Once again those amazing unpredictable Dodgers take to the field to pick up another pennant in 1942!

And once again it's the fan's favorite, "RED" BARBER, broadcasting every game—-at Ebbets Field and away—as only he can.

But it's a new station this year…and it was easy for Old Gold to pick the station which they knew from experience would do the most effective selling job. By experience we mean two solid years of broadcasting with continually increasing results.

Maybe America's most powerful independent station belongs in the lead-off spot at the top of your station line-up.
BUSINESS AS USUAL? . . . Hardly! We'd say that it's a "topsy-turvy" business, at best.

Unprecedented requirements for our military services . . . as well as for the armies and navies of the United Nations . . . have transformed our normal surpluses into acute shortages.

However, despite many severe curtailments, our regular clients have not been unduly inconvenienced, and every possible effort is being made to continue serving them.

You can help us expedite such deliveries by scheduling your requirements for the future, NOW . . . and by forwarding priorities extension certificates, whenever these are available.
TODAY...more than ever

your LIBRARY SERVICE

is A NECESSITY!

NOW, in wartime, a good library service is
more essential than ever before:

You are on the air more hours, particularly early
morning and after midnight, when good music is indispensable.

Your schedules may be unsettled or broken into, and a library
service can be depended upon to maintain your high standard
of programming.

Your staff may be reduced, and when every man-minute counts,
the simplified filing system, which only a good library service
can give you, will enable you to build programs and locate
and assemble discs with minimum effort.

"Keep 'em spinning" and you'll keep 'em smiling with the
best musical entertainment possible—your library service.

Standard Radio

360 N. MICHIGAN AVENUE
CHICAGO, ILLINOIS

6404 HOLLYWOOD BOULEVARD
HOLLYWOOD, CAL.
Mail from Montreal

Sales for you right here...

You get both with:

WWL
NEW ORLEANS

50,000 watts - - clear channel

Every mailbag at WWL is sprinkled with letters from distant fans scattered throughout the world. We don't merchandise our steady listeners in Canada, the West Indies or Alaska.

But we do know that here in the Deep South, the dominant medium is the powerful, prestige-carrying 50,000 watt clear-channel voice of WWL, New Orleans.

The greatest selling POWER in the South's greatest city


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PST! Want a Pan Made of Genuine ALUMINUM?

Buy KFAB, instead. More durable.
Never rusty. A shining favorite of men and women listeners in the farm areas throughout Nebraska and her neighboring states. Gives advertisers priority on the coin and folding lettuce in these active markets. KFAB isn't rationing its time...yet. But better call, today.

DON SEARLE—Gen'l Mgr.
PROPAGANDA?

Let's get straight on this matter of propaganda.

Too few of us know what it is and too many of us think Nazi propaganda is the only propaganda.

The Axis has changed its meaning like that of censorship to mean infamous lies, half truths, and products of vivid imaginations of fiendish minds.

So when one hears that the radio stations in America are "full of propaganda," the Fifth Estate becomes at once the object of misunderstanding, calumny and aspersion.

Propaganda, as any dictionary will tell you, is nothing else in the world but a method of spreading a particular doctrine or system of principles. Thank Heaven, we can propagandize forever about America. Democracy and the American way of life, tell absolute whole truths and never be able to tell all of the many advantages of the American way of life.

There is a lot that can be said about this country that we love from the cradle to the grave, and Radio is going to tell all it can. The salient factor of American Propaganda is that our truths will triumph over the infamous lies of the Axis war lords, completely, giving all people a right to live as free men and women.

The difference between Nazi propaganda and American propaganda is the difference between Mein Kampf and the Bible.

WSM is proud that as a part of the great Fifth Estate, it is fostering national unity, strength, and courage by spreading the principles of Democracy and Americanism. For, without this "propaganda," there would be no unity...without Unity no Victory.
The only way you can tell what network radio will do for you is to try network radio. There just is no equivalent. But it doesn't require a coast-to-coast investment.

By making your network radio test on Columbia Pacific, you can buy an actual "introductory package" of network radio—a regional network which closely mirrors nationwide conditions.

At the right are the reasons why the West will give you accurate, dependable answers as no other section can. Study them. They will show you why the economical, the practical way to prove out network radio is to "try the West, then add the rest."

**TRY THIS INTRODUCTORY PACKAGE...** Coast network radio combines these eight necessary radio test factors: (1) **Top-calibre production** from Hollywood, Western production center for all networks. (2) **Western networks are "basic," carry all coast-to-coast programs. Your program gets true network sequence and competition.** (3) **Western listeners are network-conditioned. Your radio program will be judged by listeners accustomed to the best.** (4) **All listener types. Audiences include city, farm homes; class and mass markets.** (5) **Measured audiences.** C. E. Hooper counts your listeners. (6) **No outside conflicts. Other regional campaigns do not penetrate the far West.** (7) **Isolated market.** Sales areas are sharply defined. (8) **Low time costs—only one-tenth of full coast-to-coast rates.**

**COLUMBIA PACIFIC NETWORK**

A Division of the Columbia Broadcasting System • Palace Hotel, San Francisco—Columbia Square, Los Angeles • Represented nationally by Radio Sales, New York, Chicago, St. Louis, Charlotte
FOR the third successive period, the bakers of Enriched Tip-Top bread have renewed their "membership" as a 920 Club participant. While this may be impressive as a success story, we admit that it is not entirely unique. But what is extraordinary, however, is the magnitude of the response which leads the bakers of Enriched Tip-Top bread to continue to be a 920 Club regular. This low cost station is doing a major job for some of America's leading products who consider it a "discovery" in the radio field. They are learning what local advertisers have long known . . . that WORL has built a definite personality that makes people listen.
Introducing GILBERT WRIGHT, inventor of Sonovox!

How true it is that man's Fate hangs but by a hair! Shaving under his chin, one day, Gilbert Wright discovered the basic acoustic principal that led to his invention of Sonovox. Thus literally "by the beard of his chin", Gil became the father of talking and singing sound—certainly one of the most astounding developments in the radio world.

"Astounding?" Yes! From all over America come indications of such audience-reaction as you have never heard before. Distributors of Sonovox-advertised products are writing in to their home offices reporting vastly-increased sales, and begging for information about Sonovox. Dealers are putting receiving sets into their stores, to hear the Sonovox announcements. Consumers are demanding to know what this new radio-technique is all about!

Yes, Gilbert Wright and his beard have certainly started something! If you want to know all the facts, write to the nearest Free & Peters office, shown below. An audition will gladly be arranged for you.

WRIGHT-SONOVOX, INC.
CHICAGO . . . NEW YORK . . . HOLLYWOOD
FREE & PETERS, INC., Exclusive National Representatives

Page 8 • March 16, 1942  BROADCASTING • Broadcast Advertising
Move to Revamp NAB Gets Under Way

4th District Urges Board to Probe Activities

FULL-SCALE reorganization of the NAB, which may involve the future status of its president, Neville Miller, as well as other headquarter staff officials, is being advocated by a formidable group of broadcasters because of dissatisfaction over the trade association's activities.

While veiled hints have been given for several months about a housecleaning, the first tangible step came March 7, when the 4th District NAB meeting at Roanoke adopted a resolution memorializing the full board to appoint a committee to study the management, structure, and finances of the trade association, looking toward "greater unity, economy and efficiency." The full board meets in New York this Thursday and Friday (March 19-20) and will consider the resolution, among other things.

Defense Problem

Industry unrest over NAB leadership has been manifest since the last NAB convention in St. Louis, which resulted in an open break between Mr. Miller, FCC Chairman James Lawrence Fly and other leading industry figures. Since then, Broadcasters' Victory Council was formed, made up of representatives of each of the trade groups in broadcasting, for the avowed purpose of rehabilitating industry relations with Government during the war emergency.

Mr. Miller, on the premise that only "practical broadcasters" should serve on the council, was excluded from membership with the NAB represented by John E. Fetzer, WKZO, Kalamazoo, as chairman of the trade association's Defense Committee.

Proponents of full-scale reorganization propose to crystalize their plans at the forthcoming NAB convention in Cleveland, May 11-14. Mr. Miller is under contract until June 30, 1944, his term having been extended one year at each of the last two conventions.

It is an open secret that Mr. Fly favors a reorganization of the NAB. Moreover, he endorsed the creation of the Broadcasters' Victory Council, which in some quarters was regarded as a rebuff to NAB.

BVC, headed by John Shepard, 3d, president of the Yankee Network, is regarded as an interim organization to cover the Washington regulatory front until the reorganization is effected. Mr. Shepard has publicly stated that BVC will be dissolved if the reorganized NAB meets the requisites prescribed by the Council.

Those who foster the NAB housecleaning, along broad lines, urge:

1. That the major networks be relegated to associate rather than active membership and that no network executive, employee or official be permitted to serve on the board of directors.

2. That new leadership be infused in the NAB, probably through restoration of a practical broadcaster as president.

3. That economies be effected in NAB operation with certain of its present activities discontinued.

4. That experienced "legislative counsel" be retained to handle Congressional contacts and other Washington-front activities.

5. That the association be streamlined and placed on a war footing, with non-essential peacetime pursuits eliminated.

Purported network domination of the NAB, repeatedly attacked by Chairman Fly, is one of the keynotes of the reorganization crusade. NBC already has expressed its willingness to accept associate rather than active membership. CBS, on the other hand, has maintained that networks are entitled to active membership because of their important status in the industry.

MBS, third of the national networks, has been at loggerheads with the NAB since before the St. Louis convention episode, and many of its important affiliates already have dropped out of the association. It has repeatedly disclaimed NAB's position as industry spokesman, asserting that the NAB has never represented the interests of MBS affiliates. This stemmed from NAB's opposition to the so-called network-monopoly rules, now in litigation.

Support for NAB

Despite the move toward reorganization, with President Miller in the center of the controversy, there is strong industry sentiment, particularly in the less populous

Taylor Takes Victory Council Post

Texan Assists Shepard As Capital Liaison For Groups

IMPOSED by both industry and Government figures to pitch in, O. L. (Ted) Taylor, president and general manager of the Taylor-Howe-Snowden stations in Texas, arrived in Washington last Friday to become executive secretary of Broadcasters Victory Council, a coalition of industry trade groups set up to maintain liaison with the Government.

Mr. Taylor, a director of the NAB and a member of its executive committee, fills a post created by the Council upon its formation last January. He will serve with John Shepard, 3d, Council chairman, and remain on the Washington scene for three weeks each month. Mr. Shepard, who has been in Washington since formation of the Council, intends to spend one or two days a week there, devoting the balance of his time to directing the affairs of the Yankee Network, of which he is president.

Supporter of NAB

A strong proponent of NAB as the single industry trade association, Mr. Taylor was prevailed upon to accept the BVC appointment in the interest of the industry. He is for certain changes in the bylaws of the NAB at the NAB Cleveland convention in May.

In addition to Messrs. Shepard and Taylor, BVC members are George B. Storer, Port Industry Co., vice-chairman, and president of NIB, who originally proposed the Council; James D. House, Crosley Corp. vice-president, representative of the Clear Channel Broadcasting Service; John E. Fetzer, WKZO, Kalamazoo, NAB director and chairman of its National Defense Committee, NAB representative; Eugene C. Pulliam, WIRE, Indianapolis, president of Network Affiliates Inc.; Walter J. Damm, WTMJ, Milwaukee, president of FM Broadcasters Inc.

Mr. Taylor, it is understood, was urged by members of BVC to take over the executive secretaryship. He will serve without salary, as does Mr. Shepard.

Gene Howe, chairman of the board of the four-station chain and four newspapers owned by the group, authorized Mr. Taylor to assume the post and take a temporary leave of absence from the organization, it is understood. Stations in the group are KGNC, Amarillo; KTXA, San Antonio; KPYO, Lubbock; KRGG, Weslaco.

Mr. Taylor has been active in NAB affairs virtually since he first became interested in radio in 1934. He became president of the Texas (Continued on page 24)
NAB Should Be Converted to Wartime Basis—An Editorial

IT IS UNFORTUNATE that the NAB must undergo a stem-to-stern housecleaning in these tense times. Nothing can be gained by rehashing the provocations that make a change necessary. There's anything but unity in the industry. Without a reorganization, the result can be all but fatal.

In many ways the NAB has done a good job. Copyright, for example. But it lacks recognition in certain quarters in Washington. Personal animosities have superseded best industry interests. FCC Chairman James Lawrence Fly, who also sits as chairman of the war-born Defense Communications Board, has in effect refused to recognize NAB President Neville Miller as the industry spokesman. Such a situation, in wartime, is untenable.

We do not condone Mr. Fly's actions or attitudes. Nor do we condemn Mr. Miller. His even those possing reorganizing the NAB was the NAB's first paid president have been directed to defense of the industry against undue regulatory encroachments. The fact remains, however, that the NAB as now constituted is persona non grata in important Washington quarters. It is no secret that certain industry interests, in the light of the war, have found it expedient to alter their positions toward Mr. Fly, new legislation and the NAB.

Since the ill-starred NAB convention in St. Louis last year there has been an ever-widening breach in the industry. A rash of new trade groups has broken out. Chairman Fly has fostered anti-NAB activity—properly or not.

The industry would have suffered even worse had it not been for the formation of Broadcasters Veterans Committee. It has supplanted NAB in maintaining official liaison with the war agencies. Because Chairman Fly likes BVC, and dislikes NAB, the latter has been able to keep things moving.

BVC an Interim Experiment

The BVC is serving as a voluntary interim organization until NAB is reorganized. Chairman John Shepard, 3d, avowedly a pro-NAB, single-trade-association man, volunteered to take over the chairmanship. Now O. L. (Ted) Taylor, a member of the NAB board and executive committee, and an outspoken opponent of rump movements in the industry, has taken leave from his Texas stations to serve as executive secretary of BVC. A majority of the members of BVC are serving with the conviction that the organization should not remain permanent, but that the industry must have new leadership in Washington.

The NAB board meets in New York this week. It will consider the resolution of the 4th NAB district that the management, structure and finances of NAB be studied looking toward "greater unity, economy and efficiency". It probably will order the study, with action at the Cleveland convention or sooner.

Now more than ever before radio must have wise leadership. The NAB should be streamlined and placed on a wartime basis. There should be publicizing of BVC, just as there is post-war planning for Government. There will be FM, television and other new services after the war. And there will be a new economic order.

Commission members and chairmen come and go. It won't always be this way. But radio, under efficient leadership, will remain. Radio has been fighting windmills since St. Louis. The facts are clear. The job can be done at Cleveland in May.

areas, for continued support of the NAB as at present constituted. This has been reflected in repeated actions of the NAB district meetings, pledging support to the association and giving Mr. Miller a vote of confidence.

The highly successful campaign waged by Mr. Miller in the copyright battle since he assumed office in 1938 has won the plaudits of rank and file broadcasters, and even those possessing reorganizing the NAB in 1938 as the NAB's first paid president have been directed to defense of the industry against undue regulatory encroachments. The fact remains, however, that the NAB as now constituted is persona non grata in important Washington quarters. It is no secret that certain industry interests, in the light of the war, have found it expedient to alter their positions toward Mr. Fly, new legislation and the NAB.

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UP EARLY and late for commercial broadcasts, Norman Ross, announcer of WMAQ, Chicago, sandwichs air patrol duty over the Chicago Loop north to the Illinois-Wisconsin line along Lake Michigan. Ross, a former Olympic swimming champ and aerial acrobatics instructor in the last World War, has been appointed commander of Squadron I of the Civil Air Patrol in Illinois of about 100 citizen pilots in the Evanston area.

"And be it further resolved, that the committee make its report setting forth its recommendations in detail to the membership at the 1942 Cleveland convention."

Advance Discussion

The preponderant view on BVC is for reorganization of the NAB, rather than its dissolution. Mr. Shepard already has announced that, in compliance with NAB by-laws, a proposed amendment to the bylaws regarding qualification for membership will be dispatched to all stations 30 days in advance of the Cleveland convention, or by April 11.

Basically, the plan is to propose that no employee or officer of a national network be eligible to serve on the board, with the networks themselves relegated to associate membership. The station management, representatives, transcription companies, manufacturers and other non-independent station operators. Presumably, managed and operated stations of the networks would be eligible for active membership. Directors of networks, as distinguished from officers and employees, might be qualified for directorships on NAB.

Before the full NAB board of 26 members meets in New York this week, the wires will burn on the organization's progress. As in the past, certain board groups are expected to meet in advance the regular session to devise their plans.

