You know, Tom—I heard an agencyman say the other day that he has found material from the WOR Continuing Study of Radio Listening of particular value to his agency and its accounts in times such as these.

Nothing surprising about that, Tim. You see, The WOR Continuing Study tells you what your program is, or is not, doing in terms of people. It tells you who the people are; how many there are, and where they are.

for instance

Do you know that one New York afternoon news period—now available for sale—is listened to in 45,000 more homes than any other news broadcast on the air during that period of the day? WOR can tell you who these people are, whether they’re the people you should be reaching, and why. Our address is 1440 Broadway, in New York.

WOR
—does more because it's got more
They Sell FOOD

Sales Jumped 100% to 500% within one week on "FEATURE FOODS" Advertised Products

See what happened in a neighborhood grocery at 63rd Street and Kedzie Avenue, Chicago, when the store was mentioned during four broadcasts of the WLS "Feature Foods" Program.

<table>
<thead>
<tr>
<th>Products Advertised on &quot;Feature Foods&quot;</th>
<th>Sold Week of Promotion</th>
<th>Sales Jumped</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fruit Juice</td>
<td>16 cases</td>
<td>33 cases</td>
</tr>
<tr>
<td>Wax Paper</td>
<td>13 cases</td>
<td>38 cases</td>
</tr>
<tr>
<td>Salad Oil</td>
<td>2½ cases</td>
<td>11½ cases</td>
</tr>
<tr>
<td>Soap</td>
<td>2½ cases</td>
<td>15 cases</td>
</tr>
</tbody>
</table>

This is a single case history, but there are similar examples every week-end. These store promotions are only one phase of Martha Crane's and Helen Joyce's "Feature Foods" program on WLS. There are also the club meetings ... and the special merchandising services. But most important of all "Feature Foods" is a radio program, produced and presented with all the care of the most elaborate network shows. That's why it's listened to ... and why "Feature Foods" sells goods.

HELEN JOYCE has been a friend of WLS listeners for 9 years ... now helps present "Feature Foods."

MARTHA CRANE, co-conductor of "Feature Foods," has been with WLS for 13 successful, selling years.

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MARTHA CRANE, co-conductor of "Feature Foods," has been with WLS for 13 successful, selling years.
CONNECTICUT TOPS THE 48 STATES, With Almost Double The Effective Buying Income Of The U. S. Average. And the richest part* of the country's richest state can be covered completely and economically—by using WDRC in Hartford. Act now—write Wm. Malo, Commercial Manager, for availabilities.

* Hartford alone has an Effective Buying Income of $5,206 per family.

Figures given are estimates by Sales Management for 12 months ending May 30, 1942.
STEAK and POTATOES

Basic items of a square meal. Nebraska farmers supply the nation with carloads of steaks and thousands of tons of potatoes. As a very satisfactory emolument, too. Record, in fact.

VEGETABLES, BREAD & BUTTER

Commonly termed by hungry he-men as “the trimmings”. Are supplied to America’s larder by Nebraska farmers, for an amazingly generous stipend.

Milk and APPLE PIE

A king’s dessert to top any meal. Dairy products, flour, grain, and apples are all abundant in Nebraska. They’re distributed throughout the nation, with farmers receiving handsome reimbursements.

MONEY

Sometimes called “emolument”, “stipend”, or “reimbursement”. (Also “jack”, “dough”, and “kale”). A medium of exchange, of which Nebraska farmers now have almost too much. They want to exchange their money, for the products you want to sell. Tell them what you have. Reach them through their station, KFAB. You need KFAB, to do a complete selling job in the farm areas throughout Nebraska and neighboring states!

KFAB LINCOLN, NEBR.
FOR CITY LISTENERS USE KOIL OMAHA

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

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

March 9, 1942

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You’re in GOOD COMPANY
when you use WOL
WASHINGTON, D. C.

MORE THAN 40 NATIONAL ADVERTISERS NOW GETTING RESULTS OVER WOL—THERE MUST BE A REASON!

Get the Facts from WOL—Washington, D. C.—Affiliated with MUTUAL BROADCASTING SYSTEM

* * * * * SPOT SALES, INC.—Cooperative Sales Representatives * * * * *
"Take us to London and Berlin"

They visited with Churchill at 10 Downing Street. They looked into Hitler's gaudy chancellery. They were in the East End when the Stukas came over, and along the Wilhelmstrasse when the R. A. F. roared back in reprisal.

Yes, Clevelanders who went to Public Music Hall on that recent memorable evening heard a vivid description of wartime London and Berlin as WGAR presented Edward R. Murrow and William L. Shirer, radio's famed foreign reporters, speaking jointly for the first time from the same lecture platform.

WGAR sponsored this event for the benefit of the local Civilian Defense Fund. Citizens supported it generously and enthusiastically. For, like Americans everywhere, Clevelanders are depending more than ever before on their radio stations to tell them when, where and how they can do their part.

BASIC STATION...COLUMBIA BROADCASTING SYSTEM
G. A. Richards, President...John F. Patt, Vice President and General Manager
Edward Petry & Company, Inc.
National Representative
The American battlefront stretches all the way around the world. To succeed in this kind of war a nation must have fast and accurate communications. The science of sound on which modern communications are built is at the very heart of the worldwide struggle.

"Good communications are vital to an army, a navy or an air force—to direct men and ships and planes; to synchronize tank columns with infantry and plane support; to keep the fighting fronts in the eye of the command. Planes are located and artillery directed by sound. In a hundred different ways the science of sound fits into modern war. It is communication which makes possible the effective human management of the far-flung and three-dimensional battle-line of this world struggle.

"The men of Bell Telephone Laboratories have long been working on the science of sound for peace. For some time now they have been concentrating with fierce intensity on their science—for war. Their knowledge and developments will help us win.

"Of the many contributions made by Bell scientific men, one example that we can mention is the new microphone that fits snugly around a flyer's throat and enables him to talk without a mouthpiece. Both his hands are left free. This throat microphone is not affected by the roar of motors and the clatter of machine guns which might drown out a spoken message on which the outcome of a combat may depend.

"This device, worked out by Bell Laboratories and produced by Western Electric, is just one of many jobs undertaken by the Bell System in co-operation with government agencies.

"And all through the land, where the battle for production must be won, we have a nation-wide telephone system operated by experienced and loyal Americans. They are on top of their job. They will see to it that our country gets the best telephone service in the world."

This is a quotation from The Telephone Hour, a regular program heard each Monday night over the N. B. C. Red Network. For many years, the Bell Telephone Laboratories and the radio industry have been working together toward a common goal—to improve the quality of broadcast sound as it reaches the homes of the nation.
But is it boxoffice?

How do you measure box office? By the amount of money spent in making a picture, or by the amount of money the picture grosses? Should a radio network's power be measured by the number of watts sending out an advertiser's message or by the number of radio homes the message reaches? On the Pacific Coast it is difficult to reach all the radio homes because many of the important markets are surrounded by high mountains. It is so difficult, in fact, that only one network covers the coast completely... only Don Lee has a local station in every one of the 33 important Pacific Coast markets. More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station. This is controlled power... power where it counts. If your advertising message is important enough to bring to all the radio families on the Pacific Coast, use the only network that can do the job... Don Lee.
SEARCH far, search near, you’ll never find a more interesting and versatile person in broadcasting than Colonel B. J. Palmer, President of Central Broadcasting Company. . . One of radio’s earliest pioneers, he is virtually father of the conception that radio is a public service as well as a private business. And carrying out that idea, he has contributed no small part to the indispensable place that radio holds in America, today.

Easy as it seems in theory, pioneering in a new industry is not a simple task. We know — because in 1932 we pioneered the business of radio-station representation. In those days, time-buyers had no adequate sources of information, no adequate help in clearing time, none of the exclusive services now so easily available from station representatives. All details were usually handled direct with each station.

Today, all that is changed, of course, and more and more representatives are following in the trail we blazed. But in a dozen ways we are still pioneering. Perhaps that’s why so many leading advertisers and agencies prefer to deal with Free & Peters . . . pioneers in this business of radio-station representation.

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932

CHICAGO: 190 N. Michigan
Franklin 6373

NEW YORK: 257 Park Ave.
Plaza 5-131

SAN FRANCISCO: 313 Sutter
Sutter 4333

HOLLYWOOD: 7012 N. Gordon
Gladstone 3949

ATLANTA: 322 Palmer Bldg.
Main 5607

Page 8 • March 9, 1942 • BROADCASTING • Broadcast Advertising
Court Stay Defers Net Contract Upsets

Delay to Fall Seen; Trust Suits in Abeyance

WIDESPREAD industry concern over network-affiliate contractual relations, at fever heat only a week ago, has abated considerably, with little likelihood of any substantial change for several months by virtue of theJoint Appeal, networks and station status. The move to stay works in April company's contract with its affiliates. By April 27, NBC and CBS filed motions to stay the proceedings. By May 1, NBC and CBS have until March 27 to file preliminary motions to stay the proceedings. The Supreme Court has until June 1, 1942 to rule on the motions to stay. The court's decision is expected to be announced before June 1.

Net Speed Action

NBC and CBS were jubilant over the court's action granting the stay and allowing the appeal. MBS, on the other hand, had protested any further delay, having informed the court that continuance of present contractual conditions would cause it irreparable injury. Authorization of the stay in effect means that existing relations of all networks with their affiliates can continue, including time option provisions. CBS, which has been hardest hit by the banning of exclusive time options, promptly advised its affiliates that the stay was the 'most constructive news to date' in its fight against the regulations.

Meanwhile, NBC and CBS last Wednesday served the Solicitor General of the United States as well as FCC General Counsel Telford Taylor with their notices of appeal to the Supreme Court. Every effort was being made, it was said, to expedite the hearing on the jurisdictional phase prior to the summer recess.

In the normal course, the record in the proceedings will be certified from the statutory three-judge court and shortly filed prior to argument.

The Anti-Trust Suits

On another front, signs were plentiful that there would be no great haste in the trial of Government anti-trust suits against RCA-NBC and CBS, filed Dec. 31 in Chicago and attacking practically the same practices covered in the chain-monopoly regulations of the FCC. The Federal District Court in Chicago has granted postponements until March 27 for the filing of motions, preparatory to the answers to the bills of complaint, and the cases have been consolidated under a single judge—John P. Barnes—as against individual judges previously designated. The preliminary motions un questioned the court's jurisdiction over the proceedings. It has already been contended informally that most of the issues raised in the anti-trust suits are moot, since the practices complained of have changed no longer exist. Moreover, since several of the issues such as time options, exclusivity, and network operation are in a measure covered in the pending litigation, it is obviously is deduced that the net...

(Continued on page 50)

Cancellations Partially Offset by Addition of New Series

WARTIME rationing of tin for canned foods resulted in cancellation of three CBS programs last week, two sponsored by Campbell Soup Co., Camden, and one sponsored by General Foods Corp., New York. The latter advertiser, however, partially offset the loss by announcing that a new CBS series would be started in the time vacated by one of the Campbell Soup programs.

Discontinuance of a number of other network programs, announced during the week, were in part due to the conclusion of winter seasonal campaigns and in part to revision of advertising plans, normal occurrences in advertising and not to be blamed on the war.

Still Optimistic

The general feeling among the buyers and sellers of time continued to be optimistic, based on the hypothesis that the major users of national network time are manufacturers of products consumed in greater quantities by the general public, whose needs must be served in time of war as well as in peacetime, and that the present shortages are chiefly in packaging materials for which substitutes will be found.

The two programs which Campbell is discontinuing as of April 3 are The Men I Married, advertising canned pork and beans as well as soups, and Fletcher White's talks. Both are handled by Ward Wheelock Co., Philadelphia.

In the time vacated by the Willey program, General Foods will start We Love & Learn, daytime serial which the company has used on transcriptions in various markets for various products under the title As The Twig Is Bent. On a CBS network of 90 stations, the program will start April 3 as a Monday-through-Friday afternoon hour long, advertising Grape Nuts, Young & Rubicam is agency.

Curtailment of canning tin will also cause a shift in the commercials on the Lanny Ross program of songs, it is understood. Sponsored by Campbell Soup Co. for consumers in American spaghetti on CBS, it is believed the program will soon promote the sale of a short list of the company's concentrated heavy stock soups, least affected by the tin rationing orders. Canning restrictions on coffee caused General Foods to stop its Kate Hopkins broadcasts on CBS for Maxwell House Coffee after April 3. Program was placed through Benton & Bowles, New York, which also handles the We, the Abbots program on NBC, sponsored by Best Foods Inc., New York, for Hellman's Mayonnaise and Nucos, which is also discontinuing as of April 3.

P&G Changes

Procter & Gamble Co., Cincinnati, one of the largest users of daytime serials, is discontinuing The O'Neill and The Story of Mary Martin, both on CBS, as of March 27. The latter program is also broadcast on NBC and on through Benton & Bowles, New York, which also handles the We, the Abbots program on NBC, sponsored by Best Foods Inc., New York, for Hellman's Mayonnaise and Nucos, which is also discontinuing as of April 3.
No Special Tax on Advertising
In Revenue Plan of Treasury

Many Radio-Advertised Products Are Affected;
Corporation Imposts Are Before Committee

THOUGH not striking at radio or advertising specifically, and suggesting no specific imposts either by way of a special tax on broadcast revenues or a franchise tax on advertising communications, the tax Bill proposed last week by Secretary of the Treasury Henry Morgenthau Jr. to the House Ways & Means Committee last week, included several specific recommendations for levies on products manufactured by some of radio's biggest advertisers.

The hearings resume this week with Randolph Paul, Mr. Morgenthau's advisor, scheduled to testify and to be followed by representatives of the various industries affected. Later the committee will frame its own bill. Discussion can be long-discussed taxes on advertising, including radio, may be revived.

The key in the excise proposals by the House are new and higher levies on gasoline and oil, carbonated soft drinks, candies and chewing gum, cigarettes, tobacco, wines and beer, transportation, communications and life insurance.

Beers, which figure large in local and sport advertising face levies of $4 per barrel, an increase of 25%. The current schedule on wines, ranging from 1/4 cents addition per half-pint to 35 cents per gallon on wines with an alcoholic content of more than 21%.

Communications, including telephone toll service, telegraph, cable and leased wires, will be asked to contribute an additional 50% to its cost to the war. If Congress adopts the proposals. Local telephone bills and co-operated telephones may have to contribute $35,000,000 in addition to present contributions.

No Network Wire Tax

No new tax on radio network wires was foreseen, inasmuch as the Treasury in its proposals did not suggest that it would deviate from the present law. A 10% rate on leased wires. Radio lines were exempted in the last bill. Present Treasury proposals call for an increase from 10% to 15% on "leased wires" but on "leased lines" was at points drawn, tax experts warn, until the hearings are completed. And the final structure of the new bill is unknown.

Based on percentage gain in tax, gasoline and lubricating oils would be called upon for the greatest contribution in the proposed schedule rates. They would pay 100% and lubricating oils 121%.

Candies and chewing gum, on which there is no present tax, will be asked to pay 15% of the manufacturers' sales for the privilege of using with a new rate schedule of taxes, are expected to yield $15,000,000 in additional revenues. Cigarettes, now paying a Federal tax of $3.25 per thousand, may come under a new schedule which will tax 10c brands at $3.50 per thousand and 15c brands at $4 per thousand.

At the same time that the rate schedules are being increased the tax setup is being made. The legislation is proposed by the Treasury which would require employers to withhold from employees' pay 10% of the amount by which those payments exceed the employers' exemptions. For a married man with one child, for example, the exemption would be about $40.50 per week.

Under the same plan, corporations would be required to withhold 10% of all interest and dividend payments.

Radio, along with all other business, will feel the pinch of higher corporation taxes. These will dip down to the tax for corporations, with an increase of from 6% to 16% in surtaxes on corporations with net incomes of less than $25,000 and increases from 6% to 31% on corporations with net incomes of over $25,000. Some relief is provided in the proposals for 10% tax credits on corporations having a net income less than the average surtax net income for the base years 1936-39.

As to Advertising

Advertising came in for only momentary discussion at the hearing Monday and no specific conclusions were brought to light. Following a discussion by Mr. Paul on a proposal by the Treasury to return "additional taxes" above "marginal rates" to corporations after the war, Rep. Robertson (D-Tenn.), asked adversely directed proposals launched by corporations for increased business would come under the heading of "new and additional equipment or otherwise" as included by the Treasury in the basis for return of additional taxes. Mr. Paul replied that advertising had not been considered but gave no indication that it would not be.

Paramount on 75

TO PROMOTE the new picture "The Fleet's In!", Paramount Pictures, on March 27 will sponsor a special program on seventy-five MBS stations, originating from Hollywood, Agency is Buchanan & Co., New York.

Anne Director Joins Sterling

AN ASSISTANT manager has been named to handle timebuying and radio advertising activities for Sterling Insurance Corp.

Paramount is the nation's oldest users of national spot radio in the insurance field. The firm unveiled its own special radio schedules. Miss Director was formerly with the WPTV Co., New York.

The FCC on March 3 denied the petition of Edward J. Doyle, oil production operator of Rochester, N. Y., for a 25,000-watt broad- casting station in that city to operate with 250 watts on 1240 kc. Mr. Doyle asked for the assignment now occupied by WSAV, Rochester, which proposes to shift to 1370 kc.

Many Applications Slated for Hearing
Petitions for New Stations, Better Facilities Included

FIRST to feel the effect of the FCC's newly-established policy of hearing individually all applications for new facilities which would involve the use of critical materials is the present emergency. [BROADCASTING, March 2] were 17 applications for new stations and two for increased facilities, which the FCC last week designated for hearings.

The Commission on Tuesday ordered for hearing the new station applications of Radio Co. of Annapolis, Annapolis, Md. (Dyke Cullum and Harry R. England), on CBS, 730 watts at 1040 kc. limited time; The Walmac Co., Alice, Tex. (W. W. McAllister and Howard W. Davis), 250 watts full-time on 1250 kc.; Edward E. Reeder, 250 watts on 6 kc.; Granite City Radio Co., Murray, Utah, 250 watts full-time on 1490 kc. The Walmac Co. is also licensee of KMAC, San Antonio.

Joint Hearings Reopened

The administrative board on Thursday augmented the list by reopening the hearing on five consolidated hearings of Utica Broadcasting Corp., Midsate Broadcasting Corp. and Utica Observer-Dispatch Inc., on applications for the first two seeking 250 watts on 1450 kc. and the last 1,000 watts on 1470 kc.; Jefferson Broadcasting Corp., George Johnston Jr., and WBAI, Inc., all in Birmingham, Ala., and asking 250 watts full-time on 1340 kc.; Hennessey Broadcasting Co. and Barclay Craighead, both in Butte, Mont., applying on 1490 kc.; Nashville Broadcasting Corp. and Tennessee Radio Corp., Nashville, applicants for 250 watts on 1240 kc.; and 250 watts, respectively, on 1490 kc. and 1510 kc. in Tennessee.

Communications Inc., both Baton Rouge, La., and seeking 250 watts on 1400 kc. In addition the application of Newark Broadcasting Corp. for a new station on 620 kc. with 5,000 watts unlimited was ordered reopened.

Those seeking the improved facilities were WRAI, Raleigh, applying for a new station on 1250 kc., the present 1240 kc. to 850 kc. with an increase from 250 watts to 1,000 watts night and 5,000 day and a directional antenna at night, and WBAI, Inc., all in Birmingham, Ala., directional for night use and increase in hours of operation from limited to unlimited time.

The FCC on March 3 denied the petition of Edward J. Doyle, oil production operator of Rochester, N. Y., for a 25,000-watt broad- casting station in that city to operate with 250 watts on 1240 kc. Mr. Doyle asked for the assignment now occupied by WSAV, Rochester, which proposes to shift to 1370 kc.
A DOZEN TOP NBC executives will go on tour next week, starting a swing around the country for a series of "radio war clinics" to which every NBC affiliate has been invited.

Arranged by William S. Hedges, vice-president in charge of stations, in cooperation with the members of the network's station planning and advisory committee, the clinics will be held as two-day sessions in each geographic region of the country, so no broadcaster may be put to undue expense of either time or money in attending.

Plans for the Year

With the effects, known and probable, of the war on broadcasting as the basic topic, the network spokesmen will outline their plans for 1942, dealing with programming, sales, sales promotion, publicity and public relations.

The problems of giving Government agencies the best and most efficient cooperation, and of maintaining a balanced program schedule while doing so; of finding new business to replace that lost because of war priorities; of changes in the relationship of network to stations, etc., will be discussed, with the network speakers explaining how they are attempting to solve them and the stations invited to give their ideas on each subject. Each meeting will conclude with an open forum for questions from stations.

First meeting will be held in New York, at the Waldorf-Astoria, March 15-17, with Paul W. Morency, WTIC, Hartford, committee-man representing District 1, presiding. NBC stations in District 2 will meet March 18-19 at the Netherland - Plaza, Cincinnati, where James D. House, WLW, that city, representative of that district, will act as chairman.

Harry J. Nash, Nashville, committee-man from District 4, will preside over the meeting for that district, to be held at the Biltmore Hotel, Atlanta, March 20-21. The second week's sessions will start with one for District 5, scheduled for the Baker Hotel, Dallas, Texas, March 23-24, with O. L. Taylor, KGNC, Amarillo, representative of that district on the committee, in the chair.

The next meeting will be held at the Drake Hotel, Chicago, March 26-27, presided over by Stanley Hubbard, KSTP, St. Paul, committee-man for District 3. The tour will wind up in San Francisco, at the St. Francis Hotel, March 31-April 1, with a combined meeting of Red affiliates located in Districts 6 and 7. Ed Yocum, KGHL, Billings, representing District 6, and Arden X. Faress, KGFG, Portland, from District 7, will act as co-chairmen for this meeting.

Special Problems

Frank E. Mullen, NBC vice-president and general manager, and Frank M. Russell, Washington vice-president of the network, will lead the discussion of "Radio's First War" at the meetings in New York and Chicago, with Mr. Hedges conducting this session at the other meetings.

The sessions on programming in New York, Cincinnati and Chicago will be conducted by C. L. Menzer, program manager, with William Burke Miller, eastern program manager, taking over in Atlanta and Sidney N. Strots, western division vice-president, handling the programming sessions in the West.

Dr. James Rowland Angell, NBC counselor for public service programs, will attend the meetings in the East and Midwest to discuss the problems in this field created by the war and the need for educating the listening public in their part in the nation's war effort. Thomas D. Rishworth, director of public service programs, will lead this discussion at the Dallas session. Jennings Pierce, station relations manager for NBC's western division and also in charge of West Coast public service programs, will conduct the San Francisco session.

Roy C. Witter, vice-president in charge of sales; Ken R. Dyke, director of promotion, and Charles B. Brown, sales promotion manager, will have charge of the part of each meeting devoted to those topics, discussing the problems of both.

Moren-Dr.-president, has arranged a week-long bus tour of the network speakers explaining the listening public and the war needs of the nation and their programs.

Station Relations

Sheldon B. Hickox Jr., manager of station relations, and James M. Gaines, of that department, will also make the tour of district meetings, assisting Mr. Hedges in discussing the general station relations situations as well as in going over the particular problems of individual affiliates. Harry C. Kopf, central division vice-president, will participate in the Cincinnati and Chicago meetings.

At the dinner session of each two-day meeting, either Max Jordan, chief of NBC's European staff, or Alex Dreier, former NBC correspondent in Berlin, who left that city just before the attack on Pearl Harbor brought the United States into active conflict with the Axis, will give an off-the-record talk of conditions abroad, based on their personal experiences. Both of these correspondents are home on leave.

In announcing the series of "radio war clinics," Mr. Hedges said that the chief purpose of the meetings is to achieve a better understanding of the problems which the war has brought to radio, both sales and programming, better understanding of the network executives of the problems confronting the individual stations and by cooperation, the linkage of the networkers—so that together they will be able to continue their operations in these troubled times in the best interests of the network and the listeners who make up the nation.

