000 watts, owned by Philo, owned by the Crosley Corp.; KEI, Belmont, Cal., 50,000 watts, owned by General Electric Co.; WQA, 50,000 watts, owned by General Electric; WOAC, 50,000 watts, owned by General Electric; WQEO, 100,000 watts, owned by General Electric; WNBI, 100,000 watts, owned by General Electric; WRE, 100,000 watts, owned by General Electric; WYTI, 50,000 watts, owned by General Electric.

In addition, construction permits are outstanding for a new 50,000-watt outlet being built by CBS at Brentwood, L. I., which is designed to replace WBAB near Philadelphia; for Mr. Dunn's KWI, San Francisco, which will operate with 100,000 watts; and for World Wide's WUR, to operate with 50,000 to 100,000 watts.

Trained Radio Personnel Sought for Latin Agency

70 SUPPLY specialized personnel for spot broadcast over stations in Central and South American countries, in connection with international broadcast programs of the Committee on Administrative Positions in the Government, of the Civil Service Commission, in seeking a score of program and production men having a full cultural knowledge of South America who are fluent in Spanish, it was learned last week.

Expansion of the activities of the committee, popularly known as the Rockefeller Committee, will necessitate a considerable increase in personnel. The committee, in addition to programming and production work, highly specialized knowledge of South American countries, in addition to programming and production work, highly specialized knowledge of South America, it was said. In addition to international broadcast phases, it is understood that the program will include preparation of translations in Spanish for foreign language stations in the Latin American countries.
Yes sir! Audience mail has more than doubled since WOWO began full time operation six months ago. That's double audience response!...Twenty-five new network commercials have been added. National spot business has jumped 77.9 percent...

With rates unchanged, WOWO's value to the mid-West advertiser has doubled. Yes sir!
Industry Accepts War Labor Policy

‘No Strike’ Plan Has Long Been Basis Of Operation

By JOSEPH L. MILLER, Labor Relations Director, NAB

The broadcasting industry gladly accepts the country’s new wartime labor policy.

As a matter of fact, this “no strike” policy has been the keystone of the industry’s labor relations program throughout the 21 years of the industry’s existence.

Good pay, good working conditions, scrupulous compliance with all labor laws, and an honest effort to be more than just fair in all respects with employers, have kept the industry’s labor relations on a high plane. Strikes have been few and far between.

Direct Negotiation

The new “no strike” labor policy places new obligations on both employers and employees organizations. As agreed to by representatives of both management and labor, it provides that all disputes shall be settled by peaceful means. These peaceful means, President Roosevelt says, shall include (1) direct negotiation between labor and management, (2) mediation or conciliation if direct negotiation fails, and (3) arbitration if mediation or conciliation is unsuccessful.

In other words, both labor and management shall make every effort to settle any disputes by direct negotiation before other settlement procedure is brought into action. The importance of this step cannot be over-emphasized. Unless an overwhelming majority of disputes are settled in this way, there will inevitably grow governmental regulation of wages and other working conditions which will be as abhorrent to labor as to management.

However, in case direct negotiation fails to adjust differences, the employer and labor are obligated to ask for outside help. To this end, the NAB labor relations department, other labor relations experts, or state or federal conciliation services are available. The important thing is to get the detached views and suggestions of an outsider. In this step, these views and suggestions are not binding. But often they can be of the greatest help.

The final step, if mediation or conciliation fails, is arbitration. Both sides, if a dispute reaches this stage, must agree to let an outsider settle the dispute for them. Whatever this outsider says is final judgment.

Often arbitration is desirable. If there has been a sincere effort to reach an agreement by direct negotiation, and if the advice of impartial experts has failed to produce a settlement, it may be the best way to end a dispute. If, on the other hand, one or both of the parties to a dispute start negotiations with the fixed idea that eventually it will go to arbitration, by a government agency, then direct negotiations and mediation may as well be dispensed with. We might as well dispense with collective bargaining, and let a governmental agency fix wages, hours and working conditions.

Split the Difference

Another factor, too, is the tendency of arbiters to “split the difference.”

If a labor union is asking for $1 more than the employer wants to give, an arbiter is inclined, it seems, to make it 50 cents. And there is no appeal from an arbiter. The parties have agreed in advance to accept his award. Hence, if a labor leader really wants 50 cents and knows that the dispute will eventually go to arbitration, he usually will hold out for $1 through the periods of direct negotiation and mediation—hoping that the arbiter will “split the difference” or an employer may use the same tactics, in reverse.

The new war labor board set up by President Roosevelt to handle outstanding disputes in war industries has not yet formalized its procedure. It appears doubtful that it will find time to take care of disputes involving so few men as do the ordinary broadcast disputes.

By following the industry’s long successful progress in labor policy, however, disputes should be held to a minimum. In the event they do arise, it certainly would be advisable for the parties to make every effort to settle them around the conference table.

Thermometers

W L O L, Minneapolis, has found an answer to the ban on cigarette lighters. A service to listeners of the station recently offered outdoor thermometers to listeners at a below-cost price. Each thermometer bears an imprint of the WLOL call letters, along with a line of copy tying in the broadcast ban. The initial supply was snapped up.

SALES CONFAB COMBINATION and dinner at Chicago's Ambassador Hotel was a feature of two-day sales clinic held recently by WBBM, Chicago, Jan. 23-25 during which station officials conferred with representatives of CBS Radio Sales in New York and St. Louis on WBBM programming, sales, merchandising aids, and station operation. Seated (l to r): Stuart Dawson, WBBM assistant program manager; Carter Ringlet, CBS Radio Sales, St. Louis; Harry Eldred, WBBM program coordinator; Ernie Sohno, WBBM local salesman; Frank McDonnell and Howard Meighan, CBS Radio Sales, New York; John Brorby, agency servicing manager of WBBM; Charles Garland, assistant commercial manager; Stan Levey, WBBM local salesman; Bevo Middleton, CBS Radio Sales, New York. Standing: Walter Preston, WBBM program manager; King Park, promotion manager; and George Grant, local salesman. Climax of the two-day meeting was a pre-arranged show with the entire talent of WBBM participating.

KFAR, KDB DEALS APPROVED BY FCC

CONSENT to transfer control of KFQD, Anchorage, Alaska, and permission for a routine transfer of KDB, Santa Barbara, Cal., were granted last Tuesday by the FCC. The KFQD authorization allows R. E. McDonald and his wife, Barbara, holders of 334 shares of stock representing a two-thirds interest in the station, to sell to William L. Wagner, manager of KFQD as well as one-third owner. Deal, involving a consideration of $30,000, will bring the entire 500 shares. Earlier last year the McDonalds had sought to sell to Cameron Corp., leading San Francisco industrialist and founder of KFAR, Fairbanks, but the deal did not materialize. KFQD operates with 250 watts on 77 kc.

The KDB grant permits the transfer of control of Santa Barbara Broadcasters Ltd., Station KDB, from Thomas S. Lee and R. D. Merrill, executors of the estate of Don Lee, deceased, to the Don Lee Broadcasting Co. Transfer is controlled by the Don Lee Holding Co., of which Thomas S. Lee owns two-thirds of the stock. All outstanding stock of the holding company is owned by another corporation, which is an interest in 100% of the common stock issued is sold for $125,000 under the deal.

Flagg - Quirt Programs To Brown & Williamson

FOLLOWING the trouble Brown & Williamson Tobacco Co., Louisville, experienced last December in trying to use the format of its NBC-Red program Wings of Destiny for fear of disclosing information about airfields to the enemy (BROADCASTING, Dec. 29), the company has decided to replace the program Feb. 13 with Capt. Flagg & Sergt. Quirt, program currently heard sustaining on the Blue Network, Sundays, 7:30-8 p.m. At that time, the program will be heard Fridays at 10 p.m. on 83 NBC stations.

The new series for Wings King Size cigarettes is sponsored on the Blue through Feb. 1 by Mennen Co., New York, but was canceled because of restrictions on advertising alcohol and tin, which affected Mennen products advertised on the show. Agency for Brown & Williamson is Russel M. Seeds Co., Chicago.

Wax Firm to Stay

DENIAL that S. C. Johnson & Son, Racine, Wis., will discontinue its weekly half-hour NBC Fibber McGee & Molly show because of priorities has been made by John J. Louis, Chicago, vice president in charge of radio for Needham, Louis & Brody, agency servicing the account. In a wire to Cecil Underwood, Hollywood manager of the agency and program producer, he stated that the firm's container supply is not affected under the present Government tin restrictions, he added that all 300,000 of approximately 6,000,000 glass containers has been placed in Toledo. Underwood said the agency is looking for a summer replacement for that show.
100 years ago the famous Smith Brothers knew how greatly weather affects cough syrup sales... yet how short the season often is and how fast cough weather jumps from market to market. It's just as true today. That's why Smith Brothers, Inc. depends so heavily on fast-moving, flexible Spot Radio... to hit cold markets quick and hard anywhere... to avoid wasted effort in markets turned suddenly warm. The results are proved by increased Spot Radio budgets year after year!

- Should you know more about fast, flexible Spot Broadcasting... more about what it will do for your own advertising? Ask a John Blair man!

**BROADCASTING • Broadcast Advertising**
Four Nets Merge For War Program

'This War' Contributed to Government; Begins Feb. 14

DRAMATIZING and interpreting the wartime activities and resources of the United States, the first four-hour Saturday series in history is scheduled to start Feb. 14 for 13 weeks. Arranged through collaboration with the Office of Facts & Figures, the new series has been titled This Is War and will be heard Saturdays, 7-7:30 p.m. (EWT), on NBC, CBS, MBS and the Blue Network, with 12:45-1:15 a.m. West Coast repeat.

This Is War was announced Jan. 31 that the U.S. Government had "graciously accepted" the networks' plan to produce and broadcast the programs at no cost to the Government. Described as one of the broadcasting industry's major contributions to the war effort, the programs are to be carried on some 500 stations and will be shortwaved to listeners all over the world.

Serving the Nation

"This is welcome evidence of the desire of one of this nation's great industries, working in complete cooperation with the Government, to render useful and constructive service," the White House announcement said.

"While maintaining the competitive spirit of American broadcasting in all other respects, including their individual efforts to serve the country in time of war, the networks have mobilized and combined their resources and talents for this particular program series." Responsibility and operating expenses are being borne by the four networks. A writing and production staff has been working closely with OFF, the War and Navy Departments and other Federal agencies.

The series is under supervision of a production unit headed by H. N. Melton, N. L. Arehart, and W. G. Bunker. The series is being written by C. H. Peck, W. G. Rains, and E. A. Proctor. Additional writing talent includes a group of about 10 well-known radio writers and authors who will participate.

Plans are being perfected with the Coordinator of Inter-American Affairs and the White House staff of Information to shortwave the programs all over the world in many languages. In a number of English-speaking countries, the programs also will be carried by their domestic stations through MIRROPHONE, new device for quick recordings, is given the once-over by Col. B. J. Palmer, president of Central Broadcasting Co., while Bobby Griffin, announcer of WHO, Des Moines, explains mechan-isms to the Colonel and Harold Fair, WHO program director.

Despite the controls are set for recording and words or music are input for maximum of one minute. Controls are then switched to playback and the one-minute recording may be replayed many times, it is claimed. When a new recording is desired, the controls are reset on recording and a de-magnetizing device cleans the tape of the previous recording, just ahead of the new recording.

In actual work at WHO, it was said, each announcer, as he comes on duty, goes through all his commercial copy and records it on the MIRROPHONE, playing it back before going on the air. The MIRROPHONE microphone is then set beside the broadcasting microphone in broadcast. It was claimed that the MIRROPHONE enables announcers greatly to improve their work since it gives them an opportunity to listen to and criticize their own work.

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HANDLING BIG SHOW

Mr. Corwin Mr. McClinton

shortwave telephone circuits, the White House indicates.

With radio, stage and screen personalities contributing their services in dramatic episodes, the initial broadcast of This Is War! will be a general introductory program to lay the foundation for the rest of the series. Individual program titles, in order, are "America at War", "The White House and the War", "Your Army", "Your Navy", "America in the Air", "The War of Economy", "No Danger: Men at Work", "Exit Inflation", "The Curbside Colonel", "A Day in the Life of a Defense Bond", "On Our Side", "United We Stand", and "After Victory".

Tale of a Pint

BEST FACTUAL proof to show that no pain nor ill effects are connected with giving blood for our armed forces will be set forth Feb. 14 when Dr. M. D. Driscoll, director of news and special features of WOR, New York, broadcasts a description on WOR of the routine of preparation and the actual process as he gives a pint of blood at the American Red Cross Blood Donor Station in New York.

New Watch Campaign

LONGINES-WITTNAUER Watch Co., New York, in March plans to resume its usual spring campaign of half-hour symphonic music transcriptions in over 150 markets. No further details are available at present. Agency is Arthur Rosenberg Co., New York.

Irene Kuhn to Mexico

IN CONJUNCTION with a new series of NBC public service programs, suggested by Vice-President Henry A. Wallace, Irene Kuhn of National Broadcasting Company, last week flew to Mexico City to start a tour of the country to gather material for lectures before women's organizations. Upon her return she will meet with the women's organizations to organize the National American Red Cross. Saturdays, when NBC plans to present Down Mexico Way, a series to make this country more Latin American conscious.

AIR CORPS ENDING RADIO CADET DRIVE

A PRECEDENT-shattering radio development of last week was the voluntary turning back of time by a Government agency because it had "fulfilled its mission".

Three weeks ago Secretary of War Stimson announced the need for pilots to man the 65,000 war planes to be produced this year and the 125,000 output of next year. The radio branch of the War Department's Bureau of Public Relations immediately devised a recruiting campaign that was so successful that numbers heretofore invoked for air cadets had been reduced and that examinations of candidates could be completed in one day instead of several weeks.

On Jan. 22-25, news commentators pitched in on the drive. Thereafter, through the Bureau's agency contacts, the recruiting plea was included in commercials on numerous network programs, as well as by spot announcements on individual stations.

Last Wednesday recruiting offices and the Air Corps reported they were so swamped with applications that it was all they could do to handle them. No other medium was used.

Ed Kirby, chief of the radio branch, and his agency contacts, Robert C. Coleson and Lou Cowan (anchor men) and Lon Culom, promptly notified all broadcast connections that since the mission had been completed, time devoted to the campaign could be used for other purposes for which a greater need existed. Gratification was expressed not only by the Air Corps and the radio branch, but by program sponsors and stations who contributed the time.

WCSC Deal Opposed

ANNOUNCEMENT of its intention to deny proposed transfer of WCSC, Charleston, S. C., from the Liberty Life Insurance Co., to John M. Rivers, its president and general manager, was disclosed last Thursday by the FCC. The Commission said in its proposed findings, subject to confirmation, that under the arrangements Liberty Life would retain "substantial financial control of the licensee corporation" while Mr. Rivers "assumes no personal financial obligation". With control so divided, it said, only a partial transfer would be permitted and neither the transferor nor transferee "would have the control over the license requisite for the operation of station WCSC in the public interest".
**War-time Advertising Demands Executive Decision**

You can contact the many responsible executives through promotion in Printers' Ink

War is changing many advertising policies. A company facing limited production debates the question of continuing or curtailing advertising. The president of the firm may want to maintain present schedules, changing only the message. His vice-president-in-charge-of-sales votes for continuing only in certain markets, on certain stations. The advertising manager and agency account executive may advise a trade promotion on product maintenance to keep dealers active.

And, when all the opinions, ideas and facts are chipped into the hopper, out will come one decision. It will say: "Your station is on the list!" or "Sorry, next time, maybe!"

Contacting the many executives who influence advertising decisions is as important to the sale of time as your coverage of all members of the consumer-family is to the sale of a sponsor's merchandise. Advertisers buy like families buy. Their decisions call for a merging of opinions.

If you are to hold your present business and attract new accounts, your story must be told quickly, inexpensively and with force to the executives who are now making time-buying decisions. You can do this in Printers' Ink, the magazine offering truly balanced representation among advertising, management, sales and agency executives who are charged with advertising responsibilities.

Your story will ride in on the acceptance of Printers' Ink, because it is the one magazine welcomed in all industries for its help in moving products and services to consumers in the mass.

Start a campaign in Printers' Ink now to strengthen your grasp on today's active accounts and to lay the groundwork for tomorrow's business.

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Free Report for Media Men with Sales Responsibilities

"Who determines selection of media"

154 advertisers tell who and how many executives sit in on buying decisions — how buying is shared by agency and advertiser.

You may have thought of making this broad field report yourself. Contains useful facts for checking your own sales and sales promotion activities. Are your contacts adequate? Here's convincing information for aggressive media executives to use in plans coming up for their management's approval. Write now for P. I. Jury of Marketing Opinion Report No. 68, Address Adv. Dept., Printers' Ink.
A FEW WORDS FROM CITIES SERVICE...

In renewing for our 16th year on the NBC Red Network, we cannot let the occasion pass without a few words telling you how much we've enjoyed our mutually profitable association. The Cities Service Program holds a warm place in the affections of our dealers and the listening public alike. Down through the years it has been the good right arm of all our advertising and promotional efforts. Our annual renewals, we feel, are concrete evidence of its sales effectiveness as well as of its institutional value.

—CITIES SERVICE
780 WEEKS ON THE NETWORK MOST PEOPLE LISTEN TO MOST

The best testimonial ever invented is the satisfied customer.

We point proudly to one of our long list, Cities Service, as an interesting example of NBC Red Network effectiveness.

For fifteen years of Friday nights, Cities Service has employed the facilities of the Red to spread fine music—and the fine points of fine gasoline—to millions upon millions of American families. That the combination works, and works well, is amply attested by the fact that Cities Service has renewed its Red Network contract not once or three or five or eight times, but fifteen—and is now starting its sixteenth year of doing business at the same old Friday night stand on NBC Red.

Dwell on that for a moment, when you think about radio in general, or the Red Network in particular. Or consider how consistently other leading American business organizations use the Red.

Of all the Red’s 1941 clients, a summary reveals, ninety-five per cent were renewals. Seventy-five per cent of our present advertisers can look back to five or more years on the Red Network—an even third of them to ten or more years.

The best testimonial ever invented is the satisfied customer. The Red Network specializes in them.

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
Priorities and War Feature Canadian Broadcasting Issues Wartime Broadcast Meeting

WARTIME PROBLEMS of Canadian broadcasters will be discussed at the eighth annual convention of the Canadian Assn. of Broadcasters at the Windsor Hotel, Montreal, Feb. 9-11. With priorities and short-hand developing in equipment, and an increasing amount of wartime programs on the air, the CAB has asked government wartime officials to address sessions of the convention.

A large delegation will attend from the American networks and the NAB. Among those who have accepted the CAB’s invitation are: William S. Hedges, NBC; C. Lloyd Egner, NBC; Fred Weber, MBS; S. B. Hickox, NBC; Ed Klauber, CBS; Paul White, CBS; Neville Miller, NAB; W. B. Parsons, NBC; L. C. Smely, NAB; Keith Kiggins, Blue; and L. L. Shire, CBS.

Open Meeting

Opening meeting of the convention at 10 a.m. Monday, Feb. 9, with Harry Sedgwick, CFRB. Toronto, and CAB chairman of the board presiding, will include a report from the CAB’s invitation to William S. Hedges, NBC; C. Lloyd Egner, NBC; Fred Weber, MBS; S. B. Hickox, NBC; Ed Klauber, CBS; Paul White, CBS; Neville Miller, NAB; W. B. Parsons, NBC; L. C. Smely, NAB; Keith Kiggins, Blue; and L. L. Shire, CBS. This will be followed by an address by a Montreal director of the Canadian Assn. of Broadcasters. Herbert Lash, director of public information in the Department of National War Services, will discuss "Information and the Broadcasters," to be followed by J. W. G. Green, director of engineering for the Army and Air Force in the Department of National Defense. Neville Miller, CAB president, is the luncheon speaker.

The afternoon session of the first day will discuss standardization of rate structures, the setting up of an organization to measure listener habits, the balance of the audit bureau and the work of the National War Finance Radio Committee in aiding the government in the raising of war revenue.

The Second Day

The second day starts with a breakfast session for which accommodation is reserved by George Chandler, of CJOR, Vancouver, CAB director and chairman of its technical committee. Guest speaker is Lyne C. Smith, NAB station manager and RFN program manager. A round table discussion of wartime and engineering problems will follow.