Membership of BVC is preponderantly in favor of retention of the NAB structure, but with a reorganization. All of its members do not agree, however, on the degree of reorganization deemed essential. All are agreed that a more amicable relationship should exist between Government and the industry and that as things stand now, this is complicated with the present organization of the association unless there are unforeseen changes on the FCC.

In addition to Mr. Shepard, who favors retention of a reorganized NAB, Messrs. James D. Shouse, WLW-WSAI, Cincinnati; John E. Fetzer, WKZO, Kalamazoo, and O. L. (Ted) Taylor, KGNC, Amarillo, are proponents of a reorganized NAB. All three are NAB directors. Mr. Taylor became executive secretary of the BVC on an interim basis last week.

George B. Storer, president of the Fort Industry Co., was pri

(Continued on page 58)
Renewals Brighten Network Prospects

Fewer Cancellations by Sponsors; Gains in Spot Noted

CHANGES in the network pictures took a more optimistic turn last week, with a total of seven renewal contracts and a small number of cancellations due for the most part to the end of seasonal campaigns rather than to wartime rationing.

NBC reported the largest in increase in business, together with sponsorship by the J. B. Chemical Co. April 6, the week after the former Dr. I. Q. sponsor, Mars, Inc., relinquished the show. Vick is currently sponsoring the Nicholas Family of Five on NBC, but will give us that program for its cold remedies at the end of the cold season in March, probably promoting its vitamin products on Dr. I. Q.

Many Renewals

General Mills this week is re-shuffling its serial programs on NBC, moving Hymns of All Cultures from its Sunday morning slot to CBS to fill out the 2:30-6:00 p.m. period Monday to Friday with Light of the World, Arnold Grimm’s Daughter and Guiding Light.

Renewals announced by WJZ include Cudshy Packing Co., Helmate, for 52 weeks, through Blackett-Sample-Hummer; International Salt Co., through WOR; Ajay, Inc., for 20 weeks, through J. M. Mathes Inc.; Bell Telephone System, Telephone Hour, 52 weeks, through N. W. Ayer & Son; General Foods Corporation, which plans to continue Coffee Time, through the Brice and Frank Morgan, through the summer, instead of taking the program off for a 13-week vacation as in the past. On June 4, General Foods will promote Post Toasties on the program instead of Maxwell House Coffee, product affected by wartime restrictions.

Agency is Benton & Bowles. Another seasonal advertiser, Sloan’s Liminette, which sponsors Gang Busters on the BLUE, will reach the end of its contract April 3 and will discontinue the program. Pan-American Coffee Bureau also plans to go off the BLUE April 8 with its series of talks by Mrs. Roosevelt, but will probably continue using radio for the ice coffee season with a campaign of spot announcements on 8 or 10 stations, according to Buchanan & Co., the agency.

Although General Foods will replace We, the People with Duffy’s Tavern for March 17, the interesting of Banks Coffee, another client of Young & Rubicam, Gulf Oil Co., was reported last week to be interested in continuing the former show also.

April 1, Lever Bros. Co. is taking the Meet Mr. Meek program out of the Wednesday 8-8:30 p.m. position, but, according to its agency, Ruthrauff & Ryan, has not yet decided whether it will relinquish the time or fill it with a new program.

Mutual received one renewal last week when Gospel Broadcasting Assn., signed last year’s contract for its Sunday evening Old Fashioned Revival. A rumored war may be the last money brought in by the MBS Bulldog Drummonda show, which has been producing the air March 22 because of the wool shortage affecting its sponsor, Howard Clothes. This was not confirmed by the agency, Redfield-Johnstone.

Dried Soups Progress

Progress in the field of dehydrated soups was reported last week by Thomas J. Lipton Inc., which stated that its subsidiary, Continental Foods Inc., has shown such an increase in the sale of its dried soup that further expansion is planned for 1942 in the field of advertising, although no definite plans have been announced as yet.

The product has been promoted occasionally with announcements on the NBC Blue network. But with the lower income bracket will this year be able to afford many purchases that they have been unable to make in previous years. Considering the flexibility of spot radio, present advertisers will continue to be a medium and medium with the title of secretary-treasurer of the three corporations, which will continue operations under their original names.

Cote Heads Production

In announcing the new partnership, Mr. Langlois said: “Langworth will continue to function in exactly the same capacity as it has in the past. The firm of Langlois & Wentworth will renew its origin by setting up a production organization for advertisers and their agencies. Mr. Cote will take all over production work and the staff will be expanded to give him all the assistance he needs in the way of continuity writers and production men.”

A radio veteran of nearly 20 years standing, Mr. Wentworth began his career in broadcasting as an announcer for WEAU, New York, in 1924. He was also associated with CBS and was active in the agency end of radio before entering the transcription field some seven years ago.

In announcing his withdrawal from active participation in the industry, he stated: “I was lucky enough in 1924 to get a job in the broadcasting business and I have been at it continuously ever since. I am rather afraid that the habit of broadcasting is going to be difficult to break and whether or not I succeed is still problematic. However, until there are through this war period I would at least offer my services to the country in any capacity in which they can be used.”

Mr. Cote has been an “associate without portfolio” with Langworth and directed the first vocal programs for the library service.

Pacific Coast Residence Rise As Listening Expands Sharply

Sponsors Take Advantage of Payroll Increases To Use Both Network and Spot Schedules

RADIO LISTENING on the West Coast took an impressive upward turn in the two months following the Japanese attack on Pearl Harbor, according to figures for Dec. 2, 3, and 4, released by Robert McAndrews, NBC western division sales promotion manager, from the C. E. Hooper Inc. survey office.

Daytime listening audiences showed a 20% increase for January and February, 1942, over November, 1941, according to McAndrews. Nighttime audiences showed a 10% rise for the same period.

He pointed out that 17 news commentary programs included in the survey showed a decrease in listeners, only one dropping below pre-war figures. The daytime average rating of news and comment shows was up 28% over the rating of November, last year, according to the all-network survey.

More Funds for Radio

This increased listener interest does not mean that the West Coast population for the most part is huddled in its homes, afraid to venture out to work, shop or play, as is widely held in some quarters. On the contrary, as with practically all thriving areas of the country, war industry is playing a stellar role in the accelerated pace of Pacific Coast prosperity. Pacific Coast people are working more hours. They are also earning and spending more money.

As result, hard-headed businessmen are “cashing in” on that prosperity, thereby intensifying their

Wentworth Leaves Disc Business to Aid in War Effort

Sells Interest to Cote Who Is Secretary-Treasurer

RALPH C. WENTWORTH, president of Lang-Worth Feature Programs and partner of this company and its affiliated corporations, has recently sold the organization and has sold his stock interest to Emile R. Cote, a known musical director. Mr. Wentworth stated that “the motivating factor in this has been my keen des-}, which has grown progres-

Mr. Cote

sively since Dec. 7, to have at least some minor part in the war effort.”

C. O. Langlois, partner with Mr. Wentworth in the transcription business, becomes president of Lang-Worth Feature Programs and continues to serve in that capacity with Langlois & Wentworth and Lang-Worth Publications. Mr. Cote becomes a full partner in the firm with the title of secretary-treasurer of the three corporations, which will continue operations under their original names.

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Fly Opposes Probe at House Hearing

Rules Committee Plans Further Study of Cox Measure

WITH hearings already definitely slated to begin early next week before the House Interstate & Foreign Commerce Committee on revision of the Communications Act, the House Rules Committee is currently considering the Cox Resolution for an inquiry into the FCC and its personnel. Rep. Cox (D-Ga.), confidently predicted last week his proposal would be reported favorably, with likelihood of concurrent investigations in the House.

Fly Takes Stand

Amid charges that the FCC is shot through with staff members having Communist leanings, the important House Rules Committee last Thursday opened its probe into the Cox resolution. FCC Chairman James Lawrence Fly, accused by Rep. Cox of seeking to "Federalize communications," has said the panel will oppose the resolution but did not complete his testimony. He is expected to appear again Tuesday (March 15) after which the committee will be called upon to act on the Cox proposal.

The House Interstate & Foreign Commerce Committee, entranced with radio activity in此 wednesday announced it would begin hearings on the Sanders Bill (HR-3549) on April 14. The measure would rewrite the Communications Act and, among other things, set up two autonomous divisions of three members each, one to handle broadcasting and related services and the other common carriers. The chairman would become the administrative officer, with no regular divi- sion vote.

Initially the FCC majority had opposed the Sanders measure but after introduction of the Cox Resolution on Feb. 2, went all out in opposition. The move was and is believed to incline the Sanders Bill as the lesser of two evils.

Rep. Cox’s measure (HR-3549) proposes a five-man select committee to be named by the Speaker and established to investigate the organization, personnel and activities of the FCC and to determine whether the Commission is "in accordance with the law and public interest". A committee would be named, along with a staff of investigators, with witnesses and record to be subpoenaed. It would be a full-scale investigation rather than a legislative inquiry as proposed under the Sanders Bill.

Chairman L. M. Field broadcasting last Thursday that he had selected representatives of the Federal Communications Bar Assn. to be the first witnesses before the committee session began on Monday. The association endorsed rewriting of the Communications Act of 1934 and certain of its proposals were incorporated in the pending legis-

ation offered by Rep. Sanders (D-I1). It is expected that Judge E. O. Sykes, former chairman of the FCC and now a practicing radio attorney, will also testify before the committee. First witnesses as president of the bar association. Herbert M. Bingham, Washington attorney and former president of the bar association, who was chairman of its legislative committee, is also expected to testify.

Industry Attitude

Support for the Sanders Bill in industry circles has been lukewarm since the outbreak of war. In some industry quarters, the contention is made that war-born legislation might prove onerous in the post-war period, since factors ordinarily not taken into account might be included in the revised law. On the other hand, members of the committee, and notably Rep. Sanders, have pointed out industry leaders have explained about keeping the law being antiquated and that it is the duty of Congress to reexpress statutes from time to time, particularly when charges of improper administration have been made.

Favorable action on the Cox Resolution would in no wise displace the Sanders Bill proceedings, according to committee members. It is entirely possible, should the Cox Resolution be reported favorably, that hearings will be conducted simultaneously. As now written the Cox Resolution covers only the FCC, its personnel and its administration. Previous resolutions introduced for radio investigations have covered the industry also.

WAAB Is Granted Move to Worcester, Power Boost; Others Set for Hearing

Because it has on hand all the necessary materials, WAAB, Boston, has been granted its New England license by the Federal Communications Commission, headed by John Shepard 3d, on March 11 was authorized by the FCC to move its studios to Worcester and its transmitter to Holton, Mass., install a new transmitter and increase its power to 5,000 watts. The grant was made conditional upon approval of directional antenna design. WAAB now is the Boston station to open for operation seeking a new 5,000-watt outlet.

Also because the use of no new critical materials was involved, the Commission reinstated the construction permit of WNAC, Boston key of the Yankee Network, authorized by the Commission, pending the construction completion.

The presentation of Associate Broadcasters Inc., headed by John Shepard 3d, on March 11 was authorized by the FCC to move its studios to Worcester and its transmitter to Holton, Mass., install a new transmitter and increase its power to 5,000 watts. The grant was made conditional upon approval of directional antenna design. WAAB now is the Boston station to open for operation seeking a new 5,000-watt outlet.

The application of Associated Broadcasters Inc., Indianapolis, for a new station there on the 1190 kc. channel now occupied by WOWO, Fort Wayne, was ordered to hearing consolidated with the application of WIRE, Indianapolis, for 50,000 watts on that channel and WOWO for license renewal and power increase from 10,000 to 50,000 watts.

Altogether, 17 applications already heard were designated for further hearing, 11 of them seeking new stations [see page 50].

Chairman L. M. Field said he would be disposed to ask the FCC, the major networks and probably other entities identified with radio and communications to appear before the committee, with or without subpoena, to testify. It is expected the NAB, as well as other trade groups, will be invited.

The California legislator said his committee desires to expedite the hearings but that sufficient time would be permitted for full testimony. The hearings may run from two to three weeks to a month, it was calculated.

What action might be taken on the Senate side in the light of proceedings in the House in connection with radio registration was not clear. During the last several years Senator Wheeler (D-Mont.), as chairman of the Senate Interstate Commerce Committee, has taken leadership in originating radio legislation. No new legislation has been enacted, however. The last such move was the White Regulation to investigate the FCC particularly in connection with its network monopoly regulations, resulted in a stalemate, with the resolution still pending before Senator Wheeler’s committee.

Senate Situation

Possibility that the Senate committee might again go into action was foreseen, though nothing concrete has come from Chairman Walworth whether the Senate committee are known to be out of sympathy with the Fly regime, alleging he is controlling the commission as a private body and has a tailor-made majority on anything he wishes done.

The hearing on the Cox Resolution last Thursday opened in a surcharged atmosphere. Chairman Fly was powerfully supported by the Select Committee and the House. It was pointed out his criticism of the Senate.

Chairman Sabath repeatedly argued that the Senate had been "out of sympathy with the Fly regime, alleging he is controlling the commission as a private body and has a tailor-made majority on anything he wishes done."

The hearing on the Cox Resolution last Thursday opened in a surcharged atmosphere. Chairman Fly was powerfully supported by the Select Committee and the House. It was pointed out his criticism of the Senate.

When Rep. Cox asked Mr. Wigglesworth whether he was familiar with the "ridiculous tale that has exuded from the FCC that Chairman Sabath stopped the questioning, calling it improper procedure. He said it was wrong to "smear a Government agency".

There was a request to 120,000 watts. Rep. Cox previously introduced a resolution to investigate the FCC, Rep. Wigglesworth said he thought the Cox measure should be broadened to include an inquiry into the industry. He said it was not fair to say that the FCC was "interfering with the war effort".

(Continued on page 45)
They're talking about business in Baltimore.

The President of one of Baltimore's leading drug wholesalers speaks his mind:

"A high powered schedule on a high powered station makes an unbeatable combination for the bid for the greatest listening audience.

WBAL has it — and we have the merchandise that is advertised on those programs."

M. G. Pierpont, Pres., LOEWY DRUG CO., Inc.

Cash In On The Red Network Audience In Baltimore And The Central Atlantic States. WBAL'S 50,000 Watt Station Gives You "Plus" Coverage.

WBAL
50,000 Watts
Baltimore

One of America's Great Radio Stations

Represented Nationally by Edward Petry & Co., Inc.
WHILE priorities and fear of priorities have caused many small marginal manufacturers to cut down their advertising expenditures, it is becoming more and more evident that companies which have spent millions to establish their brand name in the minds of the public will continue advertising in some form.

In the first place, it is important to these companies that they do not lose ground to competitors during the emergency, and, in the second place, some of these new obscure brands do not use the emergency to place themselves in the position of being a new major competitor.

It is true that advertising formulae will change. Some companies will be forced to strict institutional and dramatic advertising and their advertising as the vehicle to keep brand names before the public. Quality appeal will in many cases replace price appeal. Service copy and use copy will assume a shorter form as to how to make products last longer and methods of conservation that will lengthen the time usually necessary for replacement.

No Upward Trend

It would be foolish to expect that advertising will continue its upward trend just as it does in normal times and still more foolish to believe that it will be reduced to negligible amounts.

People during the war will have ample money to spend as billions are poured into defense and offense. Money saved from forced economies in some lines such as luxury items, will find its way into new channels of expenditure and manufacturers will have to use advertising to secure their larger share of the consumer dollar.

It now appears that the most drastic cuts in advertising will come from the luxury lines when a given industry seriously affected by priorities is making a change-over to meet the new situation—with priorities on cans for dog foods, dried beans, mixed soups in effect—some time must elapse before new packages can be developed and new processes worked out so that regular distribution can be resumed.

However, once the change-over is made, more advertising than ever will be needed to introduce the new product or new package and so it can be expected that at least some of the original loss can be made up. Furthermore, in addition to lack of colors and four-color printing, many labels will change to one color and advertising will be necessary to inform the public of this change.

Many small but soundly financed companies who have never enjoyed substantial distribution in major areas will get this distribution through their large competitors become unable to supply complete lines to all outlets and as the Army and Navy are using more and more of the large manufacturers’ products. These small companies will capitalize on this new distribution by increasing their advertising as a means of establishing their brand in important markets.

All Media Affected

The war will definitely affect all media—magazines, newspapers, radio and outdoor advertising—but to varying degrees, depending how quickly the medium adjusts itself to the situation. Whereas, in the past, advertising has been highly specialized and handled in its entirety by marketing experts, students of audience psychology, expert copy writers, artists, layout men and publicists, advertising during the war becomes an important tool in company policy. Today the policy-making executives of most companies are scrutinizing all phases of their companies’ advertising efforts.

