I say, Wimpole—that WOR's been creating some jolly good shows, hasn't it?

Right, Foxton. And selling them, too.

"Can You Top This?", you know, is now sponsored by Kirkman Soap. Kreuger Beer has "Go Get It".

Barbara Gould's cosmetic line is getting along splendidly with "Here's Looking at You", and the "Ramona" sales record is one to be envied.

AGENCYMEN-ADVERTISERS

Quietly, without fanfare, WOR has been building, spotting, accumulating top audiences on an increasing list of low-priced, but highly-entertaining, station-created shows. Why not ask us more about them? It may benefit you tremendously. Call or write—WOR, 1440 Broadway, in New York. PE 6-6600.

WOR—does more because it's got more
IN THE great plains of the Middle West accurate, current market information is an economic necessity. WLS broadcasts such information, by market experts, from the world's largest stockyards and other exchanges, giving current prices, interpreting future trends.

The men broadcasting these features on WLS speak with authority. Every product grown in the WLS area is covered in these broadcasts—livestock, grain, poultry, fruit, cheese, egg, vegetable and wool markets.

In addition to these farm market services, WLS broadcasts hourly reports on the New York Stock Exchange, frequent daily reports from the Chicago Board of Trade—has the most complete radio market service in the Middle West.

Here is another way in which WLS is part of the life in Mid-West America.
MEMO TO TIME BUYERS:

Your consistent recognition of the high degrees of acceptance and coverage possessed by The Yankee Network has been one of the chief factors in the dominant number and diversity of national accounts carried in New England.

The best way to express our appreciation for this cooperation is to maintain the progressive policies by which Yankee Network stations have built listener loyalty.

That's why the pledge is given to accelerate services to, by and for the communities where population and buying power are highest.

In the sales potentials, provided by record peaks of employment and earnings, New England markets are more important than ever before.

Now...as for the past two decades...it will be our privilege to continue effective delivery of these markets to you, through the one combination of stations keyed to do a complete job in 1942.

Cordially yours,

THE YANKEE NETWORK
Pri-mary Reader for Time Buy-ers

Made from Nebraska corn, wheat, bran, barley and other crops. Big cereal companies pay Nebraska farmers premium prices to gain the tremendous output from their farms.

BACON and EGGS

Cat from hogs and dropped from hens. A favorite dish for young and old, rich and poor, Nebraska farmers are hard put to supply the demand, even at present bonus rates!

SUGAR

Quite scarce. (see your sugar ration card for details)

Tens of thousands of Nebraska acres are planted in sugar beets. And the old sugar bowl isn’t big enough to hold the money the farmers are earning.

CASH

The only crop of which Nebraska farmers have a surplus. It is definitely non-edible. Nebraska farmers are anxious to exchange their cash for your products. Tell them what you sell. Use KFAB. You need KFAB to do a complete selling job in the many farm markets throughout Nebraska and her neighboring states.

KFAB

FOR CITY LISTENERS

LINCOLN, NEBR.

DON SEARLE, GENERAL MANAGER
ED PETRY & CO., INC., NAT'L REPR

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

February 23, 1942

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Radio Advertisers
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Hix Cartoon

We Pay Respects

FLORIDA'S RICHEST YEAR 'ROUND MARKET

Right in the middle of

WFLA

TAMPA

ST PETERSBURG

JOHN BLAIR & CO.
NATIONAL REPRESENTATIVE

Page 4 • February 23, 1942
Palmolive's No Exception... We'll Do It For YOU, Too!

Colgate-Palmolive-Peet Company
Executive Offices
105 Hudson Street
Jersey City, New Jersey
January 26, 1942

Mr. Howard L. Chernoff,
Radio Station WCHS,
Charleston, W. Virginia.

Dear Howard:

Talk about a bolt from the blue... that Palmolive contest, directed especially to the 20,000 members of the "Woman's 560 Club" really gave me a jolt. It's the first promotion of its kind I've ever seen and the product publicity is really tops.

That swell dealer letter of December 20 is like having another salesman on the staff. These featured forms of promotion, backed up by your consistent use of promotional spots round out a superb job by WCHS for which you certainly deserve our thanks. I'm routing your brochures through our sales and advertising departments so everyone here will be familiar with the support you're giving our shows and our products.

Sincerely,

John Snedaker

WCHS

John A. Kennedy, President
Howard L. Chernoff, Managing Director
Charleston, West Virginia
represented by THE BRANHAM COMPANY

5000 on 580

CBS Affiliate

February 23, 1942 • Page 5
I. R. LOUNSBERRY

EXECUTIVE VICE-PRESIDENT, WGR and WKBW, BUFFALO

1912 Became licensed radio "ham"
1917 Graduated high school and became officer United States Navy, World War I
1918 Radio engineering at DeForest Laboratories under Dr. Lee DeForest
1922 Partner and manager, WMAK, Buffalo
1928 Vice-Pres. and Director of Sales, Buffalo Broadcasting Corporation
1931 Executive Vice-Pres., Buffalo Broadcasting Corporation

A t the age when most kids are playing with electric trains, Ike Lounsberry became a licensed radio "ham". From that day to this, Ike has been one of radio's real pioneers. His dynamic, forceful management of Buffalo Broadcasting Corporation has brought recognition of WGR and WKBW as two of the outstanding radio stations in this country.

Yes, it is management that makes the radio station. Even back in 1932, when Free & Peters was founded, the truth of that idea was apparent to us. Acting on that principle we sought representation only of those stations that had good management. Because, obviously, those were the stations that would go places both for themselves and for the advertisers we helped to bring them.

Today the fruits of that policy are being harvested by most of the people who buy most of the spot-radio time in America. Not every radio station we represent is the "largest" in its territory. But every one, without exception, is known for those unmistakable qualities that bespeak good management. That's the only kind of station we work for, here in this group of pioneer radio-station representatives.
Government Enlists Advertising for War

Radio in Key Spot
As All Media Are Called

THE AMERICAN advertising industry, with radio holding a key spot, is being mobilized by the Government for the total war effort. Within a week after the formation of the Advertising Council, composed of all elements of the advertising and allied arts [see story on page 8], the machinery of the various Government agencies charged with the propaganda and morale-building phases of winning the war was thrown into high gear and all media were having impressed upon them the importance of the role they must assume.

Public Must Learn

President Roosevelt is to go on the air tonight (Monday) and Donald M. Nelson, chairman of the War Production Board, goes on the networks, in rotation yet to be decided upon among them, on the four successive Monday nights—to deliver speeches calculated to arouse the public to realization of the fact that, as Mr. Nelson asserted in a statement last week, "The United States is fighting for its life."

The feeling among highest Government circles that an urgent necessity exists to hammer into the public consciousness the gravity of the war situation, was manifested by Mr. Nelson's decision last week, despite the fact that he is one of the two busiest men in Washington, to "go to the country" with his own 15-minute fireside talks on the networks on the four successive Monday nights, starting March 2.

Original Nelson Plan

At first Mr. Nelson's WPB public relations advisors, working with the Office of Facts & Figures, clearing house for all Governmental broadcasts, had planned to place him on the air for seven successive nights starting this Tuesday, taking five-minute periods on one or another network out of programs which enjoy the highest audience ratings so that the widest possible number of listeners could be reached.

This plan was abandoned on Fri-

day, however, in the belief that it would not be good programming and that Mr. Nelson, as No. 2 man in Washington, should have periods of his own on schedules that still would insure him a vast audience. The networks and sponsors, through the Advertising Council and OPP, had willingly agreed to the original plan, and are now clearing time for the schedule of Monday night speeches by Mr. Nelson. The networks will take turns presenting him in rotation, offering him also to independent outlets.

Mr. Nelson is expected to pound away at the thesis he expounded last week when he asserted: "We're on the spot. We're paying heavily for our complacency, for our selflessness, for our failure to peel off our shirts and do a job."

Radio's part in the great effort, along with that of other media, will be to "sell the war to the people", as one spokesman put it. What radio can and must do is already being told to networks, stations, advertisers and advertising agencies by the Government agencies set up for that purpose. They are already hard at work, laboring practically around the clock, to muster every resource at the command of the advertising industry.

An Advertising Liaison?

While officials expressed their satisfaction with the formation of the Advertising Council, talk per-

Ruling to Clarify Procedure
Under Freeze Order Awaited

A JOINT statement from the War Production Board and the FCC, detailing and clarifying the procedure followed by the Government and OPP in handling "freeze order" requests, is expected to be issued some time this week. It will have the effect of formalizing the adoption of the order.

Considerable confusion prevailed last week with respect to the status of current holders of construction permits for changed facilities of stations, as well as the prospects for new construction. Particularly acute was the situation where holders of CPs already have the equipment in hand or on order at factories ready for delivery.

Pool Proposed

One school of thought suggested that all such equipment be thrown into a "broadcasters pool", to be released at the discretion of the FCC in accordance with its determination whether any new services are needed. Attorneys for radio station were unable all last week to secure rulings on individual cases, even where equipment has already been delivered and installed and licenses covering CPs were merely awaited.

That present broadcast assign-

ments will be frozen as they now exist, was regarded as a foregone conclusion. What to do with individual cases which do not impede the war effort, particularly if the military services are not demanding the equipment already built, is the big question mark.

Whether the joint WPB-FCC statement will take the form of regulations or be merely of a directive character, has not yet been decided, according to the best information available. The basic wording of the order itself as proposed by WPB-FCC has not been changed, it is understood, but the supplementary statement is deemed necessary to serve as a guidepost for future FCC decisions and for outstanding CPs covering new and improved facilities [see list on page 24].

The FCC's legal and engineering staff has drawn up a memorandum covering the subject, working in collaboration with WPB experts on priorities. But by Friday night the statement was not yet ready for release.

A copy was understood to have been sent to Chairman James Lawrence Fly, who is also chairman of the DCR, Mr. Fly was away all last week traveling in Florida. He was expected back some time this week. In the meantime, Commissioner Clifford J. Durr has been acting as chairman.
they think radio can best present the war problem to the people.

Government officials spoke most earnestly to the groups about the gravity of the situation confronting America, the need for making the people feel the war production problem and the absolute necessity for "translating into radio time" the fact that days of sacrifice are at hand for even the motion film producers.

The same committees are to return to Washington this week, the first again on Tuesday and the second on Friday, and it is expected that their return will bring some concrete ideas on how best to utilize the radio medium. The meetings will probably be held on the Monday of each week for an indefinite period.

Meetings with Committees

The OFF representatives at the sessions, besides Messrs. Lewis and Meservey, were Frank Stanton and Philip Ure. The meetings embracing the network and agency representatives, was attended by Charles Vanda, CBS; Madeline Ensign, program director of WOL, Washington D.C.; (for Dolph Opfinger), for MBS; C. L. Menser, NBC; Charles Barry, Blue Network; A. K. Spencer, J. Walter Thompson Co., Indianapolis, president; Heagen Bayles, CBS; Ruthrauff & Ryan, for CBS, Fort Worth, Texas; Lord & Thomas; John A. Carter, Pedlar & Ryan; Arthur Pryor, BBDO; Frederic William Wile Jr., Young Brothers and Emery, for CBS, New York; Schwerin & Scott; Kinkade, Hawkins, Benton & Bowles. The latter eight comprise the Advertising Council Radio Committee.

The second committee representing stations includes Neville Miller, NAB president; John Shepard 3d, president of the FM Network, who is now headquarters in Washington as liaison man for the Broadcasters' Victory Council; George B. Storer, Fort Industry Co., president of National Independent Broadcasters, New Rochelle, N.Y.; W.LW-WSAI, Cincinnati, for Clear Channel Broadcasting Service; John E. Petzer, WKZ, Blue Network, NAB; Eugene C. Pulliam, WIRE, Indianapolis, president of Network Affiliates Inc. The latter five comprise BVC. Mr. Storer was unable to attend last Friday's meeting.

It is expected that increased appeals to networks and stations will be made for time to be devoted to war programs and to the various Government departments engaged in war activities. However, the OFF is expected to provide checks and balances against unauthorized and irresponsible requests.

Following the Friday session, at which ways and means of best handling Government news and programs were explored, OFF radio representatives, with the seriousness of their intentions and the demanding time clearances on stations and networks if and as war needs require—by announcing that this Monday they were going into a huddle with Maj. Gladstone Mur-
Right to Sponsor Bond Series Asked

6th NAB District Proposes Treasury Grant Authority

UNDER a resolution adopted by the 6th District of the NAB, held Feb. 18 in the Hotel Roosevelt, New Orleans, the U. S. Treasury was asked to permit sponsorship of its scripts and other program material.

E. W. Craig, of WSM, Nashville, concluding his sixth term as director of the 6th d

district of NAB, tendered his resignation, giving the press the option of returning to his retirement. Hoyt B. Wooten, president and general manager of WREC, Memphis, was elected unanimously to succeed Mr. Craig following adoption of a resolution in which the members of the district expressed their thanks to Mr. Craig for his work as director.

Following the all-day meeting, Mr. Craig was guest of honor at a banquet tendered by New Orleans broadcasters.

Support Voted BMI

The new station contract of Broadcast Music Inc. was discussed by Carl Haverlin, vice-president of BMI. Continued support of BMI was adopted in a resolution which followed and similar action was urged for other sixth district broadcasters. Leonard Callahan, general counsel for SESAC, and Robert Murray, public relations director of ASCAP, outlined their services in other addresses.

At the noon luncheon of the meeting, delegates were guests of the New Orleans stations. Speakers included Maj. F. R. Worthington, U. S. Marine Corps; Robert Coleson, Radio Section of the Public Relations Branch, War Department; and Lieut. Robert Reid, USDA public relations officer for the eighth Naval District.

At the afternoon session, the speaker was Robert Richards, assistant to J. Harold Ryan, assistant director for Broadcasting, followed by a roundtable discussion of censorship matters. Other speakers heard included Claude Barrere, NBC Theatricals; Herbert Denny, Standard Radio; and Cy Langlois, Lang-Worth who gave information on their services. C. E. Arny, Jr., assistant to NAB president Neville Miller, detailed activities of the NAB.

New Orleans was endorsed as the site of the 1943 convention of the NAB. Present were:

E. A. Alburty, WHQB; H. V. Anderson; WLSB; George Benson and Robert L. Sanders, WSBK; Mrs. Frank B. Cashman, WIBW; Rev. W. D. and W. H. Summersville, WWVL; Jack N. Dugan, WHSI; P. A. Ewing, WDRU; P. C. Ewing, USOM; James Hanson, WMPS; Wiley P. Harris, WJDX; Harry Stone and Douglas Henry, WSM; J. C. Linear Sr. and J. C. Linear Jr., KMLD; John C. McCormack, KWKH; A. R. Noble and F. C. Sewell Jr., WLAC; Jack Farrish, KOTN; Harald Wheelahan, WSMN; Earl Wingerd, WODB; C. J. Wright, WFOR; H. W. Slavick, WMC; Hugh M. Smith, WAML; Joe Sigwedood, WKPT; C. S. Vinchelker, KLRA; Roy Wooten, WREC; G. E. Zimmerman, KARK; C. E. Arny Jr., NAB; Claude Barrere, NBC; Leonard D. Callahan, SESAC; L. T. Cohen, Robert I. Murray and S. Stephens, BMI: Herbert Denny, Standard Radio; William Gaudet, INB; Cy Langlois, Lang-Worth; Ted Maloy, WP; F. R. Worthington, Marine Corps.

Broadcasters Victory Council Duties Are Mainly Liaison, Declares Shepard

TO CLEAR UP misunderstanding about the purpose and functions of the Broadcasters Victory Council, which has established headquarters in Washington, John Shepard 3d, president of the Yankee Network and chairman of BVC, issued a statement last week emphasizing that BVC is an emergency organization designed to provide a much-needed ball-bearing between the numerous Government agencies and the business of broadcasting.

Mr. Shepard is devoting his fulltime to BVC activities in Washington, having taken offices in the Munsey Bldg. Each week he is sending out a bulletin to all stations, regardless whether they are affiliated with the trade groups making up the BVC. His statement was included in his bulletin of Feb. 18, in which he went on to state:

"In this capacity, it has no intent to negotiate, interfere, arbitrate or meddle in any industry problems that are not outgrowths of the situation in Washington. The Council cannot go into labor disputes, music agreements, rate structures and the hundred-and-two other worries which broadcasting has to face.

"To all these have been added today the problems of censorship, the demands of Government agencies and the mounting necessity for super-charged public service.

"Such things alone - and they present a formidable front - are the fulltime concern of the Broadcasters Victory Council."

First Freeze CP To Kodiak, Alaska

Need for Radio Coverage in Territory Is Recognized

BASING its action on an apparent need for broadcast coverage in an area at present not receiving a primary signal, the FCC last Tuesday issued a construction permit for a new station at Kodiak, Alaska, 250 watts fulltime on 1230 kc. Permittee is Edwin A. Kraft, licensee of KINY, Juneau, Alaska, and owner of KDOR Radio Advertising Co., Seattle agency.

The grant is the first since the DCB issued its projected "freeze" order of Feb. 12, leaving the FCC with only limited discretionary powers in allotting new station facilities [BROADCASTING, Feb. 16]. New grants, as in the Kodiak application, under the order are to be issued only after the FCC has determined that the proposed service area is underserved and does not receive a primary signal from an existing station. The nearest station present to Kodiak is the 250-watt KFQD, Anchorage, Alaska, 230 miles to the north. Kodiak is on Kodiak Island, off the southern coast of Alaska and is adjacent to the Alaska Peninsula leading out to the Aleutian Islands.

Other Commission actions last week included the granting of a CP to KGW, Alamosa, Colo., to increase to 250 watts fulltime with a new transmitter, and the granting of a CP to WJBO, Murfreesboro, Tenn.; Andrew L. Todd, Murfreesboro; Nashville Radio Corp., Nashville Tenn. The latter three, seeking 250 watts on 1420 kc., will be heard jointly.

Fact Revelation Penalty Is Advocated by Biddle

In IDENTICAL letters to House Speaker Sam Rayburn (D-Tex.), and Chairman Frederick Van Nys (D-Ind.), of the Senate Judiciary Committee, Attorney General Francis Biddle last Monday urged penalties of $5,000 fine or two years in jail for unauthorized persons who reveal secret or confidential information of the Government.

The law, evidently aimed at radio news commentators and newspapers, will "tighten censorship, voluntary and mandatory, even more," Mr. Nys said. Attorney General Biddle explained that though there are present laws imposing penalties on persons who conceal, destroy or nullify confidential or secret Government documents, there is no legal compulsion against making these documents or copies of them available to other interested parties.
President May Settle Shortwave Dispute

Federal Agencies Disagree Over Methods

PRESIDENT Roosevelt may shortly be called upon to enunciate a policy with respect to the operation of this country's international radio broadcasting service.

Differences arising between some of the private operators and the Donovan Committee on the one hand, and the Rockefeller Committee and the Rockefeller Committee on the other, are expected to require intervention of the Chief Executive, who presumably would be guided in his decision after consultations with officials of the FCC and the Donovan and Rockefeller committees.

Subsidy Proposed

The Office of the Coordinator of Information, in cooperation with the Donovan Committee, has proposed a virtual subsidy to all the private shortwave operators if they will lease all of their time to the agency, and use the funds to increase their powers and otherwise improve their facilities while continuing privately to maintain complete technical and partial program operations.

The Office of the Coordinator of Inter-American Affairs, or Rockefeller Committee, is represented as favoring the formation of a separate Government-owned or combined company-owned corporation to take over and operate the international broadcasting facilities as a monopoly, with the lines of the British Broadcasting Corp.

Conversations between COI officials and representatives of the shortwave stations have been continuing for more than a fortnight over a COI proposal that they enter into voluntary lease arrangements whereby COI will control all of the time on the stations with the exception of 4 p.m. to midnight, which would be allocated to the Rockefeller Committee because those hours are regarded as the most favorable for reception in the Latin American countries.

Rockefeller’s Sphere

The Rockefeller Committee’s sphere of activity embraces the Western Hemisphere, while the Donovan Committee is assigned all the rest of the world for its radio and other information gathering and disseminating activities.

The COI, in formulating its scheme, calls it a "voluntary plan of cooperation" under which existing stations, and others to be built by the Government or by private non-profit foundations, would remain in private hands but be coordinated into a programming structure that, except for the time allocated to Rockefeller, would be directed by the COI.

This, it is contended, would retain the principle of private operation during and after the war, and yet all would be guided by Government control it must exercise to utilize the shortwaves to their greatest advantage in the immediate emergency.

The COI project calls for payment to the operators of their maintenance costs, including underwriting the expenses of and securing a broadcasting field as expected to increase the powers of the stations, so that their signals may enjoy more widespread reception in enemy countries as well as among the populations and troops of the United Nations overseas.

Private Operators’ Position

Most of the private operators are said to be taking the view that they will do anything the Government wants them to do during the present crisis. Toward those who object to the leasing plan, some COI officials take the attitude that they can remain outside the setup if they choose but that the plan will be put into effect anyhow.

‘Voluntary Enlistment’

COI officials call the plan a "voluntary enlistment" of private shortwave resources for the duration. They propose that most of the programming shall be done by the private broadcasters from studios in New York, and they intend to draw upon the foreign language producing talent of the existing setups and to utilize what they regard as the best of it. COI will also produce programs and indeed is already very active in the shortwave field, particularly in processing and furnishing news reports to the stations.

All of the programs would be fed into the COI switchboard at its studios at 270 Fifth Ave., New York, and thence carried to all or selected stations of its so-called Bronze Network. That network now links all but one of the privately owned shortwave stations for foreign-language programs initiated by the COI.

The only shortwave outlet not on the Bronze Network is General Electric’s 50,000-watt KGEE, at San Francisco. Projected recently also is a second Pacific Coast shortwave outlet, the 100,000-watt KWID, which Wesley I. Dunn, owner of KSFQ, at San Francisco, has proposed.

These stations direct their signals primarily to the Far East.

Both COI and the Rockefeller groups insist they have no intention of stepping into the domestic broadcasting field. Their interest in shortwaves is born of the war emergency, the former proposing to use radio as a weapon of propaganda throughout the world and the latter using it to further Inter-American relations.

‘Foot in the Door’

Objections to the COI plan are said to be based primarily upon the argument that it means a “foot in the door” which may later be opened wider to lead the way to Government operation of domestic broadcasting. This is countered by the assurance that Government operation of standard-band stations is not contemplated at all, but that the war emergency requires more strenuous shortwave activity than the private operators have yet been able to exert.

Several of the large shortwave operators are reported to have declared they will willingly go along with any policy which the Government decides upon—whether the semi-private leasing plan proposed by COI or the one-big-company proposal of the Rockefeller Committee.

One Big Company

On behalf of the Rockefeller Committee, it was emphasized that the present problem is the improvement and unification of the facilities and that the COI plan is only a "partial answer". Either the status quo should be maintained, with the private operators continuing to run their stations themselves as now for reasons of patriotism, prestige or publicity, or one big company should be permitted to do the whole job, it was said.

The big problem, the Rockefeller Committee holds, is one of physical coordination—the providing of adequate power and beams to reach those portions of the world, especially the Latin American countries, not now being sufficiently reached. The point that is evident agreement between the two committees, but it is the modus operandi that has created their differences.

A Rockefeller official, pointing to what he regarded as a flaw in the COI’s plans, asserted, “Why should the taxpayers’ money be spent for what we are now get-

(Continued on page 50)
Three Things That Will Keep 'Em Ringing!

1. **Multiplying Industrial Payrolls**

   Mammoth new industrial projects building and nearing completion in Oklahoma will pour millions of dollars into trade channels. By the end of 1942 in the Oklahoma City area alone, industrial payrolls will be quadrupled; influx of workers is expected to increase population 33%.

2. **Steeply Ascending Farm Income**

   Oklahoma farmers handled more dollars in 1941 than in any year since 1928. An average crop this year will easily bring Oklahoma farmers $300,000,000 and may crowd the peak year of 1924 when farm income was $365,000,000. In fact, the outlook for crop production could hardly be better.

3. **Radio Station WKY**

   In cities, towns and on farms, WKY is the station most Oklahomans listen to most, the station best able to turn Oklahoma's expanding income into sales...to keep registers ringing for you!
Capital Society Pays for a Program

Garfinckel's Class Apparel Sold at Joint Hotel Charity Project

By MARGUERITE L. SITGREAVES

AT $1 PER TICKET, Washington’s flossiest socialites clamor to attend a combined broadcast and style show at the Capital’s fashionable Hotel 2400. There enjoy a radio program, aid patriotic charities and buy quantities of class wearing apparel provided by the exclusive Garfinckel’s department store. Often they buy apparel right off the mannequins. Always reluctant to do any advertising, Garfinckel’s name is not associated with the program as sponsor. But the radio trade understands that the famous store takes care of half the freight, with Hotel 2400 putting up the other half. Every Saturday the ‘Embassy Day at Hotel 2400’ program draws swarms of paid customers from the ranks of Cabinet wives, embassies, Congressional circles and other branches of Washington’s social set. The writer of this article handles script for the fashion program.

Halifax, wife of the British Ambassador to the United States, went over the air the first Saturday in December from the Lounge Riviera, Hotel 2400.

