STANDOUT

SERVICE TO COLORADO

The public service activities of KLZ are invaluable to the people of Colorado. Always giving time and effort in the interest of the public, KLZ is a vital part of our daily community life.

RALPH L. CARR
Governor of Colorado

KLZ Denver

5,000 WATTS—560 Kc.

Affiliated in Management With The Oklahoma Publishing Co. and WXY, Oklahoma City. Represented by The Katz Agency, Inc.
To broadcast all the important news as fast and accurately as possible, WLS has three news services: United Press, Transradio Press and Press Association. We have two experienced and competent news editors: Julian Bentley and Ervin Lewis. We have twelve regular news periods daily, plus special bulletins as the occasion warrants.

With such complete news coverage, with two competent news editors selecting the best material from three leased wire services, WLS listeners are assured of fast and accurate information . . . an additional reason why people in Chicago and the Middle West listen to WLS.

**ERVIN LEWIS**
Ervin Lewis, Associate News Editor of WLS, is a graduate of the College of Journalism, University of Oklahoma. He formerly served as news editor of a Tulsa radio station, worked on newspapers in Oklahoma and in Carlsbad, New Mexico.

**JULIAN BENTLEY**
Julian Bentley, News Editor of WLS and Prairie Farmer for the past eight years, came to the station from the United Press. A graduate of Knox College, he is a linguist and writer of national reputation . . . moderator of "Ask Young America" on the Blue Network.
"I’m THREE Years Old This Month"

...and Growing Bigger Every Day

JUST LIKE THE

"920 CLUB" Program

One of America’s Greatest Local Programs

at WORL

BOSTON, MASSACHUSETTS

A Participating Program...
Write for Availabilities
Notes from New Zealand

Sales for you right here...

WWL New Orleans

You get both with:

50,000 watts - clear channel

You won't find WWL on many radio push-buttons in New Zealand or Cuba or Alaska, though we have received letters from listeners in all of these places — and throughout the United States.

But in the Deep South this 50,000-watt, clear-channel station is not only first on the push-buttons but first in the hearts of its millions of friends. That means real results for every user of...

The greatest selling POWER

in the South's greatest city


CONTENTS

DCB 'Freezing' Recommendation 9
Radio Industry Slated for War Conversion 10
Radio Accounts Survive Priorities 11
Canadian Convention Discusses War 12
Disc Libraries Add ASCAP 14
Ryan Suggests Censorship Formula 15
Fisticuffs at Georgia Hearing 15
Two Radio Probes Foreseen 16
WNEW-New York News Tieup 18
Stahlman Testimony Ends Press Hearing 18
Plans for Child Research Study 20
KSFO Building Offices and Studios 39
Wilder Adopts 2% Cash Discount 41
Monitoring Bureau Leak Criticized 45
Labor, Employers Pledge Aid to DCB 46
Military Speakers for NAB Meetings 47
Treasury Disclaims Ad Tax Plan 51
DCB To Advise Draft Release 54
Loren Watson Buys IRS 54

DEPARTMENTS

Agencies 40 Merchandising 26
Agency Appointments 41 Network Accounts 52
Buyers of Time 40 Personal Notes 31
Behind the Milke 34 Purely Programs 24
Classified Advertisements 53 Radio Advertisers 43
Control Room 46 Radio Bookshelf 30
Editorials 30 Station Accounts 42
PCC Actions 52 Hix Cartoon 54
Meet the Ladies 38 We Pay Respects 31

A better buy is KFAB. Extra good coverage of the farm markets throughout Nebraska and her neighboring states. Mighty sweet audience, too... responsive to KFAB advertising, and generous with a surplus of money. That's why advertisers are asking for priorities on KFAB time. We haven't started rationing yet... but you'd better call, today.
ALL OUT FOR VICTORY!

Radio is ready. Before the first shot resounded over Pearl Harbor, Radio had prepared itself in army maneuvers and was ready.

Twenty-one years ago, it was a mere baby founded on the principle that a thought is conveyed quicker, more clearly and more poignantly when it is spoken.

Today, like every other valiant and patriotic 21-year-old serving our country, Radio, as we know it today, has enlisted in its first war. There can be no question as to its course or its determination to see it through until the war and the peace that follows is won.

Our duty is clear. There is time now for nothing but winning the war, and we face the task with the full knowledge and experience of 21 years growth unequalled by any other medium of communication.

In times like these when smaller gains must be sacrificed for a greater cause.

Radio, fully realizing that modern warfare cannot be conducted without it, is throwing over commercial gains when they interfere with the common good, is waiving news scoops when such information is valuable to the enemy, and has imposed a rigid censorship.

By providing entertainment and relaxation, it is bolstering both army and civilian morale. By keeping America the best informed nation in the world, unified action is instantly possible, eliminating costly delays, and carrying with it all important public opinion.

Thus, Radio, the great Fifth Estate, is all out for Victory. And Americans, realizing its vital importance and responsibility, look to it as never before in history for help and courage, and the Victory which, God willing, is sure to come.

WSM is proud to be a part of the American system of broadcasting . . . the great Fifth Estate.
Another favorite of New York listeners joins the WHN staff... and America's most powerful independent station scores another great program scoop.

Gilbert's the guy who, on another station, built a terrific show and a great audience out of just popular recordings delightfully seasoned with Gilbert ad-lib chatter. Now master of the WHN turntables each afternoon from one to two-thirty, his popularity is growing stronger than ever.

Remember too that starting next month Gilbert will immediately precede Red Barber's exclusive broadcasts of the Brooklyn Dodgers' baseball games—a combination that will sew up a healthy slice of the New York audience for WHN's afternoon advertisers.

Better let us show you right away how little it costs to participate in the Gilbert show.

1540 Broadway • New York • Bryant 9-7800
Chicago Office • 360 N. Michigan • Randolph 5254

50,000 WATTS
1050 KILOCYCLES

AMERICA'S MOST POWERFUL INDEPENDENT STATION
FOUR OFF THE LIST...

but the same 11 great markets!

To WJZ, New York, WENR, Chicago, WMAL, Washington, and KGO, San Francisco, the NBC National Spot and Local Sales Department bids an affectionate farewell. For these stations are now part of the newly-formed Blue Network Company, Inc., and will no longer be represented by us.

Frankly, we are sorry to see them go. Nevertheless, we are glad to be able to point out that NBC Spot Sales continues to offer you the same great 11 markets it has always offered — and the top stations in those markets, too!

Year after year, the eleven markets represented by NBC Spot Sales have been exceptionally resultful for advertisers—success story after success story has proved it again and again. And today, more than ever—with America digging in with a will — tremendous things are happening in those markets. Retail sales for many months now have skyrocketed upward... at a rate far higher than the national average. Up, too, have gone payrolls and employment — and all the indices of income and purchasing power.

Completely streamlined, NBC Spot Sales is better than ever equipped to handle your sales problems... and get action! For the complete story — call your nearest NBC Spot Sales Office right now.
-now meet P. V. (Jack) ROSS, our West Coast Manager!

Far be it from us to suggest that our own Jack Ross is a larger historic figure than Paul Revere—but, at least, Jack once undertook a longer ride. Actually, he once rode horseback all the way from Los Angeles to New York! And now, as Manager of our Los Angeles Sonovox Studio, Jack Ross is helping us to "carry the news" to every "village and farm"—and radio advertiser—in America.

And what news!—the news that now Sonovox enables you agencies and advertisers to make real entertainment features out of even your humblest commercial plugs!—the news that radio listeners can now be made to "follow" your commercial with closer attention than they accord to your program itself!

Yes, that's the news about Sonovox. If you're in the Los Angeles area, get in touch with Jack Ross. If you're anywhere else, write to the nearest Free & Peters office, shown below. We'll send you the facts, or arrange an audition. After that, you'll want to do the rest!
DCB Issues Proposal to Freeze Facilities

Prompt Approval By WPB and FCC Seen

LEAVING only limited discretionary power to the FCC in the granting of new stations or improved facilities, the Defense Communications Board last Thursday adopted recommendations to the War Production Board and the FCC which will result in freezing standard broadcast assignments substantially as they now exist.

While formal action of both WPB and DCB must be taken before the procedure becomes operative, the fact that both of these agencies had already considered the war emergency issue tends to prompt approval—probably this week.

Projects Blocked

The recommendations are carefully drawn, leaving few opportunities for new station construction except where “substantial” new service either in area or population is provided. Even modifications of existing assignments are blocked, because of the scarcity of critical materials, unless service will be provided to a definite area not yet receiving primary service from at least one station.

Upon adoption of the recommendations by WPB and the FCC, the effect will be:

1. No new stations will be authorized where all or a substantial part of the proposed primary service area is already provided with primary service from at least one station.

2. No priorities will be granted for equipment for modification of an existing station unless the change will result in a substantial new primary service area being covered.

3. Under outstanding construction permits, where the permittee has not acquired essential equipment, no materials will be allocated for a new station if the area already receives primary coverage.

4. Under outstanding construction permits, no critical materials will be allocated to alter existing station facilities unless it will result in a “substantial new primary service area” not now being served.

5. Existing construction permittees who already have procured priorities for their equipment will not be permitted to complete construction, since the regulation does not touch upon licenses covering construction permits.

Service Requirements

The recommendations are intended to mean that any station which already has equipment on hand but which has not yet procured a construction permit for the installation, automatically will be denied a construction permit unless the requirements relative to lack of primary service are met. Similary, applications for new stations automatically will be set for hearing, but most of these hearings probably never will be held, since denial would be automatic if primary service is available in the area.

There is no clear-cut definition of what constitutes “primary service,” though it is explained by footnote that “in general” the FCC Standards of Good Engineering Practice will be used as a guide in determining primary service. The qualification “in general” is presumed to give the FCC some leeway in borderline cases.

Under existing standards, primary service is regarded as a signal of from 10 to 50 mv. per meter in city or downtown areas; 2 to 10 mv. per meter in city residential areas, and 25 to 50 mv. per meter in rural areas, depending upon the season of the year, noise level and similar technical factors.

Throughout its recommendations, DCB specifies that existing “adequate service” will be the yardstick in determining new or modified authorizations. Generous use of the term “substantial new primary service” is indicative of the board’s determination to leave as few loopholes as possible in handling future grants.

Existing stations are in no way affected, at least at this writing. That means that spare parts and replacements will be taken care of under existing repair, maintenance and replacement priorities, labeled P-100 by WPB.

The 150 outstanding construction permits come into focus by virtue of the recommendations. If an applicant, whether a new station CP holder or an existing station holding a CP for modification, has materials on hand, with no priority rating required, it is assumed he can proceed on his construction without regard for the substantial new service requirement. The recommendations do not cover issuance of licenses as such, which are virtually automatic after procurement of a construction permit.

Even Frequency Shifts

Even cases involving shifts to a new frequency—where very little additional material would be required under ordinary circumstances—would be frozen out unless the primary service stipulation is met. As small an item as a new crystal, ground to the proposed new frequency, is on the critical materials list and would block the grant.

It was suggested, however, that in all such cases, applicants should contact WPB regarding availability of materials. The critical materials list, while it now covers such items as aluminum, copper, steel, zinc, crystals, lead, tungsten, is variable. The list may change next week, for example, and the precise material sought might be available.

The fact that the Priorities Liaison Committee of DCB, headed by Lieutenant E. Gables, of WPB, already had considered the recommendations of DCB, infers virtually automatic approval. But the

TEXT OF DCB ‘FREEZE ORDER’

The Defense Communications Board last Thursday adopted “freeze order” recommendations to the War Production Board and Federal Communications Commission, relating to new construction for standard broadcast stations. The full text of the DCB statement follows:

The Defense Communications Board has recommended to the War Production Board and the Federal Communications Commission that, effective immediately, all new construction for standard broadcast facilities be limited in accordance with the following:

1. No critical materials shall be allocated by the War Production Board or further authorizations issued by the Federal Communications Commission for the construction of any new standard broadcast station where all or a substantial part of the proposed primary service area is already provided with primary service from one or more standard broadcast stations.

2. No critical materials shall be allocated by the War Production Board or further authorizations issued by the Federal Communications Commission for construction in order to change the transmitting facilities of any existing standard broadcast station unless the change will result in a substantial new primary service area no substantial part of which is already provided with primary service from one or more standard broadcast stations.

3. No critical materials shall be allocated by the War Production Board for the construction, under outstanding authorizations of the Federal Communications Commission:

(a) Of any new standard broadcast station where all or a substantial part of the proposed primary service area is already provided with primary service from one or more standard broadcast stations; or

(b) In order to change the transmitting facilities of any existing standard broadcast station unless the change will result in a substantial new primary service area no substantial part of which is already provided with primary service from one or more standard broadcast stations.

It is understood that this matter has already received consideration by the FCC as evidenced in that Commission’s public statement of Jan. 30, and by representatives of the War Production Board in conferences with the Priorities Liaison Committee of the Defense Communications Board.

In general, the FCC’s Standards of Good Engineering Practice will be used as a guide in the determination of primary service.
Radio Manufacturing Industry Is Slated for War Conversion

DEFINITE word that the radio receiver manufacturing industry is next in line for conversion to production of war materials was given last Thursday by War Production Board officials. With civilian receiver output already cut some 40% from last year’s record production total, it was indicated that WPB within a few days will order a virtually complete stoppage of receiver production April 25, when WPB’s original three-month reduction order expires [Broadcasting, Jan. 26].

Transmitters, Too
In the transmitter and tube manufacture field, it was indicated to Broadcasting last Friday by Leighton H. Peebles, chief of WPB’s Communications Branch, a similar situation may come about. When the Defense Communications Board’s recommendation of last week, virtually freezing station allocations [see page 9], is adopted by WPB, it was pointed out that a logical development would be a sharp curtailment in production of transmitting equipment production, with a trickle remaining to satisfy whatever needs of commercial broadcasters are approved by DCB and WPB.

SUGAR PLAN FAILS TO HALT SPONSORS
ALTHOUGH the Government’s sugar rationing program meant a curtailed supply for commercial as well as for home consumption, little retaliation of radio advertising by the manufacturers of candy and soft drinks is expected. No changes have been promulgated in the radio plans for Coca-Cola, Pepsi Cola or the Nehi beverages, according to the agencies in charge of those accounts, even though sugar rationing has already been limited in the number of bottles which may be purchased by any consumer. All statements, however, were predicated on the possibility of changed orders from Washington, of course, which might result in alterations in advertising.

Much the same situation applies to the candy field. As a spokesman for the Army, Manufacturers of Confectionery & Chocolate expressed it: “We do not expect the present sugar restriction to have any effect on the volume of advertising in the confectionary field.”

“Any manufacturer who can- ceives that his ads would be ex- tremely short-sighted. Most radio advertisers in the field have produced amusing and acceptable commercials and trade names too valuable to be let die. In many candies, the formulas can be changed so as to reduce the amount of sugar, without in any way decreasing the purity, food value or flavor of the candy.”

Stromberg Set Plan
FACED with limited production of radios and phonographs, Stromberg-Carlson Tel. Mfg. Co., Rochester, has planned next Monday, when each field representative will follow up the sale of every Stromberg-Carlson instrument from the dealer. The salesman will check installation, appraise service difficulties, teach the customer the use of the instrument. The campaign was announced by Clifford J. Hunt, radio department manager. Chicago was the meeting. The 1942 advertising and sales program was outlined by M. Howard Ross, sales promotion manager.

Coffee Spanish Campaign
WITH the appointment of Wesley Assoc., New York, to handle advertising for Puerto Rico coffee, the Dept. of Agriculture and Commerce of Puerto Rico has announced a Spanish-English campaign of musical programs on three foreign-language stations, WBYN, Brooklyn; WHOM, Jersey City; and WOV, New York. Commercials will be divided between Cafe Rico, 100 per cent Puerto Rican coffee, and its division, Cafe Rico coffee. Programs, to start in March, will all be quarter-hour shows in Spanish musical entertainment of Spanish music on WOV five times a week and seven times on each of the other stations.

WITH THE addition last week of the Danish Hour, NBC’s international di- vision has eleven daily programs in ten different languages on its short- wave WRCA and WBNI, and the five WRCA programs are the first to be broadcast by any American network. In the past, the Scandinavian prints have been handled by American Church, of which American citizen of Danish birth, has been appointed as head of the Danish section of NBC.

Cameos ‘Gaspipe’ Renewal
R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Cameos), on Feb. 2 signed a renewal contract with Shirley Temple for its sponsorship, started last fall, of quarter-hour, three-weekly pro- gram of music on the college radio stations of 10 leading collegiate members of IFS. Agency is Wm. Eady & Co.

RAMROD RAMMER is chief engineer Jefferson Davis Bloom, of WWL, New Orleans, who is taking no chances with saboteurs. Here he cleans, for one of the high-powered rifles provided for guards.

Coffee Spanish Campaign

Coffee Spanish Campaign

Coffee Spanish Campaign

Coffee Spanish Campaign

Coffee Spanish Campaign

Coffee Spanish Campaign

Coffee Spanish Campaign

Coffee Spanish Campaign
Main Radio Accounts Surviving Priorities

War Curtailments Not Reducing Air Time

RADIO’S ANCHOR accounts such as food, drugs, toilet goods and tobacco, which make up about 80% of the industry’s advertising revenue, are not seriously threatened by existing or impending war production restrictions.

An analysis of the war effect upon basic commodities supplying the bulk of this national business, at this writing in any event, yields anything but a pessimistic outlook.

Contrary to general belief, cosmetics and drugs have a definite place in the total war economy. Except where shortages may occur in essential ingredients or containers, there does not appear to be any serious curtailment of production.

While the prohibition against new auto production, and the outright tire sales ban for civilian users have had an impact on radio advertising, they were not large volume time-users. Automotive, for example, represented only 2.9% of industry volume in 1941, and 3.7% in 1940.

Other restrictions, curtailing radio sets, refrigerators, and similar household articles using vital metals will naturally have some effect upon radio volume. Here again, however, household equipment and supplies accounted for only 1.9% of 1941 gross.

Largest Users of Time

On the other hand, of radio’s gross billings in 1941, aggregating $237,000,000 [see BROADCASTING Yearbook, 1942] drugs and tobacco goods accounted for 29.6%; grocery and food products, 24.1%; tobacco products, 14.4%; and soaps and kitchen supplies, 12.5%. In that order, they were the largest users of radio time.

Thus far, neither the War Production Board nor any of the other Governmental war agencies have taken steps affecting such items as tobacco and drugs. Proprietaries, as a matter of fact, probably will be strengthened. Items packed in collapsible tubes made of tin may suffer, and toothpaste fails in that category. But substitutes appear in the offing.

In its survey of the effect of priorities on radio-advertised products, BROADCASTING asked Wallace W. Libbey, editor of Food, Drug & Cosmetics Reports and an expert in this field, to explore the outlook. He reported that as the war effect cuts deeper into distribution of civilian goods, the food and drug industries probably will be the last sources of radio advertising revenue to be drastically curtailed. His findings follow:

The government’s war-organization already has taken steps that interfere with the normal production of foods and drugs, and probably will take other and more drastic steps in the future, but no matter how the problem is approached, the underlying fact remains that foods are daily necessities to the lives of every citizen, and drugs are necessities to the maintenance of public health, Mr. Werble reported. Following are additional observations and conclusions:

Even cosmetics have their place in a total war economy. Public health officials in the British Ministry of Supply say that, after two years of war, they rank three items in the following order of importance so far as wartime morale is concerned: Lipsticks, aspirin, and sanitary napkins. Advertising the freedom of the press continued in England throughout the war as manufacturers pool their resources and spread their supplies in an effort to maintain trade marks in front of the public.

Substitute Packages

Tin, sugar, paper containers, and production equipment are the major problems facing leading advertisers in the food industry. The War Production Board will soon prohibit the use of tin for a number of dry food products, such as coffee, cocoa, and biscuits, but distributors of these products have been forewarned and have substitutes available. Tin for canned goods will be curtailed for all products except the four major vegetables—canned tomatoes, peas, corn, and string beans—but even food manufacturers will use glass, or try to move into the dehydrated and frozen food fields.

Use of Sugar Cut

Use of sugar for the manufacture of food products already has been cut to 80% of the amount used by each company in 1941. This means that production of products using large amount of sugar, such as soft drinks, candy, or sweet bakery goods, will be limited to less than the 1941 output.

However, owners of the nationally advertised brands in these fields are looking for partial substitutes for sugar and are discarding unprofitable brands to make the most of sugar they are allowed. It is possible, in the form of their most popular items. Sugar itself will be rationed to the ultimate consumer, but sugar is a commodity that does not influence productive radio advertising revenues.

The most pessimistic view of the U. S. food picture is this—there will be shortages of certain items, more or less luxury foods, and there might be tightness in certain basic items, such as sugar and fats and oils, but no responsible Government official is at present foreseeing a day when the housewife will not be able to spend as much money as she cares to for foods. In fact, food-writers and Government economists predict that more and more consumer dollars will go into foods as other normal objects of consumer spending are removed from the market.

In short, Government officials can’t foresee the same type of food shortage for the U.S. that exists in England. If rationing in the U.S. is extended from sugar to other products, those affected will be the basic foods not productive of advertising revenue in normal times. As yet, the U.S. flour and cereal industry, an important source of radio revenue, has not reached production capacity, and there certainly isn’t any shortage of the basic raw materials into these products—corn and wheat. If anything, the national defense nutrition program is a boon to advertisers in this field.

BREAD UNAFFECTED

Bread, which enjoys an unusual status because of its recognized position as the staff of life, might be because of a decrease in advertising revenue because of price angles were not for a specific provision in the new price control law prohibiting the imposition of any ceiling that disturbs normal business practices or distribution methods, i.e. advertising.

If English food advertisers can continue their national campaigns for their national brands—even if only to explain the reasons for temporary shortages—there is good reason on which to base the expectation that food advertisers in the U.S. food industry will continue to provide advertising for a long time.