The Tuesday afternoon session, open to members only, will deal with bulk buying practices; policy to be set up for free time for commercially sponsored programs; agency franchise revision and the shaking up of current bodies; and replace the current Fact Finding Committee; establishment of a school where announcers can be trained; a report on the Churchill Fund established at the last convention to raise money through the Montreal Hospital; and Britain’s war victims. At the dinner broadcasters will be welcomed by Mayor Renault of Montreal, and Mr. Shirer will be guest speaker.

Joint Meetings

A closed session with members of the Canadian Assn. of Advertising Agencies will start the business session of the board at 11. Discussed will be a report of the joint sessions of the CAB and CAAA committees on franchise requirements, simplification and standardization of rate structures, use of standard contract forms, commission arrangements, and payment of invoices and other problems. CAB members then will discuss these problems during a closed session. The morning session will also take up developments brought about by the prices and wage ceiling regulations, and nominate and elect officers.

The afternoon meeting will be divided into two parts, one for stations affiliated with the Canadian Broadcasting Corp. network, and the other for stations affiliated with the CBC network. Problems of mutual interest will be discussed and CBC executives are to be present. A meeting of new board of directors is to be held on Thursday morning to line up work for the year.

Canada Tax Ruling

A SPECIAL ruling has recently been made by the Canadian Government to stimulate and encourage the contribution by corporations of paid advertising to aid Government war finance drives. It is recognized by R. C. Smith, commissioner of income tax, that the Canada Tax Act permits a deduction of 80 per cent from the gross income of the taxpayer during the period 1938-39 inclusive. Such advertising contribution to the war effort will be at least 80 per cent, that is at least 80 per cent of the time and space given over to supporting some phase of Canada’s war effort.

Ken Sobel’s Amateurs

THE program Ken Sobel’s Amateurs, after an absence of several months from Canadian stations, resumed Sun. 2/8. It is to be heard each Sunday from 12:15-1 by NBO in Winnipeg, 1340 kHz, 12:30-1:00 by CFCF in Montreal. The Canadian adaptation of Maj. Bowes’ program will tour military training camps and the larger cities and towns of the Dominion. There will be no commercial time during the broadcast, and all programs will be broadcast from military training camps. On March 8 Royal Canadian Tobacco Co., TUC, sponsored the program again for a new product on CHML, Hamilton, Ont.; CFRB, Toronto, March 19 for another new product on CHML, Hamilton, Ont.; CFRB, Toronto; March 31 for another new product on CFCF, Kingston, Ont.; CFCF and CKAC, Montreal, on May 1 with all radio stations in unison in French over CKAC. As in the past Ken Sobel, manager of CHML, Toronto, will join a group of amateurs by Metropolitan Broadcasting Service, Toronto.

G. ALEC PHARE

COMMERCIALS FOR Canada’s war financing campaigns have become the No. 1 job for G. Alec Phare, timebuyer at R. C. Smith & Co., Glencoe Fly, vice-chairman of the National War Finance Radio Committee when it was formed early in 1940. Alec Phare has been in radio since boyhood, when he was a keen amateur, and has been in the broadcast business since 1911, when he worked on the National War Finance Radio Committee.

When not engaged on war financing work, Alec attends to the radio needs of his agency’s clients, including Radio College of Canada, Toronto; Hewitson Shoes, Bramp ton, Ont., and Gilson Mfg. Co., Quebec.

Alec Phare was in radio a long time. Born in London, England, of French Huguenot descent, he came to Canada in 1911 and before the First World War started had a spark transmitter on the air in Toronto. Joining Lever Bros. Toronto office, he was sent to Winnipeg, where in 1926 he made his first microphone appearance on CJRC. He returned to Toronto to Join Rapid Grip Ltd.

Radio called again and he formed the eastern Canadian office at Toronto for Dawson Richardson Broadcasting, then operating several chains in western Canada. In 1930 he became radio director at R. C. Son, Toronto, appointed vice-chairman.

When Alec placed some of the first 33 rpm transmissions in Toronto for one of his clients, he had to persuade the station that the radio equipment investment would be worthwhile. He handled some of the early radio programs placed in the Dominion for Lever Bros., Borden Co., and Kellogg’s.

He also has his own program, F.C.C. Considering Simplified Forms

Need Station’s Complaints By Revising Questions

STEPS toward simplification of FCC forms and questionnaires, notably those having to do with license renewals, are being taken by the FCC as a result of industry complaint and upon orders from FCC Chairman Lawrence J. King.

Most recent complaint developed as a result of the revised FCC Form No. 303, covering license renewal applications, which requires an applicant to list all its predecessors. Moreover, broadcasters have called attention to inconsistencies in this form, with some of the questions so ambiguous that precise response is regarded as impossible.

Chairman Fly, it was learned, has instructed the FCC rules committee to set up division heads, at once to undertake simplification of the form.

Years of Complaints

The rules committee, presided over by General Counsel Telford Taylor, is expected this week to submit a report to the Commission for approval. Relief for licensees of the burden of ferreting out greatly detailed information with the accompanying data that is relevant to the Commission’s work is sought by the move.

Virtually since the FCC four years ago began the questionnaire method of listing station information on every phase of operation, there has been persistent complaint about the tremendous detail required. Many stations are understood to have found it necessary, during certain times of the year, to put on additional help to compile the data.

WNOE Seeks 50 kw.

AN INCREASE from 250 to 50,000 watts is being applied for with the FCC last week by WNOE, New Orleans, which also seeks authority to shift from 1450 kc. to 1900 kc., the clear channel of KYW, Philadelphia. WNOE was acquired as WBNO in the spring of 1939 from the Coliseum Place Baptist Church by James A. Noe, oil operator and former lieutenant-governor of Louisiana. The application proposes a directional antenna and the removal of the transmitter from New Orleans to approximately two miles northeast of Ama, La.

Queer Quirks, which has been used as a sustainer and commercially sponsored for the past 11 years, is to be dropped from the schedule on Toronto stations. Queer Quirks has been a hobby of Pope’s since boyhood, when he started collecting snippets of data on the how and why of customs, habits and reasons for many everyday practices. He is father of two grown daughters. When he finds time he likes to go fishing and putter with roses.

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BROADCASTING • Broadcast Advertising
Here is Indianapolis' **ONLY** full-time radio Farm Editor

Henry Wood is more important NOW than ever before... because *the farmer is in the money these days* and because Henry Wood can reach more Hoosier farm homes in the great Indiana agricultural market.

Henry Wood, conductor of WFBM’s “Hoosier Farm Circle”, has the most familiar voice entering Hoosier farm homes and, probably, is known personally by more Indiana farm folks than any individual on the air today.

**WFBM'S "HOOSIER FARM CIRCLE"** 12:30 P. M. Monday thru Saturday
NAB Planning for Regional Meetings; To Elect Directors, Study War Effort

PURSUANT to NAB by-laws requiring election of district directors in advance of each year's annual convention, NAB has scheduled meetings in 8 of the 17 districts, to be held between Feb. 18 and March 10. Representatives of the Office of Censorship, Office of Facts & Figures, Army, Navy and Marine Corps have been invited to attend the sessions for discussion of broadcasting activities in the war effort.

C. E. Arney Jr., assistant to NAB President Neville Miller and acting secretary-treasurer, will attend all of the sessions, along with other staff members. Spokesmen for BMI, SESAC and ASCAP also are expected to attend.

Schedule of Meetings

Following are the meetings scheduled, with incumbent directors whose terms expire at the NAB convention in Cleveland May 11-14.

District 16, Feb. 23 (Ariz., New Mexico, and Southern Calif.), Harrison Hollway, KPI-KCAI, Los Angeles, director; Biltmore Hotel, Los Angeles.

District 14, Feb. 25 (Col., Idaho, Utah, Wyo., Mont.), Eugene P. O'Fallon, KFEL, Denver, director; Hotel Albany, Denver.

District 12, Feb. 27 (Kansas, Okla.), Herb Holliday, KANS, Wichita, director; Hotel Lassen, Wichita.

District 10, March 2 (Iowa, Neb., S.D., Ill., W. Ill., Minn.), John J. Gillin Jr., WOW, Omaha, director; Hotel Paxton, Omaha.

District 8, March 4 (Ind., Mich.), John E. Fetz, WKZO, Kalamazoo, director; Park Club, Kalamazoo.

District 2, March 6, date tentative (New York-New Jersey), Clarence Wheeler, WHEC, Rocheste, director; place to be selected.

District 4, before March 11, date tentative (D. C., Md., Va., N. C., S. C., Va., W. Va.), John Kennedy, WCHS, Charleston, director; membership being polled on time and place.

West and Corwin Given Ad Awards

Young & Rubicam Honored at Annual Event in New York

NORMAN CORWIN, radio writer and producer, and four advertising agencies received bronze medal awards for their achievements in radio at the Annual Advertising Awards Dinner held last Thursday at the Waldorf Astoria, New York. The gold medal award for distinguished services to advertising was presented to Paul West, president of the Assn. of National Advertisers, and 13 other bronze medals were also awarded to advertisers and agencies for superior performances in other media.

Mr. Corwin, noted for his pioneering efforts in the field of serious radio drama, particularly on the Columbia Workshop series, received the award given to "an advertiser, agency, broadcast facility or individual, who by contemporary service has added to the knowledge or technique of radio advertising."

Other Awards

The medal for "outstanding skill in commercial program production" went to Young & Rubicam for The Aldrich Family, sponsored by General Foods Corp. Newell Emmett Co. and Ruthrauff & Ryan each received a medal for "excellence of commercial announcements", the former for the Pepsi-Cola jingles, the latter for the Pall Mall cigarette "modern design" announcements. The medal for "a commercially sponsored program which contributes most to the advancement of radio advertising as a social force" was awarded by Buchanan & Co. for the Metropolitan Opera broadcasts, sponsored by Connecticut U.

In other classifications, CBS received an honorable mention for its "CBS Listening Areas" as one of the year's research developments used in the promotion of an advertising medium which has contributed to the knowledge of advertising, and WOR, New York, received an honorable mention for "technical excellence of visual presentation (layout, art, typography)."

Speakers at the dinner included: Thomas E. Dewey, Gordon E. Cole, Sir Gerald Campbell, William L. Batt, Chester La Roche, Mark O'Dea, of O'Dea, Sheldon & Canaday, and chairman of the administrative board, governing the awards, presided.

Based on the weekly half-hour Blue Network program, Gang Busters, Universal Pictures Co., Hollywood, is filming two-hour serial.

FM FEEDS GASPIPES

College Stations Picking Up Hartford Programs

GASPIPE networks of Yale, Wesleyan and Connecticut universities have been granted permission to rebroadcast programs of WSH, Hartford, by Franklin M. Doolittle, general manager of the FM station.

The three Connecticut universities have a combined listening audience of about 7,500 students and faculty. The Connecticut U station is UCBS, known as the Husky network; the Wesleyan unit is WES, Cardinal network; and the Yale System is WOCD, Yale Broadcasting System.

"It is a step in the right direction," said President Albert N. Johnson in a statement to the members of both WSH and the network, "and will give the student body of our institution and the other Connecticut universities an opportunity to keep up to date on the newest radio development — FM. Besides, it gives the student an opportunity to hear programs which are among the best anywhere, and which they could not hear otherwise."

New UP Clients

MARKING the greatest expansion of new clients subscribing to United Press Service in one month, 81 stations have become UP clients since Jan. 1, 1942, according to A. F. Harrison, UP radio sales manager, who attributes the growth to increased listener interest in the news since America entered the war, and mounting importance to broadcasters of thorough news coverage. Of the total new business, 35 stations have been added in Latin America, 12 in Canada, and the following 34 in this country:

KFFA KTHS KHSL KFRE KFRO KWWL KYTV KCBW WKBK WHIO WFPD WHDH WFOR KYSP KXMR WTTX WDFW WHIT WIZE KRCW KBCF WMBM WJPA KSUB WCAX WWSR WPID KEVR.

Book Disc Series

CONSOLIDATED Book Publishers, Chicago, to promote a new cookbook, is publishing has worked out a syndicated half-hour series, now in preparation by World Broadcasting, titled The Meal of Your Life. To be offered for local sponsorship when complete, the series will feature David Ross as announcer, and guest hosts interviewing prominent personalities at imaginary dinners at the Waldorf-Astoria, all of which she describes their most memorable meal. Kermit-Ramond Corp., New York, is agency.

DEFENSE POOL instituted recently by staff of WORL, Boston, and its 689 Club requires each staff member to buy a 25-cent defense stamp each week. Names are written on slips of paper which are put into a hat from which is drawn the name of the winner who gets all the stamps. Here smiling girl member of the staff are shown in the first pool drawing (l. to r.): Mildred Ham, Helen Perry, Gertrude Richmond, Estelle Broderick.

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NEW BRANCH SETUP
STARTED BY ASCAP

ASCAP has revised its branch office organization, eliminating the former lawyer-representatives and substituting 20 branch offices directly managed by the home office under the supervision of John G. Paine, general manager, the Society announced last week. New setup includes four district offices, each with its branch offices, as follows:

1. Western District: R. J. Powers, supervisor and also manager of the Hollywood branch; Harry O. Bergkamp, Denver branch manager; Herman Kenin, Portland branch manager, and Harry A. Leninson, San Francisco branch manager.

2. Midwestern District: R. W. Rome, supervisor and manager of the Chicago office; Dwain M. Ewing, Minneapolis manager; Grosner and Burak, Detroit; Frank H. Hemby, St. Louis; Edward A. Sherwood, Cleveland, and John C. Wooden, Des Moines.


NAPA Drops Suit

ANNOUNCEMENT was made last week by Philip Werner Amram, counsel for WPEN, Philadelphia, that the suit against the station by the National Assn. of Performing Artists, seeking to restrain the station and sponsors from using phonograph records made by its membership, has been dropped. NAPA asked WPEN's agreement to permit the case to be voluntarily discontinued without costs. The station agreed to permit such a discontinuance, provided WPEN was making no commitments or agreements to its future conduct. Maurice J. Speiser, NAPA general counsel, explained that the suit was based largely on records made by the late Hal Kemp and since Kemp's testimony was to have been an essential part of the proof, there is no particular point in continuing this suit.

New Studios for WTSP

NEW STUDIOS in the Hillsborough Hotel, Tampa, were inaugurated Feb. 2 by WTSP, St. Petersburg. Salutes by various organizations and a musical program featured the dedicatory program. Marvin A. Best was named to manage the new studios. WTSP is an affiliate of the St. Petersburg Times and MBS.

8-H Revamped

RECURSOM of the success with studio audiences of Radio City's new Copper and Silver days, NBC has decided to redecorate its largest studio K-H by lowering a special sound-reflecting stage, sharpening the acoustical qualities, and installing comfortable chairs on the main floor of the hall. Engineers and workmen started Feb. 8 under direction of O. B. Hanson, NBC vice-president and chief engineer.

You Can Dominate This

Rich, Well-Balanced Market

Using WOW Alone

Four million hard-working Americans, whose 1941 spending money exceeded TWO BILLION DOLLARS, live in WOW-LAND, producing Food for Freedom and War Materiel

WOW-LAND's farmers produced record crops in 1941...should produce still more in '42. Farm prices are high. WOW-LAND's workers are getting record high wages. And thousands more of them soon will be employed in 100 million dollars' worth of new war plants.

WOW-LAND is centrally located. Its people suffer less from war-jangled nerves. On all counts it is the soundest spot in the nation in which to invest advertising dollars.

276 Rich Counties Hear WOW

There are 276 rich counties in WOW-LAND. The strong signal of WOW is heard in all of them—and WOW's basic Red Network affiliation makes it the most listened-to station in this territory. That's why, in WOW-LAND, you can do the job with WOW alone.

Write for this Book of MARKET FACTS AND FIGURES

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Coast. More listeners. evening. listeners each surveys. Compare time million and WTAM, CLEVELAND OHIO. WTA. Cleveland with all smart time .000073. But I`u!i! All NBC OWNED A. e. in its Divide family. THAN RED. Compare morning, afternoon number of Cleveland Station 9. has NBC and RED mutual and Mutual is window of the radio series. Then is NBC and, according to the radio series is expected to be begun a weekly ad plugging its features.

Crosley Atlas

WITH radio broadcasts coming from places all over the world and with newscasters employing geographical names strange to the average listener, Crosley Corp., Cincinnati, is distributing 1942 Hammond New Era Atlases with all radio receiving sets sold. Book contains 45 foreign maps along with 160 pages of information.

Blue Clip Sheet

PUBLICITY department of the Blue Network last week revived the printed clip sheet with mats formerly used by both NBC networks as a daily news feature. The Blue Feature News sheet, however, will be issued weekly as supplementary to the daily mimeographed releases, and, according to the department, is an experiment.

Cards in Rooms

WCAE, Pittsburgh, has placed in the hotel rooms of the William Penn Hotel over 1,200 place-cards calling attention to the news coverage and commentators on the station. These attractive two-tone brown, 3x6 cards are attached to the radio knobs and suggest to the listener to dial WCAE, "Your Mutual Friend".

News for Shoppers

CONTAINING a huge visual map, United Press teletype, news bulletin board and direct lines to news rooms, a news post has been established by KMOX, St. Louis, in the display window of Famous Barr in downtown St. Louis to give shoppers the latest news from the war fronts.

Morning Pull

DISCOVERY that hours usually not regarded as "choice" can draw swarms of listeners was made by researchers of WOR, New York, in analyzing mail response to 31 announcements for "The WOR International News Map", made from Dec. 25-29 on the 6:25-6:30 p.m. Saturday Program Preview.

Service Flags

FREE red, white and blue service flags as gummed stickers are being offered by KLZ, Denver, to listeners with one or more family members in the service. Stickers contain no advertising matters.

LIKE GOVERNORS and other political poohs, W. B. Griffin, program director of KFYR, Bismarck, N. D., has received a set of "secret" auto tags which display the station's 550 frequency.

United Press Coverage In Latin Nations Grows

APPROXIMATELY 96% of all South and Central Americans who own radio sets can hear its dispatches, it was estimated by United Press since addition of the first of the year of its service on Radio Belgrano, Argentine network and Esso Reporter on stations in Havana, Panama, Managua, San Juan, Bogota, Caracas, Guatemala City, San Jose, Trujillo City and San Salvador.

The UP report commenting on news presentation in general in Latin America stated: "Within less than a year, Latin American radio had made the jump from irregular, overlapping newscasts, largely drawn from newspaper columns or from subsidized foreign news agencies, to a well-ordered carefully developed program of news reports coming directly to the listener with which U. S. listeners are familiar". UP in the past year also increased the flow of news from Latin American countries to North America to meet a growing demand in this group of news for our "Good Neighbors", the report said. The program recently inaugurated by International Telephone & Telegraph Co. (Broadcasting, Dec. 22) was given as an example in point.

Army Appoints Reis

APPOINTMENT of Joseph Reis, former director of public service programs of the Crosley stations, WLW, WSAI and WLWO, as college training director of the Cincinnati Ordnance District, War Department, has been announced by Maj. F. L. Leuward, public relations officer. The district embraces Kentucky and Tennessee, southern Ohio and southern Indiana. He will be liaison officer between the Cincinnati office and colleges and universities in the district offering defense training courses. Since the beginning of the war. Mr. Reis has been city and regional news director for WIKK and before that was with Crosley.

WILLIAM SPIER, director of the CBS script department, has been named to succeed Davidson Taylor as producer of the Columbia Workshop programs.
Broadcasting
Arizona Network

Renault Adding
L. N. RENAULT SONS & CO., Egg Harbor, N. J. (Renault wines and champagnes), adding to its radio schedule on WOR, New York, has scheduled three 10-minute periods a week on KYW, Philadelphia, using Norman Jay's Column of the Air. Other local stations in cities throughout Pennsylvania will be added in the near future date. Gray & Rogers, Philadelphia, is agency.

Music for Army
A VALUABLE music library consisting of more than 5,000 scores of popular melodies and marches has been turned over to military authorities for use of Army, Navy and Marine orchestras in Southern California by Harrison Holliway, general manager of KFI-KECA, Los Angeles. Mr. Holliway urged stations to follow that procedure by gathering together duplicate scores and special arrangements from their libraries.