Radio, barring severe attacks on this country which may cause radios to be shut off the major portion of the time, promises to be less seriously affected by the war than other media. There is no problem of paper or printing which is already being felt by some media. Radio is today America’s No. 1 source of entertainment and promises to continue so. People will need amusement more and more as an escape from the nerve-wracking horrors of war and radio listening will increase as other means of amusement are limited to limit their circulation. Thus radio will increase in importance as the low cost selling media.

Radio’s all-out effort to help win the war will win wide approval from the American people and will demonstrate that radio is fulfilling its duty under which it is licensed, that of serving the best public interests.

Advertisers will turn to radio during the war as a means of keeping their campaigns, their appropriations as flexible as possible; they will not be forced with long closing dates; they can change their commercials to meet ever-changing conditions and can do this up until the time the program goes on the air and then change it again the next day if expediency demands.

Another very important point that advertisers will consider will be the use of radio in reaching the thousands of camps, naval and military establishments as a means of keeping their product before the millions in our armed services. To accomplish this radio has no equal; radios are considered almost a must in keeping up the morale of the armed forces. They are turned on constantly in most amusement centers and rest rooms and many soldiers and sailors have their own radios. Today, many advertisers are trying to learn when these military and naval men listen to the radio so that they can direct their story to them. It is found that not only entertainment programs but news and sports programs are popular in all camps.

Local Stations to Benefit

Spot radio appears to be in an even better position to serve advertisers than networks. When an advertiser finds himself faced with cutting national appropriations will be concentrated in the most important markets and spot radio offers the man who wishes to hew strict lines to keep the expenditure much more flexible than is possible on networks.

Likewise, spot radio in major markets seem to have a better chance and price success during the war than spot radio in secondary markets as the major markets will be the last given up by advertisers who either cut down on their appropriation or suspends some of his advertising pending aforementioned changes in packages. In other words, advertisers will hesitate for a long time to give up a tested spot in a major market when their lay-off from advertising is only temporary.

There seems to offer spot radio its great opportunity, but spot radio must do its part. It must show the advertiser, not only the new cost per thousand radio homes reached, but the low cost per thousand families reached. It must show advertisers how to use spot radio effectively for institutional advertising, not just for coordination of commercialism to anything that will aid the United States in its war effort. It must sell spot radio and radio selling will mean not only to advertising agencies but to policy boards in large companies, boards of directors, sales managers, advertising managers and treasurers as they all have a say in major advertising plans today.

Spot radio’s best prospects during the war should be:

Food and Groceries

Wines and beers

Drug and tobacco products

Drug and toilet articles, soaps

Amusements

Insurance and financial instruction

Department and retail stores

Charity and contributions

Classifications not so promising are:

Automobiles

Automobile accessories

Gas and oil

Luxury products

Heavy industries

Furniture goods

MILES DISC SERIES BRINGS SALES CAIN

WITH announcement last week by Keystone System of Miles Labs, Elkhart, Ind., has renewed its Lum ‘n Abner broad-casts for Alka-Seltzer on the transcribed net from June, 1942, to June, 1943, KBS now claims to reach 36,000,000 or 41.9% of the U. S. as tabulated in a nationwide survey prepared by Walter P. Burns & Associates, New York, in collaboration with Miles Labs and Wad Adv. Agency, Chicago.

According to O. B. Capelle, sales promotion manager of Miles Labs, the "Lum & Abner" series on the 162 local stations serviced by KBS [BROADCASTING, March 2], has "increased the sales of Alka-Seltzer in Keystone counties to a year-end level 28% better than the corresponding period in comparable counties beyond the range of its stations, and similarly increased sales by 8% in counties immediately adjacent to areas where KBS stations are located."

Recent additions to the transcription network include WQMI WMIS WQCM WJBC KJSC KTMW WCLS KGFW HIMO KQ WJRD WBLJ WOS.

Page 14 • March 16, 1942 • BROADCASTING • Broadcast Advertising
In the last 6 months:

- 2 Stores renewed spot and program schedules!
- 2 Stores bought new strip programs!
- 1 Store more than quadrupled its WCAE budget!

What better recommendation than from advertisers who must get results, and fast!

Write or Phone

THE KATZ AGENCY
New York · Chicago · Detroit · Atlanta
Kansas City · Dallas · San Francisco

5000 WATTS  ★  1250 K. C.
Lewis Tells Agencies of Plan To Control Federal Air Time

Advertisers Next to Be Given Details of Proposed Method of Coordinating Government Radio

THE PLAN to establish a coordinated routine for the broadcasting of all Governmental announcements, to avoid unnecessary repetition and to insure an even distribution, was outlined by William H. Lewis, assistant director of the Office of Facts and Figures, to about 40 advertising agency radio executives attending a closed meeting held last Thursday morning in the New York office of the Advertising Council.

Enthusiastic reception of the plan, which Mr. Lewis explained had been evolved by the radio committee of the Advertising Council with whom he and his associates at the OF&F Friday in holding weekly meetings, led to a decision by the agency men present to hold a similar meeting with the agency clients—the advertisers who sponsor this project—next week, in the air—Thursday of this week when Mr. Lewis will submit the plan for their approval.

Once this industry backing of the proposed method of operation is secured, the OFF will then present the plan to Government agencies involved—the Army, Navy, Marine Corps, Treasury, and the War Department—awaiting their approval, after which it will be put into effect as soon as possible.

Suggestions Pondered

No details were divulged following the meeting, when it was explained that suggestions for minor changes are still being advanced by agency men and it is probable that similar suggestions will be made by the advertisers and by officials of the Government agencies, so that any detailed announcement at this time would be premature. It is understood, however, that when complete schedules are prepared, the program will cover announcements broadcast locally by individual stations as well as on the four nationwide networks.

It was emphasized this idea is not one which OFF has cooked up independently and is now trying to force on the advertising fraternity, but it is really the industry's own idea to create a system under which the Government in stimulating the public to buy Defense Bonds, conserve rubber and tin, volunteer for needed war services, and otherwise aid in the war effort.

At this time, it was stated, the OFF is merely cooperating with the advertising industry in the formation of this plan, and has assured the industry they will support the plan if the Government agencies do not urge that they, too, approve it.

Mr. Lewis outlined for the agency executives the aims and procedures of the OFF and especially of his radio division in coordinating the requests of the Government for time on the air. Every agency was requested to appoint one individual to handle all questions arising between the agency and its clients. This man will act as liaison with the OFF on all matters.

Douglas Meservey, assistant to Mr. Lewis, accompanied him to New York for the session, which was also attended by Dr. Miller McClintock, director of the Advertising Council; Paul West, president of the Assn. of National Advertisers; Fred Gamble, managing director American Assn. of Advertising Agencies; W. A. Frique, AAA counsel, and the following executives:


Swansdown Discs

IGLEHEART BROS., subsidiary of General Foods Corp., New York, on April 5 will start a campaign of Swansdown Family Flour, using recorded versions of the quarter-hour program on NBC featuring highbrows of the Swansdown organization. The transcriptions will be placed on a group of stations on the West Coast and in the Midwest and South areas, according to Young & Rubicam, New York, agency in charge, but no further details are available.

Studebaker Series

STUDEBAKER Corp., South Bend (service), is sponsoring Eric Sevareid's "Studebaker" series, an 18 program on two CBS stations (WABC, New York; WJZ, Washington) Monday, Wednesday and Friday, 6:15 to 6:30 p.m. and Saturday, 12:05 to 12:15 p.m. Account is handled by Roche, Williams & Cunyngham, Chicago.

John Baker to OFF

JOHN C. BAKER, who formerly handled the Dinnerbell and Schooltime programs on WLS, Chicago, has been appointed assistant to William B. Lewis, assistant director of the Office of Facts & Figures, assuming the post March 16. Under Mr. Lewis, former CBS program vice-president, Mr. Baker will work with the radio, graphic arts, motion pictures, and program coordination divisions of OFF, all of which come within Mr. Lewis' purview as consultant OFF director under Archibald MacLeish. Until last week Mr. Baker was the information staff of the Dept. of Agriculture under Morse Salisbury, having formerly served in its radio section.

WILSON TO DIRECT SCRIPTS FOR OFF

FRANK WILSON, talent chief and script editor of Lord & Thomas, New York, on March 17 will join the radio division of the Office of Facts & Figures War War, 16. On March 16 Alvin Josephy Jr., assistant to Dave Driscoll as special events director of OFF, New York, also joins the OFF radio staff as time clearance officer.

The appointments are the latest in a series of new appointments, which will also include a station relations director. Last week Seymour Morrison, Jr., director of Broadcast Instruction Adv., New York, reported for duty as advertising agency and network liaison [BROADCASTING, March 9].

The OFF radio chiefs have now completed their series of conferences with agency and radio, advertising committee and Government radio information chiefs, and are now working on their proposed "priority" lists covering Government announcements, transcriptions and programs, which will be made available to all stations in early April.

Army Spokesman Slated On Hookup of Stations

NEXT of the "closed circuit" and off-the-record talks to broadcasters, carried on combined network lines but not for broadcast, will be the 1:45-2 p.m. (EST) program on Saturday, March 29, when a high-ranking Army officer will speak. Last Saturday the third of the series began with Maj. General Leight, assistant director of public relations of the Navy, before the microphone in Washington to address gatherings of broadcasters in the studios, giving them background information to assist them in handling the Government's war news.

He was the third high Government official to have a closed circuit, having been Byron Price, Director of Censorship, and Archibald MacLeish, chief of the Office of Facts & Figures. This Tuesday, one more is to be added when Mr. Price, who is now seeking to bring their staffs into the studios to hear the talks, and also to give them training in the invaluable service of nearby independent stations who are not linked into the network circuits.

War News Center Hinted For U. S. Supreme Office May Govern All Wartime Information

A SORT of superstructure over the various information divisions of the Government's war agencies, with which it is hoped the War Information will be headed by Archibald MacLeish, Librarian of Congress and director of the Office of Facts & Figures, last week was reported to be under consideration by the Administration.

It may be called the War Information Administration, and it may absorb present independent services of the Army and Navy, the Office for Emergency Management, the Maritime Commission, the OFF and perhaps others. It would be fashioned after the British Ministry of Information, according to the reports, and there is a possibility its chief will be given cabinet status.

No Censorship Change

While the name of Byron Price, Director of Censorship, has been mentioned in connection with the new service, it was said that the Office of Censorship would not be involved in the shifts. Nor is any change in the present method of voluntary self-censorship by the radio and press.

In the national scope, The American Advertiser's National Advertiser, headed by Lowell Mellett, now director of the Office of Government Reports.

Whether the War Information Administration would absorb the present press-radio staffs of the various wartime agencies, was a subject of conjecture. Just how the OFF, already designated as the clearing house for Government information, would fit into the new setup was also uncertain. Mr. MacLeish has been given more and more duties in recent weeks, partly due to the task of scrutinizing speeches by cabinet officers and other war bureau chiefs before their delivery.

EVERGREEN HOOKUP FORMED ON COAST

FORMATION of the Evergreen Hookup by six independent West- ington-Oregon stations, was announced last week, coincident with inauguration of station KVOS, Seattle, the new cooperative-owned, venture, the network is operated by the Western Evergreen Broadcasting Corp.

Postal Telegraph Lines have been leased from 6 p.m. to 8 a.m., daily. An exchange program arranged with the Canadian Broadcasting Corp. also has been entered. Permission to feed programs to Canada is also given in receipt from the FCC. Member stations are KEVE, Seattle, key; KEVE, Everett; KSL, Bellvue; KRTC, topaz; KTBI, Tacoma; KWJ, Portland. Rogan Jones, KVOS, is president; H. B. Reed, KSLM, vice-president; Dr. G. L. K. Sale, secretary, and Lloyd Wallgren, KEVE, treasurer. Two regional accounts already have been signed.
“Make it in talk of PEOPLE,” said Nesmith

“Yeah. You see, it’s eased up my job a bit. Take the case of that WOR show I bought called ‘Here’s Morgan’. I’m a real Morgan fan. Listen to the guy every night. Maybe I let my enthusiasm run away with me, but I think he’s funny . . .”

“You certainly convinced the ‘Barry Beer’ people, all right!”

“Not at first, I didn’t. Old man Barry gave me a cold stare when I recommended the show. Said, in fact, ‘That Morgan’s a smart aleck. Just a zany. Doesn’t get the beer drinkers.’ Well, you know the rest. You gave me that ‘WOR Continuing Study’ proof which was based on personal interviews with all kinds of listeners in all kinds of homes. You showed he’s not just a smarty’s entertainer by a long shot.”

“It kind of surprised a lot of people.”

“Well, it surprised the old man, I tell you! First off, he wouldn’t even listen to me. Said, ‘Keep away from me, Charlie, with that number stuff.’ I said, ‘This isn’t just arithmetic, Mr. Barry. This is what people in the homes you want think.’ ”

“Yes, WOR thinks it’s kicked the blue sky out of audience checking,” we said to Nesmith.

“Well, you just make it in talk of PEOPLE—isn’t that all?” pointed out Nesmith. “All kinds of people, I mean?”

IN THE SMOKING compartment of a New Haven train recently we struck up a conversation with an agencyman named Nesmith* who’s a sort of friend of ours. That is, he’s bought WOR once or twice and told us afterward that it did a job.

“Look here,” he said, as the train glided out of Darien, “I kind of go for this new way you’re dishing out audience stuff. You know, the ‘Whatchamacallit’ thing . . .”

“You mean the ‘WOR Continuing Study of Radio Listening’?”

Yes, that’s all the “WOR Continuing Study of Radio Listening” is—but, on a continuing month-to-month basis. The first personal interview radio circulation study of its kind, we believe, ever conducted in such a manner by any station anywhere.

These findings are not for the exclusive use of WOR and its sponsors. They are—with certain confidential restrictions—available to all advertisers and agencies. Their purpose, obviously, is to give our present and prospective sponsors a greater profit for their radio dollar.

* Actually, his name begins with “F”.

WOR at 1440 Broadway in New York
## First Census Reports on Radio Homes Made Available

TWO MORE Bureau of Census reports tabulating radio homes, among other data, by States and counties were released last week, covering New Hampshire and Vermont, and appearing under the title Housing, Second Series, General Characteristics. They disclosed 90% of the homes in New Hampshire with radios, 92% of those in Vermont. Because the reports also show the number of occupied dwelling units from which answers to the radio inquiry, made as part of the 1940 decennial census of population, were not obtained, the NAB Statistical Dept., under Paul P. Felter, has projected forward the total figures by counties for use as official industry estimates. It is understood Mr. Peter's method of projection has been approved by the Census Bureau, which recognizes that the radio figures are incomplete due to the failure of some replies. The total units and percentage columns (first two) in the tabulations herewith give the figures as reported in the Census bulletins; the remaining figures are the NAB projections, and may be used as official. BROADCASTING published the first figures to be released in its issue of Feb. 23, covering Nevada (Continued on page 48)

### NEW HAMPSHIRE

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and by Cities of 2,500 or More Population—1940

<table>
<thead>
<tr>
<th>County</th>
<th>All Units</th>
<th>Urban Units</th>
<th>Rural-Nonfarm Units</th>
<th>Rural-Farm Units</th>
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<td></td>
<td>% Radio</td>
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<tr>
<td>Belknap</td>
<td>6,741</td>
<td>88.8</td>
<td>3,079</td>
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<td>Carroll</td>
<td>4,443</td>
<td>84.5</td>
<td>2,282</td>
<td>96.7</td>
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<td>Cheshire</td>
<td>9,675</td>
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<td>Coos</td>
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<td>Grafton</td>
<td>12,291</td>
<td>87.3</td>
<td>3,386</td>
<td>92.2</td>
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<td>Hillsborough</td>
<td>39,180</td>
<td>92.0</td>
<td>30,800</td>
<td>93.0</td>
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<td>Merrimack</td>
<td>15,861</td>
<td>90.1</td>
<td>8,488</td>
<td>95.3</td>
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<tr>
<td>Rockingham</td>
<td>16,511</td>
<td>89.9</td>
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<td>Strafford</td>
<td>11,827</td>
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<td>8,881</td>
<td>93.1</td>
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<td>Sullivan</td>
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<td>88.6</td>
<td>4,018</td>
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<td>State Total</td>
<td>132,966</td>
<td>90.0</td>
<td>75,555</td>
<td>93.3</td>
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<tr>
<td></td>
<td>41,550</td>
<td>86.9</td>
<td>36,067</td>
<td>89.9</td>
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</tbody>
</table>

* Source: Figures of the number of Occupied Dwelling Units and Percent Radio Equipped published by U. S. Census in the Second Series Housing Report for New Hampshire. Figures of the number of Radio Equipped Occupied Dwelling Units calculated by NAB Research Department to project total figure.