Little advance publicity was given to British Embassy Day. The Lounge Riviera holds 250 luncheon guests. Not much was expected in the way of attendance, but the place was completely sold out. One week later, for Peruvian Embassy Day, the broadcast was moved to the large ballroom of Hotel 2400. Now in the 11th week of the program, the ballroom is packed, the adjoining Palm Room and the small cocktail room immediately to the side, are filled to capacity. Each Saturday patrons are turned away and the main dinner room of Hotel 2400 is showing a most satisfactory daily increase.

Each broadcast is a diplomatic luncheon program, presided over by Meredith Howard whose personally invited guests including men and women. Internationally prominent in military, governmental, diplomatic and congressional sets, are introduced weekly. An American Red Cross executive is in regular attendance.

A native dish of the country honored is featured on each broadcast. For example, the ladies’ favorite is New Hampshire Stew.

The Ambassador or Minister representing the Embassy, is interviewed by Meredith Howard along “Good Neighbor” lines, all to an appropriate musical background, tables in V-shape formation, the 21 Pan-American and Allied flags flying.

Defense Costumes

As to the actual selling of women’s apparel in connection with Embassy Day at Hotel 2400? From the first broadcast on, for fashion interest, Garfinckel’s, the capital’s exclusive store for women’s apparel, has provided a fashion show with Washington debutantes and society matrons acting as mannequins.

The costumes are interpreted by Meredith Howard from a defense angle. Materials as affected by priorities, styles as adapted to wartime activities meeting both psychological and practical needs, are stressed. Each Saturday, Washington socialites are buying many of the expensive Garfinckel hats, dresses and coats directly from the mannequins.

To date, in addition to Great Britain and Peru, the countries of Turkey, Mexico, China, Belgium, Poland, the Philippines and Venezuela have been honored on Embassy Day at Hotel 2400. In some instances young women from the embassies wear the garments.

On the Feb. 28 broadcast, hundreds of dollars in Defense Bonds are to be turned over to the American Red Cross.

This event is to be covered by special assignment of photographers sent from a national pictorial magazine. News of each broadcast is sent to South America through foreign correspondents attending each Embassy luncheon. Reservations for the broadcasts are being made weeks in advance; the luncheon is gaining the reputation of being the most brilliant affair in Washington.

Hostess and originator, Meredith Howard, is known as Washington’s “Minerva of Goodwill,” and sponsor Hotel 2400 is convinced beyond dispute that if you “cast your bread upon the airwaves, it comes back later cake.”

No Commercials

This prestige program carries no commercials. The sponsor of the hotel falls naturally throughout the score of the fashion script with the defense angle and prominent mannequins, is highly narrative. A sponsored show with no direct mannequins is unheard of.

A radio program so painlessly and subtly commercial that the dining room “studio” audience and the air-following do not, as a whole, realize the show is sponsored! Unusual?

Practically unheard of and highly successful. Perhaps a new radio art in the dawning?

Discs for Musical Show

FOLLOWING successful use of radio to sell “Hellzapoppin” [broadcast, Nov. 3, 1941], the comedy team of Olsen and Johnson, and their producing associate, Messrs. Shubert, are using time for their new show “Sons O’ Fun” at the Winter Garden in New York. Three broadcasts of three minutes each are broadcast on WABC, WNEW and WOR, New York, and on eight other stations in Philadelphia, Hartford, New Haven, Boston, Baltimore and Washington. Marlo Lewis, radio director of RKO-ATW , Thompson Co., New York, prepared the programs in cooperation with C. F. Blumberger, advertising manager for the Shuberts.

Sheffield Spots

SHEFFIELD FARMS Co., New York, for three of its creamed cottage cheese products is conducting a six-week campaign from Feb. 16 till Easter on seven stations in the New York Metropolitan area. Using a total of 428 30-word station break announcements, the company is promoting the three cheese products in two week periods. Stations are WABC, WMCA, WOR, WQXR, WHN, WNEW and WINS. Agency is N. W. AYER & Son, New York.

Steel Firm to Return

TENNESSEE COAL & IRON Co., Birmingham, a subsidiary of U. S. Steel Co., again this year is planning a spot campaign for its chicken-wire fences, using 8 or 10 stations in the Mason-Dixon Line. Series, to start in the spring, will probably consist of three-weekly spots. One hour period, type undecided. Agency is BBDO, New York.
Proof of the Pudding

See For Yourself What Advertisers Say About WFIL Cooperation!

The letters reproduced here (We've dozens of others like them in our files) conclusively prove the "PUDDING" whipped up by WFIL is the best recipe for the most effective Philadelphia market sales job.

It pays to buy WFIL...the only Philadelphia station offering merchandising cooperation tailor-made to meet individual sales problems...CHARTED MERCHANDISING!

In 1941, 52.5% more advertisers used WFIL facilities compared to 1940. The reason—WFIL CHARTED MERCHANDISING!

WFIL
THE BLUE NETWORK • KEY STATION QUAKER NETWORK • FM STATION W53PH

NATIONAL REPRESENTATIVE • THE KATZ AGENCY, INC.
Controlled Remote Interview Allowed

Ryan Approves Series With Safeguards; No Code Change

ADEQUATELY safeguarded, certain types of man-on-the-street programs may now be conducted under the Wartime Censorship Code—but only after each particular program and its method of presentation have received the written approval of the radio division of the Office of Censorship under J. Harold Ryan.

This was made known last week after a go-ahead to Halbert Taft Jr., manager of WKRC, Cincinnati, covering a program in which pre-selected interviewees, chosen by civic and educational organizations, are questioned and the questions and answers pre-written before being broadcast. To guard against deviation from the selected programs, the program keeps two announcers and an engineer on the job at all times.

Careful Check

If this is not sufficient safeguard, it is agreed that the rehearsed program shall be transmitted and that the broadcast will go on only after a time-lag.

Mr. Ryan, in reporting that his office had approved for broadcast this variation of the conventional quiz or man-in-the-street program, on which the Code [BROADCASTING, Jan. 19] otherwise frowned, pointed out that Mr. Taft had "revised the format of his show so as to apply safeguards deemed essential for protection against its possible use for subversive purposes.

He called attention to the fact that the adequacy of the safeguards adopted in this instance was dependent upon the use of more personnel and the engineer than ordinarily are available to smaller stations. For this reason, he urged that other station managers consult the Office of Censorship about the possibility of instituting substitute programs which, in their own opinion, might provide the necessary safeguards.

"Virtually every program of this general type varies in some degree from the others," Mr. Ryan said. "For this reason, no blanket approval of others can be given in advance. Broadcasters who feel that they could make use of such programs and still fulfill their obligations of self-censorship should submit their specific programs to the Office of Censorship for review and interpretation."

In other words, the approval of the WKRC program is not to be construed as blanket approval for similar programs, each one of which must be acted upon individually.

The Office of Censorship is inclined to give station managers the best possible break under the Code, but no chances will be taken that might lead to slip-ups.

Not a Deviation

Mr. Ryan emphasized that the ruling in the WKRC case was not in any way a deviation from the Code provision which states, "General control of programs, originating remotely, will be in the hands of the station, and will be exercised in accordance with the provisions of the Code, as approved.

While this section of the Code refers specifically to man-on-the-street interviews, airport interviews, etc., Mr. Ryan asserted that safeguards are provided through the office of Censorship's rigid requirements that every broadcaster submit his case for individual ruling. There are to be no deviations from the basic purposes of the Code, he asserted.

Conditions to be outlined by station managers in presenting their cases for approval by the Office of Censorship are suggested in Broadcasters' Victory Council in a letter to all stations last week. The letter suggests:

The broadcaster will maintain complete control over the programs allowed access to the microphone, and the master of ceremonies shall be fully conversant with the War-time Code.

Participants will be selected in advance from the membership of accredited clubs, civic organizations, or educational institutions. Precautions will be taken to see that unauthorized persons are excluded from the microphone through the use of an assistant to the mc.

Interviewees will be invited far enough in advance of the broadcast to allow presentation of proper credentials to the announcer or master of ceremonies.

The master of ceremonies shall be equipped with a device for instantaneously cutting off the program if necessary.

The program will be transcribed and broadcast at a later time on day so it may be thoroughly checked by the production department before going on the air.

If you write the Office of Censorship on this matter and do secure its permission to proceed on the basis of such safeguards, too much stress can not be placed on the need for living up to your promised caution. One slip by a single station, and the entire privilege can be revoked, to the detriment of all in reputation and finances—of the entire industry.

No Strange Sponsors

John Shepard 3d, president of Yankee Network and chairman of the BVC, from his Washington office added another warning with respect to "strange sponsors" in his letter to the trade.

"Along the same lines," he said, "we drop a warning that may seem all too superfluous. But this is war, and every eventual must have barriers set up against it.

Never accept a commercial from an unknown individual who comes into your station, pays down cash, and wants his announcement put on the air, even as possible, as soon as possible.

"Any actual occurrence of this type would probably be more subtle than the blunt way we've stated it.

The individual might introduce himself as an ad man, as the new advertising manager at the Jones Department Store. 'We're having a rush sale of umbrellas,' he might say, 'and we want to get this announcement on the air before it stops raining.'

Maybe the Jones Department Store has been a spasmodic advertiser. Maybe you're anxious to get more business from it, and decide to oblige this new advertising manager.

A simple telephone call, however, will prove the matter, and then you can be sure it's all on the up-and-up. Never accept business from an unknown firm until you've checked and found that it's authentic. And, even more important, be sure that your personnel understands this. Broadcasting's traveling a trail these days where the foot has only to slip once."

KPAS, New Fulltime Pasadena Outlet, Starts Operation With Temporary 5 kw.

UNDER SPECIAL temporary FCC authorization, KPAS, Pasadena, Calif., authorized last Sept. 9 as a new 10,000-watt fulltime station on 1110 kc., on Feb. 16 started operationally by a 5,000-watt transmitter on an 18-hour daily schedule after several delays caused by technical difficulties.

J. Frank Burke, president and general manager of Pacific Coast Broadcasting Co., operating the station, stated that KPAS will continue under the present setup until an accompanying staff consists of Western Electric transmitter is installed.

KPAS currently is utilizing a Collins 5,000-watt transmitter, with a three-tower Whip-type directional antenna. Studios located in the Huntington Hotel, that city, are Western Electric equipped. Transmitter is located at El Monte, Calif.

Other Personnel

Loyal K. King is executive assistant to Mr. Burke, with John L. Akerson, commercial manager, and John A. Smithson, chief engineer. Other staff personnel includes: C. H. Leinhaas, formerly with WOC, Davenport, 1a., and WHO, Des Moines, program and production manager; Joan Shaffer, formerly of KFAC, Los Angeles, commentator and director of women's programs; J. Newton Yates, musical director.

"Town Hall" Adopts Rule to Abide by Censorship

TO CLARIFY the question period period set by the weekly America's "Town Meeting of the Air" program in light of the censorship rules and regulations of the Office of Censorship, Town Hall, New York, has announced its ten-point program for "Freedom of Speech in Town Hall," as prepared by George V. Denny Jr., president of Town Hall.

Since shortly after war was declared, all questions have passed through the hands of an editorial committee of members of the Town Meeting staff, before they reach the air, according to the moderator. "We may ask a relevant question following the same kind of prepared addresses, but rather than have Mr. Denny, the moderator, reject improper questions on the air, a member of the staff reviews them before they are asked.

Pertussin Spots

SEECK & KADE Co., New York, which is running a winter campaign for Pertussin cough drop using spot announcements on about 25 stations, has been testing a five-minute transcribed feature titled The Singing Neighbor on four stations since mid-January, and last week added 12 more stations, bringing the total to 16. The campaign of three weekly broadcasts will run for nine more weeks on WOR, WNYC, WOR, WBAL, WGR, WKNR, WBN, WCHS, WGB, WOWG, WFTC, WLAW, KDQA, KOMO and WSB. The exception to the schedule is WIOD, Miami, which presents the series five times weekly for a six-week period. Agency is Erwin, Wasey & Co., New York.
“What story has whiskers on it that’s never been told before?”

We are referring, quiz-fashion, to the recent experience of a razor blade manufacturer, over KDKA.

With one-minute announcements, they made a special offer on their famous whisker harvesters. “We hope per-inquiry-cost will average about 15 cents,” the advertiser confided.

Well, not to take too much time rubbing the lather in, inquiries cost them 5.7 cents apiece. That is, the announcements drew nearly three times the response they considered par.

Which illustrates why keen advertisers choose KDKA. They know that KDKA breaks par as regularly as they mow the old whiskers.

And it’s not done with mirrors. It’s done with a 56-county Primary. With a million and a quarter radio families in 500 towns. Four Pittsburghs!

If this razor blade story has whiskers on it, it’s because we’ve told so many like it. For some more good stories, get in touch with NBC Spot Sales.
NAI Board Votes To Support Work Of Victory Council

Lewis Appointment Endorsed; Wartime Unity Urged

GOING on record as making every other industry of the war effort, the board of directors of Network Affiliates Inc. met at the Ambassador Hotel in New York last Monday afternoon, unanimously adopting a resolution of 100% support to the Broadcasters Victory Council.

Backing up this resolution with direct industry wartime program, the board further adopted a resolution expressing to William B. Lewis, assistant director of the Office of Facts & Figures and Governmental censorship of radio, the appreciation of NAI for his action in appointing to his radio advisory committee a group of broadcasters familiar with wartime problems. As liaison between the broadcasters and the Government, the NAI deals with Mr. Lewis and his committee in determining how best the request of the Government for time may be distributed among networks and stations.

Wartime Unity

Backing up still further its intent to put aside all problems which might conflict with a complete and united industry wartime program, the NAI board proposed a truce with superpower broadcasting interests, suggesting that the situation be frozen for the duration. Another resolution was adopted urging that no new radio legislation be introduced during the war.

Meeting with BMI Vice-President and Counsel, Carl Haverlin to discuss the current status of the industry-owned music organization and its new eight-year contract, the NAI board endorsed the idea of maintaining two separate sources of music to insure a competitive situation in the music market for broadcasters.

At another session with John G. Paine, general manager of ASCAP, and Herman Greenberg of the ASCAP staff, the board secured from ASCAP a simplified method of reporting musical performances which will enable the broadcasters to use their own music log sheets. ASCAP had formerly required that their reports be made on official outsize forms, too large for a standard typewriter. The ASCAP executives also agreed that in reporting the use of the Society’s music, on radio and phonograph records the broadcasters could list simply the names of the composers and the numbers of the records used or be required to remove from reports the requirement that they be made under oath.

The second day of the NAI board meetings was devoted to First Census Data on Set Ownership - 81.4% of Radio Homes Have Radios

FIRST of the long-awaited Bureau of the Census reports tabulating radio set ownership of homes and other data by states and counties was issued last week, covering 1940 census findings for the State of Nevada. It appeared under the title, "Second Series, General Characteristics: Nevada, and like the others to come will be available directly from the Government Printing Office, Washington, for 10 cents.

No Preliminary Report

No schedule has yet been made up for the issuance of the remaining State reports, but it was informally stated at the Bureau that they will be released sporadically and that it may take the rest of the year before all of the 48 States are covered. The reports await their still incompletely tabulation by the Bureau and their individual publication by the Government Printing Office, which is jointed with work of young staff. Preliminary reports in mimeograph form are being released under the policy of conserving paper.

The Nevada report includes tables covering occupied dwelling units by tenure and population per unit, by color of occupants, urban and rural; analysis of dwellings by types of structures, year built, state of repair and plumbing equipment, household and refrigeration equipment, central heating, mortgage, rent, values, etc. Table 23, which embraces the radio count, covers dwelling units by counties, and shows the number of sets, number of persons per household, persons per room, tenant-occupied units, radio, refrigeration equipment, cooking fuel, heating equipment and gas.

26,200 Home Radios

Total homes with radios in the State numbered 26,200, or 81.4% (this compares with 28,500, or 95% reported in the 1938 Joint Committee estimates and published in the 1940 Broadcasting Yearbook).

The Census Bureau's tabulation gives the radio homes and percentages by counties, and also shows the number of non-radio homes and those not reporting radios in each county.

Culled from the report by Broadcasting is the following summary of the county figures:

<table>
<thead>
<tr>
<th>County</th>
<th>Homes with Radio Sets</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Churchill</td>
<td>1,915</td>
<td>5.8</td>
</tr>
<tr>
<td>Elko</td>
<td>704</td>
<td>2.7</td>
</tr>
<tr>
<td>Eureka</td>
<td>245</td>
<td>0.9</td>
</tr>
<tr>
<td>Humboldt</td>
<td>658</td>
<td>2.4</td>
</tr>
<tr>
<td>Lincoln</td>
<td>961</td>
<td>3.6</td>
</tr>
<tr>
<td>Mineral</td>
<td>475</td>
<td>1.8</td>
</tr>
<tr>
<td>Ormsby</td>
<td>604</td>
<td>2.3</td>
</tr>
<tr>
<td>Pershing</td>
<td>706</td>
<td>2.7</td>
</tr>
<tr>
<td>Washoe</td>
<td>8,023</td>
<td>30.3</td>
</tr>
<tr>
<td>White Pine</td>
<td>2,003</td>
<td>7.7</td>
</tr>
<tr>
<td>STATE</td>
<td>26,200</td>
<td>81.4</td>
</tr>
</tbody>
</table>

FCC INQUIRY PLAN AWAITING ACTION

STYMIED for the present because of pressing matters pertaining to the war effort, the various resolutions and bills aimed at investigation and regulation of the FCC, are all dormant with the exception of the Cox resolution proposed by Senator Hiram W. Fendall of Maine, which is pending at an investigation of the FCC generally as well as the stewardship of Chairman James F. Byrd. Rep. Cox stated to Broadcasting last Thursday that he expects hearings on his resolution before the House Rules Committee either Feb. 24 or Feb. 25.

Other legislation aimed at the FCC includes the Sanders Bill, proposed by Rep. Sanders (D-La.) which asks for the reorganization of the FCC; the White Resolution, pending in the Senate, proposed by Sen. White (R-Me.) to investigate both the FCC and the industry; the White Bill to reorganize the FCC, paralleling somewhat the Sanders Bill. Both the White resolution and bill have been dormant since last June but their revival brought new interest in the light of imminent House action.

Other than the impending action on the Cox resolution,bone-dry radio recent attention has been given to activities of the FCC and to the background of its personnel. Meanwhile the FCC is expected to get under way with the investigation of the FCC by Rep. Dies (D-Tex.), referred to by the House Committee on Interstate and Foreign Commerce of the House last Wednesday [see page 61].

LONG AND SHORT when Congressman Dewey Short, of Missouri, recently returned from Rio de Janeiro where he carried the Panama Canal Conference for the Blue, is currently a lecturer of this country.

Grinals Heads WSAI; Long to Handle Chicago Sales Office for WLW

APPOINTMENT of Archie Grinals as general manager of WSAI, Cincinnati, sister station of WLW, was announced Feb. 18 by James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting. Mr. Grinals, sales manager of the station since 1938, succeeds Dewey Long, who is being transferred to Chicago to become sales manager of the Chicago office of WLW.

Walter Callahan, manager of the Chicago office for the last two years, is returning to Cincinnati to become assistant to Robert E. Dunville, general sales manager of the broadcasting division of Crosley of which he also is vice-president.

In the New York office of WLW, Bernard Munsick, who has been in charge there of sales for WLW, Crosley shortwave station, is being transferred to the regular sales staff of WLW.

Mr. Grinals joined WSAI as manager in August, 1938, coming from WAPI, Birmingham. He had previously held executive capacities at WBT, Charlotte, and WFBF, Greenville, S. C. Two months after becoming manager of WSAI, Mr. Long went for Mr. Grinals, who at the time was a salesman for WAGA, Atlanta. They first met at the old WRDR, Augusta, Ga., in 1932. Changes are effective March 1.

Midwest War Session

WARTIME conditions affecting various media including radio will be discussed in Chicago April 10 and 11 at a conference of sales and advertising executives from nine midwest States. All sales and advertising organizations in the area will be invited to help the Chicago Advertising Club, host, in planning the session on current problems.

EDWARD TOLMINSON, Blue Network's Latin America expert, who recently returned from Rio de Janeiro where he covered the Pan American conference for the Blue, is currently a lecturer of this country.

Page 16 • February 23, 1942 BROADCASTING • Broadcast Advertising
20 Years of Radio History

BACK in the days when radio was a low voice heard through tightly claspéd earphones, heard only by a sparse audience of electrical daredevils, WGY first went on the air.

Since that time there have been big days for 'GY—when Edison spoke over our microphone . . . when Marconi came to visit . . . when Steinmetz gave his talks on science. We have met many interesting people from all walks of life—Amelia Earhart, Franklin D. Roosevelt, Harry Houdini, Mary Pickford, Chief Sitting Bear. We have known a generous portion of the Passing Parade.

In those twenty years WGY has pioneered many things. It was the first licensed 50,000-watt station, the first to experiment with such "super-power" as 100 and 200 kilowatts. From early WGY experiments in 'round-the-world relays have grown today's New York-to-London-to-Java news-casts. The G-E "pallaphotophone" of 1922, an instrument which 'GY used for recording sound on film, was the grand-daddy of talking pictures.

WGY has kept step through the years. It was the first station in the Great Northeast; it is today the foremost.
HEARTENED by the immediate response of the broadcasters to the ASCAP appeal, many of the stations that had initially rejected the new licenses have chosen to accept them. In response to ASCAP's overtures, a number of stations have decided to sign on with ASCAP, providing a clear demonstration of the willingness of the broadcasting industry to work with ASCAP to resolve the licensing dispute.

The trend towards acceptance of ASCAP licenses is expected to continue, as more stations realize the benefits of a comprehensive licensing agreement. With increased acceptance of ASCAP licenses, the industry can look forward to a more stable and predictable revenue stream for both ASCAP and its member composers and publishers.

Industry Responds Favorably To BMI's Renewal Licenses

BMI Stresses Advantages Over ASCAP Offer; Many Stations Take Out Eight-Year Pacts

PLANS for decentralizing ASCAP's dealings with broadcasters, turning over to the recently established district and branch offices of the Society [Broadcasting, Feb. 9], are causing some radio business previously handled from the ASCAP headquarters in New York, will be discussed at a series of meetings to be held in each of the four geographic zones within the next few weeks.

Regional meetings will begin at San Antonio, Feb. 27-28, when a delegation of ASCAP officials will instruct the office managers and field men of the Western District in their radio contacts. The Western District was selected as the area in which the ASCAP officials will be in Hollywood earlier this week for a meeting of the coast membership. This meeting, the first to be held as required by the Elliott Act, will take place Feb. 25 at the Beverly-Wilshire Hotel.

Leaving New York Friday to attend were Gene Buck, ASCAP president; John Paine, general manager; Byron Price, assistant general manager; John O'Connor, chairman of the executive committee; Herman Greenberg, assistant to the general manager; and Louis D. Frohlich of Schwartz & Frohlich, ASCAP general counsel.

The same delegation will go from Hollywood to San Francisco and will then go to New Orleans to meet with the field staff of the Southern District, March 4-5. On March 9-10, the Midwestern District meeting will be held in Chicago and the final session, with the Eastern District personnel, will take place in New York, March 16-17.

Contacts With Broadcasters

The program of decentralization has chosen one of the increased contact between ASCAP and the broadcasters resulting from the new licensing arrangements, Mr. Paine explained. For example, he said, the clearance of all network provisions for network programs cover not only programs broadcast on the permanently organized national networks but also special programs broadcast by groups of two or more stations hooked up specially for the occasion.

A special contract covering these one-time or short-term hookups is now being worked out, he said, which can be executed by the ASCAP branch offices and the broadcasting stations without the delays involved in attempting to handle such matters entirely from New York.

TWENTY regulations, codifying all U. S. cable and radio censorship regulations, was issued Feb. 17 by Byron Price, Director of Censorship. They cover outgoing international communications only.

ASCAP to Stage Regional Sessions

Field Men To Be Instructed In Broadcast Contacts

Sign BMI Contracts

Stations which had taken out BMI licenses as of last Thursday were announced by BMI as follows:

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>WTTC</td>
<td>KGF</td>
</tr>
<tr>
<td>WKBK</td>
<td>KFB</td>
</tr>
<tr>
<td>WBBN</td>
<td>WBC</td>
</tr>
<tr>
<td>WBIX</td>
<td>WRC</td>
</tr>
<tr>
<td>WEAN</td>
<td>KRM</td>
</tr>
<tr>
<td>WFRM</td>
<td>KTM</td>
</tr>
<tr>
<td>WORC</td>
<td>WMA</td>
</tr>
<tr>
<td>KEWJ</td>
<td>WJH</td>
</tr>
<tr>
<td>WFTL</td>
<td>WCQ</td>
</tr>
<tr>
<td>WDEG</td>
<td>WWY</td>
</tr>
<tr>
<td>WOVY</td>
<td>WTB</td>
</tr>
<tr>
<td>WNCQ</td>
<td>WWO</td>
</tr>
<tr>
<td>WEOR</td>
<td>KEO</td>
</tr>
<tr>
<td>WEMJ</td>
<td>KRO</td>
</tr>
<tr>
<td>WTYL</td>
<td>WCV</td>
</tr>
<tr>
<td>WORL</td>
<td>WRP</td>
</tr>
<tr>
<td>WCJQ</td>
<td>WPD</td>
</tr>
<tr>
<td>WNOH</td>
<td>Wgf</td>
</tr>
<tr>
<td>WTMG</td>
<td>WYD</td>
</tr>
<tr>
<td>WXMO</td>
<td>WGG</td>
</tr>
</tbody>
</table>

Lang-Worth to Add ASCAP Selections To Music Library

LANG-WORTH FEATURE Programs Inc. has notified stations subscribing to the Lang-Worth Library Service that it will be coinciding with the April shipment, ASCAP as well as non-ASCAP music will be made available.