This analysis will stand in the face of the fact that certain accounts may have to curtail or restrict their advertising support behind certain products which fall squarely within the scope of War Production Board limitation orders. Worst part of the food picture from the radio angle is that WPB orders make it difficult to launch new products.

Alcohol and cosmetics are the major problems for the drug and cosmetic industries, but neither will serve to drastically cut the production of nationally advertised products. If industry has been allocated 100% of the alcohol used in 1941, which is a generous quota when compared to the 70% allotment given to cosmetics, denim products for the last three quarters of 1942. Later on there is a possibility that drugs will get all the alcohol they can use, but it is certain that they (Continued on page 49)

BROADCASTING • Broadcast Advertising

February 16, 1942 • Page 11
Canadian Broadcasters Face War Issues

Standardized Rate Plan Deferred

At Session

WAR and its effect on broadcasting was brought home to Canadian broadcasters with telling force at every session of the eighth annual convention of the Canadian Assn. of Broadcasters held at the Windsor Hotel, Montreal, Feb. 9-12.

Government officials told the industry it must have accredited representatives in Ottawa just as newspapers. Wartime Prices & Trade Board officials discussed how broadcasters could aid in keeping the government's price and wage ceiling policy in operation, while public relations officials told broadcasters they had not yet reached the top in the work they could do in ridding the public mind of its complacency.

Internal Problems, Too

Broadcasters dealt with the need for price mention in view of wartime curtailment of national spot business which looms as high as 75% on many Canadian stations, with the need for conserving their equipment, with the use of paid government time on radio stations, as well as with the annual question of rate structure standardization and other internal problems.

The growth of broadcasting in Canada was noted by the presence of more agency executives than at any past convention, including practically the entire board of directors of the Canadian Assn. of Advertising Agencies and a number from the board of directors of the Assn. of Canadian Advertisers.

The convention went on record unanimously to present a brief at an early meeting of the Board of Governors of the CBC to ask reversal of its policy forbidding mention in commercials. Ken Sobel, youthful manager of CHML, Hamilton, Ont., said at the Wednesday afternoon session that now was the time to ask that price mention restrictions be lifted.

He pointed out that the government was endeavoring to curtail manufacture of consumer goods through curtailment of advertising, direct or institutional; that already there had been a drop in national spot business, and that even an optimistic view presented a drop in such business of at least 25% in the next six months or a year.

Directors Named

Price mention would keep many stations in business which may otherwise have to drop out as national business receded, he added. Canadian stations, he pointed out, use far more national spot business than stations in the United States, many of whom have large local business due to price mention.

Election of a directorate increased from 7 to 11 members brought many new faces to the CAB board for the first time. Elected to the board were Harry Sedgwick, CFRB, Toronto; Ed Sandell, CKTB, St. Catherine's, Ont.; Col. Keith Rogers, CFPC, Charlottetown, P. E. I.; Narcisse Thivierge, CHRC, Quebec; James Brown, CKOV, Kelowna, B. C.; A. A. Murphy, CFQC, Saskatoon, Sask.; Harold Carson, CFAC, Calgary, Alta.; George Chandler, CJOB, Vancouver; Phil Lalonde, CKAC, Montreal; N. Nathanson, CJCB, Sydney, N. B.; Jack Cooke, CKGB, Timmins, Ont. At the election Lloyd Egner, NBC, New York, and John J. Gillin, WOW, Omaha, were scrutineers for American broadcasters. Glen Bannerman remains as president and general manager, and Arthur Evans, as secretary-treasurer.

The CAB financial statement showed total receipts from fees of $42,498, expenditures of $31,302, with total surplus after all deductions added to the previous surplus amounting to $18,403 at end of 1941.

Man Needed in Ottawa

The broadcasters were urged in strong language by Frank Ryan, formerly manager of CKLW, Windsor, Ont., and now with the Wartime Prices & Trade Board, and Herbert Lash, Director of Public Information, to have a representative in Ottawa.

"My recommendation, and I can't make it too strong," said Mr. Ryan at the Tuesday luncheon, "is that you get the best man that you can lay your hands on and put him in Ottawa permanently to contact government departments to decide what additional services you should be getting—to write proper interpretative releases for all stations—to do this regionally where necessary—to see to it that on all occasions radio gets the recognition which its influence deserves and this can only be done with a practical shillsleeve man who not only knows the requirements of radio but also how to work effectively with harassed, frightfully overworked men.

CBC's Liaison

"I have no hesitation in making the statement that if you don't do something about it, it is going to be most unfortunate for radio. The Canadian Broadcasting Corp. is doing yeoman service—I have had the utmost in cooperation from them—and more than one suggestion that private radio stations should get more consideration commercially. The CBC has splendid liaison co-ordination among various government departments, but it can't be expected to fight your battles, either for more commercial consideration, or even for recognition as something of utmost importance in informing the public of Canada. That's something you have to do for yourselves, if you want to make a struggle to put radio where it belongs, and if you are prepared to make some sacrifices to carry out the idea."

Mr. Lash said it would be in their interest to appoint a correspondent in Ottawa who would be able to attend the "off the record" press conferences of cabinet ministers. At present radio stations depend only on the news services for the news. Such an observer, Mr. Lash pointed out, would be able to re-

BILL SHIRED, former CBS Berlin correspondent and author of the best-selling Berlin Diary (right), was the CAB convention's guest speaker. With him is Glen Bannerman, CAB president and general manager, a fulltime post.

port and allow the stations to use such material as background or "editorial" policy. He praised stations for their cooperation in planning special programs originating in his office and for their accuracy in news broadcasting. He felt that station operators, however, did not as yet understand the importance of radio broadcasting as an influence on the public mind. He warned that radio must play its part in preventing complacency in public thinking.

Bannerman's Report

In his annual report Glen Bannerman, CAB fulltime president and general manager, pointed out that because of the work done by radio stations for government agencies, there is practically no government advertising campaign is planned without taking broadcasting into consideration on a paid-for basis. For the first time since broadcasting became an industry, the government has recognized it as an advertising medium worthy of being paid for its services along with other media." He mentioned that in addition to such paid time, Canadian broadcasters had contributed during the 1941 calendar year a total of $760,291 in free broadcast time for public service, not including such time as given without charge by the 25 independent stations linked in the CBC national commercial network.

Reviewing the year's work, he told of the numerous wartime committees and meetings on which he served as a CAB representative, of the help given by NAB officers in Washington and by network and agency representatives in New York.

Discussing the increasingly friendly relations between the board of governors of the CBC and the CAB, he mentioned that at the next CAB convention in March, it is hoped to have final changes made in current transcription regulations which would benefit the smaller stations; that the recent CBC regulations restricting an advertiser from using more than one station in any given center will be discussed; that a change may be made in the CBC fee collection formula for business which comes to its network through the work of station representatives.

On the subject of priorities Mr.
Bannerman reported that only a few days ago arrangements had been made whereby Canadian broadcasters would be placed in the same category as American broadcasters in obtaining equipment for repairs and replacements.

It was reported the Churchill Fund started at the last convention with the issue of a booklet on the life of Winston Churchill and sold through stations, had netted £2,000 of which £1,000 had already been sent to Mr. Churchill and turned over to the Lord Mayor's Fund, and that another check for an equal amount would be sent shortly. Stations were asked to continue the sale of booklets.

Sees Bright Prospects
Looking to the future, Mr. Bannerman declared, "No matter how trying necessary restrictions may be, it is my opinion that we shall not have as tough a time as during the depression years. To a large extent this is a testing time for every station. We can still work out our destiny. We can still put our house in order. Advertising revenue may be restricted but not to the extent some of us think. Total national revenues are not likely to be greatly reduced. Many new products will come on the market. We can and should secure our share of promoting them to the public. We will have to work harder. We will have to render greater service to our local communities, but such service will ultimately pay dividends."

The convention was the largest attended in the history of the CAB, with some 150 registered and 52 stations represented out of a membership of 62 from all parts of Canada. More American broadcasters and allied industry representatives took part than ever before, headed by a delegation from the NAB and the networks.

In the discussion on rate structure standardization, William S. Hedges, NBC station relations vice-president, and John J. Gillin, manager

ANNOUNCEMENTS

INTERNATIONAL amity pervaded the convention of the Canadian Assn. of Broadcasters. Guest speaker at the opening day luncheon was Neville Miller, NAB president, who told Canadian broadcasters some of the difficulties which American broadcasters were encountering now that the nation was at war.

For the visiting Americans and directors of the CAB, Dr. Augustin Frigon, assistant general manager of the Canadian Broadcasting Corp., gave a dinner party on the opening day. Lynne C. Smeby, NAB engineering director, discussed priorities and training with Canadian broadcasters, engineers and manufacturers at a breakfast session on the second day, presided over by George Chandler, CJOR, Vancouver, CAB technical chairman, William L. Shirer, CBS commentator, was guest speaker at a formal dinner Tuesday evening, attended by more than 600 broadcasters and advertising executives.

Officers of WOW, Omaha, were called on to tell what American broadcasters had done. The resolution to set up a standardized rate structure pending CBS cooperation and approval of the Wartime Prices and Trade Board was put aside for one year after five hours of debate. It was proposed to set up two time periods, with rates on a quarter-hour basis. A plan to drop frequency discounts for periods under a quarter-hour drew opposition.

The convention went on record to set up a committee to study the possibilities of developing a yardstick of measurement for broadcasting coverage and listener habits. The committee is to consist of representatives from three members of the CAB, two from the Canadian Assn. of Advertising Agencies and two from the Assn. of Canadian Advertisers, with a research chairman to be appointed by the CAB directors. A sum of $5,000 was voted for the work.

The convention decided the directorate should be increased from 7 to 11, with 5 making a quorum. The constitution was revised, and it was decided that the fees would be the same as last year, twice the peak half-hourly rate per month.

At the Tuesday morning breakfast session for engineers, Lynne C. Smeby, NAB engineering director, discussed priorities, personnel, availability of equipment and what American broadcasters are doing. A. B. Hunt of the Northern Electric Co. (Western Electric in Canada) and Edmund Laport, chief engineer of RCA Victor, spoke on the Canadian developments, Mr. Laport urged them to conserve equipment to the utmost and to check junk boxes.

Agercyes Ask Boost
Meeting with representatives of advertising agencies on Wednesday morning, the broadcasters were given facts and figures on an increase in the present 15 percent agency commission asked by the Canadian agencies, who were represented by A. J. Denne, of A. J. Denne Ltd., Toronto; E. W. Reynolds, of E. W. Reynolds Co., Toronto, and president of the CAAA; Adrian Head, of J. Walter Thompson Co., Toronto. No decision was reached at the following closed session of the CAB members, but it was decided to study the situation.

A meeting was held with John Atkins, of the Wartime Prices & Trade Board, at which was discussed the questionnaire the board had asked from stations in order to be in a position to meet problems arising from manufacturers and merchants covering their advertising costs and the costs of advertising media which are not at present under the price ceiling.

The study, which would be assembled by the CAB from briefs submitted by each station, would include data on economies which each station could make in operations and services, its taxation costs and import tax costs on equipment of all types and library services.

Joseph Clark, public relations director in the Department of National Defense for the Army and Air Force, told broadcasters how public relations were being handled, new steps now being inaugurated to give better service to radio stations, and praised cooperation given by the stations for local programs.

Government Campaigns
At the closing session Thursday, free time for government campaigns was discussed, and it was unanimously resolved that "where space in other media is purchased for such campaigns, it shall be a requirement of the CAB that their member stations shall receive like treatment in the use of the broadcasting medium...and shall give all possible additional support in free time comparable to the free support given in the editorial columns of other media." It was reported that Canadian broadcasters had thus far in the war given 125% free time for every paid campaign in which they had participated.

The annual question of bulk purchase of time was again aired, and the convention resolved such time should be restricted to programs in which only one product was advertised, or if more than one product, then only if it is owned or controlled by the same advertiser.

Stricken Ill at Convention
PHILLIP MORRIS, of CFTL London, Ont., stricken at the Wednesday afternoon session of the CAB Convention at Montreal, and was taken to the hospital. Due to his sudden illness the session was adjourned and the convention went into its fourth day on Thursday.

For list of registrants at CAB convention see page 53.
NYC Is Refused Plea for Fulltime WCCO Interference Cited by FCC in Denial of Grant

MAYOR F. H. LaGuardia’s quest for a fulltime assignment on a clear channel for New York City’s municipal station, WNYC, collided with FCC technical regulations last week, resulting in a proposed denial of the WNYC application for fulltime operation on 830 kc., the clear channel occupied by CBS-owned WCCO, Minneapolis.

Basing its proposed findings of fact and conclusions on interference detrimental to both stations, the FCC last Wednesday said granting of the application would not serve public interest. The proposed decision terminated a heated controversy which came to hearing in March 1940.

In effect, the Commission held that the proposed operation of WNYC on 830 kc. would cause interference to WCCO’s secondary service and at the same time would not be an adequate allocation of the New York metropolitan area. Mayor LaGuardia himself had appeared at the hearing and had hurled charges of monopoly against CBS and WCCO.

Violation of Rules

The FCC mentioned its rules governing Class I station operation, citing that granting of the application would violate these rules. This was not regarded as a clear-cut determination by the FCC that it did not propose to break down further clear channels, as it did in the case of the 850 kc. channel occupied by KOA, Denver, on which WHDH, Boston has been assigned fulltime. Last month the FCC authorized a third station on this channel—WJW, Akron [BROADCASTING, Jan. 26].

The Commission’s proposed opinion is from Commissioner George H. Payne dissented, brought out that under WNYC’s application, it would serve only 31% of the total area normally protected for a Class II station. The population served would be only 37% to 41% of the New York metropolitan district or 58% to 60% of the total population of New York City.

WCCO, on the other hand, would receive interference throughout a substantial portion of its secondary service area. As an average condition impairment in relation, would extend to 32% of this area, having an estimated population of 7,300,000.

In its conclusions the Commission said that operation of WNYC on 830 kc. with 1,000 watts simultaneously with WCCO, using 5,000 watts, would be inconsistent with Section 3.25(a) of its rules providing that only one fulltime station may be assigned to 830 kc. Then the interference factors were cited.

WBS, AMP Add ASCAP to Libraries; Addition of Standard Is Slated March 1

WORLD Broadcasting System and Associated Music Publishers have joined NBC in making arrangements with ASCAP enabling stations subscribing to their library services to use ASCAP music included in the library releases on the air, even if the stations do not have ASCAP licenses at present.

As in the case of the NBC The- saurus [BROADCASTING, Feb. 9], the subscribers to the World and AMP libraries may use ASCAP music only on sustaining programs and not for commercially sponsored broadcasts.

Standard to Start

Standard Radio, a radio transcription library service, will start to release music of some ASCAP publishers March 1. M. M. Blink, co-owner, of Standard, announced last week.

Non-ASCAP stations except those in Nebraska, Florida and Wiscon- sin, can now play Standard- transcribed ASCAP music on sus- taining programs.

By dealing individually with a number of the publishers Standard has been able to do away with the 26- and 50-cent fees on use of music for programs other than local com- mercials.

Don Allen, Standard production manager, stated the industry is in- tended to BMI, SESAC and the hundreds of small independent publishers for providing a quantity of good music at a reasonable fee.

The release of ASCAP music, it was stated, is to provide service to those stations with ASCAP li- censes who have demanded ASCAP music. But the company intends to continue releasing large quantities of music to the non-ASCAP sta- tions.

John Paine, general manager of ASCAP, said he had also received a letter from Standard Radio regarding a similar arrangement for that company’s transcription li- brary, and that presumably this would go through shortly. He ex- plained these arrangements were made for a “very limited period,” which is understood to be about three months, and that ASCAP agreed to them only because it does not want to be in the position of en- abling the broadcasters to say they are being forced to take out ASCAP licenses.

“If with ASCAP music back on the networks and again the most popu- lar music,” Mr. Paine stated, “stations with ASCAP licenses are de- manding these tunes from their transcription library services, to enable the services to meet this de- mand without recording two sets of releases, one with ASCAP music for these stations and another with no ASCAP tunes for stations which have not as yet taken out our licen- ses, we have agreed to this tempo- rary procedure.”

Emphasizing the temporary na- ture of the arrangements, he added that in his opinion clearance-at-the- source would not work out well for transcription library services as a permanent arrangement. Unlike NBC, which is securing its record- ing rights from individual ASCAP publishers, World and AMP have made their recording arrange- ments with Harry Fox, agent and trustee for the majority of ASCAP publishers.

CBS NET IN 1941

The Wall Street Journal reports that expectations of earnings of CBS for the quarter ending March 31, 1942 are between $800,000 and $1,000,000. This would compare with a net profit of $1,491,086 or 87 cents per share on combined Class A and Class B shares reported for the 14 weeks ended March 29, 1941. The com- pany’s earnings for the first quarter of 1941, it was stated, must be re- calculated on the basis of the 1941 Revenue Act.

BMI Drops Survey

As A PARTE of its budget trimming, BMI has discontinued the performance checking service conducted by the Department of Psychology of City College of New York. Dr. John H. Pentman, director of the checking service, however, will make the necessary reports to the networks broadcasting each song, estimated listening audiences.

Dispute of AGMA And AFM Settled

Recognize Each Other Under Pact and Suit Is Dropped

SETTLING an interunion jurisdictional dispute of nearly two years’ duration, Pres. C. Petrillo, presi- dent of the American Federation of Musicians, and Lawrence Tib- ber, president of the American Guild of Musical Artists, last week signed an agreement providing that:

“The jurisdiction of the AFM over concert solo instrumentalists and accompanists in all fields is hereby recognized by AGMA. Hereby, AGMA recognizes AGMA’s position and authority as the exclusive bargaining agency for all solo concert artists including solo instrumentalists for the purpose of their activities in the concert field and in their dealings with their managers in such concert field. Suit to be Dropped

“AGMA does not object to the right to AFM to deal with solo in- stumentalists as members of AFM, and AFM does not object to the right of AGMA to deal with solo concert artists, above described, as members of AGMA.”

AGMA waives jurisdiction over arrangers, composers, pop, arrangers, instrumental groups and orchestras, as these fields are in the AFM’s sole jur- isdiction, according to the agreement, which also states that the participation of AGMA and AFM, now pending in the Su- preme Court of New York, shall be in no way affected or interfered with and the AFM shall not now be required to belong to both unions, but the agreement states that “AGMA and AFM agree that there are and in the future, all jur- isdictional matters.”

The agreement was signed by Pres. C. Petrillo, president of the American Federation of Musicians, and Lawrence Tibber, president of the American Guild of Musical Artists.

CBS in 1941 had net earnings of approximately $4,800,000, equivalent to $6,000,000, according to preliminary figures released last week by the network’s treasurer, Frank K. White, with a statement that the annual financial figures will be mailed to stockholders about April 1, after the audit is completed.

Net earnings in 1940 totaled $5,066,600, or $2.91 per share.

The 1941 figures, the report states, are after deduction of $3,800,000 for estimated Federal income and excess profits taxes, an increase of $1,075,000 over the previous year. After the net profit of approximately $220,000 from the sale of stock in the subsidi- ary network, the figure was transferred to the CBS re- serve for contingencies.

The CBS board of directors last week declared a cash dividend of 30 cents per share on the Class A and Class B stock of $2.50 par value. Dividend is payable March 6 to stockholders of record Feb. 20.

From Our Chicago Bureau

WTAG, Green Bay, Wis., is now oper- ating at 1200. Latest addition to the engineering staff is Guy Watts.

AEG, Burlington, Vt., is to be re- made into a new station, WDW.

Prominent Chicago, Ill., stations are to receive new transmitting stations. The announcement was made by the FCC.

AEG, Burlington, Vt., is to be re- made into a new station, WDW.
The Test—Can the Enemy Utilize It?

Radio Censor Suggests Formula to Gauge All Programs

Because of the wide interest in Federal radio censorship and difficulty experienced in conforming to the restrictions, Broadcasting has asked J. Harold Ryan, Assistant Director of Censorship handling broadcasting, to give an accounting of his stewardship and to discuss some of the mutual problems that have arisen. Mr. Ryan praises broadcasters for their cooperation but warns of unsuspected dangers that lurk in every day's program schedule.

By J. Harold Ryan
Assistant Director of Censorship

The Office of Censorship is entering its seventh week of operation. During the six weeks past, the Radio Division of the Office has turned out about 400 lists, some 90% of them opinions on specific programs presented by radio broadcasters.

These letters were written in response to queries which flowed into the Office following issuance of the Code of Wartime Practices for American Broadcasters. Most of the requests sought clearance for programs of the man-on-the-street type and the Office sought its interpretation on specific request programs.

Need Recognized

The radio division has not had a difficult job, for most broadcasters realized the necessity for certain controls long before the Office was established and thus made it easy for the Office to interpret the Code's suggestions before they were written.

This evident alertness of broadcasters and newspapermen to the need for caution justified Byron Price, Director of Censorship, in his determination to keep the codes of both divisions strictly voluntary in application. Perhaps the most significant statement in the 2,500 words of the Code of Wartime Practices for American Broadcasters is in the second paragraph of the document: "The broadcasting industry has entitled with enthusiasm in the endeavor, and the following is intended to be helpful in systematizing cooperation on a voluntary basis during the period of the emergency."

The Code is a springboard then—general concept of the industry's problems in time of war. It is the job of the Office of Censorship to see to it, insofar as possible, that information about 500 leaders of the enemy be kept from him. Although the formal staff of the radio division in the Office of Censorship includes only five people, every broadcaster who speaks on the air or supervises the work of those who do perform before microphones is a censor. His conduct during the difficult days ahead should be considered in light of the question, "Will I be helping the fellow who's hurting me?"