Muzak Raid Warning
MUZAK Corp. has notified the subscribers to its wired radio program service that "for the duration" the service will be extended to 24 hours a day and that it "will bring you official air raid warnings, all clear signals and important news during air raids when radio stations are silent." Many New York apartment houses subscribe to the Muzak service and make it available to all tenants whose radios are connected with the master building aerial system. The Muzak programs are then tuned in at 850 kc., just as if they were coming from a broadcasting station at that frequency.

Drop Program Services
BECAUSE of "threatened depletion of paper stock," both NBC and the Blue Network have discontinued their daily program services to radio editors and in the future will supplement the weekly advance program services with daily mimeographed corrections.

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FURTHERING a principle of the Army—to keep the American soldier the best informed fighting man in the world—WCOS, Columbia, S. C., twice weekly originates a half-hour lecture by officers of Fort Jackson, S. C. The discussions, dealing with modern warfare and tracing trends and troop movements of the present conflict, have been made required listening for the 40,000 officers and enlisted men at Fort Jackson.

Detroit Pledges

RED CROSS programs over WJBK, Detroit, are presenting nationality participations—12 nationality groups having presented appeals for funds so far. Each national group sponsors a weekly program with pledges being requested over the air for both the Red Cross and the War Relief Fund.

HOW'S THE HAIR TONIC BUSINESS IN BALDROCK (Ky.)?

Take a look at the 1940 Census, and you'll see why Baldrock (Ky.) buys darn little hair tonic or anything else! The bald truth is that the Louisville Trading Area is Kentucky's only big concentration of population and buying power. With 57.1% of the State's effective buying income, this Area accounts for 17.6% more retail sales than the rest of Kentucky combined! ...To cover this region of riches completely costs far less with WAVEL than with any other medium! So why not see what a swell job we can do for you?

LOUISVILLE'S WAVЕ

5000 Watts 970 K. C.  N. B. C. Basic Red

FREE & PETERS, INC.

Women in War

NEW FEATURE, Women's Place, 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 Knee-land, 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 sets as clearing house for questions of women wishing to know how they can be of help.

Freedom Broadcasts

AMERICAN Philosophical Society, Philadelphia, on Jan. 31 voted $25,000 for shortwave broadcasts to convey the American freedom to Axis-dominated lands. The society's finance committee on Feb. 3 donated the money to World Wide Broadcasting Foundation, operating WRUL, Boston. Broadcasts, to originate at Independence Hall, Philadelphia, feature American scientists, telling what American freedom has meant to science, especially to scientists from foreign countries. Society's contribution will bring to $230,000 the amount pledged to the shortwave station for 1942, nearly half the year's budget.

Americans at War

CBS was to start Feb. 8 a new Sunday evening series, They Live Forever, presenting first hand facts concerning the American hero who has given their lives in the present war, "a crystalization in dramatic form of the thoughts and feelings and actions of 132,000,000 Americans at war." Series will be broadcast 10:30-11 p.m. each Sunday and will be produced by Charles Vanda, CBS western program director, who is in New York on special war broadcasting assignment.

Arizona Bands

FEATURING outstanding non-professional bands of the State, and carrying defense bond commercials only, a new weekly half-hour program titled Arizona Band Stand has been started on the Arizona Network, originating from KOW, Phoenix. Initial broadcast on Feb. 6 featured the 80-piece North Phoenix High School band, with those from the University of Arizona, Temple College and Phoenix Union High School on the schedule to follow.

Soldier-Sailor Quiz

WAR CENSORSHIP has caused WLB, Boston, to drop their show, Dialogues from the North Station in Boston to the Soldiers' & Sailors' Club. Quiz is sponsored by Estabrook and Eaton Cigars. Heard nightly at 5:45 the program's m.c., Bob Elliott, interviews soldiers and sailors, gives out prizes of money and cigars. Guests on the show have included civic officials, writers, and Army and Navy officers.

On the Home Front

ACTIVITIES and observations of the wives of service men are related during the program Navy Wife, launched on KGO, San Francisco, Jan. 30 by Mrs. Richard Walker, wife of a lieutenant in the Navy. She was recently evacuated from Honolulu.

Hill Patriots

PATRIOTISM of Kentucky hill people is the idea behind RDF, a new half-hour program starting on WJJD, Chicago, Feb. 9, featuring Hugh Carson as a country mail carrier, and songs by Bob and Bonnie Atcher.

FIRST AMERICAN DOUGHBOY

to set foot on European soil in the present war, Milbourne (Dink) Hencke, is greeted by his mother and his wife. The Mrs. Hencke (center), and girl friend, Iola Christensen. Two-way conversation was arranged by WTCN, Minneapolis, and Blue Network.

Morale Drama

DEDICATED to civilian morale, dramatic series, Plays for Americans, written, produced and directed by Arch Oboler, was launched on NBC-Red stations, Sunday, 4-5 p.m. (EST). Featuring Olivia De Havilland and Raymond Edward Johnson, first broadcast, titled Johnny Quinn, U.S.N., emigrated from New York. Ensuing shows will originate from NBC Hollywood, featuring film personalities. Series dramatizes freedom that America is now striving to preserve.

Wartime Women

WOMEN'S part in the war effort is stressed by KOIN, Portland, Ore., in its nightly broadcast, Women in Wartime, by Clare Hays. Miss Hays summarizes current activities of women in defense, giving news and information on pending meetings and rallies, and in an advisory capacity helps women choose work in the national program to which they are best adapted.

Yesterday's World

IN FACE of the excitement over the world today, KYW, Philadelphia, recently started a weekly series of programs titled The World of Yesterday. Originating in the university museum, the broadcasts are based on dramatic experiences of members of Penn's world famous archaeological expeditions.

Books for Children

TO ASSIST parents in choosing suitable reading for their youngsters, a weekly quarter-hour program, Books That Live, has been started on KECA, Los Angeles, under auspices of the Los Angeles Public Library and Junior League.

Far in the Future

WITH THE setting laid 100 years hence in the year 2042, a new five-weekly serial has started on Mutual entitled In the Future With Big Baker, telling the adventures of two young boys on various planets other than the Earth.

Pre-Arranged Interviews

TRIANGLE Restaurants, Chicago, started on Jan. 27 What's Cookin' With Angler, a weekly half-hour remote of pre-arranged interviews on WGN, Chicago. Agency is C. Wendell Meuch & Co., Chicago.
Radio for bringing about technique this country

NAB Radio Advertising Book
Wide Range of Data and Sales Points Assembled
In Continuing Volume by Pellegrin

FIRST installment of a Manual of Radio Advertising ($5.00), designed as a handbook for radio salesmen, has been published by the NAB. Bound loose-leaf, it is designed to accompany the additional chapters now in preparation and others not yet begun.

Mr. John Baird, NAB director, department of broadcast advertising, prepared the volume, aided by material gleaned from many sources. One copy was supplied free to each NAB member station. The cost of additional copies includes chapters yet to come.

Opening with a chapter titled “Salesmen and Salesmen’s Advertisers,” the book takes up “The Extent of Radio Listening”; “The Effectiveness of Radio”; “Dealers Prefer Radio”; “Radio as a Social Force”. For convenience the chapters are marked by file index inserts.

Much Data Obtained
For more than a year Mr. Pellegrin has been rounding up data and success material for the volume. According to Neville Miller, NAB president, “it is a frank recognition of the fact that radio in this country is an integral part of the American system of economy; that individual initiative and private enterprise are at the foundation of our business. We believe these studies will contribute to an improvement in the commercial technique of many stations and in bringing about a better understanding on the part of the radio listeners of the relations of the commercial aspects of our business to our public service responsibilities.”

Yet to come, according to Mr. Pellegrin, are chapters on “Comparative Costs of Radio and Other Media”; “Spot Broadcasting”; “Radio in Wartime”; “Radio for Department Stores”; “Radio as a Business”; “Children and Radio”; “Radio and Education”; “Radio Sells High-Priced Goods”; “Radio for Institutional Advertising”; “Saturday Radio”; “Results From Radio”. Complete Index.

Mr. Pellegrin suggests these uses for the manual:
1. To serve as a desk-book for radio salesmen in the line of the sales manager. It will be a hand-book when that prospect goes down the street raises an objection, or asks a question. For this reason, our object has been to make it complete, rather than brief. When your prospect wants an answer, he generally wants a detailed answer, so we have tried to give you plenty of evidence on each point covered.

2. To save the sales manager’s time. When a salesman asks a question regarding radio’s coverage, or its effectiveness, the sales manager can avoid any lengthy explanation by referring the salesman to the manual, where many of his questions will be answered.

3. To assist in the training of new salesmen. Especially on smaller stations, inexperienced newcomers to the sales staff need a broad background on radio. The manual will supply some of this.

4. To prepare radio presentations. From the basic industry data given here, salesmen can use their own presentations. Permission is hereby given to any NAB member station to quote at length and at will from this manual, for any purpose, at any time. To this basic data can be added your own particular station story.

5. To prepare station promotions material. Advertisements, sales letters, mailing inserts, posters—anything you find helpful in the manual may be used freely for such purposes.

6. To show to prospects, or current advertisers. Some stations will find it effective to carry this manual with them on sales calls. Advertisers, and advertising agencies, cannot obtain copies of the manual from the NAB. These are available only through member stations; if they want a permanent copy they must order it through you. Thus your sales department has one more avenue of approach and one more opportunity to be of service, and in this way we know that the manual will be placed only where it ought to be.

7. To serve as the basis for your own station sales manual. Many stations now equip each salesman with a book or portfolio of sales material. Many others do not, but would like to start. This manual can be used as the starter; to each division you can add (printed, typed or mimeographed-charts or photos) as many pages as you wish of local and personalized sales material and station data. Thus your salesman in presenting his case can go from the general to the particular.

8. To assist in your public relations work. The basic data here may be useful in preparing talks before advertising clubs, women’s clubs, civic and luncheon clubs, etc.

WBBM Speakers Course
IN COOPERATION with the speakers bureau of the Treasury Department, WBBM, Chicago, is training layman volunteer speakers who donate their time to promoting the sale of Defense Bonds and Stamps. Training started Feb. 2 in radio technique, public speaking, writing for radio talks and setting up p.a. systems. The school is held at the station two afternoons a week in charge of George Gwynn, supervisor of announcees of WBBM, and O. J. Neuber, producer of WBBM.

John Baird Continuing Color Television Study
ALTHOUGH the war has long since halted all television broadcasting in England, research in this newest field of communication continues, according to a release just received in New York from London announcing that John L. Baird, British video inventor, has perfected a system of color television.

Like those already experimentally produced in America, the Baird color system depends on a mechanical color-disk at each end of the process, one at the transmitter and the other at the receiver. But whereas the color discs used by NBC and CBS are three-color affairs, those of Baird are of only two colors. The Baird system is also different at the transmitter, utilizing a flying spot system of color projection onto the television object, in place of the American one-step method of inserting the disc between the object and pick-up tube.

And in Radio—"Performance" means "MAIL PULL". WMMN has no peer in America among 5000 Watt Regional Radio Stations.

WMMN will soon be ready to boost its night-time power to 5000 watts! This added power means a new era for WMMN advertisers. More power—PLUS—greater performance—EQUALS—More Mail Response! Set your sales sights on the rich agricultural and mining area of the Monongahela Valley, and reap the benefits of WMMN’s new night time power!

Tops among the hill tops of West Virginia is WMMN, The Voice of The Monongahela Valley.

Ask A John Blair Man

"The Voice of The Monongahela Valley"

Member CBS...Blair Represents Us Nationally

February 9, 1942 • Page 27
Time in Wartime

DISTURBANCES of none too mild intensity are evident in radio because of the business outlook for 1942 and thereafter. Jitters are manifest over the cancellation of such programs as the Ford Sunday Evening Hour. The reduction of the Major Bowes Chrysler program from one hour to a half-hour, the depressing effect of the Censorship Code, and the talk about curtailment of commercials in news programs.

From the purely economic standpoint, we believe this defeatist attitude is unwarranted. Certainly there will be a greater turnover of advertising, and less stability as a consequence. But plain logic indicates that radio will not be affected as seriously as other media.

This is radio's first war. World War I was over before the catwhisker era. Printed media survived the torrent of World War I. But advertisers who quit for the duration lost out in the post-war seller's market. Recent surveys reveal that in England, after three years of war, newspaper and magazine advertising is continuing and the British Government itself is the largest single advertiser, buying 17% of newspaper space. There isn't any radio advertising in England, but there very likely will be after the war.

Advertising students point out that after the war, when the "battle of the brands" will be resumed. They recall that Bull Durham was the No. 1 tobacco name before World War I. Its slogan, "roll your own," was on every tongue. The Duke Tobacco Co. quit advertising when its plants were turned over to war activity. It never did come back despite the expenditure of many thousands in the post-war era.

Radio has never faced an out-and-out competitive battle with other media. When advertisers begin pruning, they will concentrate on the most effective media. For most products and services radio stands out.

Even if they have little to sell, brand-name advertisers will use institutional campaigns. That turn is evident already because shrewd advertisers have ascertained that radio is the ideal medium—the cheapest and the most effective—for that purpose.

Many new products inevitably will turn to radio. The experience of Alka-Seltzer, Wheaties, and many other lines which were born, nurtured and developed into top-flight distribu-
IN AN ANTICIPATED month two, West Coast broadcaster who began life as the son of a Methodist minister and has, in turn, an attorney, banker and mortgage and insurance executive, realizes another of many ambitions when he became the owner of one of the world's mightiest shortwave stations.

Wesley Dunn, as owner of San Francisco's KWID, continued the tradition in that light and poured into it much of the ample backing he had built up over his previous commercial years. The prospect responded, became the KSFO, and has enjoyed five years as the San Francisco outlet of CBS. The progress is continuing.

What's keeping Dunn busy in San Francisco these days is the forthcoming advent upon the Pacific coastal airwaves of the KWID-W, plus arrangements for elaborate studios for both that station and KSFO in the Mark Hopkins Hotel. KWID is a quarter-of-a-million dollar investment and a patriotic gesture on Dunn's part. It represents a deep-seated faith in the America that gave a small-town minister's son the chance to get ahead and a vast determination to protect that America.

Actually, KWID was conceived some seven years ago when, in its original and now outmoded plans and specifications were drawn, and it was known as the threat of war and Dunn's awareness of the nation's Pacific needs to bring the station to the point of reality. Application to construct the shortwave outlet was made to the FCC Oct. 6, 1941, and the Commission, equally alert to the Government's need for such an outlet, granted the application exactly eight days later. And Col. William J. Donovan, Federal Coordinator of Information, welcomed the permit in a wire to Dunn that included these words:

I WANT YOU TO KNOW MUCH WE ALL APPRECIATE YOUR PATRIOTISM IN STARTING A SHORT-波 OUTLET TO THE FAR EAST. THIS OFFICE STANDS READY TO LEND YOU EVERY POSSIBLE ASSISTANCE.

The "Far East" mentioned in the Donovan wire is something of an understatement. KWID will disp- patch the messages of democratic liberty in a dozen or more languages to the whole Pacific and Antarctic thrown in as bonus territory.

It's all a part of Dunn's concept of the shortwave of today and the future. He sees shortwave (Continued on page 44)

WESLEY INNIS DUNN

BROADCASTING • Broadcast Advertising

We Pay Our Respects To —

WILLIAM R. MEANDREW, news editor of Broadcasting and former Washington bureau editor of the NAB, has taken an indefinite leave of absence from the magazine's editorial executive in the Board of Economic Warfare.

John VanSant, for the last seven years manager of WMJ, Sheffield, Ala., has resigned effective Feb. 1. He will be succeeded by James Council, former program director. Mr. VanSant has not announced future plans. The station recently changed ownership.

MAJ. WESLEY A. GUEST, who heads the Communications Liaison Division in the office of the Chief Signal Officer of the Army, has been pro- moted to the rank of lieutenant colonel. Guest is a member of the Interdepartmental War Finance Board.

BERT GEORGES, former manager of WHER, Portsmouth, N. H., has been named industry representative of New Hampshire for the radio technical training course in cooperation with the state.

DAVID H. CARPENTER, sales manager of WHER, Portsmouth, N. Y., has resigned effective Feb. 1.

JOHN TY McLOUDD has rejoined the WROL, Knoxville, Tenn., operation. He previously worked in the Knoxville Journal, has joined WROL as commercial representative.

PHIL FISHERMAN, station engineer, and Lyle Brown, a local spot sales staff of the Blue Network Co.

A. J. MOSBY, manager of KGYO, Missoula, Mont., has been named chairman of the defense industries of the Missoula Chamber of Commerce.

DR. D. LAWRENCE JAPPE of the University of Oregon, is conducting evening lecture courses in the engineering aspects of frequency modulation and television transmission at Columbia U., where he received his degree of D.Sc., and in cooperation with Maj. Edwin H. Armstrong.

SID SIDLEY, one of the founders of the KQW radio station in San Francisco, and operator of Sidney Co., manufacturers of garters and suspenders, has joined the sales staff of KSFO, San Francisco, as account executive.

HUGH B. TERRY, manager of KZJ, Desuee, III., outlet, is recovering from a knee operation.

MANNIE ACKS, director of popular music and repertoire of Columbia Re- cords Corp., and formerly an executive of Music Corp. of America, has been appointed chairman of the physical fitness program of the YMCA.

JACK WOODS, former New York manager of The Ernest Newman Evening Show, and Fred Lawton Bennett, former head of F. L. Bennett & Co., New York, have joined the sales staff of WINS, New York.

ROBERT L. GARVER, former sales executive of WOR, New York, and former of The Boys' magazine, has joined the sales department of WJZ, New York.

HILTY GRAHAM CHERRYNOFF, former manager of WCR, Chicago, has been appointed a radio director for the Women's Volunteer Corp., Red Cross.

CHARLES F. Manship, owner of WJH, Baton Rouge, publisher of the Baton Rouge (La.) Advocate & State Times, and president of the Southern Newspapers Publishers Association, has been selected by Byron Prior, president of the Publication Committee, as one of the committee to edit Washington, D.C.
Women's Radio Group Offers Aid to Industry

TO “MOBILIZE public opinion” for the victory effort, Women's Na-
tional Radio Committee has offered its services to the broadcasting in-
dustry, according to a letter sent to networks and stations by Mrs. 
Marion Miller, chairman of a spe-
cial committee.

Included were resolutions urging that interruptions to give impor-
tant news occur but once within the duration of a single program; that
these be exercised to prevent the dissemination of rumor and in chil-
dren's programs to avoid sub-
ject matter tending to promote
hysteria. Also urged was stress on cultural values and emphasis on
program factors which will tend to
sustain public morale.

CBS Appoints Scott
RALPH SCOTT, in radio produc-
tion work in Hollywood for many years, has been appointed director of
production for CBS in San Fran-
cisco. Scott has many major broad-
casts to his credit, including Over
Western Skies, White Fires of In-
spiration, which won the Carnegie
Award in 1938, and Sally of the
Stars.

David C. Teague
DAVID C. TEAGUE, 29, a member
of the CBS publicity staff for six
months, died Feb. 2. It was
reported he committed suicide by
shooting himself at his New York
apartment. Mr. Teague was with
the Chicago Times before joining
CBS. He is survived by his wife.

George Comte

BEHIND

the MIKE

GEORGE COMTE, newscaster and
announcer of WTMJ and WSM, Mil-
waukee Journal stations, has been
called to active duty recently as a 2d
lieutenant A.R.C. and assigned to the
Chicago Recruiting Office where in
addition to recruiting he is expected to
include radio and speaking work. In
addition to his newscasting work with
the Milwaukee stations, Comte has also been commentator for Music
Under the Stars, outdoor summer con-
certs which bring nationally known
music personalities to Milwaukee.

Rod O'connor
ROD O'CONNOR, formerly of WLB,
Minneapolis, has joined the announc-
ing staff of WCCO, Minneapolis,
succeeding William Galbrith who left
Feb. 1 to go East.

Moody McElveen
MOODY MCELVINE, announcer of
WCCO, Columbia, S. C., has been
named farm director.

Don Quinn
DON QUINN, Hollywood writer on
the NBC Fibber Mcgee & Molly pro-
gram, sponsored by S. C. Johnson
& Son (floor wax), is recovering from
a fractured coccyx bone.