### VERMONT

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and by Cities of 2,500 or More Population—1940

<table>
<thead>
<tr>
<th>County</th>
<th>All Units</th>
<th>Urban Units</th>
<th>Rural-Nonfarm Units</th>
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<tr>
<td></td>
<td>% Radio</td>
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<td>Addison</td>
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<td>81.5</td>
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<td>95.9</td>
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<td>94.6</td>
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<td>13,843</td>
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<td>760</td>
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<td>84.6</td>
<td>2,431</td>
<td>95.7</td>
</tr>
<tr>
<td>Orange</td>
<td>2,852</td>
<td>84.6</td>
<td>2,431</td>
<td>95.7</td>
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<tr>
<td>Orleans</td>
<td>2,852</td>
<td>84.6</td>
<td>2,431</td>
<td>95.7</td>
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<tr>
<td>Rutland</td>
<td>3,370</td>
<td>95.1</td>
<td>2,131</td>
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<tr>
<td>Vermont</td>
<td>12,686</td>
<td>92.6</td>
<td>13,843</td>
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<tr>
<td>Windsor</td>
<td>5,097</td>
<td>90.1</td>
<td>5,097</td>
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<td>State Total</td>
<td>92,435</td>
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<td>32,465</td>
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<tr>
<td></td>
<td>35,164</td>
<td>87.6</td>
<td>30,806</td>
<td>90.9</td>
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</table>

* Source: Figures of the number of Occupied Dwelling Units and Percent Radio Equipped published by U. S. Census in the Second Series Housing Report for Vermont. Figures of the number of Radio Equipped Occupied Dwelling Units calculated by NAB Research Department to project total figure.

### NEVADA

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and by Cities of 2,500 or More Population—1940

<table>
<thead>
<tr>
<th>County</th>
<th>All Units</th>
<th>Urban Units</th>
<th>Rural-Nonfarm Units</th>
<th>Rural-Farm Units</th>
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<tbody>
<tr>
<td></td>
<td>% Radio</td>
<td>% Radio</td>
<td>% Radio</td>
<td>% Radio</td>
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<td></td>
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<td>Radio</td>
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<td></td>
<td>Units</td>
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<tr>
<td>Churchill</td>
<td>1,562</td>
<td>78.0</td>
<td>1,218</td>
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<tr>
<td>Clark</td>
<td>4,389</td>
<td>78.0</td>
<td>3,067</td>
<td>89.5</td>
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<tr>
<td>Douglas</td>
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<td>375</td>
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<td>Elko</td>
<td>1,218</td>
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<td>Esmeralda</td>
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<td>Eureka</td>
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<td>Mineral</td>
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<td>921</td>
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<tr>
<td>Ominess</td>
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<td>Pershing</td>
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<td>Storey</td>
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<td>Washoe</td>
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<td>93.1</td>
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<td>State Total</td>
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<td></td>
<td>15,795</td>
<td>77.4</td>
<td>12,227</td>
<td>72.9</td>
</tr>
</tbody>
</table>

* Source: Figures of the number of Occupied Dwelling Units and Percent Radio Equipped published by U. S. Census in the Second Series Housing Report for Nevada. Figures of the number of Radio Equipped Occupied Dwelling Units calculated by NAB Research Department to project total figure.
STRIKE

A BETTER SALES SCORE

USE

"The Station That Sells"

WPEN

PHILADELPHIA

5000 WATTS • 950 ON THE DIAL
BLUE NETWORK station managers and officials and their Ontario hosts at the Ontario Show radio convention in Toronto March 5 (1 to 1): C. J. Lanphier, manager WEMP, Milwaukee; B. J. Hauser, BLUE sales manager; George M. Benson, BLUE eastern sales manager; C. H. Riple, vice-president, WYS, Syracuse; W. McKenzie, Toronto; Wm. Doerr, commercial manager, WEBR, Buffalo; Ed Bragg, president, WKF, Plattsburg, N. Y.; Wm. A. Rippled, commercial manager; WMJ, Troy, N. Y.; D. J. Loste, managing director, WGA, Atlanta; C. R. Thompson, manager, WEBR, Buffalo; J. B. Conley, manager, WGO, Fort Wayne; B. W. Olin, WKP, Piqua, Ohio; N. Y.; Phil Carlin, BLUE vice-president; Eddie Koza, BLUE executive vice-president; Warren Jennings, manager, New York office, WLW, Cincinnati; Wayne Welch, merchandising and promotion department, KSO, Des Moines; Prime Minister Mitchell Hepburn of the Ontario Government, host; L. B. Beuwek, promotion manager, WXYZ, Detroit; Gladstone Murray, general manager, Canadian Broadcasting Corp.; Keith Kiggins, BLUE vice-president in charge of stations; G. S. Bassett, manager, KQV, Pittsburgh; William Fay, manager, WHAM, Rochester; Joe Shepard, BMI-treasurer, WMPP, Pittsburgh; E. A. Weir, commercial manager, Canadian Broadcasting Corp. Absent from photo, but at convention: S. B. Berk, president, WAKR, Akron; E. R. Boroff, WENX, Chicago; Scott Kilgore, general manager, WNBZ, Saranac Lake, N. Y.; C. T. Hagan, manager, WTCN, Minneapolis; E. J. Mullin, BLUE publicity; Robert Jones, BLUE station relations.

BLUE NETWORK station managers and officials on whose stations the Ontario Government stayed at the Ontario Show March 20, were guests at a promotion luncheon and dinner at Toronto March 5. Promotion plans, by Don Henshaw, timebuyer, Walsh Adv. Co., which placed the account on 60 blue stations, and Doug Green, director of the Ontario Travel & Publicity Bureau. Large promotion books were inscribed to each station manager present.

At the formal dinner, presided over by Ontario Premier Mitchell Hepburn, the lieutenant-governor was present as the King's personal representative, as well as the American Consul in Toronto, members of the Ontario cabinet, Madeleine Carroll, guest star on the program, and Col. Lemuel Q. Stoopnagel, m.c. At the reception prior to the banquet American station men were introduced to the Ontario Premier and the guest stars. Canadian Broadcasting Corp. was represented by a number of top ranking executives, headed by Gladstone Murray, CBC general manager.

American broadcasters also met over banquets in Cedar Rapids, Des Moines, including Henry Gooderham, CKCL, Toronto; Lloyd Moore, CFRB, Toronto; H. C. Walker, CBL, Toronto; Glen Bannerman, president of the Canadian Association of Broadcasters. A reception was held later by the Blue Network for the station managers and Ontario Government officials.

Lotshaw Buys Co-Op

ANDY LOTSHAW Co., Chicago (Gorgeous hair dressing), has taken over sponsorship of Your Latest Hit, which was canceled, Monday through Saturday quarter-hour on WGN, Chicago, at 12:45-1 p.m. (Mid. West) and a half-hour Monday through Saturday at 6:30 a.m. to WOR, New York. starting March 31. Program, which features Don Norman as m.c. in informal interviews with a small group of invited women, will be fed to the MBS stations on a sustaining basis, available for local sponsorship by Arthur Meyerhoff & Co., Chicago, is agency for Andy Lotshaw Co.

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Shafto Elected Member of NAB Board As Fourth District Director

G. RICHARD SHAFTO, president and general manager of WSJ, Columbus, S. C., was elected NAB director for the 4th district at a meeting of two-score broadcasters in that area March 7 at Roanoke, Va., for a two-year term, John A. Kennedy, president of WERS, Charleston, and the West Virginia Network, who is serving as chairman of War Production Board activities in West Virginia, and who was not a candidate for another term.

Highlighting the all-day session was the adoption of a resolution asking the NAB Board of Directors to appoint a committee to study the management structure and finances of the NAB, looking towards "greater unity, economy and efficiency." This was the first step in the direction of long-ruined NAB reorganization [see article on page 9].

Mr. Shafto, an engineer who turned to station management, has been identified with WJS since 1932. He also is vice-president of WCSS, Charleston. He was elected president of WJS in 1938, in addition to his duties as general manager.

Censorship to Continue

The 4th district session, comprising NAB members in North Carolina, South Carolina, Virginia, West Virginia, Maryland and the District of Columbia, also adopted resolutions expressing appreciation for Mr. Kennedy's service as NAB director and one wholeheartedly supporting Broadcast Music Inc.

J. Harold Ryan, assistant director of censorship in charge of radio, and general manager of the Fort Industry Co. stations, addressed the district on censorship activities and also participated in the sessions as a delegate. WWVA, Wheeling, and WMMN, Fairmont, two of the Fort Industry stations, are 4th district members. Mr. Ryan told the meeting that censorship of both radio and press is expected to remain on a voluntary basis for the duration, but that the day after the termination of the war he expected censorship activities to cease.

The meeting also was addressed by NAB President Neville Miller and John Stith, representatives of Broadcasters' Victory Council, the latter in an off-the-record talk. Mr. Miller reviewed current activities in Washington and steps being taken, primarily through the Office of Facts & Figures, to alleviate difficulties occasioned by widespread demands for time from various agencies. He said he expected a coordinated plan for funneling of Government programs to be developed shortly.

Forecasts War Impact

Mr. Kennedy pointed out that the impact of the war probably will be felt by radio next fall. He advised broadcasters not to "kill yourselves" about the outlook. For the last year Mr. Kennedy has been directing War Production Board activities in West Virginia, devoting practically all of his time to the Government work.

The music copyright situation was covered by representatives of performing rights societies, save ASCAP. John R. Paine, ASCAP general manager, notified Mr. Kennedy he would be unable to attend the session but had designated an alternate, who failed to arrive prior to adjournment. Speakers on copyright were Carl Haverlin, station relations director of Broadcast Music Inc., and Leonard C. Callahan, general counsel of SESAC.

In an impassioned plea for industry support, Mr. Haverlin pointed out that BMI is budgeted for about $1,100,000 during the ensuing year. While approximately 75% of the industry volume already has signed renewal of BMI contracts, covering approximately $800,000 of this budget, he pointed out that the industry-owned music pool has no "cushion" and that virtually 100% enrollment is necessary to maintain the organization to compete effectively with ASCAP.

Urges BMI Performance

The demise of BMI, through lack of industry support, would result in immediate demands from ASCAP for greater tribute, he predicted. Several provisions in the new ASCAP contracts, notably the deletions of ASCAP's "fair share" clause, which you can "contract away," were expected to be rejected by BMI. Mr. Haverlin urged the broadcast industry to support BMI, "whether you are affiliated with BMI or ASCAP, or have never affiliated with either of them by contract, you have no protection for your own programs."
WE'VE GOT YOU COVERED!

WITH NOT ONLY POWER WHERE POWER COUNTS MOST--BUT PROGRAMS THAT PLEASE MOST, TOO!

Recent census reports show that the population of the Tennessee Valley region (121 Counties) increased from 2,804,046 in 1930 to 3,135,934 in 1940, or a gain of 11.8 percent. This compares with the 7.2 percent increase for the nation. This is the territory to be covered by WLAC, the station of the great Tennessee Valley.

WLAC
NASHVILLE, TENN.

C J. T. Ward
B OWNER
S F. C. Sowell

Paul H. Raymer Co., National Representatives

THE STATION OF THE GREAT TENNESSEE VALLEY
Radio Priority, Freeze Order Not Strict Enough, Says Fly

War Experience May Require More Severe Orders: Industry War Orders Exceed 2 Billion Dollars

FEAR that priority rulings on radio materials, including the "freeze" order pertaining to broadcast equipment, may be strict enough in the light of war needs was expressed by FCC-DCB Chairman James Lawrence Fly at his press conference last Monday.

Indicating that more stringent priorities rules may be put into effect as the war progresses, Mr. Fly said, "At every turn we are reminded of the fact that we must conserve all materials. Germans or Japs can be eliminated with a given amount of material!"

This observation was made at a discussion centering around the War Production Board order of March 7 which will stop manufacture of civilian receiving sets on April 22 in preparation for the full conversion of civilian and manufacturer to wartime production.

Some Production Allowed

The WPB order will permit the manufacture of parts and repair, but not the use of wood cabinets. Under the order, the exclusion of wood cabinets will affect the cost of wooden cabinets for sets.

Small manufacturers, which produce approximately 30,000 pieces and manufactured more than 15,000,000 sets will be affected by the order. Other statistics show that radio production is about 100,000,000 sets, and WPB, said, and an equal amount in orders is held by companies not normally engaged in civilian production. Total orders will probably aggregate $2,000,000,000.

Smaller companies, which fear great hardships under the conversion plan, have been given a new lease on life with the assurance by the WPB that a subcontracting plan has been worked out to facilitate the conversion of smaller manufacturers. Under the plan a company which is not a "prime" contractor will be assigned to a large contract holder to form a series of "family production groups".

The WPB estimated that the WPB that production of home radios before the conversion order goes into effect will be about 3,000,000. This will increase the number of civilian sets in the country to about 60,000,000.

Replacements Doubtful

However, a turnabout on the March 7 freeze order, with specific reference to the exemption clause on manufacturing of replacement and repair parts, was suggested at the WPB last week.

Pointing to critical shortages of materials used in the manufacture of parts and tubes, especially to nickel, aluminum, and mica, WPB officials said that it is doubtful that even a replacement parts program will be carried on if present conditions continue.

The WPB said that the rapid progress of all industries to all-out war effort may make it necessary to reexamine orders to from time to time.

It was also hinted that more stringent curtailment of materials for the entire broadcasting picture may be found necessary and further freeze orders may have to be issued before the April 22 date for conversion of the industry.

It must be remembered, one official said, that "every allotment of materials to an industry not strictly engaged in a wartime operation will take away materials from tanks, planes, and guns." Every effort will be made, he was said, to keep every radio in good repair, but it was added that the WPB feels a saturation point has been reached in the number of radios in the country.

The WPB, with regard to the distribution of present sets in the country, said it would not be going so far as to say that some time in the future, while the war continues, it may be necessary to register every radio set in the United States so that new materials may be distributed in a replaceable distribution of receivers.

WRATHALL PARTNER IN McNARY CHANGE

JAMES C. McNARY, Washington radio engineer, has announced reorganization of his firm as McNary & Wrathall, with Grant Wrathall, his associate, taken in as a full partner. Mr. McNary since March 2 has been devoting part time to defense engineering work as a consultant for a firm attached to a New England base under the National Defense Research Council. Recently, Joseph Chambers, Mr. McNary's partner, relinquished his interest in the firm to devote full time to doing radio engineering work.

Mr. Wrathall, a 1932 graduate of the U of Utah, has been with Mr. McNary since 1934 when the latter took over the private consulting engineering practice of Chambers. Mr. Wrathall has accepted the post of FCC chief engineer and who later was appointed a commissioner.

Reorganization of McNary & Chambers is said that relief from the specific provisions of this Order will affirmatively facilitate the conversion of civilian to war labor, and may apply for relief by addressing a letter to the War Production Board, Subchapter A, Division of Industry Operators; Part 107, Radio Receivers and Phonograph; Supplementary General Limitation Order L-444. Further restriction and finally prohibiting the production of radio receivers and phonographs.

It is hereby ordered that:

(a) In accordance with the provisions of Section 70.1 (General Limitation Order L-444), where a radio receiver is a "supplementary." It is hereby ordered that:

(b) (1) The use of "supplementary" General Limitation Order L-444, whenever he deems it appropriate. The WPB shall take effect on the date of its issuance, and shall continue in effect until the WPB is satisfied.

(c) * * *

SHARPLY cutting off and tapering down production of civilian receivers, manufacturers are more than a month ahead of the deadline set by the War Production Board for conversion to war production.

A recent survey conducted by the Wall Street Journal indicates set manufacturers will have converted their facilities to war production well before the mid-June deadline. The Journal reports that "dismantled production lines and machines are now a familiar scene to the radio industry". The report continues: "Many a production line has turned out its last civilian set and many a machine has been unbolted from the floor, taken and placed in storage for the duration!"

Big Firms Ready

Among the larger set manufacturers included in the survey, RCA, which was 80% converted in February, is expected to run its last set of the production line and be fully converted by March 22. Orkin himself is already 100% within the demands of WPB [BROADCASTING, Feb. 23] In February the company moved its radio facilities to Baltimore near the Washington and at that time was 98.6% on war production with the balance of the work going for defense purposes.

General Electric, which in late February was reported to be 80% converted, is now devoting 95% of its efforts to war work. Philo Corp. is said to be 90% civilian to war production by April 20 and reports that its former and other key production men are being trained for all-out war effort.