The industry's acceptance of suggested restrictions set down in the code has evidenced the broadcaster's thorough understanding of his wartime responsibility. Some there were who didn't picture the quiz program section of the code in the same way that we in Censorship saw it. Certain compromises were suggested for the salvation of the man-on-the-street type of program. But it has been our basis of interpretation in considering these proposals that no informal, catch-as-catch-can interview type of program is free of danger if a given individual can enjoy reasonable freedom of participation. The same general interpretation applies in the case of request programs. Any request program which, because of its pattern, lends itself to the machinations of the enemy should be changed or taken off the air. The determinant is, "Can the enemy utilize it?"

Danger of Sabotage

It requires little ingenuity to enforce your participation on programs which fall into either of these categories.

The man who operates a small station in some area far from national boundaries might think that such regulation works an unnecessary hardship on him. He must remember that this is all-out war effort. Although he may not know it, there might be a half-dozen plants in his area manufacturing defense materials. Those plants are potential victims of saboteurs, and such agents as these must have methods of communicating with each other as well as with their superiors who may be located miles away. Maybe such a plant manufactures only firing pins for 77 mm. guns. But should the enemy acquire some 10,000 of those pins, 10,000 desperately needed artillery pieces would be shelved until new ones could be tooled and new pins turned out.

Remember, too, that you do not know the power of your 250 or 1,000 or 5,000 watts. A manager of a West Coast radio station was in my office the other day. Eight years ago he was a telegrapher on a ship operating in China waters. At night-time, when broadcast beam zones were cleared, he could pick up 287 United States broadcasting stations across those thousands of miles. And his receiver was a one-tube unit. That was eight years ago, and modern transmitters are much more efficient.

Matter of Authority

The questions put to us in Censorship by broadcasters indicate their awareness to the dangers. We are fearful, nevertheless, that many stations are carrying one or two programs which unwittingly lend themselves to the aid of the enemy. If we could speak personally to each broadcaster, we would go ahead and again read his code, to digest the precautions it outlines and then to re-scrutinize his programs.

On the far, the Radio Division of Censorship has issued two confidential reports pursuant to that section of the code which provides that certain general communications will be directed to broadcasters as experience dictates the need of deletions or enlargements. There has been evidence that some broadcasters are having difficulty establishing the identity of the "legitimate authorities" in observing the news section of the code. The Office of Censorship is bending all efforts toward an early clarification of this problem.

But, in the last analysis, the purpose of Censorship is as much an assignment for the broadcaster as it is for the constituted officers in the censorship division of the Government. Only in this nation of all nations, free or enslaved, is the broadcaster a free agent in determining the programs his listeners will hear.

No broadcaster's coverage map describes his audience completely. Within range of his station's signal are thousands of loyal, liberty-loving Americans; but listening, too—and be certain you believe this—are those who would throttle the institutions and the traditions we believe in. That's what the war's all about. And that's what censorship is all about.

ADDITION OF WJHO, Opelika, Ala., brings the total of MBS stations to 18. WJHO operates on 1480 kc, with 250 w. day, 100 night.

Fisticuffs' Enliven FCC Georgia Case

Witness and State Officials Find Words Are Inadequate

CLIMAXING in a threatened physical brush and fists between a witness and a special attorney general for the State of Georgia, the FCC on Feb. 7 virtually closed the licensing hearings on the renewal application of WGST, Atlanta.

The final session of the hearing has been set for Feb. 15, whether or not the State's representative of the station, Arthur Lucas, is to testify. His previous appearance on the stand was cut short because of ill health, and the postponement was granted to allow convalescence.

Chairs and Fists

The physical outburst came in the closing stages of the proceedings after six consecutive days of hearings through the week of Feb. 2. Since its start early in December, tension has run high in the hearing, with Gov. Talmadge playing a starring role in heated pro and con discussions revolving around the leasing of the station to the Georgia School of Technology for the last 10 years to Southern Broadcasting Stations Inc., headed by Clarence L. Calhoun, Atlanta attorney, and Sam Pickens, Southern Radio Commissioner and former CBS vice-president.

Also figuring in the case is a prospective lease arrangement between the licensee school and a company headed by Mr. Lucas and William Jenkins, both Georgia chain theatre operators and owners of a group of Georgia stations [BROADCASTING, Jan. 12].

The hearing reached its highest of many high points in the closing minutes, during testimony of Mr. Calhoun. Hearing one of his counsel branded as a "liar" by John E. McClure, Washington attorney who was named a special attorney to represent Georgia in the case by Gov. Eugene Talmadge, Mr. Calhoun jumped to his feet, brandishing a chair, with Mr. McClure meantime countering with a fist poked in his direction. The outburst was immediately quelled by Reed T. Rollo, one of the Georgia counsel, and others, followed by an apology by Mr. Calhoun.

The outburst was the extreme example of the hard feelings shown by the long string of parties interested in the WGST matter.

Witnesses during the six-day hearing session included Messrs. Pickens, Paul W. Wilson, Mrs. Paula White, bookkeeper of WGST; R. Donald Harvey, member of the board of regents of the University System of Georgia; Victor Rehark, Atlanta accountant; L. W. (Jim) Robert Jr., member of the radio committee of the board of regents and former treasurer of the Democratic National Committee.
Two Investigations of FCC At Once by House Foreseen

Both Cox and Sanders Measures Are Pushed by Backers Though FCC Opposes Former Plan

PROBABILITY of concurrent hearings on both the Cox Resolution (HRES.-429), to investigate the FCC from stem to stern, and the Sanders Bill (HR-5497), ripper measure to rewrite the existing Communications Act, was foresee no mid-March in the face of efforts of the FCC majority to frustrate the Cox inquiry.

While no formal steps were taken last week either by the House Interstate & Foreign Commerce Committee or the all-powerful Rules Committee on the two legislative moves, it nevertheless was confidently predicted that action would be forthcoming shortly. It was expected the Rules Committee, meeting early this week, would report out the Cox Resolution for appointment of a select committee of five to conduct an investigation.

Fly Main Target

While the FCC majority, headed by Chairman Fly, has made no bones about its opposition to the Cox proposal, the Rules Committee nevertheless appeared disposed to act favorably on it. (D-Ga.), has made Chairman Fly his main target, as has Rep. Dies (D-Tex.), who has charged Communist influence in the FCC's Foreign Broadcast Monitoring Service and its law department.

The House Interstate & Foreign Commerce Committee, headed by Rep. Lea (D-Cal.), made known last week that it would carry forward plans made two months ago for hearings on the Sanders Bill. Rep. Lea conferred with former FCC Chairman Cox last week, as president of the Federal Communications Bar Assn., which already has gone on record in favor of the supplementary provisions of the Sanders Bill, introduced by Rep. Jared Y. Sanders (D-La.) after consultation with industry representatives.

Initially, the FCC was strenuously opposed to the Sanders Bill, but since the introduction of the Cox Resolution sentiment has shifted in favor of the same legislation. Chairman Cox was informed, there would be a chance of stymying the Sanders Bill before the House, in the Senate, or in conference between the two houses.

At the House Interstate & Foreign Commerce Committee, it was stated that a date would be set for the hearing within the next ten days or two weeks. The committee would allow parties at least two weeks to prepare presentation of their testimony. Since the committee already has voted favorably for the hearings, there is little chance of a reversal, it was reported.

Meanwhile, the Rules Committee is expected to act on the Cox proposal on Tuesday or Wednesday. House action then would be in order. There has been an inferred approval of the House leadership on the Cox proposal, largely on the ground that the FCC has improperly administered a "good law." Rep. Cox has charged Chairman Fly with efforts to "federalize communications including broadcasting."

May Run Together

There were counter-thrusts on behalf of the FCC, headed by the Feb. 3 statement of Rep. John E. Rankin (D-Miss.) commending the FCC's total 1942 appropriation to a record-breaking $5,658,924, the House last Monday approved a supplementary appropriation of a grant of $687,195 as part of the First Deficiency Appropriation Bill of 1942. The additional funds, which boost the Commission's 1942 appropriation far beyond any previous year's, will permit expanded operation of the FCC on a full wartime basis up to the end of fiscal year 1942, June 30.

However, in view of constantly expanding defense functions, particularly along monitoring lines, FCC funds in 1943 are expected to be higher by the end of the current fiscal year. Now pending before the Senate Appropriations Committee, following House passage Jan. 22, is the $4,301,919 FCC appropriation for fiscal year 1943.

War Funds Expected

It is expected that funds substantially increasing this figure will be asked subsequently, since the 1945 budget, as approved by the House, was predicated on a defense rather than wartime basis. Although no difficulty is foreseen in securing the needed funds for FCC operation, more than ordinary interest is being accorded Senate consideration of the Independent Offices Supply Bill, provided in this year's budget.

In some quarters it was thought the FCC majority's view was that the Sanders Bill is the lesser of two evils. Besides, if the Cox Resolution is killed, it is intimated, there would be a chance of stymying the Sanders Bill before the House, in the Senate, or in conference between the two houses.

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"MUST BE A BUNCH OF IOWA SCHOOL-TEACHERS!"

For many years it's been an old gag that Iowa people ("school-teachers!") are always traveling, always sight-seeing, always turning up in select and expensive places. It's an old gag, and a true one! But it's true only because the rich Iowa land produces an enormous excess of income, over and above the bare requirements of living (75% of all the Grade A land in America is within 250 miles of the center of Iowa).

This year, Iowa people are going to have more spendable income than in 1929. This year, farm prices are such as to yield all farmers a real profit. And Iowa farmers actually produce one-twelfth of all the food in America!

So how can you get your share of the record 1942 Iowa income? Radio of course offers the greatest coverage at the lowest cost. And despite the 17 commercial stations in the State, plus all the various outside stations heard here, more than one-half of all Iowa families report spending more than 70% of their listening time with WHO!

Incidentally, you can buy 13 daytime quarter-hours on WHO for as little as $76 apiece. Doesn't that suggest something to you? Write us direct—or just ask Free & Peters!

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives
Stahlman

Traces History of Radio News in Decade

SOUNDING a different note on an old theme, the FCC’s newspaper-ownership inquiry came to life for a few hours last Thursday, with a brief appearance on the witness stand by Comdr. James G. Stahlman, publisher of the Nashvill e Blade and ANPA president, now on active duty with the Navy Department. Although the proceeding was recessed “to a date to be set”, there seems little doubt that the one-month proceeding is all but over.

More FCC Exhibits

It is understood the FCC still is to offer some revised exhibits, and possibly will call another witness or two in connection with them, but the appearance apparently has completely lost its momentum. FCC Chairman James Lawrence Fly has made only two or three appearances at the proceedings during the last several weeks.

Judge Thomas D. Thacher, chief counsel of the Newspaper-Radio Committee, also has been absent for several weeks because of the press of other duties, much of them of an important defense nature.

Committee Chairman Harold V. Hough and A. M. Herman, assistant counsel of the Committee, have returned temporarily to their homes and businesses in Fort Worth, Sydney M. Kaye, associate counsel of the committee, who handled the committee’s affirmative presentation, was present for the Stahlman appearance only as an observer, asking no questions.

FCC Power Stymied

Although Comdr. Stahlman’s appearance under subpoena represented a victory for the FCC, most of the sting was taken from the Commission’s success when Elisha Hanson, counsel for ANPA and Comdr. Stahlman, reminded the bench that while the Court of Appeals had upheld the FCC’s authority to require his appearance, it also had indicated unequivocally that the Commission was without power to preclude newspapers from owning and operating radio stations or to engage in a fishing expedition “in hope something will turn up.”

On the stand for about 30 minutes, Comdr. Stahlman was questioned only briefly by FCC Counsel Marcus Cohn, since most of the questions had been addressed to him when he was originally to appear in the opening days of the newspaper inquiry have been answered by other FCC witnesses.

Indicative of mere pro forma interest in Comdr. Stahlman’s appearance was the action of Chairman Fly in leaving the bench after brief introductory statements by Counsel Hanson and Cohn and before the actual examination of Comdr. Stahlman had fairly started.

July Inquiry Recalled

The Stahlman appearance recalled the first hours of the inquiry, in late July, when Counsel Hanson arose and heatedly argued with Chairman Fly the FCC authority to conduct the inquiry, climaxing his argument by serving notice that he had advised Comdr. Stahlman and three other witnesses to ignore the FCC subpoena, terming them “nullities in the eyes of the law.”

Bringing the matter to court, after Comdr. Stahlman had followed advice of counsel and refused to appear and testify, the FCC subsequently won a U. S. District Court ruling that the subpoena was valid and enforceable. This opinion later was appealed to the U. S. Court of Appeals by Comdr. Stahlman, with that court on Jan. 26 again upholding the FCC’s subpoena powers, but with two of its seven members, Chief Justice D. Lawrence Groner and Associate Justice Fred M. Vinson, inserting a dicta in the opinion that struck at the heart of the whole move against newspaper ownership [Broadcasting, Feb. 2].

In the light of the appeal decision, the Stahlman appearance was plainly anti-climax. In introducing the witness, Counsel Hanson reviewed the various phases of the Stahlman case, tracing its opening day of the newspaper hearing, July 23, 1941, through the Court of Appeals decision and dictum.

“In view of its unequivocal language on the chief point of controversy,” Mr. Cohn said, he explained he had advised that no further appeal should be made and that Comdr. Stahlman should appear if the FCC still wished him to do so.

“Pilfered” News

When he noted that a copy of the recent decision might well be incorporated in the record, Chairman Fly commented that this would not be necessary, since the opinion was a matter of public record which the FCC law department doubtless already had read.

“I hope they have,” Mr. Hanson replied quickly. “And I hope they understand it and enjoyed it as much as I did.”

Taking the witness stand, Comdr. Stahlman briefly reviewed his interest in the radio news picture, both as an old-time newspaper publisher and as an officer of several publisher organizations, chief among them ANPA. He indicated that it purported “the theft of news” by stations in the early ’30s first aroused his interest in developing an acceptable news broadcast policy.

Continuing, he reviewed progress toward supplying news service to radio stations and publishers’ moves against “pilfering” of news, along with the developments in the short-lived Press-Radio Bureau.

Cross-examined by Mr. Hanson, Comdr. Stahlman commented briefly on the Nashville situation, centering on WSM’s efforts to secure United Press service for Essex Reporter broadcasts. Pointing out that he opposed this move specifically, he said he did not take such a position just because he thought the Banner should be protected in its UP franchise, but because he was opposed to sponsored news reports.

“I don’t sell news on my front page, and I don’t think a radio station should.”

‘Tavern’ For Sanka

GENERAL FOODS Corp., New York, sponsor of We, The People for Sanka Coffee on CBS since the fall of 1937, on March 17, will replace it in the Tuesday 9:30-9:30 p.m. period with the comedy program, Taking the Witness Stand, which replaces CBS March 12 for Schick Injector Razor Co. Sponsoring the latter series Thursday 9:30-8:55 p.m., is Magazine Repeating Razor Co., New York, forced to cancel the program because of priorities. Star of the show is “Archie,” who also writes and produces the series. According to Young & Rubicam, New York, sponsor for Sanka Coffee, plans are being made for continuing We, The People, but are not yet complete.

Ontario on Blue

DESPITE wartime restrictions on news and programs which might deter American Canadians this summer from their usual amount of travel, the Ontario Tourist Bureau, Toronto, will definitely sponsor a 16-week series of half-hour variety programs on the Blue Network to attract U. S. (and Canadian) vacationers [Broadcasting, Nov. 24, 1941].

Starting March 20, the series will be heard Fridays at 7:30 p.m., starring Colonel Charlie and the Gang, and music by Canadian singers and orchestra. Agency is Walsh Adv. Co., Toronto.

Jacques Resumes

JACQUES MFG. Co., Chicago (K-C broadcasting), has resumed its schedule of minute and half-hour transcribed announcements on its Chicago stations. Account is placed directly under supervision of Charles Hendrickson, advertising manager. Discs were cut by WBS.

Page 18 • February 16, 1942

Stahlman Testimony Ends Press Hearing

WNEW and New York Daily News Tieup Covers 24-Hour News Report Schedule

AS A PUBLIC service feature, not available commercially, WNEW, New York, and the New York Daily News have made arrangements whereby the newspaper supplies WNEW with daily five-minute news periods, every hour on the half-hour, 24 hours a day, effective Feb. 15, 12:30 a.m.

The news periods, designed by a staff of Daily News editors, summarize up-to-the-minute war news, developments in sports and the front locally, nationally and in special fields as sports or the theatre. Gathered by AP, the Chicago Tribune Press Service and News reporters, the bulletins are condensed for broadcast each hour and sent to WNEW studios via teletype.

Revamp Schedule

Under the new setup, WNEW has discontinued its 11 quarter-hour news periods daily except for commentaries by John B. Kennedy, Charles Hodges and others.

The mutually cooperative pact was effected by Roy C. Hollis of the News; Milton H. Biow, and Bernice Judis, manager of WNEW.

According to the Daily News, the 24 news periods announced for the Daily News tie-up are “within earshot of 80% of the newspaper’s 1,950,000 daily readers, and about 80% of the 3,900,000 Sunday readers.”

In celebration of the news tie-up between WNEW and the New York Daily News, which started yesterday as a daily feature, WNEW gave a luncheon Feb. 10 at the Newark Athletic Club in honor of all leading New Jersey advertising agencies.

Guest speaker was Dr. Paul S. Lazarsfeld, director of the Office of Radio Research, Columbia U., who expressed the belief that the new arrangement WNEW had with the Daily News would give its listeners news in concise form at sufficiently frequent intervals for all to hear it.

Among those attending were:

- Hayden P. Holdren, Alfred F. Toker, Milton Levy, Lewis & Toker, Alvan Sommersfield, Sid Fishman, Walter Duncan, Herman M. Bees, Leo King, Burt Lambert, Kermit Moss, Clift Glick, Ernest Walker, all of WNEW; Dr. Paul F. Lazarsfeld, Columbia U.; William N. Scheer, Scheer Agency; Richard Gulick, Al Rehber, of Chase Daniel; Lewis Royal; William Andrews, Grant Scheck, Julian Scheck of Scheck Agency; A. L. Lewis & Co.; Mort Fried, Hyman Levy Adv. Agency; Samuel Green, Trademark Corp.; Max Green, Benjamin Green, Max Gann, United Adv. Agency.

Walter Duncan watches Dr. Lazarsfeld stand catalyze Herman Bess

BROADCASTING • Broadcast Advertising
Michael Joffe, president of Joffe Bros., is speaking:

"Yes, we're glad to talk about 'Business in Baltimore'—particularly the business which WBAL helps us to get.

"We handle a general line of nationally advertised goods within a 50-mile radius of Baltimore and have exclusive distribution on a line of Kosher (Jewish) Food Products from Pennsylvania to Florida.

"Our eleven salesmen find dealers definitely interested in food products advertised over Station WBAL which, with its increased power and Red Network affiliation, really covers the million and a half consumers in this field."
Plan for Child Research Study Discussed by Educator Group

Resolution Passed to Consider Project Designed To Start Cooperative Fact-Finding Service

ALTHOUGH failing to act affirmatively on a proposal to set up a cooperative research and service agency for children’s radio programs, a group of 76 broadcast educators in the juvenile field, meeting in Washington last Monday, decided to appoint a “committee of exploration” to make studies to determine whether such an agency should be established.

It is expected Dr. Studebaker, U. S. Commissioner of Education and chairman of the conference, shortly will announce committee members.

Hinging on a suggested plan to establish a children’s program organization, developed by the Evaluation of School Broadcasters staff of Ohio State U., discussion at the day-long session mirrored conflicting views on how best to deal with juvenile program problems.

Shepard's Views

After several speakers had questioned the need for further studies during the war emergency, W. W. Charters, director of the Bureau of Educational Research, Ohio State U., introduced the resolution calling for the appointment of a special committee to further examine the idea of a fulltime children’s program research and service agency.

Speaking as a practical broadcaster, John Shepard 3d, president of Yankee-Colonial Networks and chairman of Broadcasters’ Victory Council, pointed out that with the country on a war basis, it did not appear that any far-reaching, expensive study of children’s programs was sufficiently important to take precedence in war time.

He observed that if educators were worried about blood-and-thunder programs, they only had to look to the grim story of the war itself to realize that at present there is no substantial problem on children’s features.

Belmont Farley, director of public relations of the National Education Assn., told the conference that educators should not try to adapt programs to the listening habit of children—a job for writers — adding that instead children might become adapted to proper radio listening methods—a job for teachers in impressing on students an appreciation of radio.

Harold A. Safford, of WLS, Chicago, observed that he saw no reason for “more research” contending that children’s programs already have been oriented to accord with research during the last few years.

Other speakers at the meeting, which became a general forum session before it concluded, included Judith Walker, Midwest educational director of NBC; Mrs. Dorothy Lewis, of the Radio Council on Children’s Programs; Davidson Taylor, CBS assistant director of broadcasts; Mrs. Sidonia Grunenberg, Child Study Assn.; Josette Frank, Supernov Inc.; Paul Peter, NAB director of research.

A highlight of the Ohio U pro-

...TIMELY! RESULTFUL! SUCCESSFUL!

During the past three months, 35 new stations have subscribed to “The Face of the War as Seen by Sam Cuff,” and dozens of stations and sponsors have renewed.

Today, this outstanding five-minute, 3-a-week recorded feature is reaching the enthusiastic audiences of stations in every section of the country under local sponsorship! In addition, Mr. Cuff broadcasts a “live” program twice weekly over WJZ; is both seen and heard over NBC Television stations in New York; and is the author of a new war book which will appear this Spring.

For full information on rates, availability and audition records of current programs—write today!

FRIDAY THE 13TH marked the 13th episode of the Dark Fantasy series of weird dramas produced by WXY, Oklahoma City, and fed to NBC. Both superstitious, Scott Bishop (at typewriter), author, and John I. Proser (observing script), decided the double 13ths would neutralize each other and prepared to challenge every myth in the book. Here they are with Muir Rite (reaching for cat), and Eleanor Naylor Caughn. and Charles Pur- nell (both on ladder), all perching under open umbrella and ladder, smashing mirrors and catching black cats for the 13th episode, titled “W is for Werewolf”.