Mr. Procter & Gamble Opens Shirley Temple Program

PROCTER & GAMBLE Co., Cincinnati, and Samuel D. Proctor, on March 4 started Junior Miss on CBS, Wednesday, 9-9:30 p.m. (EST). Shirley Temple, child actress, series is based on the Sally Benson New Yorker magazine stories. NBC radio adapta-

Procter & Gamble opens Shirley Temple Program

Procter & Gamble opens Shirley Temple Program

Conoco's Spot Drive

CONTINENTAL OIL Co., Ponca City, Okla., will use 175 stations in a nation-wide spot radio campaign for Conoco Motom Oil. Dramatized one-minute announcements, cut by NBC Radio Record- ing Department, will be used on a varying schedule, running up to as many as 104 times a week. Campaign will start in April, with lay-off of the account, until resumed in June for the summer, according to Tracy-Locke-Dawson, New York, the agency.

Rose to Tracy-Locke

WILLIAM ROSE, formerly director of continuity of Associated Musi-

AMP Adds Catalog

ASSOCIATED MUSIC Publishers announces that the mailed catalog of Pre Art Publications, including works for string orchestra, wind ensemble, instruments, solo and orchestral, and has been added to the copyrights which may now be broadcast exclusively under the AMP license.

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BROADCASTING • Broadcast Advertising

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NATIONWIDE TOUR OF STATIONS PLANNED BY TOP NBC OFFICIALS

WARM CLINICS' TO COVER PROBLEMS FACED BY BOTH NETWORK AND AFFILIATES; REGIONAL MEETINGS

ALDRICH' DAY TEST

GENERAL FOODS CORP., New York, Thursday night program The Aldrich Family in five markets, New York, Dallas, Richmond, Seattle and Oklahoma City. To be heard Saturday and Sunday mornings at varied times, the half-hour program will promote Postum. Agency is Young & Rubam, New York. Transcriptions will also be broadcast on seven stations on Saturday mornings in the interest of Post Toasties. Campaign is an experiment and may or may not be continued or expanded, according to Benton & Bowles, New York, agency for Post Toasties.

TALENTED TIMEBUYERS substituted for housewives at an exhibition program of John Reed King's The Missus Goes A-Shopping, given by WABC, New York, as its entertainment at the March 4 meeting of the American Executives Club of New York. Co-host of the luncheon guests are (1 to r): Linnea Nelson, J. Walter Thompson Co.; Beth Black, Joseph Katz Co.; John Hymes, Lor& Thomas, president of the REC; Mr. King; Helen Thomas, Spot Broadcasting; Al Taranto, Ted Bates Inc.; Dick Swift, producer of the program. Out-of-town at-

Talented Timebuyers

Talented Timebuyers

SHOPPERS substituted for housewives at an exhibition program of John Reed King's The Missus Goes A-Shopping, given by WABC, New York, as its entertainment at the March 4 meeting of the American Executives Club of New York. Co-host of the luncheon guests are (1 to r): Linnea Nelson, J. Walter Thompson Co.; Beth Black, Joseph Katz Co.; John Hymes, Lor& Thomas, president of the REC; Mr. King; Helen Thomas, Spot Broadcasting; Al Taranto, Ted Bates Inc.; Dick Swift, producer of the program. Out-of-town sta-

Talented Timebuyers

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OFF Conferences To Guide Issuance Of Time Priorities

Will Advise Broadcasters What Is to Be Stressed

FOLLOWING this week’s final conferences of agency, network and station committees with public relations executives of the various Government agencies charged with war duties (BROADCASTING, March 2), the Office of Facts & Figures, which arranged and directed the parleys and which is charged with acting as the clearing house for all Government broadcasts, expects to issue its so-called “priorities” covering Government announcements and transcriptions.

Exactly how the priorities system will work—and it is hoped to have the full directions in the hands of all key radio executives by early April—was explained by Archibald MacLeish, OFF chief, in his address at a talk to the industry Feb. 28. This talk was ordered to be off-the-record but its basic theme had previously been made public to the trade.

What to Stress

Those responsible for radio programs will be advised from week to week what phase of the war effort to stress, so that radio will not be cluttered with repetitious and uncoordinated war announcements. OFF will not tell the broadcasters and their sponsors what to put on the air; rather it will simply tell them what to stress each week. There will be no “orders” from Washington, but simply a set of themes to serve as guideposts to what Washington wants stressed at a particular period.

A new working committee is already at work on charts which will be used periodically to show what network sponsored and sustaining shows are carrying part of the war effort. Charts will be arranged to help them fit their local war program schedules into such charts. Meanwhile, the OFF has already sent to all stations a set of “basic information themes” to be studied in preparation for the priorities lists to be issued later.

This week’s sessions of the radio advertising industry committees with OFF will bring them together with Shannon Allen, radio director; Glen Allen, president of the American Radio Advertisers’ Association (Rockefeller Committee); Clinton Mosher, Maritime Committee. This is to be the last of the series of four weekly meetings, called in Washington on Tuesdays and Fridays, at a meeting preliminary to the issuance of the priorities list. The meetings are conducted by William B. Lewis, OFF radio director, and Douglas Meservey, his assistant.

More “Closed-Circuit”

MORE “closed-circuit” and off-the-record talks to the broadcasters, giving background material to assist program builders and committee members in handling Government war news, will probably be scheduled in the near future. Navy and WFB officials will speak via network lines but not for broadcast. Thus far the broadcasters have held two such talks—one by Byron Price, Director of Censorship, and the other by Archibald MacLeish, Director of the OFF.

Longines Programs

LONGINES - WITTNAUER Watch Co. launches a nation-wide spring campaign this spring with World’s Most Honored Music, half-hour transcription series cut by NBC Radio, to be heard on more than 150 stations. The programs will consist of classical selections played by a group of New York Philharmonic Symphony musicians, under the direction of Mischa Piatnik, the Longines’ Office, New York.

STANDARD BRANDS, New York has appointed Arthur Kuther, New York, for its Friday’s Hour for bakers and bakery products. Advertising plans are not yet made.

Dixon Pencil Test

JOSEPH DIXON CRUCIBLE Co., Jersey City, is using one-minute transcription in three times a week on WGN, Chicago, and five times weekly on WOR, New York, in a test radio campaign for Deroga pencil. Copy in jingle form, written and spoken by Phil Cook, CBS’s Morning Almanac may be repeated by Modernhoff Studios, New York. Campaign may be expanded in the future, according to the controller, who is in charge of the account.

OFF Appoints Morris As Agent, Net Liaison

SEYMOUR MORRIS, account executive of Compton Advt., New York, handling P&D accounts, on March 10 will join the Office of Facts & Figures in Washington as advertising agency and network liaison. Mr. Morris has been assistant to William B. Lewis, head of the OFF Radio Division.

Mr. Lewis left Washington by plane last Friday to consult with the Hollywood Victory Council, set up to coordinate West Coast advertising activities in the war effort, and was due to return to Washington this Tuesday.

OFF Foreign Language Division Forms Radio Section for Program Exchanges

TO SERVE as a clearing house for foreign-language broadcasts, the Office of Facts & Figures has established a radio section in its Foreign Language Division, with Lee Falk as chief of radio. Mr. Falk joined OFF several weeks ago as manager for Foreign Language & Co., St. Louis agency, of which he was radio director.

Preliminary to setting up an exchange-of-program-ideas service, Mr. Falk by arrangement with John Shepard 3d, chairman of the Broadcasters Victory Council, last week appointed a special advisory council of managers of stations prominent in the foreign-language field. Members are Joseph Lang, WHOM, Jersey City; W. H. Reum, KFWI, Woodside, Long Island; C. Merwyn Dobyns, KGER, Long Beach, Calif.; Gene T. Dyer, WATT-WGEA, Chicago; Arthur Simon, WPEN, Philadelphia; James E. Hoppin, WJIR, Detroit.

Script Exchange

The radio section functions apart from the OFF Radio Division, headed by William B. Lewis but will work in close collaboration.

Mr. Falk has been attending the weekly radio conferences called by Mr. Lewis with committees of agencies, stations and networks and is getting its activities with theirs.

The advisory council will serve as a sort of “committee of correspondence,” with no formal meetings scheduled until immediately, according to Mr. Falk. Stations carrying foreign-language programs are asked to confide with Mr. Falk on their problems.

Ultimately a script exchange is planned, and already the section has been consulted on a new program, tentatively titled “Uncle Sam Speaks,” which is scheduled to be launched over WOW, New York, and piped to the stations of the Bulova group. It is being produced by Maurice Drehner, a war producer, and is to run six times a week, consisting of questions and answers about the Government agencies and the war. Activities three times weekly, English first, then Italian, twice weekly and a once weekly feature titled “Inside Italy.”

This show will start in Italian, and later be reproduced in German. Like others of the same character, it will be made available through OFF in script form in English, Italian and German and will be re- leased to stations requesting it. No bans will be imposed on sponsorship.

Rockefeller Office Radio Is Revamped

New Functions Are Assumed By Francisco, Aylesworth

REVAMPING of the radio setup of the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee) has been completed and reassignments of duties announced. Mr. Francisco, director of the Motion Picture Division, and Francis A. Jamieson, director of the Press Division, the former Communications Commissioner, have both been reinstated. M. H. Aylesworth, former president, who was radio director under Mr. Francisco in the old setup, becomes a special assistant to Mr. Francisco, continuing to serve as a $1 a year man.

Associate director of the Radio Division is John W. G. Ogilvie, formerly in Spain, Argentina and Chile for ABC. Mr. Ogilvie recently handled IT&T’s broadcasting station in Puerto Rico.

Staff Being Assisted

The staff is still being mustered and assignments in New York and Washington are not completed. Among staffmen already functioning in the Radio Division are Pat Weaver, former advertising manager of American Tobacco Co. and former Young & Rubicam radio chief in New York and Hollywood; Russell Pierce, former vice-president of J. Walter Thompson Co., now in Mexico; Catherine and Chile; John Clary, former export advertising manager of Bristol-Myers Co.; Guy Hickok, formerly chief of the NBC International Office, and Longines Chief with Mr. Francisco, formerly with Lord & Thomas in New York and CBS in Washington; John White, formerly with KEX-KGW, Portland, and more recently producer of the Bob Hope and Hedda Hopper programs; Jerome Henry, former assistant to Frank Mullen, NBC executive vice-president when Mr. Mullen directed the Farm & Home Hour.

MBS Rises 112%

MBS for the month of February totaled $938,185, an increase of 112.1% over the $442,157 billed in the same month of 1941. Two-month cumulative total for 1942 is $1,962,697, up 107.2% from the 1941 billing of $947,386 for the same period.

MIDNIGHT repeat broadcasts of Bristol-Myers’ Eddie Cantor program, March 1, was not discontinued as scheduled, March 4 because of frequent shutdowns of West Coast stations. These stations will carry the show through 1 a.m., or 11 p.m., Pacific time, through 12 p.m., or 9 p.m., Eastern time (WT2) program, which will then be heard on the Coast at 6 p.m. on the NBC Network.
8th District Votes Confidence in NAB

Fetzer Reelected; Support Is Voted BMI

AFTER reelecting John E. Fetzer as district director of the NAB, the 8th District, meeting in Kalamazoo March 4, passed a resolution favoring "one strong and thoroughly united trade association" and affirmed its "confidence and trust in the NAB".

The resolution further pledged all stations to lend their loyalty and support "to the end that the American System of Broadcasting may continue to flourish".

Mr. Fetzer, owner and manager of WKZO, Kalamazoo, is also a member of the Broadcasters Victory Council, composed of representatives of the various trade groups in the industry.

Support Voted BMI

The Kalamazoo meeting passed resolutions supporting BMI and accepting as "fair and reasonable and necessary for the safety and protection of the public at large" the wartime restrictions imposed on radio by the Office of Censorship.

Another resolution asked the Treasury Department to cooperate with the NAB in the preparation of sales material for radio stations similar in nature to that prepared for other media. It was pointed out that the Treasury Defense Savings Campaign has prepared for other media material useful in selling savings bonds and stamps, and it was suggested that similar material be also made available to radio inasmuch as the NAB board has adopted a policy of sanitary announcements of programs for defense and war campaigns.

NBC's Shortwave Post Dropped for Economy

NBC has dropped its service to newspapers and news agencies of material on the network's shortwave listening post as an economy measure. NBC officials explained that since the newspaper services have established their own listening post, the service rendered by NBC was no longer unique or necessary and has therefore been discontinued. Future of the listening post is uncertain. NBC is continuing their operation for the present, but may decide to drop or curtail this activity at any time, it was learned.

CBS reports that no change is contemplated either in the operation of its listening post or in the service of this copy to the press, which is continuing as before.

A Resemblance Purely Coincidental

Mr. Fetzer

Mr. Gillin

A RESOLUTION urging broadcast managers to adopt a liberal interpretation of contracts to lessen penalties on cancellations follows the trend of sponsors' lack of critical materials, was adopted by the 10th NAB District meeting in Omaha March 2 and recommended for action by the next meeting of the NAB board of directors. The 10th District, unani-

ously reelects George Gillin Jr., general manager of WOW, Omaha, as its director.

The resolution originated in the meeting of the NAB Sales Managers Division held the preceding day under the chairmanship of Sam Bennett, KMBC, Kansas City. It reads as follows:

"Whereas, various advertisers are forced to terminate radio schedules because of lack of critical materials or circumstances caused by the war effort.

"Resolved, that radio broadcasters adopt a liberal interpretation of contracts to lessen the penalties for such cancellations. The broad-

caster reserves the right to revise advertising rates at any time upon 13 weeks notice in writing and contract is accepted subject to above reservation. The advertiser may cancel without short-rate charge on the date on which the new rate may become effective."

The committee which framed the resolution consisted of Joe Maland, WHO, Des Moines; Don Davis, WHB, Kansas City; Merle Jones, KMOX, St. Louis.

Addressing the Sunday Sales Managers Division meeting, H. Preston Peters, partner in the rep-

resentative firm of Free & Peters, discussed British advertising under wartime conditions and the parallels that can be drawn in viewing the future of American commercial radio while this country is at war. He estimated that both England and the United States will soon have the same percentage of product devoted to wartime manu-

facture, which this year will reach 60%.

He pointed out that British ad-

vertising has been severely re-

stricted due to the fact that all the large dailies now are limited to four pages.

Prepare for Changes

Mr. Peters warned the broad-

casters to prepare for possible changes in operating expenses and to provide for limited rate protection to all advertisers, pointing out that magazines and newspapers have already formally adopted policies of rate protection to their advertisers varying from 60 to 90 days.

He suggested that all broadcast-

ing stations should consider a 15-week clause in all contracts. Under this plan, advertisers would receive rate protection for 13 weeks only after the announcement of the rate change. As soon as the change is announced, they would have the right to continue at the new rate or to cancel immediately without being penalized by a short-

rate.

"Spot broadcasting," he said, "is now in as good a position as any advertising medium. Local advertise-

ing may be quite vulnerable be-

cause of wartime conditions, and the networks share this position to some extent."

Also present was the Sales Managers Division was John J. Karol, CBS market research counsel, who discussed the means being taken by the networks to meet the changing advertisers' demand for stations at war. Mr. Karol observed that network broadcasting provides the most economical means of introduc-

ing new products and of continuing brand acceptance of products now having difficulty due to lack of ma-

terials. He cited specific examples of organizations using network radio to ship consignments of goods in efficiently using products now in their hands and to inform the public of new products evolved from wartime conditions and research.
Nation Has Another Cup of Coffee

Pan-American Bureau Heavily Promotes Blue Series

By MICHAEL A. RAYMOND
Account Executive
Buchanan & Co.

THE COFFEE industry has become increasingly radio sales-minded as a result of the extensive merchandising programs conducted by stations in different sections of the country in cooperation with the Pan-American Coffee Bureau.

An association of Central and South American coffee-growing countries, the Bureau has launched a widespread campaign to make the American people more coffee conscious and it has found that radio is ready to do an outstanding job as a sales and merchandising medium.

Dealer Stunts

Many of the stations have not been content with merely publicizing the Coffee Bureau's Sunday night Blue Network program; they have gone a step farther and have begun to merchandise their programs—and coffee, with the result that they have not only found their listening audience interested, but also dealers tying into the campaign through their own commercial programs.

On the other hand, the Pan-American Coffee Bureau in its promotion work has created activities that produced program material, both locally and network.

As a part of their campaign the stations—both independent and those affiliated with the Blue Network—have used screen announcements, direct mail, special events broadcasts, spot announcements and other forms of merchandising media. The Bureau has cooperated with the stations in their efforts by developing important coffee news and promotion stories that have found their legitimate place in radio.

The Blue Network, which carries Mrs. Franklin D. Roosevelt's Our Over Our Coffee Cups programs, estimates it reaches a potential listening audience of 69,534,000 persons and credits a good portion of this coverage to the merchandising programs carried on by the network affiliates. Stations which have exploited Mrs. Roosevelt's importance in national defense.

WFDF, Flint, and KSO, Des Moines, respectively invaded the motion picture house to sell their coffee programs to potential listeners. WFDF used screen announcements five times daily and KSO estimates that it reached about 46,000 persons through motion picture flashes about the Mrs. Roosevelt series.

Other stations made use of direct mail addressed to coffee dealers, selling them on the advisability of tying in with the Mrs. Roosevelt program. WSM, Nashville, sent out 1,123 letters to dealers in its area. KXYZ, Houston, used 974 direct mail pieces; other stations have sent out as many as 500 pieces of merchandising material.

In Terre Haute, WBOV used outdoor advertising by erecting miniature billboards on the busiest intersections of the city to advertise the program.

Dealer Interviews

Recognizing the historical importance of the series, the Library of Congress accepted the scripts and recordings of the Over Our Coffee Cups programs from Eurico Penteado, chairman of the Pan-American Coffee Bureau. Mrs. Roosevelt, Archibald MacLeish and other notables were present at the ceremonies, held last month.

Many stations have adopted the policy of interviewing the local dealer on spot and sustaining programs. Current news interest was given a special broadcast in which James Coleman, coffee buyer and tester for the David C. Evans Coffee Co., described the role of coffee in Pan-American affairs over KXOK, St. Louis. Lois Thompson, home economist of KOME, Tulsa, interviewed Lewis Ware, district representative of Folger's Coffee Co., on the best ways of preparing coffee in large quantities—a topic of special interest to those voluntary organizations which have set up mobile kitchens for home defense and emergency use.

Stan Conrad, director of Listen Ladies, a WMFR, High Point, N. C., feature, did a fine merchandising job when he exploited the PACB slogan, "How to Get More Out of Life With Coffee" by interviewing George Rankin, district manager of the Great Atlantic & Pacific Tea Co., on that subject.

One of the big events of the soccer season was the Coffee Ball at the Waldorf-Astoria, New York. The Blue Network covered the festivities for this country while NBC's International Division short-waved the program to Latin America.

Co-sponsored by the Pan-American Coffee Bureau and the Goddard Neighborhood Center and masterfully mc'd, by Ben Grauer, the ball was attended by representatives of the leading coffee producing countries, civic and fashion leaders and outstanding entertainers.

Yuban Coffee Spots

PATON Corp., New York, will promote Yuban coffee in the New York area near the NFL's new stadium. Across the country, Yuban Marketing has been assigned for two weeks to tour the Florida major league baseball training camps to transcribe a series of Wheaties testimonials by big league stars to be broadcast in connection with the General Mills spot campaign. He was retained by Knox-Reeves, Minneapolis agency for General Mills radio account, to handle the recordings. William Slocomb and Brad Robinson of the agency are also touring the camps.

Recording for Wheaties

JOHN M. SHERMAN, technical director of WGCN, Minneapolis, has been assigned for two weeks to tour the Florida major league baseball training camps to transcribe a series of Wheaties testimonials by big league stars to be broadcast in connection with the General Mills spot campaign. Sherman was retained by Knox-Reeves, Minneapolis agency for General Mills radio account, to handle the bookings. William Slocomb and Brad Robinson of the agency are also touring the camps.

Atlantic Baseball

ATLANTIC REFINING CO., Philadelphia, again is drafting plans for baseball during the coming season, using play-by-play accounts of games in its Seaboard marketing area. Atlantic's agency is N. A. Ayer & Son, Philadelphia.

WARTIME PRICES and Trade Board, Ottawa, used a large list of Canadian stations for a five-time spot announcement of their design in connection with its regulations. Account was placed through the department of Public Printing and Stationery, Ottawa.
This ravishing lady was sketched on a tablecloth by J. T. Whackberry, eminent advertiser.

Authority on women, J.T.—Thinks about them in conferences. Dreams about them!

A bit of Casanova in the old boy? On the contrary, J.T.’s interest is coldly scientific. To him, woman symbolizes the Consumer.

As an advertiser, his chief aim in life is changing Consumers into his Customers. In this field of applied art—well, J.T. really knows how to draw! He just gets on the phone and looks up the Westinghouse station in his markets. His current findings are these:

<table>
<thead>
<tr>
<th>MARKET</th>
<th>STATION</th>
<th>PRIMARY AREA</th>
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<tbody>
<tr>
<td>MID-WEST</td>
<td>WOWO</td>
<td>556,800 Radio Families</td>
</tr>
<tr>
<td>NEW ENGLAND</td>
<td>WBZ</td>
<td>1,503,000 Radio Families</td>
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<tr>
<td>PHILADELPHIA</td>
<td>KYW</td>
<td>1,289,000 Radio Families</td>
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<tr>
<td>PITTSBURGH</td>
<td>KDKA</td>
<td>1,259,000 Radio Families</td>
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Using these stations as his instruments, J.T. has achieved some genuine masterpieces of drawing. So have many other Westinghouse advertisers. You, too, can draw!
Engineering Looks to Wartime Demands

Technical Maintenance Now a Problem
As Operating Restrictions Grow

The recent Broadcast Engineering Conference at Ohio State U., conducted with the cooperation of NAB and IRE, was undoubtedly the most important in radio history in view of the wartime problems of operation and maintenance to which it was practically totally devoted. Because of its importance, BROADCASTING asked Mr. Smeby, one of the conference's moving spirits, to summarize its technical discussions for managers and operators of this coast's broadcasting stations in language the general public can understand. He does so in this article, adding many pertinent personal observations and suggestions. Another article on transmission operation and maintenance under emergency conditions will shortly be published.

By LYNNE C. SMEBY
Director of Engineering
National Association of Broadcasters

Mr. Smeby

EFFECTIVE technical maintenance of our broadcasting system has been a simple matter in the past compared with the difficulties that lie immediately before us. A person could not have listened to the serious discussions of our technical problems at the recent Conference without being fully impressed with this fact. There has been much talk concerning the importance of radio broadcasting to our national welfare during wartime. In light of what actually has happened to broadcasting in England and in light of numerous statements made by various public officials in this country, the importance of broadcasting now may most certainly be taken for granted. That we broadcasters can depend merely on this fact for our future existence is entirely erroneous.

The Job Ahead

We cannot depend upon this viewpoint to carry us through this difficult period any more than we can expect an Army to take an objective merely because it has been given an order to do so. Maintaining an efficient system is the war work assigned to us. We cannot expect that our task will be made easy by others doing our thinking and work for us and by others handing us the materials we require on a silver platter. Everyone else is busy trying to accomplish the war work assigned and we must do everything possible to help ourselves.

The complacent attitude of some who believe that the Government merely has to issue a few regulations in order to maintain a status quo, the air must be abandoned. The prospect for the future under this attitude is that our hitherto efficient broadcasting system will degenerate into a haphazard operation, with many stations being forced off the air. After witnessing the serious discussions of the engineers at the conference, there can be little doubt that the broadcast station engineers fully realize the seriousness of our situation.

Officials Helpful

Over the past year-and-a-half the writer, and many broadcast engineers, have had intimate contact with the engineers and officials of the FCC and the DCC. It has been realized that the officials concerned with our technical operation of radio are willing to cooperate to the fullest extent in aiding us to maintain a reasonable technical reliability of service. Three matters of importance have occurred recently to illustrate this.

The industry requested, through official FCC and DCC channels, that operators other than first class radiotelephone men be permitted to operate broadcast stations. The FCC and DCC acted to obey this request. The DCC has received a proposal of 22,000 technicians to draw from whereas we previously were limited to 11,000. This in itself will provide few replacements; however, other factors coupled with this to be mentioned later should operate to aid us.

The industry requested of the Selective Service System the deferment of essential technicians who could not be replaced, until such time as replacements could be furnished. The Selective Service System approved of this and an order of 22,000 technicians to draw from whereas we previously were limited to 11,000. This in itself will provide few replacements; however, other factors coupled with this to be mentioned later should operate to aid us.