This reversal of the company's long established policy of transcribing only music from non-ASCAP sources is due, the announcement states, to the belief that owing to the large number of ASCAP contracts that have been signed by the station subscribers, to justice to these stations ASCAP music should be made available.

To Label Discs

"However, the statement continues, "until such time as the desires of their subscribers dictate otherwise, Lang-Worth will completely fulfill their contract obligations to the ASCAP branches and to ASCAP itself, and all ASCAP music delivered will be plainly marked on the label "ASCAP" and will be sent to each subscriber as bonus records supplementary to the regular service."

The Lang-Worth subscribers, under this arrangement, will receive a minimum of two 16-inch ASCAP records each month, including currently popular tunes and perennial favorites. Subscribers may accept or reject these bonus discs as they see fit and the discs will be sent to only those stations desiring to receive the ASCAP music. A charge of $5.00 a side, covering mechanical and pressing of discs only, will be made to subscribers taking the extra service.

Unlike other transcription companies which have made temporary arrangements with ASCAP for clearance at the source of library records for a brief period while stations are making their final decisions concerning the type of ASCAP license, if any, they want, Lang-Worth has made no such arrangement, but is merely making available the ASCAP music for those stations requesting it. Regarding rights for the numbers used, it was stated, will be obtained either from the individual publishers or from Harry Fox, agent.
But dis dame is different...

Discovering dealers to carry the ball
Is a thing which the record proclaims
A problem that never dismays us at all—
Take the case of Colonial Dames:

The message was brief, but it went to the spot
That is labeled Consumer Demand,
And all of the dealers they wanted, they got—
KNX-tra results, just as planned!

The time that we had was a fifth of a flash,*
We knew what to say and we said it;
Colonial Dames is corralling the cash;
The station’s corralling the credit!

*Well, five minutes once a week!

KNX
LOS ANGELES • 50,000 WATTS
Commercial Cut On News by CBS

No Jingles or Other Devices Permitted on Newscasts

NEW WARTIME standards for commercial news broadcasts have been put into effect by CBS, reducing the amount of time allowed for commercials by 20%, prohibiting lengthy opening commercials, ensuring that commercials be duly distinguished from the news content of the programs and surrounding the entire news broadcasts with appropriate decorum.

The new rules limit opening commercials to 40 seconds on 10- and 15-minute programs and to 25 seconds on five-minute broadcasts. Opening commercials must not lead the listener to believe he is hearing news instead of a commercial.

Opening with sponsor identification, reading a few headlines and then going into a commercial is to be avoided as it "confuses the listener and compels him to listen to a commercial before he really finds out what the news is all about."

No Funny Stuff

Jingles and other devices of giving the commercials "undue gaiety, humor or excitement" are barred for all commercials on news broadcasts. Middle commercials are permitted only in newscasts of 10 minutes or more and then only at the option of CBS. Middle commercials must be preceded by a minimum of three minutes of news and are not allowed to interrupt a continuing description of a single situation.

All commercials except obvious opening ones must be set apart from the news content either by use of a different voice, which CBS says is preferable, or by the announcer invariably separating them "not solely by a pause but by some such appropriate phrase as—now a few words from our sponsor . . . now let me tell you something about our product, and so forth."

The sponsor's message may not resemble a news item, so such introductions for commercials as "flash" and "bulletin" or "news about Blank's product" are barred. There is no way, however, of such phrases as "now here is something new and interesting about the product." Commercials must be "temperate and restrained" and a rapid-fire delivery or over-emphatic selling is not permitted on newscasts. CBS also reserves the right to make further conditions if time and circumstances make them advisable.


WG Y's 20th ANNIVERSARY FETE
Feb. 20 Marked Two Decades of Pioneering
And Experimentation by GE Station

VETERANS OF WGY, three of whom have been in its service in various capacities since its inception, are president, public relations director; W. J. Purcell, chief engineer; H. O. Coggeshall, program director; Kolin Hager, manager and commercial manager. All but Mr. Coggeshall are 20-year men, and Mr. Coggeshall actually joined the station only one year after it first went on the air.

POINTING to a prideful record of technical and program achievement, one of the nation's pioneer broadcasting stations, General Electric's WGY, Schenectady, last Friday celebrated its 20th birthday with appropriate ceremonies. Starting on the air first as a 1,500-watt station on Feb. 20, 1922, WGY now operates with 50,000 watts around the clock as a wartime emergency measure, cooperating with national, State and community agencies in maintaining public morale.

The story of WGY, though it was anticipated by a few months by several other stations still in existence, is virtually the story of modern broadcasting, though it claims particular eminence by reason of its recognized stature as a "laboratory station," that is, the years by GE engineers and scientists—and still being used—to test out new methods of transmission.

GE's History

Today's radio technique owes much to GE radio engineers and research scientists and their work at WGY, which during its first ten years on the air was utilized primarily as a developmental station. Highlights of its story are set forth in a special memorandum prepared for BROADCASTING by William T. Meenan, one of the station's veteran employees:

"In 1922, a month or two after WGY took to the air, the 20-kw. water-cooled tube was introduced to the transmitter circuit. This tube, using for the first time an air-cooled seal of glass and copper, has led to the present efficient 50,000-watt broadcast transmitters. From the 20 kw. tubes have grown 100 kw. power tubes, making possible the 100 and 200 kw. transmitters which WGY introduced for the first time anywhere in experimental broadcast.

"Associated with the first 1,000-watt transmitter of 1922 was the E. F. W. Alexanderson multiple-tuned antenna which had been developed by the GE consulting engineer for use in trans-Atlantic radio transmission. This antenna gave WGY wide coverage in days when receivers were simple and non-selective.

"WGY was the first station to adopt crystal control on its regular broadcast transmitter. In the early twenties broadcast stations experienced great difficulty in holding the signals to the prescribed frequency or wave length. Listeners found the received signal swinging in and out. While a listener was tuned to a favorite station, the signal of one or more stations might, and frequently, did, insinuate itself into his receiver without warning.

"By means of a quartz crystal, frequency swinging is now controlled. But even prior to the development of quartz crystal control, WGY had a reputation for frequency stability and it was a matter of pride among the station's engineers that the signal of any of the selected WGY's as one of a half-dozen标准化 transmitters by which broadcasting stations throughout the country could calibrate their frequencies.

First Condenser Mike

"The first microphone used in broadcasting was of the carbon type. Today, the transmitter engineer seeking perfection discovered that the carbon microphone was addicted to missing and blasting, characteristics which seriously impaired musical reproduction. Engineers of WGY developed, and the station was the first to use for regular broadcast, a condenser microphone which gave exceptionally faithful reproduction. Early work was carried on with the Pallethropophone microphone, a creation of Charles A. Hoxie. This microphone operates on the principle of the vibrating mirror which transmitted sound pulsations through a light beam to a photoelectric cell. This principle was later applied to electrical transmitters.

BROWN & THOMAS, SPECTOR TO MERGE

THE NEW YORK advertising agencies, Rayson Spector Co. and Brown & Thomas Adv. Corp., on March 1 will merge to form Brown & Spector Inc., to be located at 10 Rockefeller Plaza, former offices of Brown & Thomas.

The Spector Co. has been particularly active in radio in the past and the new company plans to be in the future for Serutan, Gold Medal Capsules, Block Drug Co., and Journal of Living Publishing Corp. Brown & Thomas has handled accounts as Schenley Distillers and Golan Wines, for which in a month or so the new company will start an intensive spot campaign.

Raymond Spector will be chairman of the board of Brown & Spector, continuing to devote much time to radio accounts. Stanley A. Brown, former president of Brown & Thomas, will be president of the new firm, while executive vice-president and copy director will be Benjamin M. Levy, copy director of Lennen & Mitchell and Erwin, Wasey & Co.

Leonard M. Leonard, vice-president of Brown & Co., will hold the same post in the new agency, and Dan Rogers will continue as director of radio, position he held with Ray- mond Spector. Other officers will be James E. Clark, art director; Robert E. Moore, sales promotion manager; Thomas F. Hughes, marketing research; Bernard Cir- lin, consumer research; John J. Haven, media director, and Mar- vin C. Manley, production manager.

Miami Beach Discs

STEVE HANNIGAN, publicity firm handling public relations for Miami Beach, Fla., is making plans for an extensive radio campaign of "one-minute spot announcements on local stations in four to eight defense areas where there is an acute shortage of houses for defense workers" and other workers non-essential to defense in such cities as Akron, Baltimore, Chicago, Philadelphia or Pontiac, Mich., to rent or sell their homes and apartments to defense workers. An assurance of comparable housing on a non-bargain basis in Miami Beach. Details are now being worked for the campaign to start in mid-March.

Vitamin Drive

FOLLOWING a test campaign of daily participations on the Bessie Beatty program on WOR, New York, Hi-V Vitamin Corp., New York, is to add several stations in upstate New York this month, placing the campaign on a national basis by the end of the year. Hi-V Vitamin capsule sold only in five- and ten-cent stores, the campaign includes radio and newspaper announcements. Agency is Applied Merchandising, New York.

ANOTHER new song from the pen of Kent Condenser of the Associated Press, titled "America Needs You," was heard for the first time on the NBC World War II Network broadcast of the Chicago Theatre of the Air's regular Saturday program on Mutual.
Why not do it the EASY way?

The Roll-Your-Own method is one way to produce a top-notch show. It takes time, skill, worry*, expensive talent—and usually requires a substantial budget.

The NBC Radio-Recording Way of getting top-notch programs is easier—and costs a lot less when you use NBC Syndicated Recorded shows. They're complete—ready to broadcast!

In Radio Programs, as in Cigarettes, the “Ready-Made” Product is Easier to Handle!

Shows that would be far beyond your budget, if you had to produce them yourself, are yours at extremely reasonable prices through the facilities of NBC Radio-Recording Division.

These programs are already in use in many varied markets for a greatly diversified list of products. Experience proves that they will obtain fine results for you.

Pick your program to suit your need. On the NBC Syndicated Program list you will find a wealth of material from which to choose, programs of various lengths, various frequencies, varied subjects, and varied costs. Shown here are a few of the outstanding buys!

Betty and Bob. Outstanding dramatic programs with name stars who are favorites of millions. Five quarter-hours per week. 390 programs available.

The Face of the War—as seen by Sam Cuff. Keen, timely, penetrating analysis of the stories behind war headlines. Three 3-minute programs per week.

Who's News. Revealing, informal 5-minute chats with America’s headline personalities in the arts, sciences, sports, business, music, theatre, etc. Three programs per week. 39 programs.

Getting the Most Out of Life Today with Dr. William L. Stidger. Forceful, down-to-earth philosophy every man and woman can understand and enjoy. Three 3-minute per week. 117 programs.

Time Out—with Ted Steele and Grace Albert. Bright, gay boy-and-girl songs and banter with interludes featuring “Nellie the Novachord.” Twenty-six quarter-hour programs.

Five-Minute Mysteries. Unique series of thrilling, dramatized mysteries—complete in each 5-minute episode, three to five per week. 63 programs.

Hollywood Headliners. Intimate inside stories about Hollywood Stars told by Stella Unger. Three to six 5-minutes per week. 156 programs.

Produced at “Broadcasting Headquarters,” these programs have all the flavor and character of live shows, and the finest recording—NBC ORTHOCOUSTIC.

*P.S. Don’t worry! NBC can help you roll your own too, if you do not have your own facilities for production. We’re ready for all jobs from script writing, casting, producing, right down to shipping the finished pressings.

Write for complete presentations and audition samples.
BASIC STATIONS—COLUMBIA BROADCASTING SYSTEM... G. A. RICHARDS, PRES.
The VOICE behind the men behind the Guns!

- At the myriad fronts of this mighty war, the Voice of Radio speaks with purposeful authority. From far above misty ocean wastes, its messages direct our convoys, warn against enemy raiders. Our mighty armored forces are linked with their command through its space-consuming magic. Battleships and submarines, shore batteries and landing parties, bombers, fighters, and attack squadrons—all depend on Radio for information, direction, and unification.

Yet, while Radio is helping our arms directly on the war fronts, it is no less ready to serve them on the home front. Throughout the nation, one hundred and thirty million Americans, eager to play their part, are already obtaining their information, direction, and unification through radio broadcasting.

On the home front, Radio brings to America's citizens the dynamic voice of their Commander in Chief. It unites them behind his plans and purposes. It brings them the news, good or bad, which sends them crowding into recruiting offices, pyramids sales of Government bonds and stamps, sends the Red Cross drive "over the top." Its voice causes countless men and women to present themselves for services of all sorts. It speeds factory workers to their tasks in piling up weapons of war with which to crush the enemies of Freedom.

The voice of America's free Radio surges with the spirit of a nation aroused, united, determined. You can sense in it the courage of a people who have fought for Freedom before, and willingly do it again. You can hear the singing hearts of men and women who, at any cost, will defend their American way of life.

Thus, on every battlefield and front—in every mill, factory and home—the Voice of Radio is helping to unite the vast power of America. It will continue to serve without stint, until the world is once more free.

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVE
Herewith is an FCC tabulation of construction permits outstanding for new stations, and for modification of license on the records at the time the FCC received Construction Docket Feb. 19 for "freezing" of broadcast assignments [BROADCASTING, Feb. 16]. Dispersion of these CP’s will depend upon the status of priorities for equipment applicants, plus other factors covered in the DBC "freeze" recommendations.

**CPS for New Stations**

Following is an FCC tabulation of the construction permits outstanding for new stations, with their construction dates for an expiration date [see 1942 Broadcasting Yearbook for licenses and principals]:

**KCIR, Omeo, Calif.** (June 8-42).
**KICD, Spencer, Ind.** (June 8-42).
**KPSA, Pasadena, Calif.** (July 14-42).
**KWBK, Bakersfield, Calif.** (June 22-42).
**KTNJ, Compton, Calif.** (June 26-42).
**KWON, Bartlesville, Okla.** (July 23-42).
**KRLA, Los Angeles, Calif.** (June 26-42).

**KOL, Seattle—5,000 watts, directional antenna.**
**KOFY, Phoenix, Ariz.—1,000 watts night, 5,000 watts day, new transmitter (8-16-42).
**KOH, San Francisco—Equipment changes (8-16-42).**
**KOP, Wenatchee, Wash.—5,000 watts on 500 kc., move, new transmitter, directional antenna (subject to approval of site and antenna).**
**KPRC, Houston—Directional antenna night (8-3-42).**
**KQS, San Jose, Calif.—Changes in directional antenna (cold plate not specified) (7-31-42).**
**KBTM, Abilene, Texas—Antenna, 250 watts (6-23-42).**
**KWDQ, Boston—5,000 watts, new transmitter, unlimited hours, directional antenna (7-20-42).**
**WHIP, Hammond, Ind.—Unlimited hours, directional antenna (8-16-42).**
**WHR, Columbus, Ohio—Move transmitter (3-25-42).**
**WHK, Hickory, N. C.—1,000 watts night, 5,000 watts day, new transmitter, move, directional antenna night (5-5-42).**
**WHF, Harrisburg, Pa.—500 watts auxiliary transmitter (8-16-42).**
**WIBA, Madison—Wix, 5,000 watts, new transmitter, move, directional antenna night (7-20-42).**

**WINS, New York City—500 watts, un unlimited equipment, directional antenna (7-31-42).**
**WJSAS, Pittsburgh—5,000 watts, directional antenna night (8-16-42).**
**WJW, Akron—5,000 watts on 820 kc., new transmitter, Auxiliary antenna night (9-2-42).**
**WNYC, New York City—Equips changes (9-1-42).**

**WDGU, New Orleans—5,000 watts, move, directional antenna, new transmitter (application for reinstallation pending)**.
**WEAN, Providence, R. I.—1,000 watts changes in directional antenna (5-9-42).**
**WEDY, New York City—New transmitter, move, directional antenna night (8-14-42).**
**WFRC, Greenville, S. C.—5,000 watts, directional antenna night (3-11-42).**
**WFTL, Fort Lauderdale, Fla.—10,000 watts on 710 kc., new transmitter, directional antenna night, move (subject to approval of site and antenna and proof of performance) (8-16-42).**
**WGEX, Chicago—5,000 watts unlimited, new transmitter, directional antenna (3-6-42).**
**WGR, Buffalo—Move auxiliary transmitter (8-11-42).**
**WGIB, Boston—5,000 watts, new transmitter, unlimited hours, directional antenna (7-20-42).**
**WHIP, Hammond, Ind.—Unlimited hours, directional antenna (8-16-42).**
**WHKC, Columbus O.—Move transmitter (3-25-42).**
**WHKY, Hickory, N. C.—1,000 watts night, 5,000 watts day, new transmitter, move, directional antenna night (5-5-42).**
**WHRP, Harrisburg, Pa.—500 watts auxiliary transmitter (8-16-42).**
**WIBA, Madison—Wix, 5,000 watts, new transmitter, move, directional antenna night (7-20-42).**
**WIEC, Waukegan, Ill.—New transmitter, directional antenna (3-11-42).**

**WNAX, Lansing, S. D.—5,000 watts, directional antenna night (7-3-42).**
**WNB, Binghamton, N. Y.—5,000 watts, new transmitter, directional antenna night (3-9-42).**
**WPKQ, Columbus, Ohio—New transmitter, directional antenna night (5-3-42).**
**WKOX, Knoxville, Tenn.—10,000 watts, equipment changes, unlimited hours (8-17-42).**
**WKUP, Norfolk—5,000 watts, new transmitter, new directional antenna (7-31-42).**
**WIBG, Glenside, Pa.—10,000 watts, move transmitter and studio, unlimited, directional antenna, new transmitter (subject to approval of site) (7-31-42).**
**WINS, New York City—60,000 watts on 100 kc., unlimited equipment, directional antenna, move (8-3-42).**
**WKUB, Columbus S. C.—5,000 watts, directional antenna changes (3-25-42).**
**WJAR, Providence, R. I.—Auxiliary antenna night (7-20-42).**
**WJSAS, Pittsburgh—5,000 watts, directional antenna night (8-16-42).**
**WJY, Akron—5,000 watts on 820 kc., new transmitter, new directional antenna night (9-2-42).**
**WNYC, New York City—Equips changes (9-1-42).**

**WKBH, LaGrassa, Wis.—5,000 watts, move, new transmitter, move, directional antenna night (2-16-42).**
**WKDO, Wadsworth, Ohio—New old main transmitter to site of new main transmitter for auxiliary antenna night (7-25-42).**
**WKY, Oklahoma City—5,000 watts, move transmitter, directional antenna night (7-25-42).**
**WKEO, Kalamazoo, Mich.—5,000 watts, move, new transmitter, directional antenna night (7-25-42).**
**WLAC, Nashville—50,000 watts, directional antenna night, move, transmitter equipment (7-25-42).**
**WMAZ, Macon, Ga.—5,000 watts, directional antenna night (7-25-42).**
**WMBD, Peoria, Ill.—5,000 watts, directional antenna night (7-25-42).**
**WMBK, Richmond, Va.—5,000 watts, directional antenna night (7-25-42).**
**WMPH, Memphis—5,000 watts, directional antenna night (subject granted to redesigning directional antenna) (9-12-42).**
**WMMN, Fairmont, W. Va.—5,000 watts, directional antenna changes for night (9-4-42).**
**WRAT, Martinsville, Va.—New transmitter, transmitter, new antenna, system, move (8-13-42). **
**WHZ, Farmville, Va.—5,000 watts, directional antenna (application pending) (6-25-42).**

**WNAX, Yonkton, S. D.—5,000 watts, directional antenna night (7-25-42).**
**WNBF, Binghamton, N. Y.—5,000 watts, move transmitter, new transmitter, directional antenna night (5-3-42).**
**WNXO, Knoxville, Tenn.—10,000 watts, equipment changes, unlimited hours (8-17-42).**
**WTSI, Portland—5,000 watts, move transmitter, new directional antenna (7-31-42).**
**WJAS, New York City—Directional antenna night changes (motion pending for extension) (8-16-42).**
**WONK, York, Pa.—New auxiliary directional antenna (7-25-42).**
**WPFT, Passaic, N. J.—Equips changes (tubes) (6-1-42).**
**WQRX, New York City—Directional antenna night changes (motion pending for extension):**

**WSAS, Cincinnati—100 booster transmitter (7-29-42).**
**WSAN, Allentown, Pa.—5,000 watts, directional antenna night changes, unlimited hours (5-10-42).**
**WSBN, Dundalk, Md.—New transmitter, new equipment, directional antenna night changes, unlimited hours (7-29-42).**
**WSBO, Columbus, Ohio—New transmitter to site of new main transmitter (8-3-42).**
**WSPA, Montgomery, Ala.—5,000 watts, new transmitter, new directional antenna night (8-4-42).**
**WXZ, Akron—5,000 watts on 820 kc., new transmitter, new directional antenna night (9-2-42).**

**NOT THE GAMS, just the clothes budget and a bit of a story.**

A family Dollar Bargain Cautour, quarter-hour Monday through Friday on WGN, Chicago, sponsored by Procter & Gamble Co., Cincinnati, for American Family Soap. Listeners may offer anything extra from their pantry, closet, car, or garage, and three of the six telephone operators on duty during the program to take ads for the bargains.
A Great Idea for All Concerned . . .

- The WSYR "Perfect Combination" of 5000 W. at 570 K. C. assures all Red Network advertisers of effective coverage of a market of $1,468,519,000 in 27 counties of Central New York.

- WSYR listeners will be treated to the superior programming of the Red Network. That's why we call it a "Good Deal" all the way 'round.
FOLLOWING the recent time change, WMT, Cedar Rapids, instituted a plan which it is believed, may assist all stations in the difficulties of "carry-over" of audiences to new program schedules.

As a regular monthly feature of the Magic Kitchen, conducted by Libbie Vaughan for seven years, listeners were asked to send in ten cents to obtain a copy of the Magic Kitchen Bulletin containing recipes and household hints. With the change of program time from 10:15 a.m. Mondays through Fridays to 1:30 p.m., announcements were started on the old time to go on for two weeks, noting the time change in the show and urging listeners to send for their bulletins but to enclose a 10-cent defense stamp instead of the customary time.

No subscriptions are accepted for more than one month. The defense stamps received are to be converted into a $25 defense bond which will be awarded to the listener sending in the best letter answering the question, "What the Magic Kitchen Means to Me?"

* * *

John Wayne

JOHN WAYNE

with

HELGA MORAY

N BC RED NETWORK

Starting

Sunday Evening, February 15th

Taft Building No. 2254-2255

Sales Representative

The James Parks Co.

333 N. Michigan Blvd. Chicago, Illinois

AD MODEL for the 1942 trade paper promotion of WSAI, Cincinnati, is "Suzy, Our Steno". An entire series will be based on "Suzy", otherwise known as Nancy Schmid, of WSAI's research department. Adjusting the light for a photo is Stanley Miller, vice-president of Ralph H. Jones Co., agency in charge of the WSAI account, while Ewald Kockritz, station advertising manager, exchanges theme signals with "Suzy".

Bugler Letters

PROMOTION LETTERS in a series of three have been sent to Bugler Tobacco dealers by station managers in cooperation with the publicity department of Russel M. Seeds Co., Chicago, agency for Brown & Williamson Tobacco Corp., Louisville. Shift from Wednesday to Friday is announced for Bugler Plantation Party, on NBC stations, and dealers are urged to tie in window and counter displays of Bugler Thrift Kits and Tobacco with the radio advertising. The dealer letters follow up letters to the stations from Whitey Ford, "The Duke of Paducah" on the show.

* * *

Esso Plates

THROUGH the local Esso dealer, WPTF, Raleigh, has distributed 1,000 auto license tags as a promotional tie-in with its Esso Reporter newscasts. Markers on a blue background in red and white give WPTF's call letters and list the Esso broadcast schedule.

* * *

Mats of Pix

MONDAY morning news releases sent out by NBC in mimeograph form are now prefaced with a special clip sheet showing mats photographs available of new and leading stars on NBC feature programs.

* * *

Free Stamps

ALBUM with a ten-cent defense stamp mounted therein has been offered to listeners by the Lambert Furniture Co., St. Louis, sponsor of Ray Dady's commentaries on KWK, St. Louis. A post card from the sender is the only requisite.
Foreign Language Programs Studied

FCC Survey of 200 Stations Shows Slight Change

OBSERVING that "since the outbreak of war, and under increased surveillance, the foreign-language stations have themselves jointly and individually acted to guard against subversive broadcasts", the FCC has issued a "wartime survey" which reveals that 200 standard broadcast stations in this country were carrying programs in 29 foreign languages for a total of 6,776 hours during the first 30 days after Pearl Harbor.

A pre-war survey conducted by the Commission in 1940 showed 199 stations broadcasting in 31 foreign languages for a period of about 1,330 hours per week. The current survey indicates a decrease of 67 hours as compared with foreign-language broadcast time for the 30 days preceding the outbreak of war.

Italian, Polish and Spanish still predominate in the domestic foreign-language broadcasts, which are generally directed at local foreign-born populations.