Jim Bann
JIM BANNON, Hollywood announcer,
has been signed for the NBC Rudy
Valle Show sponsored by National
Dairy Products Corp.

Joe A. Callaway
JOE A. CALLAWAY, formerly dramat-
ic director of San Diego Com-
nunity Globe Theatre, has joined the
announcing staff of KPSI, San Diego,
Cal., replacing Russ Plummer, trans-
ferred to the business department.

Bob McCracken
BOB McCracken, formerly with
Benny Goodman's orchestra, has joined
the announcing staff of WDA, Tusca-
loa, Ill.

Johnny Paul
JOHNNY PAUL, graduate of Eastern
Illinois State Teachers College, has
joined the announcing staff of WDZ,
Tuscola, Ill.

Douglas Mckinnon
DOUGLAS MCKINNON, formerly
in charge of various serious music pro-
grams on WQXR, New York, has been
appointed assistant to Dr. Walter
Daniels, music counsel of the Blue
Network. Mr. Mckinnon succeeds
Lawrence Abbott, who has resigned to
become music editor of Time maga-

Hill Whitfield
HILL WHITFIELD, formerly of
NBC's station relations department,
has been transferred to the NBC traf-
cfe department as assistant to John
Murphy, commercial traffic manager.

John R. Hurley
JOHN R. HURLEY, of the CBS press
department in New York, has resigned
to join the Chicago Sun as assistant
to the announcement editor.

Arthur Zipser
ARTHUR ZIPSER, formerly on the
staff of the story editor of Parn-
assus Pictures, has joined the NBC
script department, succeeding Kirk
Quinn, resigned. Mr. Zipser will work
with Barbara Frank, daughter of U.
S. Circuit Court Judge Jerome Frank.
In addition to program ideas submitted
by the public.

Marion E. Crane
MARION E. CRANE, in charge of
guest relations of WOR, New York,
has resigned following a prolonged ill-
ness.

Clete Roberts
CLETE ROBERTS, formerly KMPC,
Beverly Hills, Calif., program director,
has joined the Blue Network Holly-
wood staff as news and special events
director.

Truman Bradley
TRUMAN BRADLEY, Hollywood an-
nouncer on the NBC Red Stock & Co.,
-sponsored by Brown & Williams-
son Tobacco Co. (Raleigh), has been
called to Army duty.

Jimmy Mack
JIMMY MACK, KMTH, Hollywood,
news editor, and a reserve officer in
the Army flying Corps, has been called
to active service. Lyman Smith has
taken his duties.

Constance Fernald
CONSTANCE FERNALD and Julia
Hill have joined WHER, Portsmouth,
N. H., in the business and contin-
unity departments respectively.

John Sterbins
JOHN STERRINS, formerly an-
nouncer of KRMG, Jamestown, N. D.,
has replaced Don Rider of WDAY,
Fargo, N. D., who has joined Blue
Network, Chicago.

Ernestine Crow
ERNESTINE CROW, formerly in
newspaper work, has joined the script
department of KUOA, Sioux Falls, S. Dak.

Gordon Phillips
GORDON PHILLIPS, formerly
KFXM, San Bernardino, Calif., relief
announcer, has joined KKLJ, Holly-
wood, as head of the mailing depart-
ment.

Doug Evans
DOUG EVANS, KFJ-KECA, Los An-
geles producer-announcer, did the nar-
rating on the Republic Pictures fea-
ture "Affairs of a Valentine".

Layon Urbanski
LAYON URBANSKI, head of KJH,
Hollywood transcription department,
is father of a boy born Jan. 30.

Edgar Welch
EDGAR WELCH, formerly announce-
er of WLBZ, Bangor, Me., and WQV,
New York, has joined WMCA, New
York.

Dobe Carey
DOBE CAREY, son of Harry Carey,
actor and stage screen star, has been ap-
pointed to the NBC page staff.

Peggy Foley
PEGGY FOLEY, private secretary to
Bob Dunn, program director of
KLIF, San Francisco, and Ralph G.
Tiffany Jr., affiliated with a Bay City
bank, elapsed to Reno and were mar-
ried.

John Andrew Potter
JOHN ANDREW POTTER, former
producer of Photo & Sound, San Francisco
transcription firm and previous to
that with KROW, Oakland, has joined
the San Francisco office of the Co-
ordinator of Information.

Detroit's Leading Independent Station

WAVK

Serving an ever-increasing number of exact-
ifying national advertisers... because with

WBK they get results... because with

250 Watts... 24 hours a day

DAVIE, FL

Broadcasting • Broadcast Advertising
Meet the LADIES

KATHERINE FOX

WHEN, the Crosley outlets, WIL and WSAI, Cincinnati, many months ago adopted an "all-out" policy for defense programs, the job of coordinating national defense work of these stations was placed in the hands of Katherine Fox.

Some idea of the magnitude of her job may be gathered from the fact that every broadcast originating at the two stations carries some defense announcement and her responsibility is to see that news from 15 different organizations is aired and properly distributed throughout the day. Needless to say that a master schedule is necessary. In addition she serves as liaison officer for WIL-WSAI and many civic, religious, and educational organizations.

Katherine fits smoothly into the vacuum left by Joseph Ries. Her background includes four years' work as private secretary to James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting.

CBS Enlistments

CBS is losing an average of two of its younger staff members a week to the Army, with Page Boy Robert Weir, and Mail Room Boys William Draf, Walter F. Reardon, Grover Sales and Joseph M. Perreault called since the first of January. Robert Gibson of the public affairs department was inducted last week.

M. SAYLE TAYLOR DIES IN HOLLYWOOD


Mr. Taylor, born in Louisville, intended to take up medicine as a career but an injury to his hands prevented this while attending Pacific U., Portland. An accomplished musician, he composed "My Guiding Star," later used as theme song for "Voice of Experience" broadcasts.

After lecturing on psychology and juvenile delinquency on the Chautauqua Circuit, debating with William Jennings Bryan on fundamentalism, he became superintendent of a high school in North Bend, O. This led to speaking engagements on children's problems over a Spokane station. After favorable response to these broadcasts his discussion of personal problems became broader, graduating to "Voice of Experience" in 1929.

Agrossky, Brown Move

NBC and CBS both received word last week that their correspondents in Singapore, Martin Agrossky and Cecil Brown, respectively, had left that city and were located in Batavia, Dutch East Indies, for the time being. Mr. Brown had been banned from the air by British authorities in Singapore for sending out news over the air which "was bad for public morale." [Broadcasting, Jan. 17].

330,570 RADIO HOMES

(Certified Mail Count)
In Our Primary Located in a
Boom Area

WHEB
Portsmouth, New Hampshire
Nat. Rep.: JOSEPH BERSHEK-MCGILLIVRY
Boston Rep.: BERtha BANNAN

STATION MANAGERS:

*What Do You Want from Washington?

"Washington Viewpoints"

Revised Each Friday

"YOUR CONGRESSMAN REPORTS"

Write for Details for Your Area.

"NATIONAL RADIO NEWS REEL"

Three Times a Week Release

Ready Soon.

WE SERVE YOU FROM THE NATION'S CAPITAL

All transcribed programs released by Broadcast Service Studios will comply with all censorship regulations and suggestions of FCC and the War Department.

What Do You Want From "The Capitol of the World?"

WRITE, FIRE, OR PHONE

BROADCAST SERVICE STUDIO

ROBERT J. COAR, Director

1113-15 Demetra Bldg.

WASHINGTON, D. C.

Phone: Republic 6160

New Super Effects

New Super Effects Records, Never Before Released!

New Super Effects, Never Before Released!

Numbering of Records and Related Groupings!

New Catalog Containing Complete Cross Index!

Be sure to write for this Catalog listing Standard's newest Sound Effects and revised groupings.
Melvin Douglas Named To Civil Defense Position

MELVIN DOUGLAS, film star appointed last week as head of the Arts Council of the Office of Civilian Defense, begins being a frequent guest star on the radio, is also one of the group of stockholders in Pacific Coast Broadcasting Co., authorized by the FCC last August to erect a new 10,000-watt station on 1110 kc in Pasadena, Cal. The station is now being completed and will shortly make its formal debut.

Prime mover in obtaining the construction permit was J. Frank Burie, operator of KFVD, Los Angeles, who controls the new station. Mr. Douglas' holdings in the station are largely preferred stock; he is listed as owning 13.33% of the preferred and 1.66% of the common.

James M. Landis, executive of OCD, announced that Mr. Douglas will be in charge of relations with the theatre, writers and artists. He is expected to serve as a dollar-a-year man.

A RESOLUTION demanding a ban on the use of alien tongues on the radio was passed Feb. 2 by the Central Lions Club of Philadelphia.

Wesley Innis Dumm

(Continued from page 81)
as a potent force for eventual world unity and will shake off his customary reticence to discuss those possibilities until somebody stops him. At the moment, in addition to his other chores, he's planning a further 50,000-watt shortwave outlet in Los Angeles as a supplement for and a talent-feeder to KWID.

On top of it all, he's a Shinerman, a Sigma Chi and a trustee of the First Methodist Church in Pasadena. And how he's found time to realize another lifetime ambition—to own and play an accordion—even he doesn't know. But his Pasadena club is a superb accompanist and his butler a one-time opera singer, so the Dumm hobby, music, is given a pretty free rein.

Rubber Stamp

TO COMPLY more easily with wartime restrictions on broadcasting, Manager Archiem X. Pangborn of KGW-KEK, Portland, has instituted a policy whereby any copy, with the exception of news and weather, must pass through the hands of E. A. Brownie, continuity chief, or Ralph Rogers, program director, and be stamped, "Approved for Broadcasting" and signed.

At 5:30 each afternoon, the following day's copy is taken from the files and either approved or rejected. Only in cases of emergency are files opened after being closed for the day and the announcing staff has received instructions that no copy shall go on the air without the rubber stamp approval.

Wales Joins Kelly-Nason

JAMES ALBERT WALES, president of his own advertising agency, Wales & Co., New York, has joined Kelly-Nason, New York, as vice-president. Author of numerous articles on travel, and a survey on international travel "The Tourist Dollar", Mr. Wales has specialized in travel and hotel accounts since he founded his own agency 30 years ago.

Edward F. Hudson, account executive of Benton & Bowles, New York, has been elected a vice-president of the agency by the stockholders of Benton & Bowles in 1931 from BBDO. Mr. Hudson worked on the Best Foods account and in later years did company as western sales manager, returning to the New York agency in 1935. Since 1940 he has been executive on the Dr. Pepper Co. account.

Edward Melville, Hollywood producer of RKO-77, has been assigned to the weekly NBC Red Network Co. to replace Tony Stanford, now with J. Walter Thompson Co., that city, as producer of the weekly NBC Chase & Sanborn Show.

Doris Jones of the media department of Weiss & Getter, New York, has been appointed assistant media and radio director to Sidney G. Alexander, station manager.

Ray Finnegan, formerly copywriter of Hoebe, Williams & Cushman, Chicago, has joined the Chicago staff of J. Walter Thompson Co.

Edwin C. Boffton, assistant to R. E. Jeffers, publicity director of Russell M. Seeds Co., Chicago, has joined the agency at Camp Grant, Ill.

La Verne, Burton, formerly on the copy staff of Arthur Meyers & Co., Los Angeles, has joined Glaser-Mullen & Co. city, as assistant to Joe Brooks, head of the copy department.

Frank W. Liversedge, Beverly Hills, Calif. talent scout, has moved to 242 W. Cannon Drive, that city, Telephone 246-0002.

Reginald W. Lowander of Kelly Nason Inc., New York, has enlisted in the Naval Reserve.


Charles E. Kicker, formerly office manager of Lord & Thomas, Chicago, has joined Schermer & Marquette, Chicago, as office manager.

J. J. Gibbons

J. J. GIBBONS, 66, president of J. J. Gibbons Ltd., Canadian advertising agency and dean of Canadian advertising men, died at his home in Toronto Feb. 3 after an illness of three months. A native of Boston, but a resident of Canada since childhood, he founded the agency 43 years ago. He is survived by his widow and two daughters.

Walker Co., has been named national representatives of KABR, Aberdeen, S. D.

"Don't forget KOKK St. Louis when you want sales results!" 430 & 1550 WATTS BLUE NETWORK
Recording Method On Film Perfected
Miller Announces New Firm To Handle Distribution

AFTER SEVERAL YEARS of research, Miller Broadcasting System Inc., Hollywood, has announced perfection of the Miller process of recording on film and also formation of a subsidiary, Miller Radiofilm Corp., to handle sales and distribution. Firms are occupying the entire building at 7000 Santa Monica Blvd., that city.

Process, according to James A. Miller, president of the parent organization, affords an opportunity to produce programs under conditions similar to those used in motion picture production. He expressed belief that radical changes and improvements in radio production will result with introduction of the film usage to the broadcasting industry.

Cut Into Emulsion

"Radiofilm, trade name of the process, is distinguished from the present system of sound-on-film recording," Mr. Miller said. "Engraving is made directly upon the emulsion of the finished film. This is done by engraving into the emulsion instead of by photography on the negative stock. This eliminates the necessity of developing negatives and printing of subsequent positives. Reproduction is by photocell eye. Radiofilm has been endorsed by technical experts as making possible greater tone fidelity and much wider frequency range. Film used is based upon our patents and is especially manufactured by Eastman Kodak."

Associated with Miller on the directorate are E. Frank Hummert, vice-president of Blackett-Sample-Hummert; A. H. Diebold, president of Sterling Products, New York; Hunter Marsten, identified as a financier and director of several concerns; Jacques Vinmont, American representative of the Philips Co. of Holland, large European electrical concern, in whose laboratories the Miller system was developed. Loet C. Barnstyn is president and general manager of Miller Radiofilm Corp. with Herbert R. Ebenstein, vice-president in charge of sales. Barnstyn, now living in Hollywood, is identified as a former outstanding figure in the Netherlands amusement field. Ebenstein has had wide experience in the amusement industries.


Radiofilm Corp. with Herbert R. Ebenstein, vice-president in charge of sales, Barnstyn, now living in Hollywood, is identified as a former outstanding figure in the Netherlands amusement field. Ebenstein has had wide experience in the amusement industries.

DON FORBES, Hollywood newscaster on the six-weekly quarter-hour NBC Kirkfield Reporters, sponsored by Richfield Oil Co., Los Angeles, and associated with Fidelity Recordings, Hollywood, has sold his partnership interest in the latter organization to Robert W. Fulscher, attorney. It is understood Milton Hurwitz, remaining in the partnership, will continue operation.

New Blackout Apparatus Is Invented by DeForest
AN ELECTRONIC switch, described as a "blackouter", by which lights of an entire city can be extinguished instantly and automatically from a central radio or police department station for an air raid alarm, has been perfected by Dr. Lee DeForest, pioneer radio inventor.

He stated that "the simple electronic operated device, controlling through a sensitive relay, a power relay designed to shut off any light which may be connected thereto", is now being installed by New York for a tryout on control switches of Central Park lighting system. The plan includes a receiver for private home use which would automatically sound an alarm. The Army and Navy have also contracted for use of the device, Dr. DeForest said.

KROY, Sacramento, Cal., has applied to the FCC for an increase in power from 100 to 30,000 watts, and a shift in frequency from 1240 kc. to 1080 kc.

V... for Victory

and

KFYR... for Results!

Like killing a cat, myriad are the ways you can spell results.

For instance, here in the prosperous Northwest, KFYR spells results. Of course, there are other ways of getting sales results even in the Northwest. But KFYR is the Dominant advertising force in the Northwest. And the only advertising force which can reach the whole Northwest at once. With 5000 watts at 550, KFYR has a coverage area second to none in the nation.

But coverage and power alone can never bring results. It is the combination of coverage, loyal audience, lucrative market, and planned promotional help, that makes KFYR the result-ender here in the great Northwest.

See any John Blair man for the complete story of KFYR.

KFYR BISMARCK
The Northwest's Dominant Station
550 Kilocycles • NBC Affiliate • 5000 Watts

United Press
Findings of HOOPER-HOLMES Study conducted among 900 key agency executives and radio advertisers to determine which trade publication "gives the most authentic radio news" and is considered "the best advertising medium for radio stations and networks."

December 10, 1941

Dear Sir:

Although we have no regular radio listening service, of course you know we do considerable radio research -- almost invariably using the roster aided-recall technique.

Also because of our advertising it is necessary that we know which radio trade papers are most closely followed for news by the radio industry.

When we first considered a survey to determine this, we thought of doing it by personal interview, as most of our market research studies are personal interviews through our 53 Branch Offices.

Finally, however, we decided that a letter to you and other important men in the industry would save your time, and we know how busy you are.

Therefore, we shall greatly appreciate your answering the questions below and mailing this letter to us. No postage is required, nor any signature. Please do this at once and show us that you really appreciate our saving your time.

Yours very truly,

Chester E. Haring
Director
Market Research Division

1. What trade publication do you consider #1 for your authentic radio news? 

   #27 #31 Please number your first three choices below:

<table>
<thead>
<tr>
<th>The Advertiser</th>
<th>Rank</th>
<th>Radio Daily</th>
<th>Sales Management</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising Age</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertising &amp; Selling</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Broadcasting Magazine</td>
<td></td>
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<td></td>
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<tr>
<td>Variety Magazine</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2. What trade publication do you consider the #1 advertising medium for radio stations and networks? 

   #27 #31 Please number below:

<table>
<thead>
<tr>
<th>The Advertiser</th>
<th>Rank</th>
<th>Radio Daily</th>
<th>Sales Management</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising Age</td>
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<td>Advertising &amp; Selling</td>
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<tr>
<td>Variety Magazine</td>
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</tr>
</tbody>
</table>

3. What YEARBOOK, FAST MAIL, etc. do you refer to for accurate radio information?

Please check the one you use most:

- RADIO DAILY ANNUAL
- MARKET DATA BOOK

Position or Title:

900 letters were mailed to men known to be interested in radio at advertising agencies (561), advertisers' organizations (301), and station representatives (38). This list was the result of the combined advice and selection of sales promotion executives of NBC, CBS, and WOR-MBS. Publication names were rotated in questionnaire listings.
### TABLE 1

**TRADE PUBLICATIONS CONSIDERED TO GIVE MOST AUTHENTIC RADIO NEWS**

<table>
<thead>
<tr>
<th>Publication</th>
<th>Weighted Total</th>
<th>First Choice</th>
<th>Second Choice</th>
<th>Third Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Advertiser</td>
<td>1881 100.0%</td>
<td>324 100.0%</td>
<td>306 100.0%</td>
<td>297 100.0%</td>
</tr>
<tr>
<td>Advertising Age</td>
<td>11.4</td>
<td>8.6</td>
<td>13.7</td>
<td>15.5</td>
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<tr>
<td>Advertising &amp; Selling</td>
<td>2.2</td>
<td>0.9</td>
<td>2.0</td>
<td>7.1</td>
</tr>
<tr>
<td>Broadcasting Magazine</td>
<td>31.6</td>
<td>45.4</td>
<td>18.3</td>
<td>13.9</td>
</tr>
<tr>
<td>Printers Ink</td>
<td>4.9</td>
<td>1.9</td>
<td>6.5</td>
<td>11.8</td>
</tr>
<tr>
<td>Radio Daily</td>
<td>19.8</td>
<td>17.0</td>
<td>24.2</td>
<td>19.9</td>
</tr>
<tr>
<td>Sales Management</td>
<td>0.8</td>
<td>1.6</td>
<td>1.6</td>
<td>1.6</td>
</tr>
<tr>
<td>Tide</td>
<td>8.2</td>
<td>4.9</td>
<td>11.1</td>
<td>12.8</td>
</tr>
<tr>
<td>Variety</td>
<td>20.6</td>
<td>21.0</td>
<td>21.9</td>
<td>16.5</td>
</tr>
</tbody>
</table>

### TABLE 2

**TRADE PUBLICATION CONSIDERED TO BE THE BEST ADVERTISING MEDIUM FOR RADIO STATIONS AND NETWORKS**

<table>
<thead>
<tr>
<th>Publication</th>
<th>Weighted Total</th>
<th>First Choice</th>
<th>Second Choice</th>
<th>Third Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Advertiser</td>
<td>1754 100.0%</td>
<td>303 100.0%</td>
<td>283 100.0%</td>
<td>279 100.0%</td>
</tr>
<tr>
<td>Advertising Age</td>
<td>0.9</td>
<td>0.3</td>
<td>1.4</td>
<td>1.4</td>
</tr>
<tr>
<td>Advertising &amp; Selling</td>
<td>16.6</td>
<td>15.2</td>
<td>19.5</td>
<td>15.8</td>
</tr>
<tr>
<td>Broadcasting Magazine</td>
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<td>2.3</td>
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<td>10.0</td>
</tr>
<tr>
<td>Printing's Ink</td>
<td>33.1</td>
<td>50.8</td>
<td>15.5</td>
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</tr>
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<td>Radio Daily</td>
<td>9.3</td>
<td>7.9</td>
<td>9.5</td>
<td>13.3</td>
</tr>
<tr>
<td>Sales Management</td>
<td>11.4</td>
<td>7.9</td>
<td>14.1</td>
<td>17.2</td>
</tr>
<tr>
<td>Tide</td>
<td>2.1</td>
<td>7.3</td>
<td>2.5</td>
<td>5.4</td>
</tr>
<tr>
<td>Variety</td>
<td>9.9</td>
<td>7.3</td>
<td>12.7</td>
<td>12.5</td>
</tr>
</tbody>
</table>

### TABLE 3

**YEARBOOK OR ANNUAL PREFERRED FOR MOST ACCURATE RADIO INFORMATION**

<table>
<thead>
<tr>
<th>Publication</th>
<th>Weighted Total</th>
<th>Agencies</th>
<th>Advertisers</th>
<th>Representatives</th>
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</thead>
<tbody>
<tr>
<td>Broadcasting Yearbook</td>
<td>267 100.0%</td>
<td>201 100.0%</td>
<td>46 100.0%</td>
<td>20 100.0%</td>
</tr>
<tr>
<td>Markets of America</td>
<td>63.7</td>
<td>65.7</td>
<td>50.0</td>
<td>75.0</td>
</tr>
<tr>
<td>Market Data Book</td>
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<td>1.0</td>
<td>2.0</td>
<td>5.0</td>
</tr>
<tr>
<td>Radio Daily Annual</td>
<td>15.0</td>
<td>12.9</td>
<td>28.0</td>
<td>5.0</td>
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<tr>
<td>Total</td>
<td>20.2</td>
<td>20.4</td>
<td>20.0</td>
<td>20.0</td>
</tr>
</tbody>
</table>
WPTF, Raleigh
IC Remedy Co., Durham, N. C., 6 a.m. week-
dly, 10 a.m., 4 p.m., thru Harvey-Massengale, Durham.