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Priority System

Several priority procedures have been tried out in the past. For one thing, without these stations have not functioned very well. The DCC has made a considerable study of this problem. Through initiative taken by the DCC a new Communication Section has been set up in WPB under the direction of Leighton H. Peebles. The Communication Section of WPB and a priorities advisory section of DCC will work closely together to each other. The DCC will render advice and assistance to WPB in considering priority requests from communication companies. This advice will be available shortly and it is expected that it will expedite the handling of priority requests from broadcast stations.

These three items illustrate that the FCC and DCC officials are taking steps to aid us in maintaining operation.

Conversations with numerous engineers at the conference indicated that there are a number of station executives who still do not realize the seriousness of our situation. Station management executives could well spend more time with their engineers in assisting to solve the rapidly pyramiding difficulties and face squarely the urgent problems currently facing radio. In many cases former engineers engage in a variety of other activities while in the Armed Forces, and find this work quite rewarding. The broadcast industry is in urgent need of their assistance. The Armed Forces has involved about 25,000 technicians in various communications work, which included both technical and clerical work. The Armed Forces now has about 27,000 technicians in these positions, and it is expected that this number will be substantially increased within a short time.

A number of men have been inducted into the Armed Forces during the past few months, and it is expected that a number of the technicians will return to civilian life soon. It is expected that many of these men will be available for employment in the broadcast industry.

Many stations have technicians employed at their studio who do not have licenses. These men should be encouraged to obtain an operator's license. The necessary knowledge may be obtained by enrolling in a class for such instruction or by taking courses under the correspondence course of one of our radio schools. The technicians at a station who have licenses most certainly will be willing to help tutor these men. Stations can also hire apprentices and have them learn while they are on the job. This brings up the problem of union rules at some stations. Conversations with union officials indicate that they are willing, at such time as it is necessary, to allow the employment of apprentices.

There is no question that the quality of our technical staffs will deteriorate as we replace our old experienced men. Before more men have been lost, each station should give careful consideration to the formulation of written instruction books on how to operate the station. Such books would be a valuable aid at the conference by Charles Singer, transmitter engineer of WPB. Mr. Singer said they have lost most of their transmitter technicians. With the aid of instruction books,
Executives of National Brewing Company discussing 1942 plans. Those participating left to right are: D. Stuart Webb, D. Stuart Webb Advertising Services; Leslie H. Peard, Jr., Sales Manager Station WBAL; Arthur H. Deute, President; Pat Roach, General Sales Manager; George Gellman, Advertising Manager and W. V. Roye, Secretary.

"Now listen, you fellows", President Deute is saying,

"We all know National Bohemian Beer is going over in a big way in this territory. It has fine distribution and we're selling all we can brew.

"While I wasn't so keen about radio advertising at one time I am convinced that WBAL, with its 50,000 Watts, is proving to be a fine 'Invisible Salesman' - one which has had much to do with the outstanding success of National Bohemian in this territory.

"You can put me down as saying I'm for WBAL - and as you know we're using them every day."

NBC Red
The Network most people listen to most.
Supreme Court Practices Tacitly Approved

Tacit approval of the practice of the American Federation of Musicians requiring "standby" orchestras for radio and other performances, was given by the Supreme Court of the United States in its decision March 2 upholding the right of the International Brotherhood of Teamsters, Chauffeurs, Stablemen & Helpers under existing law to require use of its members on trucks entering the New York area. The opinion, delivered by Associate Justice James F. Byrnes, came by a 6-to-1 vote of the court, with Chief Justice Harlan Stone dissenting.

The issue covered in the litigation was that of purported "forced employment" by labor unions. This same practice has been condemned by the Department of Justice in other industries, and specific mention has been made of stand-bys required in radio, both for studio and transcription production.

The AFM Method

Apropos the analogous musicians situation, the court said:

"The test must therefore be whether the particular activity was among or is akin to labor union activities within which Congress must be taken to have been familiar when this measure was enacted. Accepting payments even where services are refused is such an activity. The Court has referred to the 'stand-by' orchestra device, by which a local union requires that its members be substituted for visiting musicians, or if the producer or conductor insists upon using his own musicians, that the members of the local be paid the sums which they would have earned had they performed."

"That similar devices are employed in other trades is well-known. It is admitted here that the 'stand-by' method has a 'stand-by' job, even though he renders no actual service. There can be no question that he demands the payment of money regardless of the management's willingness to accept his labor."

"If, as is agreed, the musician would escape punishment under this act even though he obtained his 'stand-by' job by force or threat, it is certainly difficult to see how a teamster could be punished for engaging in the same practice. It is not our province either to approve or disapprove such tactics. But we do believe that they are not the activities of predatory criminal gangs of the Kelly and Dillinger types, at whose door, if any, the Act was aimed, and that on the contrary they are among those practices of labor unions which were intended to remain beyond its ban."

NEW STUDIOS Occupies Modernized Plant

NEW STUDIOS of WSPD, Toledo, utilizing the dispersion acoustics theory developed by Dr. C. P. Boner of the University of Texas and also installed by WFAA, Dallas, have been occupied by the station's staff. The new headquarters are now in WSPD's own building in downtown Toledo.

The dispersion system, installed in all five studios, is designed to eliminate dead sound and to facilitate recording with the conventional method of having studio surfaces that blur and de-energize sound waves.

Curved Surfaces

The new dispersion provides for hard surfaces which break up delayed sound waves by directing it from surface to surface thereby rendering ineffective any tendency to create relative effects into the microphone. Special reflector surfaces are built, curved to locate the stiffener in them so that all frequencies involved in speech and music are accommodated. The new studio technique is regarded as particularly desirable for FM stations.

In keeping with Toledo's position as one of the world's glass centers, glass fixtures have been installed wherever possible. Corridors and studios are inlaid asphalt tile and lined with vitrolite with a blue border. In the circular reception lounge a large mural has been painted by Robert Kunitz, noted midwestern artist. Studio layouts and designs were prepared by the WSPD personnel.

Lack of Synchronized Time a Handicap

A GRAPHIC description of broadcasting from Moscow during an air raid is given by Erskine Caldwell in his new book, All-Out on the Road to Smolensk [Duell, Sloan & Pearce, New York. $2.60]. Pointing out that in some countries, especially Germany, transmitters go off the air during raids as they serve as directional beacons for raiders, he continues:

"In Moscow, however, the radio transmitters were never shut down, possibly because the Russians believed that it was more important to transmit their programs, but more likely because they had absolutely no fear of anything the Germans could drop from the sky.

BOMB BEHIND

"At 1 o'clock my chauffeur and I started out on a dash across the city... racing to get to the radio studio to get my script censored in time for broadcast to America. The radio censor was a painstaking Russian who never let anything disturb his routine. He had to have all his scripts on his desk 30 minutes before broadcast time, or otherwise he would not read them.

"Even before getting the script to the radio censor, I had to receive the Foreign Office censor's stamp, or the radio censor would not even accept it. Since these two offices were in different parts of the city, and since bomb-torn streets had to be detoured, it was no easy task to arrive on time.

"Along the way to the studio a bomb fell directly behind us in the street, the concussion hurling the machine around at right angles. We only avoided a head-on smash-up into an apartment-house wall at the last possible instant when my chauffeur sent us skidding sideways into the bomb crater. We backed out of that while a People's Army demolition squad was running towards us to see if we were still alive, and continued on our way... and got to the studio on time.

'Like a Padded Cell'

"The studio was operating as smoothly as it ever had. The only difference was that the microphones, mixing boxes, and program personnel had moved down to a basement which had been fitted up like a padded cell in an insane asylum. The walls, floors and ceilings were lined with thick mattresses. The basement shook when demolition bombs burst nearby, but the sound was muffled and practically inaudible.

"While I was reading my radio-censor- and Foreign Office-censor-approved script a heavy demolition bomb fell in the street a few yards away. I doubt if anyone in the United States listening to one of these broadcasts ever suspected that all hell was breaking loose around the radio station. It was a Class A-1 bomb target..."

"Getting broadcasts to CBS in New York... was a day-and-night..."
Hartford "Mile O'Dimes" campaign brings nation's highest per capita response

The $34,387.70 contributed by Hartford people for the benefit of the National Foundation for Infantile Paralysis is sufficient to make a pile of dimes 1,192 feet high, or exactly 637 feet higher than the marble shaft of the Washington Monument. But the real significance in this response is that it represents the highest per capita contribution of any city participating in the "Mile O' Dimes" Campaign. Of even greater significance, perhaps, the sum amassed in Hartford exceeded the amounts raised in every other city in the country with the exception of Chicago.

WTIC is proud to have shared with the Hartford Courant in sponsoring this important work. To national advertisers, this notable achievement is dramatic confirmation of the responsiveness of WTIC listeners to Southern New England's favorite station. It emphasizes a point that is consistently brought home by repeated independent surveys of buying power . . . the exceptionally high ratio of spendable income in the WTIC area.
Quality vs. Quantity in Defense Drive

Treasury Shifts From Saturation of Air To Sales Copy

Editor’s Note—In the Treasury Dept. doubling its Defense Savings campaign via the radio! There has been frequent criticism to that effect, criticism which is frankly recognized by Vincent F. Callahan, an experienced former radio station manager. In this article, written at Callahan’s request, Mr. Callahan appraises the criticism, admits that the saturation point has been reached so far as reminder copy is concerned, tells what broadcasters and sponsors can do now and, incidentally, puts in some fine words for the selling job radio has done.

By VINCENT F. CALLAHAN
Chief of Radio & Press Sections
Treasury Defense Savings Staff

WHEN the radio campaign to promote the sale of Defense Bonds and Stamps commenced in late April of 1941, the Treasury Department embarked on a field of endeavor it was destined to become the greatest radio promotional campaign in the history of the nation.

The response of radio stations, networks and commercial sponsors to our appeal to the nation’s available radio talent in the great task of reaching millions of Americans with the messages of National Defense and Defense Savings was tremendously enthusiastic.

Since last April, Defense Savings has come a long way—and the effectiveness of radio as a sales medium again has been amply demonstrated.

Frequent Reminders

When the Defense Savings Program first commenced, and during the months before America became involved all-out in the war, hundreds of thousands of short, punchy announcements about Defense Bonds and Stamps were broadcast over the airwaves of the country. We felt strongly back in those days that in order to insure the success of our program and to acquaint every American citizen with the facts about Defense Savings, frequent reminders were essential in promoting the sale of the Treasury Department’s securities.

As a result, we urged radio stations, the networks and the commercial sponsors to broadcast Defense Savings announcements just as often as they possibly could. Everybody rolled up their sleeves and shot those announcements over the airwaves like machine gun fire.

It was wonderful.

When we asked radio stations to give us five announcements a day, we got many times more. Month after month, the total number of announcements climbed until, now, we have just about reached the saturation point—for reminder copy.

We feel that to continue using 168,000 reminder announcements a month would be like whipping a dead horse. Radio listeners have almost become inured to the constant, short reminders. It is my feeling, too, that radio stations, commercial sponsors and networks will be hurting themselves by continuing to turn out an endless stream of announcements. We all know that radio time is money. And radio listeners make radio time valuable. Too much reminder copy cuts into both markets.

The early educational days of Defense Bond and Stamp promotion are now over. Every potential buyer, every American citizen is familiar with the facts of our program. To radio must go a large share of the credit for so thoroughly acquainting our people with this splendid way of being able to help their Government meet the needs of this war.

New Methods Suggested

Here may be the answer to how radio can keep on doing its great job for Defense Savings and help instead of hurting its own interests:

There has been some shift, on the part of the individual stations, on the networks, and sponsors, to broader promotional methods than the short announcements. In place of the brief sales messages, many network programs have undertaken the task of weaving into their scripts or basing whole radio plays on the Treasury Department’s message of Defense Savings Bonds and Stamps.

Dramatic programs, for instance, have been able to employ our sales copy in their scripts in a most effective manner, impressing on their listeners — through “life” stories—the extreme importance of the service they render to their country and to themselves by their purchases of Defense Bonds and Stamps.

Many musical programs have worked the song “Any Bonds Today!” into their programs, substituting this type of promotion for the repetitious sales messages being too often reiterated.

Special Programs

Another important promotional method has been the localization of our material by individual stations in many sections of the country. Special local programs are being broadcast regularly by scores of radio stations. These broadcasts are built around Defense Savings. Prizes of Bonds and Stamps are awarded in various local competitions designed to heighten enthusiasm in those localities.

Personal appeals, well-known and otherwise, appear on many of these programs and state why they are buying Bonds and Stamps, many stations injecting special entertainment twists which are designed to appeal to their particular audiences.

We cannot stress too much the importance of these types of promotion as compared to the frequent repetition of brief announcements urging the purchase of the Treasury’s Bonds and Stamps. The impact of the individual stations and the personnel of radio stations has been devoted in numerous cases to special broadcasts which entertain and amuse as well as stress the necessity for Defense Bonds and Stamps. I know that their efforts have been productive of excellent results for Defense Savings, the station and the sponsor.

‘Selling’ Copy

What it all adds up to is that the number of Defense Savings announcements broadcast is becoming less and less important. The day of reminder copy is over. What is important is that the millions of radio listeners hear and like the material when it is “sold” them on the idea of buying Bonds and Stamps, regularly.

I would have liked to drop in on every radio station and sponsor every day and do a great job—and talk all this over. But, of course, this is impossible. However, I’m doing the next best thing. Thanks to the editors of Broadcasting, I know I’ll be reaching everybody in radio with one man’s opinion.

Bond Series on 682

Of the Nation’s 870 stations, 682 will carry the new Treasury Star Parade series released by the Treasury Dept. to promote defense bonds and stamps, according to Vincent F. Callahan, radio and press chief of the defense savings staff. The new series consists of 15-minute uninterrupted programs each week featuring three or four stars as well as the music of the Armed Forces Band or Chorus. This week’s series will star Walter Huston as m.c., Frederic Franklin, Callahan, Edward Arnold, Enya Gonzales, Larry Elliot will announce the entire series.

Treasury Survey

The Treasury issued card forms to all radio stations in the country asking them to send in information regarding the total amount of money invested in Defense Bonds and Stamps for which each station has been definitely responsible. The questionnaire was distributed in December, January and February resulting from (1) direct sales over the air; (2) prize award programs; (3) sales by station employees; (4) other sources.

Treasury Discs in Polish

M. S. SZYMCOZAK, member of the board of directors of the Polish Broadcast System, a noted Polish affairs in this country, has completed his mission to Poland to obtain Polish records for the Treasury’s Defense Savings Staff. The transcriptions will be distributed to all Polish radio stations in Poland, according to Charles J. Gilchrist, manager of the Radio Section. Copies of the talk in both Polish and English will be sent to all station managers receiving the records.
Ad Council Expands

HAVING opened its New York offices at 60 E. 42d St., the newly-formed Advertising Council, set up by the advertising industry to coordinate advertising's contribution to the war effort [BROADCASTING, Feb. 21], has also established a Washington office at 1111 Vermont Ave. N.W. Dr. Miller McClinton, appointed managing director of the Council, will divide his time between the New York and Washington offices.

Judges Are Announced
For Annual Ad Award

JUDGES were announced last week by Mabel F. Flanley, vice-president of the Advertising Federation of America, for the 1942 Josephine Snapp award, presented annually to the woman in the United States who has made the outstanding contribution to advertising.

The five judges named are: Elia G. Borto, director of advertising for the LaSeale Extension U; Professor H. H. Maynard, department of business organization, College of Commerce and Administration of Ohio State U; James Webb Young, executive with J. Walter Thompson Co.; Mrs. Erma Perhans-Proetz, vice-president of the Gardner Advertising Agency; and Miss Helen Holmes, director of the club contact department of the Advertising Federation of America.

Application blanks for entrants may be obtained from Miss Georgina C. Rawson, chairman of the Josephine Snapp Award, Women's Advertising Club of Chicago, 307 N. Michigan Ave., Chicago.

Spot Sales Offices

SPOT Sales Inc., station representative firm recently formed by Loren Watson [BROADCASTING, Feb. 16, 23], moved its New York headquarters to 20 E. 57 St. last week, taking over the offices formerly occupied by International Radio Sales, Hearst-owned representatives organization, whose station list has been transferred to Spot Sales. Phone number is Eldorado 5-5040. Hearst Radio Inc., which has shared offices with IRS, will move to new quarters within a couple of weeks, according to Maj. E. N. Stoer, general manager.

Herrmann Honored

BERNARD HERRMANN, CBS New York staff conductor was awarded a gold plaque and highest honor of the Academy of Motion Pictures Arts & Sciences for the best scoring of a dramatic picture in 1941 at the organization's 14th annual banquet held Feb. 26. He is the first radio musician to be so honored. Mary Astor, film actress and m.c. of the weekly CBS Hollywood Shouters, was awarded Academy statuette of "Oscar," highest honor given, for supporting role.

Where But
SYRACUSE

Can You Get a Basic
NBC Red Station
covering Central
New York?

Irving Rocklin & Associates, new Chicago agency, is scheduled to open March 2 with offices at 155 N. Clark. Telephone is Rau- dolph 2202. Irving Rocklin, formerly radio director of Morris & Davidson, Chicago, is president of the agency, which will specialize in radio advertising. Among the present accounts are Union Life Insurance Co., Chicago, and National Tire Conservators, Chicago.

ROBERT KAHN, president of Robert Kahn & Assoc., recently married Bernice Stone, secretary of the company.

HAI BERGER, Hollywood freelance producer-actor, has joined Barton A. Strehler Adv. as producer of the weekly NBC Signal Carrousel. He replaces Herb Poliak, resigned.

CURTIS C. LEWALD, formerly with D. P. Brother & Co., Detroit advertising agency, is now assistant to the president of Advertising Federation of America.

HILLMAN-SHANE-BREYER, Los Angeles agency, has moved the Garfield Bldg., 482 W. Eighth St. Telephone is Vandyke 5111.

JO BROOKS, copy chief of Gasser-Galley & Co., Los Angeles, resigned in mid-March to marry Myles Lee Fox, of the Army Air Corps, in Spokane, Wash. William Diage, for 14 months with the Marine Corps, has returned to the agency as account executive. Betty Felix, new to advertising, has joined the production department.

JACK JOHNSTONE, for ten years copywriter at Lord & Thomas, New York, has returned from a special assignment after a two-year vacation.

GEORGE BUTTERLY, president of J. W. Pennington, New York, has resigned to join S. Duane Lyon, New York, as vice-president. No successor has yet been named.

J. F. O'CONNOR, assistant secretary and treasurer of Charles Daniel Frey Co., Chicago, has assumed timebuying duties of the agency, A. H. Black, formerly timebuyer, has joined the radio production staff of Blackett-Sample-Hummer, Chicago.

JANE FORGE, producer and writer of Russell M. Seeds Co., Chicago, on March 27 was married to Norman W. Elie, Army radio operator attached to Scott Field, Ill.

E. A. W. SCHULENBURG, media director of the Gardner Adv. Co., St. Louis, has been elected secretary of the company by the board of directors. He has been with the company 37 years.

FRED ARZT, director of creative work of W. W. Geller, New York, has been named a vice-president.

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Air University Covering Pan American Countries Is Undertaken by NBC

FIRST STEP in the creation of a "permanent, cooperative NBC Inter-American University of the Air" in which the broadcasters affiliated with the NBC Pan-American network together with the educational institutions in all 22 nations of the Americas will participate was announced last week by Dr. James Rowland Angell, NBC public service counselor, in forming a national history committee. With Cesar Saenzinger, NBC historical commentator, the committee numbers seven members, all leading authorities on Pan-American history.

Assisting Dr. Angell is Sterling Fisher, former CBS director of education, who recently joined NBC [BROADCASTING, Feb. 2]. Elaborating on the new NBC public service activity, Mr. Fisher stated that "a counsel of eminent leaders in education and the arts, including Washington representatives of each of the American nations, will be formed into an Inter-American committee to organize and carry on the institution. Eventually, the creation of individual national committees in each of the participating countries will be encouraged."

The broadcasts will be heard first on NBC, offered to the CBC, and made available in Spanish and Portuguese script form without charge to Latin American nations for rebroadcast at their own convenience by the 124 stations of the NBC Pan-American network.

Blackout Cancellation

BRISTOL-MYERS Co., New York, because of the war situation on the West Coast where blackouts are apt to interrupt all evening programs, is discontinuing the repeat broadcasts for two of its programs on March 11. Programs, both on NBC Sunday nights at 8:30 and "Mr. District Attorney," 9:30-10 p.m. The two shows will be heard on the Coast during their original broadcast at 8 and 9:30 p.m. (PWT), respectively.

Agency is Young & Rubicam, New York.

WROL, WAPO Available

On both NBC and Blue

WROL, Knoxville, and WAPO, Chattanooga, on April 1, will become members of the NBC South Central Group, but will continue to be available to Blue Network advertisers as Southern supplementaries only on a 28-day recapture basis in favor of an ABC advertiser. Blue advertisers ordering the combination prior to April 1 will be protected for 52 weeks provided they use the two stations without lapse.

WROL-WAPO will be listed hereafter as the Jackson-Laurel-Hattiesburg combination, the Mobile-Pensacola combination, and WSFA, Montgomery, with NBC clients wishing the South Central Group required to buy at least two of these five listings. There will be no change in the evening hour rate for either WROL or WAPO.

WHAMland's PARTY LINE HAS
437,775 SUBSCRIBERS

When WHAM carries your request to "call three, call four," that your audience within reach of a telephone.

WHAM puts your message on a party line that reaches over 100 counties of from 15 busy trading centers.

WHAM gives you Rochester where it is a rare home that doesn't have a telephone.

Carroll Newton

WHEN Carroll Newton got out of Colgate U. in 1930, his father called him to his office on Wall St. and gave him a little fatherly advice: "Whatever you do," said he, "stay away from Wall St." Armed with this sage advice, Carroll went forth. Making his way from Wall St. he had the rest of the depression-ridden world in which to seek his fortune.

A hidden ambition to get into advertising led him to the offices of BBDO in New York, where a friend had a passing acquaintance with one of the executives. The executive passed him right down the line. But before he got to the last stop, he was offered a job with the mechanical production department. Carroll has been a one-agency man since the beginning of his career.

Passing progressively through a period in the accounting department in the BBDO Buffalo office back to the research department in New York, to a stretch at copy writing to assistant account manager, the Brown & Williamson Tobacco account, Carroll reached his present position as head of the time buying staff.

Working on the B&W account, he gained a knowledge of radio and station relations. When B&W went into the medium in a big way about five or more years ago, he aided in setting up spot and network schedules, helped service the account and aided in local promotions.

Therefore, when he was made time buyer in June 1941, Carroll was on entirely familiar grounds. Today his accounts number some of the big names of radio: Lever Bros. (Vimms, Silver Dust); Neki Corp.; Du Pont; General Electric; United Fruit; Penick & Ford; Readers Digest; Schaefer Beer; Armstrong Corp.; Home Defense Corp.

Born in Searsdale, N. Y., where he received his primary education, Carroll is married (Marie Luise Houston, June 1939), plays tennis and swims in the summer, is a ski fan in the winter.

WJPA MAKES DEBUT IN WASHINGTON, PA.

ANNOUNCING its affiliation with the recently-formed Tri-State Network, the WHAM-WJPA, Washington, Pa., went on the air on Feb. 28. Other members of the regional hookup are WSTV, Steubenville, O., and WKW, Wheeling, W. Va.

WJPA's staff is headed by John J. Laux, of WSTV, who will manage both stations from Steubenville. Commercial manager is John J. Cross, formerly of WDAN, Danville, Va., and the Tri-City Network, while salesmen are Harold Finkle and Charles DuVall.

Stanley Schulte, formerly of WNCAC, WLAU, WPRO and KNX, has been named program director, and the WJPA announcing staff includes Tom Bigler, from WAZL, Hazleton, Pa.; Si Mann, from WWSW, Pittsburgh; William Babcock, from WKST, New Castle, Pa.

Joseph M. Troesch, chief engineer WSTV, has also assumed a similar post with WJPA. His staff includes Frank R. Krulce, from WBBW, Welch, W. Va., and WSTV; Joseph Struko, of WVRV, and William Chenery, of WKST.