"Many programs", the Commission stated, "are being devoted to the U. S. war effort, and various government agencies are utilizing this medium to inform and enlist the support of our foreign-born in the battle of democracy. In particular, foreign-language stations have broadcast information about the alien registration and about matters pertaining to aliens within our borders."

The Commission's statement points out that no domestic station broadcasts any foreign tongue exclusively. Only three stations broadcast 300 hours or more of foreign languages in the 30 days mentioned. Few high-power stations carry foreign-language programs, only one in the 50,000 watt class reporting such programs. Others listed were three of 10,000 watts; 38 of 5,000; 48 of 1,000; 8 of 500, 94 of 250; 8 of 100.

Chicago Writers Organize

CHICAGO chapter of the Radio Writers Guild has been organized with Fred Kress, freelance writer, elected president. Members of temporary executive council are: Leslie J. Edgley, Blue Network continuity editor; Dan Ryan, CBS producer; Jack Payne, WGN-MBS writer; William Costello, CBS news writer; Jack Mitchell, NBC writer; George Rooden, CBS producer; Oren Tovrov, author of NBC-Red Ma Perkins; Holari Donovan, Blue writer; Pauline Hopkins, author of That Brunette Boy; Madeline Clark, freelance; James Peas, NBC writer. First annual election of president and council will be held in April.

KMA is "edited" for FARMERS—not jitterbugs!

○ Farm people have problems, needs and wants experienced by no other single group in the world. And 66% of the 3,000,000 people in KMA's primary area live on farms or in towns under 2,500 population.

That's why KMA is so different from most other stations... why it is programmed for farmers... why it devotes 13 1/2 hours daily to local service.

And that's why KMA, with 5,000 watts, packs a far harder punch than most stations its size — consistently outpul... the most powerful stations in most metropolitan areas! We have the proof — and it's yours for the asking. Want it?

The No. 1 Farm Station in The No. 1 Farm Market—

150 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC, Exclusive National Representatives

BROADCASTING • Broadcast Advertising  February 23, 1942 • Page 27
Why This Advertisement has Doubled in Value since we first ran it, last summer!

Business conditions have changed enormously since last August, when this advertisement pointed out how the Blue lowers your cost of distribution by reaching more ears per dollar.

Conditions then were beginning to put the squeeze on profits. Today you have far more than profits to protect. You have your business to protect—your trade name, and your goodwill. More than ever, you want your advertising dollars to work harder.

The war has changed many things—but it has not changed the fundamental advantages which the Blue offers you, except to increase their value to you.

Efficiency and economy for advertisers on the Blue are not newly discovered nor newly adopted virtues. In 1941, 40 new advertisers bought the Blue because of its efficiency and economy—because Blue stations are concentrated in the money markets, because the Blue uses high power only where it is needed, and because the Blueplate Discounts make it possible to “go national” on a modest budget.

When you buy Blue you get national coverage at the lowest cost per thousand for any medium entering the home. Today, in the changing pattern of war, this effective economy is worth more to you than ever before. Ask any Blue Network salesman for details. It’s easy to do business with the Blue!

BLUE NETWORK COMPANY, INC.
A Radio Corporation of America Service
Buy Blue—Protect Your Profit Margin by Lowering Your Cost of Distribution!

Lo, pity the poor manufacturer! He is caught in a squeeze that pinches him right in the wallet.

Increased taxes, rising labor costs and higher-priced raw materials combine to raise production costs. Price ceilings and other factors restrict increases in retail prices.

So today it's important to lower your distribution costs by reaching more consumers with every advertising dollar.

If you're not using radio you really ought to look into it—especially into the Blue Network. If you're already on the air, we suggest you compare your current radio picture with these well-known advantages of the Blue.

ECONOMICAL COVERAGE—Blue stations are located where the buying power is heaviest, strategically placed to cover markets, not areas.

ECONOMICAL POWER—Blue power is allocated to conserve your budget, by employing costly high power stations only where such power is necessary.

ECONOMICAL COSTS—"Blueplate" discounts enable you to expand your network with your budget and receive savings up to 20% of your total time cost.

ECONOMICAL PROGRAMS—Blue evening commercials have reached a CAB average of 10, yet their average talent expenditure per quarter hour is 44% less than their major network competition.

The moral—reach more ears per dollar! Buy Blue!
Road Shows Help Program Ratings
Coast Experiments Result in Gains, Says Moskovic

WITH substantially increased dividends in awakened dealer enthusiasm and audience gain, following three successful experiments, roadshowing of studio audience regionally sponsored network programs is advocated by George Moskovic, CBS Pacific Coast sales promotion manager.

Although an added expense to the sponsor, exploitation and goodwill created by the gesture, more than repays advertisers, he said, adding that "for the duration it is important that a sponsor squeeze the last ounce of benefit from a program and this is one way to do it."

Series of Big Crowds

Citing experiences of General Pedro County (Nev.) on the hour-hour-half-half-hour-long roadshowing the weekly-half-hour-dramatizations, I Was There, on 8 CBS West Coast stations, Moskovic said this studio audience show drew 5,000 to its Fresno, Cal., performance last month, despite a driving rain. When showtime was broadcast from Portland, Ore., Civic Auditorium the following week, 3,400 persons attended even though more than 3,000 packed Seattle Municipal Auditorium when the show originated from that city in early autumn. Despite a blackout the previous evening, which caused a 60% theatre attendance drop, some 2,000 persons attended the broadcast of What's on Your Mind? sponsored by Planters Nut & Chocolate Co. and sponsored 8 West Coast stations, when it emanated from San Francisco's Golden Gate Theatre.

First CBS West Coast client to successfully experiment with roadshowing was Seaside Oil Co., Moskovic said. Playing to capacity houses with turnaway crowds, the firm sent its weekly Seaside Spelling Bee, sponsored on CBS Western station, on tour to five major California and Arizona cities.

In all three instances, according to Moskovic, there was an immediate jump in program ratings following their "tour" as result of audience strengthening in cities where they had made personal appearances. Amped newspaper publicity and increased merchandising and promotional support from the trade was secured by each sponsor as result of the roadshowing.

Sportscasters’ Group

WITH the election last week of Ted Husing, CBS sportscaster, as president, the Sports Broadcasters Assn. has established itself as an active organization, made up of sportscasters from 14 stations in the greater New York area. In the group are officers elected included Stan Lomax of WOR, first vice-president; Bill Stern of NBC second vice-president; Dave Driscoll of WOR, secretary, and Bert Lee of WNY as treasurer. The association, which meets each week at Toots Shor's Restaurant, New York, also aims to serve as a clearing house for problems of sportscasters.

FIVE STATIONS TIED FOR BLACKOUT

New York Governor Praises Cooperation

In Nine-County Coverage

BLACKOUT, in which five stations pooled facilities to give nine-county coverage of proceedings in New York State, provided above pictures. WTRY operator (left) reports the flash for complete blackout of the state areas. A broadcast announcer of WGY, Schenectady, describes the work of the Emergency Medical Service. Infra-red film was used for the night shot of Gren Rand (fur-capped), announcer of WOKO, Albany, and Jerry Manter, Transradio Press Service, who helped report the proceedings involved in the blackout.

FIVE STATIONS in Albany, Troy and Schenectady recently combined their forces and facilities to offer interviewed doctors who explained practice blackouts yet conducted on the Atlantic Seaboard.

Nine counties in New York State blacked out at the order of the Army Interceptor Command. Advance information permitted the stations to anticipate the blackout order by one minute so that WOKO and WABY, Albany; WGY, Schenectady; and WTRY and WHAZ, Troy, were able to interrupt scheduled programs at 8:31 p.m. to carry the entire proceedings.

Opening the half-hour broadcast was a description of the activity of the Interceptor Robert Steward Control center in Troy. WTRY announcer Cecil Walker sent the show to Nick Carter who in turn got listeners a picture of the receiving of the actual signal to blackout.

And Then To Albany

The broadcast was shifted to Gren Rand, of WOKO, who spoke from the parapet of the State Office Bldg., Albany. Concluding his description of the blackout, Rand sent the broadcast to Cari Raymond of WGY, who spoke from a temporary center of the Emergency Medical Service in the Hotel Van Courtian in Schenectady. While the conditions of this service were being explained an "action call" was received from the Schenectady control center. A medical field unit was dispatched to the scene of the emergency. Bob Stevenson, WGY announcer, gave a running account of his ride behind the ambulance. Arriving at the YMCA, Stevenson assumed the responsibility for the control of the nature of the simulated injuries of the patients.

From the top of the Carnegie Bldg., on the campus of Rensselaer, Troy, Bcb Lewis took over to tell how the blackout was being handled in Rensselaer County. WABY, from the State Office Bldg., Albany, introduced Mayor Ernestus Corning 2d, who thanked all agencies for the part they played in the blackout test. Mayor Corning introduced Gov. Herbert H. Lehman who read his remarks with the aid of flashlights. In his appreciation of the radio tie-up, Gov. Lehman made the following statement: "Tonight we have been given an example of cooperation among our Capital District radio stations which might well be adopted by other broadcasters throughout the nation. Voluntarily these stations, members of different network systems and of separate ownerships, joined their facilities to help civilian defense authorities to make this practice a blackout a success. With such unity to harness all the forces of our nation, victory is certain. I am sure, Stations WOKO, WABY, WTRY and WHAZ are to be heartily commended."

Tatom Heads KEEX

CLIFF TATOM, who recently purchased a half interest in KEEX, Brownsville, Tex., has assumed the managerial duties of that station. Mr. Tatom, during the past 11 years, has been manager of KRIS, Corpus Christi; KABC, San Antonio; KCBC, Texarkana, and KNOW, Austin, all in Texas.

Plug Puller

DURING the recent blackout in Macon, Ga., announcer Jim Williams of WBML averted a broadcast tragedy only by his knowledge of the touch system control operation of the 76 B-1 RCA Console. OVERSIZED air raid wardens of the WBML studio building pulled all available switches, including the one which blacked out WBML's control room.

Fortunately, Announcer Williams knew his way around the control board well enough to punch his way out of trouble and the broadcast went on schedule.

Col. Barton Withdraws Proposal for Purchase And Moving of KTHS

ANTICIPATING rejection of the deal by the FCC in the light of its multiple ownership policy, Col. Tom H. Barton, Arkansas oil magnate and owner of WABC, WCBS, WSPD and KELD, El Dorado, and executives of the Hot Springs Chamber of Commerce, volume called off the proposed purchase of KTHS, Hot Springs, now licensed to the Chamber of Commerce. The FCC has dismissed without prejudice the application for transfer of KTHS to Southland Radio Corp., former owner, as the holding company for KTHS.

Col. Barton had formed Southland to apply for only the acquisition of KTHS but in order to apply for 50,000 watts for that station, whose new transmitter he proposed to move to Wrightsville, Ark., about 50 miles nearer Little Rock. KTHS now operates with 1,600 watts and 5,000 day on 1090 kc.

The company was capitalized at $225,000 and one-third of its common stock was turned over to the Chamber of Commerce.

FCC counsel, in conferences with the postwar transmitter applications might be granted if Col. Barton would agree to dispose of KARK inasmuch as KTHS with 50,000 watts would double the Little Rock area. Col. Barton declined to do so, and following conferences with FCC counsel, the deal was agreed to the dropping of the deal.

FOREIGN SCHEDULE

OF CBS PREPARED

TO PROVIDE a two-week testing period, new shortwave broadcasting and Latin American relations will start in early March of the new CBS Latin American network, CBS revised its shortwave schedule recently for its new transmitters—WBCB and WCX, 50,000 watts each, and WCDA, 10,000 watts. From early morning to late afternoon, the CBS transmitters will be beamed to Europe and thenceforth, until 11 p.m. EST, directed toward South America.

The schedule announced by Edmund A. Chester, CBS director of shortwave broadcasting and Latin American Relations, follows:

WBCB—Europe, 6:15 a.m.-4:45 p.m., 15,270 kc.; 8,120 kc., 19:4 m.; East Coast, South America, 4 p.m.-11 p.m., 15,270 kc., 19.6 m.; FM, 88-1:390, 17,830 kc., 16 b.; West Coast, South America, 4 p.m.-11 p.m., 11,840 kc., 22.5 mc.; WCDA—Europe, 8:30 a.m.-1:45 p.m., 15,270 kc., 19.6 m.; West Coast, South America, 5 p.m.-7:45 p.m., 17,830 kc., 16 b.; FM, 88-1:390, 6,170 kc., 45.5 m.

Army News for Women

WOMEN commentators of more than 150 stations are receiving broadcast material from the Army Quarter master public relations branch. Today's topics: Only short items of interest to women in the home are released. Stations are only put on the mailing list for a woman's request, according to Lieut. John S. Hayes, public relations officer. In areas without radio or television coverage, each receives different material. Lee Chadwick heads the radio section of the Quarter master public relations branch.
Dear Mr. Lincoln:

There are those who tell us that you are dead.

Yet we, Mr. Lincoln, know that men like you can never die: neither you nor the things you stand for. We write you this letter now because we think you will like to hear about your people—that you will be proud of your people—the millions of people in whose hearts you still live, and will always live.

We want to tell you, Mr. Lincoln, that your people still treasure the freedom you defended...which it is now our turn to defend. Once again we have turned from the ways of peace to the ways of war; not through choice (for we had no choice) but through a necessity which you, of all Americans, can best understand. And we know that you would have it no other way...

We want to tell you, too, that we have not lost the American vision of peaceful progress—that American eyes still search the broadening horizons as yours did. We see new things for the people, when the guns are silent again. New things to serve all men, everywhere.

Those things we see for tomorrow. As for today, Mr. Lincoln, the most fitting words we can find are those you spoke less than six weeks before an assassin’s bullet silenced your lips forever:

“With malice toward none; with charity for all; with firmness in the right as God gives us to see the right, let us strive on to finish the work we have begun...”

Be assured, Mr. Lincoln—that work will be finished!
Announce the

Paul H. Re

EXCLUSIVE NATION

Effective
Seattle
STATION, INC.

Appointment

by

zymer Company

AL REPRESENTATIVE

immediately
Music Epilogue

BROADCASTERS currently are in receipt of new license proffers from Broadcast Music Inc., to run from March, 1942 till March, 1950. They cover the same approximate span as the license offers from ASCAP.

Many station owners are pondering the future music situation. Some are asking, Why pay BMI when ASCAP, having learned its lesson, is back in the fold? The answer should be simple. Buying BMI is buying insurance, but at a lower premium than ever before available. Broadcasters used to pay ASCAP 5½%. Now, if they want two blanket licenses (which we don't necessarily urge), they can get them at 3.3%. They can avail themselves of the “per-program” privilege for either or both catalogs. In addition, the principle of clearance-at-the-source is established.

These are the attainments of the ASCAP battle of 1941. They will all go to pot if ASCAP loses its competition—competition afforded principally by BMI, as conceived, nurtured and matured by radio. ASCAP will lose that competition if BMI is not wholeheartedly supported by the industry; if BMI numbers do not make the Hit Parade with the regularity they deserve. ASCAP said (before BMI) that “radio murders music”. BMI proved that radio makes music.

The ASCAP long-term contract carries provisions allowing the station to switch from “blanket” to “per program” and, under given conditions, to cancel entirely. These rights, however, are empty and useless unless broadcasters have an alternative repertoire. So long as such an alternative exists they probably never will have to avail themselves of it wholly. Conversely, if there is no alternative, ASCAP or any other similarly situated group could be expected to take advantage of every device to exact greater tribute in a non-competitive market.

BMI was created to establish competition in music. Industry money and the capital, brains and energy of publishers and writers have been put into it. It becomes more than a business advantage; it is a moral responsibility to keep BMI going full blast.

As an industry company and directed by a board made up of practical broadcasters, BMIs whole purpose was to take away ASCAP’s gun, and give to public performers of music a competitive market in which to deal. That it has far exceeded expectations, is music, radio and ASCAP history.

This Is War!

THESE ARE DAYS when mere flag-waving and the rah-rah stuff must give way to the grim realities of war. If anyone in radio harbors the thought that this war is just another “big show”, source merely of a great new reservoir of program material, he must dispel that idea once and for all. Radio’s entertainment function, while important, cannot and must not lull the people into the state of over-confident complacency which some of our statesmen have charged has prevailed in America—at least up to the fall of Singapore.

It was with full realization of the gravity of the war situation that the advertising industry as a whole threw its resources at the command of the Government last week by forming the Advertising Council to funnel the strength of all media toward the war effort.

The public, through the radio medium. this Monday night is to hear an accounting from President Roosevelt, and on the four successive Monday nights, via the networks, is to be addressed by Donald Nelson, War Production Board chief, by arrangements of the Council’s radio committee with the Office of Facts & Figures.

No longer is it a matter of competition among media to prove which can be used most effectively in impressing upon the public mind the vital necessity of energy toward winning the war. Radio will do the part assigned to it, willingly and enthusiastically, cost what it may in time and money. It has already started.

Calculated to arouse the country, the program This Is War! was projected over the combined networks Saturday before last and is to be continued each Saturday evening as produced by Hay McClinton and directed by Norman Corwin. Judging from the first show, chill and blood-curdling at times but deeply impressive, we would say that this kind of production is radio at its potent peak. It isn’t entertainment to make you forget your cares; it is down-to-the-production-line-and-bullet stuff that is designed to arouse the highest patriotic instincts in time of crisis.

Stations, whether affiliated with networks or independents, will be doing their country a disservice if they fail to carry this great program, the fruit of some of the best writing and production minds in broadcasting. Writers like Stephen Vincent Benet, Maxwell Anderson, Clifford Odets, Elmer Rice and William Robeson are donating the scripts; actors and musicians are giving freely of their talent, with no strings tied to them by their unions; Norman Corwin and John (Cavalade of America) Driscoll and Hay McClinton are borrowed from their employers to see the productions through.

The combined networks, in association with the NAB, are furnishing the time without stint, and of course the show has been made available to independents for simultaneous broadcasts and for rebroadcasts. It is the most ambitious radio program undertaken by the most important sponsor of them all—Uncle Sam.

Effects of the projected sugar rationing on some of radio’s most important classifications of sponsorship—foods, confectioneries and beverages—cannot yet be estimated, but so far such accounts have shown little or no inclination to abandon or curtail their present extensive use of the broadcast medium.

Freezing Competition

IF THE DDB-VPB-FCC “freeze order” really sticks—that is, if exceptions do not become the rule—it will remove the Sword of Damocles that has hung over the head of nearly every broadcaster, particularly the broadcaster in already crowded radio areas where the Commission has been more than often been wont to crowd in “just one more station” for one reason or another.

Rightly or wrongly, the quarrel that most long-established operators have had with the “survival of the fittest” theory enunciated and upheld in the Sanders-Dubuque case, is that it ignores the simple economics of market capacity; it has rendered it possible for anyone with engineering, legal and financial qualifications to enter into competition with long-existing station enterprises. Sometimes the grants to newcomer competitors have borne more than a mere tinge of politics.

There are very few areas in the United States outside the sparsely settled prairie and desert spaces which do not now get “primary service from one or more standard broadcast stations.” Many new local stations have been granted in small towns, quite justifiably, on the ground that the community is entitled to home service. But many others, local and regional, perhaps properly under the “survival” theory in normal times, have been granted where no conceivable need could be shown in view of adequate existing services.

Indeed, some were authorized largely on the showing that they would remain independent—that is, would not hook up with any of the networks (handful influences!).

The freezing of assignments, covering as it does new stations as well as improvements on old ones, has the practical effect of freezing competition pretty much at present levels. Upon old stations it will force the curbing of natural ambitions to improve their status—but then the equipment isn’t available anyhow. But for nearly all stations, in the light of the competition which already exists to a high degree in practically all of the more populous areas, this is an assurance that there will be some safeguard against brand new competition at a time when the business outlook is uncertain, to say the least.
ARTHRU F. VAN DYK

Arthur Floyd Van Dyk, chief of the industry service section of the RCA Laboratories and elected President of the Institute of Radio Engineers for 1942, has been a well-known personality in radio from its earliest days.

He has made many technical contributions to the art, the most recent being the RCA Alert Receiver, a device by which civilian defense workers are notified in times of emergency and may tune in to a special radio to receive instructions for action. His interest in radio dates from his school days. He has some 30 patents to his credit, and a variety of interests that are as broad as an industry which comprises many diverse branches.

Arthur Van Dyck, now 50, began his career in radio as an amateur. Later, he served as a ship operator for the United Wireless Telegraph Co. during college vacations. At Yale, he joined the laboratory of Prof. Reginald Fessenden, at Branford, Conn., Mass., where he participated in many of the experiments of that pioneer which have since become technical classics. Afterward he went to Washington, D.C. to serve as laboratory, and later was instructor in electrical engineering in the Carnegie Institute of Technology.

During World War I Van Dyck was expert radio aide in the Navy, which experience led to his appointment as chief factory engineer of the Marconi Wireless Telegraph Co. of America when peace-time radio was resumed. There followed a period of service with the General Electric Co. when he was in charge of development and design of radio receivers.

Van Dyck joined RCA soon after that company was formed, in 1919, and for some years had an important hand in the Technical and Test Department. Then he was appointed to a post of special service to RCA licensees, and this post he holds today.

You couldn't possibly associate Van with the "ivy tower" type of research engineer. His is a long record of effort toward fostering industrial relations, to improve standards, promote association activities dealing with common problems, and like work. He has a flair for design and a knack for developing to sales organizations in terms of application, so new things may move on to the public promptly as many new things in his line of these qualities is perhaps best summarized in the statement that Van is glad the Office of Civic Defense is the manager of the Industry Service Section of the RCA Laboratories now being built at Princeton, N. J.

Van likes boats. Since his hitch in the Navy he has been for some 15 years a reservist, with the rank of Lieutenant Commander. In the small boat fleet he has been active in the affairs of the U. S. Power Squadrons and as Rear Commodore of the Huguenot Yacht Club. Of course, he always has radio aboard his craft. Not only is he a broadcast receiver, but that tricky, two-way, shortwave gear by which you can call up anybody you want ashore, Van's got a slate to drive demonstration, which fits any get if you a jam.

Photography is another Van Dyck hobby. Get on this subject with him sometime when you are in his office and he'll very likely show you some of his prize prints of foot soldiers. And speaking of offices, you learn something about the man the minute you enter Van Dyck's room in the RCA Laboratory at 711 Fifth Ave., New York. He designed all the furniture, main feature, of course, is the desk, which fits part way around his chair in a broad curve. Everything he might want is within a伸手 distance.

Many other things of this design is the unusual, and it is a feature of the Alert Receiver, a device by which you can call up anybody you want ashore, Van's got a slate to drive demonstration, which fits any get if you a jam.

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behind the
MIKE

FRANCIS LAUX, chief estimator at
KMOX, St. Louis, has been
appointed by Les Qualey, U. S. director
of radio sports, O.CD, as regional director
of radio sports without pay for the
Seventh Corps area comprising Mis-
souri, Kansas, Arkansas, Iowa, Ne-
braska, Minnesota, North Dakota and
South Dakota.
MATT GETTINGs, formerly announce-
er of WARM, Scranton, has joined
WGLA, Lynchburg Va., Bill Loren,
WLV music director on Feb. 11
was inducted into military service.
JOHN AMES, announcer of WSPD,
Toledo, O., has enlisted in the Army
Corps.

BEAR
WALLOW (Ky.)
AIN'T NO
BEAR FER
BUSINESS!

You can't do much business in cub-size towns like
Bear Wallow, Bear Branch and Beartrack (Ky.)! But
you sure can do business in the tree-men-just Louisville
Trading Area—where 46.9% of Kentucky's population
accounts for 54% of the State's retail sales! . . . And
listen! You can reach every corner of this Area with
WAVE alone, which delivers 100% coverage at lowest
cost! So how about it—huh?

JIMMY BRIDGES, special events
man of WSB, Atlanta, has been named
assistant program director; Hub
Bertha, announcer, promoted to con-
tinuity director; Al Flinian again
pointed WSB studio production man-
er.

ESSE LENTERgle of the production
department of CHIC, Winnipeg, has joined
CHIC at Winnipeg as production chief
for CHIC's programming department. He suc-
cceeds J. C. McCabe, transferred to the
production staff of WLS, Toronto,
readied for the bomber ferry com-
nittee.

CHARLES JONES, secretary-treasur-
er of CUY, Pontiac, III., became
the father of a baby girl Feb. 8.

BILL HODAPP, formerly radio di-
rector of Grant Adv., Chicago, and
recently assistant program director of
WGN, Chicago, has joined the Army
Air Forces at Randolph Field, Tex. Bob
Doyle, WGN continuity writer, has
been commissioned an ensign in the
Army as public relations liaison.

CHARLES ISAACS, Hollywood writer,
has been added to CBS newsman
Sherman Shaw, sponsored by Procter
& Gamble Co.

HOWARD BROWN, announcer of WIP
Philadelphia, has been named night
announcer. He replaces George
Barry, who resigned to free-lance in
New York.

MARGE MAYLAND, formerly of the
Radio Council of the Chicago Board
of Education, has joined CBS-Chicago
as assistant to Lavinia S. Schwartz,
Midwest education director.

FRANK FALCON, sports announcer
of WBMJ, Boston, will report nightly
from various baseball camps during the
coming training season.

EDWARD PAUL, announcer of
WFCL, Chicago, has been appointed
again in New York.