Pilot Radio Corp., now 50% converted, expects to be in the 100% class by April 22 as does Emerson Radio & Phonograph Co., now doing 15% to 20% war work. April 30 is the date set by Farnsworth Television & Radio Corp., for its full conversion and at the latest the company expects to be out of civilian production by the end of May.

Backlog of Stromberg-Carlson in early January was 90% war material and total conversion is expected shortly.

Inventory losses will be felt by the receiver companies in the converting process as some materials and parts cannot be used in civilian sets cannot be adapted to the war program. However, some relief will result from the sale of the parts for replacement and other purposes. The shut-down on auto-mobile radio manufacture will cause hardship on set manufacturers and (Continued on page 23)
How to build an inexpensive Tube Conditioner

Western Electric does not make this unit or any of its parts. We tell you about it solely to help you get best results.

Save that tube!

Here's an example of what it can do for used tubes. After 5,000 hours, one of WOR's 342A tubes showed a tendency to become gaseous. There occurred a series of flash-arc that would ordinarily mean discarding the tube. Instead, the tube was hardened for service in 12 minutes—reinstated—and went gaily on giving perfect service for over 4,000 hours more!

This same unit also enables you to keep spares as good as the day Western Electric made them, no matter how long they've stood on your shelf. It's good for high and low powered tubes, air cooled or water cooled, amplifiers or rectifiers.

Too good to pass up

You can build this unit for less than $100 complete—and figure on getting your investment back in tube savings in less than six months.

For reprint of an article by Charles W. Singer of WOR—which gives you all the necessary information on how to build and operate this tube and money saver—send the coupon today.


Add many hours to tube life ... keeps spares in perfect shape

With vacuum tubes no longer easy to get, this tube conditioning unit is the answer to every engineer's prayer. Designed by Bell Labs, Western Electric and WOR, it has proved its great value in actual use.

The Circuit Diagram of the Tube Conditioner used at WOR

CIRCUIT diagram of the Tube Conditioner used at WOR

110 VAC LINE

TOGGLE SWITCH

HORN GAP

MAGNETIC SHUNT

TUBES UNDER TEST

THORDARSON T2474 PRI 110 V SEC 25000 V A. 1000

WARD LEONARD RELAY TYPE 131-642

WARNING LIGHT 6V < 110 V

CONTROL SWITCH

MICRO SW 6RS

MICRO SW 6RS

Vous bet I want a reprint of the article on How to Resecondion Vacuum Tubes.

NAME

STATION

ADDRESS

CITY

STATE

GRAYBAR ELECTRIC COMPANY, Graybar Building, New York, N.Y.

BROADCASTING • Broadcast Advertising

March 16, 1942 • Page 23
‘Don’t Let Brands Default’—Francisco

Warns Against Blackout Of Advertising for Duration

USE OF RADIO in Latin America by United States advertisers, particularly the sponsors of new broadcasts on local stations, is “one of the most valuable of all contributions to better understanding between the United States and the other American republics,” Don Francisco, director of the radio division, Office of the Coordinator of Inter-American Affairs (Rockefeller Committee), declared last Tuesday.


U. S. Goods Active

Citing a recent survey of American advertising in Latin America, which showed that nearly half the line in newspapers and magazines was devoted to products of United States origin, Mr. Francisco urged continuation or increase of advertising in all Latin American media as a practical means of aiding the war effort and the Good Neighbor policy.

Direct selling is not necessary, he said, but institutional copy, explaining why certain goods are no longer being shipped south from the United States because of war priorities, can in itself be of great value.

“The unique role that radio plays as a vehicle for reaching great mass of the public justifies our increased attention on broadcasting as one of the most potent weapons in our psychological arsenal,” Mr. Rockefeller said. “We are directing our efforts southward—but at the same time we are not overlooking the need for creating a better understanding of the other Americas here in our own country.”

“In reaching out for Latin American radio audiences, we have at our disposal five channels of distribution. We seek to use all of them to the fullest extent.

“Shortwave programs are being broadcast over the nation’s 11 international stations; outstanding radio attractions are being rebroadcast over local stations through the cooperation of the newly formed international networks; programs are being transmitted point-to-point for pickup by local stations; and American advertisers and local American organizations in the other republics are being encouraged to use their local station facilities.

“During the past year shortwave power has been stepped up appreciably. Average station power has been increased from 21 to 52 kw. Shortwave broadcasts directed to Latin America now total 54 hours a day. Fifteen hours a day are devoted to newscasts. The number of news programs sent out to Central and South America has been increased from 30 to 45 a day during the past year.

“Since newspapers in Latin America do not carry shortwave program listings, we publish program schedules and mail them weekly to set owners. In short, everything possible is being done to improve our shortwave broadcasting facilities and to increase the size of the listening audience. The increasing importance of shortwave radio as an advertising medium is steadily being emphasized.

“It remains our firm conviction, however, that in order to tap the fullest potentialities of radio listening, emphasis must be placed on local stations. We are hitting at this objective with every means at our disposal.

Hearing the President

“The two major inter-American networks—one with 76 affiliates, the other with 122—make available for retransmission through local Latin American stations, programs that originate in the United States. Listeners in the other republics hear broadcasts by famous American personalities. Distinguished visitors address southern audiences with messages that vitalize the Good Neighbor Policy. From Holly wood, the great factories of the superb, lend color and glamour to the well-rounded radio fare.

“When the President addressed the nation his wordsέre echoed through shortwave networks to the other republics for rebroadcast by local stations. The Feb. 23 report on the war was picked up by 211 stations, a new high for Latin American distribution of an American broadcast.

“Long programs are devoted to two key objectives of the Latin-American project. First, it is imperative that the United States and the other American republics maintain the freedom of thought, freedom of spirit, freedom to know the truth that has been blotted out by the Goebbels war.”

Latin Shortwave Sets Await Action by WPB

NO ACTION has been taken last week by the War Production Board on the allocation of materials for the 800,000 shortwave receivers requested by Nelson Rockefeller, Coordinator of Inter-American Affairs, who desires the receivers to be shipped to South American countries to receive broadcasts directed from this country.

A statement by WPB officials that the matter is being given intensive study but so far is still "up in the air" was added that if materials are allocated for the project the receivers will be of special lightweight design.

Increased support for Rockefeller's idea has been reported from the State Department, inspired by the recent United Nations conferences at Rio de Janeiro. The WPB, State Department, Office of Price Administration, the Rockefeller organization and other governmental agencies are reported to be in attendance at conferences on the Latin-American project.

Chile, Uruguay, Peru and Mexico.

For nearly a year we have been sending transcribed daily news programs to stations in Argentina, Uruguay and Bolivia. We are bringing four prominent Brazilians here this month to start a series of daily programs of news comment. These will be sent to Rio by point-to-point facilities for rebroadcast over their expansive Brazilian network. Similar efforts will be extended elsewhere.

"I come now to what is one of the most valuable of all contributions to better understanding between the United States and the other American republics—the sponsorship of local programs, particularly news or informational broadcasts, by American advertisers. The current roster of American sponsors includes many names which are bywords in the American home—and which have won widespread consumer acceptance throughout the Americas.

Industry Helps

"This high degree of participation in the inter-American program on the part of private industry is especially gratifying because it strikes two key objectives—first, it reflects the commercial interrelationship between the Americas. Second, it provides still another realistic approach to the "know your neighbor" doctrine.

"In the sphere of private enterprise in this vital phase of our war effort, the broad opportunity for still more local sponsors, especially of news radio, indi- cately suggests itself. We have no better weapon with which to defeat our enemies' fantastic lies, than the simple, unvarnished truth.

"And this truth manifests itself most powerfully in the superb, objective news coverage furnished by our great press associations. This news enjoys the confidence of the vast majority of Latin Americans.

"More than 300 leading newspapers throughout the other republics depend on Associated Press, United Press, International News, and Trans-Radio News. In addition, 150 local radio stations are now broadcasting either AP or UP news. The number is growing steadily.

"What better way to spread the gospel of free people than for American businesses to make available to our southern neighbors news that is not Goebbelsized ... truth ... the very essence of the ideals for which we wage war?

"Those of us who have not yet been summoned to the front line of battle find ourselves searching inwardly for an answer to the question: "What more can I do to help win the war?" For expert advertisers, this reply springs forward: Enlist your strength in the psychological corps. Help our neighbors of the other American republics maintain the freedom of thought, freedom of spirit, freedom to know the truth that has been blotted out by the Goebbels war."

"Advertisers assist the war effort when they maintain or, where possible, expand their local newspaper

(Continued on page 28)
At every moment, through cold dawn and blackest night, in every nook and corner, the light that is Radio comes to the people of America.

It comes to the fighting men in the foxholes, to the workers in the assembly lines, to teachers and pupils in quiet classrooms, to rookies in khaki, to the women whose courage sings in sadness. It comes to farmers, riveters, storekeepers, scientists, salesmen, firemen, industrialists, shoemakers.

Wherever it falls, there is light.

In this hour, American Radio is equal to its great responsibility...
Auto Club in Detroit Advertises Despite War

DESPITE conversion to wartime work of the entire automotive industry, the Automobile Club of Michigan has signed with WWJ, Detroit, for broadcasting of all U of Michigan football games next fall, according to an announcement by Richard Harfst, ACM general manager.

The contract will also call for spot announcements following all Detroit Tiger American League games this summer. Ty Tyson, assistant to Paul Williams, will give the play-by-play of the football games.

Mr. Harfst, in announcing the contract, said that the ACM schedule will not be institutional but will be conducted on the basis of "Keep 'Em Going," stressing service and insurance. The ACM, with a membership of 180,000, is one of the largest organizations of its kind.

Francisco

(Continued from page 24)

schedules . . . when they plan their radio promotion in terms of programs that promote Hemisphere good will. Consistent advertising—more sponsors—more news—more Good Neighbor commercials. These are the flesh and blood of our kind of psychological warfare.

Must Maintain Schedules

"I realize full well that the hardships imposed on American exporters make it difficult, if not impossible, for some to maintain their advertising schedules. But there are many American concerns whose plants are geared fully to war production. Their income has not been materially affected. In many cases it has increased. Such companies have an unique opportunity to contribute effectively on the psychological front.

"The figures on American advertising in Latin America, gathered by your association a few weeks ago, emphasize the need for maintaining promotional schedules. An analysis covering 64 of the most important Latin American newspapers and magazines showed that more than 43% of the lineage was devoted to products of United States origin. You drew from these figures a sober conclusion—the loss of revenue represented by the cessation of U.S. advertising would mean the difference between operating at a profit and operating at a loss for many of these friendly publications. The same thing is true of radio stations.

"The implications of such a catastrophe were summed up by one of your members, Walter Bomer, of the Bristol-Myers Co., who declared:

"The worst sufferers would be the newspapers, the magazines, the radio stations—friendly media for the distribution of information to the masses. Since the war they are more than ever dependent on us. Only in the U. S. and Canada can they today buy their supplies of printing papers, foundry metal, type, broadcasting equipment, replacement parts, and other essential supplies. Practically all other sources of these basic needs are closed to them. Here again is illustrated the vital role that U.S. advertising plays in helping to maintain these friendly media."

"Many an advertiser, facing the realities of materials shortages and transportation difficulties, asks: 'Wouldn't we like to keep up advertising. It would keep my name before my customers. But I have no merchandise to sell—what can I say in my copy?'

Building Confidence

"Domestic advertisers have met and solved the same problem. They are talking in terms of conservation. They are dramatizing their service story. They are telling their customers, in the frankest terms why business as usual is out. Thereby they are building confidence in our ability to carry through our war assignment to a successful conclusion. And they are sowing seeds of goodwill for the resumption of normal business when the war ends.

"You can bring no more valuable advertising message to your Latin American customers than to explain why shortages exist. Our neighbors must be told that here in the United States we, too, are facing the same problems. They must understand that dislocations are due not to any lessening of effort on our part, or to an inability to cope with the emergency, but to our determination to subjugate everything else to the main job of turning out the materials that will spell victory.

"These emergency copy themes can be as potent in your export advertising as in your domestic. They bring understanding. They play a vital role in bolstering civilian morale. They strengthen confidence in the future.

"In discussing the inter-American program in terms of your own advertising efforts, I speak to you not as a theorist or as one unacquainted with the elements of merchandising. I know full well the conflict that ensues when either advertising manager or agency presents plans and schedules when merchandise is not available . . . when delivery schedules are shot . . . when packaging difficulties conspire to upset orderly marketing.

"And yet, if we are fighting to insure a future in which competitive enterprise will flourish, in which we can resume our places in the front line of commerce, can we afford to toss goodwill into the discard? Can we allow trademark recognition and brand preference to fall by default? Can we black out advertising for the duration?"
Luke R. Roberts Feted At Testimonial Dinner

LUKE R. ROBERTS, head of the educational department of KOIN and KALE, Portland, Ore., was honored at a testimonial dinner recently in recognition of his appointment as CBS director of education in the Northwest. Gov. Chas. A. Sprague and Mayor Earl Riley attended, both stressing the public service rendered by KOIN-KALE.

Mr. Roberts was complimented on the support he has won among Northwest listeners and for numerous cultural programs he has launched or renovated under the KOIN-KALE banner. Further honor was paid Roberts the following day at the Portland Rotary Club luncheon, when a KOIN-KALE put on a "let's tell you about radio" program.

Among those attending the Roberts testimonial dinner were: Mrs. Frederic Young and Mrs. Carl Taylor, Portland Radio Council; Rex Putnam, State Superintendent of Public Instruction; Henry Gunn, Assistant Superintendent of Schools; Alfred Powers, Oregon Extension Division; Nell Ungar, Portland Public Library; Robert T. Davis, Portland Art Museum; G. Bernard Noble, Reed College, Mrs. Zelta Rodenwald, KOAC; Mary Gilmore, KBPS; Arden Pangborn, manager, KGW-KEX; C. S. Jackson and Dean Collins, Portland Journal; Harry Buckendahl, Arthur Kirkham, Ted Cooke, Johnny Carpenter and Marc Bowman, KOIN.

Paramount Time

PARAMOUNT PICTURES Inc., Hollywood, in addition to an intensive spot campaign, has arranged for two transcontinental network broadcasts on successive Friday nights to plug the film, "The Fleet's In!" Jimmy Dorsey and orchestra on March 20 will be heard on 92 Blue Network stations, Friday, 10:15-10:30 p.m. (EWT), playing tunes from the film in which they are featured. Dorothy Lamour and other players will do scenes and songs from the film on March 27 over 75 MBS stations, Friday, 9:45-10 p.m. (EWT). Latter program will also include eight songs written by Johnnie Mercer and the late Victor Schertzinger for the musical. Agency is Buchanan & Co., New York.

A BOOKLET titled Music in the National Effort, containing data of aid to programmers, has been issued by the War Dept. in Washington and may be procured from its Public Relations Branch.

Loyal Listeners buy 30,000 Extra Shares of Freedom!

* 30,000 folks in WOW-LAND are buying an EXTRA Defense Bond as the direct result of WOW's Red, White & Blue Revue already presented to capacity audiences in Fremont, Beatrice, Columbus and Hastings, Nebraska, and later to be seen in at least six other WOW-LAND cities. 40 WOW personalities are in the cast.

To see this inspiring Revue each listener must buy 50 cents' worth of defense stamps in a new stamp album. A showing of hands at one performance revealed that more than half the audience had bought their first defense stamps in order to see the Revue.

WOW is doing everything any radio station can in the interests of National Defense. The Red, White and Blue Revue, of which the Woodmen of the World Life Insurance Society pays the production costs, is something EXTRA—and it serves a double purpose. Uncle Sam gets all the money. WOW and its clients profit by greatly enhanced listener loyalty.

WOW-LAND includes the western third of Iowa; two-thirds of Nebraska; and big income sections of Kansas and South Dakota.
Walter McCreery

Walter McCreery is a commercial salesman, adept as bookkeeper, and interested in advertising, bookkeeping, and commercial law. He became interested in the oil industry and went to Bridgeport, Texas, in 1921, where an opportunity boom was under way. Engaged in building refineries, market research, and sales, the youth returned to Los Angeles long enough to marry, on Christmas Eve, his high school sweetheart, Edna Gane. Immediately afterwards he took his bride back to Texas. They have a 15-year-old daughter, Elizabeth Ann.

Los Angeles again became his home in 1925. He worked as manager of a radio supply store. Through contacts gained there, he became associated with the sales department of KMTR, Hollywood. Shortly afterwards he went to KGAM as manager, remaining there for 1½ years.