RIC, Raleigh, Durham, N. C., 2 a.m., thru
Cutler & Co., Durham.

Radio Station Co., Durham, 6 a.m. week-
dly, thru Kansas City Traffic, Kansas City.

Carolina Baking Co., Greensboro, N. C., 4
a.m., thru WCMP, Greensboro.

Weekly, thru Lord & Thomas, N. Y.

Carolina Baking Co., Greensboro, N. C., 6
a.m., thru WCMP, Greensboro.

WAG, Raleigh
WILL, Raleigh, N. C., 10:10 to 10:10, thru

WAG, Raleigh
WJGH, Raleigh, N. C., thru Raleigh Radio
Radio Exchange.

WAG, Raleigh
WHEL, Raleigh, N. C., thru Auburn Service,
Indianapolis.

WAG, Raleigh
WAEZ, Raleigh, N. C., thru Raleigh Radio
Exchange.

WAG, Raleigh
WSSL, Raleigh, N. C., thru Raleigh Radio
Exchange.

WAG, Raleigh
WAFY, Raleigh, N. C., thru Raleigh Radio
Exchange.

WAG, Raleigh
WGAC, Macon, Ga., thru Atlanta Radio
Exchange.

WAG, Raleigh
WIBG, Raleigh, N. C., thru Raleigh Radio
Exchange.

WAG, Raleigh
WALL, Raleigh, N. C., thru Raleigh Radio
Exchange.

WAG, Raleigh
WDFC, Raleigh, N. C., thru Raleigh Radio
Exchange.

WAG, Raleigh
WALW, Raleigh, N. C., thru Raleigh Radio
Exchange.

WAG, Raleigh
WGBY, Raleigh, N. C., thru Raleigh Radio
Exchange.

WAG, Raleigh
WTOE, Raleigh, N. C., thru Raleigh Radio
Exchange.

WAG, Raleigh
WAKS, Raleigh, N. C., thru Raleigh Radio
Exchange.

WAG, Raleigh
WNOX, Raleigh, N. C., thru Raleigh Radio
Exchange.

WAG, Raleigh
WBT, Raleigh, N. C., thru Raleigh Radio
Exchange.

WAG, Raleigh
WSPR, Raleigh, N. C., thru Raleigh Radio
Exchange.

WAG, Raleigh
WFRM, Raleigh, N. C., thru Raleigh Radio
Exchange.

WAG, Raleigh
WNCB, Raleigh, N. C., thru Raleigh Radio
Exchange.

WAG, Raleigh
WOBM, Raleigh, N. C., thru Raleigh Radio
Exchange.

WAG, Raleigh
WACK, Raleigh, N. C., thru Raleigh Radio
Exchange.

WAG, Raleigh
WQSB, Raleigh, N. C., thru Raleigh Radio
Exchange.

WAG, Raleigh
WAVY, Raleigh, N. C., thru Raleigh Radio
Exchange.

WAG, Raleigh
WUSL, Raleigh, N. C., thru Raleigh Radio
Exchange.

WAG, Raleigh
WDRB, Louisville, Ky., thru Louisville Radio
Exchange.

WAG, Raleigh
WANE, Huntington, W. Va., thru Charleston
Radio Exchange.

WAG, Raleigh
WIVY, Greenville, N. C., thru Greenville
Radio Exchange.

WAG, Raleigh
WTVY, Thomasville, N. C., thru Thomasville
Radio Exchange.

WAG, Raleigh
WQKI, Knoxville, Tenn., thru Nashville Radio
Exchange.

WAG, Raleigh
WFSU, Tallahassee, Fla., thru Tallahassee
Radio Exchange.

WAG, Raleigh
WHA, Athens, Ga., thru Athens Radio
Exchange.

WAG, Raleigh
WJXY, Jacksonville, Fla., thru Jacksonville
Radio Exchange.

WAG, Raleigh
WDFW, Florence, Ala., thru Florence Radio
Exchange.

WAG, Raleigh
WNOX, Knoxville, Tenn., thru Knoxville
Radio Exchange.

WAG, Raleigh
WLEX, Lexington, Ky., thru Lexington
Radio Exchange.

WAG, Raleigh
WMT, Moline, Ill., thru Moline Radio
Exchange.

WAG, Raleigh
WOR, New York, N. Y., thru New York
Radio Exchange.

WAG, Raleigh
WCMC, Nashville, Tenn., thru Nashville
Radio Exchange.

WAG, Raleigh
WGR, Buffalo, N. Y., thru Buffalo Radio
Exchange.

WAG, Raleigh
WJMK, Columbus, Ohio, thru Columbus
Radio Exchange.

WAG, Raleigh
WJL, Lansing, Mich., thru Lansing Radio
Exchange.

WAG, Raleigh
WMAQ, Chicago, Ill., thru Chicago Radio
Exchange.

WAG, Raleigh
WAVO, Fort Wayne, Ind., thru Fort Wayne
Radio Exchange.

WAG, Raleigh
WLS, Chicago, Ill., thru Chicago Radio
Exchange.

WAG, Raleigh
WQAM, Miami, Fla., thru Miami Radio
Exchange.

WAG, Raleigh
WJAW, Jacksonville, Fla., thru Jacksonville
Radio Exchange.

WAG, Raleigh
WQXI, Atlanta, Ga., thru Atlanta Radio
Exchange.

WAG, Raleigh
WAVU, Birmingham, Ala., thru Birmingham
Radio Exchange.

WAG, Raleigh
WJAS, Jackson, Miss., thru Jackson Radio
Exchange.

WAG, Raleigh
WASU, Washington, D. C., thru Washington
Radio Exchange.

WAG, Raleigh
WJZ, Baltimore, Md., thru Baltimore Radio
Exchange.

WAG, Raleigh
WQAM, Miami, Fla., thru Miami Radio
Exchange.

WAG, Raleigh
WJANN, Nashville, Tenn., thru Nashville
Radio Exchange.

WAG, Raleigh
WLS, Chicago, Ill., thru Chicago Radio
Exchange.

WAG, Raleigh
WQAM, Miami, Fla., thru Miami Radio
Exchange.

WAG, Raleigh
WJAW, Jacksonville, Fla., thru Jacksonville
Radio Exchange.

WAG, Raleigh
WQXI, Atlanta, Ga., thru Atlanta Radio
Exchange.

WAG, Raleigh
WAVU, Birmingham, Ala., thru Birmingham
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WAG, Raleigh
WJAS, Jackson, Miss., thru Jackson Radio
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WAG, Raleigh
WASU, Washington, D. C., thru Washington
Radio Exchange.

WAG, Raleigh
WJZ, Baltimore, Md., thru Baltimore Radio
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WAG, Raleigh
WQAM, Miami, Fla., thru Miami Radio
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WAG, Raleigh
WJAW, Jacksonville, Fla., thru Jacksonville
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WAG, Raleigh
WQXI, Atlanta, Ga., thru Atlanta Radio
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WAG, Raleigh
WAVU, Birmingham, Ala., thru Birmingham
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WAG, Raleigh
WJAS, Jackson, Miss., thru Jackson Radio
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WAG, Raleigh
WASU, Washington, D. C., thru Washington
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WAG, Raleigh
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WAG, Raleigh
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WAG, Raleigh
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WAG, Raleigh
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WAVU, Birmingham, Ala., thru Birmingham
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WAG, Raleigh
WAVU, Birmingham, Ala., thru Birmingham
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WAG, Raleigh
WJAS, Jackson, Miss., thru Jackson Radio
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WAG, Raleigh
WASU, Washington, D. C., thru Washington
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WAG, Raleigh
WJZ, Baltimore, Md., thru Baltimore Radio
Exchange.

WAG, Raleigh
WQAM, Miami, Fla., thru Miami Radio
Exchange.

WAG, Raleigh
WJAW, Jacksonville, Fla., thru Jacksonville
Radio Exchange.
GASPIPE CAMPAIGN
Being Placed by Beechnut
On College Stations

CULMINATING a successful trial campaign of intramural college broadcast advertising last year on WMS, "gaspipe" station of Williams College, the Beechnut Packing Co., Canajoharie, N. Y., has decided on an extensive campaign on all college radio stations throughout the country. According to Lois M. Bloch, Jr., business manager of Intercollegiate Broadcasting System, national representatives of the stations.

The schedule, calling for a total of 4,628 fifteen-second spot announcements on 15 IBS stations, will alternate five daily plugs for Beechone week and for Beech-Ohio's "greater" week. Originals will be recordings of the new familiar Beechute jingles on regular stations. Includes: Harvard, Yale, Princeton, Brown, Cornell, Columbia, Rhode Island State, Union, Williams, Wesleyan, U. of Connecticut, Knox, Georgetown, Hampton and Hamilton.

Radio Club Aids

RADIO EXECUTIVES CLUB of Chicago will sponsor a clearing house for requests for time made by the Office of Civilian Defense for Greater New York under a plan for the club's national radio luncheon last Wednesday by Robert Spafford, radio director of the O.S.C. in New York. President John Hynens appointed Arthur Sinsheimer of Peck Adv. Agency chairman of committee to work with the O.C.D. Hans Jacob, of WAAT, Jersey City, and WRUL, international station in Boston, spoke on radio as the medium for disseminating propaganda and news, and the Sono-vox, instrument for adding speech to orchestral music as a nonmusical sound, was demonstrated. Out of town guests at the luncheon included Arthur Kemp, CBS; Pacific Coast sales manager; F. S. Vailison, promotion manager, WLW; Dalton Le Masurier, president, KDAL, St. Paul; and John Halper, Office of the Coordinator of Inter-American Affairs; Lieut. John Borden, U.S.N., formerly with WLW.

IMPERIAL LOAN Co., Chicago, on Jan. 26 started "Money in Your Pocket," quarter-hour five times weekly telephone quiz program on WQTL, Chicago. Account was placed direct.

WM. PETER BREWING CORP., Union City, N. J., on March 2 will start a 13-week campaign of 36 one-minute transcribed announcements weekly on WINS, New York, for its beer. Other stations in New York City and vicinity are under consideration, according to Radio House Agency, New York, agency in charge.

PACIFIC STATE LOAN CO., Los Angeles, in a 13-week campaign which started Feb. 2, is using three-weekly participation in KTVU Morning News on KNX, Hollywood, as well as 36 spot announcements per week on KYW, Glendale, Calif. Allied Adv. Agencies, Los Angeles, is the agency.

COOK PRODUCTS Co., San Francisco (Gilard's salad dressing), on Jan. 21 started for 13 weeks a weekly participation in the Noon News on KFRC, San Francisco. Agency is Rhoades & Davis, San Francisco.

H. S. BARNEY Co., S实施细则 (department store), is sponsoring for one year the daily 8:30 a.m. newscast on WTRV, Troy, N. Y.

WHO at Des Moines
is "Heard Regularly"
all over IOWA
with 50,000 WATTS
from the center of the State

J. O. MALAND, Manager
FRED & PETERS, Inc.
National Representatives

WHO

BROADCASTING • Broadcast Advertising
RADIO TRAINING AND THE WAR
Technicians Dominate Struggle and Drive Gets
Under Way to Provide Plenty of Them

By WM. D. BOUTWELL
Chief, Division of Radio, Publications & Exhibits, U. S. Office of Education

THE JAPANESE attack on Hawaii put the nation's radio training program on a war basis. In an exceptional sense, this is a war of technicians. It is a war of communications, and radio occupies a strategic position in the modern world of communications.

Branches of both the Army and the Navy have announced that the need for trained men possessing knowledge in radio is a real one. The Army Signal Corps asks the Civil Service Commission to conduct learner aptitude tests throughout the country in order to recruit an adequate number of trained radio personnel, and the Office of Education is planning to expand training under the national defense vocational training program in radio and related electrical fields. Meanwhile the radio training program is moving forward on three major fronts:

First, there are regular vocational training courses financed jointly by the Federal Government and the various States and administered by the Office of Education in cooperation with State boards for vocational education and local public schools. Radio training is given as a full-day, four-year course. These courses have been given throughout the country for the past ten years. At present, 2,500 are enrolled. As a part of the same regular vocational education programs giving instruction in radio, there are the evening trade extension courses. About 1,000 are now taking these classes. Part-time trade extension and trade preparation courses train 2,000 additional persons.

Repair Courses

Second, there are courses in radio maintenance and repair being given in scattered localities under the national defense vocational training program paid for by Office of Education administered funds.

The courses are of below college level. About 3,000 NYA youth get training in radio theory. This instruction is also financed by Office of Education vocational defense funds. A course in building radio equipment, given for the same group, is financed by NYA funds.

Third, major radio training front to meet wartime needs in the college level engineering course.

On the day after the Japanese attack on Pearl Harbor, the War, and Navy Departments asked the National Defense Committee of the NAB to promote and publicize the need for radio training courses at college grade. A course outline for high school graduates has been prepared with the assistance of college professors and broadcasting engineers and is being distributed by the NAB.

Congress appropriated $17,500,-

000 to the Office of Education to meet the cost of "short courses of college grade provided by degreegranting colleges and universities pursuant to plans submitted by them and approved by the Commissioner of Education, which plans shall be for courses designed to meet the shortage of engineers, chemists, physicists and production supervisors in fields essential to the national defense." College-level courses, of which there are now 150, are rapidly increasing. They are devoted chiefly to communication and airplane detection. College seniors, in electrical engineering schools, are getting instruction in use of ultra-high frequency for airplane detection.

Radio Vital in War

Courses in radio communication are especially vital because it is by means of radio that tanks, trucks and airplanes maintain communication with each other in war.

Under the law providing funds for defense training, most schools which granting liberal engineering degrees are qualified to give ESMDT engineering courses. Radio instruction may be given in qualified physics departments.

Liberal arts colleges which have good physics departments can also provide this instruction. The assistance of broadcast engineers in the vicinity of the college is necessary since the capacity of engineering schools is inadequate for mass training.

Other qualified schools are urged to arrange special radio courses. Some colleges and universities are already doing their part. Rutgers University, for example, now sponsors more than 100 courses within its area. The weekly schedule varies; it is three hours a night, three nights a week.

Young women with aptitude are eligible to take ESMDT courses and many women are now serving in the war effort.

Broad objective of radio technician instruction, of course, is to produce graduates with at least a technical knowledge of the level possessed by the holder of a Grade A amateur license, minus code and radio law.

Cooperation in the over-all radio training program is splendid. For instance, the Case School of Applied Science at Cleveland, is preparing to sponsor radio technical courses at the following institutions: College of Wooster, Hiram College, Oberlin College, Baldwin-Wallace, Youngstown College, and John Carroll University, and this within a few days after the Army and Navy made clear their needs.

The Army alone needs about 6,000 officers and 100,000 enlisted men, together with several thousand civilian radio technicians of professional grade. It is apparent that the number of schools can train will not be too many.

Time is now of the essence. Army technical people are moving forward on these fronts to train a vast army of radio technicians.

GILLET ENTERING DEFENSE SERVICE
GLENN D. GILLET and his associates, J. W. Wright and Henry Riblet, Washington consulting radio engineers, as of Feb. 1 commenced their duties at an unnamed New England base as engineering research experts. They have been mustered in for the duration and Mr. Gillett will devote part time until then to complete commitments to his clients, who include numerous broadcasting stations. Mr. Dornblum will continue until April 1 in the Washington office.

Mr. Gillett, a 1919 Harvard College graduate and 1921 Harvard Engineering School student, besides serving with the AT&T on radio development work from 1922 to 1930, making contributions to both the government and private consulting practice in Washington in 1932. Mr. Wright is an engineering graduate of Utah and Mr. Riblet was graduated from Friends College, Wichita. Their families will join them at the place of their new work.

WIS COLUMBIA, S. C.
5000 Watts Day — CP 5000 Watts Night
560 KC • NBC Red

FREE & PETERS, Inc., National Representatives

Page 40 • February 9, 1942

BROADCASTING • Broadcast Advertising
ENGINEER DRIVE
Launched in the Rockies With
RMRC Cooperation

SETTING in motion the technician drive in Colorado and Wyoming under the ESMDT organization sponsored by the U. S. Office of Education, the Rocky Mountain Radio Council has announced primary training courses to be launched Feb. 9 and 10. Classes have been organized in Denver, Golden, Colorado Springs, and KFEL and KMFR, Denver.

The Rocky Mountain Radio Council, which is helping to coordinate the move, also announced that similar training is to be given in other states if the demand is sufficient.

Wireless Group to Meet
VETERAN WIRELESS Operators Asn. will hold its 17th annual convention and dinner-cruise at the S.S. United States, New York, Feb. 21. A Marconi memorial service award plaque will be presented to the Pan American Union and medallions to the Presidents of the 20 Latin American republics for their support of wireless communication in effecting better inter-American understanding. WVQOA will also award medals of valor to the wireless operators of the Army, Navy and Marines who rendered heroic service at Corregidor, Pearl Harbor and Wake Island.

More Operators Needed
ANNOUNCEMENTS of examinations for radio operators have been made by the Civil Service Commission, operators being required for regular radio and reception for the War Department, FCC, Civil Aeronautics Administration, Coast & Geodetic Survey and other Government agencies. No prior experience is required of applicants but ability to transmit and receive messages by radio-telegraph. 20 words per minute is required as well as typing ability of 40 words per minute or teletypewriter, 35 wpm. Age limits are 18-55.

“Cap” Cotton says:

"Memphis IS THE COTTON CAPITAL OF THE WORLD AND THE INDUSTRIAL CAPITAL OF THE MID-SOUTH.”

Covered by:

5,000 Watts Day
1,000 Watts Night

WMC \ MEMPHIS, TENN.\n
NBC RED NETWORK
Owned and operated by \ The Commercial Appeal
Represented Nationally by THE BRANHAM CO.