HARRY L. MITCHELL, formerly
an announcer of KKXK, St. Louis,
was inducted Feb. 20 into the
Army.

ARTHUR T. JONES, announcer of
KXOK, St. Louis, is the father of a
baby boy born recently.

KMB Staff Changes
DON MACON has been tentatively
named administrative head of the
program department of KMBK
Kansas City; it was announced last
week by Arthur B. Church, presi-
dent, and Karl Koeppe, managing
director. Mr. MacNagine replaces
Adams, program director for the
past two and one-half years, who has
resigned, effective March 1.
Fran Heyser, Chicago producer for
Arthur B. Church Productions, will
become program manager of
KMBK under the new set-up.

ISABELLA BEACH, formerly spon-
sor of NBC to General Foods Corp.
as Frances Lee Harton, and prior to
that by Necker Products Co. on
Mutual, recently started a quarter-hour
women's program, titled Through
A Kitchen Window, on WNS, New
York. Bench, whose new six-
times weekly program on WINS will
feature recipes, is an authority on
cooking and is now doing a book on
the subject for publication by Scrib-
ner's.

DONALD L. KEARNEY, recently in
charge of radio production for the
USO in New York and formerly with
WHAM, Rochester, WAGE, Syracuse,
and WPAS, White Plains, was in-
ducted into the Army Feb. 11.

HIREL SAWYER, commentator on
the five-weekly quarter-hour program,
Home to the Ladies, on KECA Los
Angeles, and Franklina (Pinky) Park-
ker, Hollywood radio actor, were mar-
rried in Los Angeles, Feb. 13.

GEORGE RYAN, CBS newscaster,
has been selected by the Navy as nar-
rator for the movie shot currently in
production at Fox studios to explain the
work of the Navy Relief Society.

GEORGE S. KAUFMAN, playwright,
producer and director, has taken over
m.c. duties for the Mutual series Keep
'Em Rolling, now under the au-
thority of the O.E.M. He succeeds Clifton
Fadiman.

JOE HARRINGTON, CBS news
reporter, dead assistant, has been ap-
pointed as an aviation cadet to report
soon to Maxwell Field, Alabama.

RICHARD E. REDMOND, assistant
to Robert C. Schmid, MIBS director of
sales promotion, and formerly with
War E. Rudge & Co., is CBS, is
leaving this month to join Pan-Ameri-
can Airways in Equitorial Africa.

STEVE D. MANDERSON, actor and
theatre-manager has been added to
the announcing staff of WGA, Augusta,
Ga.

MAURICE RAPP, director of Jewish
programs of WWRL, New York,
has suffered a recurrence of a
recent illness forcing him to re-
main at home.

LEWIS CHARLES, formerly of
WNY, New York, and previously of
WHN and WINS, New York has
rejoined WINS to handle a five-
weekly Thursday program of trans-
cribed music.

RAIP ERIKSEN, former announcer
at the Turkish consulate in New
York, has joined the international
division of CBS and is broadcasting on
WCRX. CBS telephone station, a five-weekly
quarter-hour program in Turkish.

HARRY B. HENSHM, son of the
managing director of WNY, New York,
has been commissioned as a second
lieutenant. Field Artillery, at Fort
Sill, Okla. He volunteered in the
Army as a private in May 1941.

PRESTON L. TAYLOR, formerly of
WICT, Itanu, has joined the an-
nouncing staff of WIS, Columbus, O.

JOHN HILL, program director of
WJ, Detroit, for the last five
weeks and musician in the orchestras of Vin-
cent Lopez and Art Kassel, has joined the
production department of NBC -
Chicago.

Page 36 • February 23, 1942
JOE ANN SHAY, formerly of KSD, St. Louis, and WTMV, E. St. Louis, has joined the traffic department of WHO, Des Moines, Iowa. She is a graduate of Utica College.

MARGUERITE FISHER, who has been a secretary at the Des Moines Register, has joined the news department of WHO.

BETTY DAVIS, a former member of the news department of WHO, has joined the publicity department of KGW, Portland, Ore.

BILLY SHERMAN, a former member of the news department of WHO, has joined the news department of KGW.

LARRY MILLER, a former member of the news department of WHO, has joined the news department of KGW.

ROY HARRISON, a former member of the news department of WHO, has joined the news department of KGW.

ROBERT YOUNG, formerly announcer for KOA, Denver, has been assigned to the broadcasting division of the Army in a lieutenant position.

STAN BROWN, news editor of KOA, Denver, has been assigned to the broadcasting division of the Army in a lieutenant position.

VIRGINIA DAVIS, director of women's programs at KNKX, St. Louis, is guest lecturer in a radio course at Clayton (Mo.) High School.

RALPH E. KEENE, formerly assistant director of the Kate Smith Hour, is a private at Jefferson Barracks, Mo., where he is preparing shows for the Army.

LESLIE COX, formerly special events director and announcer, has been promoted to program director of KGFW, Keokuk, Iowa.

JOHNNY OLSON, janitor and announcer of WTMJ, Milwaukee, has rejoined WTMJ.

G. LENORE REINKE has been appointed assistant manager of the transcriptions department of RCA Victor Co. of Canada, Toronto.

RALPH MAURER, veteran newspaperman, has joined the news staff of WBAM, Chicago.

JAMES MINIMUM, former announcer of WHIZ, Zanesville, O., has joined the announcing staff of WMJ, Mansfield.

JAMES JULIA, NBC, is broadcasting daily programs in Spanish from Washington for shortwave transmission to South America. Part of the network's International Division has been moved to the capital.

PAUL BIBB, vocalist and saxophone player with Ted Weems' orchestra for 16 years, has joined the production department of NBC, Chicago.

Meet the LADIES

KAY MORTON

WITH the wisdom of age and the freshness of youth, Kay Morton chats with the ladies of the St. Louis area every morning over WIL. A graduate of Washington U with a B.S. in journalism, and with a wealth of both newspaper and radio experience, Kay conceives an informal program of styles, news and interviews. Interviews are her forte and hobby. She has asked typically feminine questions of an impressive list of celebrities.

ROBERT PROCTOR, announcer of WDAE, Tampa, Fla., has entered the Navy as radioman, first class.

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KSL

It's A Long Way From
DENVER TO SAN FRANCISCO

More than 1300 miles separate these two Western cities. Between the two is another major market, wherein live millions of people engaged in many rapidly expanding pursuits—from agriculture to mining, commerce and manufacturing.

Throughout this vast Intermountain Area, the dominant radio voice is KSL... regularly heard by more than 3,000,000 listeners.

50,000 Watt Key Station for Columbia in the Intermountain West...

Ask your nearest Edward Petry Office for KSL Coverage, the story of the Market between Denver and San Francisco.
It Happened
TEN YEARS AGO THIS MONTH

From the 1932 files of Broadcasting

FR. CHARLES E. COUGHLIN in a Feb. 7 sermon pays tribute to radio, declaring: "The owners of broadcasting stations, realizing the responsibility placed upon them, have carried their banners high. Not once in the history of my radio work have I ever heard anything broadcast that could not be listened to by the youngest child in the family. . . . Yet, with all this, the radio stations throughout the country are being subjected to a Senatorial investigation while the commercial filth of other forms is approved by the alacrity of the same august body."

A. L. ASHBY, vice-president and general attorney of NHC, presents arguments in support of theory that broadcasting stations are not public utility common carriers, required to permit use of their facilities to all comers, in a brief filed with Interstate Commerce Commission urging dismissal of complaint of Stu-Shim Products Co., New York, demanding time on WGRR, Freepost, N. Y.

HARRY HOWLETT, commercial manager of WJR, Cleveland, has signed a contract with Billy Evans, manager of the Cleveland Indians, for exclusive broadcasts of all local games during the 1932 season except on Sundays and holidays.

HARRY SHAW, WMJ, Waterloo, Ia., president of NAB, appoints following committee chairmen: Alfred J. McCosker, WOR, Newark, copyright; Henry A. Minns,ipo, Legislative; Arthur H. Church, KMBC, Kansas City, advertising; E. M. Elkin, KDKA, Pittsburgh, Internal Revenues; Elgar J. Bill, WMHD, Peoria, Education.

EXAMINER Eiller W. Pratt recommends to Federal Radio Commission favorable action on application of WJR, Detroit, and WQAR, Cleveland, for three experimental television stations to operate on the intermediate, low and ultra-high frequencies set aside for radio. Applications granted Feb. 27.

SOMERSET BILL (D-Wash.), author of the Radio Act of 1927 reports he is writing now copy right bill aimed at moderating the differences between broadcast owners as ASCAP presents initial reorganization with a view to naming a microphone. In late Julius C. Roseenthal, general manager.

D. E. (Plugg) KENDRICK, director of WQIP, Hopkinsville, Ky., dismisses the claim of J. H. Thistle, WDSU, New Orleans, that the latter's station was the first in the South to install the new Graybar dynamic microphone, asserting that WQIP placed a Graybar AC panel and the first set of dynamic microphones in operation Nov. 15, 1931.

JOHN GILLIN Jr., appointed commercial and program director of WOW, Omaha, succeeding Marie Kieny, resigned to be married.

BILLY ELMER commercial manager of KPL, Los Angeles, swine his ankle while leaving from a street car.

JOHN SWALLOW, manager of KPAC-KFV, Los Angeles, acquires an airplane pilot's license.

CARL MEYER, chief engineer of WGN, of the Chicago Tribune, is making surveys for a site for the new television equipment ordered for delivery from Western Television Corp., Chicago.

DAVE ELMAN, after three years as a continuity writer for CBS in New York, has resigned to do radio scripts and act as m.c. for the Blackhawk Co., New York city.


PAUL WEST, manager of the advertising sales division of National Car- bonyl Co., has been named managing director of the Assn. of National Advertisers, succeeding Albert E. Hawes.

DR. J. H. DEMLING, radio chief of the Bureau of Standards, is awarded honorary degree of Doctor of Science by his alma mater, George Washington U.

UNDER the direction of John R. Poppert, chief engineer of WOR, Newark, the station's engineering staff, supervised by Roy S. Lyon, has invented a collimated soundphone stand that combines three different types in use for mounting, transport and concert work. In addition, Lyon is building an overhead microphone system on which our four microphones can be swung over a radius of 9 feet.

CLAIMING that synchronization experiments initiated by WITC, Hartford, and WBAI, Baltimore, during the last ten months are "such the type of 'success' counsel asked the Federal Radio Commission to permit their continuance during regular programming hours.

WXZ, Detroit, and WJAS, Pitts- burg, filing for return of the 1020 kc. channel, used by KYW, Chicago, to the second zone from which it was "borrowed" in the 1926 general reallocation.

NRC reports $25,667,431 gross income for 1931, up 27.5% over 1930; CBS reports $10,184,958, up 51.4%.

AN ALLIANOE with the National Congress of Parents & Teachers for purposes of protection against radio programs by the American Plan is formed by Ventura (Cal.) Free Press, California, which has undertaken to take a crusade against the existing radio system for the avowed purpose of removing all illegal competitors of the press.

FEDERAL Radio Commission, through Secretary James W. Baldwin, sends exhaustive questionnaire to 194 radio stations in the U.S., asking to what extent radio broadcasting demanded by Continenal Defense Committee has taken the whole structure, with particular reference to advertising and to determine the feasibility of Government ownership.

Douglas Helps KMOX
Stage Defense Program
BY REQUEST of the St. Louis Office of Civilian Defense, Lieut. (junior grade) James C. Douglas, former production director of KMOX and now public relations chief of the local Civilian office, was enlisted to assist Gordon Carter in the production of St. Louis Premiere, the civic defense spectacle held in the Municipal Auditorium on February 18. With the consent of the Navy, Douglas worked on production in addition to his real naval duties.

Helen Hayes, currently in St. Louis with Candle in the Wind, appeared as a special guest star in the show. Practically every patriotic and civic group in the city participated in the spectacle which included music, song, dramatized OCD demonstrations and new wave films—all fitting into one massive production. Written by Ellen Lee Brasher, KMOX script writer, the production was under the supervision of Arthur Casey, also of the station's staff.

Pape Honored
TO W. O. PAPE, owner of WAI.A, Mobile, the Gulf Coast Farmer, monthly farm paper published by the Mobile County Farm Bureau, has dedicated its fifth anniversary edition. Reason for this tribute, the paper states, is that "the opinion of the editors, has contributed more to agriculture in this locality than any other person."
CALLAHAN HONORED FOR STAMP DRIVE

IN TRIBUTE for conducting perhaps the most extensive and effective free time campaign in radio history, all with the tacit approval of the Board of Broadcasters, Vincent Callahan, chief of the Public Relations and Radio Section of the Treasury Department's Defense Savings Staff, was cited last Tuesday by Treas. Robert G. Murphy for "brilliant achievements in popularizing the sale of defense bonds and stamps".

Mr. Callahan is one of three men honored at the annual award dinner last Tuesday by the National Ass'n of Publicity Directors Inc., at the Waldorf-Astoria, New York. The others honored were Walter B. Weisenburger, executive vice-president of the National Ass'n of Manufacturers, and William S. Shipley, chairman of the board of the York Ice Machinery Co.

Mr. Callahan joined the Treasury staff last year coming from WBZ - WBZA, Boston - Springfield, where he was manager. Previously he was manager of WFL, New Orleans, and before that commercial manager of NBC's two Washington stations, WRC and WMAL.

The citation stated that in the opinion of the publicity association Mr. Callahan "has performed a remarkable job in taking an abstract subject, with little or no human interest appeal and with the smallest public relations staff in Washington, put into defense bonds and stamps the romance, emotion and desire to buy which have caused $3,000,000,000 worth."

War Time Shift Prompts BBC Shortwave Changes

WAR TIME, which went into effect last Monday morning in the United States, will not affect all British Broadcasting Corp. programs shortwave to America. The BBC on Feb. 6 had announced that many of its programs would be retimed and as of Feb. 9 the time was changed in many instances to conform to American listening habits.

The North American transmission now opens at 5:15 p.m. Eastern Time and closes at 12:45 a.m. (EWT). Listeners on the West Coast hear BBC programs until 9:45 p.m. instead of 8:45 p.m. as formerly. Britain Speaks remains at the same clock hour of 8:30 p.m., but the repeat is expected later than at present, i.e., 11:15 p.m. The 8 p.m. news casts have been shifted to 10:45 p.m., so as not to interfere with popular American programs and principal dramatic features have changed from 10 p.m. to 9:45 p.m. (EWT) with repeat at midnight. Other programs have moved up one hour.

George A. Goger, vice-president of Harold H. Clapp Inc., Rochester (baby food), has been appointed sales manager of the company, replacing E. J. Fitzpatrick, who has been loaned by the company to the War Production Board as assistant chief of the Package Food Section, Food Supply Division.

FCC Proposes to Deny Station in Hamilton, O.

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Principals in the applicant are Oscar Kronenberg, owner of the Crown Adv. Agency, Brooklyn, and formerly connected with the old WFW and WARD, Brooklyn, 50% stockholder; Florence Kronenberg, wife of Oscar, 40%; and Samuel Kronenberg, a brother, 10%. The Kronenbergs are sons of Aaron Kronenberg, president of WBVN, Brooklyn.

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**Agencies**

HARRY ACKERMAN, producer of the Gulf Oil Co.'s Screen Guild Theater on CBS for Young & Rubicam in Hollywood, has been named a supervisor of program production in the agency's New York office to work with Jack Van Nostrand. Mr. Ackerman succeeds Adrian Spanish, who has joined Paramount Pictures as a director. Taking over production of the Screen Guild show after March 1 will be Hendrik Rooseman, currently a producer in New York for T&K.

RALPH de CASTRO, formerly of Arthur Kudner, New York, and recently copy director of Joseph Katz Co., New York, has joined the creative staff of Rothnau & Ryan, that city.

WILLIAM LAWRENCE, Hollywood producer-manager of Twiler & Ryan, has been transferred to the agency's New York office for three months to supervise daytime programs and handle production of the weekly CIB Lady Esther Serenade. Hollywood office has suspended operation during his absence.

NATE PUMPIAN, media director of Henri, Hunt & McDonald, Chicago, has been called to active duty in the Navy as first lieutenant, senior grade.

JACK RICHARDSON Jr., former vice-president of Benchmark Seeds Co., Chicago, has rejoined Chicago Recording Co., as vice-president in charge of sales.

DON RASSETT, timebuyer of A. McKim Ltd., Toronto, has become engaged to Margaret Burris, Toronto. The wedding is scheduled March 7.

BYRON H. BROWN, formerly Los Angeles manager of Gerth-Knollin Agency, and Fred Hubler, advertising manager of Teppe & Co., Houston (manufacturing chemists), have joined Merkury Co., Los Angeles, as account executives.

CAPLER Co., on or about April 1 is moving its New York office from 230 Park Ave. to 535 Fifth Ave.


SEYMOUR S. PRESTON Jr., vice-president of John Faulkner Arndt & Co., Philadelphia agency, has been made a member of the board.

MARTIN R. KLETTEN, formerly on the advertising staff of Firestone Tire & Rubber Co., Los Angeles, has joined Shaw Co., that city, as account executive.

RICHARD COMPTON, head of the agency bearing his name, has returned to New York following three weeks on the West Coast.

SIDENER & VAN RIPER, Indianapolis, will move March 1 to 1142 No. Meridian St., Indianapolis.

**Blue Producers**

**PRODUCTION DIRECTORS of the Blue Network, as announced last week by Jack Frazen, manager of the Blue production division, are Cyril Armbrister, Joseph Bell, Norman Dicken, Devere Engelbach, Aldo J. Ghihsenberg, Gene Hamilton, Richard Leonard, Roy Lockwood, W. Leroy Marshall, Edward Pela, Frank Shin, Morgan Tucker, Robert Torney, Charles Warburton, Fred Weintra and Edward Whitney. Howard Nussbaum, as previously announced, is Mr. Frazen's assistant.**

DeAngelo Directs Radio At Sherman & Marquette

CARLO DeANGELO, who recently joined Sherman & Marquette, Chicago, as supervisor of radio productions, has been appointed radio director of the agency. He will supervise writing and production of the agency's radio accounts, including Colgate-Palmolive-Peet Co., Hawk Oats Co., Planter's Nut Co., and Sterling Products, working in New York where the agency will shortly open an office.

Prior to joining Sherman & Marquette, Mr. DeAngelo was in the radio department of Compton Adv., New York, and head of the radio department of N. W. Ayer & Sons, New York.

**AFA War Agenda**

ADVERTISING Federation of America has announced that its 38th annual convention, to be held at the Hotel Commodore, New York, June 21-24, will be planned as a “National Round Table on Advertising in Wartime”, with convention committees representing different fields of advertising to be announced shortly. According to AFA President J. A. Welch, vice-president of Crowell-Collier Publishing Co., this year’s meeting will set a new pattern as it will be strictly “a wartime convention with oratory cut to the bone.”

Butler to Erwin, Wasey

WILLARD BUTLER of the sales staff of WJZ, New York, and with NBC previously since 1933 in the M&O spot sales department and M&O sales traffic division, on March 2 will become timebuyer of Erwin, Wasey & Co., New York. Mr. Butler replaces Mary Dunlavey, resigned.

Pratt Opens Office

BEN PRATT, pioneer publicity man with NBC’s publicity department for the past 10 years and formerly with Chicago and midwest newspapers, has resigned from the press department of the Blue Network to open his own publicity and management office, temporarily located at 423 Madison Ave., New York. In his new work, Mr. Pratt will concentrate on the development and publicizing of radio, stage and screen artists.

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**BROADCASTING • Broadcast Advertising**
KSO - KRNT Personnel Assured Old Positions After War Conclusion

STATEMENT of policy for full-time employees of the Iowa Broadcasting Co. stations, KSO-KRNT, Des Moines, and the Register & Tribune Co. who have been called into military service has been announced by that organization.

The plan calls for bonuses to those leaving for duty as well as assurance of reinstatement in their positions upon discharge from the service at the war's end. This includes the retention of seniority, position and pay. The plan follows:

1. Regular full-time employees so ordered or drafted into the military or naval forces of the United States shall be granted a leave of absence for the period of their retention in the military or naval service and 40 days.
2. Employees who have completed their active military and naval service, who have not elected to remain in active service after authorities have extended them their privileges to return to civilian life, shall be reemployed and be restored to their former position or positions of like seniority, status and pay, if (a) such employees have received a certificate of satisfactory military or naval service or training and (b) application for re-employment is made within 40 days after being released and (c) such employees are well qualified to perform the duties of their former positions.
3. Each regular full-time employee who has been with the company more than six months but less than one year at the time he enters service and each regular full-time substitute who has worked with the company two and 20 weeks shall receive as a bonus, his straight time weekly pay during each of the four weeks of his initial period of military or naval service.

Regular full-time employees who have been with the company for more than a year and each substitute who has worked for twenty-four continuous weeks shall receive as a bonus his straight time weekly pay during each of the first twelve weeks of his initial period of military or naval service.

Cuyler for Arrid

FIRST NETWORK program to be launched for Arrid, deodorant product of Carter Products Inc., New York, will start March 2 on the Blue Network and the CBC with sponsorship of Jimmy Fuller in Hollywood Mondays 7:15-7:30 p.m. Arrid has been extensively promoted through appearances on the Syntax and the account being Small & Seiffer, New York. Carter Products also sponsors Inner Sanctum Mystery and The Good Old Days on the Blue Network in the interests of its liver pills.

Cuyler Lee

Cuyler Lee, 79, uncle of Thomas S. Lee, president of Don Lee Broadcasting System, Hollywood, and brother of the late Don Lee, founder of that network, died at his Santa Monica, Cal., home on Feb. 18 following a lingering illness. A native of Lansing, Mich., he came to California 39 years ago, and at time of his death was a member of Don Lee Inc. advisory board. His widow, Zelma; five sons and six daughters survive.

CKCL, Toronto, is now represented by Radio Representatives Ltd., in Montreal.

DEFENSE BOND PROMOTION was explained by Robert W. Fowler, of the Treasury's defense savings staff, to officials of WBIG, Greensboro, during a recent trip to North Carolina. Listeners are Col. Charles H. Robertson, state collector of internal revenue and administrator of the Defense Savings Staff of N. C.; William H. Andrews Jr., national chairman of the defense savings in connection with the National Life Underwriters; Joseph M. Bryan, vice-president of Jefferson Standard Life Insurance Co., controlling WBIG; Mr. Fowler and Julian Price, president of the insurance company and chairman of the committee for defense savings stamps of North Carolina.

CBS Concludes Pact Covering News Writers

CONTRACT covering CBS news writers for domestic and shortwave broadcast will be signed this week between the network and the Radio Writers Guild, it is understood, while contracts for writers in the same categories at NBC and the Blue Network are also being negotiated.

The CBS contract for domestic news writers, a renewal for a three-year period, provides a minimum of $60 weekly, based on a 40-hour week, for writers with three years' experience. Those with two years' training are set at $50, with one year at $42.50. All conditions such as vacations or sick leave are handled in accordance with company policy. Terms covering shortwave news writers are on a slightly lower salary scale. RWG, according to the contract, may open salary negotiations each year with CBS by means of an increased living cost clause.

OUR FAMILY is making money — lots of it! Take a look at the "pin money" of our farm women! It adds up to beaucoup jack in anybody's language. And remember ... most of this money is spent in town the same day that eggs are taken to market.

What's more, merchants in Kansas and surrounding states will be quick to tell you what a BIG part of this steady weekly income is spent for articles and services advertised over WIBW.

We hate to be obvious, but there's a mighty valuable lesson in these facts and figures for forward-thinking advertisers.
The text contains information about military activities, radio broadcasting, and school defense programs. It also includes announcements about weekly programs and events. The text is rich with details about various radio stations and their programming, including news broadcasts, educational programs, and entertainment shows. The document seems to be a compilation of news clippings from a weekly periodical, possibly a newspaper or a radio station's newsletter. The text is dense with specific dates, locations, and names of individuals and organizations, indicating a detailed and structured format typical of news articles or broadcasts.
FOR THE THIRD time in five years, at 11 p.m. daily variety show heard over WWNC, Asheville, N. C., the Asheville City Auditorium, will feature a show which was produced by Asheville musical organizations. Articles donated by local merchants were auctioned over the air with bids being received by telephone. The articles were delivered to the highest bidder by Postal Telegraph Boys and local taxi companies without charge.

WKRC, Cincinnati, last week began use of Associated Press processed radio wire in addition to its regular AP service and news-gathering facilities of the Cincinnati Times-Star.

KLZ, Denver, recently presented a quiz show from the U of Denver with school professors only participating. For each question missed the professors had to purchase a defense stamp.

CHANCE to record for Victor is one of the rewards of the winner of the talent quest conducted by WHK-WCLE, Cleveland, in cooperation with Burts Department Store, the Cleveland Phonograph Merchants' Assn., and the RCA Recording Division. Local vocalists vie for 12 semi-finalist positions; those selected will appear March 8 on Burts Sunday Amateur Show on WCLE.

The winner will go to Chicago or New York City, all expenses paid, to record a vocal which will be backed by a recording of a top dance orchestra yet to be announced. This disc will be distributed through regular channels with an approximate nationwide distribution of 50,000 copies. Following the recording the amateur will be given an interview with an eye to possible screen test.