A construction permit for WJPA was granted last Aug. 22 to the Washington Broadcasting Co. for 250 watts fulltime on 1450. The station's license is an organization of 46 stockholders of which principals in the ownership of WSTV hold a 38.5% interest [BROADCASTING, Aug. 25].

Studios are located in the George Washington Hotel and the transmitter is a half-mile northeast of the city. Equipment includes a Western Electric transmitter, 350-foot Blaw-Knox radiator, Gates inputs, Presto turntables and WE microphones. Permanent lines will be maintained with other Tri-State stations.

Pure Food Co. Tests

PURE FOOD Co., Mamaroneck, N. Y., on March 2 started a test campaign for Herb-Ox bouillon cubes on three New York stations: twice-weekly participations on WABC; three-quarter-hours weekly on WNEW; thrice-weekly participations on WOR. Agency is J. M. Mathes Inc., New York.
Knodle Joins Army, Neel Heads NBC Capital News

WILLIAM NEEL, member of the NBC press department since 1938, has been appointed news manager of WRC-WMAL by Kenneth R. Berkeil, manager of the NBC and Blue Network stations in Washington. He is Thomas E. Knodle, who has been called into the Army from reserve status as second lieutenant of infantry.

Mr. Neel has been attached to the NBC Washington Office since Jan. 1, 1941. He entered news work in 1926 while attending Columbia U as night editor for the North American Newspaper Alliance. He then worked for the New York Post as a sports writer, for La Nacion of Buenos Aires as New York filing cable editor, and for the New York World-Telegram as night sports editor and swingman.

Knodle leaves NBC after 4½ years' service. He came to the newsroom in Washington from United Press.

Murrow to Return

EDWARD R. MURROW, CBS European chief of staff, will return to London shortly, it is expected, the exact date depending on how soon Clipper passage can be secured. CBS officials refused to hazard a guess as to the date, saying it all depends on the priority situation regarding transportation. Bob Trout will carry on in London until Murrow's return to that city.

FDR, Wallace to Talk

IN CONNECTION with the National Farm program, President Franklin D. Roosevelt, Vice-President Henry Wallace and Secretary of Agriculture Claude Wickard will address the farmers of America and the nation at large March 9 on the four major networks, 9:45-10 p.m.

Howard Smith Marries

CBS has learned via cable that its former Berlin correspondent, Howard R. Smith, and his fiancée, Miss Dorothea B. Thompson, have eloped, according to a Copenhagen newspaper. Smith cabled that Nazi officials at first refused to grant him permission to cross Germany until Queen Alexandrine of Denmark interceded in his behalf and obtained for her a 48-hour permit to get out of Germany.

Guestorial

(Continued from page 30)

ents that have been received for his birthday, which is yet several days away. (There is still time for you, too, to send me a present.)

Based on the same idea is thanking the many who have been so very kind as to send cards and flowers to the beggers wife who has been confined to the hospital. (Nobody knew she was even in the hospital, and what part has it to do with the program, anyway?)

Recently we heard an announcer thank a listener for the very nice present ... (a big build-up) ... which was appreciated, but not necessary. However, if anyone else wants to send a present—actually mentioning it—the name is spelled J-O-N-E-S; the address such and such.

The network m.c. has been doing it for some time now, so the announcers on the line are getting the idea that if Big-Time Joe can get away with it, he has a right to try the same thing. As an oldtimer, it reminds us of the days when the station was glad to have somebody come in and do a program free, and then allowed them to see what could be promoted as payment. Christmas, for example, means open season for these radio beggars.

It seems to me that the announcers themselves, as well as management, forget that these boys are invited guests into their listeners' homes. Any well-mannered child won't even ask for candy on his host's living room table. Today, the boys who are paid in most cases sufficiently, start a promotion for anything you can suggest, including hunting dogs, furniture, deep-sea fishing trips on listeners' yachts while on a guest appearance. One announcer we heard actually said he would be in such a town on a certain date, and he'd love to go fishing if he received an invitation.

As we said at the start, maybe its just a personal gripe, but we don't like it. It seems these boys would help themselves if they would use some of this promotion prowess to obtain a sponsor and then show a talent fee on the income tax return. If one of these other beggars came into our home and started some of the stuff they are getting away with over the air, we'd pitch them out the front door, and maybe that's not such a bad idea!

Ted Church Instructing BBC Newscasting Staff

WELLS (Ted) CHURCH who recently arrived in England as American advisor to the British Broadcasting Corp [BROADCASTING, Nov. 17, 1941] explained his function in an interview published in a London paper as follows: "My job is to wrap up the BBC programs in an American package and see that they register." According to the story, Church must revamp the BBC North American Service, which had previously been ineffective. As part of the job he is teaching announcers to put news over with the punch familiar to the American public.

Before taking this job Church had been radio director of the Republican National Committee for three years and had been with CBS and NBC.

Colonial Dames Adding

COLONIAL DAMES Inc., Los Angeles (Campus makeup), expanding its West Coast schedule, on March 2 started using 12 spot announcements weekly on KRSC, Seattle, and five-weekly participation in the quarter-hour Radio Parade on KOMO, that city. Firm, in addition, on March 9 adds 2 spot announcements per week on KHI, Hollywood. Contracts are for 18 weeks. Agency is Glasser-Galley & Co., Los Angeles.

BY WATCHING the clock, the news department at WENY, Elmira, N. Y., saves paper. In the periods between newscasts and throughout the night, newswriters are adjusted to single space saving half the usual run of newshrap.
Progress at KODK
CONSTRUCTION on the new KODK, Kodiak, Alaska, authorized Feb. 18 by the FCC with the personal approval of Secretary of the Navy Frank Knox, will begin immediately, according to Edwin A. Kraft, Seattle advertising executive and owner of KINY, Juneau, Alaska, who was recipient of the construction permit [BROADCASTING, Feb. 21]. Station, with 250 watts at 1290 kc., will serve as a means of communications from the site of one of Alaska's major military bases to isolated points along the Alaska Peninsula and as far west as Dutch Harbor in the Aleutian Islands.

GE Transfers Green
W. H. GREEN, assigned since June, 1941, to industrial control advertising and sales promotion, has been transferred to the General Electric radio and television department. His duties encompass planning in conjunction with the publicity department, advertising and sales promotion for radio transmitting equipment and transmitting, industrial and special purpose tubes.

A native of Cedar Rapids, Ia., and a graduate of Iowa State College, Mr. Green joins GE in 1937.

Dorothy Gregory
DOROTHY GREGORY, 18-year-old radio actress of CBS Chicago, died Feb. 27 of leukemia in Chicago. She had been in the cast of "Scattergood Baines and Stepmother.

TO HERALD THE START of its 15 programs and 30 announcements weekly on WNEW, New York, Roma Wine Co., New York, assembled its sales staff at a special meeting to hear talks by (1 to 7) Al Sommerfeld, WNEW sales promotion director; Clifford Glick, WNEW sales manager; Lorenzo Cella, vice-president and eastern general manager of Roma Wine. The speakers compared notes on sales figures.

Report from Moscow
(Continued from page 18)
headache. To begin with, there was no two-way conversation between the studio in Moscow and the control room in New York, and making my broadcasts synchronize with broadcasts from London, Berlin, Rome, Manila and elsewhere was accomplished more often by luck and intuition than by science and common sense.

Clock Problem
"When broadcasts are coming into the central control station from all parts of the world by shortwave, they have to be timed to a second or two if it is to be any semblance of continuity, or otherwise two or more correspondents will be talking at the same time.

"Clocks in the Moscow studio were generally from two to three minutes faster or slower than the New York studio clocks, and since the former were regulated by Moscow standards and not by Greenwich Meridian Time, there was never any assurance that my broadcasts would be usable in America.

"Paul White, CBS news director in New York, got into the habit of cabling me daily to do something about timing, sometimes suggesting that I wind my watch once in a while. The closest I ever came to synchronizing my broadcasts with those from London, Berlin and elsewhere was when I began talking a half-minute late and stopped a half-minute early. Electric clocks in the Moscow studio were not operated on radio raids, and all my broadcasts were timed by the only timepiece available—a Soviet model of an American 98-cent alarm clock. It is a wonder that any of the broadcasts my wife and I made twice daily for three months from Moscow were ever heard in America."

VATICAN SCHEDULES TO U. S. DOUBLED
REGULAR broadcast of two programs weekly, 9:30 p.m. (EWT), Sundays and Thursdays will be heard from the Vatican Station, HVJ, Rome, it was announced recently. Since last July, only one broadcast from HVJ has been sent to the United States.

Primary purpose of the Vatican broadcasts, it was said, will be for exchange of information regarding prisoners of war, interns and other persons far removed from home.

Replying to recent reports, said to be current in Latin-America, that the Vatican attempted to interfere in political relations at the recent Inter-American conference at Rio De Janeiro, Archbishop Amleto Giovanni Ciccognani, Apostolic Delegate to the United States, asserted that foreign radio stations are employing the name of the Holy See in propaganda campaigns in Latin America and that the Vatican cannot assume responsibility for programs of this kind.

Pickups Ride Static
THE MAGNETIC storm that disrupted transcontinental circuits during the weekend of Feb. 28-March 1 introduced a high level of static background to the pickups from foreign correspondents broadcast by CBS and NBC, but the only losses reported were the Sunday evening pickups from Sydney, which simply could not get through. The disturbances, attributed to a large sunspot, abated rapidly.

Schedule it on CKLW
...if you're Selling
The DETROIT AREA!

• In choosing a radio station or in choosing a market for your product—the big fact is—"Get the most out of either at minimum expense". Big defense payrolls and retail sales figures are Detroit's claim for America's third largest market. 22 hours daily, CKLW covers this rich market completely. Each day brings more of more time renewal; testimony of CKLW time-value and buyer's satisfaction.

5000 WATTS DAY and NIGHT

800 KC.

Now You Tell One!
Advertisers by the score are telling their story over WAIR. NOW YOU TELL ONE. When you check results, you're mighty likely to say "It ain't so!"

WAIR
Winston-Salem, North Carolina
National Representatives
International Radio Sales

We sell your product as you'd sell it yourself . . . person-to-person . . . sincerely . . . recommending it as one neighbor to another. And it gets results!

WIBW The Voice of Kansas in TOPEKA
ARGUMENT IS HEARD BY SUPREME COURT ON STAY POWERS OF APPELLATE TRIBUNAL

DETERMINATION of the power of the U.S. Court of Appeals for the District of Columbia to stay decisions of the FCC in broadcast cases was argued before the Supreme Court of the United States last Tuesday, at the behest of the lower tribunal. It marked the first time the lower court, by certificate, had asked the Supreme Court to instruct it as to the scope of its jurisdiction in broadcast litigation.

The case, pending for some two years, involved the initial appeal of WCPO, Cincinnati, from the FCC decision, without notice or hearing, granting WCOL, Columbus, full time with 250 watts on 1200 kc, the frequency occupied by the Scripps-Howard station in Cincinnati. WCPO had contended that the grant to the Columbus station materially reduced its coverage by virtue of electrical interference and that the FCC had erred in failing to afford it a hearing.

PRECEDENCE INVOLVED

The case was certified to the Supreme Court last year after the appellate tribunal had divided 3-3, on its power to issue stay orders, thus in effect sustaining a previous 2-1 decision of a section of that court holding it did not have the power to stay FCC rulings.

Several precedents in radio jurisprudence have been involved in the proceedings, particularly as the court previously had regularly issued stay orders in radio cases, without objection from the FCC.

Paul M. Segal, chief counsel for WCPO, told the highest tribunal in last Tuesday's argument that the lower court's action terminated uniform practice in issuance of stay orders which had been followed for 14 years. He argued that the question involved is a basic one of administrative law.

While the Commission already had effected the change in WCOL's assignment more than a year ago, he said that testimony in the case had been procured in ex-parte proceedings.

Arguing the case for Governor, Thomas E. Harris, former assistant general counsel of the FCC now with the Office of Price Administration, contended that the FCC alone has the power to determine public interest, convenience and necessity in broadcast assignments. Issuance of stay orders by the courts, he contended, would constitute an interference with normal regulatory processes.

Examination from the bench, however, questioned this contention. Both Chief Justice Harlan F. Stone and Associate Justice Robert H. Jackson inquired whether the appellate provisions of the Communications Act in fact would not become a nullity if the right to stay the actions of the administrative agency were implicit in the court's power.

Further statements by Government counsel that the question certified by the lower court was too broad, in that it did take into account other sub-paragraphs of Section 402 (b), dealing with issuance of stays, were likewise subjected to questioning from the bench.

Mr. Segal argued that the court had full discretion in limiting the certified question to the facts of the case.

The court took the case under advisement. While no indication was given as to when a ruling might be expected, court observers said that at least two months probably would elapse.

Imperial's New Program
IMPERIAL TOBACCO CO., Montreal (Sweet Caporal cigarettes) on March 2 started a weekly transcribed half-hour show with episodes on activities of the Royal Canadian Air Force, the campaign using a large number of stations across Canada. Account was placed and produced by Whitehall Broadcasting Ltd., Montreal.

Radio's War Role
ON C OF C SERIES

THREE PRIMARY roles of radio in wartime were described March 8 by Neville Miller, NAB president, in a radio interview with Harry Burton, radio director of the U.S. Chamber of Commerce, in the first of a week-long transcribed series called Action on the Home Front. The series, heard on over 100 stations, features leaders of industry and business relating the role their industries play in the war effort.

Mr. Miller said radio is cooperating with the Government in recruiting workers, soldiers and sailors; stimulating the sale of defense bonds and stamps, and helping to build and maintain public morale. He said radio provides "man's escape valve from the pressure of wartime work and emotions," through laughter and entertainment. Aside from this indirect contribution he cited such programs as This Is War and You Can't Do Business With Hitler, whose direct morale value is instantly apparent.

showing the value of radio in transmitting urgent emergency messages, he referred to flexibility of the medium in getting all Navy officers into uniform the day following Pearl Harbor, at the request of Secretary Knox. He referred to a letter from the Civil Service Commission crediting the industry for obtaining personnel in excess of a half-million. Another letter from the adjutant General of the War Department praised the industry for the unprecedented number of applicants for aviation cadet training and for enlistments in the service, resulting from radio announcements. The Navy and the Marine Corps were equally happy over their recruiting successes through radio, Mr. Miller said.

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Lieutenant Chase Kidell
LIEUT. DONALD D. KIDELL, radio technician and former member of the engineering staff of WMJ, Milwaukee, for ten years, was killed Feb. 6 when an Army plane crashed and burned in the artillery range near Taylor's Mountain, two miles west of Fort Dix, N. J. Lieutenant Chase was a member of the 128th Observation Squadron. He joined the outfit at Fort Dix in January, where his assignment involved radio work. From last October until he left for Fort Dix in January, he had spent time off from WMJ as instructor at Gen. William Mitchell field, Milwaukee. Surviving are his parents, his wife and three children.

Gen. Stoner's New Post
BRIG. GEN. FRANK E. STONER last Wednesday was named chief of the Army Communications Branch in the office of Maj. Gen. Dawson Olmstead, chief Signal Officer and member of the MCB. Gen. Stoner, who attained that rank last week, succeeds Col. Otis K. Sardie, who headed the branch since the beginning of the year and prior to that was in charge of the Army Operations Branch.

Grand Rapids FM Grant
MICHIGAN'S sixth commercial FM station was granted when the FCC last Tuesday issued a construction permit for high-frequency facilities in Grand Rapids to King-Trendle Broadcasting Corp. CP is for 90 days within the service area of 5,600 square miles. Permittee is also licensee of WOOD-WASH, in that city, as well as WXYZ, Detroit, key station of the Michigan Network.

Cari Pfanschtel
CARI, PFANSTIEHL, 54, inventor of radio appliances, died March 1 in Chicago after a stroke. He was vice president and director of research of the Pfanschtel Chemical Co., Warsaw, Ind. He founded the Pfanschtel-Metallurgical Co. in Chicago, and when he left that company 20 years ago its name was changed from Pfanschtel to Fphansel. He is survived by a widow, two sons and two daughters.

WOB Engineer in Movies
AT HOME to visitors in a genuine Chicago home, boxer Nickerson, engineer at WOB, New York, is the subject of an episode in a Universal Stranger Than Fiction short now making the rounds of movie houses in New York and New Jersey. The film shows Nickerson at work in a WOB studio control room and at home in his strange craft which is moosed to a pier in a Westchester, N. Y., harbor.

Quota Stamps
FIVE - DOLLAR defense stamps were awarded to each member of WJHL, Johnson City, Tenn., each month that the station met its sales quota. Plan originally was to offset the increased cost of living and according to the station the department is constantly "offsetting".

W71NY Feeds Gaspipe
ARRANGEMENTS have been made for the first regular relay of programs broadcast by WOR's FM station, W71NY, New York, over the Columbia gaspipe network. According to Charles J. Barnett, manager of W71NY, programs will be picked up beginning March 9, intermittently, from 8:15 a.m. to 8 p.m. by CURC, campus station. Programs will reach dormitories through equalized special wires. Commercial and sustaining broadcasters will reach more than 2,600 men and women attending Barnard College.

“But listen, Joe, ever since I took my wife's advice to advertise over WDFD Flint Michigan, I always listen to what she says.”
Time-Buying is a "Family" Matter

You can sell the complete advertiser-family through promotion in Printers' Ink

Do all the people who influence advertising decisions...the presidents, board chairmen, sales, advertising and agency executives...do they all have a true picture of your market at all times? How they appraise your station collectively is reflected in the business you carry.

Our war economy is changing market conditions so rapidly, executives are compelled to make advertising decisions on the spur of the moment. Keep your true market story before your most important prospects through promotion in Printers' Ink. Be faithfully represented when executives assemble to make decisions.

Advertisers buy like families. As your station supplies sponsors with a direct route to the people who influence family buying, so Printers' Ink offers you quick, low-cost contacts with the many executives who contribute to advertising decisions.

Every firm harbors almost as many opinions about time-buying as there are executives. And, when all the opinions, ideas and facts are chipped into the hopper, out will come one decision. It will say: "Your station is on the list," or, "Sorry—next time, maybe."

Printers' Ink can help you win over the advertiser-family. It is welcomed among alert advertisers as the only publication edited to help all industries sell their products and services. It is the only publication truly balanced in its editorial appeal to advertising, management, sales and agency executives. The large circulation of Printers' Ink allows you to distribute your market facts across the breadth of business and deep into the executive chambers where time-buying decisions are made.

Help your representatives build more business for your station by putting Printers' Ink to work for you now.

A CASE IN POINT

PRODUCT: Drugs
APPROPRIATION: $250,000-$500,000.
QUESTION: What officials are factors in determining the media you use?
ANSWER: There is considerable discussion among all of our executives as a family group concerning our advertising. Every one of us is vitally interested in its success and takes a keen interest in discussing plans. However, the decisions regarding media are very largely in the hands of our advertising agency, our president and our advertising manager. The sales managers freely express their likes and dislikes and discuss media from the standpoint of the respective sales territories.

Printers' Ink
The Weekly Magazine of Advertising, Management and Sales
185 Madison Avenue • New York, N. Y.

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green men have been able to come into WOR and in a short time be able to perform their duties satisfactorily.

Each station should maintain a catalog of its spare parts showing where each part can be used in the various equipment. It is just as important to keep a catalog of all the components in the equipment showing which spare parts can be substituted for each particular component.

Wages and Hours

The following discussion on wages and hours reflects only the personal observations and opinions of the writer. It is thought that it may be the basis for discussions leading to the placing of the technicians on a war footing.

A regular 40-hour week for technicians is pretty universal in broadcasting stations. The radio men with General MacArthur are extremely lucky if they get 40 hours a week for their personal comfort and rest. He, like all of our other military leaders in the front line, desires to place his technical staffs on a war footing.

The men thus spared could be used to great advantage by the armed forces. Our labor laws preclude a man from working more than a regular 40-hour week without overtime pay.

Until such time as or if the labor law is modified, it is suggested that in some cases a technician may be able to work the regular work week, have his vacation, and then be employed additional hours by a second station in his locality at his regular rate. Some smaller stations on the frontier are hard hit due to the shortage of technicians. Higher wages paid by the larger stations have placed an additional personnel drain on the smaller stations. We have been advised that the smaller stations are already being forced to pay higher wages. The addition of overtime on top of this is a great burden in some cases.

New Plan Suggested

In order that a readjustment of work hours be effected and yet retain, to a reasonable degree, the social gains attained, the writer suggests for consideration and discussion in the industry and with public leaders the following:

1. That the regular work week for broadcast technicians be retained at 40 hours in principle.

2. That technicians be paid for overtime in excess of 40 hours, at their regular hourly rate for the first eight hours; that they be paid double-time for each hour above 48. Thus the technicians now receiving $32 a week would receive $48 for a 48-hour week. He would receive $2 for each hour he worked above 48.

Selection of the 48-hour value in principle is based on the writer's opinion that a man who can work efficiently for this time. This is particularly true of most transmitter jobs where the technician eats on the job and does not need to take time to go out for a meal. A man, of course, cannot efficiently "ride gain" this much time per week. However, around most studios the hours per week are such that they do not "ride gain" for long stretches at a time. The suggestions allow a reasonable expansion of hours per week while at the same time keeping the technicians for the additional hours. Precautions are taken to prevent stations from working men unreasonable hours. The provision for double time over 48 hours in a given week is a curtailing influence.

Material and Conservation

In addition to working longer hours the engineers and technicians who remain in the broadcast station must aid in teaching radio to others. In some cases they can do the actual instructing; in other cases they can coordinate with regular educators. To train the large mass of radio men required, the educational institutions will need to use instructors, such as technicians, who are not skilled in the art of radio but know the art of teaching. The broadcast station engineers can be of great help to this class of instructors.

Broadcast stations can aid this program by lending test equipment to the schools for the laboratory periods. The engineers will be particularly useful in aiding the instructors to make the proper set-ups for the experiments.

The future outlook, from the personnel angle, is that we are in for a very rough time. We all must work longer and harder and there must be the utmost of cooperation between all parties concerned.

The Government has recognized our importance by granting us the defense rating of Class I for labor and maintenance equipment. This is a recognition in principle and does not in itself net us much equipment. It has been stressed many times before that the Army and Navy can use all of the radio equipment that can possibly be produced and that new manufactur-

ing facilities are being provided to supply the huge demands.

We still obtain some material on a priority basis; however, we are rapidly approaching the point where materials of many kinds must be allocated to us if we are to continue to operate our broadcast station system practically in effect now so far as some types of vacuum tubes are concerned. Certain types of tubes are all the material out of the supply that nominally would have gone to our armed forces. We require approximately 300 tons of material for maintaining our broadcast stations during a year, according to figures compiled by the NAB for the year 1940. This figure was arrived at during a meeting at which attended by manufacturers of approximately 90% of all broadcast equipment.

In the opinion of many, an efficient broadcasting system has a value to the country commensurate with diverting this much material to its use. An army in the field fights better if it knows that the people back home are back of it.

It is important that we use it, and does contribute in a large measure to maintaining the public morale. We are therefore justified in asking for the release of enough of this reasonably efficient system. We are not justified in asking for one ounce of material more than is absolutely required to do the job. We are therefore must be as exact as to means and ways of conserving equipment.

This subject was dealt with at great length during the Ohio Engineering Conference when the engineers at the conference took this subject extremely seriously and out of the discussion has come a great many worth while ideas for conserving material.

Mr. Skifter described the work done by WOR in conserving life of vacuum tubes, and Hexter Skifter, chief engineer of KSTP, during the session on "Conservation of Material" brought out many additional worth while ideas.

Efficient Methods

As Mr. Skifter aptly put it last week, the problem in regard to tubes is principally that of obtaining the life that is built into vacuum tubes rather than conserving them. It was pointed out that tubes with tungsten filaments could only be used for a certain amount of time, effecting a saving in tube life. Thoriated and oxide coated filaments should be held very closely to their rated voltage. If filament voltimeters should be checked against a meter of good reliability and the filament voltage should be measured directly at the terminals of the tube. Stations now using filament checkers rotate directly in the antenna. Many stations have not paid any particular attention to the efficiency of their output amplifier since they have gone to the use of the "freeze order." Mr. Skifter urged that attention be given to this matter in order to raise the efficiency as high as possible and thereby reduce the plate dissipation and save on tubes.