For complete information contact our National Representatives or write

KFSF
San Diego, California

has moved thousands more people to SAN DIEGO...

You cannot reach this rich San Diego market without KFSF, notwithstanding any claims to the contrary.

Over half of the residents of San Diego depend entirely on local stations for their radio service.

HAS brought KFSF audiences to a new high.

HAS again increased your advertising dollar spent on KFSF.

For complete information contact our National Representatives or write

KFSF
San Diego, California

BROADCASTING • Broadcast Advertising
February 9, 1942 • Page 41
REVILLE BREAKFAST opened the 1942 Boy Scout campaign in New York, in which a number of industry figures are active publicity committee members. The committee members are (back row, l to r), Allan Hall, Transit Advertisers; Kenneth Groebeck, Routhrauf & Ryan; L. E. Patrick Dolan, Columbia Recording Co.; Kenneth Collins, Arthur Kudner Inc.; Phillips R. Turnbull, president of Rogers Peet and general campaign chairman; Louis Koppel, CBS publicity director and campaign publicity chairman; Hal Rorke, assistant CBS publicity director. Scouts are Harris Sarkesian, Nicholas Careddell, W. Robson, E. Freund, G. Louis.

FCC RECONSIDERS WTNJ OPPOSITION

In an unusual action, the FCC last Tuesday on its own motion set aside a previous order dismissing a protest of WTNJ, Tren ton, seeking rehearing of a grant of a new regional to Trent Broadcasting Co., to which the call letters WTMN have been assigned. WOAX Inc., licensee of WTNJ, had appealed to the U.S. Court of Appeals for the District of Columbia from the new grant. The Commission announced that WOAX Inc. will be given 20 days to file additional material or affidavits and the applicant 10 days thereafter to file the answer. "The Commission will then be able to dispose of the matters raised by the petition for rehearing on its merits," it said.

It is presumed that the FCC will seek to have the court dismiss or remand the appeal, since the issue upon which the appeal was based was purportedly procedural and becomes moot with the reopening of the case. The grant to Trent Broadcasting Co., made July 30, 1941, was for 1,000 watts full time on 1,290 ke., using a directional antenna.

Seven stockholders, each holding 9.6% in the company, were listed as the applicants, among them A. Harry Zong, part owner and manager of WFPB, Atlantic City.

WCHV Seeks Change

Dissolution of the Community Broadcasting Corp., licensee of WCHV, Charlottesville, Va., is sought in an application to the FCC by Charles Barham Jr., 99.7% owner of the station. Mr. Barham, along with his wife, Emma Lou Barham, proposes to reorganize the operations of WCHV as a partnership doing business as Barham & Barham. The FCC reports no consideration is involved.

WIN WOR Awards

JUNUMAE O. FALLON of the transcription and receiving division of WOR, New York, and Richard Polk of the WOR press department, have been announced grand award winners by the WOR Suggestions Committee for submitting outstanding ideas for the station in the past six months. Current award winners among WOR employees for the period were: department; Owen Doherty, porter; James Martin and Robert Grauh, mail department; Harold Hadden, engineering department, and Robert I. Garver, copy writer.

Where But WSYR

SYRACUSE

can you get

COMPLETE program building facilities

Heiress There

CASE INVESTIGATORS for the CBS Are You a Missing Heir program, sponsored by Ironized Yeast Co., recently spent some four weeks seeking one Agatha Fricke, to whom they address one of its hundred thousand letters.

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COMPLETE program building facilities

Heiress There

CASE INVESTIGATORS for the CBS Are You a Missing Heir program, sponsored by Ironized Yeast Co., recently spent some four weeks seeking one Agatha Fricke, to whom they address one of its hundred thousand letters.
**Studio Notes**

RATE CARD No. 23, effective Feb. 1, 1942, has been issued by WMCA, New York, showing no change in the basic one-time rate for general broadcasting and no alternations in the dollar volume and weekly discounts. A new classification, "run of schedule announcements," has been added to the rate card, requiring a minimum of 10 announcements a week, which may be combined with station breaks and inserted in sustaining programs at station's discretion.

WJJS, Beckley, W. Va., reports over 20 applicants have been accepted so far for the defense technician positions given by West Virginia U, Beckley College and WJJS. Classes will begin Feb. 10 under Al J. Ginkel, chief engineer of WJJS.

WLB, Minneapolis, U of Minnesota station, broadcasts twice-weekly the entire lectures of the school designed to give the public a comprehensive background of the war. WLB then cooperates with the lecturers in transcribing condensed versions for broadcast by WCCO, Minneapolis, as well as WFA, U of Wisconsin station at Madison, and WOI, Iowa State College, Ames.

WIBG, Glenwood, Pa., has awarded to Frank J. Larkin Construction Co. the contract to build its new studio and offices at 1425 Walnut St. in downtown Philadelphia. Albert & Milrowney, architects, made the plans, which in part, call for a sidewalk broadcasting studio. Because of priorities, the new studio site is not expected to be ready until next October. The station had hoped to be in its Philadelphia quarters by April.

KGVO, Missoula, Mont., on Jan. 27 received a certificate of award from the Missoula Junior Chamber of Commerce in recognition of the station's cooperation in civic and cultural activities. The award was received by Manager A. J. Mosby.

WCONS, Columbus, O. C., has negotiated with ASCAP for the return of their music to that station, signing a blanket contract retroactive to the beginning of 1942.

WTAG, Worcester, Mass., in the interest of civic morale, has discontinued use of the siren on the WTAG special events mobile unit. Heretofore WTAG will use a powerful red light flasher in rushing to emergency pickups.

WJJB, Detroit, has introduced We're Going Over Again, a new patriotic song written by Joseph Bloom, president of Ford & Company, and arranged by Pete Angel, director of WJJB's staff orchestra. Song was first aired on Spice O'Life, variety show sponsored by People's Outfitting Co.

**Rising Connolly**

RADIO'S famous Family Patt, whose members hold important positions in stations throughout the country, has some competition in the Connollys. James Connolly has just been named general manager of WMSD, Muscle Shoals, Ala.; John Connolly serves as manager of WBRG, Birmingham; and the oldest brother, "Dud" Connolly is program director of WWRL, New York.

**REPORTS**

From 215 counties show that 5,300 Texas school children spent the Texas Day of the Stars, according to a survey announced by WBAP, Fort Worth. Report also contends that the State-supported feature has grown to be the largest of its type in the United States. WBAP originates the majority of the programs. WFAA, Dallas; WOAI, San Antonio; KPRC, Houston, and KFNC, Amarillo, also participate in presenting shows.

A SERIES of 20 programs for Latin-American originators from the Latin-American Fair of R. H. Macy & Co., New York department store, started recently on two CBS international stations, WCBS and WCXW, daily except Sunday, 4:45-5 p.m. Torgi Ture, Latin-American network music director, supervises the music.

WCPO, Cincinnati, has started a new series, Meet the World, designed to give Americans a close-up of the Navy.

WDAY, Fargo, presented a number of NBC stars at the annual Jack Frost Winter Carnival, Feb. 9-10. M.C. was Glyde Snyder and the carnival presented dancing acts, chorus numbers, acrobatics and instrumentalists.

KS00 and KELO, Sioux Falls, S. D., will sponsor the South Dakota Golden Gloves Boxing Tournament scheduled for Feb. 15-19. Sponsor is Russell Van Dyk, offering a trophy to the contestant displaying the best sportsmanship.

WGVW, Charleston, W. Va., and the Charleston Gazette, for the second successive year will co-sponsor the local Golden Gloves Boxing Tournament. WGVW will feature several pre-fight programs.

**Lady Esther Music**

AS REPLACEMENT for Orson Welles, who leaves shortly for a South American goodwill tour, Lady Esther Co., Chicago, has signed Fredy Martin's Orchestra to start Feb. 9 on CBS in the Monday 10-10:30 p.m. spot [Broadcasting, Feb. 2]. Agency is Pedlar & Ryan, New York.

**Balter to WCPO**

SAM BALTER, whose Inside of Sports has been on an MBS coast-to-coast hookup for three years, has been signed to broadcast the 1942 games, home and away, of the Cincinnati Reds, it has been announced by Mortimer C. Watters, general manager of WCPO, Cincinnati. On March 8 Balter will start broadcasting the pre-season games of the Cincinnati Reds' Grapefruit League games and in addition will conduct a nightly sports program.

**Sponsor Saved**

When KTSR Brings Man on Street into Studios

RESOURCEFULNESS typical of radio was exhibited recently by KTSR, San Antonio, in saving a program banned by the censors. KTSR's Man-on-the-Street, one of the older sponsored features conducted from a pickup point on the street in front of the Gunter Hotel studios, appeared jeopardized recently when the Office of Censorship released its radio code with the open-mike ban.

However, KTSR officials immediately ordered the noon broadcast transferred back into the studio. There, where there are as many as 80 people during the broadcasts, thus providing plenty of interviewers, the program is run off without violating the regulations and without losing a sponsor. Fitting climax is that KTSR has renamed the show Man-OFF-the-Street.

**Famous Firsts**

First Man Who Lived in a Glass House to Throw a Stone

**KARK**

**KARK NBC RED**

**Little Rock**

**ARKANSAS Preferred Station**

The Dial . . . of Arkansas . . . of U. S. Projects

The Spot to CENTER Your Advertising

ED ZIMMERMAN


MEMBER SQN: KARK - KTBS - WKKH - WJDX - WMC

NATIONAL REPRESENTATIVE: EDWARD PETRY & CO.

**WRC**

980 KC 5000 WATTS

RED NETWORK OF NATIONAL BROADCASTING CO.

Represented Nationally by NBC Spot Sales Offices in Washington - New York - Chicago - San Francisco - Boston - Cleveland - Denver and Hollywood

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Radio in Hawaii

(Continued from page 18)

owed shortly by announcements for all civilians to get off the streets and highways and to take cover. Civilians were ordered to stop using their telephones, and we were told that almost immediately the telephone exchanges, which had been badly overtaxed, were cleared so that important telephone connections could be made.

Greatest of all was the part played by radio in keeping the population calm and orderly, and in assembling emergency medical workers in addition to all available doctors and nurses, truck drivers, motorcycle riders, firemen, police reserves, fire wardens, and many others important to the defense of the island or the care of dead and wounded. Radio broadcasters, although they knew they were playing a risky game, remained steady and courageously at their post. Incidentally, there were explosions quite near both Honolulu radio stations, but no damage done.

Implicit Faith in Radio

Today, everyone in Hawaii has implicit faith in radio, as a result. The entire Territory is blacked out nightly. No one, except those on official business, is allowed on the streets at night. For the first time, nearly 100% of the population here stays home. There is nothing else to do since all places of amusement or entertainment are, of course, closed after dark because there is no one to patronize them. Few people read, because of the dimmed lights. Nobody wants to read much anyway. So there they sit and listen to the radio, simply savoring good radio entertainment.

For this reason, it is most urgent that radio stations here should have as many high-class programs as possible, particularly variety shows with some comedy, the good musical programs, both popular and classical, good drama, news shows, and, above all, everything that radio has to offer. Our gasoline has been sharply restricted, and housewives who used to gad about doing their daily shopping and visiting, now do most of their shopping by telephone, and stay home. The daytime serial shows thus become a very important part of their lives.

A Patriotic Service

We are appealing to the networks, the network sponsors, and all those companies and agencies which place spot radio, to do everything in their power to send up good programs. Radio stations have got to stay on the air down here to maintain morale. We have been hard hit financially, and if we are to continue to operate properly, we must keep our heads above water.

But, above all, we need good programs, and whoever sends them down here, either over the networks by shortwave or by electrical transmission, will be doing a great patriotic service to those in the armed forces, and those men and women of the civilian defense workers who are out here on this important part of the battle line of battle. We will greatly appreciate whatever you can do to help us to help these people. By doing so, you will be performing a service to the radio industry, and to our great country.

Kennedy Takes Charge

Of W. Va. War Output

VOLUNTEERING as a "dollar-a-year-man," John A. Kennedy, president and general manager of the West Virginia Network, operating WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg, and WSAZ, Huntington, is devoting practically all of his time as chairman of the West Virginia operations of the War Production Board. Many West Virginia plants are loaded with war production, and the board's function is to stimulate activities in diverting plants to war and military use in procuring priorities for smaller manufacturing establishments.

Mr. Kennedy, an NAB director and a former newspaper correspondent and publisher, on Dec. 15 was named chairman of the West Virginia Advisory Committee of the War Production Board, contract and distribution branch. Branch offices have been established in Wheeling, Charleston, Huntington and Clarksburg.

Piracy of Idea Charged

STATT was fled last week in New York when the 70-year-old" Metropolitan Opera Theater against CBS, Young & Rubicam, Can- lemon Corp. of America, Management Charles L. Wagner Inc. and various individuals of the agency, the Wagner Co., and members of the public, "Great Moments of Music," sponsored by Canelen on CBS. Piracy of idea is claimed.

Radio in Hawaii

(Continued from page 18)

RHEUMATIC SIEGE suffered during the last half of January by genial Frank E. (Tiny) Elphicke, manager of GJRC, Winnipeg, led the staff to "merchandise" his ailment with this array of posters and tonics decorating his office. Behind the back, Tiny avows his troubles were not due to the well-known foot ailment.

Midway Greeting

DEFENDERS of Midway Island listened to friendly voices from home, over 3,000 miles away, on KXL, Portland, Ore., recently put on a special late evening one-hour program of music and broadcast greetings from public officials to the marines on the island.

The station received a cable from the marine commandant at Midway who reported reception was fine. Highlight of the broadcast was the appearance of "Tolgy" Tolman, staff vocalist of KGW-KEX, Portland, whose son Jack is stationed at Midway.

War Music Plans

NATIONAL MUSIC COUNCIL, composed of 37 organizations active in musical affairs, has drafted a comprehensive program for the use of music in wartime, including military, civilian and general objectives. In the military field, the Council plans to function as an information bureau for musical entertainment activities, to cooperate with the Joint Army and Navy Committee for Welfare and Recreation, to collect information on musical activities needed in Army camps and to promote the use of music in military hospitals for therapeutic purposes and recreation. Among members of the Council are CBS and NBC, ASCAP, MPPA, NAPA and SPA.

WFL Music Pact

WFL, Philadelphia, has signed a new music contract with the Philadelphia musicians' union, Local 77, for the new year. Renewal of Jan. 17, when the old contract expired, the new terms provide an increase of $4 per week for man, and 45-week employment as compared to 30 weeks the past two seasons.
Harris Resignation Opens FCC Posts
Vacancies in Law Department May Be Filled From Staff

WITH THE resignation last week of Thomas E. Harris as assistant general counsel of the FCC in charge of litigation, two vacancies in the law department are expected to be filled shortly. Theodore L. Bartlett, principal legal administrator, went on indefinite leave last week as a major in the Communications Division, Air Corps [Broadcasting, Feb. 2].

The resignation post may be filled by promotion. One report current was that General Counsel Telford Taylor might recommend shifting of Benjamin H. Cottone, assistant general counsel for common carriers, to the administrative post vacated by Mr. Harris. Frank Warren, chief aide to Mr. Cottone under such a shift would be slated for the general counselship for common carriers.

Mr. Harris on February 9 assumed his new assignment as assistant general counsel of the Office of Price Administration in charge of consumer rationing. He has been with the FCC, as assistant general counsel, since June, 1941.

A 1932 graduate of Arkansas U., Mr. Harris received his LL.B. from Columbia U., New York, in 1935. During the next year he was a law clerk for Supreme Court Justice Harlan Fiske Stone, going from this post into the Washington law firm, Covington, Burling, Rublee, Anderson & Short, where he stayed another year. In 1937 he entered the Justice Department in the Lands Division, remaining there two years before being transferred to the Solicitor General's office for two more years until he joined the FCC.

**WYK Noise Effect**
Resume of Hitler Talk Spiced By Feburner in Action

WHILE Adolf Schlyker was observing the anniversary of the Nazi party by denouncing to a Berlin assembly, Bob Eastman, news editor of WYK, Oklahoma City, wearily listened at the station's shortwave post, with his 11 a.m. newscast due in 10 minutes.

As the Fuhrer went into his second hour, Eastman rapidly summarized the speech and then warned the WYK control room they might have a surprise on the newscast.

Opening the program with a brief resume of the address, Eastman continued, "While we have been giving this summary, we have been listening to the Berlin speech by headphones. Hitler is still going strong and to prove it, listen!" The shortwave pickup was then fed into the newscast line, just as Hitler unloosed one of his most fervent passages. The pickup was for only 45 seconds; 10 minutes later, the Oklahoma announcer had expected to pick up the final passages. Hitler had "Gladtight," he finished, "and we're off to Europe this afternoon."

**Santa Ana Regional Asked**
NEW 10,000-watt station on 830 kc. in Santa Ana, Calif., is sought in an application to the FCC by J. C. Horton, local furniture dealer. Station would operate limited time to WCCO, Minneapolis, the dominant 1-A station on that frequency. Santa Ana, about 35 miles southeast of Los Angeles, at present has a local outlet, KVOE.

MEASURES for the protection of its special events staff when covering fires have been taken by WTAG, Worcester, Mass., with the purchase of fireman's outfits, complete with rubber coat, special boots and derbies helmets.

**Video Sets Converted**
CONVERSION of all of its television sets to the new standards set by the National Television Systems Committee, has been completed according to Hamilton Hoge, president of U. S. Television Mfg. All outstanding sets are now adjusted to pick up present telecasts from NBC, CBS and DuMont in New York, plus one channel already tuned for MBS, he stated. In all, sets tune to five channels. Mr. Hoge stated his company has no more sets in stock and is devoting its entire efforts to the defense program.

**Video Raises Funds**
FIRST PUBLIC auction to be held in television brought in more than $500 to the Fight Infantile Paralysis campaign, according to CBS, which recently telecast the auction of President Roosevelt asking Congress to declare war on Japan, and Winston Churchill's address to the joint session of Congress. The two speeches in the album were taken from WOR's collection of over 2,000 off-the-air recordings of historic broadcasts.

**New Sustaining Features Are Begun by the Blue**
AMONG the first of the new Blue Network sustaining shows set up last week was the Meet the Navy program, to be heard Tuesdays at 8:30 p.m. from the Great Lakes Training Station near Chicago. A similar program, providing good entertainment as well as "selling" the armed forces of the United States, is under consideration to promote the Army, according to Phillips Carlin, Blue vice-president in charge of programs.

Two shows built by the Blue's program department will start this month also, Mr. Carlin announced, including Swap Nite Program on Feb. 14, and Cab Callaway's Quiz-Sicle on Feb. 18. The first is similar to the Yankee Network series heard in New England, and has been worked out in cooperation with Yankee Magazine so that a "swop list" can be issued, and the most interesting "swops" appear on the air as guests Saturdays at 8:30 p.m. The Callaway program, to be heard Wednesdays at 9:30 p.m., will feature an all-negro cast answering questions sent in by listeners for cash prizes of $1 to $5.

**Barney's Bike**
SHELVING his V-8 for the duration, at least on the home-to-office run, Barney Lavin, commercial manager of WDAY, Fargo, N. D., now regularly commutes to and from his office via bicycle. He parks the cycle in an adjoining garage — probably from long habit.

**In Philadelphia, WFIL is an influence on listeners.**

**Sell Through WFIL.**

KYW Sells Radio to Philadelphians

Art Contest Brings Works by Many Students

By LESLIE JOY
General Manager,
KYW, Philadelphia

TO ANYONE who has watched radio and its relations with the public over the days of its growth, it must have been apparent that something was lacking. Rather, a complacency—a “take it and forget it” attitude—has been and is present in the way the listeners of the nation look at radio.

But because this is understandable—because every product or idea ever created has had to be sold, resold, and sold all over again—KYW today is sharpening up all the tools at its command to sell the American System of Broadcasting to every listening family in the Philadelphia area.

How It Works

Naturally, all of radio’s blessings and benefits are too long a story to tell at once. Even the full tale of radio’s significance in the present war emergency is a volume in itself. But KYW, through promotions and public relations campaigns of various types, does intend to paint this complete picture of American Radio. Not as an industry patting itself on the back, but by explaining simply and eloquently how the American System of Broadcasting works, what it brings and what it means to the family of today, and by what right it exists.