Upon returning home, the new artist will receive additional honors when his recording will be placed in the "Hit of the Month" position on all of the 4,000 juke boxes in Cuyahoga County, through the cooperation of the Cleveland Phonograph Merchants' Assn. Finally the winning vocalist will make a guest appearance on Mutual Goes Calling.

NAVY ASKS WBBM TRANSMITTER MOVE

REMOVAL of the transmitter of WBBM, Chicago, now located in Glenview, III., on a request of the Navy, has been announced by the midwestern key station of CBS. New site will be Itasca, Ill., in DuPage County, approximately 25 miles from Chicago's loop.

Move was precipitated when the Navy two years ago took over the Glenview airport to establish an aviation base. More recently it was decided that the WBBM equipment constituted a hazard with the resulting request for removal.

According to Frank Falknor, WBBM chief engineer, in Washington last week to discuss removal plans, the present equipment will be transferred unless new equipment can be obtained, which is an uncertain factor. At Glenview is a 400 Blaw-Knox tower and two composite transmitters. Construction at Itasca is under the supervision of W. J. Barney Corp., New York, with Dearborn Electric Co., Chicago, handling electrical installations. E. O. Session of Chicago is architect. WBBM operates with 50,000 watts on 750 kc., synchronizing at night with KFAB, Lincoln, Neb.

WMIN Appoints Rambeau

WMIN, Minneapolis-St. Paul, has appointed William G. Rambeau, as advertising representative.

One of Washington's best stores is the University Market in the elite Northwest section. One of the University Market's best sellers is Continental's Certified Double Flavor Bread.

A good store, a good bread. The added ingredient that makes sales hum is a good radio program on a good radio station. Continental and University have that, too. Pictured above are Continental Plant Manager Thomas and University Market Manager Ramisch. Those pleasant grins confirm what Mr. Ramisch just said--"yes, sir, it's that every morning quarter hour on WJSV that pulls the people in. The big display just makes it easier for our customers to remember Continental Certified Double Flavor Bread."
Food Firms at Top Of WOR Accounts

Drugs, Toilet Goods Second, Annual Analysis Shows

LARGEST SPONSOR list ever—264 different advertisers—used facilities of WOR, New York, for its 1941 fiscal year ended Jan. 31, 1942, and the food industry, including foods and food beverages, was the largest buyer of time, according to a yearly industrial breakdown of sponsors released weekly by the WOR sales department.

Displacing the 1940 leader, drugs and toilet goods—second this year—bought 24.8% of all time on WOR last year, compared to 17% in 1940. Statistics in the survey were based on WOR's gross billings, excluding time sold to sponsors on MBS, of which WOR is the New York outlet.

In the top 12 list, the two leaders were followed in order by wines and beer, retail establishments, tobacco, and household supplies, cigarettes and soft drinks. Jewelry and silverware, financial and insurance, gas and oil, house furnishings, and radios and musical instruments.

Agency Ranking

Ruthrauff & Ryan was the advertising agency with the highest billing on WOR for last year, according to the breakdown, followed in order by Young & Rubicam, Compton Adv., Wesson & Co., and the New York offices of Wesson & Co., Mason Inc., Knox-Reeves, and Chas. W. Hoyt & Co.

Types of sponsors which led in time bought on WOR during 1941, with percentages of total time taken of the station's total time are:

1. Foods and Food Beverages...
2. Drugs...
3. Tobacco...
4. Retail Establishments...
5. Soaps and Household Supplies...
6. Confections...
7. Soft Drinks...
8. Jewelry and Silverware...
9. Financial and Insurance...
10. Gas and Oil...
11. House Furnishings...
12. Confections...

Analysis of Surveys

AS AN AID to understanding the differences between the program ratings of the Cooperative Analysis of Broadcast Advertising (CABA) method which uses the day-part recall method, and C. E. Hooper Inc., using the incidental method, the latter last year issued a study of the causes of inconsistencies, prepared by Matthew N. Chappell, Ph.D., consultant and statistical officer of the Hooper organization. The 24-page book, illustrated with numerous charts, is titled Radio Audience Ratings.
Efficacy of Broadcasts
In Selling Is Surveyed
TO DISCOVER what radio program, advertising a nationally dis-
tributed grocery store product, was most effective during 1941 in sell-
ing merchandise for corporate groc-
ery chains, Phillips-Albertson & Bull, New York merchandising
firm, recently issued the results of a
questionnaire it had mailed to a
selected list of stores.
Of the usable replies secured from
28 corporate chains, operating a
total of 1,511 retail outlets in 25
cities, 11 chains, or 39.2% of
the total, designated the Jack
Ben-
ny Program, sponsored on NBC
by General Foods Corp. for Jelli-O, as
the broadcast most affecting the
sale of the product it promoted
in 1941. In second place, selected
by seven chains or 25% of the total,
was Amos & Andy, heard on CBS
for Campbell Soups, while third
was Fibber McGee & Molly, NBC
program sponsored by S. C. John-
son Co. for Johnson’s wax.

When you think of
spots... think of John Blair!

Things
most typically

CHICAGO

in science and natural history
it’s the Field Museum—

in radio—it’s W-G-N

The FIRST STATION in Chicago and the FIRST CHICAGO STATION in the Middle West

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y.
P A U L  H.  R A Y M E R  C O .,  L o s  A n g e l e s,  C a l.;  S a n  F r a n c i s c o,  C a l.
Hams' Equipment Is Sought for War
Amateurs' League Asks Sets To Aid Armed Forces

BECAUSE of an urgent shortage of communications equipment required for war needs, the American Radio Relay League, West Hartford, Conn., last week sent a call to radio amateurs asking them to sell transmitters and receivers for use by the armed forces of the United Nations. The ARRL is centralizing information on available apparatus on behalf of the Government agencies concerned.

A substantial reservoir of such equipment is believed to be available in view of the fact that the FCC on Dec. 8 ordered all amateur stations silenced with the exception of those sanctioned by Federal, State or municipal authorities (Order No. 87). Some 1,300 of the 55,000 licensed "hams" were thus allowed to return to the air, but on Jan. 9 (Order No. 87A) the Commission required these also to sign off. No amateur stations whatever are now operating.

No Homemade Units

The ARRL asserts that only commercially-manufactured communications-type receivers and transmitters, for which standard instruction manuals are available, are required at present. It was explained that such equipment is now more readily used and understood by military operators than homemade units.

The present shortage grows out of the fact that manufacturers still are finding themselves unable to make deliveries sufficient to fill the intensified demand as the theatre of war expands, particularly in the Pacific. Amateurs willing to turn over their apparatus to their country are requested to advise the ARRL, giving model number, condition and price for which it can be delivered crated to a local transportation agency. Only standard manufactured equipment should be offered, it was reiterated, home-made or "composite" equipment not being required at present.

The biggest need is in transmitters, it was stated. According to ARRL statistics, approximately two-thirds of the receivers found in amateur stations are factory-made but only 5% of amateur transmitters were purchased from manufacturers.

FCC Rule Change

PROVISION for two year licensing periods for certain nonbroadcast services, including experimental broadcasting and the staggering of the expiration dates in that connection, was announced last week by the FCC. The modification was made in response to a large number of complaints that the original rule affecting Sec. 5.52 of the Commission's regulations as well as other sections for the nonbroadcast services. Extension of terms of certain outstanding licenses were adopted in connection with the order.
WHCU's Co-Ed
CORNELL U's commercial broadcasting station at Ithaca, N. Y., WHCU has added to its staff of control operators a 22-year-old co-ed, Beatrice Mead, of Amityville, Long Island. Miss Mead, a senior in Cornell's engineering college, is the first of her sex in 20 years to make straight electrical engineering course.

WE Promotes Beal
HENRY C. BEAL, manager of the Western Electric works in Kearney, N. J., on March 1 will become engineer of manufacture with offices at W. E. headquarters, 195 Broadway, New York. He will be succeeded at Kearney by Reese F. Clifford, personnel director for the last year. Arthur B. Goette, assistant personnel director, will assume Mr. Clifford's post. Mr. Beal, a Hoosier and graduate of Purdue, has been with WE for 28 years. He became assistant manager at the Kearney works in 1925, taking over the management four years later.

Medal to Maj. Armstrong
MAJ. EDWIN H. ARMSTRONG received the John Scott Medal and a check for $1,000 on Feb. 13 from American radio logical society in Philadelphia, for his development of Fm. The fund was established in 1898 by John Scott of Edinburgh, Scotland, chemist. The original $4,000 set up to reward men and women for "inventions of usefulness to mankind in the development of chemical or medical science, or the development of industry", has grown to $140,000 at the present date.

Stromberg-Carlson Switch
ASSURANCES that Stromberg-Carlson would be converted completely to war production by April 22, have been tendered the War Production Board by Dr. Ray H. Manson, vice-president and general manager, and Lee McCauley, assistant general manager. It was also revealed that since July, 1941, company officials have been gradually shifting to a wartime basis. Stromberg-Carlson announced that none of its 2,000 employees would be laid off despite the WPB ban on the manufacture of radio receivers, since 96% of a huge backlog of orders being filled by Stromberg-Carlson is war material.

Book of Broadcasts
VOLUME II of Invitation to Learning, consisting of discussions of the world's classics broadcast Sunday morning under that title on CBS, will be published in three volumes by Random House Inc., New York, under arrangements completed last week by Leon Levine, assistant CBS director of publications. The 32 programs from Nov. 16, 1941 through May 31, 1942 will make up the 2nd chapter of the second volume. Each chapter, as in the first book, will have an introduction by Mark Van Doren, the poet who is the program's chairman.
WILLIAM F. JOHNS, general manager of the St. Paul Dispatch and Pioneer Press and president of WTCN, Minneapolis, will assume charge of Ridder-Johns Inc., Chicago, newspaper representatives, effective April 1, under a program calling for expansion of that organization. The appointment was announced last week by B. H. Ridder, publisher of the newspaper. It is proposed to expand Ridder-Johns by establishing offices also on the Pacific Coast, adding more newspaper accounts, and organizing a new department for radio station representation. Mr. Johns will continue as a member of the board of WTCN in which the Ridder interests hold 50% stock ownership.

WGY's 20th Anniversary
(Continued from page 20)

WGY was also the proving ground for the magnetic pickup, a device which is now applied to the phonograph and to the transcription machines used in radio stations. The piano pickup, a microphone which was attached to the piano sound board for the purpose of overcoming blasting of piano music, has more recently found application in the electrical reproduction of such instruments as the banjo and certain types of organs and pianos.

"Early in 1924 General Electric began construction of the South Schenectady transmitter laboratory on a 60-acre plot five miles from the studios. With its completion in 1925, WGY went on the air with a 25,000-watt transmitter and was licensed in August of that year to carry its regular programs on that power, the first station anywhere to be licensed to utilize what was then called 'superpower.' Therefore, WGY was the first to be permitted experimental broadcasting on 100 and 200 kW.

"Completion of the South Schenectady laboratory stimulated investigations of all kinds of radio transmission, longwave, shortwave and medium shortwaves. One of these was broadcasting on longwave, single-sideband transmission for relay purposes. Programs were relayed on 1560 meters to Canton, N. Y. for rebroadcasting by the former St. Lawrence University station, WCAD.

Shortwave Research

"But of particular importance today was the investigation in the so-called shortwave field. Work carried on by GE radio engineers and others has made possible the present world radio coverage. Early research by GE engineers, supplemented in recent years by investigations by the Bureau of Standards and the communication companies, has made it possible today to predict with extreme accuracy the frequency that will bring signals in long distance transmission in spite of variables as daylight and darkness, the distance, the season and the direction.

"Out of these investigations on shortwave transmission have come the world-girdling shortwave stations WGY and WGEA at Schenectady and KGEI at San Francisco.

"WGY prides itself in being the first to broadcast radio dramas on a regular weekly schedule. The first one, The Wolf, was broadcast Aug. 3, 1922 and in September of that year the drama became an established program featuring Malachi "Tailfeather.

"Two days after its first program it carried its first remote broadcast, a Washington's Birthday program by W. Trench, new Secretary of GE, from the Union College gymnasium. On Nov. 19, for wire was engaged to connect the Yale Bowl at New Haven with WGY's transmitter for the broadcast of the Yale-Harvard football game.

Plane-Ground Communication

"In October, 1923, WGY broadcast all the World Series baseball games. On May 25, 1925, U. S. Army officers from radio-equipped planes described an informal race down the Hudson, from Albany to New York, of Gar Wood's speed boat and the Twentieth Century Limited on the New York Central.

"As an aid to contestants in the balloon races at Milwaukee, July 5, 1925, WGY offered special weather reports. Maj. Ora Westover carried a radio receiver for the contestants in such a race.

"The potentialities of radio as a police aid were strikingly illustrated when WGY was used to help in the recovery of the kid-}

Blue Note

WHEN is an MBS affiliate a member of the Blue network? At first it took atmospheric conditions to deaden the MBS circuit of Watertown, Albany, N. Y. After repair, the station introduced a news broadcast but listeners knew better when they heard Walter Damrosch in his weekly Blue Network program.

"Get a strike every time. Let KXOK, St. Louis, roll 'em for you!

620 KC. 5000 WATTS
BLUE NETWORK

BROADCASTING • Broadcast Advertising
TWAS ROUND-UP TIME backstage for this Hollywood group as they launched the thrice-weekly quarter-hour Red Ryder Feb. 10 on 9 Blue Network West Coast stations, under sponsorship of Langendorf United Bakers. Origination includes [1 to 11]: Warren Johnson, account executive of Ruthrauff & Ryan; Art Rush, executive producer; Fred Harman, artist of the Red Ryder comic strip and writer of the show; Reed Hadley, who portrays Red Ryder; Leo Tyson, network's western program director; Don Clark, director; Tracy Moore, western sales manager.

of the New York Times and members of the expedition at Dunedin. The signals were carried from Dunedin to Wellington, New Zealand, by wire and marine cable from Wellington to Sydney, Australia, by longwave; and from Sydney shortwave to Schenectady.

In 1932, WGY broadcast another first. On Patriots Day, April 19, Gov. Joseph Ely of Massachusetts fired a revolutionary musket and the sound was heard after it had traveled completely round the world from Schenectady to Huizen, Holland, from Huizen to Bandong, Java, from Java to Sydney, Australia and from Sydney back to Schenectady.

Changeover From Air

“Of one of the station’s most spectacular broadcasts occurred May 19, 1932” when the station’s new transmitter was put into service by a whistle blown aboard the dirigible Los Angeles as it cruised over the city. The whistle signal, produced by Chester H. Lang, now a GE vice-president, was carried via a beam of light to a target on top of the building when the whistle tripped a relay and the old transmitter was taken off the air and the new one came on.

“Under General Electric operation WGY since 1922 has been managed by the late Martin Rice, one of the organizers of and first board chairman of NBC; by Chester H. Lang, and now by Robert S. Pearse who is in charge of all of the company’s radio activities including longwave, shortwave, FM and television. In association with Mr. Pearse in the administration of the company’s radio broadcast program is B. J. Rowan, Kolin Hager, program manager of WGY when the station started, is still in active charge.”

HENRY MORGAN, who conducts his own “whimsical” program on WOR, New York, is the subject of a feature article in the Feb. 21 issue of Liberty magazine, written by Edward R. Sasmini, formerly with the CBS publicity department and now with Look magazine.

PERFECT CIRCLE Co., Toronto (automotive), has started a spot announcement campaign in running through the most popular weekly frequencies on 7 Canadian stations. Account was placed by McCann-Erickson & Co., Toronto.

The Other Fellow’s VIEWPOINT

Oregon News

EDITOR, BROADCASTING:

Fully appreciating the excellent record Broadcasting Magazine has for accuracy in reporting, I feel you would be interested in correcting a slight inaccuracy in your issue of Feb. 2, page 32.

The item in question is headed “Oregon Stations’ Form News Board”. The story twice states “when stories are to be withheld from the air”, and indicates that the service offered is restrictive in nature. That is hardly the truth, and could not help but be misunderstood during a time when broadcast news is under the surveillance of Army, Navy and Office of Censorship officials, and when the efforts of a good many sincere men in the industry are devoted to working out a complete plan of news procedure, with due regard to morale, defense and “no aid or comfort for the enemy.”

The Oregon Assn. of Broadcasters, at their annual meeting held Jan. 16, devoted the entire afternoon session to the report by Byron Price. A news committee was appointed to consider plans for checking news stories. The subsequent general bulletin is attached to this letter, as well as a copy of a recent War Department memorandum which includes the bulletin.

It is certainly stressed in this bulletin that the editing of news must be the responsibility of each individual station. Under no conditions can any agency accept responsibility for news clearance. The suggestion pertaining to the utilization of news service wires as a checking method was accepted and approved, with the whole-hearted cooperation of UP and AP.

Under this plan, each of the press wires carry a delayed notice which indicates whether or not suspect news items are being carried by Portland stations. That is the extent of the service. No recommendation is made to other stations, and the acceptance or rejection of any story remains at their discretion.

Inasmuch as this was a point carefully considered at all meetings, and an important part of our understanding of each station’s responsibility during war time, it seems important to clarify it.

As NAB news representative for the State of Oregon, and chairman of the Oregon State Broadcasters News Committee, I am happy to make the correct story with its evidence, for whatever disposition you care to make of it.

H. M. SWARTWOOD Jr.
Program Director, KOIN-KALE
Portland, Ore.

Kolynos Adds WNEL

KOLYNOS Co., Jersey City (outpost), division of American Home Products Co., has added WNEL, San Juan, P. R., to the group of Pan-American Network stations broadcasting NBC shortwave program America the Free. Wednesday, 7:15-7:45 p.m. Agency is John F. Murray Adv. Agency, New York.

GEORGE WASHINGTON HILL Jr., vice-president in charge of advertising for American Tobacco Co., New York, has resigned to join the Air Corps with a commission.
Radios for Latins Wait WPB Action
Rockefeller Group Is Behind Plan for 800,000 Sets

WHITHER the project of the Office of Inter-American Affairs for distribution of 800,000 shortwave receiving sets in Latin America can be carried through, remains to be decided by the War Production Board. Since the Rio de Janeiro Conference last month, added impetus has been given the plan by the State Department with reported White House blessing, but WPB officials have indicated they are not satisfied that supplies are available or that plant facilities can be diverted for the sets.

Following recent meetings with officials of the OIAA, better known as the Rockefeller Committee, representatives of the Radio Manufacturers Assn. and the WPB agreed to submit memoranda on the subject for final approval by Donald Nelson.

Priorities Problem

It is proposed to distribute the 800,000 receivers in various Latin American countries so that more widespread reception of news and other broadcasts from this country's shortwave stations can be enjoyed. The OIAA suggested that the sets be manufactured at no profit, but WPB officials raised the question of priorities.

The manufacturers, it was said, are capable of turning out the equipment, which would range in price from $12 to $75 per unit, pending the full allocation of war orders, for which they have virtually cleared all other production in their factories. Both large and small radio plants are now geared or planning for the 4 billion dollar Army-Navy procurement program of communications equipment, but any priority for the receivers, it was said, could be handled as a stop-gap until full war production gets under way.

Chief opposition from the WPB has been based on the aluminum and nickel involved, which some officials fear cannot be spared from the receiving equipment needed by the military.

Plants Face Wartime Conversion

(Continued from page 10)

necessary hardship on either management or labor. With regard to the labor problem, it was pointed out that large manufacturers are rapidly converting to war production and no serious labor problems are foreseen. It was admitted, however, that difficulties may arise in the small manufacturer field. Careful consideration of these problems was promised. In all cases, it was said, expectancies of the war effort will preclude all other considerations.

In the receiver manufacturing picture, problems of over-all conversion are expected to be simpler than those of transmitter manufacturers. Larger receiver companies are already converted 80-90% to war work, having a plentiful supply of engineers, tools and facilities with which to take over radio arms orders. Some of the smaller set manufacturers, with virtually no war orders, are expected to feel the conversion more acutely.

Television, FM Too

Production of all civilian radio sets must be suspended by April 22, according to WPB orders, that date being the expiration of the previous order which cuts civilian production 40% below 1941 figures. Although no definite date has been set for conversion, the WPB expects action to be completed within four months and the major portion of the job finished within three months.

Television and frequency modulation receiver manufacturers are necessarily included, it was said, in regulations applied to standard receiver manufacturers.

At the WPB it was also stated that orders covering transmitter and tube manufacturing for standard broadcast facilities would include television and FM. A roundup of the output of larger receiver manufacturers shows that RCA, with 80% Government orders in 1941, is expected to be 100% converted before the time limit expires. RCA’s research laboratory already has been turned over entirely to Government work and erection of a new tube plant has been started.

Lancaster, Pa. Manufacturing will be concentrated on special radio and electronic tubes in cooperation with the Navy [Broadcasting, Feb. 2].

Westinghouse is reported 98.6% devoted to military equipment, with the remaining 1.4% of manufacturing being for defense purposes, bringing that company 100% within the demands of the WPB.

General Electric reports 80% war radio production, with conversion to 100% expected within the allotted time.

WPB Doubt

Farnsworth Television & Radio Corp. production is now 70% war work. Its 1941 figure was 30% war work, which indicates rapid conversion of the company.

Crosley Corp., 30% on war work in 1941, has boosted its production to 40%, it is understood.

Other companies such as Majestic Radio & Television Corp. and Philco Co. have made comparable increases in war production, with full conversion anticipated well within the time limit.

Referring to purported plans of the Rockefeller Committee to make up to 800,000 shortwave radio sets to be made available to Latin America, WPB officials expressed doubt that allocations for the materials for the sets will be made. It was stated, however, that this was a policy matter and no definite statement could be made that materials for the sets would or would not be provided.

Nelson Rockefeller, Coordinator of Inter-American Affairs, is reported to be pushing the move to provide Latin Americans with shortwave sets to provide a substantialance for the shortwave broadcasts of the Rockefeller Committee to Latin America.

The order for the sets, if allocation of materials is provided, would be prorated among all set manufacturers to be filled in the period from April 22 to the full conversion deadline.

New WPB Order

The War Production Board last Wednesday ordered sharp curtailment of all priorities in the manufacture of all musical instruments. The order, issued by Jesse L. Maury, chief of the Electrical Appliance Branch of the WPB, covers radios, phonographs, radio-phonographs and articles designed primarily as toys.

Program for the order covers the period from March 1 to June 1. The music industry's annual factory sales have risen in recent years from $400,000,000 to $500,000,000, with about 15,000 workers.

WV0’s New Schedule

STARTING at 6 a.m., Monday, March 2, WVO, New York, will go on a consecutive six-day-a-week schedule, according to Harry D. Henshel, managing director. On six-sevenths time since its recent frequency switch, WVO shared time with WHIR, New York. Time was broken up between the two outlets those two days so that each station had portions of Sunday and Monday at split intervals. Under the new plan WVO will be heard Mondays through Saturdays, commencing at 6 a.m., and will be off the air all day Sunday. WVO's policy remains the same. Italian-language broadcasts will be heard during daytime hours. After 8 p.m. features in English will be continued.

Interpreted Musical

BOB EMERY, conductor of the Rainbow House programs on WOR, New York, is preparing a series of Monday evening programs on WTNJ, New York FM station owned by WOR. Titled Let's Look at Music, the programs are musical recordings with Mr. Emery giving a running dialogue to interpret the selections to blind music student who would give them.
Dies Group Probe Draws House Fire
Rep. Eliot Claims Fantastic Charges Are Being Made


Referring to a letter sent to Rep. Dies by FCC Chairman James Lawrence Fly, in which it was stated that the chairman of the Dies Committee had been frequently and favorably quoted on Axis propaganda broadcasts to this hemisphere, Rep. Eliot branded as "fantastic" the committee's definition of subversive as regards its investigations of various individuals.

"Fools Errands!"

Mr. Dies had previously intimated there were leaks in the FCC's confidential reports on foreign propaganda broadcasts, claiming these were used by Dies Committee opponents in an attempt to block allocation of Funds by the committee [BROADCASTING, Feb. 16]. A resolution is shortly expected in the House for another $100,000 to continue the activities of the committee.

Previously Rep. Dies had inferred that the purported "leak" in FBMS report may have been connected in some way with Dr. Watson. Rep. Eliot reiterated the reply made by Chairman Fly who had pointed out that Dr. Watson had joined the FBMS staff after the study in question had been made.

Rep. Eliot stated that Government investigators were being sent out on "fools errands" by the Dies Committee and termed the committee "rogue gang."

The House has incorporated a provision specifically prohibiting use of any 1943 FCC funds to pay the salary of Dr. Watson in its consideration of the Independent Offices Supply Bill. The bill has had Senate consideration, with committee reports expected soon.

Soil-Off Expands
SOIL-OFF MFG. Co., Glendale (paint cleaner), on Feb. 16 started sponsoring a five-minute twice-weekly newscast on KOA, Denver, and on March 2 starts a similar program for 13 weeks on KFBB, Great Falls, Mont. Firm, in addition, recently expanded its network program, Bob Gorrill Reporting, on 6 CBS California stations, from once to twice weekly, Tuesday, Thursday, 5:45-5:55 p.m. (PWT). Letter contract was renewed for 52 weeks on Feb. 3. Agency is Buchanan & Co., Los Angeles.