Then he joined KNRC. When that station's call letters were changed to KTM (now KFAC), through shift in ownership, he continued as commercial manager until 1930. Walter spent the next year as commercial manager for the dual management of KTM and WOFG.

WOV 1280 Club Holds Defense Stamp Festival

To celebrate the first anniversary of the 1280 Club, popular record program on WOV, New York, Alan Courtney, the show's manager, was host last Wednesday night at a U. S. Defense Stamp Party in Meeco Temple, New York. The estimated attendance of some 12,000 persons, including American, British, Canadian and Australian soldiers, sailors, 100 models, and well-known radio talent, listened to the regular Courtney broadcast, 6-9 p.m., while the entire evening until midnight was broadcast on WOV.

Leading orchestras and singers entertained at the party, admission to which was the purchase of defense stamps of any price.

On WOV for just a year, the 1280 Club has ten sponsors, including Aronson-Caplin Co. (underwear); Chas. Gulden Inc. (mustard); Bridges' Apparel Shop; National Schools, Fels-Naptha; Paramount Pictures; Bulova Watch; National Shoe Stores; Barney's Clothes; Dioxysen Face Cream.

Priorities (Continued from page 22)

It is reported that companies are holding substantial inventories of automobile radios on their shelves. Also, adding to the expense of conversion is the addition of new equipment and inventory, war radio equipment being of different construction than civilian sets.

In the labor picture, WPB previously has pointed out that since most of the larger manufacturers are already converted to war production there will be no serious labor problem. However, it was admitted difficulties may arise with change-over by small manufacturers since it is more difficult for them to make a quick conversion with the result that they cannot immediately obtain war work. Careful consideration of these problems was promised by the WPB who stated that everything possible would be done to avoid extreme hardships being placed on the smaller manufacturers (Broadcasting, Feb. 23).

KMIG (now KRKD). Next few years found him as commercial manager of KMFC, Beverly Hills, Cal., and again in the same capacity at KTM.

After two years of operating his own agency, he joined Allied Adv. Agencies as office manager. When the firm was incorporated in 1933, he was made vice-president. His association with Allied Adv. Agencies and its owner, Fehr Gardner, has progressed to a point where offices are now located in Los Angeles, San Francisco and San Diego.

Walter spends much of his leisure time working on an elaborate model railroad he has constructed. Hunting and fishing are recreations, too.
NAB 4th District
(Continued from page 20)

Haveverin outlined means by which stations can identify actual copyright owners of compositions, notably those originally copyrighted abroad.

Resolutions Adopted

At the closed membership meeting concluding the all-day session, the membership adopted the series of resolutions. That commending Mr. Kennedy for his stewardship as district director follows:

WHEREAS, John Kennedy has served with distinction and diligece for the past four years as a member of the Board of Directors of the NAB, representing the 4th district, and whereas, Mr. Kennedy has today advised the membership that his war service activities make it impossible for him to serve another term as director of the NAB.

Therefore, be it resolved that the 4th district membership of NAB in convention assembled at Rensselaer, March 7, 1942, go on record as expressing its appreciation to Mr. Kennedy for his loyal service to the broadcasting industry of this district and the industry as a whole.

Attending the meeting were:

Burt Adams, NBC; Edward A. Allen, WJLA; Philip F. Allen, WJ/LA; Campbell Anderson, WJ/LA; Edward F. Bishop, WDBJ; Walter Brown, WBPA-WORD; Leonard D. Callahan, SESAC; Howard L. Cernovsky, WCHS; C. C. J. Currier, SESAC; John E. Doherty, WRC; Edward E. Edson, WDBJ; Harold Guss, WJS/J and W4M; Horace Fitzpatrick, WLSL; Fred Fletcher, WRL; Carl Haverlin, EMI; James L. Haverlin; Walter Hofstetter, WIP; Fred Johnstone, WBLS; Ray Jordan, WDBJ; A. E. Johnson; WLL; O. J. Kocher, WMMN; John A. Kennedy, WCHS; F. D. Keeler, WDBJ; Frank E. Koocher, WLSL; C. T. Lang, WRVA; John E. May, Associated Music Publishers; Sesley Miller, NAB; John H. Moore, WRVA; John W. Neve, WTV; Paul Reynolds, WDBJ; J. Harold Ryan, Office of Censorship; Richard Shafter, WJJS; John Shepard, M. Yankee Network; Alex Sherwood, Standard Radio; George W. Smith, WWVA; Joe L. Smith, Jr., WLE/WEVK; Roy Taishoff, BROADCASTING Magazine; Eddie Vann, WLOG; Jack Weld, WRB; Jesse Williams, WJSY; W. A. Wilson, WTP; Jerry Winter, WDBB.

AMERICAN Federation of Radio Artists has negotiated contracts with KFAB, Pasadena, and KROW, Oakland, covering staff announcers at each station, the union reported last week.

WE'VE GOT SOMETHING TO SHOUT ABOUT!

WINCHARGER
VERTICAL RADIATOR

And we can back up our shouting. Over 45% of the stations granted licenses in 1941 chose Wincharger Vertical Radiator.

Here are the reasons:

- LOW INITIAL COST
- STRONG EFFICIENT COVERAGE
- ATTRACTIVE APPEARANCE
- LOWER MAINTENANCE COST
- DESIGNED FOR 100 MILE WINDS

Experienced contractors are available for complete erection service, including lighting equipment, anchors, base and ground systems.

WINCHARGER CORPORATION
SIoux FALLS, IOWA

Write Today for Complete Details
A new method of controlling crystal temperature, which far surpasses older methods in the frequency stability obtained, is utilized in the hermetically sealed G-31 Thermocell crystal unit. Provision is made for switching to a spare during operation.

An automatic recloser circuit makes the interruption of service caused by momentary overloads (removed by overcurrent relays) almost imperceptible to the listener.

Telechron motor time-delay relays protect the rectifier tubes against premature application of plate voltage.

Vertical-chassis construction makes every tube and soldered joint completely accessible. There is no need of removing entire units from the transmitter for detailed inspection.

Safety to operating personnel is assured by interlocks and high-voltage grounding switches on the main-access doors.

Details, yes, but important. Extras like these, standard for all G-E FM transmitters, contribute substantially in assuring you unusually excellent performance. For long dependable operation at low cost make your FM installation completely General Electric.
...and here are
THREE TUBES FOR HIGH EFFICIENCY
at the U.H.F.'s

Hardly a handful, but the GL-8002R's output is 1800 watts up to 100 mc

Zenith's FM station W51C packs a 50-kw wallop with a pair of GL-880's

Twenty kilowatts of FM from these GL-889's at W47NV

EXCELLENT stability,” “Easy to drive,” “Easy to neutralize,” “No cooling problems,” —that's what users are saying about these three tubes. Although built by General Electric primarily to speed the conquest of the ultra-highs, the GL-8002R, GL-889 (also available with radiator for forced-air cooling) and GL-880 provide superior performance for all present-day broadcasting.

Have you investigated our complete line of transmitting tubes for standard broadcasting, FM, television, and international service? Bulletin GEA-3315C will bring you the story. Get a copy from your nearby representative or dealer. Ask also for information about any of the FM equipment listed below. General Electric Company, Schenectady, N. Y.

*Operated by the National Life and Accident Insurance Co., Nashville, Tenn.
15- & 2% Stew

WITH UNRELENTING vigor, the American Assn. of Advertising Agencies is pressing its crusade for recognition of the 2% cash discount by the broadcasting industry. Admitting there may be justification from the agency end for the cash discount, it nevertheless is apparent that the pressure couldn't be more enticing.

If applied horizontally, how much would that cash discount cost? As we figure it, in the neighborhood of $5,500,000! That's about 2% of the industry's net time sales in 1941, which aggregated $176,280,000. But it's even worse than that because the rebate would come off the top, cutting into station net. It might amount to as much as 15 or 20% when figured in ratio to net return.

All this in the face of rapidly increasing costs for both networks and stations, and with corresponding diminishing returns, even assuming that business remains at its present level. Then there's increased taxation and less time to sell because of essential Government war programs.

Radio's overall rate structure wasn't established to absorb the 2% cash discount. According to recent industry surveys, fewer than 29% of the stations now allow it. At this writing, none of the nationwide networks recognize it. There are signs of capitulation, however. Once one network yields, the others may be expected to follow. Then it will spread like wildfire through the stations for obvious competitive reasons.

The cash discount is one of radio's perennials. True, the bulk of newspapers and magazines recognize it, but radio, on an industry-wide basis, never has. The reason for it, according to the AAAA, is to enable the agency to collect from the advertiser and, secondarily, to enable the medium to collect from the agency. No one has suggested that the agency be penalized by, say, 2% (out of its 15% commission) if it doesn't pay for facilities by the 10th of the month. When one sells a commodity or service, he obviously expects to be paid, and shouldn't be given a bonus because he has met that obligation. If the rate structure is out of kilter, then adjustments should be made, upward or downward, in rates and frequency discounts—not in commissions or rebates.

Consider this analogy. The industry fought the ASCAP-copyright battle for a dozen years on principle as well as dollars. It finally licked the flat 5% -of-receipts tribute, and as a result of the campaign the industry, for all of its music requirements, will pay in the neighborhood of 3% of receipts. Hence a 2% saving. ASCAP will get only about $3,600,000 in 1942, as against some $5,100,000 in 1940. All that gain, after more than a decade of bitter battle, would be tossed overboard by yielding to the cash discount demand.

There are many other arguments pro and con over this reimbursable issue. With conditions so uncertain, and with all costs on the upgrade, it should be obvious to client, agency and medium that this is no time to resurrect the controversy. Reopening of rate structures on an industry-wide basis might well result in horizontal rate increases, to absorb increased costs, and commensurate with radio's tremendously accelerated circulation by virtue of war-listening and expanded coverage.

At the moment, the pressure is on the networks to pay the 2%. Affiliates, it seems to us, should let their network headquarters know their pleasure in this matter.

Self-Censorship

PRAISE from the censors is praise indeed, for censorship is one of the most delicate problems of the war. So far, no one word of criticism has yet been uttered by the Office of Censorship against the wartime broadcasters; on the contrary, Byron Price, Director of Censorship, had nothing but good words for both the radio and publishing industries during his appearance on the MBS American Forum of the Air the other night.

Mistakes have been made, of course, but they were relatively slight and they were regarded as so unimportant that they could be corrected by direct contact and without any attendant publicity.

The radio audience's few self-appointed G-men have raised some squawks, particularly with respect to some foreign-language programs—but these, when traced down, as FCC Chairman Fly reported, were found baseless.

Some commentators, airing opinions as distinguished from news, have aroused a certain amount of public and official ire; but there is no disposition to clamp down on opinion and criticism unless it plays fast and loose with information which may give aid and comfort to the enemy.

Exactly two months have passed since the Wartime Code of Practices for Broadcasters was promulgated as a voluntary measure by the Office of Censorship, without a single instance of sabotage. It is up to the industry to maintain the proper restraint. No one has found the Office of Censorship, while sometimes slow because of the burden of work, generally sympathetic and wholly cooperative. Mr. Price, J. Harold Ryan, his radio aide, and John Sorrells, his press aide, consented to the maintenance of free speech, free press and free radio even during these trying days. But they will wield the big stick on instant notice if necessary.

Self-censorship is working so far. It will continue to work if the broadcasters will constantly bear the Code in mind and will always apply the test: "Is this information valuable to the enemy?" When in doubt, ask the censor—even if it means a time lag.
MARGARET ECKER was promoted last week to feature and woman editor of the British United Press according to R. W. Keyserlingk, general manager. Previously she had coordinated the women's and mail service editorial work and had had diversified newspaper experience in British Columbia and Alberta.

BOB ELSON, announcer of WGN, Chicago, has married Jeanne Kuhl in Chicago.

JOHN (Doc) MERNIA, news editor at WJW, Utica, N. Y., is the father of a boy.

TED SPEARS, conductor of the Tri-State Farm & Home Hour on WYWA, Wheeling, is to join the Navy.

EDWARD A. CUSHING, former music critic of the Brooklyn Eagle, is now in charge of serious music promotion in the advertising department of Columbia Recording Corp., Bridgeport, Conn., succeeding David Hall.

BILL PENNYELL, formerly narrator of Wettam News and current announcer and program director, has joined CBS as an announcer.

MAX WISENBERG, formerly of New York station, at one time announcer of WOR, New York, has returned to that station as a salesman.

MORRISON WOOD, formerly radio director of the Chicago offices of Critchfield & Co. and Erwin, Wasey & Co., has joined the production staff of WGN, Chicago.

J. R. LAKE, announcer, left KYVO, Tulsa, March 15 to become program director of WCAR, Pontiac, Mich.

KEITH JAMESON, has been promoted to news editor at WKBN, Youngstown.

HARRY CREIGHTON, announcer of WBBF, Rock Island, Ill., married Helen Greale of Chicago last week.

LEF EVERTT, recently with NBC and CBS Washington outlets, has joined WTXX, Washington.

DAVID GAINES, formerly sound effects man of CBS, is a recruit at Jefferson Barracks, Mo.

THELMA HUBBARD, Hollywood writer-producer, has been assigned to the weekly half-hour program, This Our America, sponsored by California State Federation of Labor on 15 Don Lee California stations, plus KFWB (KFOX KROY), Monday, 8-8:30 p.m. (PST). Reid Harper is assistant producer, with True Boardman as studio manager.

BILL SCHWARTZ, KFWB, Hollywood, writer-producer, has been inducted into the Army.

ROSSER FOWLER, (left), new executive-producer of WAIR, Winston-Salem, N. C., to join WBAL, Baltimore.

RUSSEL GARDNER, sports announcer of WCHB, Detroit, Pa., has been promoted to chief announcer.

AL AMUNSSEN, of the continuity staff of KIRO, Seattle, is the father of a baby girl, born Feb. 27.

HERBERT DUBROW, Philadelphia, new to radio, has joined WBAB, Atlantic City, as announcer.

NORMAN OSTBY, formerly of the Blue Network service staff, has been appointed sustaining and commercial traffic supervisor.

RANALD MacDOUGALL, NBC scriptwriter, on March 31 will resign to freelance.

RICH HAYES, local musicians, has been appointed musical director of WKK, St. Louis.

CHARLES ANDERSON, announcer of KOA, Denver, has been inducted into the Army.

DON CLARK, Hollywood producer of the NBC Red Ryder series, sponsored by Langendorf United Bakers, has withdrawn to take a similar assignment on the weekly Al Pearl show, sponsored by Colgate cigarettes. He replaces Bill Gay, Myron Dutton, NBC producer, who has been assigned to the Red Ryder show.

HAL MOON, formerly of KDVL, Salt Lake City, newscaster, has been appointed director of the KLO, Ogden, studio in Salt Lake City.

SAMUEL KAUFMAN, previously with the New York Sun, Herald-Tribune, Radio News and Radio Marketing, London, has joined the press department of NBC.

HARTLEY SATER, announcer of KEX, Portland, is the father of a boy, Richard.

MARSHALL DISKIN, of the CBS television program department, has enlisted in the Army. He reported for active duty March 11.

BOB LOUIS, formerly announcer of WTAQ, Green Bay, Wis., KFAB, Omaha, and WFGA, Atlantic City, is now stationed at Ft. Hancock, N. J., as a staff sergeant.

PAUL THOMAS LANE, formerly chief announcer of WLOF, Orlando, Fla., is now announcer and dramatic director of the Network, replacing Fred Willson, of the sales department, succeeds him.

LEE KIRBY, sports announcer of WBT, Charlotte, has been named regional director of radio sports for the 4th district, with Lee Quitah, director of radio sports for the OCD.

GORDON GRAY, announcer, is to leave WCKY, Cincinnati, next Saturday to join WJCL, Chicago.

BILL HICKMAN, formerly of WLOF, Cincinnati, has joined the announcing staff of WBIQ, Denver, replacing Paul Clarke, resigned.

DONALD HAMILTON, formerly with National City Bank, has been appointed office manager of the program department of WOR, New York, in a newly created position.

MURRAY FORBES, Chicago radio actor married Adrienne Hess, formerly of the Cleveland Playhouse, last week in Chicago.

JOHNNIE NERLETT, formerly sports commentator of WKK, St. Louis, has signed with the James Parks Co., Chicago, as representative for free lance work and is now making a five-minute transcribed narration series, titled Heartbeat Behind the Headlines.

DICK HASBROOK, announcer of WJS, Columbus, for the past two months has won the station's contest for fewest mistakes. Prizes are $10 each month.