...For “Hard-to-Please” Sponsors, try...

 copes of the transcribed version of Edward R. Murrow’s recent lecture in the Northwest for the Red Cross have been requested of KIRO, Seattle, by four stations—KGBM, Honolulu; KHGA, Fairbanks, Alaska; CJOR, Vancouver, B. C.; KVOS, Bellingham, Wash. Austin C. Taylor, head of the British Col-umbia and Yukon division of the National War Finance Committee, Canada, had also asked for reproduc-

MURROW DISCUSSED

...SCOTTISH TRADITIONS IN AMERICA...

NUCLEAR... ASTM... MURROW DISCUSSED...
Duff's Gingerbread Mix
gets Results...

January 20, 1942

"Our sales of Duff's Gingerbread Mix in the Pittsburgh market were always good (we thought), but in 1941 we added a modest spot announcement campaign over WCAE.

"With the help of this spot campaign—plus—a bang-up WCAE merchandising job in grocery stores, our sales soared 74% for the year. December sales jumped 141% over December 1940. No wonder we've renewed for 1942."

P. DUFF & SONS, INC.

Write or Phone
THE KATZ AGENCY
NEW YORK • CHICAGO
DETROIT • ATLANTA
KANSAS CITY • DALLAS
SAN FRANCISCO

5000 WATTS • 1250 K. C.
MUTUAL BROADCASTING SYSTEM
Industry Offering Time For Marine Recruiting

IN CONJUNCTION with the release to stations of scripts by the Marine Corps to be used for recruiting, Arthur Stringer, secretary to the National Defense Committee of the NAB, has released a letter to station executives calling attention to the means the Marines use in carrying the fighting to the enemy and urging every cooperation in the recruiting drive.

In his letter, which was released by Maj. George T. Van Der Hoeve, U. S. Marine Corps, Division of Public Relations, Mr. Stringer cites the part radio is playing in the recruiting for the armed forces and relays the appreciation expressed by the heads of the armed units for the work being done by stations all over the country.

CARROLL CARROLL, Hollywood script writer of J. Walter Thompson Co. on the NBC Kraft Music Hall, and John Scott Trotter, musical director of that program, have collaborated on a new song, "Only for Tomorrow".

Congratulations

With a Sock!

"I am writing you for the sole purpose of congratulating you and your good station on the Magnificent job you did on our ... account* in December.

"We appreciate your co-operation more than we can say and don't want to let this occasion pass without our saying so.

*Account and agency on request.

So writes an agency executive! and we can do as much for you in—

EASTERN OHIO — WESTERN PENNSYLVANIA — NORTHERN WEST VA.
POWER + PROGRAMS
EQUALS
RESULTS!

WLAC
NASHVILLE, TENN.
THE STATION OF THE GREAT TENNESSEE VALLEY
going soon to 50,000 WATTS

J. T. WARD, OWNER * F. C. SOWELL, MANAGER * PAUL H. RAYMER COMPANY, NATIONAL REPRESENTATIVES

—NOT ONLY Power WHERE POWER COUNTS MOST
—BUT Programs THAT PLEASE MOST, TOO!
North Carolina is the South's No. 1 Agricultural State!

CASH INCOME and GOVT PAYMENTS
Source: Department of Agriculture, 1940

North Carolina
AVERAGE OF NINE OTHER SOUTHERN STATES

$221.8 (MILLIONS)

$133.3 (MILLIONS)

FREE & PETERS, Inc., National Representatives

WPTF in Raleigh is North Carolina's No. 1 Salesman!

680 KC NBC Red 50,000 Watts

WPTF in Raleigh

WPTF in Raleigh

North Carolina

R EPLACING its former Man-on-the-Street program, ruled out by the censorship bureau, WKRC, Cincinnati, has developed Mike's Luncheon Party heard Mondays through Saturdays at 12:15 p.m., under sponsorship of Dot Food Stores. Mike Hunnicutt conducts the program which brings five or six women participants into the studio chosen from a list of those writing in. All types of party games, such as sentence building, are played. Persons failing to answer correctly or to do what they are called on to do, must pay a laugh-provoking forfeit. Each participant is given a pound of Dot Coffee and the winner receives a valuable grocery order. Account through Joseph Adv. Agency, Cincinnati.

Tales of a Roamer

MYSTERY and intrigue aboard a giant luxury liner run rampant on the Sunday night series Three Sheets to the Wind, produced for NBC by Tay Garnett, Hollywood film producer who recently formed his own company in that city. Material for the story was gathered by Mr. Garnett on a seven-month world cruise made several years ago to countries of the Far East.

How to Help

HELPFUL hints to U. S. citizens on how they can aid in the war effort through conservation of materials and otherwise are featured on the new five-weekly Remember Pearl Harbor quarter-hour started recently by WMBO, Peoria, III. Jack Sherman, of the WMBO special events staff, handles the programs, with assistance of Announcer Fred Leo.

Shop Talk

RADIO PROGRAM and personality chatter provide the theme of Mr. Klceycey, five-minute series heard over KQW, San Jose, Calif., and WMBO, San Francisco, Mondays through Fridays at 10 a.m. Sponsored by Philco through Sherman Clay & Co., San Francisco, the show is produced by Ira Blue, of the KQW staff.

Rosemary's Scrapbook

REPORTS on women's activities in current news for the first quarter-hour followed by a quarter-hour of household hints is the format of Chats & Chuckles From Rosemary's Scrapbook of KPOW, Powell, Wyo. Conductor is Rosemary Meyer, KPOW program director.

Ask The Professors

EDUCATIONAL program with the quiz format is the Ask The Scientist show of WSB, Atlanta, aired from Emory U. Broadcast is built around questions on science submitted by listeners to a panel of five professors in chemistry, geology, astronomy, physics and biology.

Purely Programs

健康在战时

COOPERATING with the Nutrition Division of the Defense Health & Welfare Service, WMFM, Youngstown, is carrying a weekly half-hour feature, Prologue to Victory, built around questions and answers relating to nutrition, health and welfare problems during wartime. Questions, asked of the studio audience, are answered by a board of experts. The show is produced by George Beebout, of WMFM, and is supervised by Betty Barton Greco, of the Office for Emergency Management in Washington.

Blond Promotion

DEFENSE savings purchases are urged on Buy Bonds Today show of WTOL, Toledo, O., which combines music and informative facts about local merchants and sponsors a contest with contestants winning defense savings stamps for completing "I'm glad to be an American because..." Format is a mythical auto tour to local merchants who urge the purchase of defense bonds and stamps.

Wartime Ideas

PART OF each Modern Kitchen program conducted by Mildred Bailey on WTAG, Worcester, Mass., is devoted to a Bright Idea contest to obtain new ideas and sugar-saving recipes which call for sweetening often than sugar. A $1 defense stamp goes to each winner with four honorable mentions receiving 25-cent stamps, each broadcast.

Movie Impressions

BASED ON a wide knowledge of the theatre and personal impressions of its people, Helen Tweenetrees Goes to the Movies, a series of Monday afternoon quarter-hour programs will start Feb. 16 on WMCA, New York, with Miss Tweenetrees herself commenting on the human interest angle of movielgoing.

Letters Back Home

REPLACING his Man In The Street program, banned under the censorship regulations, Ty Tyson, sports commentator of WJW, Detroit, presents a broadcast reading letters obtained by listeners from men in the service. The show, titled Man In The Service, attracts an average of 40 letters daily.

Cadet Serenade

ENTIRE Tuesday night broadcast of the thrice-weekly 25-minute Soldier's Serenade on KOT, Phoenix, is given over to aviation cadet personnel. Besides writing dramaticizations which stress enlistment in the Air Corps, cadets produce the entire program.

Ohio in the War

WOSU, Columbus, has started two new programs—Ohio at War, daily news--background, and a weekly dramatic series, Ohio Builds a Nation. Margaret Carey Tyler prepares scripts for the dramatic series.

Broadcasting • Broadcast Advertising
46,853 REQUESTS
For War Map in 5 Days!

One Out Of Every 17 Wrote in for This Offer

Our mail carrier isn't speaking to us these days . . . but our listeners certainly are! And in mass! Within 5 days, one out of every 17 radio owners in our regular Daytime Listening Area wrote to us.

Here's how it happened. For five days, on regular news periods, WNAX announcers offered a Pacific War Map to listeners. These brief announcements brought 46,853 requests for the map.

The home folks did the bulk of the asking. Yes, we got out some distance . . . letters came from 21 states and 4 Canadian provinces . . . but of the total mail 45,590 letters came from WNAX's Five-State primary area in Minnesota, Iowa, Nebraska and the two Dakotas. And that's over 5.9% of all Radio Homes in our daytime listening area . . . one out of every 17!

Figure it any way you like. If you're conservative and estimate that one out of ten who hear an offer respond to it, then you'll decide that WNAX must do a thorough job of reaching just about every home in the area.

You should see our mail. The list of letterheads received among our requests reads like a combination Who's Who and Farm Bureau directory. Doctors, bankers, lawyers, governmental officers, schools, and farmers, . . . all had their dials set to WNAX. That's the result of programming that pleases.

To you this can mean but one thing. An assured audience in the Billion Dollar Market, peopled by nearly 4,000,000—a listening audience that is quick to respond and quick to buy . . . with money to spend!

Let us send you the complete story of this mail map offer with the actual county by county results. Call or write WNAX or your nearest KATZ AGENCY.

IT'S Economical TO BUY THE Big Station
AFFILIATED WITH CBS

5000 WATTS
C. P. 5000 WATTS NIGHT
A BILLION DOLLAR MARKET
WNAX
SIOUX CITY, I A. * YANKTON, S. DAK.

570 KC.
A COWLES STATION
Represented by the KATZ AGENCY
COMMENORATING the 15th anniversary of City Service Concerts as the oldest, continuously-sponsored series in radio, NBC has released a four-page news sheet, NBC Extra. Contained are pictures and biographies of the show's stars, news of the Feb. 20 anniversary and a history of the program since its inception Feb. 18, 1927 as well as Cities Service's first radio venture Dec. 29, 1925.

Dr. Christian's Contest
TOTAL of 17,760 requests for the rules of the Dr. Christian script contest had been received last week, according to officials of McCann-Erickson, New York, agency handling the Chesbrough Mfg. Co. account, which sponsors the series of the same name on CBS. Most of the replies to the announcement, made only two weeks ago, were requests for the contest rules, but some contestants have already submitted scripts. Winner will receive $2,000 for best script submitted before May 1.

Mardi Gras Time
NEW ORLEANS famed Mardi Gras has been cancelled this year due to the war, but WWL in collaboration with the local Association of Commerce will send stations all over the country a special carnival broadcast on Feb. 17, the original date scheduled. Show with music and drama will tell the story of Mardi Gras and will be written by Lyle Saxton, author of "Fabulous Old New Orleans" and "Lafitte the Pirate".

Food Market Co-Op
A COOPERATIVE commercial program, linking all participating sponsors with a super food market was launched Feb, 9 by WPEN, Philadelphia. A cash giveaway program, called Cash for Your Kitchen, the series is under the auspices of the Baltimore Food Markets, Philadelphia, placing direct. Through Adrian Bauer, Philadelphia, cooperating sponsors include the Philadelphia Electric Co., Philadelphia, for electric stoves; Charles W. Young & Co., Philadelphia, soap; and McGowen Educator Food Co., Lowell, Mass., for crackers.

Through the Mays Agency, Philadelphia, Mrs. Schlorer's Mayonnaise Products, Philadelphia, participates for mayonnaise products. Special displays are set up at the food markets for the cooperating sponsors, all sharing alike in program costs and in the giveaway. The commercial copy links each sponsor with the Baltimore Food Markets.

The program is conducted daily by Sylvia James, giving household hints and recipes interspersed with news flashes and time signals by Announcer Neil Harvey. Each day, $20 in cash is given away; the money pyramiding each day, however, instead of telephoning the listener, the telephone number is announced.

SUCCESS
Van Camp's Improved Pork and Beans became an exclusive KWK advertiser six months ago. Today, this product occupies a selling position more closely consistent with its fine quality. Still better months are ahead!
All up and down eastern New England—day and night—it's "good gunning" for WEEI advertisers. It's not enough for us to tell you that...it's up to us to keep bringing home the game. So a while ago, when the season really opened up, we went in for a "flock of surveys"—by telephone, by personal interview from early morning to late at night, from end to end of WEEI-land.

A new brochure rolling off the presses—called "A Flock of Surveys"—contains five convincing proofs that WEEI is first, inside and outside Boston. There's not a lame duck in the lot. Write for your copy.
Installation is easy when you choose a G-E FM broadcast transmitter. All parts of each unit are fully assembled at the factory. Only a few of the heavier components are disassembled for shipment. All you need to do is set the transmitter in place and attach power lines, controls, audio input, and antenna transmission line. The 50-kw transmitter proper (shown above) takes only 63.6 sq ft of floor space; the 1-kw, only 9.3 sq ft. Our complete line of matched transmitters includes ratings of 250 watts, and 1, 3, 10, and 50 kw.

You can relay programs from studio to main transmitter with practically no loss of original brilliance with this General Electric 25-watt S-T transmitter (for use in the 330-344 mc band). Frequency swing, ±75 kc for 100% modulation, meets F.C.C. requirements.

High-fidelity S-T reception is assured with this rack-mounted S-T receiver. It uses a double-conversion, crystal-controlled superheterodyne circuit specially designed for this type of FM service. It's the companion to our 25-watt FM S-T transmitter shown at the left.

PROVED AT OUR STATION FOR USE AT YOURS
**from YOUR PATH to FM**

**with G-E FM EQUIPMENT**

**5** FM station monitoring is made easy with this multi-purpose unit. It provides:
- Direct reading of center-frequency deviation (with or without modulation);
- Direct reading of modulation percentage;
- Instant calibration against a precision crystal standard;
- Adjustable modulation-limit flasher;
- High-fidelity output for audio monitor.

**6** For life-like aural monitoring of your FM programs use the General Electric JCP-10 monitoring speaker.

**4** New high-gain antennas specially designed for FM broadcasting are being developed by General Electric. Let us discuss your individual requirements for either FM broadcast or S.T. service.

**7** Tubes developed especially for FM are another G-E contribution to FM's progress. A pair of GL-880's provide the ideal method of attaining 50 kw of FM at 50 mc. General Electric offers a complete line of top performers for standard broadcasting, FM, television, or international broadcast service.

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GENERAL ELECTRIC

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Let us discuss your individual requirements for either FM broadcast or S.T. service.

**4** New high-gain antennas specially designed for FM broadcasting are being developed by General Electric. Let us discuss your individual requirements for either FM broadcast or S.T. service.

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General Electric and its employees are proud of the Navy award of Excellence made to its Erie Works for the manufacture of naval ordnance.
Censorship Loopholes

A MONTH has elapsed since the broadcasting industry began operating under the Wartime Censorship Code. The result has brought no wild acclaim from Washington officials, the public or the industry. Officials haven't meant material change, save for the loss of some business by some stations which can ill afford it, and perhaps the sloughing off of listener interest in some early-morning or late-night requests. The shock has not been too severe.

But there are other aspects of the censorship picture that do cause concern, raising the question whether the Office of Censorship is running the show or whether the military goes its own way and the Office of Facts & Figures yet another way.

The Office of Censorship, under the able direction of Byron Price and J. Harold Ryan, his radio lieutenant, has not been unreasonable, though complaints may be heard in isolated instances. The rub has come in orders from the military, usually from a subordinate in the field whose edicts must be honored but who nevertheless may not have the authority to establish policy. That, in any event, has been the experience thus far.

There was the case, immediately following Pearl Harbor, of the Army Major on the Pacific Coast who banned all testimonials and all request programs as possible purveyors of aid and comfort to the enemy. His orders were countermanded by Washington afterward, and he was "relieved" of his assignment.

There is the instance of a Midwestern station advised by a local public relations officer to cease a popular commercial dealing with war industry, under threatened pain of violation of the espionage laws punishable in the extreme by death! Then last week there was the case of WMCA, New York, relating to a commentator's observation that the Normandie fire might be the work of a Vichy-minded saboteur, which brought a rebuke from the Naval Commander and a court-martial demand by a New York newspaper.

All these may be ascribed to inexperience, lack of coordination and possibly hysteria. They certainly don't help morale.

Yet another incident, which causes some wonder as to whether newspapers are being favored over radio, is reported from St. Louis.

There a live-wire station executive and commentator learned that a St. Louis boy who was at Pearl Harbor during the attack was back home on leave. The local Naval public relations officer authorized an interview, with the script to be checked. But before clearance came for the air, the same story broke in a St. Louis newspaper—the result of an interview evidently arranged by Naval Intelligence. The whole episode, we are told, was "shot through with preferential treatment for the press".

This is only one of a number of instances of suppression by radio of material cleared for newspapers. Several radio people have commented that radio is being played for a sucker, while the harder-boiled press is being treated with deference.

Then there is what appears to be the futility of the censorship code because of the border station situation. Neither Mexico nor Canada has a code of the scope and magnitude of ours, though several of the Canadian border stations voluntarily are observing our restrictions. The big loophole is Mexico, which has a half-dozen superpower border stations booming into the Southwest and Midwest, all still operating without restraint as to requests, program content, etc. They are catering to the American rather than the Mexican audience.

All these instances are cited, not because we have despaired of equitable treatment under wartime censorship but in the hope that remedies can be found. Radio is anxious and willing to help to the utmost in the war effort. It realizes, however, that the effort may be futile unless there is effective centralization of control, and unless the border situation is adjusted.

Technical Tension

IN WARTIME many thankless but essential tasks must be performed by men of unquestioned character and strong will. One of the assignments close to the top is that of Director of Selective Service, held down effectively and commendably by Brig. Gen. Lewis B. Hershey.

All sorts of pressures, from this industry or that, are brought upon selective service officials for draft exemptions and deferments. Gen. Hershey shrewdly has adopted the policy of leaving the decisions to local boards and appeals agencies. But in given instances he has found it expedient to observe informally that certain pursuits are essential in the war effort and that draft boards can take such observations into account in considering deferments.

The last such observation came in the case of the motion picture industry. Gen. Hershey ruled that the film industry is an activity in certain instances essential to national interest. This promptly brought down the wrath of certain members of Congress, notably those identified with the pre-Pearl Harbor inquiry into the motion picture industry's handling of radio. With the war's outbreak, the isolationist philosophy evaporated overnight and that inquiry died.

Till now Gen. Hershey has not seen fit to rule on the status of broadcasting in the war effort beyond his general observation that sympathetic attention is being given to the problem of induction of station personnel, notably technicians [Broadcasting, Jan. 20]. To us, it seems self-evident that if the motion picture industry, or any phase of it, warrants classification as an "essential industry", then radio automatically is in the preferred status. The movies, to be sure, have an entertainment and morale-building function. But by no stretch can they compare with the nation's broadcasting structure which has been mustered into service as the Fourth Arm of Defense.

Radio does not seek an overall exemption. It is not attempting to get deferments for its artists or high-salaried personnel (comparable to the movies' glamour boys and the directors and producers). It seeks recognition of its engineers, operators and technicians, however. They are much in demand in war operations. The military services want close to 30,000 of them, and radio's technical man-power is heartily pitching into the task of training such men and women.

Signs are plentiful that many stations, particularly the smaller ones in outlying areas, are feeling the pinch. In some instances operations definitely have been impaired. The outlook is worse because radio generally, and the technical end particularly, is a young man's field and the young men are enlisting or being called up.

There has been no concerted effort by radio to pressure the Selective Service Office for special treatment. Gen. Hershey has not gone as far for radio as he has for the motion picture industry in advising local draft boards. We think he should recommend that they go slowly in drafting technical personnel lest a vital war operation be seriously undermined. And it's up to every station manager to take an appeal to his local board in such cases until adequate replacements are available.
RAY V. HAMILTON and E. R. Peterson have joined the sales staff of the Blue Network in Chicago, according to E. R. Borroff, vice-president in charge of the Central Division. Hamilton was manager of WKZO, Kalamazoo, and Mr. Peterson is a former officer of the Chicago Better Business Bureau.

KINGSLEY F. HORTON, sales manager at WEEI, Boston, is the father of Miss Janet Horton, who will leave the station秘密


DON S. ELIAS, executive director of WNNG, Asheville, N. C., and president of the Asheville Chamber of Commerce, has been named as chief speaker of the Washington Day Dinner to be held in the city and 17 counties of Western North Carolina.

WILLIAM DENSLOW, assistant to Frank F. Schreiber, manager of WGN, has been called as an active duty as a first lieutenant in the Army.

FIN HOLLINGER, formerly account executive of WHTL, Niagara Falls, N. Y., has joined KDE, Santa Barbara, Calif., in a similar capacity.

WILLIAM J. SLOCUM Jr., CBS director of special events and sports, has returned to New York after five weeks in San Francisco where he supervised the setting up of a news booth for the World's Fair, and then listened intently to the cover of important news emanating from the Far East.

PHILIP COHEN, of the Library of Congress Tenth Research Project, has joined the radio division of the Office of Facts & Figures.

Springfield agency, offered more attraction, and that Mr. Albert Klauber would resign his position to Badger & Browning, Boston agency.

That firm transferred him in 1933 to its New York office, where he was Badger, Browning & Hersey, to work on creative production, chiefly copy and art. During all this time he was in little radio, taking a turn for the latter agency's Literary Digest account only for a short span in 1934 when he wrote a sports column for delivery over the air by Graham MacNamee.

Shortly after he married Sarah Hersey, 1916, he joined the noted commercial photographer, on Jan. 1, 1935, both he and his bride resigned their jobs to free lance. Bill says his first real interest in radio was stimulated by an article in Fortune that year covering the growth of CBS. "Sounds like a good place to be and these fellers good to work for," he recalls saying to himself. He wrote a letter to William S. Klauber, sent it to Paley's home to be sure he read it, and awaited results. Ten days later Klauber wrote Edward Klauber's office called him for an interview.