Signal Oil Comments
SIGNAL OIL Co., Los Angeles, through Barton A. Stebbins Adv., that city, on March 5 starts a weekly quarter-hour commentary, featuring Upton Close, on a group of NBC Pacific Red stations, Sunday, 3:46-4 p.m. (PWT). Firm in addition will continue to sponsor its weekly half-hour Signal Carnival on 11 Pacific Coast stations, Sunday, 7:30-8 p.m. (PWT), with transcribed repeat on 4 California-Nevada stations, 9:30-10 p.m. (PWT).

Ladies' Day at Club
LADIES' DAY was celebrated at the weekly luncheon meeting of the Radio Executives Club of New York Feb. 18 with some 50 members attending the sessions presided over by Linnea Nelson, J. Walter Thompson Co., New York, time-buyer. Out-of-town guests who heard Mrs. Bernard Gimble speak on "Women & the National Defense Program" were Fred Palmer, WCKY; Bill Malo, WDRQ; Jack Fields, WPTF; Howard Chernoff, WCHS. Corsages from Russell Lofthus of WIBX, Utica, were given the 40 lady guests.

FRANK COULTER
SUCCESS FORMULA: Take a high school soap-supper who has two cousins in the advertising business. Have the two cousins talk him blue-in-the-face about an advertising career. And there is the embryonic idea which has grown into Frank Coulter, supervisor of all spot activity of Young & Rubicam, New York.

To handle the 30 accounts which spend some $12 million yearly in radio through Y&R, Carlos Franco head of the department has subdivided activities of spot, network and daytime operation. Frank, as supervisor of spot buying, works with a staff of five other buyers, each of whom handles one or more different accounts.

Frank himself is responsible for Johnson & Johnson products and the Swan soap account.

Under his supervision the 269-station schedule for Swan soap was set up, which in just one year on the market has become a leader in the field. And to him, working with Mr. Franco, goes credit for the pioneering of use of the Keystone Transcription Network of 123 stations for the Burns & Allen Show, adding considerable outside coverage to an already extensive network coverage of stations.

Behind Frank lies 15 years of agency work. Back in 1926 after a short tour in the loan department of a bank and as a salesman for National Biscuit, Frank took his cousins' advice and landed with the traffic department of N. W. Ayer & Sons. Ten years with the production and business departments served as a prelude to his joining the radio department in 1936. There he learned radio and time buying problems, working with the inception of Atlantic Refining sports broadcasts. In July 1940 Frank came to Y&R.

A Pennsylvania by birth he claims Chester, Pa., as his home town, more so because his wife, the former Helen L. Smith, was born there. That is something of a coincidence, Frank says, since he left the town when quite a youngster and did not meet his wife until many years later.

Master of the Coulter household is young Richard, 3. Daddy plays golf and played a lot of basketball both in school and after-school. The Coulter's are at home to visitors in Bellrose, Long Island.
Lang-Worth's ASCAP
(Continued from page 18)

and trustee for most ASCAP publishers in the recording license field.

Transcription executives last week were reluctant in commenting about what they would do after the temporary clearance at the source deals with ASCAP expire, stating they could make no definite plans until they know the number of their subscribers who will have ASCAP licenses and the number which will not have, and also the number with and without BMI licenses.

If it should develop that an appreciable number of subscribers to any library service have BMI but not ASCAP licenses, or vice versa, it may be necessary to issue separate releases for each group, with possibly a third combination service for stations with licenses from both licensing organizations.

Double Payment

Another unanswered problem arising from the licensing situation is the one of the station having per program license fees from BMI and ASCAP. Receiving a transcription containing both BMI and ASCAP tunes, such a station is faced with a double payment for performance. Yet the transcription companies say that when a name orchestra is engaged to record ten selections these will naturally be chosen among the most popular numbers, which will probably include both ASCAP and BMI tunes. Another problem is that of publishers shifting their affiliation from one licensing agency to the other, so that a composition which is now licensed through BMI and available for broadcasting by BMI licensees may next week or next month be available only to stations licensed by ASCAP, or vice versa.

Clearance at the source on commercial transcriptions, while theoretically settled, still presents a lot of difficulties in operation and will need a lot of smoothing out before it will become a routine procedure. These problems and others were discussed at length in a meeting of representatives of transcription companies and the board of Network Affiliates Inc., at the latter's meeting in New York last week, and while no conclusions were reached it was reported that the session resulted in a better understanding of the problems by both broadcasters and transcribers.

NBC has announced that a 20-piece band conducted by Dr. Edwin Franko Goldman, a new symphony orchestra under the baton of Rosario Bourdon and a 25-piece string ensemble led by Norman Cloutier will soon begin recording for NBC Theaterra, and also that NBC has signed exclusive recording contracts with Allen Roth, Xavier Cugat, Dick Jurgens, Vincent Lopez, Sammy Kay, Lawrence Welk, Dick Leibert and Harry Horlick.

AFRA FUND DISCS ARE SOLD LOCALLY

TO AID the American Theatre Wing war service program, the radio division of ATW, organized under the auspices of AFRA with Helen Menken as chairman, is launching a series of 13 half-hour dramatic programs featuring big name talent, which will be used to promote the sale of a book of historical records, state papers and official speeches about the war.

Titled America Goes to War, the volume will be sold for 50 cents, all profits going to the ATW to be used chiefly in maintaining a canteen in New York City, where soldiers, sailors and marines on leave can find food, smokes and entertainment for a free evening.

Stating that at this time radio's role will be primarily that of fund raising, Miss Menken said that the dramatic programs will be transcribed by World Broadcasting System and distributed to stations for sponsorship by local advertisers. Raymond Green, New York advertising agent, is directing the sale of the program to local sponsors.

In addition to the radio drive, 26 department stores throughout the country have agreed to feature the book for a week to be known as "American Theatre Wing War Service Week." All profits from the sale of the book will be turned over by the stores to ATW, Miss Menken stated.

WHIT Plans to Start

In Early Part of April

EXPECTING to go on the air in the early part of April with the new WHIT, under construction in New Bern, N. C., Louis N. Howard, general manager, last week announced that transmitter and studio construction was already under way. An AM transmitter and speech input console; Presto turntables, and a Winchberger antenna are being installed by the Taylor Construction Co., Greensboro, N. C. Station was granted Nov. 4, 1941, to Coastal Broadcasting Co., Inc. for 250 watts on 1450 kc. Princial are Mr. Howard and his brother, Louis N. Howard, each 22.2% stockholder. At their city, Philip Howard, local clothier, 47.6%, and six others holding minor interests. UP news will be used.
New HOOPER-HOLMES Study of 900 key agency executives and radio advertisers to determine their trade-paper radio news and radio advertising preferences reveals 

NOTHING NEW*

The Questions—

1. What trade publication do you consider No. 1 for your authentic radio news?
2. What trade publication do you consider the No. 1 advertising medium for radio stations and networks?
3. What yearbook, annual, do you use for accurate radio information?

In each case
The Answer—

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising
National Press Bldg., Washington, D.C.

NOTHING NEW—because all agency and advertiser studies of radio news and radio advertising trade paper preferences tell the same old story. Write for complete analysis of the Hooper-Holmes Study.
DEFENSE-MINDED WLW is sponsoring its second annual Short Course of the Air—a series of programs designed by the Farm Service Department to aid in the enlistment of farmers, poultry farmers and dairy farmers in the Food For Freedom army. The series is divided into three parts: the ELDERLY AND YOUNG, the MIDDLE AGED, and the NEWLY WED. Messages sent by machines are POSTAL's 'automatic' messages. Messages sent by experts in various fields of agriculture. Bob HARRIS, farm editor of KLZ, is m.c. and Dewey Harmon, chairman of the Agricultural Adjustment Administration and the Colorado War Board, is in charge of subjects and speakers. 

Agrarian Aids

**NEW “AUTOMATIC”**!

**POSTAL WIRE GET THERE FASTER**

- Costly telephone de- ployed out! POSTAL “Automatic” is in! Amazing machines—only recently perfected by POSTAL TELEGRAPH engineers—now flash messages to any part of the country at record-breaking speed—and with incredible accuracy. These “Automatic” machines are POSTAL’s—exclusively. Messages sent “Automatic” cost you not one penny more. So—

CALL POSTAL TELEGRAPH

*For your convenience, charges for telegrams telephoned in appear on your telephone bill.*

**NO DELAYS**

**Radio Division**

Lehigh Structural Steel Co.
17 Battery Place-New York City

**LEHIGH**

**VERTICAL**

**RADIATORS**

Purely American

**AS A RESULT of findings published in Radio Research 1941, recent volume edited by Dr. Paul Lazarfeld, director of the Columbia U Office of Radio Research, in cooperation with the CBS Director of Research, Frank Stanton (BROADCASTING, Feb. 17), WBWN, Brooklyn, has started The Favorite Italian Hour, foreign language program designed along “purely American lines.”**

The series, planned to avoid the constant reminder by most foreign language programs of a listener’s foreign origin, is produced by Ralph and Nicholas DesPasquale, American-born Italians, and heard daily as a morning half-hour and evening hour. Emphasis is on variety with singers, comics, dramatic sketches and live music.

Pioneer Women

STORIES OF PIONEER women whose work and influence was not generally appreciated in their lifetime but whose contribution to the life of their country was no less than great, have started on the Canadian Broadcasting Corp. Prairie Network. Petticoat Pioneers is a Fri day afternoon quarter-hour dramatized program. The first does the story of a woman featured on the series which started Feb. 20, was Marie Anne Gaboury, the first white woman to go west with the Canadian west, who came out of the tiny village of Quebec in 1806 with her trapper husband.

For the Household

CATERING to the women with *We the Housewives*, WDGY, Minneapolis, broadcasts this new feature Monday through Saturday with Martha Lane at the microphone. One day each week Miss Lane deals exclusively with defense news affecting the household. The program is presented as a result of recent contest whose winner received $5 in defense stamps.

Announcers’ Debate

REPLACEMENT for the banned street broadcast of WDRC, Hartford, is its ten-minute Man Behind the Mike, featuring four announcers and staff members in an impromptu debate. The topic, dealing with some current problem, is drawn from a hat as the program begins.

Meet the Navy

INTERVIEWS of recruits being inducted into the Navy are heard on the new quarter-hour Who’s Who in the Navy of KOA, Denver. broadcast originates in the office of Comdr. J. C. Thom, officer in charge of recruiting in the Denver area.

Card Game

GIN RUMMY HAVING caught the fancy of the populace, WDAS, Philadelphia, on Feb. 25, inaugurates a series of programs titled Gin Rummy School. Conducted by Harry Page, the WDAS program director, the programs will teach the fundamentals of card game to listeners.

**School Broadcast Group Releases Bulletin**

**LIST** of printed pamphlets and mimeographed bulletins being released by the Evaluation of School Broadcasts, Ohio State University, has been released by that group. Timely and particularly pertinent in this list are National Morale and Radio; Frontiers of Democracy, a study of radio broadcasts, and others dealing with technological and social progress by Seerley Reid; Network School Broadcasts; Some Commercials and Their Recommendations; Radio Listening and Popular Song Tastes; etc. For Children’s Radio Programs, and How to Judge a School Broadcast.

The Evaluation of School Broadcasts is sponsored by the Federal Radio Education Committee of the FCC and is supported by grants from the General Education Board. It operates under the radio division of the Bureau of Education Research, OSU.
WSYR NBC BASIC, WAGE JOINS BLUE

FINAL PLANS involving the changing of network affiliation of WSYR and WAGE, Syracuse, were announced last Tuesday by officials of the two stations, to presentatives of the Blue Network and NBC.

Effective March 1 WSYR, which in the past had been carrying a mixture of programs from the old Red and Blue networks of NBC and more recently NBC programs, becomes a basic member of NBC’s Red Network. WSYR is on 570 kHz with 5,000 watts fulltime and is owned by the Central New York Broadcasting Corp.

WAGE, which has been carrying MBS programs for the past several months, on that date becomes the Blue affiliate in Syracuse, along with the announcement last week that KFPEQ, St. Joseph, Mo., was joining the Blue bringing the total number of Blue affiliates to 115. After March 1, the evening hour rate of WAGE will be $220.

WMCA Elects Officers

WITH the FCC authorization of the license transfer for the operation of WMCA, New York, from Knickerbocker Broadcasting Co. Inc. to WMCA Inc., the station has announced officers and directors of the new corporate structure, as follows: Earl E. Anderson, president; Donald S. Shaw, vice-president; Col. Kay E. Williams, secretary-treasurer; and Harry L. Morgan Jr., assistant secretary-treasurer.

The board of directors comprises Edward J. Noble, Earl E. Anderson, Donald Shaw and Mr. Priest.

CHANGING NETWORKS March 1, executives of WSYR and WAGE, Syracuse, confer with Blue Network and NBC executives on final details which will make WSYR a basic member of NBC’s Red Network while WAGE joins the Blue as a basic station the same day. Explaining details is John Norton Jr. (upper photo, left), manager of station relations for the Blue, to Col. Harry C. Wilder, president of WSYR (center), and Fred H. Ripley, manager of WSYR, as Sheldon Hixson Jr. (seated), manager of station relations for NBC, looks on. Below, William T. Lane, executive vice-president, and general manager of WAGE, pens the Blue contract in the presence of Mr. Norton and Frank G. Revoir (right), president and controlling stockholder of WAGE.

Named by Gardner

SAM M. BALLARD, copy director, and Charles E. Claggett, radio director, were elected vice-presidents of Gardner Adv. Co., St. Louis, it was announced this week by the agency’s board of directors. Mr. Claggett has been with the company 10 years. Mr. Ballard came to Gardner four years ago from Broome, Smith, French and Dornbush, Detroit.

Program Honored

IN RECOGNITION of “Salutes to the United Nations”, a feature for the past few months of the MBS Double or Nothing program sponsored by White Labs, New York. Fawcett Publications has presented the series with a plaque. Presentation was made on the Feb. 22 broadcast. Agency is Wm. Esty & Co., New York.

Shortwave Dispute

(Continued from page 10)

Went free? He observed that the President, in the last analysis, will have to decide the issue when the Budget Bureau presents the COI’s request for funds for the leasing arrangement.

Meanwhile, the private operators held meetings among themselves to draw up their own recommendations, with no statement given out as to their position. Presumably they too must await the attitude of the White House.

Six Firms Involved

Only six American companies actually are in the shortwave broadcasting field at present, besides the one newly-formed by Mr. Dumm. They are General Electric, with one 100,000-watt outlet and one of 50,000 watts at Scranton, as well as the one in California; Westinghouse, with a 50,000-watt station at Hull, Mass.; NBC, with two 50,000-watt stations at Bound Brook, N.J.; CBS, with its two 50,000-watt stations and its 10,000-watt auxiliary at Brentwood, Long Island; Crosley Corp., with 75,000 watts at Miami; and World Wide Broadcasting Corp., with one transmitter of 50,000 watts and another of 20,000 at Sciuate, Mass.

World Wide has operated from the start as a non-commercial entity, obtaining its funds largely by bequests, including a $200,000 grant from the Rockefeller Committee. The other stations, under the FCC rules, are permitted to carry commercial programs and have sold some time to sponsors interested in the foreign export field. This source of revenue, however, has been extremely slight in view of the vast situation, although it offered good prospects, particularly for stations beamed toward Latin America, before this country’s involvement in the war.

Name: Gardner

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KOL Interview Series Is Recorded in Capital

INTERVIEWS from Washington, featuring prominent Government officials, are being transcribed in the Capitol radio studios for KOL, Seattle, by Broadcast Service Studios, according to Robert J. Coar, head of the Washington transcription firm.

Howard Costigan, well-known West Coast commentator, for several weeks has been in the capital recording the questioning of Horace Paul V. McNutt, members of the Federal Trade Commission, Department of Justice and various Government agencies whose work has a bearing on the welfare of the Pacific Northwest and with emissaries from the Philippines, Alaska and Hawaii.

Mr. Costigan through the cooperation of the radio studios in the Senate and House Office Buildings, which are also adjacent to the Capitol, is enabled to record the interviews in a minimum of time and with little inconvenience to the Government figure featured. Series will be sponsored twice-daily on KOL by Clarke Dental Co., Seattle.

Listening Trends Shown In New Chart by CAB

THE Cooperative Analysis of Broadcasting (CAB) has announced a new monthly Index of Listening, which in chart form shows at a glance the relative percentage of sets in use for each month, beginning with October, 1940. An orange line depicts the Oct. 1940-Sep. 1941 year, while a black line shows the standing for each month of the year beginning Oct. 1941. Separate charts show the day and evening listening trends.

MBS Grid Letter

CIRCULAR letter to all program directors of Mutual’s affiliated stations was sent out last week by Tom Slater, MBS director of sports and special features, to line up games which should be broadcast next fall. Reason for the letter is that “Mutual scheduled the most important game first on more than one occasion, only to have one or more networks come along and take the same game.”

FIRST station in Indiana in 1924 and still the

FIRST station in Indiana in 1924

WFBM...THE HOOSIER STATION...INDIANAPOLIS

REPRESENTED BY THE KATZ AGENCY

BROADCASTING • Broadcast Advertising

February 23, 1942 • Page 55
New Post at Blue To Douglas Storer

Directs Commercial Program Department of Network

DOUGLAS F. STORER, who for six years has served as artist's representative and producer of radio programs for his own company and previously for Rockwell, O'Keefe, has been appointed manager of the newly-organized commercial program department of the Blue Network.

Following his graduation from Dartmouth in 1921, Mr. Storer became an account executive for the John Curtiss Adv. Agency, later taking over management of the Blue Network radio department through which the Man from Cook's program was handled for Thos. Cook & Son.

Idea Clearing House

On leave of absence in 1929, he reorganized and managed WNSP (now WXYY), Detroit, WSPD, Toledo, and in 1931, left Curtiss to become director of radio for The Blackman Co., New York, where he remained until 1935 when he entered the talent field.

In announcing Mr. Storer's appointment, Phillips Carlin, vice-president in charge of Blue programs, stated that the commercial program department "will serve as a clearing house for ideas and talent in the creation and development of new programs worthy of commercial sponsorship. In some cases, such programs will be introduced on a sustaining basis with no talent represented."

MBS Omaha Switch

MBS on March 1 will switch affiliates in Omaha, with KBNB its outlet at that city under control of KOIL-KBNB, which starts operations March 1, is owned by MBS Broadcast Co., and will operate on 1499 kc. with 250 watts.

Advertising Council for War Aid

(Continued from page 8)

the council has been in the process of formation since that time, under the direction of a committee headed by Chester J. La Roche, chairman of the board of Young & Rubicam and chairman of the council. Fredric Gamble, managing director of the AAAA, is assistant to the chairman, and Paul B. West, AAAA president, is secretary of the council.

Dr. Miller McClintock, who aided in organizing the Advertising Research Foundation and also in coordinating the country's outdoor advertising facilities so they could be used more scientifically by advertisers, has been named managing director. Offices will be established shortly in both New York and Washington.

In addition to the AAAA and ANA, groups sponsoring the council include the National Assn. of Broadcasters, American Newspaper Publishers Assn., National (Magazine) Publishers Assn., Outdoor Advertising Assn. of America and other advertising organizations.

First of the council committees to get under way is the radio committee (BROADCASTING, Feb. 2), which has been formed with W. B. Lewis, assistant director of the Office of Facts & Figures and radio coordinator for the Government, to work out plans for the most effective placement of Government wartime material on sponsored programs. Radio committee members are: Lawton Campbell, Ruthrauff & Ogden; J. A. Carter, Pedlar & Ryan; Kirby Hawkess, Benton & Bowles; John Hymes, Lord & Thomas; Arthur Pryor Jr., BBDO; R. J. Scott, Schwimmer & Scott (Chicago); A. W. Spence, J. Walter Thompson Co.; F. W. Wile, Young & Rubicam. Haegen Bayles, of Ruthrauff & Ryan, sat in last week's Washington conferences with OFF for Lawton Campbell.

Agency Members


Oboler's Book of Plays

ARCH OBOLER, director-producer, currently writing and directing the NBC Plays for Americans series, is the author of the 13 radio plays, compiled as a book titled "This Freedom," to be published Feb. 27 by Random House.

SENATE APPROVES 1942 FCC FUNDS

FOLLOWING approval by the House Feb. 9 of a supplemental FCC grant of $587,105, as part of the First Deficiency Appropriation Bill for 1942, the Senate last night passed a similar bill today and approved the joint conference report on the bill which has been sent to the White House.

No amendments were proposed in Senate debate regarding the grant which will bring the Commission's total 1942 appropriation to a record-breaking $5,655,924 (BROADCASTING, Feb. 16).

Still pending before the Senate Appropriations Committee, but with early hearings expected, is the $4,991,219 FCC appropriation for fiscal year 1943. The appropriation is receiving more than ordinary interest since the House, in passing the bill Jan. 22, incorporated a provision specifically prohibiting use of any 1943 funds to pay the salary of Dr. Goodwin Watson, chief of the Office of Foreign Broadcast Monitoring Service, now under fire for alleged Communist-front activities.

Join Blue Staff

APPOINTMENTS to the staff of the Blue Network sales promotion staff were announced last week by E. P. H. James, director of Blue publicity and promotion, including Seth Dennis, formerly in the promotion department of the New York Herald-Tribune and advertising manager of Gold Magazine, to handle Blue sales presentations; John V. Sullivan, formerly on the advertising staff of the New York Sun, for WJZ time sales promotion; Joseph Seiffert of AudiVision Inc., for agency promotions; and John S. K. Hammond, formerly on the sales staff of Advertising & Selling, to handle full accounts. Presently the NBC sales staff and sales manager of KYW, Philadelphia, for the Blue Network sales staff.

NBC Staff Named

COMPLETE personnel of the NBC public service division, under the direction of Thomas D. Rishworth, will include Dwight Herrick as assistant to Mr. Rishworth, with Miss Judith Waller, director of the Central division, and Jennings Pierce of the Western division. As director, Mr. Rishworth will cooperate with the NBC Radio-Recording division in the preparation of educational and public-service records for use in schools and colleges, and will serve as liaison for the program department with Dr. James Rolland Angell, public-service counselor.

MURPHY PRODUCTS Co., Burlington, Wis. (feeds), has renewed Murphy Barnyard Jamboree, half-hour of the National Barn Dance on NBC, Chicago, for the tenth consecutive year. Account was placed through Wade Ad. Agency, Chicago.
NEW DIRECTORS AND OFFICERS of the Canadian Assn. of Broadcasters, elected at the annual convention in Montreal Feb. 9-12 [Broadcasting, Feb. 16] are (seated, l to r): Col. Keith Rogers, CFPC, Charlottetown, P.E.I.; George Chandler, CJOR, Vancouver; Harry Sedgwick, CFRB, Toronto; Newt. N. Thivierge, CHRC, Quebec. Absent when photo was taken were Directors Harold Carson, CFAC, Calgary, and Phil Lalone, CKAC, Montreal, and Arthur Evans, secretary-treasurer. The convention discussed war and its effect on radio.

OFFICERS ELECTED BY CAB FOR 1942

TRUSTEES, officers and a policy committee were appointed at the first meeting of the Canadian Assn. of Broadcasters' 1942 board of directors at Toronto Feb. 15. It was decided at the CAB convention to set up a trust fund from the surplus in the CAB's account. Appointed trustees were Maj. Clifford Sifton, of Trans-Canada Communications, Toronto (owning CFRC, Winnipeg; CKCK and CJRM, Regina; Henry Gooderham, CKCL, Toronto; R. M. Brophy, Canadian Marconi Co. Ltd., Montreal (owning CFPC, Montreal).

Harry Sedgwick, CFRB, Toronto, was re-elected chairman of the board, with George Chandler, CJOR, Vancouver, as vice-chairman. A policy committee, with the immediate task of revising advertising agency franchises, was appointed to include Harry Sedgwick, CFRB, Toronto; Phil Lalone, CKAC, Montreal; E. W. H. Cooke, CKV, Kelowna, B.C.; Joe Sedgwick, CAB legal counsel; Ed Sandell, CKTB, St. Catharines, Ont.; N. Thivierge, CHRC, Quebec. Absent when photo was taken were Directors Harold Carson, CFAC, Calgary, and Phil Lalone, CKAC, Montreal, and Arthur Evans, secretary-treasurer. The convention discussed war and its effect on radio.

ILLINOIS?
For a big chunk of it use the DECATUR station.

Knowing the product
At the request of George Washington Hill, president of American Tobacco Co., New York, which has contracted for a five times weekly quarter-hour of the Make Believe Bedroom program on WNEW, New York, Martin Block, m.c. of the show, will spend Feb. 28 and 27 in Richmond, Va., studying the manufacturing process of Lucky Strike cigarettes.

The trip is in line with Mr. Hill's theory that a radio artist should know the inside story on the product he is advertising to do a better selling job on the air.

Mr. Block will be accompanied to Richmond by executives of American Tobacco and Lord & Thomas, the company's agency, including: Emerson Popenoe, vice-president of Lord & Thomas; Carl Stanton, L & T radio director, and Everard Moss, advertising director of American Tobacco.

So as not to inconvenience the 20-odd other clients who sponsor programs on the Ballrooms by placing the program in the hands of an understudy announcer while Block is in Richmond, WNEW has been granted use of the studio facilities of WRNL, that city, through E. S. Whitlock, manager, so that Block can broadcast to his New York audience via a direct telephone circuit to WNEW's studios at the program's usual time, 10-11:30 a.m. and 3:30-7:30 p.m.