It was also recommended that the frequency of transmission be carefully checked. Many other ideas were advanced for conservation of vacuum tubes and to regard to other equipment, the members of the conference were advised to examine each component of the transmitter to determine if it was operating in the most satisfactory manner. It was pointed out that RF fires are often started because the equipment is not kept meticulously clean. A fire from a RF fire, is often, caused by damage of destruc-
"You rob the early morning of its grey chill"

"Dear WABC", writes Mrs. William W. Miner, of Madi-
on, Connecticut, "May I, for one, offer my thanks and
praise for your all-night pro-
gram, which helps to rob the early morning of its grey
chill. I arise at 5:00 A.M. to
start my defense workers off
with a good breakfast and
good cheer. Normally a late
riser, at first it was a real
effort, and your fine music
gives me a real lift. The boys
who have long night drives
from here to United Aircraft,
say: 'I tune in WABC and
before I realize it I'm fine
and feel rested by the swell
music.' You are contribut-
ning nobly to the cause for which
we all are so glad to give that
which we can. Thank you
and keep up the good cheer."

The "nighttime market" is one of the great-
est problems—and opportunities!—for advertisers in
an America at war. Because today, thousands of men and women
must work, and then relax, while the rest of America sleeps. To meet
that problem—to continue to provide advertising's most penetrating
access to all significant, buying markets—WABC now broadcasts with-
out interruption, 24 hours daily, 7 days a week!

WABC's 1:00 to 6:00 A.M. programs are building large all-night
audiences swiftly. Yet sponsorship rates during these hours are unusu-
ally low. Call WABC, or a Radio Sales office, for audience data and costs.

WABC 50,000 WATTS • NEW YORK

24-HOUR SERVICE TO THE WORLD'S LARGEST MARKET

Owned and operated by the Columbia Broadcasting System. Represented
by Radio Sales: Chicago, St. Louis, Charlotte, San Francisco, Los Angeles
number of engineers and technicians for the war effort. The television engineer and the television technician is a highly skilled man in electronics. These men are in great demand for our war effort.

If a general shutdown of these services is ordered, it may be that certain stations will remain on the air because of a particular service that they are rendering. We have at least one FM station functioning in our radio broadcast silencing system. Television is being used in New York City for instructing civilian defense personnel in the proper performance of their duties. Undoubtedly television is more effective for this than is sound broadcasting.

It is probable that if the air raid wardens were to meet in classes for the instruction it would be more effective still. The argument is raised that they will not come to meetings; however, they will meet at somebody’s house to watch the demonstration and lecture on television. The first load of incendiaries dropped over New York City or any other American city should quickly make regular classes feasible as it did in England.

Protection of Property

In view of the fact that the insurance company can probably no longer buy us a new transmitter plant, it is extremely important that we take adequate steps to protect against sabotage, fire and theft. Anyone of these factors can deprive us of part or all of our transmitting facilities to the point where the broadcasting company may need to cease operation for days or even for the duration of the war.

To the writer’s knowledge we have not yet had a case of sabotage at a broadcast station in this country. We should not allow ourselves to be lulled into an attitude of complacency by this fact. We are definitely subject to sabotage and should take all possible precautions. There are two types of sabotage. The first is where the property is damaged and the second is where the usual programs of the station are sabotaged and the saboteurs broadcast material to their own advantage.

The Federal Bureau of Investigation has issued a bulletin entitled Suggestions for Protection of Industrial Facilities. Copies of this pamphlet were distributed by NAB to all broadcast stations through the courtesy of J. Edgar Hoover, director of the Bureau.

The suggestions contained in this pamphlet, while not written specifically for broadcasting stations, should be studied carefully and the property of each station should be scrutinized in order to see how best to protect the property from damage. Of more serious consequence to our welfare is the possibility of subversive elements taking over the transmitting plant by force or broadcasting erroneous material.

Each station should give consideration to a method for informing the local police or armed forces of the trespassing upon the property by a potential saboteur. A study of each transmitter should be made to ascertain how it can be disabled so that subversive elements cannot use the transmitter.

In this connection it should be pointed out that severe measures may be taken to force the operator to restore operation. It has been suggested that the transmitter be thrown onto a dummy antenna thus preventing radiation and at the same time leaving the transmitter apparently operating normally to an observer in the transmitter plant. If the studio operator monitors continuously off the air, then he can give the alarm to the safety officials. The industry may receive further direction from the DCB on this point.

Fire and Theft

Fires that have done extensive damage to broadcasting equipment have been rare. However, we have had numerous small fires. We may have become rather lax in taking proper precautions against fire due to the fact that replacements were readily procurable, according to a statement by J. D’Agostino at the conference. A fire may do extensive damage, and difficulties in securing repair parts may preclude the station from continuing operation for days or even for duration of the war.

It has been suggested that a fire expert inspect the transmitter and make suggestions for improvement in the safety precautions already taken. It probably will be difficult to obtain additional fire fighting equipment in some cases. However, an expert in the art of preventing fires can often suggest common sense precautions that require little or no additional material. It cannot be stressed too strongly that a fire at this time may put a broadcasting company out of business for the duration of the war. All fire fighting equipment should be inspected periodically to see that it is in operating condition. A guard on the property at all times cannot only watch out for sabotage, but he can also detect fires before they assume serious proportions.

Certain precautions are ordinarily taken against theft. The loss of certain parts of a transmitter through theft could easily force a station to remain off the air for a matter of days and extensive theft may put a station off the
of engineers and technicians must have the wholehearted support and cooperation of management.

The high degree of technical perfection of our broadcasting system was brought about through the enthusiastic hard work of engineers and technicians who, for the most part, took up radio work as a profession after it had been their hobby. To newcomers in the profession, the work has been so fascinating that the inebriating enthusiasm of the older men in the profession has caught on readily. The broadcast engineers and technicians of the country are ready and willing to do their part. The temper of the conference indicated that the engineers and technicians will not be found wanting.

FM IS EFFEMINATE IN the control room of W4TY, New York, high-frequency station of the Muzak Corp., as Marjorie E. Allen rides the gain. Miss Allen’s versatility as a transmitting technician is proven by her three FCC licenses, which include tickets for commercial broadcasting and second class radio telephone, and a certified award from the ARRL for proficiency in taking code. She is also teaching a bi-weekly class for women interested in radio operation.

Mexicans Organize
A MEXICAN association of broadcasters was formed recently with Emilio Azarraga, owner of XEW and XEQ, Mexico City, as president. Known as the Cumbia Nacional de la Radiofusión, the organization will act as a clearing house for the Mexican radio industry. Lic. Jose Luis Fernandez, official attorney of Cadena Radiófusora Mexicana, will serve as secretary.

TEACHING BY RADIO RAPIDLY EXPANDING
EDUCATIONAL radio, on the whole, is one of the most rapidly expanding and promising frontiers of education, and the Office of Education has been and can be of major importance in aiding educators to develop this new scientific aid to education.

This claim is made in the 1941 annual report of the Federal Security Agency which states that despite the closing of the agency’s educational radio project, financed by WPA funds, the several Educational Radio Script Exchange services to schools, colleges, radio stations and citizen groups has continued.

The report states more than 1,000 groups were given service during 1941, an increase of 53% over the previous year. A new supplement has been added to the Script Exchange catalog containing 233 scripts.

A survey conducted by the FSA discloses that 2,700 schools with a total enrollment of 2,000,000 have installed playback equipment. Results of this survey, the report stated, have led to a further development of the agency’s educational transmission exchange service. College and university courses in radio were found to have doubled with the number of institutions offering courses rising to 558.

The report adds that five colleges received FM licenses from the FCC last year and that facts gathered by the FSA enabled colleges to establish facilities for FM outlets.

SOUND: FANFARE (A BIG ONE!)
ANNCR: Here it is ... the announcement we’ve been waiting to make:

Construction Permit Granted for

5,000 WATTS!

FULL TIME ON 600 KILOCYCLES

Whatta combination for coverage ... coverage of the rich “Heart of the Piedmont” of North Carolina and Virginia! We’ll deliver more than a MILLION population in our PRIMARY area alone ... over 138,000 radio homes! ... When?

Ready to roll in approximately three months. Come on along!!

WSJS in Winston-Salem

☆ NBC RED

Ask Headley-Reed Company
TWO NEW services for Blue stations were launched last week by Earl Mullin, Blue publicity chief. First is a bi-weekly feature story which will be sent to station publicity directors for placement with one newspaper or local magazine in his territory for exclusive release there; a plan designed to aid local publicity men in their contacts with the press. Second is a five-minute script of gossip and news about Blue programs, to be sent weekly to program directors for use, either in whole or part, on station broadcasts of program previews. Both of these services will be exclusive, that is, will comprise material not included in the regular press releases to newspapers.

* * *

Aid For Advertisers

TWO-COLOR FOLDER asking “Where Will Your Business Be After the War?” has been issued by the Advertisers Advisory Council of the Advertising Club of Oakland. AAC was organized to clarify advertisers’ policies following the outbreak of the war.

PROMOTING its News Around the Clock tieup with WNEW, New York, in full-page advertisements and in boxes inserted in the news and radio pages of its daily issues, the New York Daily News has three-sheetsed the announcement on the more than 400 delivery trucks of the paper.

Early Morn Inaugural BREAKFAST, attended by representatives of Iowa Packing Co., Coolidge Advertising Co., and WHO, Des Moines, was held heralding the start of a 7:15 a.m. newscasts on that station sponsored by the packing company. The group, assembled in the Hotel Fort Des Moines, heard the broadcast by News Editor Jack Shelley, who later attended the breakfast.

* * *

For a Poll REVIVING the theme of its Alice in Sponsorland book of last year, the Red Network has issued ‘Speaking of Polls,’ said the Dormouse, a folder citing the preponderance of Red Network programs among the leaders in recent popularity polls. Piece is die-cut so that a reverse square, heralding the Red’s leadership from poll to poll, is visible throughout.

Radio Backstage INTRICACIES of radio programs are shown by KGW and KEX, Portland, Ore., in a series of weekly two-hour radio parties at the local neighbors of Woodcraft auditorium. Using the idea as an audience promotion angle, various invitational audiences from community and civic clubs are shown the make-up of the show with full explanations of programming.

Bank Displays WEEKLY window displays in the sponsoring Merchants National Bank & Trust Co. as well as those industries whose executives are interviewed on the bank’s broadcasts, are part of the promotion for the On Display series on WFBL, Syracuse. Notices calling attention to the program are placed on employees’ bulletin boards in concerns involved.

FIRST station in Indiana in 1924 and still the
FIRST STATION in Indiana in 1942

WFBM THE HOOSIER STATION INDIANAPOLIS
REPRESENTED BY THE KATZ AGENCY

Page 26 - March 9, 1942

BROADCASTING • Broadcast Advertising
FOODS FOR VICTORY COVERED IN GUIDE

AN OFFICIAL "food guide" explaining what foods to eat for health and victory was released March 2 by the Federal Security Administration in Washington and is available upon request. The guide, which is supplemented by red, white and blue posters that will soon be placed throughout the country, is part of a campaign designed to make America "nutrition-conscious," and FSA has launched the slogan "U. S. Needs Us Strong—Eat Nutritional Food!"

The nutrition campaign, according to FSA Administrator Paul V. McNutt, has the cooperation of the food industry, state and local nutrition committees, and related groups.

The symbolized slogan, together with the official food guide, Mr. McNutt explained, will be given wide distribution not only directly through Government channels, but also through reproduction by industries interested in making this contribution to the nation's war-time program.

"Industries, as well as individuals," he said, "have been asking 'What can we do to help?' Because available many such inquiries we have received, this office has set up a policy which will enable interested industries to help in making the nutrition story known. These nutrition posters may be reproduced by obtaining permission from this office. This kind of cooperation should help to spread the facts about nutrition."

SOLDIERS GET THEIR WIRTE

KTSA Program Expedites Delivery of Telegrams

- To Service Men Hard to Locate-

TELEGRAMS, many of them urgent, were pouring into San Antonio from the Army and Navy departments with incomplete addresses that sometimes stymied for six weeks or more the attempts of the telegraph companies to deliver them. In many cases the Government records were so incomplete that addresses merely read, "see directory".

Sensing the acuteness of the situation, George Johnson, general manager of KTSA, San Antonio, hit upon a plan to expedite delivery. He consulted with Col. DeWare, public relations director for the Third Army, offering the services of KTSA. Col. DeWare enthusiastically accepted the plan.

Daily at Noon

Now each day at noon, KTSA gives announcements of telegrams waiting at the telegraph offices, with names of individuals but no street addresses. Results have been amazing, with records showing that since inception of the system not one telegram had been lost or delayed longer than necessary.

Commendation came from the telegraph companies, local Army officials and even from Washington. J. Harold Ryan, assistant director of censorship, wrote: "This is a splendid service that you have been giving the public and one for which you are to be greatly commended. We note that the percentage of success is very high, as it usually proves to be the case when radio is used. We believe other stations would be glad to have this sort of a thing called to their attention, and suggest that you write an account of this service to BROADCASTING Magazine, if you have not already done so, explaining your handling of the program for the benefit of all broadcasters."

Sub for Skelton

BROWN & WILLIAMSON Tobacco Co., Louisville (Raleighs cigarettes), effective June 16 for 13 weeks will utilize a program built around Tommy Dorsey and orchestra as summer replacement for the current weekly half-hour NBC Red Skelton & Co. The comedian returns in fall being under long-term contract to Russell M. Seeds Co., Chicago agency servicing the account. It is understood that Dorsey will continue next season under sponsorship of the tobacco firm, advertising another product. Dorsey's contract voids all negotiations for the band leader to take over in that capacity on the weekly NBC Time to Smile, sponsored by Bristol-Myers Co. (Sal Hepatica, Ipana).

WELI Air Editorials

Mark New Haven Battle

WAGING a battle for the local Defense Council, WELI, New Haven, is conducting Editorials of the Air thrice-weekly to acquaint the public with alleged reluctance of local newspapers to publish defense programs and to give information on the part radio must play in war emergencies. John Day Jackson, publisher of the New Haven Register and Journal-Courier, New Haven's only newspapers, is object of WELI's editorials aired by Carey Cronan, news editor.

The station reports that Mr. Jackson has refused to give the Defense Council aid in its radio set-up. It is also reported that the Jackson newspapers have never published a local radio program. The editorials go behind the scenes in the controversy and stress the dollar cost to listeners because the defense programs are not publicized by the newspapers. The station further points out that all other newspapers in the State are carrying defense programs listings.

Detroit Radio Column

FIRST radio column to make its appearance in Detroit in more than five years was carried in the March 1 Sunday edition of the Detroit Free Press, inserted under a reciprocal arrangement between WJR and that newspaper. A line at the bottom noted that it was a WJR promotion. The contents followed closely the usual style of a gossip column, carrying bits concerning WJR, CKLW and WXYZ as well as WJR personalities, WJR and the paper swap spots for space.
DOING THE REAL
FOR THE ADVER
IN THE GRE
CINCINNATI MA

FIFTY GRAND I
Strategy of Truth

KEEP A WEATHER EYE on the Office of Facts & Figures, whether you're a sponsor, an agency or a broadcaster. Its role in the Washington war scene is becoming increasingly important day by day, particularly insofar as radio is concerned. We have the assurances of its chief, the poetic but none-the-less realistic Archibald MacLeish, that it isn't going to be a Ministry of Propaganda in any sense.

But there's no use carilling or kidding ourselves about the word propaganda, a word which Mr. MacLeish himself said during the University of Chicago Round Table the other day "can't be laundered, can't be washed." We're using propaganda on the radio, and the Government is using propaganda on the radio, and we must continue to use it as a weapon of war.

It was to keep the radio propaganda effort in proper channels, freed from the confusion of the ideas of each and every public relations officer of the Government departments and bureaus, that OFF's radio division was set up, headed by William B. Lewis, to be the fountain head of the radio war information effort. It will direct and advise on what to concentrate upon and when; it will not issue orders but it will serve as a check upon the outright demands being made by some of these holding offices, high and low.

Mr. MacLeish's idea and Mr. Lewis' is that they can funnel to the broadcasting fraternity what Washington wants them to stress at a given moment as determined by the higher strategy; that is the purpose of their proposed system of "information priorities" shortly to be issued, as reported in this issue and last.

But they are not going to force you to broadcast anything, and non-governmental broadcasts will continue to be the individual broadcaster's own domain.

Our observation of the OFF radio division thus far, after watching its work with eagerly cooperating agency, network and station committee, is that it has its feet on the ground despite the great pressures being exerted upon it. Mr. MacLeish, who obviously has the President's confidence and who is rapidly winning the confidence of the many Government leaders with whom he is working, isn't just a starry-eyed dreamer. His record with Time and Fortune, where he served not only as a writer but as an administrator of many special editions, revealed he has a fine executive as well as editorial sense. He has surrounded himself with highly capable assistants, who swear by him because he is so receptive to other people's ideas. More than that, he has the power to execute those ideas.

It remains to be seen just how well OFF will fulfill the radio end of its mission, but it certainly deserves every cooperation from the broadcasters. Its basic motive, so far as radio is concerned, is to make the democratic way both as to the institution of broadcasting and as to what goes out over the wavelengths. Call its methods propaganda if you like, but Mr. MacLeish doesn't regard himself as a Dr. Goebbels. He wants to direct radio's war thinking but he doesn't want to control it. He believes, as he has publicly stated, that a strategy of truth will inevitably defeat the totalitarian type of strategy of terror.

Worth Freezing

EVERYTHING and everyone must be subordinated to the war effort. Hence the new "freeze orders" adopted by the WPB and FCC will, if rigidly administered in the face of pressures and the wide discretionary powers it still leaves with the Commission, curb perfectly normal ambitions to squeeze into or improve positions in the broadcast spectrum.

But this is war, and it is just as well that the established broadcasters should concentrate all their energies now upon service to Uncle Sam and his fighting forces—service which can only be maintained if they can keep their program and business structures intact.

While on the subject of freeze orders, we'd like to see frozen at least for the duration (1) the whole network-monopoly dispute, about to be placed in the lap of the Supreme Court; (2) the Dept. of Justice's anti-trust proceedings against the networks, which Thurman Arnold could hold up just as easily as he has dropped certain suits at WPB's request because they might impede war production; (3) the newspaper-ownership issue, now in the hands of what ought to be a disillusioned Commission majority; (4) the multiple ownership issue, which might, if pressed to its goal, force station shifts and sales at a time when individual station owners can probably find buyers no more easily than has the Blue Network.

Leaving aside the merits, these were pre-war reform efforts aiming at more compe-
SOME DAY you'll hear about Alabama cotton grown in Iowa!

The modern Burbank who achieves this horticultural triumph will be Luther Lyons Hill, formerly of Montgomery, Ala., now of Des Moines where he directs the destinies of the Iowa Broadcasting Broadcasting Co., a division of the Des Moines Register-Tribune organization.

Though Luther mustered out of the Army as a captain in 1923, and passed 45 his last birthday, he nevertheless has a hangkering for troop duty. Of late, he's been buzzing around Washington, and it wouldn't surprise his friends to see him outfitted in Army brass any day.

His father, Dr. Luther Leonidas Hill, of Montgomery, one of the nation's distinguished surgeons, performed the first successful suture of the heart in this country. So great was Dr. Hill's devotion to Joseph Lister, noted London surgeon with whom he studied, that he named his elder son for him. Lister Hill, 47, was to have been a doctor, too, but he turned to the law and politics. Today Senator Lister Hill (D. Ala.) is majority whip.

Born Dec. 9, 1896, in Montgomery, he attended Stark's University School in Montgomery following grammar school. He was graduated at 19 from U of Alabama in 1916, and won his Phi Beta Kappa key. His fraternity was Delta Kappa Epsilon.

Deciding on an Army career, Luther attended Columbia for one year awaiting entry to West Point, becoming a plebe in June, 1917. World War I had come the preceding April. The course was geared up for the war tempo and he was graduated on Nov. 1, 1918. Receiving orders to join the 19th Machine Gun Battalion, of the Seventh Division, in France, Second Lieut. Hill was given two-weeks furlough before embarkation. The Armistice came Nov. 11, and along with it orders to return to West Point for further instruction.

In June, 1919, Lieut. Hill got overseas, with the Army of Occupation in France, Belgium and Germany.

In 1920, as a first lieutenant, young Hill was assigned to Fort Benning, Ga. the next three years he served at Port Sheridan, Ill., and at Fort Des Moines. After the latter tour he decided to head for the tall corn country. He met the charming Mary Hipe in Des Moines, and in 1921, he became Mrs. Hill. He also met the Cowles' family—Gardner Sr., Gardner Jr., daddy of the Cowles' radio enterprises, who directs the R-T, Look Magazine, and is president of the Cowles' stations; and John, who operates the Minneapolis Star-Journal.

After nine months working in Des Moines an opportunity opened with an old-line investment house. Starting as a clerk, he became secretary-treasurer in 1928 of Polk, Carroll & Co. Two years later, he became president of McMurray Hill & Co., his own investment company. In 1932, when Gardner Cowles Sr. became director of the Reconstruction Finance Corp. in Washington, he asked Mr. Hill to join him as financial advisor in the capital loan division. In November, 1932, after the senior Cowles had returned to Iowa, Luther decided to follow. He rejoined McMurray Hill but on June 1, 1935, was asked to take an executive position with the Cowles' organization. By Jan. 1, 1936 he was vice-president and general manager of IBC, then operating KSO and KRNT, Des Moines, and WMT, Cedar Rapids. When Gardner Jr. personally acquired WNAX, Yankton, in 1938, its executive direction also was assigned Mr. Hill, who continued to headquarter in Des Moines.

Though Luther is loath to talk

Graham Sprey, former CBC commentator from London, and one of the founders of the Canadian Radio League in 1930, has been appointed personal assistant to Sir Stafford Cripps, British Minister in the British House of Commons.

H. Vrphon Anderson, manager of WJBO, Baton Rouge, La., received a commission in the Navy Reserve on June 27 and was immediately ordered to active duty.

James M. Patt, who transferred from Washington, D.C., to WKRC, Cincinnati, in 1939, has been promoted to sales promotion manager of WKRC, taking the place temporarily held by Dave Ward, who returns to announcing and writing. Oris J. Hel- lamy, former branch manager for Airway Branches Inc., has been named to the WKRC sales staff.

MARC CHIACONO, of the commercial staff of WFWL, Syracuse, is now in the U. S. Marine Corps.

Louis Poller, part-owner and former manager, WSNF, Scranton, Pa., has joined the Marines.

Alvin Bramstedt has been named assistant manager of KFAR, Ft. Wayne, Ind., and Monte Meyer has been promoted to commercial manager of WCAR, Portland, Ore.

Alvin G. Pack, KDYL, Salt Lake City, sales staff, is the father of a girl.

about the balance sheet, testimony during the newspaper hearings be- fore the FCC a few weeks ago re- vealed that the stations had shown losses of some $200,000 in the earlier days. Now they are well in the black.

Last Jan. 20, the Cowles' stations' board held its last meeting. Luther Hill became executive vice-presi- dent. Two of its other senior executives—Craig Lawrence, assistant general manager in Des Moines, and Phil Hoffman, general manager of WMT—have been elected vice- presidents, in keeping with the Cowles' policy of rewarding faithful and efficient service.

When Executive Vice-President Hill isn't riding the Cowles' circuit, he can be found riding a favorite mount. His trophy shelf reflects his prowess as an equestrian. In 1925, he was named the second-best horse in the International Livestock Show, hunter class. Tennis also is a diversion. Luther is a director of the Rol- lins Holser Mills in Des Moines. He is active in industry affairs and attends all conventions. He's a member of the Des Moines Club, Waanda Country Club and the Pow-Wow Club, a well-known cession group. Luther L. 3d, 19, is a student at Williams College. Mildred Hipped Hill, 13, attends school in Des Moines.

Four miles outside of Des Moines the Hills have 17 acres—a sort of miniature farm in Iowa. And that is where Luther Hill may some day perform his Burbankian feat of growing Alabama cotton.