But where to start? This beginning must tie-in with today’s thinking, which is concerned first and last with the raging threat to democracy. It seemed to us that so long as men can hear, speak, and think as they please, they will be free. So the theme, “Radio: Sentinel of Freedom” came into use.

And so, there we were faced with the problem of producing and delivering an important live radio program that in some way could be exclusively sponsored by a local or regional advertiser in any given market or markets. After 6 months study we found the answer, and nationally syndicated live network radio programs were born.

Strangely enough the answer was simple—for it was exactly that used for years by the national radio advertiser—who built a network show at great expense and amortized its cost against results in individual markets on his network, bringing his cost per city down to about the price of a good local show.

So we, too, decided to create either in New York or Hollywood, a live network radio program at a talent cost ranging from $5,000 to $10,000 per broadcast, and feed it by direct wire, to affiliated stations of MBS from coast-to-coast, making it available for exclusive local sponsorship in any market or markets of the Mutual network, the local or regional advertiser paying only his pro-rated share of the total talent cost, and since his pro-rated share was based on the actual potential of the market or markets involved, big name, in person network radio could fit immediately into the budget of the small-town merchant or the big-town manufacturer.

Our plan met with immediate success, both for ourselves and our participating sponsors. Let’s take a look at the record! In 1935 as our first syndicated program we produced Morning Matinee, heard Thursday morning 9-9:45, and presented by the leading department stores in America. In 1936 by popular demand we repeated Morning Matinee and enjoyed a 90% renewal from our original advertisers. To this group we added additional furniture stores and grocery chains in an effort to diversify our sponsorship.

During these two seasons we established several pertinent facts. First—that even Morning Matinee, the most pretentious, live, daytime radio program ever presented in the commercial history of broadcasting—could not deliver to the advertiser, that vast army of career women—bookkeepers, stenographers, waitresses, sales women, etc.—who, in themselves, during staggered luncheon periods, represent an important part of the store traffic of the retail merchant in any community.

Adapting the Ideas

How to use it? Many ideas were proposed, and our final decision rested on an art contest, from which we could gain eloquent picture expressions of the central thought, and at the same time see for ourselves just what and how seriously young Philadelphians think of radio.

Students of six Philadelphia art schools evidenced interest in the KYW Art Competition, but no greater than that of their instructors, who in many cases made participation a part of their class curriculum for the month of November. KYW, in turn, made every effort to acquaint them thoroughly with the subject which they were to put on canvas.

Members of the staff conducted an inaugural meeting, and followed this up with almost daily tours of KYW for young artists who wanted to sketch, see, and learn about the things that make radio tick.

An excellent board of judges was chosen, including Walter K. Nield, vice-president and art director of the Westinghouse agency, Young & Rubicam; Edward Warwick, dean, Philadelphia Museum School of Industrial Art; Joseph T. Fraser, dean, Pennsylvania Academy of the Fine Arts; and Walter Antrim, city architect, Philadelphia. Selection of three prize-winning posters and an additional “special mention”...
Radio: Sentinel of Freedom

I am the Genie that Mankind has called
Into his service... I am perfected by Man
Yet I am greater than he, for even as he
Creatures me, I would, changing his thought
His customs, his habits, his very life itself
With the magic of my voice. At his bidding
I traverse the eternal hills. The surging seas
I overlap. For me no distances too great
For me there are no walls to hold, no barriers
Of Time or space—for I am Radio.

Above all this, I am the Voice, the Sentinel
Of everlasting Freedom, for I speak the truth
That nurture Freedom, and I speak without restraint
Opposing Tyranny and the imposed silences
That foster tyranny. There are hopes, aspirations and ideals
Deep in the heart of humankind and these I speak—
I am their unrestrained voice—
Liberty
Justice
Fraternity
Human Decency
The goodly things of Peace.

For I am Radio, the strong articulate Sentinel of Freedom!
—Gordon Hawkins

was made one month after the start
of the contest. It has been extremely gratifying to us
that art critics without exception have praised the
great high excellence of the hundred
posters and art interpretations
entered in the KYW "Radio: Sentinel of Freedom"
competition. A wide variety of both colors and idea
treatment resulted, and, as context
rules prohibited the use of captions,
slogans, or other wording, sym-
bolism became the predominant
type of expression. Every conceivable
"school" of art thought and expres-
sion was represented, with
the outstanding feature being an
abundance of individual ideas and
interpretations.

At Franklin Institute
KYW secured Philadelphia's nationally known
showplace, the Franklin Institute, for its "Radio:
Sentinel of Freedom" art exhibit, Dec. 14-21. This was run in
conjunction with the NBC-Red Network
photographic exhibit, "Star Gazing", through which KYW
hoped to draw the added attendance of
camera fans in the Philadelphia
area. While a count of attendance
at the showing is not yet available, it is known that many
thousands viewed young Philadelphia's impres-
sion of radio's unique place and
service in the Democratic way of life.

All promotion facilities of KYW were bent toward publicizing the
art exhibit, including: station
announcements; a special inaugural
program on Sunday, Dec. 14; streamers on over 300 public
service buses; 5,000 "flyer" handouts in
clubs, hotels, etc.; newspaper publicity and nearly 2,000 lines
of newspaper advertising; and 200

large easel signs placed in shops and
windows in downtown Phila-
delphia.

In short, the KYW, "Radio:
Sentinel of Freedom" campaign has
been a success. We who sponsored it
have gained a sincere and new-
found realization of radio's high
place as a vigilant guardian of
freedom of expression—keeper of the
immortal Bill of Rights, as
several young artists painted it.
We learned, too, that today's youth
is sincere, searching, and deep-
thinking.

And most important, we have
confidence that a great segment of
the listening public, too, is cogniz-
ant of a deeper appreciation of
radio, be it KYW's or not. We be-
lieve there is an underlying
awareness of the services rendered
by radio, as summed up by Gordon
Hawkins, program supervisor of
Westinghouse Radio Stations, as
reprinted above.

Admiracion Starts

ADMIRACION LABS., Harrison, N. J. (shampoo), during the last
week in January started a cam-
paign of one-minute transcribed an-
nouncements on a varying weekly
schedule in about six markets.
Agency is Charles Dallas Reach
Co., Newark.

NBC Appoints Greene
As Rumple's Assistant

KENNETH E. GREENE, an
assistant in the NBC research
department, last week was appointed
NBC assistant director of research, reporting to Barry Rumple, recently
named director of research re-
placing H. M. Beville Jr., called to
active duty in the Signal Corps
Reserve [Broadcasting, Jan. 26].
Mr. Greene joined NBC in 1934,
coming from the New York Tele-
phone Co. where he was a commer-
cial engineer. More recently he was
assistant to Ed Evans, who was
named research director for the
Blue Network Co.

Mr. Greene is head of the NBC re-
search division, has been promoted
and transferred to the office of
R. F. Kersta, NBC director of
radio's television. Mr. Williams will
continue to conduct search and
surveys of television programs.

TAY GARNETT, Hollywood film
producer with 20th-Century Fox, post-
poned by Jon Slott, writer-producer, is entering the radio
field, having formed Tay Garnett
Productions, with headquarters at
1680 N. Vine St., that city. Firm
will concentrate on live package
deals, furnishing scripts and talent.

Pearson Appoints
Hatchett in N. Y.

HINES HATCHETT, for five
years on the radio sales staff of
John H. Perry Associates, will join
the John E. Pearson Co., station
representative firm, on March 2 as
eastern manager, Mr. Pearson an-
nounced last week. The company,
which has its headquarters in
Chicago, will open a New York office
that day, the announcement stated.

Entering radio from the news-
paper field, Mr. Hatchett joined
WGAL, Lancaster, Pa., in 1930 and
for four years served as
manager. Leaving to go to New
York in 1932, he joined the Perry
organization after two years in an
county and representative work.
He will leave his present position
Feb. 14 for a two-week trip visiting
stations represented by Pearson.

Another newspaper veteran, Mr.
Pearson came to radio with KWTO
and KGEX, Springfield, Mo., and
after several years in various cap-
cacies concentrated on getting
spot business for these stations.
Two years ago he set up his Chi-
gago representative office.

WOSH

The Voice of Winnebago Land

is now on the air, ready to do an outstanding
selling job in the rich, densely populated farm
and industrial area of Central Wisconsin.

WOSH

Covers Norfolk
And Richmond
In Virginia!
50,000 Watts Day
And Night CBS

Paul H. Eakins Co., National Representative

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WAYS, Charlotte, N. C., Makes Its Formal Debut

WAYS, Charlotte, N. C., was formally dedicated as a daytime regional Feb. 1, with Harold Thoms, owner of WISE, Asheville, as general manager. Ron Jenkins has been named program director and Robert H. Rigby chief engineer. MBS and the Blue Network are being carried with INS news.

WAYS was authorized last year to Inter-City Broadcasting Co., headed by George W. Dowdy, manager of Brighton Department Store and president of the North Carolina Retail Merchants Assn., as president. Other officers are B. T. (Bevo) Whitmore, manager of WFBG, Greenville, S. C., vice-president, and Horton Doughton, merchant, farmer and cattle-rancher of Statesville, N. C., secretary-treasurer. Mr. Doughton is the son of Rep. Doughton (D.N.C.). Mr. Whitmore will continue as manager of WFBG. WAYS is on 610 kc. with 1,000 watts.

New 'Time' Technique

COINCIDENT with the change on Feb. 13 from Thursday to Friday evenings, *The March of Time*, sponsored by *Time* magazine on the Blue Network, will change its program technique. Before the war, the program dramatized highlights of the week's news as they were received from various parts of the world, but after Feb. 13 the program will be devoted to a single outstanding event or phase of the news. You & Rubsam, New York, is the agency.

WAVE, WINN Unionized

NEGOTIATIONS between Local 1256 of ABTU, IBEW and WAVE and WINN, Louisville, have been completed, bringing to four the number of Louisville stations now under the union's jurisdiction, according to Russ Renner, international representative of IBEW, based on a report received last week from Bill Blanton, president of Local 1256. The Louisville contracts were handled by Mr. Renner.

Newspaper Probe

(Continued from page 2)

not just a matter of making rules, pointing out that administration is itself necessary because rules alone under the law are not adequate to cover all situations.

Recalling previous testimony in favor of establishing a "press law" in this country, he argued that free judicial methods must be employed by an administrative agency in enforcing such a law, the proposition itself becomes contradictory. Asked by Chairman Fly if he saw any danger in concentration of control of the channels of expression in the newspaper-radio relationship, Dean Pound said he did not think any really harmful situation could happen "in a country as large as this," pointing out that he could conceive of no community which had no access to news or radio fare from somewhere on the outside.

Going further into the subject of threatened monopoly of expression, Dean Pound pointed out that the purpose of setting up an administrative agency was to individually handle exceptional cases. There may be danger of monopoly on the local scale, he argued, but there also is a danger from continuing Government encroachment which could take the whole country back to the time before the Bill of Rights. "To make an exceptional situation the basis of a hard and fast rule is a dangerous departure from proper administrative functions," he added.

 Defines Monopoly

"There are always evils," he continued. "You can't choose between 'A' and 'not-A' without making necessary balances. There are always differences of situation that must be adjusted. The administrative agency considers each case individually; the court works on the principle of general rules that fit many cases." Asked by Commissioner Craven if he saw any logic in the FCC denying an applicant a broadcasting license because it might result in monopoly, Dean Pound commented, "Sometimes I think monopoly is something you throw at someone to give him a bad name." Continuing along this line, and answering a query by Chairman Fly, he said the 1-1 situation appeared to be "exactly the kind of case calling for an individual consideration treatment by an administrative agency." "It is pretty hard to make any general rule for a country as large as this," he added. "As a general proposition, individual cases should be considered as individual situations."

Responding to cross-examination by FCC Counsel Harris, Dean Pound observed that precluding certain individuals or groups amounted to encroachment on the press. Some First Amendment "and if it can be avoided, it should be avoided."

Lashing out at the idea of a "new concept" of freedom of speech and press, Dean Pound pointed to the State-dominated press and radio of Europe today, declaring that a breakdown of individual freedoms is a step toward autocratic control of Government. The argument of the autocrat, as he moves in on individual liberties, has always been, "I am the best judge of public good," he reminded, adding that "it is the tendency of those with power to reach for more power."

Old-Timers

OLD, OLD TIMES were reviewed during recent sessions of Friday morning newspaper-ownership hearing by Commissioner Norman S. Case and Roscoe Pound, famed dean emeritus of the Harvard U Law School, who was appearing before the Radio Committee. It was back in 1910 and 1911 when Gov. Case, as making a round-the-world tour, turned up among Dean Pound's select stable of legal students, having been sent each other since, they found plenty to talk about—Dean Pound had for a long time been one of America's great legal minds, and Mr. Case had gone on in public service to hold the Governorship of Rhode Island for five years and an FCC commissionership for almost eight years, to date.

FCC Assignment Is Given Farnham

Chicago Attorney May Aid in Press Ownership Probe

JOHN F. FARNHAM, well-known Chicago attorney, joined the FCC last Monday as special counsel. The nature of his assignment was not announced, though it was presumed he would be in connection with broadcast activities, possibly the handling of final phases of the newspaper-ownership inquiry.

A classmate of FCC Chairman James Lawrence Fly at Harvard in 1920, Mr. Farnham formerly was with the Securities & Exchange Commission. He is now a special associate in the law firm of Pope & Ballard, Chicago, which maintains Washington offices. He was a member of the SEC legal staff from 1934 until 1937 and supervising attorney from 1936 until 1937.

May Aid in Report

Mr. Farnham expects to be with the FCC for more than six months. He observed hearings in- tense to the license renewal of WGST, Atlanta, last week, but whether he will participate in these proceedings, involving the policy issue of station leases, was not indicated. With the newspaper- ownership inquiry about to draw to a close, following completion of affirmative testimony last Friday, it was thought in some quarters Mr. Farnham might participate in the drafting of the FCC's report.

Born in St. Paul in 1901, Mr. Farnham was admitted to the New York Bar in 1925 and the Illinois Bar in 1928. He received his B.A. from Harvard in 1923 and his legal degree from Harvard Law School in 1926, as classmate of Mr. Fly.

Throckmorton, Shannon

Given New RCA Posts

GEORGE K. THROCKMORTON, president of RCA Mfg. Co., Camden, has been elected chairman of the executive committee of that company, newly created governing board to expedite decisions on wartime production between meetings of the company's directors, of which David Sarnoff is chairman. Membership of the executive committee, as announced by Mr. Sur- noff on behalf of RCA Mfg. Co., is comprised of the following members of the board: Gale Dunn, Gen. James G. Har- ford, Gen. W. H. Throckmorton, David Sarnoff, O. S. Schirer and Robert Shannon, Mr. Shannon, former executive vice-president of the company, was elected president of RCA Mfg. Co., succeeding Mr. Throckmorton.

Throckmorton, Shannon

Testing

Reach a big chunk of ILLINOIS . . . do your testing thru the DECATUR station

250 W. 1340. Full Time. Sears & Ayer, Reps. How can we help you?
BMI Acts to Curtail Budget, Splits Licensing, Publishing Functions Segregated as Broadcasters’ Fees Are Reduced Under Eight-Year Contracts

TWO-DAY session of the BMI board of directors, held in New York last Tuesday and Wednesday, was devoted chiefly to the task of revamping and curtailing the organization’s operating budget for the remaining year, in line with the reduction in income anticipated with the issuance of the eight-year BMI licenses to stations next month.

As a part of this realignment, the board also announced that a new BMI licenses, which will run from March 12, 1942, to March 11, 1950, overlapping the expiration date of the ASCAP blanket licenses last fall. BMI has offered the same terms to MBS as to the other networks.

BMI licenses, in addition to the blanket licenses, will be segregated within the organization from the licensing functions.

Reduction in Rates

New BMI licenses, which will run from March 12, 1942, to March 11, 1950, overlapping the expiration of the industry’s agreements with ASCAP by two months and 11 days, are to be reduced in payments to BMI.

Blanket license fees, which now range from 1% for Class A stations to 5.5% for Class S stations (with annual incomes of less than $15,000) to 1.60% for Class S stations (with annual incomes of more than $100,000), will be reduced to 0.75% for Class A and 1.2% for Class S stations.

Network license fees are the same as the maximum station fees, or 1.2%. These network fees are the same for both national and regional hookups and all network licenses include clearance of the broadcast.

Per-program licenses offered by BMI follow the same sliding scale as the blanket licenses, ranging from 3.33% for Class A stations to 5.5% for Class S stations.

This plan contrasts with that of ASCAP, which calls for a flat rate of percent for all commercial programs, regardless of the size of station. All percentages are calculated on the basis of gross income less frequency discounts, agency commissions and 15% sales expense item.

Network contracts also allow deduction of line costs and an extra 10% for network expenses.

NBC and CBS have already agreed to accept the BMI blanket licenses, subject to the stipulation that most of their affiliated stations agree to rebate to the networks 1.2% of the money they receive from the networks for broadcasting network commercial programs, the same condition which NBC and CBS also placed on the acceptance of the ASCAP blanket licenses.

BMI licenses, agreed with the board on their terms, will be offered to ABC blanket licenses, in addition to the blanket licenses, will be segregated within the organization from the licensing functions.

Higher Payments

Furthermore, these economies will be effected in the face of an increased scale of payments to BMI’s composers and affiliated publishers, the board commented, adding that the proposed plan will tend to increase, rather than diminish, BMI’s support of its composers and affiliated publishers.

The two-day meeting was attended by Neville Miller, president of the NAB and BMI; Edward Klauber, Merford Ruyon and Joseph Ream of CBS; Robert P. Myers Jr. of NBC, representing Niles Trammell; Walter Damm, WTMJ; Paul Morency, WTC; John Elmer, WCBM; Theodore Streibert of MBS, representing John Shepard; M. E. Tompkins, Sydney Kaye, Carl Haverlin of the BMI executive staff.

SEEKING EASIER WAY

BMI licenses will include clearances for commercial and religious programs, unlike the ASCAP licenses.

Separation of Functions

In announcing the separation of the publishing and licensing functions of BMI, the board stated that the intention was to run the publishing end as an independent department on the same basis as any other commercial publishing house.

Initially, the board pointed out, BMI was compelled to turn out a great volume of music for the benefit of its stations, which, during the ASCAP war, were dependent on BMI.

Now, however, with BMI arrangements of more than 1,000 of the most popular public domain compositions, BMI is now a paramount and distributed to stations with ASCII music available on a new basis and already back on the air on many stations.

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LEHIGH VERTICAL RADIATORS

HELP WANTED

Help Wanted

Experienced News Announcer—Also operator with license. KGNF, North Platte, Neb.

Announcer—Desires permanent position with large eastern metropolitan city station. WGNF, Chicago, Ill.

ANNOUNCER POSITION OPEN

WANTED—Experienced Engineer. To operate large eastern metropolitan city station. WGNF, Chicago, Ill.

PROGRAM MANAGER—Attractive man, desires change. Box 114, BROADCASTING.

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Bob Hope Replaces Jack Benny at Top Of Annual Balloting by Radio Editors

BOB HOPE is the favorite comedian of the radio editors of the United States and Canada, according to their votes in the 11th annual poll conducted by Alton Cook, radio editor of the New York World-Telegram.

Hope's program, the Pepsodent Show, was also voted the top program by the 144 editors returning ballots this year, giving him double assurance of his first ranking position, in which he displaces Jack Benny, who had held first favor with the editors for the preceding eight years.

They Like Fun

Comedy is the favorite fare of the radio scribes, whose first six favorite programs are all comedy with the sole exception of Information Please, which ranked third. The Benny program was second, Fred Allen fourth, Bing Crosby fifth and Fibber McGee & Molly sixth, two of the leading NBC Family and Lux Radio Theatre, ranked seventh and eighth with the editors; the New York Philharmonic orchestra broadcasts were ninth and Rudy Vallee tenth.

Red Skelton was chosen as outstanding new star of the year and Dinah Shore, last year's new star, was voted the best girl popular signer, passing the perennial favorite Kate Smith, who took second place in this classification. Bing Crosby was voted the most popular male singer of current ditties and Guy Lombardo's orchestra the most popular band of all. Red Skelton is the first place for the eleventh time, the only star to hold a first place straight through the history of the poll.