Ed Klauber was looking over a file when Lewis entered; he asked

a few perfunctory questions and then makes it. "What job?" he asked. "What kind of job?" the man thought you can handle this job!" "What kind?" asked Lewis. "Didn't you know we were looking for a man?" the man replied. "Yes, but I didn't apply for that job," said Lewis. Klauber thereupon engaged him as commercial program director despite his lack of radio experience—on a hunch, the CBS general manager later confessed, that this was good timing. "Well, perhaps what the job needed was a fresh viewpoint unsullied by past radio experience.

It seems that CBS had placed full-page blind ads in the advertising trade papers offering an executive post to a man with highly particularized qualifications. Bill Lewis had seen the ad, had heard through the grapevine that it had been placed by Paley, had given no thought to applying for such an exalted post, and indeed had urged another qualified chap of his acquaintance to apply. His letter to Paley, he developed the story, was really a sheaf accident—possibly Paley had simply dropped it on Ed Klauber's desk—had become mingled in the file with the six culled from others replies and he thus hap-

We Pay Our Respects To —

PERSONAL NOTES

WILLIAM BENNETT LEWIS

Bill Lewis is no long-haired Rialto or Hollywood impressario. He is one of those personable young men of radio who came up by his own efforts and who likes to regard himself an idea man who knows how to execute his own as well as other people's ideas. Actually, he is the 20-year-old product of the school of "public relations" created by this still new thing called radio. He never had been an amateur actor, director or producer, and he never had worked in a radio station; yet in the short span between 1935 and 1937 he had risen by sheer ability to be CBS vice-president in charge of all broadcasts, the post he held until he resigned last Jan. 3 to become assistant director of OFF.

The OFF radio division is assigned to him, among other functions, in association with Douglas Meservey, former assistant to the program vice-president of NBC.

Born in Lakewood, O., Aug. 12, 1916, Bill Lewis attended primary school in Cleveland and was attending Cleveland's Lincoln High when his father, an advertising man, was transferred to St. Louis. Dad Norman Lewis is still president of The Ridgeway Co., St. Louis agency.

After graduation from Soldan High, St. Louis, Bill attended the U of Missouri, intending to matriculate in its famed School of Journalism. After two years, however, he packed in plenty of activity with the campus daily, comic paper and yearbook, he saw greener pastures in New York whither he went in 1924 with the idea of getting a job as a writer. His father had worked with Stanley Resor, then as now president of J. Walter Thompson Co., and the boy planned to go into the same field as a first to that executive. He got a job as an apprentice copywriter.

In 1926 he moved to the Joseph Richards Agency (now Richards & Alley) as a full-fledged copywriter; in 1928 William B. Remington Inc.,

UNCLE SAM'S gain was also a break for the radio listener and the radio industry when, a few weeks ago, a directive by President Roosevelt designated the war-born OFF of Facts & Lewis as clearing house for Government broadcasts, with William Bennett Lewis, ex-CBS program vice-president, as coordinator.

Such a traffic control for the plethora of prefabricated programs, amateur and professional, with which just about every department and bureau in Washington has been flooding stations and networks, was badly needed even before the war began.

Since Pearl Harbor, the flood has become a deluge; expanded and zealous public relations staffs in the Federal agencies have enlarged their radio activities; the wavelengths have more than often been cluttered with uncoordinated war appeals that frequently defeat their own ends by poor preparation, bad timing, repetition and sheer bore-dominion; station and network managers have been driven to distraction by endless requests and downright demands for time in the name of patriotism and the war effort.

Someone had to step in and take a directing hand. President Roosevelt himself designated Bill Lewis, a practical broadcaster and advertising man of recognized capability who was persona grata not only to the broadcasting industry but to the Government men with whom he would have to deal, and particularly with Archibald MacLeish, the Librarian of Congress and poet who had been named chief of the OFF, March 10. In the wake of the war, for the CBS v. p. had been first to produce his several verse epics for broadcasting. Who does not remember the great airs created in radio and listener circles a few years ago by MacLeish's splendid Fall of the City, Air Raid and The States Talking, all written specially for the microphone?
Jackson's population has increased 23% since the 1940 census, according to the 1942 City Directory. Jackson's metropolitan area population now exceeds 100,000.

Invest your advertising dollars with WJDX — Domain Radio Station in the growing Mississippi market.

Member of Southcentral Quality Network

WJDX – WMC – WSMB – KARK

Owned and Operated by LAMAR LIFE INSURANCE COMPANY

JACKSON, MISSISSIPPI

Faulkner in Washington

GEORGE PAULKKNER, New York radio playwright currently writing the CBS Andre Kostelanetz show for Coca-Cola, formerly handling the Reddy Vale show for J. Walter Thompson, is spending these days a week in Washington as consultant for the Office of Facts and Figures. He is attached to the radio division under William H. Lewis, for whom he wrote -part of the Forecast series when Lewis was program vice-president of CBS.

WJDX WMC

WJDX Invest

Invest in Jackson's Advertising Program that keeps your advertising dollars in Jackson.

To Grow

WSAI's Daytime program has increased the metropolitan city's audience by 7%. The program sells your advertising dollars to the network.

Radio Advertising

FIRST radio blackout baby was born at 1:15 on the morning of Jan. 24 to Henry C. Putnam, national sales manager of KGBM, Honolulu.

When signs of the storm's approach were indicated, Putnam packed Mrs. Putnam in the family car at 12:50 a.m. and drove to Kapiolani hospital. His KiGBM pass got him past the guards on blacked-out streets, and into the hospital grounds.

Going into the hospital for assistance, he returned to the car with a doctor and nurse only to find that a baby daughter had already arrived, weighing 6 pounds, 6 ounces. Mrs. Putnam and daughter are getting along nicely—"much better than Mr. Putnam," says KGBM.

William B. Lewis

(Continued from page 31)

was program vice-president of CBS.

War Series Given to Independents

FIRST four-network series in history, This Is War!, broadcast Saturdays at 7 p.m. on behalf of the U.S. Government, is available to all independent American radio stations, it was announced last week by H. L. McConnell, head of the production unit for the series. Officials of the Blue Network, CBS, CBS and NBC, companies bearing the operating costs of the series, "feel that the importance of these programs is outstripping the mobilization of the industry's resources so that the programs will be available to every listener," Mr. McConnell stated, adding that any station desiring to broadcast the series has only to request one of the networks to feed the programs to it.

The opening broadcast Feb. 14 featured Robert Montgomery, lieutenant in the Navy and screen star, an all-star cast, and Archibald MacLeish, head of the OFF, delivering a message from President Roosevelt.

Harold See Appointed

HAROLD P. SEER, an engineer who has worked in the television division since 1936, has been appointed senior television supervisor for all field and studio engineering activities of NBC television, assisted by A. E. Jackson, NBC engineer. Mr. See succeeds F. A. Winkel, recently named New York division engineer of NBC.

Putnam, with it. His own personal discoveries were Norman Corwin, the fact that he took off his shirt and hat when he took off from 20th Century Fox's publicity department, and the crack producers, Bill Robson and Charles Van Enger.

His first call to the Federal service came last September when Mayor LaGuardia asked him to come down to Washington with the newly forming OFF, and he took leave of absence from CBS to become a dollar-a-year man. When Archbishop MacLeish took over OFF, the radio business became more clearly delineated. The OFF setup has no dollar-a-year men, and in keeping with policy he resigned his CBS post for the comparatively modest Government salary that the assistant directorship pays.

Enlisting for the duration, he and Mrs. Lewis, and their two children, Lawrence Johnson, 5, and Sarah Ragan, 3, have substituted a leased country house on the outskirts of Washington for the farm home they own in Connecticut.

Though his Government duties are arduous, Bill Lewis still hopes he can come home to read and write, keep up his music, his home relaxation; for photography, a favorite hobby, and for deep-sea fishing, the sport he loves most. But he doubts very much whether his deep-sea spirit, Cuba's tarpon, Bimini's bonefish or the Florida Key's magnificent variety of fishing will see him in action again for a long, long time. Like many other sportsmen, that's one of the lesser but nevertheless bitter gripes he has against Hitler and the Japs.

Raymond G. Simmons, space heater of Meldrum & Fewsmit, Cleveland, has been elected a vice-president.
Boulder Dam, the highest structure of its kind in the world, stands in a class by itself as an example of engineering effort and creative genius.

WTIC, too, is in a class by itself as the No. 1 medium for reaching the great Southern New England market . . . a market where buying income is far above the national average.9

Sell your product to the people in this prosperous area through friendly and dependable WTIC. The results will convince you that

THERE'S NOT ANOTHER LIKE IT!

*Sales Management, December 1, 1941.

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC Red Network and Yankee Network
Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco
Tommy Velotta, former assistant to Phillips Carlin when he was director of programs for NBC-Red, which capacity he now holds with the Blue Network, has joined the Blue as assistant to G. W. (Johnny) Johnstone, head of the news and special features division of the Blue.

Ray Forrest, first regular announcer on NBC's television station, WNBT, who in the past two years has served as commentator for all types of programs presented in the studio and by the mobile unit, on Feb. 19 reports for active duty as a lieutenant in the Army Signal Corps at Ft. Monmouth, N. J., where he has been assigned to a film production unit.

Jack Lescoule, one of the originators of the early morning "grouch club" idea, has joined WNEW, New York, as associate a.c. with Blue Shaw of the Milkman's Matinee program. Replacing John Fiore, who has resigned to join the Army, Mr. Lescoule handles the program Sundays and Mondays, assisting Shaw the other five weekdays.

Winthrop Parkhurst, former radio and music editor of Newsweek, has joined the sales promotion department of the Goldbergs' Sunshining House, New York, which publishes consumer Program magazine.

Howard Susbaum, formerly an NBC production director, has been named assistant to Harry Frazee, production manager of the Blue Network.

William Fifield, one-time CBS Chicago announcer and freelance magazine writer, has joined NBC Hollywood continuity staff.

Paul Masterson and John M. Kennedy, formerly announcers of KMPG, Beverly Hills, Calif., and KPAC, Los Angeles, respectively and Hark Weaver, who handled remoter broadcast from The Palladium, Hollywood, have joined the Blue Network announcing staff in the latter city.

Don Quinn, Hollywood writer on the weekly NBC Fibber McGee & Molly show, sponsored by S. C. Johnson & Son (was), accompanied by Mrs. Quinn, is currently in Chicago, where they have adopted a boy from the Evanston Cradles. Child has been named John Louis Quinn, in honor of John Louis, vice-president of Needham, Louis & Trovby, Chicago agency servicing that account.

Robert Mosher, New York writer of J. Walter Thompson Co., has been transferred to Hollywood to work with Joe Bigelow on scripts of the weekly NBC Chase & Sanborn Show.

Reita Brown, recent graduate of Boston U., has been placed in charge of the morning clearance department of WEGB, Boston, succeeding Dorothy Mitchell who resigned due to poor health. Mrs. John Farnell joins the department as Mrs. Brown's assistant.

Baskett Moses, of the special events department of NBC Chicago, has been assigned to the sales promotion department of the Goldbergs' Sunshining House, New York.

Fred Taylor, KSU, Salt Lake City, studio supervisor who recently enlisted in the Army, has been assigned to the morale and recreational department at Fort Douglas.

Bill Ward, KOL, Seattle, continuity writer and transcription librarian, has moved to California. Bill Gunning replaces him.

James Boozer, reporter of the Washington News, and Edward Wallace, of the South American department of the AP, New York, have joined the NBC news and special events staff, replacing Bob Eisenbach and Harry Caplan, both of whom have been called to military duty.

James Weldon, script writer of WICC, New Haven, has been engaged by Elizabeth Smith, of Milford, Conn.

Vera M. McHener, copy editor of KIL, Denver, has returned to work after a two-week illness.

John Ames, announcer of WSPD, Toledo, has enlisted in the Army Air Corps.

James S. Brown has been appointed program manager of WLM, Marionette, Wis.

Ken Meyler, chief announcer of WATN, Watertown, N. Y., who broadcasts local baseball games for Atlantic Refining Co., has resigned to join the Royal Canadian Air Force.

Harry Adams, former m.c. of a weekly quiz program at WWRL, New York, has resigned to join WATX, Watertown, N. Y., as announcer and salesman.

Joseph Littau, former NBC staff announcer who recently has been director of the New York World's Fair orchestra and the Roxy Theatre orchestra, has been appointed director of NBC's international division musical library.

Mrs. Doris Corwith, assistant to Dr. James Rowland Angell, NBC public service counsel, last week started a series of speaking engagements on the subject "Radio in a Democracy."

Frank Butler, formerly of KSTP, St. Paul, and Bill Garlaitz and Ed Wegener, from WLB, Minneapolis, have joined the announcing staff of WCCO, Minneapolis.

Harry Mizele, U. S. Navy graduate, has joined the program department of WPTF, Raleigh, N. C.

Charles Freed, formerly of WKBW, Buffalo, has joined the announcing staff of WBG, Glenside, Pa.
CBS, Hollywood, Gives 25 to Military Forces

INROADS on CBS Hollywood personnel since start of war Dec. 7 have affected all departments with more than 25 having resigned to serve in some branch of the armed forces. Among those in service are: Ernest Jarvis, Norman McDonnell and Glenn Middleton, production staff; Robert Hogan and Donald Sanford, transcription department; Jack Clinton, Earl Frady, Clark Deere, Paul England, Robert Hall, James Lewis and Grant Theis, guest relations; Richard Hayes, Allen C. Peck and Ed Paine, engineering department; George W. Carter, publicity; Peter Robeck, continuity; William Shaw and Henry Flynn, account executives; Maurice Webster, announcer; Jack Feldman and George Reed, mail department; Richard Kohler, actor; Bob Bradley, vocalist. Carrying out policy of giving each man one month's pay for each year he has been in the service, network executives are also holding open positions for leases upon their returns from active duty.

AL EVANS, formerly of WTOC, Savannah, has joined the announcing staff of WRAL, Raleigh, N. C. Bill Borge, comedian-pianist on the NBC Kraft Music Hall, has joined the production department of KOA, Denver.

CARLTON BECK, announcer of KOMA, Oklahoma City on Feb. 2 married Pearl Thayer of Fort Fort; Bill Gilmore, actor-announcer of KOMA, on March 7 is to marry Jean Novelli of Oklahoma City.

MILDRED WILLIAMS, continuity editor of WDNC, Durham, N. C., has resigned to accept a Washington government position.

FRANKLIN EVANS, announcer of WDNC, Durham, N. C., is the father of a son born recently.

JOHN BRADFORD, formerly of WYN, WHL, WEBR and WEEU, has joined the production department of WFMJ, Youngstown, O.

ED WHITNER, formerly of WCRS, Greenwood, S.C., has joined the announcing staff of WCSC, Charleston, S.C.

MRS. EARL FREDERICKS, of the continuity staff of KIBO, Seattle, suffered a knee injury in an auto accident. She was returning from her honeymoon trip.

HUGH TURNER, announcer of KLS, Oakland, has joined KTO, San Francisco.

BERTON BENNETT, announcer of NBC San Francisco, has been appointed chief announcer of KPO.

HARLAN DUNNING, former announcer of KSFO and KFRC, has been appointed production manager of KSFO, San Francisco.

ROBERT EDWARDS has been added to the news staff of KSFO, San Francisco.

HILL MORROW and Ed Beloin, Hollywood writers for the NBC Jack Benny Show, have been signed to play the role of producers and collaborate in writing the 20th Century Fox film, "Cleopatra." CARLTON ALBEE, Hollywood announcer, is the father of a boy born Feb. 10. Mrs. Albie is Martha Scott, film star.

The Dayton Station

WING WIZE EFFECTS

EFFECT RECORDS, NEVER BEFORE RELEASED!

NUMBERING OF RECORDS AND RELATED GROUPING!

CATALOG CONTAINING COMPLETE CINDEX!

Be sure to write for this Catalog, listing Standard's newest Sound Effects and revised groupings.

Paul H. Raymer, Representative

BUFFALO BROADCASTING CORPORATION

5000 Watts by Day
1000 Watts Directionally Intensified by Night
HOOPER-HOLMES Popped these questions to 900 key agency executives and radio advertisers.

1. What trade publication do you consider #1 for your authentic radio news? #2? #3?
2. What trade publication do you consider the #1 advertising medium for radio stations and networks? #2? #3?
3. What YEARBOOK, ANNUAL, etc., do you refer to for accurate radio information?

And up popped these answers...

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

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

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Broadcast Advertising

The Weekly Newsmagazine of Radio

National Press Bldg., Washington, D. C.
HENRY J. TAYLOR, correspondent for the North American Newspaper Alliance, who recently returned from Europe, on Feb. 7 started a twice-weekly program of war analysis on WHN, New York, making that station's sixth regular news commentator. A book, "Time Runs Out," detailing the history of his European trip, is now on the presses of Doubleday, Doran & Co.

JACK HOLMES and Ron Deacon, formerly the announcing staff of CKK, Brandon, Man., are now with the Royal Canadian Artillery. Holmes has rank of bombardier and Deacon as an instructor staff.

TILLIE JANE REED, of Pittsburgh, has joined the news department of WKBW-CLE, Cleveland. Othephyritis, WKBW-CLE adds to Don Danielson, Ann Rohan, receptionist, and Kay Davis, copy.

JAMES EBERLE, announcer, has been promoted to program supervisor of WJJ, Detroit, Charles Gussman, of Chicago, succeeds Mr. Eberle while Charles Farrell replaces Jack Wyatt, WJJ announcer, who has zone to WNEW, New York.

BERNARD LADENDORF, formerly of WHJ, Detroit, has succeeded Richard Slade on the announcing staff of W45D. Detroit, Mr. Slade has gone to WJKW, Wheeling.

GEORGE ANDERSON has been named director of continuity and publicity of KROD, El Paso.

LOU LIVINGSTON, KROD, Spokane, continuity writer, has resigned to take a defense job on the West Coast. Thelma Sprague, formerly with the Associated Country Newspapers of Spokane, takes his place.

JACK DAUB, formerly of WDPJ and WAPJ, Chattanooga, VSPJ, Sarasota, Fla.; WCOA, Pensacola, and WJBY, Gadsden, Ala., has joined the announcing staff of WWNC, Asheville, N. C.

TOM MCKNIGHT, Hollywood producer of the CBS "Blindie" program, has recovered from a minor operation.

PHIL MACMURRAY, announcer of KFJ-RCA, Los Angeles, has resigned to join the Army Signal Corps. Succeeding him is Rollie Thomas who left over from KJJ, Hollywood. Bill Kennedy, formerly WWJ, Detroit newspaper, has taken over Thomas' KJJ announcing duties. Jim Barry, KJWB, Hollywood, announcer, has joined KFJ-RCA, taking assignments formerly handled by Tom Frisand. now a Navy ensign.

LORIN MYERS, merchandising director of WSR, Atlanta, and Charley McClure, of the same department, have added the publicity work of Ralph Williams who resigned to join the Marines.

JOHN CARLSON, of the Chicago staff of WSB, Atlanta, formerly has joined the publicity staff of CBS Chicago, succeeding Don Danielson, drafted.

ALAN PAGE, announcer and publicity director of KVOO, Tulsa, is the father of a baby girl, Patricia Ann, born recently.

JOE MATHEWS, program and sports director of WGKV, Charleston, W. Va., is the father of a boy, born recently.

KAY KANIN, Hollywood writer, has been assigned to a new weekly quarter-hour defense program, "The Women's Angle," on NBC Pacific Regional.

JAMES COBERT, advance man for Hal Masterton Productions, producers of "Service With A Smile," and Alain, Eloise Shows of New Orleans were married recently in the studios of WCOA, Pensacola, Fla.

JACK BAILEY, formerly chief announcer of KGB, San Diego, Cal., has joined the KJJ, Hollywood, announcing staff.

BERNARD KEATING, formerly reporter and photographer for the Palm Beach (Fla.) Post-Times and Associated Press, has joined WIBX, Utica, N. Y., as announcer and copy writer.

PAUL CHIEFF, former CBS page boy, has been named an assistant in the CBS news room.

MONROE UPTON, Hollywood writer on the NBC "Alford Show," is the father of a boy, born recently.

DON FISCHER, announcer of WRC, Washington, is the father of aboy, born Jan. 20.

RUTH LEE, has joined the staff of WGBH, Columbus, Ohio, to conduct a new show, "For Women Only.

ROBERT FREAR, announcer of WIBX, Utica, N. Y., is now stationed at Montgomery, Ala., as a cadet in the Army Air Corps.

KENNETH E. SHAW, production manager of Telecast Productions, New York, has been inducted into the Army.

HAROLD FULTON, merchandising director of WBO, Des Moines, is convalescing from a minor operation.

SPORTS TROPHY for the "outstanding studio sports program of 1941" was presented by J. G. Taylor Spink, publisher of "Sporting News," weekly sports paper (left), to Hubert Taft, general manager of WKRC, Cincinnati (right), for that station's Quiz Bowl. Presentation was made during a regular broadcast of the quiz show.

Sargent Named to Head WLW Specialty Sales

LOU E. SARGENT, formerly with Harald P. Ritchie & Co., has been named head of Specialty Sales Inc., new division of WLW, Cincinnati, created to provide a selling service for manufacturers. Sargent is organizing a sales force that will be prepared to offer its services either to supplement a manufacturer's regular sales organization, or to supply a short-term sales group for particular intensive selling campaign.

Robert E. Dunville, general sales manager of the broadcasting division of Crosby Corp., said contracts with manufacturers will be offered for a minimum of one week and for a maximum of 90 days, either on a "flat rate" or "per call" basis. A manufacturer needs not be a WLW client, he said.
WPER, in DeLand, Fla. Deleted on Own Request

DELETION of WPER, DeLand, Fla., construction permittee for a new local since Nov. 28, 1940, has been formally enacted by the FCC following a notice from the holders surrendering their construction permit. The letter, under date of Jan. 27, stated certain expected changes in ownership within the company had failed to materialize so that under present conditions it was not possible to build.