Plautus J. Lipsey Jr., formerly with Associated Press in this country and abroad, and previously with the News Service of the New York Times, has been named assistant coordinator of international broadcasting of the Donovan Committee, acting in the place of Stanley Richardson, now named temporarily the Office of Censorship in Washington.

Vernon Anderson, manager of WJHL, Johnson City, Tenn., is the father of a baby girl born Feb. 17.

George Huffman has left the sales staff of WHIO, Dayton, O., to join the Douglas Aircraft Co. with an overseas assignment.


William Franklin has joined the commercial staff of WJHL, Johnson City, Tenn., to replace William Eck- re, who will join the Army Air Corps.

Frank J. Batten, formerly advertising manager of the Leavitt Co., New York, and now station manager of station WLOA, has joined WFEA, Manchester, N. H., as sales manager.

Cheft Wheeler, manager of WJHL, Albany, O., has been ap- pointed to the Oregon Defense Nutrition Committee.

Emory Lawrence, formerly assistant merchandising and sales manager of Westinghouse Supply Co., Baltimore, has been appointed to the western sales manager of the old Schiek Razor Co., has been appointed to the national merchandising staff of WPBR, Baltimore.

Edward J. Lord has resigned as manager of WLOF, New Orleans, La., effective March 1, to become general manager of WLOF, Orlando, Fla.

Elliot Roosevelt, Army Air Corps captain, has been transferred to Hammer Field, Fresno, from Monroe, Calif. His wife and three children are with him.

Bowen Hawkins has been pro- moted to local sales manager of WJHL, Utica, N. Y., replacing Leon- ard Garrett.

Milton Krasner, president of the Emkay Assoc., North Arlington, N. J., has enlisted in the Army Air Corps.

Oscar Katz, supervisor of statistical records of the CBS research department, will do radio research work with the Bureau of Intelligenee of the OFO.

Trammell Improves

Niles Trammell, NBC presi- dent, was able to spend some time each day out of bed last week at the White House, New York, where he is recovering from an appendectomy. If his progress con- tinues as he hopes it will, he will be able to leave the hospital within the next two weeks, when he will go south, probably to Florida, to complete his convalescence.
MERRITT COLEMAN, formerly with Columbia Artist Bureau and Music Corp. of America, has replaced Harry Gleser as staff assistant in the CBS program operations department. Gleser joins the Firey Command of the Army Air Corps as a second lieutenant.

EDWARD WITANOWSKI, Polish announcer of WHOM, Jersey City, has joined the Army.

LEON CHIECICH, head of the Polish department of WHOM, Jersey City, will be honored March 10 at a dinner at the Hotel McAlpine, New York, in celebration of his 15th anniversary in radio, given by his broadcasting associates.

ROBERT HIESTAND, KFI-KELA, Los Angeles, producer, is the father of a boy born Feb. 20.

CHARLES ANDERSON, KFI-KELA, Los Angeles, announcer, has reported for duty in the Army at Denver.

PHIL RYDER has been promoted to head of the guest relations department of KPO, San Francisco, succeeding William Emery, who resigned to join the engineering department of the De Young Museum.

ERNIE SMITH, sportscaster of KYA, San Francisco, has been appointed coordinator of the physical fitness division of the Office of Civilian Defense.

LEON GUTMANN, promotion manager at WEBO, Duluth, will join the Army March 10. De Alton Wehr, former director, has been accepted by the Naval Reserve Air Corps.

JOHN K. CHAPEL, newspaper journalist at KRON, Oakland-Cal., has been appointed the first honorary member of the Oakland Fifty-Fifty Club, local unit group.

BRUNO, Hollywood announcer on the NBC Bob Hope Show, has been inducted into the Army. Lou Crosby takes over his announcing duties on that program.

JOHN DEHNER FORKUM, formerly of B. A. Schulte Inc., New York theatrical agency, has joined the KEAC, Los Angeles, announcing staff, replacing Jack Little, resigned.

ROY DRUSHELL, traffic manager at KDYL, Salt Lake City, is the father of a boy born Feb. 20.

HOMER CANFIELD, formerly on the Hollywood staff of Tom Findlay Inc., has joined the announcing department there as news editor. He has taken over duties of Matt Barr, now in charge of special assignments and trade news. Barr succeeds Ben Byers who resigned to join the RAC.

HARBOLE TO ERLAND, formerly of WSLD, Ogdensburg, N.Y., and Frank Manzi, have joined the announcing staff of KGO, Alameda, Mont. Bob Walker has resigned as KGO news editor.

CARL GREYSON, announcer of KS. Salt Lake City, has been asked to submit photographs and voice recordings for a possible movie tryout.

HUGH BADER, announcer of KCO, Missouri, Mont., has resigned to join the KOAC, Onaga.

ROGER WILLIAMS has joined the announcing staff of WTOP, Savannah, Ga.

NEAL HOYT, special events director of WBFL, Syracuse, and Jim DeLine, announcer, are fathers of baby boys born last month. Ray Gritter, WBFL musical director, is the father of a baby girl, also born in February.

DON WARD, new to radio, has joined the announcing staff of WGET, Chicago.

GORDON MOUNTS, formerly of WBNS, Columbus, Ohio, has joined the announcing staff of WKST, New Castle, Pa.
XCLUSIVE transcribed interview featuring Charles Eade, publisher of the London Sunday Dispatch, who spoke on conditions under which a wheel program was rebroadcast on the Suburban Editor series of WBAP-Fox. Fort Worth. The program received much attention in more than 50 newspapers that a book of clippings was sent via clipper to the British editor who on a special BBC shortwave broadcast Feb. 27 complimented the WBAP-KGKO feature. The series, with the cooperation of over 100 Texas newspapers, is a pioneer program in the move to promote better press-radio understanding.

Singing Lessons

AN AUDIENCE participating show which offers singing lessons on the air was inaugurated on WPIL, Philadelphia, under sponsorship of Strawbridge & Clothier, local department store. Started March 2, and scheduled for 26 weeks, the half-hour program is conducted by Dr. Clyde Dengler, vocal teacher and choral director.

With emphasis on the fact that "anyone can learn to sing," the series offers actual instruction in the vocal art. Lessons are illustrated by the professional singers. The studio audience is called upon for both solo and ensemble work. Starting in the WPIL studios, the program will move March 23 to the store's dining room. Ticket distribution is handled through the store.

Strawbridge & Clothier, with this series, becomes the second department store in the city to go in for regular programs. Lit Brothers, having used radio extensively with regular program series for 18 months.

Vocational Aid

WITH VOCATIONAL guidance as its theme, KXOK, St. Louis, is airing a new program series, The World at Work, each Wednesday. In cooperation with Washington U instructors, successful men in the field participate.

Democracy's Fight

DEMCRACY'S struggle for existence is the theme of The Rights of Man, a weekly half-hour dramatic series which will be heard on KMYR, Denver. Each program will deal with an event in the fight for democracy opening Friday, March 13, with Salt Water Tea, the story of the Boston Tea Party. Subsequent programs will spotlight similar struggles in South America, Greece, Holland, Mexico, and other countries. These programs are sponsored by the Rocky Mountain Radio Council in conjunction with the Denver and Colorado Council of Woman's Organization on International Relations. Scripts were written by Forette Luce Nordlund; Jack Weir Lewis will direct local actors in the series. All broadcasts will originate in the Eugene Field studios of the Rocky Mountain Radio Council.

Women In War

IN RECOGNITION of the valiant efforts of women, wartime activities, MBS on March 4 started Tune Up, America! to feature each week a representative of one woman's war organization, the first being Mrs. Milton Brey, vice-president of the Hollywood chapter of "Bundels for Bluejackets." Betty Rhodes is m.c., with Dave Rose's orchestra supplying music.

Ultimate Victory

COMPARISON of present American predicaments with those of the past is the format of It Has Happened Here started by WJR, Detroit. Series, by Prof. Waldo Abbott, in charge of broadcasting for U of Michigan, depicts historic incidents in which the country has overcome great obstacles to emerge victorious.

In the News

PERSONS whose names have appeared in human interest stories culled from the wires of AP with an introductory reading of the story, in which he or she was involved is the feature of The News—In Person, weekly quarter-hour program on WPAT, Paterson, N. J.

Natal Wheel

BORROWING the wheel from bingo, WCB, Columbus, Miss., has given it a birthday twist with a show called "Ruth's Birthday Program." The conductor of the program spins a wheel with numbers one thru 31. That spin determines the day of the month. The next wheel with numbers one thru 12 is spun to determine the month. First person whose birthday is on that date and who calls the station is given a prize by the sponsor.

Breakfast Interviews

COFFEE CHAT is the theme of a new morning program on CKLW, Windsor-Detroit, with Breakfast at the Statler. The program is transcribed between 6:45 and 9:30 a.m. and aired at 11 a.m. Myrtle Libbitt of the CKLW staff and Marjorie Avery of the Detroit Free Press interview visiting notables on each broadcast as the coffee is served. Production is by Frank Burke of the CKLW staff.

Selling America

SALUTING an outstanding Milwaukee industry each week, Quiz Battle of the Century started Sunday on WTMJ, Milwaukee. Sponsor is Gimbel Brothers in conjunction with the Gimbel Centennial War Merchandising is done on the program which is designed to sell America to the public. Quizzes participate for defense stamps. Johnnie Olson is m.c.

Students Quiz

WEEKLY quiz for children at CKX, Brandeis, Man., is titled Dollars For Scholars. Teams of students from various schools in Brandeis and surrounding district compete for cash prizes for answers to educational questions. Each team occupies a different studio and the m.c. works from a third studio.

Personal Religion

PERSONALIZING religion with a program called Your Radio Pastor, WCKY, Cincinnati, has arranged for Rev. Hans Browne of the Christian and Missionary Alliance Church, same city, to conduct a regular Sunday morning service for 52 weeks.

Stay in School!

KIRO, Seattle, has started a vocational series, Youth Looks to Tomorrow. The series encourages students to remain in school and there make intelligent vocational choices to avoid dead-end jobs in spite of attractive wartime wages.

Purely PROGRAMS

EXCLUSIVE transcribed interview featuring Charles Eade, publisher of the London Sunday Dispatch, who spoke on conditions under which a wheel program was rebroadcast on the Suburban Editor series of WBAP-Fox. Fort Worth. The program received much attention in more than 50 newspapers that a book of clippings was sent via clipper to the British editor who on a special BBC shortwave broadcast Feb. 27 complimented the WBAP-KGKO feature. The series, with the cooperation of over 100 Texas newspapers, is a pioneer program in the move to promote better press-radio understanding.

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Crosley Elevates Carr

HAROLD CARR, veteran production director of WLW and WSAI, Cincinnati, has assumed the general supervision of the announcing staff of the stations, according to James D. Shouse, vice-president of the Crosley Corp., in charge of broadcasting. Mr. Carr succeeds Peter Grant, chief announcer, who is scheduled for induction into the Army March 9. Mr. Grant's assistant, Bill Brown, has been transferred from the announcing division to the production department and will report directly to Mr. Carr.

PAUL SNIDER, formerly announcer of WAAF and WJJD, Chicago, KKCR, KCMO and KITE, Kansas City, has joined WINN-WBMC, Chicago;

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BIL HOPE, baseball announcer at WENY, Elmira, N. Y., will go to Tareboro, N. C., training camp of the Elmira Pioneers to record a series of broadcasts.

JIM McCANN, announcer, Frank Davis, auditing department, and Joe Durin of the mail room staff at WYD, Philadelphia, will enter the Army this month.

COLIN GROFF, agricultural specialist, has joined the CBC farm broadcasting staff, with special assignment to interpret for the farm listeners the work of the Wartime Prices & Trade Board at Ottawa.

GENE GODT, newsman of WHO, Des Moines, has passed preliminary Army examinations.

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**Meet the LADIES**

**LOUISE HILL HOWE**  
**PRODUCER - actress-commentator**

That just about sums up her varied radio duties, but not quite. Louise Hill Howe is also instructor of radio speech, at the University of Utah. Besides conducting her \*Radio Backstage\* commentary over KSL, Salt Lake City, directing a weekly half-hour radio drama series, conducting a woman's fashion show and instructing five speech classes weekly, she finds time to raise her family, a boy and a girl.

And all this daily hustle, bustle and work has been going on for 10 years—ever since she first came up to the KSL studios with the Willies Stock Co. and stayed to put on a series of "one-woman theatre" programs and shortly after to organize the KSL Players. She has directed the Players in over 600 original radio plays and has helped two network actors and one well-known network producer with his preliminary radio training.

Always in a hurry, Miss Howe thrives on excitement. Even her vacations are filled with work she loves. Last summer she spent her vacation teaching dramatics at Banff, Canada. She may go back again this summer.

**Par Soap on Coast**

**PAR SOAP Co., Oakland, Cal. (household soap), through Long Adv. Service, San Francisco, on March 4 starting a weekly quarter-hour dramatized commentary program, \*It Happened in the Service*, on 13 NBC-Red Pacific and Mountain group stations (KMI KFI KGW KPC KOMO KGLL KHDG KOIR KBMB KFCA KNOX KDYL) with KHQ added on March 25, Wednesday, 5:15-5:30 p.m. (PWT). Dedicated to mothers, wives, sweethearts and sisters of men in service, and featuring Hank McCune as commentator, the program includes news from Army, Navy and Marine Corps bases, dramatized stories of heroism, interviews with women in uniform, and Larry Keating is announcer, with Ned Tollinger handling production. As promotion McCune has started a U.S. Service Sweethearts Club. Membership is dependent upon a guarantee by feminine listeners to write at least one weekly to a man in service.

**Radio-Hockey Group**

**AMERICAN Hockey Broadcasters Assn., comprising 32 persons with a direct interest in hockey broadcasts in the Midwest, has been founded by Cy Casper of KMOX, St. Louis, as president. Other officers include Tom Dailey, WOW, Omaha; first vice-president; Tom Caspar, KGKO, Fort Worth, second vice-president; Bill Dunrey, WIL, St. Louis, treasurer; Frank Scen, KSD, St. Louis, secretary. Membership also includes public address announcers and one press agent from each of the eight clubs in the American Hockey Assn.**

**WMCA Sign Steel**

**JOHANNES STEEL, news analyst heard nightly on WMCA, New York, under sponsorship of Monarch Wine Co., and Simon Ackerman Clothes, New York, has signed a two-year exclusive contract with WMCA. Formerly foreign editor of the New York Post, Mr. Steel has been heard on WMCA since 1937, last year from London as a special war correspondent for Liberty Magazine. Author and lecturer, Mr. Steel is now working on his third book to be a biography of 200 key men of the present war.**

**Who is this fellow? He's a Tri-City craftsman—the biggest current news in the entire Midwest! Like many thousands of his Tri-City neighbors he's "pitching in" on the largest ordnance contract yet released from the Chicago district headquarters! Building Army tanks—24 hours a day, 7 days a week—is the new job of these thousands of Tri-Citians. Who are the sales of many of them are STEPPING UP in the Tri-Cities? To get your share, put your message on WHBF—NOW. It's the powerful hometown voice that has "Inside Pull" with these well-paid people. Why not check on availability TODAY? Write WHBF.**

Howard H. Wilson Co., Nat. Representatives  
Chicago - New York - San Francisco  
Hollywood - Kansas City
WOR, New York
Household Finance Corp., Philadelphia (loans), 2 ap weekly, thru BBDO, N. Y.

WAB, New York
Eaton Paper Corp., New York (Highland writing paper), 5 ap weekly, thru Gris Advertising, N. Y.

Industrial Advertisers In Midwest Plan Session

WITH Undersecretary of Commerce Wayne Chafee Taylor as featured speaker, the Midwest Conference of the National Industrial Advertisers Assn. will be held in the Hotel Sherman, Chicago, next Friday, March 13. The all-day conference is being held under the direction of the Chicago IAA with the cooperation of chapters in St. Louis, Milwaukee, Indianapolis, St. Paul and Minneapolis.

The program will follow the theme, "Industrial Advertising for Victory and Tomorrow," and will deal with what is being done and what can be done by manufacturers of industrial products in their advertising and sales program to speed the war effort, particularly with respect to the cooperation of industry to war production.

Keynote speaker will be W. Donald Murphy, of Reinche-Ellis Young & Partners and president of NIAA. J. M. McKibbin, Westinghouse advertising and sales promotion manager, will deliver an illus- trated case study of how the industrial division of his company is conducting its promotion and sales activities under wartime conditions, including the development of substitute products and finding new markets for them. Walter Buchen, head of Buchen & Co., Chicago agency, will discuss "The Long Range View: Point in Current Advertising."

Censor Formulas Given Advertising

Sorrells Tells ANA Not to Give Facts to the Enemy

STATING that "it is not the desire of the Office of Censorship to diminish the effectiveness of advertising" which "can help speed the industrial effort," John H. Sorrells, director of the Office, has given specific answers to a series of 24 questions concerning wartime advertising procedure, submitted by the Assn. of National Advertisers.

Answers reveal that in general there are no specific requirements for product advertisements which should be guided by the principle of not disclosing information that the enemy could use in a military way. Names and addresses of objections should be submitted.

Responsibility Shared

Prefacing his answers to the ANA questions, Mr. Sorrells outlines the general situation as follows:

"I would like to say in this connection that it is not the desire of the Office of Censorship to diminish the effectiveness of advertising. In fact, it has been a tremendous factor in promoting the American system of mass production.

"The advertiser must realize, of course, that he shares equal responsibility with the editor and the publisher for suppressing information that the enemy could use to inflict damages on our forces, or anywhere!"

Manufacturers of material and equipment used by our military forces should guard against specific disapproval of plant locations, or furnaces, or illustrations, or equipment which they are producing. They should not reveal specific details concerning the nature or the type of material or equipment they are producing. They should not reveal production progress in specific figures. They should not reveal their stocks and surpluses of raw materials. They should not de- scribe new designs or new processes or even new experiments with new designs and processes.

"However, advertising copy can stress the skill and the inventiveness of the engineer, of the chemist and the designer, in general terms. Advertising can describe the extent of manufacturing facilities, without specific disclosures of plant locations, or the nature of production or the performance of their production, etc."

CHEX Debuts March 16

CHFX, Peterborough, Ont., goes on the air with six separate opening ceremonies, planned with Toronto agency executives as guests.
Apropos

BLUSHES and business were mingled in the same deal when G. L. Smith, salesman of WNOX, Knoxville, scheduled an audition for a burial insurance firm recently and asked the music department to prepare a program of hillbilly numbers. When the firm's executives gathered for the audition they heard a theme which faded for a commercial. And then the program began with Jesse James and John Henry, two hillbilly tunes, whose heroes are mournfully carried off to their graves.

INTERSTATE BAKERIES Corp., Los Angeles, on Feb. 23, started using 28 announcements weekly on KECA that city. Contract is for 62 weeks. Dan B. Miner Co., Los Angeles, has the account. John Gueidel is radio account executive.

EPIPHAZO Co., London, England (proprietary), has started announcements four days weekly on CFBR, Toronto. Account placed by A. McKim Ltd., Toronto.

N. Y. Baseball Plans

DODGER GAMES in Miami will be broadcast on WHN, New York, by Red Barber, sportscaster of WOR, New York, from wire reports. WHN broadcasts of all Brooklyn games this season are sponsored by P. Lorillard & Co. for Old Gold cigarettes.

SPOT BROADCASTING

permits

SPOT BUDGETING

to fit each market's volume

More money for the HOT SPOTS

Nothing wasted on the DEAD SPOTS

Special attention for PROBLEM SPOTS

Why be satisfied with less when you can have the best?

WMAQ Chicago

Key Station of the NBC Red Network

Represented nationally by NBC Spot Offices in

New York  Chicago  Boston  Washington  Cleveland

Denver  San Francisco  Hollywood

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WSOO to Get Hearing On Reinstatement Plea
ORDER setting aside an FCC action of Feb. 22 revoking the license of WSOO, Sault Ste. Marie, Mich., was adopted last week by the FCC which simultaneously reinstated a temporary license that had heretofore been issued to WSOO. Revocation action had been taken last month by the FCC when the station had failed to file for license renewal, despite many notices from the Commission. Accordingly, when the license expired and WSOO gave no indication of applying for renewal, the FCC cancelled the license.

Learning of the cancellation, WSOO asked the Commission for a further hearing on the case and it was on this petition that the revocation order was set aside. However, it has been stipulated that WSOO must file for an appearance and serve notice of desire to be heard within 20 days after that date (March 3).

M-G-M Disc Delay
PLANS of Metro-Goldwyn-Mayer Studios to organize a subsidiary record manufacturing company may be temporarily halted due to priorities on mechanical facilities [BROADCASTING, Feb. 23]. Slated to go into early production with a record catalog ready for fall delivery, lack of pressing plants and other necessary equipment will hold up actual start of the enterprise, it was said. Those interested are reported to have approached other pressing plants.

Lumberman’s in N. Y.
AS A SPECIAL campaign to sell insurance policies in New York State, Lumberman’s Mutual Casualty Co., Chicago, on March 8 started sponsoring H. V. Kaltenborn’s Sunday afternoon analysis of the news, which is available to all NBC stations, on a special network of the 8 NBC stations in New York State. Agency is Leo Burnett Co., Chicago.

Bijur Agency Out For the Duration
Personnel Entering Service; Firm to Retain Its Entity
FIRST all-out war effort by an agency was announced last week by George Bijur, president of the New York agency under his name, who revealed that as of May 1 the company will suspend all activities until after the war, with the majority of the personnel slated to go into military service.

Mr. Bijur himself plans to go into the Air Force; Harold Williams, radio director, will join the Signal Corps, and Richard Powell, research director, has signed up as an Army engineer. According to Mr. Bijur, “virtually every one of our employees not eligible for military service, has been placed in a satisfactory job.”

Radio Accounts
Among the agency’s accounts, one is of specific radio interest, Lee & Perrins, Chicago (Worcesterhire sauce). The agency reports copy has been prepared for a year’s period for the three programs sponsored by Lee & Perrins, including Beatrice’s Moll on WOR, Marguerite Mill on the Yankee Network, and Jane Porter on CBS.

Mr. Bijur stated that work the agency had been doing for Government agencies, the Army and the Navy, had stimulated the desire of the staff to enlist its services for the duration. The company will not be dissolved, he added, its corporate assets and entity to remain intact. Proofbooks, files and forms will be placed in storage, and “business as usual” will continue “as soon as the war is over.”

CHLN, Three Rivers, Que., is now represented in Montreal and Toronto by Radio Representatives Ltd., according to Jack Shutter, Toronto manager.
AN AMERICAN EAR FOR CHINA

Dr. Stuart, Noted Ham, Picks Up Programs From Chungking for Rebroadcast Here

AN AMERICAN ear for China is the job of Dr. Charles E. Stuart of Ventura, Cal., a dentist by profession and a radio "ham" since he was 13. Dr. Stuart has been assigned by the Central Chinese Government to receive Chinese shortwave broadcasts directed primarily for use by the Chinese News Agency in New York City and by United China Relief.

Dr. Stuart's job is to receive and transcribe daily English broadcasts coming from XGOY, and XGOX, Chinese international broadcasting stations in Chungking. These shortwave broadcasts usually consist of military and general news and talks by distinguished foreigners and Chinese.

Aiding Dr. Stuart in maintaining his listening post in Ventura is Mrs. Alicia Held. Taking dictation from a source 7,000 miles away by radio probably establishes her as the most distant secretary in the world.

The frequency used by XGOY and XGOX for these American broadcasts and the time of day set for the broadcasts are determined by Dr. Stuart and vary with the seasons. At the present time, broadcasts are made on 11.9 and 16.5 mc respectively at 5:30 a.m. and 7 a.m. All programs are recorded on acetate instantaneous discs and then transcribed by Mrs. Held.

Dr. Stuart uses uni-directional antennas (rhombic) which are also reversible. One of the rhombics used for the Chungking reception is a highly directive diamond rhombic with a full mile of wire in the system. This gives great signal strength from Chungking, according to Dr. Stuart, plus reliable consistent reception when poor general reception conditions are confronted.

The location of this vital station is ideal since it is on a flat stretch of beach land underlaid with salt water, which gives maximum reflection and ground conductivity. The low horizon plus the absence of interfering hills or mountains, shields the incoming signals.