WJHL is doing the job
10% increase in local billings
17% increase in regional billings
27% increase in National spot billings

Let WJHL sell the rich Appalachian area for you.

WJHL
Johnson City, Tenn.

SPOT SALES, Inc.
W. Hanes Lancaster
Manager
GEORGE LASKER

When you’re talking about George Lasker, there’s one thing in particular to be remembered beyond his success as a salesman, whether it be real estate or radio time, and as general manager of WORL, Boston. George is the gent who year after year kept at the job of making a kilocycle reading mean something to the general public, who with his "920 Club on WORL—using the station’s 920 kc. frequency as the basis of a sales vehicle—started a programming idea that has spread to other stations all over the country.

George Lasker got his start as a showman early in life. He was born on Christmas Day, 43 years ago, in Newport, R. I. His family later moved to New York, and at the so-called "lender age" launched a moving picture career, working as a child actor at the old Crystal Film Studios. He claims he was not much of an actor, but "fooled the movie bosses for several years". appearing in some of the famed Pearl White thrillers. He carried leading roles in "Hearts and Flowers", "Hubby’s Night Out" and others. Many of his old associates now are well-known Hollywood personalities.

After completing his education in local New York high schools, George embarked on a real estate career as a broker in Woodside, Jackson Heights and Flushing, L. I., in New York. Many a New York radio man has a home in these areas right now. But when George first put out his real estate shingle in this Long Island region, he claims, the section was new and lifeless as a prairie compared with today—"You could shoot a cannon out there without hitting a single house", he says.

However, in a few years he developed the section into a very profitable undertaking, using newspapers as his means of advertising promotion. An enterprising radio salesman in those days once contacted George and broached the idea of using air time for real estate advertising. He got turned down flat, with Mr. Lasker terming radio "just a pastime George thought his 920 Club ideas to work, building local sales up the music way, employing the name band recording theme on a 10-hour basis—qualifying the feature as chief claimant for the title of America’s longest daytime program.

Dignified old Boston took to these big doses of music the hard way. Many a pastime George thought his 920 Club might just pass away quietly. But intensive selling effort, backed by the good fortune of working for an owner who believed in his convictions, finally made the program catch on in a steady rise. Since it has enjoyed phenomenal success, both on the balance sheet and the listener’s log. It is no secret in the trade that WORL is considered one of the best local station operations in the country.

George married Hannah Beckerman, of Chicago, in 1921. They have three children: Yale, who is a student at Northeastern College, but who will be a pilot; Zangwill, 15, and Louis, 12. The Laskers live on a farm near Mayfield. George himself is an ardent baseball fan, knows many a big-leaguer and believes secretly he would have been a ballplayer if his movie career hadn’t sidetracked him way back when.

GEORGE ROMNEY, son-in-law of Donald A. LaFount, former Federal Radio Commissioner and now operating chief of the Detroit性的, has been promoted to general manager of the Automobile Manufacturers Association. Mr. Romney had been Detroit manager of the association for several years and recently became vice-president and managing director of the Automotive Council for War Production. He succeeds Pyke Johnson, who resigned to become president of the Automotive Safety Foundation.

HAL BURNETT, formerly head of the New York advertising division in Chicago, and prior to that with CBS and the Wm. Wrigel, Jr. Co., has joined Advertisers Age as managing editor in the New York office. Mr. Burnett left the Ray-Don- son, on leave of absence to serve as public relations director of the Radio Division of the Office of Inter-American Affairs.

FRANK B. WARREN, of the common carrier division of the FCC law department, has been named assistant general solicitor of the National Assn. of Railroad & Utilities Commissioners. He left the FCC March 15 for his new post.

JOHN E. FEITZER, president and general manager of KZOO, Kalamazoo, is spending several weeks in Washington, D.C., contriving from a recent illness.

JAMES R. ROCK, general manager of KDRA, Pittsburgh, is the father of a new-born girl, born March 3.

JOHN HOGAN, salesman, has resigned at WMAZ, Macon, Ga. to transfer to WXMW, same city, with Georgia station owners.

WILLIAM MCGREGOR PARKER, of the local sales staff of WBT, Charlotte, has been named to the newly-created post of manager of merchandising.

FRANK HART, formerly promotion manager of the Hartford (Conn.) Register, has joined the local sales staff of KFRO, Longview, Tex.

RALPH G. TUCHMAN, formerly of the sales promotion department and recent graduate of the Medill School of Journalism at Northwestern University, has joined the sales staff of Broadcasting in Washington.

HELEN WOOD, former sales manager of WINK, New York, has joined WHX, Utica as sales coordinator, and also as a part-time sales manager of WHX-WNBX, Utica-WINX and WHUX’s New York office.

JULES DIXON, sales promotion manager of WABC, New York, is the father of the March 18th birth of his second daughter, Richard Terrence, who weighed 7 lbs. 9 oz.

Jeffery Heads WKMO

JOHN CARL JEFFERY, veteran radio and agency man since 1924, has been named managing manager of WKMO, Kokomo, Ind. Mr. Jeffery, who started in radio on the West Coast, later headed his own agency for several years and more recently returned to his native Indiana as sales manager of WAOV, Vincennes, then shifting to WKMO.

BROADCASTING • Broadcast Advertising

March 16, 1942 • Page 33
Meet the LADIES

TOM HANLON, Hollywood announcer trai
Gene tray on Lima, of WLW Promotions, which Pi
PETER BEATRICE LASKER replaces Ralph L
BEATRICE HOWARD GORDON has joined KSAN, San Francisco, father of WCAE, J
MAC C. MATHESON, Arizona network traffic manager headquartered at KOV, Phoenix, has resigned to join the Army.

PIERCE GRANT, CBS Hollywood photographer, has enlisted in the Marines.

TOM HUDSON, New York announcer, has succeeded Jim Bannon on the weekly NBC "Red Valley Show.

EDWARD PAUL, Hollywood musical director of the NBC "Red Valley Show", has been hired to score the Edward Small Productions film, "Miss Annie Rooney".

ALEX DREIER, NBC Berlin correspondent, was on the West Coast in early March.

JOHN W. MOORE, Hollywood freelance writer, has joined KJL, that city, as writer-producer-announcer. George Willard, formerly of WGN, Chicago, has joined the announcing staff.

WLY Promotes Lasker

PETER LASKER, sales representative in the Dayton territory for the street car division of WLY, Cincinnati, has been named division manager, according to Robert E. Duville, general sales manager of the broadcasting division, of the Crocker Corp. Lasker replaces Ralph Heaton. Coincident with this announcement, Duville said that the sales office will be moved from Cincinnati to Dayton. The car card division, which operates as a separate unit of WLY Promotions, Inc., holds franchises on all street car advertising in Dayton, Columbus, Lima, Ft. Wayne and Lexington.

TOM HANLON, Hollywood announcer on the CBS "Melody Ranch", has been signed by Risible Syndich to portray himself in the radio sequence of Gene Autry's forthcoming picture "Home in Wyoming". He also portrays himself in the MGM film, "Sunday Punch".

RUTH MERRIAM WELLS

WHEN Ruth Merriam Wells came to WGR, Cleveland, to take charge of home economics, she brought with her an impressive background and flexibility of mind that makes her a stand-out personality in her field. Lending a light touch to her programs as froth to authoritative comment, Ruth has made herself a friendly neighbor and able counsellor to Northern Ohio women.

Ruth's preparation for her post will stand by itself. Graduating from Battle Creek Sanitarium School of Home Economics in 1917 she did graduate work at Wisconsin for two years and spent the next seven years as hospital dietitian. After receiving a B.S. degree at Columbia she went to Chicago as the first Ann Page for the A & F Midwest division. Then came an association with the Chicago "Evening American" for six months, Food Editor and Home Institute Director of the Cleveland "News" for five years and then to WGR where she is the ladies' final word on food and home-making.

Keeping house for husband, Art Spaeht, drama critic of the Cleveland "Pilgrim" and having two huskins does not keep her from attending a lecture daily. There must be a fault somewhere but this was all that could be found: She collects antique ear-rings of which she has 63 pair.

EASY ACES

MR. KEEN
AL PEARCE AND GANG

HERMIT'S CAVE

THE GOOD OLD DAYS

WING

THE DAYTON, O. STATION

HAS THE PROGRAMS!

5,000 Watts Day and Night
NBC Red and the Blue Nets

"UP IN THE AIR ABOUT HOW TO REACH THE RED RIVER VALLEY'S $626,000,000 EFFECTIVE BUYING INCOME? GET IN TOUCH WITH WDAY AT FARGO!"

NBC Correspondent Safe After Fleeing From Java

SIDNEY ALBRIGHT, NBC correspondent in Batavia, Java, has arrived safely in Australia after a hectic flight from the Dutch East Indies capital now held by the Japanese, according to direct word received from him by A. A. Schechter, chief of the NBC news and special events division.

Previously fear had been felt for his safety when no word was received from him for more than a week after his departure from Batavia. Subsequently, however, official word indi-

BROADCASTING • Broadcast Advertising March 16, 1942 • Page 35

FARGO, N.D. 5000 WATTS - NBC AFFILIATED WITH THE FARGO FORUM FREE & PETERS, NAT'L REPRESENTATIVES
INDEX (Ky.)

AINT

THE KEY

TO BIG SALES!

If you're looking for the key to Kentucky's buying power, Index
wont guide you! Except, perhaps, to point out by contrast that the
Louisville Trading Area is the State's only big market. For instance, this
State's only big market. For in the
WAVE reaches every radio home in
the Louisville Area, at a cost
you'd expect to pay for far less
coverage! May we send you all the
facts?

LOUISVILLE'S
WAVE

1000 WATTS . . . 970 K.C. . . . N.B.C. Basic Net

FREE & PETERS, INC.
National Representatives

EARNED:

1. remarks Suzy
2. our Steno, "Is
3. WSAI's weekly pro-
4. -a live-talent production!
5. -Each show especially
designed to most effectually
6. publicize the sponsor and
7. his regular WSAI pro-
8. ADE

"CUSTOM-MADE"

Another plank in WSAI's
great merchandising plat-
form to build sales for you.

WSAI'S SALES AIDS
1. Street car cards
2. Taxicab Covers
3. Bus cards
4. Downtown Win-
dow Displays
5. Display Cards
6. House-organ
7. Newspaper Ads
8. "Meet the Spon-
sor" Broadcast

IT SELLS FASTER IF IT'S
IDENTIFIED
CINCINNATI'S OWN STATION

HS & C TYPE NETWORKS * 5,000 WATTS DAY & NIGHT

Merchandising & Promotion

Cage Books—Ad Verification—War Posters—
Lone Ranger Corps—Shopper Aids

FORTY-FIVE thousand copies
of the Hilliard Gates Basket-
ball Booklet contained an
article written by Gates,
sports writer of WOWO-WGL, Fort
Wayne, and various basketball
items of interest, are being ciru-
lated throughout Indiana. Booklet
was produced by Bongh Adv.
Agency, Fort Wayne, for Peter
Eckrich & Sons, meat packers, and
is designed both to promote Eck-
rich sponsorship of super-regional
and State final high school basket-
ball tournament broadcasts and to
act as the hook by which the com-
pany can determine consumer re-
tion to these broadcasts, inas-
much as the booklet will be men-
tioned on all tourney pickups.

Proof for Sponsor Claims
TO SUPPLY proof of advertising
claims or implications for products
by clients, Erwin, Wasey & Co.,
Chicago, introduces its Technologi-
cal Service Department, one
in July 1939, in a brochure released
last week. According to the relea-
sed, the department, headed by Frank
D. Hartman, Ph.D., is available for
consultation on clinical medicine,
pathology, pharmacology, bacteri-
ology, pathology, engineering, me-
talurgy, production methods and
utilization of by-products as they
relate to products to be marketed.

Glee Club Competition
GLEE CLUB CONTEST conducted
in men's colleges throughout the
country under the direction of Fred
Waring and the staff of his NBC
program Pleasure Time now has
won. This group from 46 States entered.
Contestants are rehearsing their
recorded entries for the prelimi-
ary judging, with the club's sign-up
one song of Waring's choice, one
of its own and a regular college
song.

Winning clubs representing eight
regions of the United States will be
chosen from the transcriptions
brought to New York at the
expense of Lidgett & Myers To-
bacco Co., New York, sponsors of
the program for Chesterfield Cigarettes, for the final competi-
tion in Carnegie Hall in May.
Newell-Emmett Co., New York
handles the contest.

Patriotic Displays
POSTERS on the This is War
series, broadcast each week on
four major networks as well as
regional hookups and independent
stations, have been distributed
by WPTF, Raleigh, N. C., to over a
hundred local radio outlets. Posters
attached mimeographed letter,
Manager Richard Mason urges
merchants to feature the poster as
a patriotic piece.

Theater Exchange
WCAE, Pittsburgh, has arranged
to broadcast news flashes direct from
the station's newscast to the
new Harris Newsreel theater in
Pittsburgh's east end. This is the
second tieup with Harris theaters,
the other going to the downtown
showhouse of the company. Lobby
displays and newspaper space are
being used for promotion.

ERRORS CHECKED
And Boners Are Sent to
Advertisers by WIS-

BEATING checking services to the
punch, WIS. Columbia, is now
working a system of checking
errors on commercial copy made by
announcers and control operators.
Immediately after an error is made
an air mail letter is sent to the com-
pany affected.

G. Richard Shafto, WIS, manager,
started the system and at the same
time offered a prize schedule to
announcers and operators making the
fewest mistakes in a given month.
The desire of agencies and adver-
isers to promptly learn of operat-
ing errors, as evidenced by their
engagement of checking services,
can be wholly and adequately ful-
filled by the station," Mr. Shafto
said. "Errors cannot be eliminated
entirely," he added, "but they can be
reported by the station".

Mistakes included in the contest
rules are mispronunciations, un-
due delay between introductions
and selections, failure to go on
or off time, use of wrong announce-
ment, incorrect scheduling or any
other obvious faults.

Telling the Shoppers How
TO GET shoppers to cooperate in the
tire conservation campaign by
carrying home light-weight pur-
chasers the New York Retail Dry
Goods Assn., comprised 34 de-
partment stores, recently used time
on four stations and space in the
city's newspapers. One-minute
transcription cut by WBS was car-
ried on WHN, WMCA, WOR and
WGBS. Program, which was featured
Irene Beasley singing "Tote Your Own",
written by Norman Nasch of Arnold

WLW Co-op Plan
TWO trade extension departments of
WLW, Cincinnati, are develop-
ing the station's working relations
with retail grocers and druggists
by cooperating in the promotion of
timely sales campaigns and as-
sisting in the planning of varia-
ous merchandising plans. Contact
work with these groups is carried on
in the four surrounding States as
well as with national wholesalers
and retailers by William Oldham,
WLW grocery representative, and
John Randolph, druggist repre-
sentative.

Ranger Defense Club
A VICTORY CORPS was
launched March 11 on the MBS
Lone Ranger program, sponsored
by General Mills, Minneapolis, for
Corn Kil, Monday, Wednesday and
Friday 7:30-8 p.m. Designed to
enlist youth for defense, the needed
war materials and assisting in
air-raid membership is offered for
a three-cent stamp or three
cents in coin. In return the boys
and girls receive membership cards
and lapel buttons.

Free Stamps
STAMP COLLECTORS visiting the
Brooklyn store of the W. T.
Otto Stamp Co., are interviewed
and take part in a stamp quit in
a series on WBYN, New York.
Winners receive packages
of stamps. The programs are
transmitted for five weeks. Walter
Kaner, WWRL publicity director,
handles the program.

Military Data
COLOR PRINTS of insignia used by
the U. S. armed forces and a map
showing the location of training
 camps are contained in a book-
let offered to listeners of 1480
Club, program heard on WBYN,
Brooklyn station.

Inside American Discs
SONGS and stories, opinions and re-
actions of the American people re-
corded on the spot in 1941 by the
sound truck of the Library of Con-
gress Radio Project, are now avail-
able to stations in a series of six re-
corded programs titled Americas
Talk Box.

ASKING CUSTOMERS to try
Ward's Tip Top Bread for a week,
Ward Baking Co., Chicago, is giving
away phonograph records by Charles
W. Bump, singer, on behalf of WGN,
Chicago, sponsored by Ward Baking
Co., New York.

CBS CHICAGO is employing
feminine guides to replace boys
called into the service.

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BROADCASTING • Broadcast Advertising
KIRO to Give Prizes For Best Letters on "If I Had a Station"

GEORGE JENNINGS, vice-chairman of the Radio Awards Committee of KIRO, Seattle, announces establishment of a fund which the station will award in the form of cash prizes to individuals submitting the best completed sentence beginning with the statement: "If I had a radio station one of the things I would do ..." Additional material must be confined to 100 words or less.