WPER had been granted 250 watts on 1310 kc., later shifted to 1340 under NARBA, to Tropical Broadcasting Co. Principals were eight local businessmen, each with approximately a 12% interest and headed by Carl E. Raymond, dean of the Law School, Stetson U., as president. The CP had expired last Jan. 1 at which time the Commission signified intention of deleting due to WPER's failure to ask an extension.

ON the fence Wonderin' WHICH STATION TO USE TO COVER the RED RIVER VALLEY? WDAY IS the ONLY STATION THAT does a JOB!

G. Washington Quiz


Hungry Tar

WHILE enjoying a box of candy from home, Paul Bressard, formerly of the traffic continuity department of WING, Dayton, O., and now a recruit at the Great Lakes Naval Training Station, noticed a nearby sailor hungrily eying the box. Bressard immediately offered to share and in the following conversation learned that the other was Fred Bradshaw, formerly of the engineering staff of WING's sister station, WIZE, Springfield, O. Although they had never met, each recalled seeing the other's name on production sheets exchanged by the stations.

Norfolk Grant Denied; Portsmouth Probe Set

DIRECTING a further hearing in light of the existing situation as to the availability of materials, the FCC last Wednesday denied a petition of Portsmouth Radio Co. for a grant of a new loci in Portsmouth, Va., without hearing. Portsmouth Radio Co. is headed by R. G. Hoffheimer, Norfolk theater operator, president, and 33 1/3% stockholder. Other principals are Herbert Gerst, local laundry owner, secretary-treasurer, 26 2/3%; A. J. Hoffheimer, attorney, 20%; Prettlow David, auto dealer, 20%; Alex H. Bell, insurance agent and Virginia representative of Dill Parking Meter Co., vice-president, 6 2/3%; E. J. Brickhouse, auto accessory dealer, 3 1/3%.

At the same time the Commission denied the application of E. N. Wallace, chief engineer of WOLS, Florence, S. C., and G. E. Schnibben, Florence theater operator, seeking facilities in Norfolk. Norfolk and Portsmouth are adjacent cities.

A third application by Tidewater Broadcasting Co., also for a Norfolk station, had originally been set for joint hearing with the aforementioned applicants, but later withdrawal of its own accord.

E. Ogden Driggs, commercial manager and engineer of WINC, Winchester, Va., and his wife, Louise Rost Driggs, have applied to the FCC for new 250-watt station on 1840 kc. in Frankfort, Ky., under name of Frankfort Broadcasting Co.

Add to present WJHL market data - - - - - -

- Two NEW TVA Dams
- $50,000,000 Defense Spending
- 5,000 to 10,000 additional laborers
- Only regional station within 75 miles

1000 WATTS - 910 KC - blue net

WJHL

International Radio Sales
Representatives

W. Hanes Lancaster, Manager

Broadcasting - Broadcast Advertising
KSFO Constructs Offices and Studios
Plans Spring Completion of Elaborate New Quarters

KSFO, San Francisco, has contracted for new studios and offices in the Hotel Mark Hopkins, atop Nob Hill in San Francisco.

CBS in San Francisco recently filed proceedings in the Superior Court to eject KSFO from the CBS Palace Hotel studios, charging KSFO overstayed its time in the quarters, which KQW, now CBS affiliate, is waiting to occupy [BROADCASTING, Feb. 9].

The Mark Hopkins radio quarters will house both KSFO and KWID, new 100,000-watt international shortwave station, now under construction by the same ownership.

Completion by Spring

Lincoln Dellar, general manager of both studios, said the new quarters are to be completed by early spring. Six studios, master control room and engineering headquarters will be constructed in the main building with an adjoining separate building to house executive offices and office personnel. The new setup will cost approximately $75,000 and will be operated on a long-term lease.

"Remaining in Columbia's head-quarters beyond Jan. 1 has been inconvenient for all," Mr. Dellar said, "but their notice of change in network affiliation in this area and their desire for us to vacate the present studios was received only a few weeks before the change was made, leaving little time to find a new location suitable for our expanded needs."

Mr. Dellar has chosen a staff of English-speaking newscasters for KWID. They are Bob Andersen, Austin Fenger, William Winter, Robert W. Desmond and Brooke Temple. Andersen has been KSFO news editor for several years. Fenger is editor of the Farm Journal on that station. Winter is a news analyst, who is also heard on CBS network broadcasts and KGEI. Desmond heads the school of journalism at the U of California. Temple formerly handled news on stations in the East and recently joined the KSFO news staff.

KSFO has filed a demurrer to the suit charges of CBS, which was heard in court Feb. 4. The judge overruled the demurrer and decreed that KSFO must file an answer within three days.

WHO Boxers to Chicago

FINALS in the Golden Gloves Tournament sponsored by WHO, Des Moines, were held Feb. 9 with nearly 20,000 attending the four-night series of eliminations which preceded the finals before the 1942 Chicago Tournament in which the Iowa boxers will participate. Team will be accompanied to the Chicago meet by Harold Fair, WHO program director and Bill Brown, WHO sports editor.
EUGENE F. ROUSE, head of the Los Angeles office of the New York agency, has been named to direct Southern California public relations activity of the Defense Bonds and Stamps Com- mittee. Rouse was recently elected to the Los Angeles Rotary. He will move to the southern California office, which he helped found seven years ago.

JIM BALE, Hollywood publicity director of J. Walter Thompson Co., is being transferred to the agency's New York office, leaving the West Coast Feb. 20. Although new duties have not been defined, it is likely he will continue in press relations. Nor- man Blackburn, who has been writing and directing commercials for J. Walter Thompson Co., will in addition take over Bale's former publicity duties.

BEATRICE MARRY, formerly on the copy staff of BBDO, New York, and later director of collateral advertis- ing for the New York World's Fair, has joined Reiffel-Johnstone, New York, as copy director.

DOROTHY ROBERTS, formerly as- sistant thesaurus of J. Walter Thomp- son, has joined Blackett-Sample-Ham- ilton & Co., as budget director of the P & G account.

Reasons in Federal Post

JOHN W. RUNYON, former radio director of Ted Bates Inc., New York, has joined the radio division of the Committee on Inter-Ameri- can Affairs to spend about a month in New York after which he will set up and manage a Holly- wood branch office. Mr. Runyon will supervise motion picture and radio talent for live and tran- scribed broad- casts, specializing on the Latin American side of the radio division as well as working on the division's programs in this country.

E. W. FRANK, formerly production manager of Lord & Thomas, Chicago, for 20 years and on the advertising staff of Motor Age, has joined Mac- Farland, Avery & Co., Chicago, as product manager. He replaces L. Dooley who resigned to enlist in the Army.

LAWTON CAMPBELL, vice-presi- dent in charge of radio for Ruthrauff & Ryan, after several weeks in Holly- wood for program conferences, has returned to New York.

JACK GALE, radio director of Charles H. Armour Co., Los Angeles, has resigned to join National Concert & Artists Corp., which has established a Hollywood office at 5650 Sunset Blvd. under management of Charles B. Smith, George Halft, of NBC Holly- wood production department, has joined the services as account executive.


BLAINE BUTCHER, talent agent and producer of Leuen & Mitchell, New York, has been named production manager. He has been super- vising the Walter Winchell Sunday night broadcasts.

FREDERICK REYNOLDS, formerly a copy group head at J. Sterling Gettell, New York, has joined the copy staff of Leuen & Mitchell, New York.

JULI S. CANTOR, of the radio department of Selle & Cantor Adv., Phila- delphia, in Philadelphia, returned last year she produced her own programs on WDAS and WIP in Philadelphia. Also joining the agency is Martin Paris, formerly of the advertising staff of the defunct Philadelphia Public Ledger.

L. A. Producers Elect

CARROLL O'MEARA, Hollywood as- sistant manager of Young & Rubicam, has been elected president of Radio Producers Assn., that city. He suc- ceeds Mann Holzer, of Benton & Bowles, resigned. John Swallow, NBC western division program director, has been named secretary, with Wayne Griffith, BBDO producer, curator of records. All members contribute to the Red Cross blood bank.

JOHN KUCERA

THE BEST-LAIRED plans of John Kucera, supervisor of network radio of Young & Rubicam, New York, called for a career in architecture and went into radio.

Yet, perhaps, there is some connection between John's early am- bition and his present work. For after he is still a builder and a planner — supervising the setting up of network schedules, planning mar- kets in which to advertise different products. With Y&R John has been associated principally with two ac- counts: General Foods and Bristol-Myers. Down the line, he has set up schedules for all GP products handled by Y&R including Grape- Nuts, Jello-O and Jell-O products, Sanka Coffee, La France, Satina, Calusnet, Swans Down and Minute Tape. And for B-M he has worked with Sal Hepatica and Mint-Rub accounts.

Like many of his colleagues, John gained his early radio training at NBC. Back in 1932, fresh out of college, he joined the traffic department, by 1936, moving into spot and local sales and in 1937 going to network sales traffic. These years gave John backgrounds in stations and station relations. He moved to Y&R in 1938.

Statistically speaking, John was born in New York City, April 11, 1911, attended school there until 1927 when he prepered at Exeter Academy in New Hampshire. From there he went to Yale, intending to be an architect. Still a resident of Manhattan, John goes in for tennis, swimming and skiing.
2% Cash Discount Adopted by Wilder For Three Outlets

Bases Action on Exigencies Of Wartime Operation

ADOPTION of a 2% cash agency discount from rate cards for 10-day payment of bills is announced by Col. Harry C. Wilder, operating WSYR, Syracuse, WTRY, Troy, and WKNE, Keene, N. H., on the ground that buyer and seller controversies should not be carried on during wartime.

No other changes in discounts or rates of the three stations will be affected, said Mr. Wilder, in explaining that the discount becomes effective April 1. He added that he took the action after long exploration of the subject and described it as a trade practice that deserves industry support.

The discount problem has been discussed from time to time since early days of the broadcast industry. According to NAB sources, only a small percentage of stations have granted a 2% cash discount and these have frequently been newspaper stations bound by a practice more common in that medium.

Gamble's Plea Rejected

Plea for a 2% cash discount for agencies was made to the NAB board of directors at its Aug. 7, 1941 meeting by Frederic R. Gamble, managing director, American Assn. of Advertising Agencies. The board in effect killed the idea by placing it on the table.

At meetings of the Sales Manager's Executive Committee of the NAB the project has been discussed briefly but no action has been taken because of the board's stand.

Mr. Wilder's announcement of his action follows:

"In war times it is not good judgment to continue controversies between buyer and seller which serve no good purpose. This is the time to defer to agencies and advertisers on all disputed policies possible to concede. The advertiser has conceded much to us and has been very liberal in supporting our stations. Our business is very healthy today and we have gained more advertisers than we have lost the past two months.

"Because the national advertisers and agencies are so very strong for the cash discount, we have concluded this is the best time to grant it. Starting April 1, WSYR, WTRY and WKNE will add a 2% 10-day cash discount to its current rate cards. No other changes will be made in discounts or rates.

"I have long explored this subject and have at length concluded this is a trade practice that deserves our cordial support. I do not feel we can justify longer withholding a cash discount from advertising agencies, who have such compelling reasons for it. It is better to put it on the rate card than to grant it only under pressure to some and thus discriminate."

Hollywood Horsewomen

COMBINING horsemanship with first aid skill, five CBS Hollywood feminine personnel members have joined the Red Cross cavalry unit and are training to serve communities that might be cut off from motorized assistance during an emergency. They are Carolene McCloskey, public relations; Alice Maginnis, sound effects; Helen Jobe, production; Virginia Deen, programs and Pat O'Brien, script.

Blair Transfers

R. H. BOLLING, manager of the Detroit office of John Blair & Co., has been transferred to the company's New York office, managed by his brother, George Bolling. Paul Ray, also of the Detroit office, has been moved to the Blair Chicago office, and no replacements have been designated in Detroit.

FULTON LEWIS, JR. IS AVAILABLE

For Sponsorship in Your City

Here's the easiest "safe" you ever made! FULTON LEWIS, JR., is the man of the hour with the news of the day.

Now sponsored on 59 Mutual stations from coast to coast and available for sponsorship in your city at a talent charge amounting to your ONE TIME QUARTER HOUR RATE PER WEEK!

Fulton Lewis, Jr.'s popularity is as sensational as the trail of sales successes he has compiled for advertisers from coast to coast. From bakeries to banks—coffee to coast—sponsors are selling merchandise and renewing contracts for this outstanding new commentator—broadcasting 5 times per day Monday through Friday from the studios of Station WOL in the Nation's Capital.

For further information—wire, phone or write: WM. B. DOLPH.
BROADCASTING

Broadcast Advertising

STATION ACCOUNTS
ap—studio programs
t—transcriptions
so—spot announcements
—transcription announcements

WFWA-WRAP, Dallas-Fort Worth
Chapman Bros., Dallas (luggage and leather goods), 2 w., thru
Fletcher, Houston, Tex. 

P. Lorrillard Co. New York (Ripple To- 
mitchell, N. Y.

Pepper-Cola Bottling Co., New York, 35 w., thru 
Continental Pepsi, N. Y.

Bayer-Senman Co., Cincinnati, 26 w., thru Thompson-Koch Co., 
Cincinnati.

Sledge Mfg. Co., Tyler (work clothes), 3 w., thru 

W. H. Sherman & Co., Fort Madison, Ia., 
3 w., thru Russell M. Seeds Co., Chicago.

Braille-Moore Co., New York (Salt Hi- 
Cincinnati, N. Y.

Pepper-Cola Bottling Co., New York, 35 w., thru 
Continental Pepsi, N. Y.

NWJX, Minneapolis

Billy's Alax Hatchery, Pierz, Ill. 76 w., thru 

Sterling Insurance Co., Chicago, 65 w. thru 
Allied & Home Mgmt., Chicago.

Kegloff Co. Battle Creek, Mich. (All- 
J. E. Kenney & Eckhardt, N. Y.

Continental Oil Co., Ponca City, Okla. 

Koval Bros., Los Angeles, 92 w., thru 

Gold Broadcasting Co., Los Angeles, 92 w., thru 
R. H. Alber Co., Los Angeles.

Koval Bros. Los Angeles (Crates, Mendoza), 4 w., 

WOWO-WGL, Fort Wayne

Femline Products, New York (Arrid), 

Broadway's Limited, South Bend, Ind. (beverages), 2 w., thru R. A. Morris 

Paraffine Companies, San Francisco (Pabco 
Romain, Clorox, Delon, etc. (Romain 

Ipsen Educational Bureau, New York, 

City College, Long Island City, 26 w., thru 

Bake-Off Co., Los Angeles (chain apparel shops), 6 w., thru "Bake-Off" 

Parfum, Los Angeles (chain apparel shops), 6 w., thru "Bake-Off" 

WIND, Gary, Ind.

Drewery’s Limited, South Bend, Ind. (beverages), 2 w., thru R. A. Mors 

MacFadden Publications, New York, (True 

Sunsweet Co., New York (Sunsweet 


Carter Products, New York (prospector), 

Mansfield Lumber Co., New York, 15 w., thru 

Frank G. Shuttlecreek Co., New York (充分体现), 27 w., thru 

WCAU, Philadelphia

G. Washington Coffee Refining Co., Morris 

WACS, New York

Carter Products, New York (prospector), 

Mansfield Lumber Co., New York, 15 w., thru 

Frank G. Shuttlecreek Co., New York (充分体现), 27 w., thru 

WCAU, Philadelphia

"I could tell you a SIMPLER way to see something, Mister!" Adv.
FOOD TALK takes the air while Jack Price (1 to 7), account executive of Sherman K. Ellis, Chicago; George McLaughlin, head of production and buying of W. F. McLaughlin & Co., Chicago (coffee); and Don Kelly, sales promotion manager of WLS, Chicago, gather for an interview by Jane Tucker, woman commentator of WLS, in the station’s booth at the recent National Canners Convention in Chicago.

Radio Advertisers

SHEFFIELD FARMS Co., New York, on Feb. 16 will take over the Monday, Wednesday and Friday 8-9 a.m. period of the Woman's Page of the Air on WABC, New York, for its cottage cheese, the following week shifting to Tuesday and Thursday at the same time. Agency is N. W. Ayer & Son, New York.

PLANTERS NUT & COCOA Co., Wilkes-Barre, Pa. (peanuts), is sponsoring David E. Keenan’s 8-15 a.m. news commentaries on WNEW, New York, on the Tuesday evening spot vacated by DeKoven Waterfilm Boiler Co., New York, because of priorities. Mr. Keenan is heard Monday through Friday and Sunday, sponsored by R. C. Williams Co., New York (Royal Select stores); Zeidenberg Cigar Co., New York; Simon Ackerman Clothes, New York; Agency for Olsen Co., in O. J. Hartwig Agency, N. Y.

LAURA SERCOID Candy Shops, Toronto (chain), has started on CFRP, Toronto, and CBM, Montreal, twice-weekly Red Butte, pinball, with thirty-four-hour evening programs. The campaign will begin weekly on March 2 and includes: CKSO, Sudbury, Ont.; CFRP, Kingston, Ont.; CFPL, London, Ont.; CKCO, Ottawa; CFCH, North Bay, Ont. Account was placed by Cockfield Brown & Co., Toronto.

HOD CARMEL KOSher PROVIN Co., New York, is sponsoring Your Happy Sweeney Sunday afternoons on WHN, New York, featuring old and new folk songs, and ballads, for its delectable products. Agency is American-Jewish Broadcasting Co., New York.

NESTLE'S MILK PRODUCTS (Canada), Toronto, on CFRB, Toronto, and CKAC, Montreal, has started five-weekly Lucky Listening, musical quiz show of recorded numbers with cash and credit prizes for correct answers. Account was placed by Cockfield Brown & Co., Toronto.

MAGIC BAKING POWDER Co., Toronto, has started three transcribed spot announcements daily on a large number of Canadian stations. Account was placed by J. Walter Thompson Co., Montreal.

OLSEN Co., New York (home insulation), has undertaken sponsorship of John B. Kennedy's news commentaries on WNEW, New York, on the Tuesday evening spot vacated by DeKoven Waterfilm Boiler Co., New York, because of priorities. Mr. Kennedy is heard Monday through Friday and Sunday, sponsored by R. C. Williams Co., New York (Royal Select stores); Zeidenberg Cigar Co., New York; Simon Ackerman Clothes, New York; Agency for Olsen Co., in O. J. Hartwig Agency, N. Y.

ILLINOIS STATE HATCHERIES, Springfield (Big-Boy Baby Chicks), has started half-hour daily variety program at noon on WCHS, Springfield. Ill. Merchandising includes gifts for Future Farmers of America in the listening area.

Serial on WOR Via Disc

FIVE WEEKLY dramatic series, Aunt Jessy’s Stories, heard on CBS under sponsorship of Lever Bros. Co., Cambridge, for Spay, is being broadcast via transcription on WOR, New York, Mondays through Fridays, 8:30-8:45, M.Agency is Ruthrauff & Ryan, New York.

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

"Take it easy, son. Mr. Plumpso has never been in a Pullman before. How could he know the lower berth is so much better?"

In radio the lowest frequency is the choicest spot. The lower a station’s frequency the longer its wave, the longer its wave the stronger its signal. WMCA occupies New York’s lowest frequency (570) with enough power to cover the New York market thoroughly and economically.

SPOTCASTING BUILDS MORE SALES...AT LOWER COST!

More money for the HOT SPOTS

Nething wasted on the DEAD SPOTS

Special attention to the TOUGH SPOTS

JOHN & COMPANY

NATIONAL STATION REPRESENTATIVES

BROADCASTING • Broadcast Advertising

February 16, 1942 • Page 43
Child Research
(Continued from page 20)

WYSR SYRACUSE

posal was a $65,000 annual budget for the projected research and service agency. The proposal declared that "as a general policy, it is recommended that this agency should be financed by commercial interests which profit directly from children's radio programs." One suggested source of these funds was a percentage of the annual gross billings for children's programs on networks, along with a percentage of the annual gross billings by individual stations for commercially sponsored non-network juvenile features.

The $65,000 budget estimate included a $6,000-per-year agency director, $20,000 for five research associates, $10,000 for part-time field representatives, $3,000 for a statistician, $4,500 for three office secretaries, $6,000 for supplies and equipment, $4,000 for office rent, $6,000 for travel, and other items for special services.

A key preliminary step to setting up the agency, under the suggested plan, would be selection of a "controlling committee," representing the advertisers and commercial sponsors of children's programs and the broadcasting industry and the Federal Radio Education Committee.

The special conference was called Jan. 21 by Dr. Studebaker, following up a suggestion several months ago that FREQ sponsor a permanent self-supporting research and service agency such as that proposed by the Ohio State U group. Assisting Dr. S. research at the conference were William D. Boutwell, chief of the Division of Radio, Publications & Exhibits of the Office of Education, and Mrs. Gertrude Broderick, FREQ secretary.
Leak in Confidential Reports
Of Monitor Bureau Criticized

Handling of FCC Personnel Also Is Criticized
In House and During Committee Hearings

STILL another criticism of the FCC's administration under Chairman James Lawrence Fly came to light last week when Rep. Martin Dies (D-Tex.), chairman of the special House Committee to investigate Un-American Activities, intimated there were leaks in the FCC's confidential reports on foreign propaganda broadcasts, used by Dies Committee opponents in attempts to block allocation of funds to the committee.

Answering Rep. Dies' request for complete information, made by telegram last Tuesday, Chairman Fly on Wednesday revealed that an un-official analysis of the Foreign Broadcast Monitoring Service apparently might have been the source of the special instance cited by the Congressman. He said he did not know how Nowweek magazine found out the substance of the analysis and printed in a news story in the Jan. 5 issue that "the FCC's shortwave monitoring service has found that Rep. Martin Dies is the American's most frequently quoted by the Axis radio in programs beamed to this hemisphere".