The Chungking broadcasting studio, located in the heart of Free China's much-bombarded capital, is constructed of huge blocks of granite four feet thick, and is bombproof. The transmission apparatus is set up outside the town in a dug-out blasted from the side of the hill on which Chungking sits. Broadcasts from Chungking are piped through to the transmission stations by telephone.

Dr. Stuart became a radio "ham" in 1914, and has been actively engaged in amateur radio activities since 1922. A few years ago, he was honored by the Century Club, an organization of radio amateurs, for having proof of contact with more than 100 countries.

WGST Case Deferred

HEARING on the license renewal of WGST, Atlanta, scheduled for Feb. 26, has been continued to March 26 by the FCC because of the illness of Arthur Lucas, Georgia radio station and theater operator, one of the prospective licensees, who was to testify. Mr. Lucas’ appearance on the stand was previously cut short by his illness and the postponement has been granted for his convalescence.

Georgia politics are playing a big role in the discussion of the present leasing of the station by the licensee, Georgia School of Technology, to the Sam Pickard interests. The last hearing, was highlighted by a sworn encounter between Clarence L. Calhoun, Atlanta attorney, and John E. McClure, Washington attorney over Mr. McClure's branding a statement of Mr. Calhoun as a "lie" [Broadcasting, Feb. 16].

BILL STERN, NBC’s director of sports, flies to Hollywood March 11 to take part in a radio reprise of the new Godfrey production, “Pride of the Yankees,” a film based on the life of Lou Gehrig.

KTUL

5000 watts • CBS
TULSA, the Oil Capital
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives
DETROIT'S first Russian program was inaugurated recently on WJBK under the sponsorship of the Russian United Organizations. Through the efforts of local organizations Russian actors appear on the weekly half-hour broadcasts to promote Russian War Relief. WJBK now presents programs for 13 nationalities, each in their respective tongues. Seven of these groups have contributed more than $13,000 to the American Red Cross through a series of special programs being broadcast regularly.

ALL-DAY drive by WIOD, Miami, brought in an extra $100,000 to Greater Miami's defense bond drive recently. Devised by A. H. Robb, WIOD general manager, the drive lasted from 7:45 a.m. Saturday until 1:15 a.m. Sunday; every available sustaining period and all local commercials tied into the drive with spot announcements at every possible break. Many stage, screen and radio personalities joined in the campaign as listeners phoned in their pledges for a climax to the campaign which already had raised more than $1,500,000 in bond sales.

WOW, Oucha, is campaigning on the air and through its house organ, Radio News Tower, for listeners to cooperate with telephone coincidental sales. WOW points out that it is through this expression of listeners' choices that better programs are broadcast.

FOUR new programs were made possible when WIBG, Philadelphia, increased its broadcast day with three quarters-hours added to the early morning schedule and 30 minutes added in the evening. Of the programs added, one is religious, two are musical and the fourth is war commentary.

SAME DATES

TEARING out the walls of WOC, Davenport, la., during a recent remodeling of its studios, a 1925 calendar that had been walled in that year during another renovating move was brought into light. Placed alongside of a 1942 calendar it was further revealed the dates were identical.

COLORADO's Gov. Ralph L. Carr recently addressed Coloradans in a broadcast of all the stations in the state originating at KOA, Denver. Topic was the much-discussed proposal to remove enemy aliens from the Pacific Coast to Colorado and other Rocky Mountain States.

WIO, Des Moines, through Herb Plunneke, editor, and Mal Hansen, assistant of the station's farm department, has started a new series of agricultural broadcasts, Victory Gardens.

THE STORY of the "little people" of the free countries, and why they are fighting begins this week on WNYC, New York's Municipal Station, on a series Salute to the Allies. Broadcasts deal with people of China, the Netherlands, Russia, Great Britain, Free France and Norway, as well as South American.

ANTI-RUMOR spot announcements started by WOR, New York, are presented periodically each day to warn listeners against indiscreet whispers passing as honest information.

KXNO-KELO, Sioux Falls, sponsored the South Dakota State Golden Gloves tournament recently, dashing the net proceeds to the American Red Cross.

SERVICE MEN on leave from WLS, Chicago, are receiving station gossip in a new mimeographed bulletin issued monthly and edited by Chuck Ostler, producer. Active staff members have formed a "dime -a-month club" to buy cigarettes, candy and other gifts for former staff members now in the service.

JAMES F. HOPKINS, manager of WJBK, Detroit, was host to the 63 members of the studio staff at a theatre and buffet supper party given Feb. 27.

KMOX, St. Louis, is sending its men out to beacon polling points in Illinois and Missouri to roll against local teams for the benefit of American Red Cross chapters. Appearance in Springfield, Mo., netted $150 for the fund. Teams are composed of KMOX staff members.

WCSC, Charleston, S. C., just two days after installation of two new auxiliary power units and an emergency gasoline driven generator, was forced to utilize its new equipment when operation was endangered by a power failure on Feb. 28. Station came back on the air after a 30-second cutoff.

WCBL, Columbus, Miss., recently exhibited its new mobile unit in a local Defense Bond Parade to "Call American Legion and the Defense Bond Committee of Lowndes County. Equipped with a 50-watt public address system the unit will also have its 1,000-watt power plant propelled by a gas engine, remote control facilities and a shortwave transmitter upon completion.

AN ENTERTAINMENT unit composed of volunteer radio personalities has been organized at KPO, San Francisco by Mary Milford, actress. One night a week they visit isolated Army and Navy posts to entertain the service men. The shows are presented under the auspices of the Red Cross.

KTMS, Santa Barbara, Calif., on Boy Scout Day, was host to more than 500 members of the organization from Santa Barbara and Ventura Counties. Announcements, station breaks and station signals were also made by youths Ken Peters and Carlos Cook, program director and chief announcer, respectively, devoted the entire day to interviews with special broadcast also presented by Scouts at the station's remote studio in Ventura.

AL BLAND'S Moro Patrol on WCKY, Cincinnati, was rechristened last week as The Blanger - in-God-We-Trust. War awarded a defense bond to the winner of the contest to select a new title.

KOY broadcast Denver's first "ship launching" in carrying details of the dedication of a replacement boat to be assembled at a shipyard near the coast.

NATIVE INDIAN ART expected by Charles Loloma adorns the new studio of KOU, Phoenix, George Cook (left), treasurer of WLS, Chicago, sister station of KOY, congratulates Loloma, Hopi artist who was commissioned by Burridge D. Butler, president of the two stations, to paint the murals.

DEFENSE IN SALUTES

Small Communities Tell Their Service to Nation

DRESSING the familiar salute theme in defense clothes, WJSV, Washington, has achieved a double-breasted interest. Each week WJSV salutes a community in its primary or secondary area, stressing the town's defense activities. Leading musical organizations in each community usually supply the appropriate music and a local defense figure is the principal speaker.

Aired each Sunday afternoon, about half of the show is live, including a speaker, usually a newspaper editor, who describes the town's part in the development of the state and nation. Remainder of the program is transcribed in the town several days beforehand, using music and dramatized versions of local defense organizations.

Promotion opportunities have been good. In the early days, promotion director, runs an ad in each town's weekly. Editors have been generous with editorial and pictorial space following each week's salute. Washington area stations contributed $15 to the program, remaining $80 by telegraph.

When the program was cleared by the Office of the Censor, J. Harold Ryan, assistant director of censorship, wrote: "You are to be congratulated on a public service feature that is so clearly established in the operation of the program as a whole."

WPB Labor Advisory Group

The Radio Labor Advisory Committee of the War Production Board will shortly form a subcommittee to provide consulting service to the Electrical Appliance & Durable Goods Branch. WRP, it was announced last week. Members of the labor advisory group, at a recent meeting, said that unions in the radio industry had suggested a plan to help speed conversion of plants to production of communications products required by the military.
Damm Is Elected President At Meeting of FM Stations

Shepard Resigns From FMBI Post; Prospects of FM Under Wartime Conditions Are Discussed

WALTER J. DAMM, general manager of WTMJ, Milwaukee, and of its FM affiliate, W5SM, was elected president of FM Broadcasters Inc. at the organization's third annual membership meeting, held last Tuesday at the Hotel Ambassador, New York.

Mr. Damm succeeds John Shepard 3d, president of Yankee Network and owner of FM stations W5SB, Boston, and W43B, Paxton, who resigned due to the press of other duties after having headed the national trade association of frequency modulation stations since its inception. Mr. Shepard recently became head of the Broadcasters Victory Council, liaison body between the broadcasting industry and the Government.

Other Officers

Theodore C. Streibert, WOR-W71NY, New York, was elected vice-president of FMBI, while Robert T. Bartley, Yankee Network, continues as secretary-treasurer.

Three directors whose terms had expired—Dr. Ray H. Man son, WHAM-W51B, Rochester; John V. L. Hogan, WQXR-W2XQR, New York, and Mr. Streibert—were reelected as board members for the next three years. Jack H. DeWitt Jr., WSM-W47NV, Nashville, was elected a new director for a two-year term, succeeding C. M. Janaky Jr., Washington consulting engineer who resigned to take a position with the War Production Board.

Chief business of the meeting, which was attended by 38 members, was a thorough discussion of the prospects and plans for the immediate future of FM, which resulted in a decision to continue the work of FMBI on behalf of FM development. Reports on various aspects of the medium were delivered by Philip G. Loucks, Washington counsel of the organization; Lee McCanne, assistant general manager of Stromberg-Carlson, who explained the priority situation as it affects the production of FM receivers; C. H. Bell and R. R. David of General Electric Co., discussing receiver and transmitter manufacturing problems respectively, and Frank Gunther of Radio Engineering Laboratories, who also discussed the transmitter manufacturing situation.

An Executive Engineering Committee was appointed, with Franklin M. Dodtllle, WDRC-W65H, Hartford, as chairman. Other members are Mr. Hogan, Mr. De Witt, J. R. Poppele of WOR-W71NY, and D. W. Gellerup, WTMJ-W5SM.

Roundtable discussions of program and engineering problems occupied the afternoon. A demonstration of an FM relay was given, with a program originating at W43B, Paxton, picked up by a relay transmitter in Connecticut and relayed on an ultra-high frequency band to W51NY, New York, which rebroadcast it for the New York service area.

To Maintain Quality

Following the meeting an FMBI spokesman stated that none of the delegates in attendance reported any intended curtailment of FM program caliber or station operating hours at this time due to the war. Representatives of FMBI members registered at the session included:

- Wendell Adams, W5NY, New York; R. T. Hartley, Yankee Network; C. H. Bell, General Electric; L. A. Bored, WINS Co�ombia; E. K. Hogan, CBS; W. J. Damm, WSM, Milwaukee; W. K. David, General Electric; R. R. David, WTMJ-W5SM.

Kroeck Manager of KTMS

LOUIS F. KROECK, for more than a year sales manager and more recently assistant manager of KTMS, Santa Barbara, Cal, has been appointed general manager of that station. He succeeds Charles A. Storke, who in addition to being associate publisher has taken over managing editorship of the Santa Barbara News-Press which owns and operates that station.

Mr. Kroeck

Is Discussed

C. H. Bell, Yankee Network, was elected president of Broadcasters Inc. in January, 1941, as an account executive of ROY, Phoenix, and also acted as sports commentator on the Arizona Network.

Court Upholds Call

RIGHT of a broadcaster to the exclusive use of his call letters was upheld last week in a precedent-making decision handed down by Justice Murray Hubert in the Federal Court in New York. Deciding a suit brought by Bamberger Broadcasting Corp., operator of WOR, New York, against William W. Ottery, WJR, Detroit, and the WOR Printing Co., Justice Hubert ruled the plaintiff is entitled to the exclusive use of the call letters WOR and that their use by Orloff constituted unfair business practice.

MORE THAN 1200 CLASSROOMS in West Virginia take the American School of the Air from WCHS, Charleston. For the past two years WCHS has had a full-time educational director in the person of Melva Graham Chernoff. Shown above is a group of high school students participating in one of the School of the Air programs. WCHS counts the American School of the Air one of its most valuable public service features.


BROADCASTING • Broadcast Advertising

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NBC NAMES BEREND FOR WESTERN SALES
FRANK (Bud) BEREND, western manager of McManus, John & Adams, Los Angeles, has been appointed NBC western division sales manager. Sydney Dixon, who held that post for five years has been transferred to the newly-created position of NBC western division national spot sales manager. Changes, effective March 1, were announced in Hollywood by Sidney Strats, the network's Western division vice-president.

Before joining McManus, John & Adams, Mr. Berend was for six years advertising manager of Pontiac Motors. Prior to that he was assistant advertising manager of Chevrolet Motor Co. Dixon, who was Western sales manager since 1936, has been associated with NBC for 11 years. In his new capacity he will handle national spot sales in the western area for WMAQ WEAF WRC WOJO WGY WBZ KDKA KOA KPO.

News Formula
DESIGNED for the person who hears only one news summary a day, the first part of the WPAT, Patterson, N. J., five-minute newscasts now headlines important happenings on all news fronts for the preceding hours of the day. Following a brief commercial, the second portion of the newscast brings details on the most recent news developments. By focusing attention on last-minute news, and including less important items, it aims to keep the person who hears several newscasts daily.

Art Barry to Navy
ART BARRY, of the Chicago sales staff of Free & Peters, station representatives, has been granted leave of absence to join the Bureau of Aeronautics of the Navy as a an lieutenant, the manager on the F&P Detroit office, will work out of the Chicago office for the duration.

Maj. Mitchell Promoted
TEN MONTHS after his appointment as a major in the U.S. Army, Curtis Mitchell, former editor-in-chief of Radio Guide, has been promoted to rank of Lieutenant Colonel. Headquartering in Washington, Col. Mitchell is in charge of the intelligence and analysis branch, Bureau of Public Relations.

Leberman to Navy
P. K. LEBERMAN, president and general manager of W4TN, New York FM station, as well as owner of KBEC, Seattle, is winding up his business affairs for the duration, prior to entering the Navy as Lieutenant Commander on active sea duty in about two weeks. He is a graduate of Annapolis.

Hill's New Post
WESTON HILL, formerly vice-president and eastern manager, H. W. Kastor & Sons Adv. Co., Chicago, and before that of Blackett-Sample-Henderson, has joined Sherman & Marquette, Chicago, in an executive capacity. Mr. Hill's duties at Sherman, had been temporarily taken over by Ed Aleshire, executive on the Procter & Gamble Teal account.

Paul Porter Joins Henderson Office
PAUL A. PORTER, for five years CBS Washington counsel in the office of Harry C. Bugnion, Washington vice-president, has resigned and this week will assume the post of assistant administrator of the Office of Price Administration under Maj. H. J. Henderson. He will be director of the newly-created Rent Division.

Paul Porter has charge of the curbing executive rents during the war emergency.

Last week Mr. Butcher was called to temporary duty with the Navy Dept., reporting in uniform for a two-week tour of training duty in Naval Communications. He holds a reserve commission as lieu- tenant commander and is subject to call for full-time duty.

Mr. Porter's new post is the third he has taken on Government service during the last few years, but the others enabled him to take leave of absence from CBS whereas his OPA job required his resignation. Last fall he was loaned to OPM to manage a British labor-management mission on tour of American defense plants. In May, 1940, he was on temporary assignment with the National Defense Advisory Commission as deputy to Chester Davis.

His duties will be assumed by Kenneth L. Yound, his assistant recently assigned from New York.

Jack Benny is Signed to Two-Year Contract
GENERAL FOODS Corp., New York, has negotiated a new two-year contract with Jack Benny, comedian, which will keep him under sponsorship of that giant for the 1943-44 winter season. Although details were not available, it is understood under the new contract Benny will receive around $22,000 weekly for the packaged NBC Jack Benny Show and advertising. Cast will include his current program, which will continue to include Mary Livingston, Phil Harris and orchestra, Dennis Day, vocalist, Rochester (Eddie Anderson), Don Wilson, announcer, with writers Bill Morrow and Ed Beloin. Under his current contract Benny reportedly is earning $18,000 weekly for the packaged show. Troupe will summer vacation for 13 weeks starting in June. No outside work. This new program has been announced by Young & Rubicam, agency servicing the account.

Duane Jones Plans Specialized Agency
Radio to Get Two-Thirds of New Firm's Total Billings
DUANE JONES, vice-president and partner of Maxon Inc., New York, announced last week that on March 15 it will resign to start his own agency, under the firm name of Duane Jones Co., with headquarters at 570 Lexington Ave., New York. The new agency will specialize in the advertising of package products only, the kind sold over retail counters at not more than a dollar an item, with radio to be the major medium.

Entering the advertising business in 1923 as Lord & Thomas in Los Angeles, where he became an account executive and later manager of the Los Angeles office, Mr. Jones moved to Chicago in 1929, where he was transferred to New York as a vice-president. Two years later he left to join Maxon in the same capacity, but in 1934 he moved to Benton & Bowles, where he was vice-president. Previous to that he went to Blackett-Sample-Hundley as executive vice-president and in 1940 returned to Maxon as a partner of the agency.

Firms which have set up the new Jones agency will include service to the following:


Mr. Jones has served these clients from one to seven years, the announcement states, adding that the entire organization which has been set up will be housed in a new building later this year. Detailed appointment of personnel will be made as soon as the agency is located in its new offices, probably before April 1.

Radio will be a major medium, accounting for perhaps two-thirds of total billings, it was stated. Programs presently in the air for various products, which will be continued, include David Harum, on NBC and CBS for Bab-O; Judy & Jane, on some 15 stations via transmission Products; He-cat Products, Mark Hawley on CBS for Mueller macaroni and Don Goddard on WEAF, New York, for the same product; Tim Healy on WHN; New York, and by transcription on about 12 other cities for Force; local news shows in about 20 cities for Benson & Hedges.

Ray Coifi
RAY COFFIN, 54, onetime program director of WSBX, Don Lee television station in Hollywood, died March 5 from a heart attack. In 1937 he was western manager of the former Atlas Radio Corp.
NEW BUSINESS
Carter Products, New York (Arrid), on March 2 started Jimmy Puddler on 15 Canadian Broadcasting Corp. alternative network stations, Mon. 7:7-11:15 p.m. Agency: Small & Seifert, N. Y.
Imperial Tobacco Co., Montreal (Sweet Camel cigarettes), on March 11 starts Congress du Rire on CKAC, Montreal; CHRC, Quebec; CKCE, Hull, Que., Wed. 9:30-10 p.m. Agency: Whitehall Broadcasting Ltd., Montreal.
UNACAL Products Corp., Los Angeles (Hifl), on March 27 starts for 52 weeks News With Jim Dooley on 32 Don Lee stations, Friday, 6:30 p.m. Agency: Lord & Thomas, Los Angeles.
Trimount Clothing Co., New York (Clipper Craft Clothes), on March 19 starts Dorothy Thompson on 65 Blue stations, Thurs., from 8:45-9 p.m. Agency: Emil Mogul Co., N. Y.
Renewal Accounts
Johnson & Johnson, New Brunswick, N. J. (Band-Aid), on March 31 schedule nice segments on 65 CBS stations, Tues., 6:15-6:30 p.m. Agency: Young & Rubicam, N. Y.
S. C. Johnson & Sons, Racine (wax), on April 7 renewal for 52 weeks Fiber Mop & Molly on 129 NBC stations and 34 NBC stations, Thurs., 9:30-10 p.m. Agency: Neidholm, Dearborn & Brochdy, Chicago.
Carnation Co., Milwaukee (canister milk), on April 6 renewal for 39 weeks Carnation Contested Program on 50 NBC stations, Mon., 10-10:30 p.m. Agency: Erwin, Wasey & Co., Chicago.

GENERAL MILLS, Minneapolis (Gold Medal Flour), on March 23 renewal Hymnus of All Churches on 40 CBS stations, Mon., Tues., and Thurs. 10:00-10:15 a.m. and (Bisquick) Betty Crocker on 40 CBS stations, Wed. and Fri. 10:00-10:15 a.m. Agency: Blakett-Sample-Hummert, N. Y.
General Foods Corp., New York (LaPrune, Satina, Portland), on March 30 renewal for 13 weeks Jeppe Jordan, Girl Interne on 75 CBS stations, Mon. thru Fri. 2:15-2:30 p.m. Agency: Young & Rubicam, N. Y.
Affiliated Products, Jersey City (Edan Wallace Hopper Cosmetics), on March 23 renewal John's Other Wife on 70 Blue Network stations, Mon., Tues., Wed. 3:30-3:45 p.m. Agency: Blakett-Sample-Hummert, N. Y.
Anacin Co., Jersey City (headache remedy), on March 23 renewal Just Plain Hill on 70 Blue Network stations, Mon. thru Fri. 1:30-1:45 p.m. Agency: Blakett-Sample-Hummert, N. Y.
Miles Laboratories, Elkhart, Ind. (Alka-Seltzer, ANACIN), on March 30 renewal for 52 weeks News of the World on 35 NBC stations, Mon. thru Fri., 7:15-7:30 p.m. Agency: Wade Advertising, Chicago.
Cudahy Packing Co., Chicago (Old Dutch Cleanser), on March 23 renewal for 52 weeks Helmsley on 35 NBC stations, Mon. thru Fri. 10:30-10:45 a.m. Agency: Blakett-Sample-Hummert, Chicago.
John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), on March 1 renewed Bob Becker's Chats About Dogs on 64 ABC-Red stations, Sundays. 3:00-3:15 p.m. Agency: Henri, Hurst & McDonald, Chicago.
General Foods Corp., New York, on April 1 renewal Wha's a Girl Married for Cabaret Baking Powder on 74 Red stations, Mon. thru Fri., 5:5-15 p.m., and Portia Faces Life for Posts 49% Bran Flakes on 85 Red stations. Mon. thru Fri., 5:50-6:30 p.m. Both renewals are for 52 weeks. Agency: Benton & Bowles, N. Y.

WJZ On All Night
Latest Group of stations to join the large group of stations throughout the area on the air during the night is WJZ, New York, which on March 16 will start an all-night all-music nightly program, Say It With Music, 1-7 a.m.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on March 25 shifts Kay Kyser's College of Musical Knowledge on 100 NBC-Red stations, from Hollywood to New York, Wednesday, 10-11 p.m. (PWT), with program on service camp tour for six weeks or more. Agent: Lord & Thomas, Chicago.
Proctor & Gamble Co., Cincinnati, Ohio, on March 4 added CFRB, to the CBS show Judo Hit, Wed. 9:30-10 p.m. Agency: Benton & Bowles, N. Y.

JOHNNY LONG
records for LANG-WORTH

MINNEAPOLIS BLUE NETWORK ST. PAUL

MORE SALES PER DOLLAR!
Just Ask the Advertisers Who Use

Because WTCN is the Northwest's Most Popular Radio Station... with Programs for Every Age and Taste...!!!
Because WTCN Covers the Twin Cities Market Like a Blanket... at a Reasonable Price...!!!
Because WTCN Provides Newspaper Publicity for Its Advertisers' Programs...

FREE AND PETERS, INC.

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Court Stay
(Continued from page 9)
works will seek deferment of the Chicago proceedings until there is a final adjudication of the FCC litigation.

May Be Dropped?
In some quarters, reports were current that the Chicago proceedings might not come to trial at all. This, however, was viewed as pure speculation, since there has been no declaration of policy by the Government that anti-trust proceedings will be suspended for duration of the war. In particular cases, affected with the war interest, however, it has been indicated that anti-trust proceedings will be deferred or even dropped, where the war effort might be impeded.

In view of the repeated declaration by responsible Government officials that broadcasting falls in the sphere of essential war activity, it was conjectured that enforcement ultimately will be made to seek suspension of the proceedings as an interference with necessary broadcasting activity.

Disposition of the triple-damage suit of MBS against RCA-NBC, based on the anti-trust proceedings, likewise is destined to be held in abeyance until there is an adjudication of the anti-war proceedings. This suit, seeking a total of $10,- 275,000, was filed Jan. 10—on the heels of the Department of Justice complaints. NBC has until April 3 to answer the MBS suit.

The statutory court lost no time in authorizing the stay, handing down its rulings only three days after hearing the arguments. Ex-peditious action was taken in the light of contentions by NBC and CBS counsel that the commission’s so-called anti-monopoly rules would become effective March 9 with resultant confusion in the industry. Circuit Judge Learned Hand and District Judge Henry W. Goddard and John Bright executed the orders granting the stay and allowing the Supreme Court appeal. Judge Bright dissented from the previous ruling of the majority upholding the FCC’s contention of lack of jurisdiction.