Prior to Mr. Block's trip, American Tobacco is sending a motion picture projector and several reels of film showing the Richmond plant in operation, to WNEW's studios for him to see the story on film before learning it first-hand.

New Business
(Continued from page 8)

the small advertiser's use of radio.

The reports:
"Out of eight spot announcement clients, three doubled the frequency of their announcements; one, a local clothier, in a coastal ship building city quadrupled his announcements. All eight renewed for an additional 13-week period. Of 23 quarter-hour program users, 20 renewed for 13 weeks; one increased from three to five per week; one renewed for 25 weeks and one cancelled. Among 15 half-hour feature serial clients, all renewed."

"In Canada, where we have a large clientele, 11 small advertisers out of 15 on the air at the time this survey was conducted renewed for a 13-week period; one increased his half-hour a week show to twice a week, while only three did not renew after the conclusion of their campaign. The above Canadian showing is quite exceptional in view of the fact that rationing of many products is at present in effect in Canada."

"The conclusions drawn from this survey show very clearly that local advertisers have taken advantage of the increased tempo of the times."

New CHOV Starts Soon

CHOV are call letters assigned to the construction permit for the new 250-watt station at Pembroke, Ont., which is expected to go on the air early in March with RCA equipment throughout, according to E. G. Archibald, manager. The station is owned by the Ottawa Valley Broadcasting Co., and is represented in Canada by Storin & Wright, Toronto, and H. N. Stovin, Montreal.

Movie Award Program

WITH Wendell Wilkie as principal speaker, highlights of the Fourteenth Annual Academy of Motion Picture Arts & Sciences award dinner at the Los Angeles Biltmore Bowl will be broadcast on CBS Pacific Coast stations Feb. 26. Bob Hope is to present the awards. Chet Huntley, of the network's West Coast special events staff, will supervise the half-hour broadcast.

CJOR serves Canada's rich Pacific Coast area—a area where new jobs and new developments mean new prosperity. Reach this new wealth through CJOR.
**War Keeps Radio Reporters on Jump**

**Adventurous Gatherers Of News Constantly Shifting Posts**

THE RAPIDLY moving tide of war during the past weeks has been accompanied by equally rapid movements on the part of the correspondents of American radio, that select band of adventurer-broadcasters who, with no thought of personal safety, rush to wherever the news (and usually the battle) is hottest, establish daily rendezvous with the nearest microphone and then, as the situation gets away to a new news spot before it's too late.

Sometimes the getaway is successful; sometimes it isn't. Of the network correspondents in Berlin just before the entry of the United States into the war, for example, Alex Dreier of NBC got out a few days in advance, making his way first to Berne and then to clipper to New York. Howard K. Smith of CBS and Charles Lanius of NBC also escaped to Berne, where they still were last week. John Dickson, Berlin correspondent for MBS, is presumably with them there, as his network has not heard from or of him since Dec. 7.

**Mising in Manila**

On the other side of the world, in the Philippines, none of the networks has heard from its Manila representative since the fall of that city to the Japanese, who presumab	ly have taken NBC's Bert Silen, Mutual's Royal Arch Gunnison and CBS's Harrison Wilkins and Tom Worthin. Efforts of the Army and the State Department to locate these missing Manila correspondents have been unavailing, the networks report.

No word has been received from Tokyo correspondents, Walter Wills of CBS and Richard Tennelly of NBC, who are believed to have been interned. Also in doubt is the fate of Edward Hart Maackay, Shanghai representative of NBC, who has not been in touch with his network since about a week before the city fell to the Japanese.

**Agronsky Moving**

Cecil Brown, who left Singapore after the British authorities had barred him from the air, is now heard regularly on CBS from Sydney, Australia. His suspension in Singapore by the Japanese, who prevailed on CBS but no decision to restore him to the air there had been reached prior to his departure.

**VETERAN OF THE COVENANT**

Brown's broadcasts from Sydney describing the lack of preparedness for the Japanese attack by the military authorities in Singapore give a picture of the confusion there at wide variance from reports emanating from the beleaguered city and have been widely printed in the American press.

Martin Agronsky, NBC's Near Eastern correspondent, who recently transferred his zone of activities from Turkey and Egypt to Batavia, was captured soon after its surrender and was in Batavia last week en route to Australia. William J. Dunn, CBS Far East news chief, who left the network's newsroom in New York, where he had been news editor, just about a year ago to organize CBS coverage in the Orient, was in Batavia when the war broke out but is now in Batavia.

For MBS, Frank Culhe, former Iowa athlete and more recently a Batavia business man, has been named for Elizar Watson, who has left for home. Culhe has no previous newspaper or radio experience but has the advantage of a complete familiarity with the country and its people.

**Mutual also has a new correspondent in Sydney, W. A. O'Carrol,** about whom the New York headquarters of MBS could supply no information. John Raleigh, CBS, in Batavia at the outbreak of the war, is now in Sydney for his network, while another CBS correspondent, George Foster, is commuting from Sydney to Melbourne to Darwin and back.

In Honolulu, Welley Edwards, manager of KGMB, serves both CBS and MBS with news from the Hawaiian Islands, while Jim Wall of KGU represents NBC. CBS also reports that Larry Lesueur is still shuffling back and forth between Moscow and Kubysheva, covering the Russian front.

Recent changes in NBC's foreign lineup include the moves of Mary Brock to Ankara and Robert St. John from New York to London. Fred Bate, former chief of the NBC staff in the British capital, is currently taking a vacation in Mexico.

**Noyes Is Replaced by Redman As Navy Communications Head**

**Veteran Radio Man Automatically Becomes DCB Member Under Department Shift**

Capt. Redman, on duty with the Bureau of Engineering of the Navy in Washington from July, 1925, until October, 1927. After that he was aide and fleet radio officer on the staff of the Commander-in-Chief of the U. S. Fleet from November, 1927, until May, 1929. He was navigator of the USS Detroit for a year and was then assigned to duty in the Office of Naval Communications, where he served from 1930 to 1933, at the time of Copenhagen Conference in 1931 and the Madrid Conference in 1932.

His next tour of sea duty was as engineer officer of the USS Colorado for a year and as commanding officer of the USS Canopus from October, 1934, to August, 1936. He returned to Washington the following month, again to take Duty in the Office of Naval Communications, his assignments including the Cairo Conference in 1938, thereafter, from June, 1939, until July, 1939, he was executive officer of the USS Tuscaloosa.

Before becoming Assistant Director of Naval Communications, he served for 18 months as commanding officer of the Naval Transport Henderson. He holds a Mexican Service Medal for service on the USS West Virginia in 1914 and the Victory Medal, Submarine Class.

**Big Roma Contract**

IN ONE OF the largest bulk contracts for time on an independent station, Roma Wine Co., New York, last week started 52-week sponsorship of 12 quarter-hours, three five-minute shows, and 30 announcements weekly on WNEW, New York. Broadcasted in English, the Thursday sponsorship of Kathryn Cravens' News Through a Woman's Eyes was free to the sponsors and his hillbillies seven times on four days weekly; thrice weekly on the transatlantic and daily on the Milkmans' Matinee. Agency is Bermuda, Castleton & Pierce, New York.

**N. Y. Bank Plans**

SPOT RADIO with newspapers will be the media for a cooperative campaign now being worked out by the Savings and Loans Assn., New York, to help individuals do their part to preserve a stable dollar during the war. The radio drive starting in late March, will consist of announcements on New York State stations, made no date to be available on Sunday, according to Ruthrauff & Ryan, New York, agency in charge.

**Blue Names Sweezy**

ROBERT D. SWEZEY, for three years a member of NBC's legal staff, was hired as counsel for the Blue Network, it was announced Friday. He was executive vice president of the Network and president. He is a graduate of Harvard Law School and a member of the New York and Massachusetts bar.
Civil Group Plans Newspaper Study
FCC Inquiry Remains Quiet, No Hearings on Schedule

While the newspaper-ownership inquiry remains in a state of suspended animation, with no further hearings scheduled at this time, the brief appearance of Comdr. James G. Stahlman Feb. 12, and with every indication pointing to its actual termination at that time, the Civil Liberties Union announced last Friday it is making a study of radio station ownership by newspapers.

At the FCC it is indicated further hearings may not be necessary, though the record is still open for possible additional or revised exhibits. As soon as the hearing phase is formally closed, the record will be subject to study by the members of the Commission. This is expected to take at least several months. No decision of policy with respect to newspaper ownership is anticipated until late spring or summer, though in the meantime Orders 79 and 79-A continue in force.

Divergent Views

The Civil Liberties Union announced its own study because of the divergent personal views concerning the issue expressed by Morris L. Ernst and Arthur Garfield Hays, both general counsel of the Union, in their testimony at the FCC hearings. Mr. Ernst favored the proposed restrictions on newspaper-ownership whereas Mr. Hays took a position against the proposed rules [Broadcasting, Feb 2].

“The public policy involved in the ownership of radio stations by newspapers,” said the Friday statement by the ACLU board, “is being examined by a committee of the American Civil Liberties Union under the chairmanship of Quentin Howe, and its recommendations will be submitted to the board of directors shortly. The Union will examine it solely from the point of view of the effect of ownership on freedom of opinion. The Union has already commended the FCC for its order refusing to grant new licenses to newspapers during its current study.”

Suite for J-E-L-L-O

SUITE by Don Bestor, orchestra leader, seeking injunction and $50,000 damages, was filed last week in New York Supreme Court against Jell-O, Benney, NBC, General Foods Corp., and Young & Rubicam, Bestor claims to have originated the "milkshake J-E-L-L-O" and alleges that the defendants converted the idea to their own use without his consent.

BLUE MIKE FOR FDR

New Network Gets Place in White House

FOUR sets of network microphones instead of the usual three will face President Roosevelt when he broad-casts the country Monday night. For the first time Blue Network will be represented as a separate entity, with Don Fischer assigned as the national announcer.

Each of the other networks will have their usual setups and announcers on the job, with NBC-Red operating entirely independently of the recently separated Blue. Arrangements for the Blue operation were completed last week with Steve Early, White House secretary, by G. W. Johnstone, recently named director of the events of the Blue Network, and Kenneth Berkeley, NBC's manager of WRC, Washington.

White Suggests Stations Record President's Talk

ALL 127 affiliated stations of CBS last Friday received a message from Paul White, CBS director of public affairs, urging that they record President Roosevelt's Monday night talk, and all others of similar importance, for playbacks in case of blackouts which would require them to sign off while such talks are on the air.

"Suggest that all stations," read Mr. White's message, "particularly those in coastal areas, where transmitters may be silenced by blackouts, could make preparations to record President Roosevelt's talk Monday night, and similar important talks in the future. Upon return to the air, stations could then play the recordings and thus perform a considerable public service."

Grant to Enter Army

PETER GRANT, chief of the WLW-WSAI staff of announcers in Cincinnati, and dean of newsmen in the Midwest, has been called to the Army March 9. Grant, whose real name is Melvin Meredith McGinn has been a member of the organization for the last nine years, coming to Cincinnati from St. Louis where he entered radio work after his graduation from Washington U Law School.

Mrs. Bowen Heads WIBX

MRS. MARGARET BOWEN, wife of the late Scott Howe Bowen, last week became president and treasurer of WIBX Inc., Utica, N. Y. Mr. Bowen, founder of commercial broadcasting, died at his West Palm Beach home last Dec. 22. A board of directors meeting to elect Mrs. Bowen will be held in the near future. Elliot Stewart will continue as executive vice-president. The policy of WIBX will be similar to that established by Mr. Bowen, the new president said.

Rowe Is Honored By Radio Veterans

Pan-American Union Director, Bailey Among Recipients

In recognition of the increasing use of wireless communication by the Latin American Republics, the Veterans Affairs Assn., at its 17th Anniversary Dinner Cruise at the Hotel Astor, New York, Feb. 21, presented its Marconi Memorial Service Award to the Pan American Union as the representative of all Central and South American Republics. Presentation of the award plaque was made by William J. McGonigle, president of the YWOA, to Leo S. Rowe, director-general of the Union and guest of honor at the dinner.

Presidents Honored

Medallions, replicas of the main theme of the service award, were presented to the presidents of each of the 20 Latin American countries. Ceremonies were broadcast by NBC, which also recorded them for rebroadcasting to Central and South America. Dr. Rowe spoke in both Spanish and Portuguese for the transcriptions.

Honor of radio amateurs now serves the United States, the Marconi Memorial Service Medal was presented to George W. Bailey, president of the American Radio Relay League and the International Amateur Radio Union. Other awards made at the dinner included the presentation of Marconi Memorial scrolls of honor to Robert Leslie Thorp, radio officer of the torpedoed freighter San Gil; Jack Berenbaum, radio officer of the tanker Malay, which was shielded and torpedoed but managed to reach port under her own power, and Staff Sergeant Larue Lockard, U. S. Army, who, endeavoring in his own time to increase his skill in using the radio, was first to detect the crash of Japanese planes to Pearl Harbor on Dec. 7.

Ted McElroy, world's champion radio telegraphist, with a record of 77 words a minute, received a Marconi Memorial Award. Dial Nebel, parastray victim since the age of three, who last year received the VWOA scroll of honor, was awarded the Marconi Memorial Scholarship, covering the cost of practical radio engineering given by the home study division of the Capitol Radio Engineering Institute.

Major General Dawson Olmstead, Chief Signal Officer of the Army: Dr. Rowe and William A. Ready, president of the National Company, were made honorary members of the VWOA.

CONSORTIUMED DRUG Trade Products, Chicago, (proprietary), has started five weekly half-hour spot broadcasts, in which music of WENR, Chicago, 4:30-5 p.m. Monday through Friday. Benson & Dell, Chicago, is agency.

WHO

ALONE! FOR IOWA PLUS!

DES MOINES - 50,000 WATTS CLEAR CHANNEL

NEW ORLEANS

50,000 WATTS

The Greatest Selling Power in the South's Greatest City

CBS Affiliate

New's Rep. - The Katz Agency Inc.

WFBG

ALTOONA, PA.

- NBC RED
- BLUE NETWORK
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.


**FCC LAW VACANCY FILLED BY DENNY**

TO FILL the vacancy created by the resignation early this month of Thomas E. Harris as assistant general counsel of the FCC in charge of litigation (Broadcasting, Feb. 9, the FCC on Feb. 18 appointed Charles R. Denny Jr., from the Dept. of Justice where he was appo
tioned as second chief of the Lands Division. Mr. Harris on Feb. 9 was be
came assistant general counsel of the OPM in charge of consumer rationing.
Mr. Denny, 30-year-old native of Baltimore, who attended Washing
ton public schools, is a 1933 graduate of Amherst and 1936 graduate of Harvard Law School. From 1936 to 1938 he was with the Washington law firm of Covington, Burling, Rublee, Acheson & Schorb.

The Commission also appointed to its law department Nathan Gold
tein, a 1933 Harvard law gradu
de. In December. Mr. Harris was also appointed to the Union’s annual convention.

**Churchill Record**

PEAK LISTENING for a Sunday afternoon broadcast—41% of U. S. radio sets—is reported by the CAB (Crosley) for Winston Churchills address carried Feb. 18 by all major networks. Previously he showed a mark of 44.7% for his address Dec. 28 before a joint session of Congress.

**W69P Rate Card**

ALEX ROSEMAN, commercial manager of WATT, Philadelphia, has issued Rate Card No. 1 for the station’s FMX listing. WATT, the FMX listing, copy is restricted as to length and content. Announcements limited to 30 words are accepted only during station breaks.

**General Electric**

**W75P Plans Start**

W75P, new FM adjunct of KDKA, Pittsburgh, is to go on the air about March 15 with a 14-hour daily schedule, it was announced last week by W59 and KDKA. Transmitter will be in the same building at Allison Park, Pa., that houses the KDKA equipment. A permanent antenna is to be built atop the 718-foot antenna tower of KDKA. New RCA consoles have already been installed in three studios and a fourth is under construction at the station. Mrs. Helen Replogle who reports directly to Franklin Tooke, program manager.

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**Network Accounts**

**General Electric**
GE to Tell of Electronics in Wartime
With Frazier Hunt on CBS and FM Net

WITH THE AIM of presenting to radio stations, audience, and the public at large the part that field of electronics and the part that field that is taking in the world war, the Radio & Television Division of General Electric Co., Schenectady, on March 9 will sponsor a thrice-weekly news period with Frazier Hunt on 48 CBS stations and seven FM stations.

Mr. Hunt, who has been signed as exclusive G-E commentator, will devote fulltime to the series, to be heard Tuesdays, Thursdays and Saturdays, at 6:15 p.m. on 20 Eastern stations, with a rebroadcast for 28 stations to be heard 9:45 p.m. (CWT), 8:45 p.m. (MWT), and 7:45 p.m. (PWT). Tentative set for the FM broadcast is for 6:30 p.m. (EWT), with Mr. Hunt repeating his program probably from the studios of W71NY, New York FM station owned by WOR, New York.

Electronics Tales
This time may be shifted to a later period to allow the news commentator more time between programs. Besides W71NY, the FM stations carrying the series are W65H, Hartford; W47A, Schenectady, and four stations represented by the American Network, W43B, Boston; W65B, Mt. Washington; W51R, Rochester, and W53PH, Philadelphia.

In addition to presenting the world news service “in a new pattern”, Mr. Hunt on each broadcast will briefly describe the field of electronics and the part G-E is playing in this “electronic age”. According to Dr. W. R. G. Baker, vice-president of the G-E Radio and Television Department, G-E’s “peace-time progress in electronics is of vast importance in our war production. . . We can expect the rapid advancement already made in this field during the war will help to reconstruct a better world when the victory is won.”

Frazier Hunt is well-known to radio audiences as a commentator, and first achieved fame as a World War correspondent for the Chicago Tribune. He has interviewed many of the world’s great personalities, and has written his own autobiography on his experiences, titled One American. Agency in charge of the G-E account is Mazon Inc., New York.
Reps’ Moving Day Is Slated March 1; Spot Sales’ Plans

Northwest Group to Rayner; Others Shift Affiliations

CUTTING across the lines of dual station ownership, it was announced last week that three Blue Network stations in the Pacific Northwest—KEX, Portland, KJR, Seattle, and KGA, Spokane—have appointed the Paul H. Raymer Co. as their national sales representative. The Raymer organization is already acting for KEX and KJR and will take over KGA on March 1.

March 1 seems to be moving day this year as far as representative affiliations are concerned. Following close after last week’s announcement that Hearst was withdrawing from the station representation field on that date, with a new organization, Spot Sales Inc., taking over the functions, offices and personnel of International Radio Sales [Broadcasting, Feb. 16], a number of stations have announced new representatives as of March 1.

Hearst Plans

Hearst Radio Inc., owner of five stations, four of which are currently represented by IRS, states that as of March 1, Edward Petry & Co., will act in that capacity for WBAI, Baltimore. WISN, Milwaukee, will go to the Katz Agency, which already represents the Hearst-owned WCAE, Pittsburgh. Spot Sales Inc. will become representative of KYA, San Francisco, while no new representative has as yet been appointed for WINS, New York, which is currently constructing WBFB, Baltimore, MBS outlet operating with 5,000 watts, on March 1 joins the stations represented by John Blair & Co. It was recently acquired by DuPont.

WTAQ, Green Bay, Wis., 5,000-watt CBS affiliate owned by St. Norbert’s College, has appointed Weed & Co., its national representative as of March 1.

The representation of the NBC and Blue stations in the Pacific Northwest is now divided along the line of network affiliation. Petry, formerly owner of the six stations, will now concentrate on the Red affiliates—KQW, Portland; KOMO, Seattle; KHQ, Spokane—while Raymer represents the Blue outlets in those cities. Situation is unusual in that in each of the three cities both the Red and Blue stations are under single ownership. Louis Wasmer owns KHQ and KGA, Spokane; O. H. Schuster and Birt F. Fisher own KJR and KOMO, Seattle, and the Oregonian Publishing Co., owns KEX and KGW, Portland.

Amplifying last week’s announcement, Leon V. Petry, said that Spot Sales Inc. will on March 1 assume representation of all stations currently represented by IRS

DCB Technician Draft Action Favorably Received by Board

RECOMMENDATIONS of the Defense Communications Board, which has initiated steps to advise Selective Service authorities of the necessity of procuring draft deferments of experienced technical broadcast employees in essential cases, have met with favorable response from Selective Service Headquarters in Washington.

A general recommendation has been sent to all local boards requesting "utmost" consideration, in all cases involving technical employees, Selective Service officials told Broadcasting last Wednesday.

Not a Blanket Rule

However, it was stated, the recommendation is not to be considered a blanket rule for deferment of radio technical employees. Every case must be considered by the local boards in the light of circumstances surrounding a request for deferment and in view of the Selective Service recommendation.

Action of the DCB was taken following a meeting Feb. 12 at which reports of the Domestic Committee and of the Industry and Labor Advisory Committees relating to technician shortage were considered [Broadcasting, Feb. 16].

Selective Service officials, it is understood, were advised that deferment of broadcast operators should be allowed in individual cases with reasonable time permitted for procurement of replacements. The importance of broadcasting as an essential war operation was cited, it was indicated, in the DCB recommendations sent to Selective Service headquarters.

The DCB, it was said, has made no recommendations for overall or permanent deferments. Availability of experienced technical operators and "reasonable notice" were included in considerations recommended by the DCB.

Sympathetic attention has been given to the problem of induction of station personnel by Brig. Gen. Lewis B. Hershey [Broadcasting, Jan. 19] who has praised the essential war functions of stations in maintenance of morale and dissemination of war information.

It was indicated by statements of Selective Service officials that every effort will be made to prevent hindrance of stations’ performance in the war effort. It was further said that in view of a "good case" station managers should carry requests for deferment to appeal boards, and if necessary, to Washington.

TIRE REGULATIONS FOR RADIO ISSUED

UNDER new tire rationing regulations issued Feb. 19 by the Office of Price Administration covering radio tires, these may be made available for stations’ trucks and for passenger cars used by station executives, engineers, technicians and workers upon application to local rationing boards after March 2.

In order to obtain the necessary certificate from the local rationing board, applicants must establish entitlement to the use of the tires which are set forth in Chapter V of the regulations which reads as follows:

LIHEO. The following vehicles shall be eligible for tires or tubes to the extent and only to the extent provided by Chapter V of the Tire Rationing Regulations: (a) A passenger car used principally to provide one or more of the following transportation services: (b) Transportation of executives, engineers, technicians or workers to and from, or within, such of the following industries as are essential to the war effort: power generation or transmission facilities, transportation or communication facilities or equipment, structural, extractive, industrial, military or naval use; (c) Trucks used for any important purpose not included in List A.

Low’s Record Plans

WITH sanction of Nicholas M. Schenk, president of Low’s Inc., a new recording company is being organized as a subsidiary of Metro-Goldwyn-Mayer Studion [Broadcasting, Feb. 2]. Donald C. Low, president and treasurer of Low’s Inc., is working out the financial structure with initial outlay estimated as $500,000. Studios and pressing plants will be established in New York and Culver City, Cal. Actual operation of the company’s early fall edition when a promotional campaign will be launched. It is understood Tommy Dorsey, the band leader, and Jack Cummings, MGM producer, will each have a 20% stock interest and participate financially. Milton Freelon is to be in charge of band contacts and new talent. Dorsey will also make a series of 30 recordings at a reported salary of $2,000 for each, plus royalties.

Air Transport Series

AIR TRANSPORT ASSN. of America, Chicago, during the week Feb. 16-22 tested a campaign of one-minute transcribed announcements and 15-second chain breaks on 45 stations to inform listeners that airplanes were not crowded with Government officials. The stations were spotted in 37 cities, all of which serve as terminal points for the airline lines. Only one of the announcements used in the week’s campaign were on WOR, New York. Agency is Erwin, Wasey & Co., New York.

Morton Honored

ALFRED H. MORTON, formerly NBC vice-president in charge of television, now president of the National Advertising Corp., was named by President Roosevelt as consultant to the new National Defense Board. Mr. Morton received a desk set presented by O. H. Schuster, NBC vice-president and chief engineer.

"The WOOF People Can’t Get Any Tires for Their Remote Truck!"

Drawing: BROADCASTING by Bid Fix

Page 62 • February 23, 1942 BROADCASTING • Broadcast Advertising
"I MARRIED You, Didn't I?"

When She sobs and says He doesn't love her, He can always trot out that classic rejoinder—that ne plus ultra in stoppers:
"I married you, didn't I?"

If we ever begin to wonder whether advertisers like us, we intend to curb our doubts with a somewhat similar reply:
"They're using KMBC, aren't they?"

Goodness knows they are. National spot advertisers are still buying more time* and spending more money for time* on KMBC than any other Kansas City station.

And, incidentally, current KMBC advertisers in three out of four cases are renewal accounts.

Certainly they're using KMBC . . . not just once, but continuously. Greater love than that hath no advertiser.

*Sworn statement, Robt. S. Conlan & Associates, independent market research analysts.

KMBC
OF KANSAS CITY
Free & Peters, Inc. CBS Basic Network
14 times greater audience acceptance than its nearest competitor!

that's...

WBEN

THE NBC RED
Station in Buffalo

5000 watts
Day and Night

930 Kilocycles
in center of dial

HOOPER STATION LISTENING INDEX, 8 a.m. to 10:30 p.m., December 1941 and January 1942

Represented by EDWARD PETRY & CO., Inc.

"The preference of the audience is the choice of the advertiser"