Dr. Watson Cited

To Rep. Dies' allusion that Dr. Goodwin Watson, chief analyst of FBMS, may have been connected in some way with the purported "leak", Chairman Fly pointed out that Dr. Watson joined the FBMS staff after the study in question had been made.

Meanwhile other Congressional critics continued to hammer at the fly administration, chiefly on grounds that the FCC was harboring individuals not of unquestionable loyalty. The main topic continued to be Dr. Watson, who recently drew drastic house reaction in the form of a ban on payment of his salary out of FCC funds [BROADCASTING, Jan. 26].

However, Congressional interest in certain other FCC personnel, apparently with an eye toward unusually rapid advancement or increases in pay, was reflected both in observations on the floor of the House during the last week as well as in the record of hearings on the 1943 FCC appropriation before the House Appropriations Committee. Observers gained the impression that many members of Congress are keeping a wary eye on some phases of FCC operation.

During consideration of the First Deficiency Appropriation Bill of 1942 in the House last Monday, Rep. Wigglesworth (R-Mass.) declared he hoped "very much" that the Rules Committee would favorably report "a resolution which will bring about an investigation in the near future".

Mentions Employes

Calling attention to a list of nine persons, formerly employees of the Senate Interstate Commerce and other upper house committees, Rep. Wigglesworth then incorporated in his remarks a list of five FBMS employees who, according to Dies Committee records, had allegedly had some connection with Communist front organizations. This list included, in addition to Dr. Watson, Peter Rhodes, now heading the FBMS office in London, at $4,600 a year; William E. Dodd Jr., editorial assistant, $2,600; Charles A. Gauld, editorial assistant, $2,800; Mary Johnson, translator, $1,800. The nine former Senate committee employees now with the FCC were listed as Henry M. Barry, Edward M. Brecher, Charles E. Clift, Allen W. Sayler, Edward Cooper, Mrs. Mary D. Donahue, Elsa Gullander, Lucien Hilmer, Telford Taylor.

"I may say incidentally that the Commission reports that five employees in this unit (FBMS) have had their appointments terminated since July 12, last, for other reasons, as a result of findings by investigators of the Civil Service Commission," he appended.

Commenting on personnel problems to the House Appropriations Committee on Jan. 28, during hearings on a supplemental appropriation of $587,195 for the FCC for the remainder of fiscal year 1942, ending June 30, Chairman Fly and other Committee officials indicated that there were substantial increases in personnel, largely in the field force for monitoring operations but also including additional legal talent, are necessary to the continually expanding wartime functions of the FCC.

The hearings were marked by considerable attention to specific personnel already on the FCC rolls, among them the nine cited by Rep. Wigglesworth, with individual queries regarding Allen W. Sayler, chief of the FCC's newspaper inquiry section, at $3,000 a year, and Nathan H. David, chief of the new inquiry section of the FCC law department, at $5,000 a year.

Metals Saved

TO CONSERVE strategic materials and replace them with alternate materials the RCA Mfg. Co.'s development engineers launched many months ago a program affecting every department. To date, nickel plating has been replaced by a lacquer polish, cobalt was eliminated from certain types of magnets and brass has been replaced by wood and certain critical metals have been eliminated from tubes.

Labor, Employers Pledge DCB Help

Communications Groups Join In Wartime Cooperation

LABOR and management interests of the communications industry have formally pledged full cooperation to the Defense Communications Board, FCC-DCB Chairman James Lawrence announced last Monday in releasing a joint statement by the Labor and Industry Advisory Committees of the Board. He hailed the move toward complete unity as a "very heartening" development in the victory drive.

The voluntary labor-management accord in DCB doings developed formally with recent approval by DCB of an extension of labor's voice in the organization by giving it representation on seven key DCB committees [BROADCASTING, Jan. 12].

Wartime Efficiency

"Recognizing the vital role of the communications industry in winning the war the Industry Advisory and Labor Advisory Committees of DCB, at a joint meeting on Feb. 3, 1942, pledged the full cooperation of industry and labor in the communications field in advising and assisting the Board," the joint statement declared.

"The industry and labor representatives present recognize that wartime efficiency of communications requires the special contributions of each and the closest cooperation with the Government. To this end, these committees will aid the DCB in its important task by the consideration and study of communications problems on which the Board desires assistance."

Commenting on the labor-management pledge, Chairman Fly declared last Monday: "I express my gratification for the constructive and cooperative attitude which was taken both by the management representatives and the union representatives. All of them have been extremely cooperative, and there has been a general tendency to forget differences and move towards a better understanding of each other's problems and needs."

Col. William H. Murphy

LIEUT. COL. WILLIAM HERBERT MURPHY, inventor of the radio tube, has been named specialist in the Signal Corps with the Allied high command in the Far East. He is survived by a wife and two children.

Canadian Marconi Co., Montreal (radio tubes), has started twice-weekly transmitted sport announcement campaign on 30 Canadian stations. Account was placed by Cockfield Brown & Co., Montreal.
Military Speakers For NAB Meetings
Richards to Represent the Office of Censorship

WAR PROBLEMS discussed by military and government representatives will highlight district meetings of the NAB in 8 of the 17 districts. Sessions will begin next Wednesday with definite dates later in March for two districts. Agenda will also include the election of district directors, required by the NAB by-laws to be held in advance of each year's annual convention.

Bob Richards, formerly production manager of WSPD, Toledo, and now assistant to Maj. Harold Rye, Chief radio censor of the Office of Censorship, will address the meetings.

Service Spokesmen

For the Army, Robert E. Coulson, administrative executive of the radio branch, bureau of public relations of the War Dept., and Maj. Harold Kent, also of the radio branch of the War Dept., will speak. Navy and Marine officers in the various districts where the meetings are scheduled will appear on behalf of the services.

C. E. Arney Jr., assistant to NAB President Neville Miller and acting secretary-treasurer, will attend all sessions. Spokesmen from ASCAP, SESAC and BMI are also expected to attend.

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

District 6, Feb. 18 (Ark., La., Miss., Tenn.). Edwin W. Craig, WSU, Nashville.

WELCOME to Josef Cherniavsky, new musical director of WEEL. Boston, was extended at a reception by Harold E. Fellows, general manager of the station. Among the 9 prominent people present representing newspaper, music, advertising and radio worlds were (to r.), Lloyd G. Del Castillo, WEEL program director; Mr. Cherniavsky, and Arthur Fiedler, conductor of Boston Symphony Pop Concert.

Blue Eastern Salesmen

FULL personnel of the Blue Network’s eastern sales staff has been announced by George M. Benson, eastern sales manager, with all salesmen having been members of the Blue except Charles Holbrook, former advertising manager of Yankee Magazine, and G. T. C. Fry, formerly of the CBS sales promotion staff. Other five salesmen are D. H. Backlund, Donald Campbell, Charles E. Phelps, W. D. Roberts and Dudley Rollinson.

NBC Chicago Changes

PREVIOUSLY announced by NBC-Chicago last week are as follows: New staff members are Leroy H. Bartram, TWX operator in the communications department; Robert Swift, mailroom; Lionel J. Mills, guide. Ruth Miller has been named clerk in the radio recording department and Rosemary Williamson succeeds her as secretary to Frank E. Chizinski, manager of the department. Arnold E. Johnson, formerly of the program department, is now assistant auditor of the NBC Central Division. K. R. Christiansen, formerly mailroom superintendent, has been made night program traffic supervisor, and J. M. Eldred and Evert H. James have been promoted to mailroom superintendent and assistant, respectively.

Coast Staff Additions

Announced By Blue Net

KEVIN B. SWEENEY, of the CBS Hollywood sales promotion staff and recently in charge of Pacific Coast network trade news, on Feb. 16 joined the Blue Network as West Coast sales promotion manager. He succeeds David Lasley who is being called to Army service. Robert J. McAndrews continues as NBC Western Division sales promotion manager.

With separation of the NBC-Red and Blue Network, complete reorganization on the West Coast has been announced by the two companies. In addition to those already announced (BROADCASTING, Feb. 2, 8), Blue Network appointments include Dresser Dahlstedt as western division chief announcer, with Arnold Maguire, Myron Dutton and Leon Reed, producers and Dorothy Brown in charge of continuity acceptance. Cliff Anderson has been made sales traffic manager and R. G. Dennechaud, engineering operations supervisor. Marjorie Wright is handling literary rights and dance band remotes.

Heads Women’s Division

GRACE JOHNSTON, formerly office manager of NBC’s public service division, has been named director of women’s activities of the Blue Network, handling all women’s religious and educational programs under the supervision of Phillips Carlin, vice-president in charge of programs. Margaret Cutthbert, NBC director of women’s activities, continues in that capacity, reporting to G. L. Menser, NBC program manager.

MORE and MORE PEOPLE LISTEN TO

WCOP

NOW—WCOP gives Boston for the first time 18 hours of continuous music and news.

NOW—WCOP offers you an opportunity to buy hard-to-get premium night time spots at “easy-to-take” prices.

NOW—Before you select radio time in Boston test your campaign on WCOP.

MASSACHUSETTS BROADCASTING CORP.

COPEY PLAZA HOTEL

BOSTON, MASS.

BOSTON’S "STAR SALES MAN"

DKENET Says...

Dayton’s Wright Field is “the source of a municipal boom that has made the city another overcrowded Washington.”

(Copyight, 1942, by Esquire, Inc.)

WHIO listener-leadership and sales-strength is greater TODAY than ever.

CORONET Says...

Dayton’s Wright Field is “the source of a municipal boom that has made the city another overcrowded Washington.”

Copyright, 1942, by Esquire, Inc.)

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CORONET Says...

Dayton’s Wright Field is “the source of a municipal boom that has made the city another overcrowded Washington.”

(Copyight, 1942, by Esquire, Inc.)

WHIO listener-leadership and sales-strength is greater TODAY than ever.

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Dayton’s Wright Field is “the source of a municipal boom that has made the city another overcrowded Washington.”

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WHIO listener-leadership and sales-strength is greater TODAY than ever.
HAPPY FAMILY it was when this group recently launched the sixth year of Newspaper of the Air, sponsored by Miles Labs. (Alka Seltzer), on 32 Don Lee stations, Sunday through Saturday, 10-10:15 a.m., 9-9:15 p.m. (PST). Contract was renewed for 52 weeks on Feb. 1. Group includes (seated, 1 to r): Frederick Shields, Glenn Hardy, commentator on the series; F. G. Clancy, vice-president of Miles Labs. Standing: Wilbur Eickelberg, Don Lee general sales manager; Sydney B. Gaynor, a Pullman manager; F. O. Narveson, president of Associated Adv. Agency, Los Angeles servicing the account; Lewis Allen Weiss, vice-president and general manager of Don Lee.

Radio Accounts Surviving Priorities
(Continued from page 11)

will never have to cut production under the record levels of 1941 because of an alcohol famine.

The position of proprietaries will be strengthened even more by a plan now underway discussion which would grant a high defense priority rating to all drug manufacturers on the theory that they produce items necessary to the civilian defense. In fact, in England the war boomed the sale of certain types of proprietaries for several reasons: (1) Unhealthy working and living conditions; and (2) shortage of doctors and hospital facilities.

Vital Cosmetics
As indicated by the reduced alcohol quota, cosmetics, dentifrices, and soaps are hit hard by the war program. While some cosmetics are considered essential to the morale—chiefly lipstick, face cream, powder, and rouge—the same case cannot be made for other cosmetics such as hair tonics, perfumes, toilet waters, and bubble baths. Metal and plastic containers are gradually being removed from the cosmetic field, but industry leaders feel sure that they can pull through, even if under adverse circumstances which will mean the elimination of certain products.

A shortage of soap is not in prospect, but there is some question whether the present quality of soap will continue. Some of the fats and oils which give distinctive characteristics to the better quality highly advertised soaps came from the Far East, while the necessity to keep glycerin production up to top levels for munitions purposes also might interfere with this industry.

At the present writing, the plight of the toothpaste industry is the blackest of all. Toothpaste is packaged in tin collapsible tubes and the War Production Board is threatening to cut out all tin for such tubes. Shaving creams are packaged in tubes primarily made of lead, but there also is a shortage of lead. However, lead is not as serious as tin, which comes from the Far East and might not be available in quantities until the United Nations are successful in driving the Japanese back to their islands.

Midwestern advertisers and agencies, primarily drug trade accounts, are generally optimistic about the immediate future, although realistically concerned with Government priority orders which affect materials used for packaging as well as in production.

Rumors that have cropped up both in New York and in Chicago that certain Chicago accounts were going to leave the air because of priorities, have in each case, been categorically denied by these accounts. In the case of the few advertisers that have discontinued radio advertising, because it was claimed, of priorities, it has been found that competing manufacturers have indicated that they have not been affected by priorities and intend to continue radio advertising.

Pepsodent Continues
Stifling rumors that the Pepsodent Co., Chicago, would discontinue sponsorship of Bob Hope, Victor Hunter, president of the company, told Broadcasting that "we do not intend to discontinue sponsorship of Bob Hope unless some unforeseen catastrophe forces us to do so.

"Our present contract with Mr. Hope has three years to run. As far as our packaging problem is concerned, it is a tough one. The price on tin hulls hit us as it has all manufacturers who are using collapsible tubes. But we have materials to last us several months, and in the meantime we are working on several substitute packages, and I feel sure that we will be able to devise some practical substitute.

L. B. Samuel, advertising and general sales manager of the F. W. Fitch Co., Des Moines, who sponsors the Fitch Bandwagon on 117 NBC-Red stations, stated that although priorities on alcohol, an important material in the manufacture of Fitch products, might seriously curtail production, the company would not withdraw sponsorship of the Bandwagon. "We have discontinued our magazine advertising, but we consider radio an indispensable part of our program."

D. J. O’Callahan, advertising manager of Luxor Ltd., Chicago, subsidiary of Armour & Co., Chicago, stated that the company is discontinuing the Wapak King on CBS effective Feb. 14 because of general uncertainties of production, primarily the difficulties of securing raw materials. Mr. O’Callahan stated, however, that the company would probably do some sort of spot advertising in carefully selected markets.

Good Outlook
R. F. Dooley, president of Benson & Dollar Co., agency for Consolidated Royal Chemical Corp., Chicago (proprietary), a heavy user of radio, struck a realistic but optimistic note. "We have just doubled our spot schedule on Stuart’s tablets. As a matter of fact the general outlook is good. Of course, a number of Consolidated products have been hit by priorities. But the basic fact remains—when people have money, they spend it, and they spend it on themselves."

"Manufacturers who are experiencing various packaging and production problems will, if at all possible, devise some method of getting back to the consuming public. We have found in the past few weeks, that the per inquiry cost of premium offers by Consolidated is the lowest since the account has been on the air. That means that more people are listening to the radio, and that means more prospects for radio-advertised products."

A number of advertising men confirmed the observation that many companies are undergoing a transitional stage in regard to distribution, substitute packaging, and substitute raw materials in production. During this transition, advertising will taper off, but will eventually be stabilized when these companies have adjusted themselves to a wartime economy.

John J. Louis, vice-president and radio director of Needham, Louis & Bromby, stated that "No one of our clients has been affected by priorities to the point where he is contemplating giving up his
radio program. The two network shows we have on the air, The Great Gildersleeve, sponsored by the Kraft Cheese Co., Chicago, and Fibber McGee & Molly for S. C. Johnson & Son, Racine, both on NBC-Red, are not immediately threatened by priorities.

However, no manufacturer can be too certain about the future, because, after all, the country is in a war, and prosecuting the war is the nation's first concern.

It is understood that there is no change contemplated in alignment of network programs of Miles Labs., Elkhart, Ind., manufacturer of Alka-Seltzer and One-a-Day vitamin tablets.

While many business concerns are heavy jaded and down at the mouth because of priorities, leading manufacturers of drugs and toiletries face problems for the next several months with chins up and despite reports to the contrary plan no curtailment of Pacific Coast radio advertising. Such is the current consensus gleaned from Southern California advertisers, agency executives and product distributors. There have been few casualties as result of war priorities.

Recognizing importance of the West Coast market, with its added population of emergency defense workers and forces, several manufacturers and distributors indicate continuance of the trend to expand radio advertising campaigns in that area. In some instances projected advertising will be the largest in history. Some will be educational in nature. Others will be straight selling. Close dealer tie-in radio also will be utilized.

Druggist Campaign

Independent Druggists of Southern California, Los Angeles, placing through W. C. Jeffries Co., that city, under a manufacturers and distributors cooperative deal, is currently sponsoring a five-weekly quarter-hour early morning news-cast on KFWB, Hollywood. Thrifty Drug Co., Los Angeles (Southern California Druggists Assn.), has similar arrangement with drug and toiletries manufacturers, and sponsors the six-weekly quarter-hour commentary, Inside the News, with William Parker, on KPI, having renewed for 52 weeks on Jan. 1.

Firm also sponsors a five-weekly 15-minute newscast on KECA. Later contracts that had been having been renewed Dec. 1, through Hillman-Shane-Breyer, that city, utilizing the 5 a.m. spot, Consolidated Drug, Drug Trade Products Corp., Chicago (Zymole, Trokey's, Kolorbak, Peruna), through Benson & Dall, that city, sponsors a 60-minute early morning recorded musical program six times per week on KNX, Hollywood. Nasbrouk Bros. Inc., Los Angeles (42 Oil Shampoo), currently sponsoring thrice weekly the quarter-hour commentary, José Rodriguez & Sid Sutherland, on KECA, that city, that on Feb. 16 expands the schedule to five times per week. Firm on March 3 renews the series for 52 weeks and also includes a new product, 42 Luster Life hair oil. Agency is Milton Weinberg Adv. Co., Los Angeles.

With no anticipated schedule cut, Knox Co., Hollywood (Cystex), currently sponsoring quarter-hour newscasts, transcribed programs and spot announcements on 60 stations in the United States and Canada, will add to the list according to William Smith, firm executive. A. Stebbins Adv., Los Angeles, services the account. Towson Co. (cosmetics), a subsidiary of Knox Co., contemplates a spring radio campaign although it is only in the talking stage at this time.

Others Active

American Home Products Corp., Jersey City (Aspertane), through Blackett-Sample - Hummiert, Chicago, continues its sponsorship of News & Views by John S. Hughes on Mutual for Don stations, Monday through Friday, 12-12:15 p.m. (EST). Firm in the interest of Anacin also sponsors a transcribed version of the serial, Front Page Farrell, on 32 Don Lee Pacific Coast stations, Monday, through Friday, 10:30-10:45 a.m. Marrow’s Inc., Los Angeles (Mar-O-Criss shampoo), placing through Hays MacFarland & Co., Chicago, sponsors Hollywood Whispers on 70 MBS stations, Sunday, 4:45 a.m. (EST). Healthaid, Inc., Jersey City (Sertan), is continuing its sponsored Dr. Lindlahr talks on 2 Don Lee California stations (KGO KFRC), Monday through Friday, 9:15-9:30 a.m. with placement through Raymond Spector Co., New York.

Dr. Milles California Co., Los Angeles (Alka-Seltzer), through Associated Adv., that city, on Feb. 1 renewed for 52 weeks, Alka-Seltzer Newspaper of the Air, on 32 Don Lee Pacific Coast stations, Monday through Saturday, 10-10:15 a.m., Sunday, through Saturday, 9-9:15 a.m. (EST). Plough Inc., Memphis (aspirin, Bubblemum), through Lake-Spiro-Shurman, that city, sponsors Rise & Shine on that same list of stations, Monday, Wednesday, Friday, 7:15-7:30 a.m. (FST). Noxema Chemical Co., Baltimore (Noxema cream), continues its weekly half-hour Quiz of Two Cities on 2 California Don Lee stations (KJF KFRC), Friday, 8-8:30 a.m., with placement through Raymond Rathi & Ryan, New York.

Having anticipated and fortified against possible shortage of packaging materials and ingredients, Colonial Dames Inc., Los Angeles (cosmetics), will make no reduction in its present radio advertising, according to H. P. Willats, president. Rather than cut, the present schedule will be expanded, he said. Placing through Glassier-Galley & Co., Los Angeles, besides utilizing spot announcements and participation in newscasts and other types of programs, the firm sponsors a weekly five-minute narrative, Find the Woman, on 8 CBS West Coast stations.

Although an agency change is anticipated, having probable effect on 1942 advertising plans, Richard Hudnut Inc. (cosmetics), has indicated no halt to its radio promotional efforts. Designed as a test of network radio, the firm, through Benten & Bowles, on a contract ending March 31 sponsors the weekly half-hour Hollywood Showcase on 7 CBS West Coast stations.

Expressing belief that the show will be extended transcontinentally, Sherman Pratt, Pacific Coast manager of Hudnut Sales Co., stated that the firm has enjoyed remarkable sales increase through the weekly broadcast. Paquin Inc., New York (hand cream), through Wm. Esty & Co., that city, sponsors the twice weekly quarter-hour Speaking of Glamour with Frances Scully on 17 West Coast Blue Network stations, Sunday, 10:30-10:45 a.m.; Thursday, 4:30-4:45 p.m. (PST), and indicates no change in plans because of shortages caused by priorities.

In CANADA — It’s the ‘All-Canada’ Stations

Listener preference stations spotted throughout Western Canada encourage you to use the select markets and corral them for your products, by spotting your radio programmes on the ‘All-Canada’ stations. Local programmes and merchandising service in each locality plus full market cut in for the asking, too.

Check with your advertising agency or All-Canada representative

**The Round Up Western Canada with the ‘All-Canada’ Stations**

Lister preference stations spotted throughout Western Canada encourage you to use the select markets and corral them for your products, by spotting your radio programmes on the ‘All-Canada’ stations. Local programmes and merchandising service in each locality plus full market cut in for the asking, too.