Rights of Plaintiffs
The court said that the relief requested is necessary to preserve the status quo pending an appeal by the plaintiff to the Supreme Court. It is ordered, “Until May 1, 1942 or the argument of the appeal herein before the Supreme Court of the United States, whichever is earlier, the FCC be and the same hereby is restrained and enjoined from enforcing the regulations which were issued in their amended form on Oct. 11, 1941 and which are known as ‘Order in docket No. 860’.”

In its per curiam opinion, the court said the Commission of course is right in saying that “we have decided that the plaintiffs have adequate protection outside of these actions and in spite of their dismissal; nevertheless, in deciding whether a stay should be granted pending an appeal, we must assume that we may be mistaken, certainly a not unreasonable assumption in view of Judge Bright’s dissent.” Then it continued:

“If so, the plaintiffs will not be adequately protected, and indeed they may not be anyway if the Commission does not withhold enforcement in all cases until the issues could be once and for all determined in a renewal proceeding.

“Considering on the one hand that if the regulations are enforced the networks will be obliged to revise their whole plan of operations to their great disadvantage, and on the other that the Commission itself gave no evidence before these actions were commenced that the proposed changes were of such immediately pressing importance that a further delay of two months will be a serious injury to the public, it seems to us that we should use our discretion in the plaintiffs’ favor to stay enforcement of the regulations until they can argue their appeal.

“For these reasons we will grant such a delay until the argument of the appeal before the Supreme Court or the first day of May, 1942, whichever comes first. For any further stay the plaintiffs must apply to the Supreme Court itself, or to the Circuit Justice.”

The statutory court also issued a third ruling, labeling it “Findings of Fact.” This follows in full text:

I. That if the FCC, pending the plaintiff’s appeal to the Supreme Court from the judgment of this court dismissing the complaint herein, enforces its regulations, issued in their amended form on Oct. 11, 1941, and if these are invalid; and if this court—contrary to its said judgment—has in fact jurisdiction over the causes of action stated in the complaint, the plaintiff will be seriously and irreparably damaged.

II. That the said Commission has further declared that it will not enforce such regulations pending the appeal, except as to a station itself seeking to test their validity.

III. That the Commission, in the hearings leading to the said regulations and especially in its consideration of the evidence taken thereon, did not indicate that their immediate enforcement was a matter of urgent public interest.

IV. That a further delay in such enforcement of two months or until the appeal can be argued, whichever is earlier, will not, so far as can be ascertained, involve injury to the public communicable with the injury to the plaintiff arising from enforcement of these conditions mentioned in the First Finding exist.

Conclusions of Law—That the plaintiff is entitled to a stay pending its appeal to the Supreme Court; said stay being an order forbidding the FCC from enforcing the regulations above mentioned before the argument of the appeal to the Supreme Court, or the first day of May, 1942, whichever is earlier.

PETITIONS TO APPEAL

Identical petitions were filed with the statutory court by CBS and NBC, seeking authority for direct appeal to the Supreme Court. They contended that they were aggrieved by the final order of the
lower court and asked that the record be certified to the Supreme Court.

Accompanying the petitions were virtually identical assignments of error. NBC contended that the lower court had erred in dismissing its complaint on jurisdictional grounds and in failing to find that it had jurisdiction to issue the injunction. CBS made these contentions and added that the court erred in failing to consider on the merits its application for a preliminary injunction and in failing to grant the injunction.

The papers were filed by John T. Cahill, for NBC, and John J. Burns, chief counsel for CBS. Charles Evans Hughes Jr., special counsel for CBS, however, had argued for the stay in the proceedings.

The court on March 2, in allowing the appeals to the Supreme Court, asserted the appeals should be made returnable 40 days from March 2. It fixed the bond at $750 in each instance.

Herbert V. Akerberg, CBS vice-president in charge of station relations; William S. Hedges, NBC vice-president in charge of stations, and Keith Kiggins, Blue Network station relations vice-president, promptly advised their affiliates of the action.

Mr. Akerberg said that grant of the May 1 stay in no way precludes CBS' appeal to the Supreme Court for suspension of rules if necessary.

Stations Notified

"Stay was granted, as you probably know," he said, "after FCC refused to issue new rules until test cases could be tried in District Court of Appeals. This stay is most constructive news to date in our fight against regulations which would not only be disastrous to themselves to the standards of American broadcasting, but which would establish most dangerous precedent. We are filing our appeal with the Supreme Court this week and will keep you advised."

Mr. Hedges wired NBC affiliates as follows:

"Supplementing my wire to you of Feb. 27, this will advise you that in our suit against the FCC the Federal Court in New York City today unanomously granted a further stay of network regulation until May 1, or until the argument of our appeal before the Supreme Court, whichever shall first occur. If a further stay is needed, the court immediately application should be made to the Circuit Judge of the Supreme Court."

A similar notice was sent Blue stations by Mr. Higgins.

New Agency Formed

RODGERS & WARREN, 274 Madison Ave., New York, a new advertising agency, has been formed by Jerry Rodgers, former NAB secretary-treasurer of Van Dolen-Givaudan & Maseek, and James M. Hyman Adv. to handle cosmetic, fashion and general accounts. Mr. Rodgers will act as radio director.

AFA Post to Le Wald

CURTIS C. LE WALD, formerly with D. P. Brother & Co., Detroit advertising agency for six years, has been appointed assistant to Mr. P. C. Le Wald, president of the Advertising Federation of America. Previously he was manager of the Chicago office of Campbell & Co., and advertising manager of Buick Motor Co.

ASCAP Members Electing Officers Results to Be Announced at Meeting Set for March 27

BALLOTS for use in electing eight ASCAP directors—four publishers and four writers—were mailed to the membership of the Society last Wednesday, according to E. C. Mills, chairman of the Society's administrative committee. BALLOTS must be returned by March 19 and the results will be announced at the annual general membership meeting to be held at the Red-Carrot Hilton, New York, March 27.

Explaining that the present incumbents are always considered as candidates for reelection unless they notify the nominating committee to the contrary, Mr. Mills listed the candidates as follows: Publisher members: Max Dreyfus, Jack Mills, John O'Connor, A. Waller Kramer, present incumbents; Sam Fox, Edwin H. Morris, Max Winkler, Donald Gray, nominees. Writer members: Gene Buck, Jerome Krieg, George W. Meyer, Geoffrey O'Hara, present incumbents; Rube Bloom, Vernon Duke, Ray Henderson, Sam Lerner, Al Lewis, Sam H. Stept, Howard Hanson, Albert Stoesser.

High Posts Involved

In addition to their candidacy for reelection as writer members of the ASCAP board, Mr. Buck and Mr. Meyer also face an election for their positions as president and secretary of the Society. Terms of all ASCAP officers expire April 1. No election was held last year due to the controversy with the broadcasting industry which was at its height a year ago, and in the fall, after an agreement had been reached with the broadcasters, it was decided to postpone the election until this April [BROADCASTING, Nov. 24, 1941].

Other ASCAP officers in addition to Mr. Buck and Mr. Meyer are: Louis Bernstein, vice-president; Otto A. Harbach, vice-president; Gustave Schirmacher, treasurer; J. J. Bregman, assistant secretary; Irving Caesar, assistant treasurer.

About 250 writer members of ASCAP attended a mass meeting at the Hotel Astor, New York, last Tuesday, at which writer candidates were introduced to their fellow members. This meeting was not called by ASCAP, but by the writer's nominating committee, headed by Abel Baer [BROADCASTING, March 2].

Haverlin Asserts All NAB Meetings Favor BMI Pacts Flood of Signatures Within Next Few Days Expected

THE new eight-year BMI licenses have been signed and returned by 274 stations, representing well over half of the industry's dollar volume, Carl Haverlin, BMI vice-president in charge of station relations, reported last Thursday following a meeting of the BMI board. He recently returned to New York from a swing around the country attending NAB district meetings.

With no exceptions, broadcasters attending the eight meetings held thus far have endorsed the new contracts, Mr. Haverlin said, adding, however, that many broadcasters admitted they had had difficulty reading the sheaf of papers because of an unwarranted belief that the present contracts ran until the end of March, and that they began April 1 of last year.

Expects Many Signers

He said he had explained that terms of the consent decree signed by BMI with the Government March 12, 1941 require clearance at the source by the same date this year, so the new contracts, involving this principle, are dated from March 12, 1942.

Mr. Haverlin stated that he expects a flood of contracts to come into BMI headquarters this week and that by the deadline date almost if not all of the present BMI licenses will have signed the new licenses.

Mr. Haverlin's report of the district meetings was the main business of the BMI board meeting following which the directors present discussed with BMI executives plans to advise broadcasters who have not yet signed the contracts of the March 12 deadline and urging them to get busy and get their licenses back.

No official action could be taken by the board since a quorum was not present. Niles Trammell, NBC president, is ill; Edward Klauber, CBS executive vice-president, and Paul W. Morency, general manager of WTCI, Hartford, were representing Florida, and John Shepard 3d, president of the Yankee Network, was called to Washington on a special. The three directors present were Neville Miller, president of NAB and BMI; John Elmer, owner of WCMI, Baltimore; Walter Damm, general manager of WTMJ, Milwaukee.

Also in attendance were John H. McDonald, assistant treasurer of NBC; Mefford Runyon, vice-president of CBS; Mark Woods, president of BMI; E. M. Tompkins, vice-president and general manager of BMI; Sydney Kaye, BMI executive vice-president; Mr. Haverlin.
FCC MAY TRANSFER CERTAIN EMPLOYEES

TRANSFER of a number of FCC employees identified with normal regulatory activities to other agencies of the Government is being considered as strictly wartime operations, is contemplated in line with President Roosevelt's recent executive order on war personnel.

Under this order, issued Feb. 27, the FCC was classified in two categories. Employees engaged in defense activities, including key officials and staff members assigned to work of the Defense Communications Board, National Defense Operations Section, and Foreign Broadcast Monitoring Service, were placed in Class 2, second in rating only to Army, Navy and War Production Board in key activities. Other FCC employees, detailed to routine regulatory activities, were listed under Class 6, furthest removed from war functions in the near future.

The Commission, it was said, now is exploring the whole question of transferring employees of the Commission's field activities to war agencies. While no shifts yet have been made, it is understood they will be cleared shortly. How many employees will be involved will not be known until the preliminary survey is completed.

Jay Sims on WLW

JAY SIMS, newscenter heard recently on WJO, New York, will replace Peter Grant on WLW, Cincinnati, starting March 9, according to James D. Shouse, vice-president of Crosley Corp. That date Grant will join the Army. Sims also becomes moderator of Views On The News, a Sunday 4:30-5 p.m. (EWT) broadcast which becomes an NBC Network program fed by WLW to WOWO, Ft. Wayne; WXYZ, Detroit; WTOP, Washington, D.C.; WRAL, Raleigh; WRC, Washington; WHAM, Rochester; WKBW, Buffalo, and WJZ, New York, will be a的日 variety.”

WJJD Names Pearson

JOHN E. PEARSON Co. has been named exclusive representative of WJJD, Chicago. Mr. Pearson has also announced opening of a New York office at 342 Madison Ave. of Hines Hatchett, formerly of the New York staff of John H. Pinkham Assoc. Telephone is Murray Hill 2-0678.

FOR LIFE-LIKE MONITORING

GET THIS NEW G-E LOUD-SPEAKER

(Type JCP-10)

*Perfectly matched to the G-E FM station monitor with matching amplifier

*Fits with fans, ranges from 20 to 15,000 cycles, with G-E monitoring amplifier

*Simple unit construction

*Special alnico permanent magnet for field

*Cylindrical voice coil; 20-watt input

*Cans be furnished with 18-inch high base of matching wooden veneer, which provides ample floor space for mounting high-fidelity amplifier

*An excellent speaker for audiences with a keen sense of sound

PRICE: $75.00 net, f.o.b. factory

(Bates if desired: $20.00 additional)

ORDER NOW through nearest G-E office or direct from General Electric, Radio and Television Dept., Section H-60, Schenectady, N.Y.

General Electric

Seek Freon Cylinders

CYLINDERS used by stations to hold Freon gas for air-conditioning have become scarce because of defense needs. As a result, the War Production Board has asked that they be returned for refilling. Unless supplies are returned by March 10, the WPRB will schedule gas production for March.
Announcer—Commercial man who can sell and write—Opportunity to handle national and local advertising. Please state qualifications and salary desired. Box 217, BROADCASTING.

Louisiana Station—Has opening for good announcer who can also handle baseball games in the spring. Permanent man or woman. Good chance to advance in field. Give complete radio background. Answers will be held confidential. Box 223, BROADCASTING.

5 KW. REGIONAL WANTS—Reliable, sober chief engineer. Capable of taking charge of maintenance and operation of permanent position. Permanent man preferred. Give references and experience. All replies confidential. Box 258, BROADCASTING.

Studio engineer—Wanted to supervise all control work, network, feed, and maintenance. 250 watt MBS station. To right man organization will offer chief engineer after trial period. New studios. RCA equipment. Draft has shortened our staff. We are in need of a man who knows his business. State references, experience, salary, draft status. This is a permanent position. WGLC, Louisville, Ky.

Girl copy writer—who can also do microphone work. To fill short time per week. NBC station. Box 228, BROADCASTING.

Engineer—Experienced with RCA equipment and control. For large station. Open. State references, experience, draft status. Good starting point on present NBC affiliated station. Box 222, BROADCASTING.

Chief Engineer—For 1000 watt station on Pacific Coast. Highly paid. Appointments. Salary expected. Box 226, BROADCASTING.

Two personality announcers—Somewhere in some large station there is a capable personality announcer who has had an opportunity to show what he can do with a light and flexible style of announcing, or a "make believe ballroom" feature. Sometimes there may be a small station announcer hedged in by restrictions or who may not have had the breaks to develop his skillful cooperation by management to build himself into a personality. We are looking for a "personality." . . . not "poliston." No smart acts, no city slickers, no clowns. If you have a handshake and a smile in your voice you have a sense of humor, willing to work and take orders, know something about records and transcription, and are interested in a big station spot with an outstanding Mutual station, write us today. Send references, a good transcription, salary expected, draft status. WGLC, Louisville.

Mail-pulling announcer—who can also handle regular mike assignments. NBC station, at least $5000. Good references and experience first letter. Box 229, BROADCASTING.

Salesman—who has been trained to make intelligent sales presentations and able to discuss comparative media costs, advertising cost ratios, etc. Experience in local radio or television in real boom town. $40 week guarantee. Must be bondable. WDAE, Augusta, Ga.


HELP WANTED

Commercial man who can sell and write—Opportunity to handle national and local advertising. Please state qualifications and salary desired. Box 217, BROADCASTING.

Announcer—Qualified to handle news and advertising. Salary and other details including salary required. Box 218, BROADCASTING.

Announcer—LD. Good news or commercial voice. Will work on new station in southeast. Good chance for advancement. Box 218, BROADCASTING.


Chief Engineer—Experienced, reliable, de- sires change. Available at once. Box 227, BROADCASTING.

Engineer-operator—Immediate Metropolitan Independent Station. ARF working conditions and pay scale. Give complete information first letter including snapshot and draft status. Box 240, BROADCASTING.

Engineer—Engineer-operator. Radio, Transmitter, Network, Control work, recording, network engineer. Capable of handling large station there is a capable personality announcer who has had an opportunity to show what he can do with a light and flexible style of announcing, or a "make believe ballroom" feature. Sometimes there may be a small station announcer hedged in by restrictions or who may not have had the breaks to develop his skillful cooperation by management to build himself into a personality. We are looking for a "personality." . . . not "poliston." No smart acts, no city slickers, no clowns. If you have a handshake and a smile in your voice you have a sense of humor, willing to work and take orders, know something about records and transcription, and are interested in a big station spot with an outstanding Mutual station, write us today. Send references, a good transcription, salary expected, draft status. WGLC, Louisville.

Mail-pulling announcer—who can also handle regular mike assignments. NBC station, at least $5000. Good references and experience first letter. Box 229, BROADCASTING.

Salesman—who has been trained to make intelligent sales presentations and able to discuss comparative media costs, advertising cost ratios, etc. Experience in local radio or television in real boom town. $40 week guarantee. Must be bondable. WDAE, Augusta, Ga.


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DETOUR'S FM LIKES W45D Finds Out Good Music—Is Most Desired

THE FIDELITY OF FM, especially for classical and concert music, has struck a responsive chord among listeners, according to a recent survey of a high-frequency outlet of the Detroit News and WWJ.

Questionnaires under the signature of E. K. Wheeler, W45D manager, had been circulated among 247 FM set owners in Detroit and other large cities. It referred to type of program and favorable listening period as well as inviting comments and suggestions. A 61% response, 127 replies, was received by the station. With first, second and third program choices requested, 82% of the total mentions were for classical and concert music broadcasts. Other mentions were, newscasts, 71%; semi-classical vocalists, 62%;

poplar music, 45%; popular vocalists, 28%; sports, 24%.

As expected, the evening was the largest listening period with 59% of listeners stating they tuned in from 8 to 10 p.m.; 74% from 6 to 8 p.m.; 89% from 10 p.m. to midnight. Afternoon listening ranged from 12% at noon increasing to 27% as evening approached. The study further disclosed that 8% of the listeners usually were tuned in during the morning.

Voluntary comments were made by those returning the questionnaires praising the quality of reception as well as the program service of W45D.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

An Organization of Qualified Radio Engineers Dedicated to the SERVICE OF BROADCASTING

National Press Bldgs., Wash. D. C.

JAMES C. MCNARY

Radio Engineer

National Press Bldg. Di. 1205
Washington, D. C.

PAUL F. GODELY

CONSULTING RADIO ENGINEERS

MONTCLAIR, N. J.

MO 2-7859

PAGE & DAVIS

Consulting Radio Engineers

Munsey Bldg. District 8456
Washington, D. C.

A. EARL CULLUM, JR.

Consulting Radio Engineers

Highland Park Village

Dallas, Texas

Raymond M. Wilmore

Consulting Radio Engineer

Dedicated to the SERVICE OF BROADCASTING

Consulting Radio Engineer

WILLIAMS, TEXAS

For Sale

Raymond M. Wilmore

Consulting Radio Engineer

Dedicated to the SERVICE OF BROADCASTING

WILLIAMS, TEXAS

For Sale
Wartime Shortwave Operation
Up to FDR and Budget Bureau

UPON the Budget Bureau and President Roosevelt this week may rest the determination how the nation's shortwave broadcasting stations will be operated during the wartime emergency, with the likelihood that the Donovan Committee's plan—proposing a virtual subsidy for continued private technical operation and maintenance while programming is handled by Government agencies [BROADCASTING, Feb. 23, March 5]—would be adopted in substance.

The Rockefeller Committee's proposal for one big company, either privately or Governmentally owned, and the so-called Paley Plan, envisaging the grouping of the shortwave broadcasters into two competitive organizations, are understood to have been shelved in favor of the Donovan project.

Submitted to Fly

Already, it was unofficially reported, the Crosley shortwave outfit, WLWO, has virtually been turned over to the Donovan Committee so far as the clearance of its programs through the Donovan New York studios is concerned.

KPAS, IN PASADENA,
FORMALLY OPENED

KPAS, new 10,000-watt fulltime station on 1110 kc. in Pasadena, Cal., temporarily operating with 5,000 watts on an 18-hour daily schedule, observed its formal opening March 3-5 with a series of special broadcasts and continuous open house. Climaxing festivities was a banquet on Thursday night.

Some 390 radio industry and agency executives with other civic and cultural leaders of Southern California attended. With many notable speakers and staged in the Huntington Hotel where studios are located, the banquet was presided over by Robert McCurdy, president of the Pasadena Tournament of Roses Committee.

William J. Donovan, Nelson Rockefeller and their radio aids have been in huddles for several weeks over the various projects, and last week the suggested plan was turned over to FCC-DGB Chairman James Lawrence Fly for his study. He may make changes in the plan, it is understood, before it goes to the Budget Bureau. That agency has jurisdiction since it involves considerable outlays to the stations to cover technical operation, improvements and depreciation, as well as the probable construction of more stations. The budget and the formula of payments to the stations were not disclosed.

Under the Donovan Plan the shortwave stations would lease all their time to the Government, with the Rockefeller Committee utilizing 4 p.m. to midnight for Latin American service and the Donovan Committee the remainder for service to all countries outside the Western Hemisphere. Programs would be built by the two organizations and also by the stations' own staffs, but all would clear through the Donovan New York studios.

Nutrition Drive To Include Radio

RADIO will play an important part in the nationwide educational campaign to be launched March 18 in charge of the Federal Government and the food industry for the purpose of promoting a national nutrition program, details of which are now being checked by the Office of Defense Health & Welfare Service, Federal Security Agency.

Although detailed information of the advertising and publicity drive will be lacking last week, it is understood that radio may be used, especially in publicizing the governmental symbol of the program, which will also be shown on posters, billboards and point-of-sale display material in addition to its inclusion on the packages and in the advertising of products of participating companies.

Said to be backed by a Government appropriation of about $1,000,000 and by several times that amount from the food producers, the campaign will stress the value of a balanced diet and not merely individual foods. A set of “Official Symbols” and a list of certain essential foods are understood to have been compiled, with the manufacturers of these foods invited to use the rules in their advertising.

Details of the plan, reported to be based on long-range advertising, are being worked out by Harry Houghton, merchandising consultant, Paul V. M Community, Federal Security Administrator, and John Murphy, public relations director of the Associated Grocery Manufacturers of America.

Walter Damm Is Elected Victory Council Member

ELECTION of Walter J. Damm, director of radio operations of the Milwaukee Journal, to membership on Broadcasters Victory Council Board of Directors Friday at a meeting of the Council. Mr. Damm serves as representative of FM radio stations having 970 kc., as he was elected to the presidency of that organization at its annual meeting last year. John Shepard, 3d, Mr. Shepard is chairman of BVC.

Attending the meeting were Mr. Shepard; George B. Storer, Fort Industry Co. and president of National Independent Broadcasters, vice-chairman; and James D. Shouse, vice-president of Crosley Corp. in charge of broadcasting, representing channel stations, with John E. Fetzer, WKZ0, Kalama-zoo, representing the NAB, and Eugene C. Pulliam, WIRE, Indianapolis, president of Network Affiliates Inc., were unable to attend. BVC serves as the industry liaison committee for radio, and is representing each of the trade groups in broadcasting.

Trimount Commentary

DOROTHY THOMPSON'S news commentaries will be sponsored by Trimount Clothing Co., New York, for Clipper Craft Clothes, starting March 23. John J. Hoef, Blue Nose B, Thursday, 8:45 p.m. The company sponsored Hillman & Clapper in 1941. Agency handling the account is Emil Mogul Co., N. Y.

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BROADCASTING • Broadcast Advertising

Drawn for BROADCASTING by Sid Hin
THE nation's growing war needs are already presenting knotty packaging problems. But no matter how you pack your product—in paper, glass, or some other material the laboratory has yet to devise—WLW will continue to sell it with increased effectiveness in Ohio, Indiana, Kentucky and West Virginia.

59.6% of our commercial time is devoted to products sold through grocery stores. The thousands of dealers throughout our widespread area who make or break your campaigns—war or no war—have repeatedly shown a keen enthusiasm for WLW as a merchandise-moving influence. Cooperation with WLW-advertised products has become a part of the daily business routine of the men who move your merchandise.
With Daytime Listeners in Oklahoma City

IT'S WKY

3 to 1

No Change of Copy!

Year after year WKY maintains its decisive lead in listener preference. By the latest Hooper Station Listening Index (December, 1941-January, 1942) WKY continues the 3 to 1 choice of daytime listeners and, in fact, has more listeners morning, afternoon and evening than ALL THREE other Oklahoma City stations combined! WKY, on this account, is doing the most thorough, effective and economical job for advertisers in this market.

WKY
OKLAHOMA CITY

Owned and Operated by The Oklahoma Publishing Co. The Daily Oklahoman and Times by the Farmer-Flockhart-Kyser Colorado Springs & KLZ. Denver Facilities by Mays-In Represented Nationally by the Katz Agency, Inc.