Lily Pons was the favorite concert singer, followed by New York Philharmonic the leading symphonic program. Harry Von Zell was voted the best announcer, Bill Stern the best sports announcer and H. V. Kaltenborn the best newsmen announcer. Fred Waring's Chesterfield broadcast was voted the first ranking quarter-hour show: Let's Pretend is the leader in the juvenile class; Information Please the most popular quiz show and Lux Radio Theatre the leading dramatic series.

Defence Programs

In a new classification, Defense Programs, the Theurgy Hour was given first place by a wide margin. Roosevelt's declaration of war broadcast was voted the outstanding single broadcast of the year.

The following tabulation lists all programs securing ten or more votes, each classified last week number following the name of the star or program is its total vote after weighing for first, second or third choice:


Quarter-Hour Programs—Fred Waring 156, Walter Winchell 57, Vic & Sade 35, Amos 'n Andy 38, Spotlight, Band 31, Easy Aces 10, Glenn Miller 22, Lanny Ross 9, Here's Morgan 15, Goldblum 14, Against the Storm 10, Bob Hope 12, Parker Family 10.

Juvengle Programs—Let's Pretend 157, Lone Ranger 74, Quiz Kids 66, Greenc Wicker 51, Coast-to-coast on a Bus 49, Bob Armstrong 31, School of the Air 28, Tom Mix 17, Damrosch Music Appreciation Hour 14, Orphan Annie 12, Rainbow House 11.


News Commentators—H. V. Kaltenborn 104, Raymond Grant Swing 161, Elmer Davis 103, Lowell Thomas 12, Williams Shier 4, Gabriel Heatter 37, Walter Winchell 33, Fulton Lewis Jr. 22, Dobie Miller 14, Peter Grant 11.

Quiz Shows—Information Please 298, Take It or Leave It 175, Quiz Kids 92, Truth or Consequences 66, Kay Kyser 4, Dr. J. Q. Doolittle or Nothing 56, Battle of the Sexes 12, What's My Name 12.

Dramatic Programs—Lux Radio Theatre 225, Aldrich Family 61, Helen Hayes 66, One Man's Family 82, Cavalcade of America 50, Orson Welles 46, Columbia Workshop 45, Leave It to Beaver 42, Silver Theatre 19, First Nighter 18, Inner Sanctum 14, Mr. D. A. Bond 11, Plays 14, March of Time 13, Philip Morris Theatre 12.


Female Popular Singers—Dinah Shore 212, Kate Smith 172, Connie Boswell 105, Ginny Simms 98, Connie Langford 75, Margaret Whiting 71, Bea Wain 19, Martha Tilton 18, Helen O'Connell 12, Helen Forrest 12, Mrs. Edgar Guest 12, Veg Bourbon 12.


MBS Hits Million

MBS gross time sales for the month of January were $4,519,500, first time the network has reached the million dollar mark in any single month. Figures represent an increase of 100.8% over the $2,250,000 gross time sales in January 1941.

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Blue Seeks Ideas

BLUE NETWORK, now that it is an independent organization, announced last week it is interested in original program ideas and scripts by new or established writers to be submitted to its central script office in New York regardless of the city in which writers are located. Writers will be requested to sign the network's regular release form before scripts can be considered.

Professional Directory

JANSKY & BAILEY
An Organization of Qualified Radio Engineers

JAMES C. McNARY
Radio Engineer
New York

GLENN D. GILLET
Consulting Radio Engineer
982 National Press Bldg., Washington, D.C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earl's Building, Washington, D.C.

PAUL F. GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dollas, Texas

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INVESTIGATION SURVEYS
STATION LOCATION SURVEYS
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SAINT PAUL, MINNESOTA

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K. N. V. Engineering Co.
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CLIFFORD YEWDALL
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An Accounting Service Particularly Adapted to Radio

JAMES C. McNARY
Radio Engineer
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There is no substitute for experience

Radiodays Broadcasting
902 National Press Bldg., Washington, D. C.

Page & Davis
Consulting Radio Engineers
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Washington, D. C.

Ringing Bell Consulting
Wireless Telegraph Co.
Washing&ton, D. C.

RING & CLAlek
Consulting Radio Engineer
WASHINGTON, D. C.

H. P. Day & Sons
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Freuency Measuring Service
EXACT MEASUREMENTS ANY HOUR—ANY DAY
The R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLAlek
Consulting Radio Engineer
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A. E. Rooss, L. M. M.
Ringing Bell Consulting

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K. N. V. Engineering Co.
Empire State Building
New York, N. Y.

Consulting Radio Engineers

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RAYMOND M. WILMOTTE
Consulting Engineer
Designer of First Directional Antenna Controlling

Interference

Swens Bldg. • WASH., D. C. • DI. 7417

Advertise in Broadcasting

for Results
**FCC War Time Order**

**CONFORMING with the new war time daylight saving statute, the FCC last Tuesday revised its rules and regulations, adopting an order providing that the times of sunrise and sunset now specified in all existing instruments or authorizations for standard broadcast stations be advanced one hour, effective at the start of war time, 2 a.m. on Feb. 9, as follows:**

- Adopted new Section 2.56 of General Rules and Regulations; amended Section 147, footnotes No. 27 to Section 7.82(4), footnotes No. 70 to Section 7.82(4)(5), and footnotes No. 71 to Section 8.222(e),(f),(g). New Order No. 90.

**N. Y. Disc Bill Plans**

TAKING UP where they left off last spring, a committee of broadcast attorneys will meet with counsel for the National Assn. of Performing Artists this week to attempt to work out a mutually agreeable measure prohibiting unauthorized off-the-air or off-line recordings for introduction in the New York Legislature. For the past several years NAPA-inspired bills have been introduced by State Senators Charles F. (Manhattan), all of whom have died in the Assembly after being passed by the Senate.

**FCC Now Slated To Stay in Capital**

Obtains Additional Space to Place Monitoring Staff

EFFECTIVELY spiking reports of any immediate plan to move the FCC to Washington, as has been done with the numerous defense agencies, it was learned last Friday that the Commission had procured another downtown office building containing 30,000 square feet of space to accommodate some 300 employees. The space is in the Hutcheson Bldg., 10th and D Streets, NW, about three blocks from FCC offices in the New Post Office Bldg.

Now occupied by the Bureau of Immigration and Naturalization of the Department of Justice, which is being moved to Philadelphia, the Board, will be available to the FCC about March 1. Most of the space will be occupied by the Foreign Broadcast Monitoring Office engaged in its war work. Their employees will be removed from a building in Northeast Washington. The amateur branch of the Licensing Division and certain other FCC services will be moved to the Northeast location, it is understood.

**Congestion Eased**

With the additional space, congestion in the Post Office headquarters will be alleviated somewhat. The new Priorities Section of some 75 employees, headed by Leighton H. Peebles, director of the communications branch of the War Production Board, which is handling priorities in conjunction with the Defense Communications and the FCC, will be accommodated at headquarters in the New Post Office Bldg.

The FCC now has some 800 employees in Washington, with at least 50 more to be added under new appropriations. In addition, a supplemental appropriation will be sought for the fiscal year 1943 for the foreign broadcast unit. There are some 1,200 employees in the field, largely on monitoring duty.

**Sweethart News**

**With its contract expiration Feb. 27 for newscasts on WEAF, New York, by Don Goddard, Beaumont Labs, St. Louis, will discontinue its seasonal campaign for 4-Way cold tablets. Manhattan Soap Co., New York, will take over the last three weeks March 2. The Sweethart soap broadcasts will be 12-12:15 p.m. Monday, Wednesday and Friday.**

**WILLIAM C. KOPLOVITZ, of the Washington law firm of Dempsey & Koplovitz, and Mrs. Koplovitz, became the proud parents of a 7 oz. son on Feb. 6 at St. Mary's Hospital.**
FCC Tries to Halt Special Inquiry by House Committee
Fly Reappraisal Becomes An Issue in Proceedings

(Continued from page 7)

present Communications Act was passed.

Rep. Cox also stressed that the projected inquiry would be “no witch hunt”, although it would effec-
tively cover all aspects of the FCC—organization, activities and personnel.

From its broad, general lan-
guage, it is believed that alleged “liberal” and “pro-Communist” activities within the Commission could easily come within the scope of the proposed investigation, along with a penetrating examination of such developments as the network-monopoly regulations, newspaper-
ownership inquiry, multiple owner-
ships bans and other FCC projects of recent years.

With nothing specified in the legislation, beyond the naming of the five-man select committee and the general authorization to con-
duct hearings and subpoena wit-
tesses, it is thought the hearings could go into virtually all phases of FCC operation in which it might become interested.

It is expected the Rules Commit-
tee will consider the resolution dur-
ing the week of Feb. 9. In event of approval of a special rule for the measure, the resolution would be brought to the House floor the fol-
lowing week, according to present indications. In the face of mount-
ing criticism of the FCC in both House and Senate in the last year, it appears to some observers that sufficient support to secure a ma-


Committee’s Makeup

Proponents of an investigation of the FCC, either under the Cox resolution or the Sanders bill, fore-
see the only serious threat toward preventing such a move in the argu-
ment that investigations of Federal agencies should not be conducted during wartime, on grounds that it would interfere with the war effort.

Although probable membership of the select committee can only be conjectured, it is expected on the basis of custom, that Rep. Cox, as author of the resolution, would be named chairman of the group. It is also expected in most quarters that membership would include Rep. Sanders.

If the House should approve the Cox resolution and authorize the extensive inquiry, Speaker Ray-
burn would name the committee members, and counsel would be hired. Prominently mentioned for this prospective post is Edmund M. Toland, Washington attorney who last year served as general counsel for the special House com-
mittee investigating the National Labor Relations Board, headed by Rep. Smith (D-Va.), and who now is functioning in a similar capacity with the House Naval Affairs Com-
mittee in its investigation of naval contracts.

It is thought that at least sev-
eral weeks would be necessary, after House approval, to set up the committee as an operating unit. Some see April 1 as a possible open-
ning date for hearings, if the con-
templated schedule holds. It is also seen possible that the hearings will last from four to five months with a steady hearing program. At any rate, indications are that the investigation, if undertaken, will be completed at the present ses-
sion of Congress.

Debated in House

Meantime, the pros and cons on the FCC picture once more arose briefly but sharply on the House floor last week. Prefacing introduc-
tion of his resolution last Monday, Rep. Cox again let go at Chairman Fly, charging him with “a mono-
mental contempt for this body (the House) and its members” and de-
claring that “All I am interested in is guarding the public against the maladministration of a fine law”.

The following day Rep. Rankin (D-Miss.) took the floor on behalf of Chairman Fly and the FCC in an energetic attack on the “Radio Trust”, whom he charged with regulatin the Commission the advent of Chairman Fly and “the dauntless leadership of this rangy Texan”.

“Last week I made the statement on the floor that I proposed offer-
ing a resolution for a House in-
evigation of the FCC,” Rep. Cox commented. “The report of the statement reaching Mr. Fly pro-
voked great laughter. Mr. Fly, you know, has a monumental contempt for this body and its members. But later, upon conferring with one or two members of the Commission, he took a more serious attitude toward the suggestion. Agents of the Commission have been assigned

CBS EUROPEAN NEWS CHIEF, Ed Murrow (right), visiting his family in Seattle, meets a happy group consisting of his father, mother and brother Dewey, grouped around the microphone. Other member of the family, not present, was Col. Lacey V. Mur-
row, former Washington State Highway Director, now on active duty with the Army Air Corps.

the duty of contacting members.

“Mr. Fly would tell you there is nothing wrong with the Commissi-
on and that he has no fear of an investigation. Yet he would leave no stone unturned to prevent it. If you have not heard from mem-
ers of the Commission or their agents, you will be hearing.”

A Valuable Servant

Responding the following day, last Tuesday, Rep. Rankin de-
clared:

“In my opinion, James Lawrence Fly is a most valuable public ser-
vant. I have known him for many years. I know there is a great deal of criticism now being inspired from the outside because of his op-
position to the radio monopoly, be-
cause of his opposition to certain big interests monopolizing the radio-
dio business throughout the coun-
try; but I believe if members of the House will investigate the rec-
ord of Mr. Fly they will find that he is one of the most devoted servants of the American people at this time.

“At least 90% of all the criti-
cism hurled at Chairman Fly and the FCC has come straight from
the powerful radio monopoly. That criticism has come because under Mr. Fly, for the first time in his-
tory, the Commission has regulated the industry instead of the indus-
try regulating the Commission. For the first time in history, the Com-
mision is being run in the interest of all the people of the United States instead of the half-dosen interlocking corporations best

known as the Radio Trust.

“It is common knowledge that ever since the FCC, under the dauntless leadership of this rangy
Texan, began to administer the law without fear or favor, the Radio Trust has sought to blitkrieg him. Every attempt has backfired. Mr. Fly has gone his way undisturbed, confident that honest administra-
tion of the law will bring better radio service to the public, and will eventually end the unholy domi-
nance of the industry by two New York corporations.

“Trust! Travels

“Nobody can persuade me that a Wall Street hirling or a Phila-
delphia cigarmaker should have the right to dictate what radio pro-
grams are broadcast to the people of Mississippi, Iowa, Texas or Georgia ought to hear. I am sure the worthy gentleman (Rep. Cox) introduced his resolution from the very highest motives, but the ones who will now try to use it may not be similarly motivated. No doubt before the ink was dry on the bill, the walking delegates of the Radio Trust were packing their bags and catching the express for Washington.”

WJHO Joins MBS

WJHO, Opelika, Ala., joined MBS Feb. 8. The station, operating on 1400 kc, with 250 watts day and 100 watts nighttime power, is Mu-
tual’s 198th affiliate.

ARTHUR SINSHEIMER, radio di-
rector of Peck Adv. Agency, New York, has been named the director of radio for the Civilian Defense volun-
teeer office of Greater New York.
Fast Return to Buyers Market After End of War Is Foreseen

Prof. Russell, of U of Illinois, Declares Wise Advertisers Will Not ‘Blackout’ Now

PREDICTING that the nation will revert to a post-war “buyer’s market with shocking suddenness,” Prof. F. W. Russell, advertising expert of the College of Commerce, U of Illinois, said last week that wise, far-sighted business leaders will not be caught out in their advertising during the war.

“There may be priorities, rationing, outright prohibition of manufacture or sale of some products, shortages, and a definite seller’s market during the war,” he said, “but when the war ends the nation will have an enormously enlarged capacity for the production of peace-time products.

Never Came Back

“The capacity may be increased 20 or 25% by those plants, these machines, these trained workmen, all turning out civilian goods in greater volume than ever before, it is reasonable to expect that we shall revert to the buyer’s market with shocking suddenness.”

He recalled that many firms which stopped advertising and ceased making contact with their customers during the seller’s market of the last war never were able to come back when a buyer’s market was restored after the war. In the long run, advertisers although unable to supply goods, are maintaining customer contact by advertising, and looking forward to peace when the “battle of the brands” will be resumed.

Prof. Russell pointed out a need for continued institutional advertising to people who are not now in the market for a product—automobiles, for instance—will be in the future. “When these buyers eventually re-enter the market, their thoughts will naturally turn to those brands which have been kept before them.

“Furthermore, in cases where the value of the product is hidden, as with packaged foods or drugs, electrical goods, furniture, etc., the reputation of the maker is one of the trusted guides to the purchaser. To maintain or establish such a reputation is the function of some advertising, even in time of scarcity.

“Calling for advertising also will be new products, some of which are designed to take the place of unobtainable articles,” he said. “We shall doubtless see a flood of new products pouring into the market.

“Likewise, the war is bringing sudden shifts in population and in buying groups. The poor are feeling poor and the poor are feeling rich. The advertiser must educate perhaps millions of potential new customers about his product.

“The increased buying power of

Eaton Spot Plans

FOR ITS first national radio campaign starting March 15, Eaton Paper Corp., New York, has prepared one-minute transcriptions dramatizing the magazine advertisement it ran for its stationary last year. Series will be heard thrice-weekly on 28 stations throughout the country, and will emphasize the theme “Any Mail For Me?” with a response by the postman, “To Get A Letter,” Agency is Grey Adv. Agency, New York.

NBC, Blue Staffs For Public Service

Dr. Angell Will Serve Both; Other Personnel Listed

EXECUTIVE personnel for the public service divisions of the Blue Network and NBC were announced last week by Mark Woods, president of the Blue, and by Dr. James Rowland Angell, who will serve as public service counselor to the Blue and continue in the same capacity for NBC.

RCA - NBC Given Time To Reply to MBS Suit

A 60-DAY extension in which to reply to the MBS $10,276,000 triple-damage suit against RCA and NBC was granted by the Federal District Court in Chicago last Thursday. The postponement was agreed to in a stipulation signed by both parties, and RCA-NBC now has until April 3 to answer the charges.

The suit has no direct relationship to the anti-trust suits filed in the Chicago court on Dec. 31 by the Anti-Trust Division of the Department of Justice. Replies to these charges are not due until Feb. 24 in the case of CBS, and Feb. 25 for NBC. MBS filed its triple-damage suit on Jan. 10, along with six of its affiliates. [BROADCASTING, Jan. 19].

NEW SUBSCRIBERS and renewals to the program library service of Standard Radio are KMYC, Merced, Cal.; WAPF, Hermit, Ill.; WGL, Fort Wayne, Ind.; KGNO, Dodge City, Kan.; KLO, Ogden, Utah; CHML, Hamilton, Ont.

program testing is tried by blue

AS AN experimental period, the Blue Network is using the Sunday 7:30-8 p.m. period, vacated Feb. 1 by the series “Hill & Smpg & Sack Quart,” which moves to NBC, for two dramatized adventure programs, The Black Archer and Marla. The series will continue its run. When the network starts a musical series titled The Daughters of Uncle Sam. Listeners will be asked to advise the Blue if they would like the adventure stories heard Feb. 8 and 15 continued at another time.

The network, featuring an all-girl orchestra directed by B. A. Rolfe, and Mary Small as songstress, will contribute each week to some famous ‘daughter of America,’ who will appear in person to make an appeal on behalf of the group. The program is dedicated, such as the Army, Navy, Red Cross or Marines.

Coast Staff Complete

Completion of reorganization on the West Coast for the separation of 3 stations of the new Blue Network has been announced by the two companies.

Appointments, in addition to those already announced [BROADCASTING, Feb. 2], include Paul Gates, formerly supervisor of announcers for San Francisco stations, transferred to Hollywood as program manager of the western division of the network, with Jennings Pierce, director of public service programs, western division, NBC, retaining that position but moving to Hollywood.

Assigned to KPO, San Francisco, have been Byron Mills, continuity-acceptance; Bob Frazier, chief announcer; Carl Wiener, transcription library; Fay Pattee Smith and Janet Siiby, sales and program traffic; Bill Allen, central stenographer; Norma De Valle, duplication; William K. Emerick, press relations; Don F. Martin, news and special events; Leonard Gross, public service programs.

KGO, San Francisco, will include Walter Davidson, sales manager; T. B. Palmer, technical supervisor; Joan Peterson, chief auditor; Harry Mayhorn, continuity-acceptance; Forrest Barnes, production manager; Berton Bennett, e.f. Camaches and Eleanor Higby, sales and program traffic; Gene Grant, Blue Network and spot sales.

ENTRY blanks in the annual contest of the National Board of Fire UnderWriting is awarded gold medals to the radio station and newspaper which performed the most meritorious public service project present during 1941. These will have been sent out by the NBFU. Entries close Feb. 15.
Are you interested in what your dealers think?

Of course you are, for your dealers make or break your campaigns—at the point of sale.

This WLW representative knows what your dealers think . . . about your advertising . . . and the forces that move merchandise in modern day retailing.

He reports on this all-important subject in a new study just off the press . . . "28,037 calls on the Men Who Move Your Merchandise."

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 No. Michigan Avenue
San Francisco—International Radio Sales

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THE NATION'S MOST MERCHANDISE-ABLE STATION
By the End of 1942

OKLAHOMA CITY'S INDUSTRIAL PAYROLL will be QUADRUPLED from $15,000,000 to $60,000,000!

Gear your distribution, your selling, your advertising in Oklahoma to keep pace!