**Check with your advertising agency or All-Canada representative**

**The All-Canada Western Group**

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<th>Saskatchewan</th>
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**U.S.A.-WEED and COMPANY**

CANADA — All-Canada Radio Facilities Limited
War Conversion
(Continued from page 10)
WICC, participations, United Schenectady; WGY, Schenectady; WGY, Schenectady; WOW, O m a h a; WICO, Bridgeport; WMAQ, Chicago; WADC, Akron. Agency is United Adv. Corp., Chicago.

330,570 RADIO HOMES
(Certified Mail Count)
In Our Primary Located in a Boom Area!

WHEB
Portsmouth, New Hampshire
Nat. Reps.: Joseph Hershey McGilvra Boston Rep.: Bertha Bannan

IT'S OUR BIRTHDAY
22
1942 MARKS WDZ'S 22ND YEAR OF BROADCASTING

TYPICAL WDZ SALES RESULTS
10,119 box fronts for Weit's Green Mountain Coffee Syrup with 39 quarter hour programs
4,402 orders for Poultry Tribune with 43 participating announcements
21,561 replies to Household Magazine Contests with 57 quarter hour programs
5,205 kitchen cabinet labels with 18 3-minute programs

Yes WDZ FOLKS ARE THE Salt of the Earth
THEY WORK WITH THEIR HANDS AND BUY WITH WDZ
HOWARD H. WILSON CO.
NEW YORK
CHICAGO KANSAS CITY
ST. LOUIS

War Conversion
of communications equipment for the armed forces will be converted to production of other types of essential war materials, not necessarily related to radio, Mr. Guthrie indicated, calling upon manufacturers to do their "utmost" in bringing about full-scale war production.

Although no definite deadline was set, Mr. Guthrie declared the plans are to be converted "as rapidly as is technically possible", with the major part of the job to be accomplished within three months. Industry representatives at the meeting were told that receiving set production generally would be stopped on April 22, except in cases where individual companies could expedite conversion to military production through limited extended operation. Appeals from the expected stoppage order are to be considered only on a basis of facilitating war production, with inventories only a secondary factor.

It was stated also that civilian production of larger companies, with heavy military contracts and facilities particularly needed for war production, would be closed down April 22 although temporary exemptions based entirely on prospective war work would be given, with limited extensions on civilian production.

Full Conversions

Voicing WPB's views that full conversion of plants to a wartime basis is essential to the war effort, and serving notice that it will be done, Mr. Guthrie told the set manufacturers:

"The problems of your industry in the war effort are at once difficult and pressing. The strategic objectives, and the broad dimensions of the task before you, are clear. WDZ, which you are the utmost of your industry, and of every other industry now, that utmost will mean for some of you a substantial but not entirely unfamiliar task of converting your production to the production of radio, Signal Corps, detection and similar equipment needed in enormous volume for the demand. This conversion will be accomplished as rapidly as is technically possible.

"But for very many others in the industry the nature of the present production process appears to make conversion of this kind impracticable. This does not mean that conversion to war products must not be accomplished. You must, without help, find some other products, for which there is a need quite unrelated, it may be, to your present products, for which there is a need in the war economy.

"If, three or four months from now, conversion to war products is still not accomplished, it will be impossible to assume any longer that some kind of conversion of the type of organization of plant, equipment, labor and management which constitutes a radio factory is feasible. It would be a frightful loss, a great cost to the nation, if this were to happen, because we should then have to take steps to break down the organization of the unconverted plants, and shift their labor and equipment to other parts of the economy where they could be mobilized for war production."

Extension Urged

At the meeting some manufacturers urged a 60-day extension beyond April 22 on grounds that delayed military contracts are not yet available to manufacturers and that manufacturers could use up their inventories without any additional supplies of critical metals. Countering, WPB officials suggested as a possible aid the transfer by some manufacturers of their inventories of materials, including fabricated parts, to others. They stated flatly there were no prospects of any further allocations of aluminum, nickel and other vital metals, except only for radio replacement parts. In some cases, it was added, materials may be made available to keep a certain plant operating on a full-scale preparatory to taking over military manufactures.

W81PH Shifts Frequency

W81PH, commercial FM station recently authorized to Seaboard Radio Broadcasting Corp., licensee of WPIE, Philadelphia, last Tuesday was granted a modification of its construction permit to change frequency from 48.1 mc. to 46.5 mc. to serve an area of 5,000 square miles. Accordingly call letters will be changed to W66PH.

GEORGE BRYAN, CBS newscaster and sailboat enthusiast, is offering a Defense Bond to any boy under 15 years who can make an exact model of his sloop "The Baracole".
Ad: Tax Proposal Is Revived Again
But Treasury Disclaims Any Such Revenue Proposal

REPORTS continued to fly last week that the Treasury Department is developing recommendations for the 1942 tax bill, which will bring a substantial increase, in the form of new levies, in the tax load of the broadcasting industry. The latest report, discounted by Treasury officials, has it that a 15% horizontal tax is to be levied on advertising in all media.

Meanwhile, murmurs still are heard of other proposals such as a franchise tax or a special impost on radio's net income, something along lines of the controverted 5-15% tax on net time sales thrown out by Congress last year.

Disclaimed by Treasury

According to reports, the 15% advertising tax might yield about $100,000,000 in additional Federal tax revenue. Just how this figure was arrived at remains a mystery, although it is presumed substantial exemptions are provided, since a total advertising bill for all media of almost 1½ billion dollars annually would yield far in excess of this sum on a straight 15% basis.

John L. Sullivan, Assistant Secretary of the Treasury, commenting on the report to Broadcasting last Friday, indicated he knew of no such proposal on the part of the Treasury. It is understood, however, that Treasury officials have given more than passing attention to the advertising tax proposition as is also the case with a franchise tax for radio facilities.

Although the new tax bill is expected before many more weeks, everything about it is hush-hush. The Ways & Means Committee, busy with hearings on other fiscal legislation, has not met to set a date for the beginning of public hearings on the tax bill. It is not thought the date will be set before late February.

H. G. LITTLE, formerly advertising director of Nash Division of Nash-Kelvinator Corp., Detroit, has been appointed director of the newly-formed advertising and public relations department of Nash-Kelvinator. Associate director will be C. J. Coward, advertising manager of the Kelvinator Division.

458 TONS OF SCRAP
WHO Campaign Yields Vital Defense Metal

ENOUGH vital scrap metal to build 57 light tanks was contributed by Iowa's farm boys and girls to the defense effort through a campaign sponsored by WHO, Des Moines, according to Joe Maland, general manager. Representing 30 counties throughout the State, the children collected 917,236 pounds of scrap.

Thirteen-year-old Jack Youker, State Center, Ia., won the $25 defense bond offered to the boy or girl supervising the movement of the greatest amount of metal. He assisted in the sale of 113,000 pounds of scrap. Second-place winner was a girl who supervised the sale of 80,570 pounds of idle metal. Lesser prizes amounted to $17 in defense stamps.

Lever's Vimms Spots

LEVER BROS. Co., Cambridge, Mass., which last fall started a test campaign for its new vitamin product, Vimms, using live and transcribed announcements on three Providence stations [BROADCASTING, Oct. 13], has extended the drive to 34 stations in 20 markets since that time. Five stations will be added Feb. 17, three in Baltimore and two in Syracuse, to bring the total to 34. One-minute transcribed daytime announcements and evening chain breaks are used on varying schedules. Agency is BBDO, New York.

N. Y. Exchange Plans 1943 Promotion Drive

PLANS for an educational advertising campaign to instruct the public concerning the services and functions of the New York Stock Exchange are being prepared by the Assn. of Stock Exchange Firms, James F. Burns Jr., president of the association, announced at the first of a series of regional meetings held Feb. 12 in St. Louis.

ASEF, reorganized as an industry body last fall, will devote itself to internal activities this year, it was explained with the general advertising campaign, now being worked out with Gardner Adv. Co., St. Louis, breaking in 1943.

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

WFMJ

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

Headley- Reed Co.
National Representatives

Penny Hits Target!

Your budget scores a bull's-eye over WCBM! We concentrate on Baltimore—
all of it — because that's where business is concentrated! Best coverage . . . per capita . . . per penny! Rates that welcome competition.

WCBM

The Blue Network

Baltimore, Maryland

Halifax, N. S.

First choice for results in the maritimes

Ask JOE WEED

CHNS

HIT

5000 WATTS

Directional

OveR MERTopOLITAN NEW YORK

WBNX NEW YORK

THE MOST INTIMATE
AND EFFECTIVE SALES
APPROACH TO AMERICA'S
LARGEST MARKET.

5000 WATTS Directional

OVER METROPOLITAN NEW YORK

J. W. WIBW

The Voice of Kansas
in TOPEKA

36

BROADCASTING • Broadcast Advertising February 16, 1942 • Page 51
CUBA ANNOUNCES STATION CHANGES

FREQUENCY shifts and power increases recently authorized by the Cuban government for Cuban stations were announced Jan. 21 by the Inter-American Radio Office, Havana.

Starting 740 kc. are CMK, Havana 250-watt station, which moved to 1420 kc. and CMNJ, Camaguey, which changed Feb. 1 to 1000 kc. and 500-watt fulltime station. CMQX, Havana, is scheduled to move to 740 kc. with 250 watt fulltime station. CMLX, Havana, is slated for 1000 watts fulltime as of Oct. 1. CMKW, Santiago de Cuba, formerly on the 1000 kc. has shifted to 1420 kc. CMBG, Havana, on 1330 kc. with 1000 watts and CMCB, Havana, a time sharing station on 1390 kc., has increased to 1000 kc. with 500 watts fulltime.

CMIQ, Havana, a 500-watt station on 1420 kc. and CMBR, Havana, has increased to 1000 kc. with 250 watts fulltime. CMCW, Havana, is scheduled to move to 1420 kc. with 1000 watts fulltime.

More than 21,000 Lapp Porcelain Compression cones have gone into service. They range from tiny 3" cones for pipe mains to the large units shown above and recently installed in the new WABC transmitter. In the history of these insulators, covering more than 20 years, we have never heard of a tower failure due to failure of a Lapp porcelain part. Reason enough to specify "Lapp" for tower footing insulators. Lapp Insulator Co., Inc., LeRoy, N. Y.

Cuba Announces Station Changes

Applications... FEBRUARY 7

WSAV, Savannah, Ga.—change 1370 kc. increase 1 kw new transmitter directional N.

FEBRUARY 12

WFCJ, Providence, R. I.—new transmitter 5 kw directional.

NEW, KFI Radio, Kansas City, Mo.—amend applic. CP new station 250 watts.

NEW, Bob Jones College, Cleveland, Tenn.—amend applic. CP new station install directional N. equipment changes. 1 kw N 5 kw D unlit.

NEW, Dimple Broadcasting Co., Columbus, Ohio.—amend applic. CP new station 1340 kc. omit request WIXS facilities.

BMIT States Response Of Contracts Granting

NEW BMII licenses, running from March 12, 1942, to March 11, 1950, were mailed out to all stations last week and by the weekend a considerable number of acceptances had been received at the BMIT headquarters in New York, where executives described the response, as "grantifying but not surprising.

Mentioning that the license of WBAZ, Hartford, was to be returned, Cari Haverlin, BMIT manager of station relations, said that licenses already received from all types of stations indicated that the pledges of loyalty to BMIT were by broadcasters throughout the NAS. Negotiations during the fall and winter would be lived up to 100%.

In a letter accompanying the licenses, Mr. Haverlin wrote: "Much of the credit for the license is due to the industry. We discussed both its generalities and formula with as many broadcasters as we could during the last four months. In essence it was approved unanimously by over 600 broadcasters who attended the NAB and NAL meetings in recent months. Multiple broadcasters' suggestions have been incorporated in the final draft.” It is truly an industry contract.

BMIT States Response Of Contracts Granting

CUTFEE COMMUNICATIONS COMMISSION

FEBRUARY 7 TO FEBRUARY 13 INCLUSIVE

Decisions...

FEBRUARY 10

WMCA, New York—Granted consent voluntary assignment license to WMCA Inc. New York, as assignor to McNulty Broadcasting Co., Kalamazoo, Mich.—Denied petition for partial assignment station to grant to WJSB, Philadelphia—Granted modification CP change 45.6 kc. 3600 m. mi.

NEW, Ashland Broadcasting Co., Ashland, Ky.—Apply. CP new FM station placed in pending under order 78.

DESIGNATED FOR HEARING—NEW, McKeeporter Radio Co., McKeeporter, PA.-CP new station 1500 kc. NEW, W.S. Bennett, Sandusky, O., CP new station 1020 kc. NEW, Zander Broadcasting Co., Indianapolis, CP 6 kw 10 kw LS directional transmitter changes; WNSA, Springfield, Mass., CP change 910 kc. increase 1 kw install transmitter directional D & N.

FEBRUARY 11

WNYC, New York—Proposed denying applic., increase D & N operation on 880 kc.

NEW, Portsmouth Radio Co., Portsmouth, Va.—Denied petition for grant without hearing new station, setting for further hearing.

NEW, Norfolk County Broadcasting Co., Norfolk, Va.—Denied CP new station.

FEBRUARY 13


NEW, Mercer Broadcasting Co., Ewing, N. J.—Denied CP new station authorization applied; new FM 49.5 remove hearing docket.

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Frazier Hunt for GE

ALTHOUGH complete details were not available last week, it is understood that the Radio and Television Department of General Electric Co., Schenectady, in early March will sponsor a series of three-weekly news programs with Frazier Hunt on a coast-to-coast network of CBS stations. Also rumored was that the same program would be broadcast over a network of FM stations, represented by the American Network, negotiations for which are now in progress. Agency in charge is Maxon Inc., New York.

Jimmy Fidler on Blue

CARTER PRODUCTS, New York (Arrid), on March 2 starts Jimmy Fidler's "Hollywood News" on 100 Blue Network stations, Mondays 7-7:15 p.m. with rebroadcast at 10:30-10:45 p.m. Agency is Small & Seiffer, New York.

KFEQ Joins Blue March 15

KFEQ, St. Joseph, Mo., on March 15 joins the Blue Network as a basic supplementary station. Network base rate is $120 per evening hour.

MRS. J.DA MCNEIL, who owns and manages KFGX, Pierre, S. D., was the subject of a personality sketch syndicated nationally by the Associated Press service recently.

DCB to Advise Draft Release For Radio in Essential Cases

AWARE of the plight of many broadcast stations because of the shortage of experienced technical employees, the Defense Communications Board is initiating steps to advise Selective Service authorities of the necessity of procuring draft deferments in essential cases.

At its meeting last Thursday, it is understood, reports of the Domestic Broadcast Committee and of the Industry and Labor Advisory Committees relating to engineer-technician shortage were considered and appropriate action was advised.

The Domestic Broadcast Committee has ascertained it takes from nine to ten months to train operators but that requirements of stations, because of the rigid qualifications imposed by the FCC, make it difficult to procure replacements.

Selective Service officials, it was indicated, are being advised that deferment of broadcast operators should be allowed in individual cases with reasonable time permitted for procurement of replacements, lest broadcasting, as an essential war operation, be impeded.

No over-all deferment is being urged, however. Rather, reasonable deferments were construed essential, varying in individual cases, and depending upon the availability of licensed operators in the particular area. In larger cities, where men might be available, the deferment could be for only a limited time, while in other cases, notably smaller stations in remote areas, nine months or a year might be entailed. DCB definitely construes broadcasting as "important in national defense".

It was felt by the DCB advisory committees that station licensees are entitled to "reasonable notice" before men are drafted, and that therefore temporary deferment is desirable. Where temporary deferment of 60 days might be given, it was pointed out, if replacements are not found available, the deferments could be extended.

Action of the committees came after representatives of the industry had brought to their attention the serious plight of many stations over the draft and enlistment situation. Moreover, many station engineers were reservists and have been called to active duty, without deferment recourse.

Undersecretary of War Robert P. Patterson is the first announcer of the campaign over CBS Feb. 13, 10:30 p.m. (EWT). The suits are outlined in such spot announcements as:

"Unavoidably many a family of our men at the front has been left in temporary financial straits. The Army Emergency Fund has been established to tide them over until permanent arrangements are made. Let's all of us to keep 'em going Send your contributions today to (AEF, Post Office Box 42, Washington, D. C.) or (this station). If it helps the Army it helps you."

Further Delay Granted RCA-NBC by Tribunal

A SECOND postponement of date for extended suits to the civil trust suits of the Department of Justice against RCA-NBC from Feb. 27 until March 27 has been agreed to by the parties at the request of NBC Counsel John T. Cahill. The court was expected to approve the stipulation shortly.

The CBS answer to the complaint filed against it is due Feb. 27, but it was learned last week that this network also will seek a month's postponement. The suits were filed in the United States District Court for the Northern District of Illinois, and the original agreements have been extended in each instance by stipulation. Finally to the triple-damage suit of MBS against RCA-NBC, filed Jan. 10, has been extended until April 3. MBS and six of its affiliated stations have been sued, including the professional damages [BROADCASTING, Feb. 9].

HARRY FOX, general manager of the Music Publishers Protective Assn., will leave New York late this week for a flying visit to Hollywood to confer with that city's music publishers.

ASCAP Is Named In Suit by WOW Other Nebraska Outlets May Follow, $300,000 Asked

RELYING upon the U.S. Supreme Court decision of last May upholding the Nebraska anti-monopoly statute, WOW, Omaha, last Thursday filed a $300,000 triple-damage suit against ASCAP in the Federal District Court in Omaha. The suit is seen as the forerunner of similar actions by other Nebraska stations against ASCAP over the shortage of their public performances of ASCAP music, with claims in the neighborhood of a million dollars indicated.

WOW, owned by Woodmen of the World, asks $286,319 in triple damages, alleging payments to ASCAP resulted in damages to that limit. The complaint cited that the plea was made in behalf of "all others similarly situated."

State Rulings

The Nebraska anti-ASCAP statute, one of the first to be adopted in the series of state anti-monopoly laws, became effective March 7, 1937. It barred ASCAP from doing business in the state unless certain prerequisites were met, including the filing of catalogues with the state, and fixing of prices for each number rendered. ASCAP attacked the statute and carried the case to the Supreme Court, which held last May that the state statute was proper and legal.

WOW held that payments made to ASCAP under protest during the intervening period amounted to $47,724. Under the statute it held it entitled to three times that amount, plus accumulated interest, resulting in the suit for approximately $80,000.
Announcing:

A NEW SALES SERVICE

EXTENSIVE study of the movement of consumer goods in both the food and drug fields, over a long period of time, has brought to light the need for a new type of sales service. These studies reveal that—whether a manufacturer sells through jobbers, sales agencies, brokers, or direct—there are times when there is a decided need for short, intensive selling campaigns.

However, a manufacturer who decides on such a course is faced with the problem of securing capable sales personnel, at prohibitive cost. Hence, Specialty Sales has been organized as a sales service agency available, eventually, to manufacturers operating in Ohio, Indiana, Kentucky and West Virginia.

Heading Specialty Sales is Lou E. Sargent, a veteran of twenty-five years in the specialty drug and grocery selling field—fifteen years with Harold F. Ritchie and Company, Inc., later with one of the major national drug manufacturers, and with a ranking manufacturer of a food product sold in both drug and grocery stores. Mr. Sargent's experience fits him admirably for leadership of this new type of sales organization.

Specialty Sales has no resemblance to sales agencies as they have been known in the past. Neither is it intended to replace the established sales organization of any manufacturer. Rather, its purpose is to supplement regular sales efforts or supply a short-term sales organization for intensive selling efforts on new packages . . . new products . . . special deals . . . sales support for special campaigns or seasonal drives . . . or any other sales, distribution, or dealer relations campaigns.

Specialty Sales will employ only men with proven sales records, high type men who can secure and keep better salary jobs. Its services can be bought at one-half or less the usual man power cost, and it offers the additional flexibility of having a one week to 90 day contract. Specialty Sales will not handle more than four non-competing accounts at one time, and costs can be computed on a per call or weekly flat rate.

Furthermore, Specialty Sales will have full access to the findings of a large research department on the movement of drug and food products and the attitude of dealers toward manufacturers.

Specialty Sales will function as a separate organization but will work in cooperation with WLW, The Nation's Station, with financial security guaranteed by The Crosley Corporation.

Initial operation of Specialty Sales will cover the trading area of Greater Cincinnati. As sound expansion is made, nine major markets of the four-state area will be added.

Opportunities for your profitable use of Specialty Sales are many. For details of its operation, or a suggestion as to how you might use our services, call or wire . . .

SPECIALTY SALES 1329 Arlington St., CINCINNATI, OHIO
Is Your time BIG-TIME?

★ IT CAN BE . . . WITH THE RIGHT PROGRAM MATERIAL

No block of time on any station is productive in itself. It's what goes into that time that sells goods . . . it's the program that counts. And the feature you can recommend with confidence to advertisers—present with pride to listeners—is THE TEXAS RANGERS LIBRARY! More than 300 different selections—western, Latin, hill-billy, novelty, vocal and instrumental numbers, brilliantly produced and recorded in Hollywood by America's most versatile eight-man musical organization! At a new low cost, The Texas Rangers Library can make your time BIG-TIME any time!

The TEXAS RANGERS of CBS and Hollywood

Nationally famous Men of Music, who have built a loyal following of millions, coast to coast. Veterans of network commercials and sustainers—stars of outstanding transcribed spot successes for Old Gold, Socony-Vacuum, Mid-Continent Petroleum and others—featured in a whole string of big westerns . . . The Texas Rangers are ready now to appear on your station exclusively in your market!

SORRY BUT...

Kellogg's have sewed up the entire Texas market and Carey Salt has done likewise in the Kansas City area. All other markets are wide open . . . First come, first served!

The TEXAS RANGERS LIBRARY

★ AN ARTHUR B. CHURCH PRODUCTION ★

HOTEL PICKWICK 10th & McGee Kansas City, Mo.