The awards are open to members of the School Broadcast Conference, the Institute for Education by Radio, the Asm. for Education by Radio, and all persons interested in educational and public service radio programs.

Members of the staff of KIRO, the executive committee of the School Broadcast Conference, the Evaluation of School Broadcasts staff, and the publications committee of the Asm. for Education by Radio are eligible only for honorable mention citations.

The awards will be announced at the AER luncheon to be held in connection with the 13th Annual Institute for Education by Radio, Columbus, May 3-6.

Entries become the property of KIRO and must be mailed to George Jennings, vice-chairman, KIRO Radio Awards Committee, 228 N. LaSalle St., Chicago. Entries must be postmarked not later than April 10. First prize will be $100; second, $50; next five winners, $50, and honorable mention citations.

Learned Via Air

THE VALUE to the administration in publicizing points of importance through the Presidential "Fireside Chat" method is shown in a test survey released by the Samuel E. Gill organization. The President's listeners were 30% more familiar with seven of the major points covered than were a comparable group who did not hear the speech. The new research technique used by Gill was originally developed to measure advertising effectiveness.

Anti-Hitler Discs

PRELIMINARY audits of Humanity Against Adolf Hitler, a series of transcriptions designed to bring home to the people the realities of war, have been submitted for the approval of the Government by Brinkerhoff Studios Productions. The recordings, underwritten by OFF and OEM, Government agencies, will be offered gratis to stations. The series, consisting of 26 quarter-hour programs, was conceived by E. V. Brinkerhoff. It will be produced at cost, with actors, musicians and technicians working for union minimum wages. Kenneth Pickett, a CBS production liaison man on commercial shows, directs.

RADIO's graphic tale of the Pearl Harbor attack, as broadcast by NBC Dec. 7-8, was presented in transcribed form to Solon J. Buck, U. S. Archivist, by Frank E. Mullen, NBC executive vice-president. Mr. Mullen told Archivist Buck the transcriptions will forever record the story of the attack and the quick response by the American people.

Weaker Sex

A FEMALE radio voice proved more effective than the combined efforts of three male voices in a recent competition at KTR, Columbus, S. C. Three male announcers vied with Faye Alexander, woman announcer, to promote orders for recipe books. Her result was 190 responses contrasted to the total of 158 by the men. Happy with the result, station manager G. Richard Shafto is confident that women could supplant men, if necessary.

Scholl in Canada

SCHOLL MFG. Co., Toronto (Dr. Scholl's Zino-pads), on March 16 started transcribed dramatized spot announcements one to three times weekly on 16 Canadian stations. The account is new to radio and was placed by F. H. Hayhurst Co., Toronto.

V. P.* IN CHARGE OF SALES

FULTON LEWIS, Jr.

*(Volume Producer)

A proved selling feature on more than 59 sponsored stations

AVAILABLE FOR LOCAL SPONSORSHIP

Get busy! Here's the easiest sale you've ever made—actually like "putting money in your pocket"! Fulton Lewis, Jr. is the most widely "tuned in" Washington commentator on the air, heard over 165 Mutual stations from coast to coast 5 times weekly. He can "take charge of sales" for any local sponsor at a talent charge amounting to only your ONE TIME QUARTER-HOUR RATE PER WEEK! Phone, wire, write, at once for full details to—WM. B. DOLPH, WOL, Washington, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.

Affiliated with the MUTUAL BROADCASTING SYSTEM
Dr. (W) SUN Gives You
The BEST of Florida

T
do provide a verbal map and eyewitness account of
the war, WGN, Chicago, has
lined up a "We Were There"
brigade—persons who have first
hand knowledge of the areas in
the news, and who have consented
to appear on short notice on any of
the station's regularly scheduled
newscasts. A reference file of these
accounts on all points of the
world has been compiled by WGN,
which summons them when a spe-
cial news story breaks. The ex-
erts, ex-residents of such places
as Smolensk, Chunking, Bombay,
Sydney, Rangoon, have been re-
cruited from Chicago consulates,
export companies, universities, etc.,
for appearance on the newscasts.

Blind Dates

ENTERTAINMENT appealing
exclusively to men in uniform is
highlighted on the weekly half-
hour "Eye in the Sky," recently
launched on Blue Network
Pacific Coast stations. Will Furneaux, usually as m.c.,
series, emanating from Hollywood,
features feminine guest film stars
and vocalist, with musical accom-
paniment provided by an all-girl
orchestra directed by Eunice Sapi-
ro. Theme song, bearing same
title as the show, was written by
Lew Pollack. Studio audience is
comprised solely of servicemen.
Myron Dutton is producer, with
Hank Weaver as announcer.

Fins For Flashles

TIEING news flashes with a cash
giveaway championship are new
nightly series of WIP, Philadel-
phia. Called Money In The News,
items are restricted solely to good
news war stories, indicating
which items are "bell-ringers"
by ringing a gong. A telephone
number is selected at random from
the city directory and if the list-
er is able to identify the bell-
ringer news item, $5 is given.
Program was devised by Harry Fenge-
baum Agency, Philadelphia, for
Sun-Ray Drug Co, local drug
chain.

Juvenile Book Reviewers

YOUNG offers provide the
theme of a new educational pro-
gram, Kid Critics, heard on KOIN,
Portland each Saturday morning.
Through the cooperation of the
Portland public school system the
children discuss juvenile books.
Conceived by Luke Roberts, head
of the station's educational depart-
ment, in the seventh and eighth grades appear
each week.

Bond Pledge Raftle

ALLOWING listeners to wire their
defense bond pledges, WCAE,
Pittsburgh, has started "Bond
Wants." Bond pledges are shuffled
with one picked to receive a $25
prize. Show is conducted in co-
operation with the William Penn Hotel
and Pittsburgh Defender. Music is supplied by Sammy Wat-
kins and a prominent guest star ap-
pears on each broadcast.

Master Photo Finishers of America, Los Angeles, is spors-
ing a combined news-and-quiz
program on KXN, Hollywood. De-
signed to be educational as well
as entertaining, and featuring Tom
Breneman as quiz-master, fifty-
half-hour program, titled "Photo
Finish," is a game of skill, question-
ning listeners' ability to name im-
portant personalities and places
in the news. Participants use a
Photo Finish "racetrack" card ob-
tained from Chicago consulates, ex-
changed for admission to drugstores. Divided into 15 sec-
tions, each "track" contains the
name of a city, county or person-
ality in the news.

Player marks an X in any sec-
tion that corresponds with the
name of a city, county, or person-
ality which will be described but
not named in the up-to-the-minute
news given during the broadcast.
Prizes are awarded contestants
having the greatest number of cor-
rectly marked names. Where a tie
is involved contest winners are declared
of the best 10 words or less state-
ment written on "Why I Trade With
My Dealer," a weekly prize.

Player marks an X in any sec-
tion that corresponds with the
name of a city, county, or person-
ality which will be described but
not named in the up-to-the-minute
news given during the broadcast.
Prizes are awarded contestants
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rectly marked names. Where a tie
is involved contest winners are declared
of the best 10 words or less state-
ment written on "Why I Trade With
My Dealer," a weekly prize.

Better Half

HOW MUCH husbands and wives
know about each other's respective
interests will show up on "The
Better Half," starting on WOR, New
York, March 22 at 9 p.m. Winners
of test questions on specialized
masculine or feminine matters
will receive cash prizes and a jackpot
"kitty." The program will include
tests to determine the most grace-
ful and the most amusing member of
the household. The idea comes from
Jack Byrne, WOR engineer.

Better Half

The program, titled "My
BSDF, is presented.

Realities

PLAY-MINDED soldiers are pro-
ducing a series called "The Army
In You," each Sunday afternoon on
KSD, St. Louis. Designed to awak-
en civilians to the realities of war,
the program originates in the sta-
tion's studios. Sgt. Don Gallagher,
a former Chicago radio actor,
sewrs as writer and narrator.

Draft Data

ADRESSED to listeners between 20
and 44, "Selective Service," a se-
ries of 13 quarter-hour weekly pro-
grams starting this week, will pre-
sent discussions on selective
service by guest speakers, con-
ducted by Brig.-Gen. Lewis B.
Hersey, Chief of Selective Service.

Pupil Cast

DRAMATIC series built around
the adventures of a little dog in
various national parks is being pre-
pared each week on WTMJ, Mil-
waukee, by Milwaukee public
school children. Music is supplied by the
National Park Service, and a dif-
f erent school furnishes the cast for each program.

Bowler-Announcer

BOWLER-ANNOUNCER was the
dual role of Al Godwin, sports-
caster of WWL, New Orleans, as
he used a breath mike during the
city's recent Southern Handicap
ten pin tournament. In addition to
giving a running account of the
events for Falstaff Brewing Corp.,
Godwin made a try for the prizes.

AP & Reuter's

AN ALL-INCLUSIVE quarter-
hour news roundup with both AP
and Reuter's news on the same
program four times daily has been
drawn on WAF, Chicago, to two
local sponsors. The first ten
minutes of the quarter-hour of AP
news is sponsored by Marks Credit
Clothing, while the latter five-min-
utes of "dispatches from Reuter's"
is sponsored by Loan Corp.

Crime Prevention

THEME of the weekly Tuesday
evening forum on WHAT, Phila-
delphia, presents a lecture by
the Pennsylvania Institute of Criminology un-
der the direction of Dr. W. Niss-
on Brenner, noted criminologist,
"Crime Can Be Prevented." Civic,
penal and church personalities
speak on the panel.

War Gardens

W DAS, Philadelphia, will usher in
the spring season with a farming
program for city dwellers. To be
conducted by Pat Stanton of the
station staff, the program will offer
helpful hints on preparing "war
gardens" for those who plan on
raising vegetables in their back
yards.

Red Cross Questions

FIRST-AID quiz is presented each
week by WACA, Atlanta, which
picks questions on local accidents
and their treatment. Show is in-
tended for Atlantans who are de-
terious of enrolling in the first aid
training drive of the Red Cross but
who are unable due to the death of
instructors.
Ramsdell Forms Agency
SAYRE M. RAMSDELL, since 1920 vice-president in charge of advertising and sales promotion of Allied Radio Mfg. Co., Philadelphia, announced March 11 formation of his own advertising firm, to be known as Sayre M. Ramsdell Associates Inc. Mr. Ramsdell will continue his affiliation with Philco in serving as a member of the board of directors Frank A. Hutchins, of Rochester, vice-president of Hutchins Adv. Co., which has handled the Philco account for the past ten years, will be vice-president of the new agency. Sidney J. Stull, formerly a member of the Philco advertising department, will be secretary in charge of production. Offices have been established at 3701 N. Broad St. Telephone is Radcliffe 1900.

WOR Speaks Library
RELEASE of Words That Shook the World, combining President Roosevelt's War Speech and Winston Churchill's address before the U. S. Congress, by the Recording Division of WOR, New York, marks the beginning of a plan to put into circulation famous radio and historical broadcasts. Tentatively called "The Library of Living History," following a favorable response to the radio broadcast, the Record Division now plans to contact the retail market.

Charles J. Babcock
CHARLES J. BABCOCK, 60, vice-president of BBDO, died March 9 of a heart attack. A native of New York, he entered the industry in 1915 and prior to joining the agency in 1926, he was advertising director of Sayre & Sypher, Washington, D.C.

Robert C. Colwell
ROBERT T. COLWELL of the radio department: Lew A. Greenberg, manager, put the company's public relations in charge of the agency's advertising and account executives. Ash al C. Lenz, and J. L. C. Lenz, Jr., have been appointed radio directors of Wyler & Wyler, Washington, D.C.

Alice L. Lay
ALICE L. LAY has resigned from Crowell-Collier Publishing Co., New York to become director of consumer research for Cecil & Brosnahan, New York.

Wilfried S. King
WILFRED S. KING, radio director of J. M. Colwell, New York, on March 4, was guest speaker at the survey of advertising course sponsored by the Advertising Women of New York.

John Christ
JOHN CHRIST, formerly J. Walter Thompson Co., Hollywood, producer, induced into the Army about eight months ago, now a Navy ensign.

Jack Hurley
JACK HURLEY, New York producer of Reuton & Bowles, has been transferred to Hollywood and assigned to the weekly CBS Junior Miss, sponsored by Procter & Gamble Co. (Ivy Show).

TEICHNER ELECTED TREASURER OF NBC
R. J. TEICHNER, who has been with NBC since its inception, was named treasurer of the company, filling the position last held by Jack Woods, now president of the Blue, at the March 6 meeting of the NBC board. Mr. Teichner has been acting in that capacity since January, when Mr. Woods joined the Blue, and previously was on NBC's financial staff.

Bank Spots
SPOOT CAMPAIGN planned by the New York State Savings Bank, New York, to help individuals do their part "to preserve a sound economy" during the war [BROADCASTING, Feb. 23], started on March 9, according to R. S. Ralston & Ryan, New York, agency in charge. More than 150 spot announcements weekly will be used on 22 New York State Stations, including WOR WNY WHAM WEN WGY WSRY WEN WBMP WATN WKBX.

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INCORPORATING WHK, Cleveland, on its 20th anniversary, nine MBS stations joined in the 50-hour broadcast on March 16, Mutual Goes Calling, a variety show originating from the studios of WCLE, Cleveland, was extended to 45 minutes to include WCLE, Chicago; WIPB, Buffalo; WCE, Philadelphia; GKLW, West Palm Beach; WCGF, Austin; WHR, Kansas City; WRG, Buffalo, Gov. John W. Bracken congratulated the station in its address from Columbus and H. E. P. Carpenter, general manager of WCLE, acknowledged the tribute from Columbus. After the broadcast, returnees were honored at a banquet in the Hotel Cleveland.

WOAI, San Antonio, recently originated a shortwave broadcast at Laredo, Tex., which was feed by line to New York for rebroadcast to South America. Broadcast, held in connection with the Washington's Birthday celebration at Laredo, and Nuevo Laredo, Mexico, was witnessed by Gov. Colle Stevenson, Lieut. Gen. Walter Krueger, Maj. Gen. Richard Donovan, several Mexican generals and governors of border provinces. Monte Kellison, WOAI production manager, and Hoxie Mundine, engineer-producer, were honored by the Hotel Cleveland.

SINCE THE nationwide adoption of War Time El, feeling that Americans should be in- formed with the important news, "War wins," has substituted the word "Victory" for "War." The change was made at the request of Joe DuMond, KBUR manager.

AMERICAN LABOR speaks to Brit- ish listeners in a weekly series broadcast by WMCA, New York, and short- waved by WRUL, Boston. Sidney Hillman, labor director of the WPL, was the first speaker last week. Pro- duced under the auspices of the labor division of the WPL, the series is intended as a symbol of the unity of labor throughout the United States in the war effort. Each week, in addition to prominent speakers, inter- views with war industry workers are featured.

WSB, Atlanta, observing its 70th anniversary March 15, placed that day to a special identification throughout the day as "WSB, The Voice of the South, today's most national, 24-hour year of broadcasting in the public interest."

IN RECOGNITION of distinguished service to the community, San Bernardino, Cal., was recently presented with a certificate of merit by the Argument Club, that city.

FIRST AMERICAN GIRL born in San Antonio, Mrs. Sarah Eager celebrated her 100th birthday recently by leaving her broadcast. Mrs. Eager was interviewed by Leona Bender, Women's Page of the Air editor of WOAI.

WGNN, Chicago, reports a 25% in- crease in billings for January and Feb- ruary over the same months last year. Although the station now has 98% of its total time on the air sold, it is de- veloping one-fourth of its sustaining time to national defense programs. A survey of the station's time, made under the direction of Frank P. Scherer manager, revealed that the 10.1% of the total time—or more than two hours a day—were devoted to defense, not including spot announcements.

AT AN HOUR which best fits the rooster, Jo Andrews rises daily ex- cept Sunday to handle the chatter- chatter choices for WING, Dayton. Six days a week she opens the sta- tion with her Sun Up With Sally Program.

WIS, Columbia, reports a full quota of staff employees cooperating in the all-out war program. Every staff mem- ber makes a war contribution, whether taken out of salary checks and it is reported that more than half of the staff is engaged in defense programs. A survey of the station's time, made under the direction of Frank P. Scherer manager, revealed that the 10.1% of the total time—or more than two hours a day—were devoted to defense, not including spot announcements.

DEFENSE DOLLARS totaling $1,000 in defense stamps in the contribution of WING's defense stamp house in downtown Dayton, O., which was recently operated by Mrs. Robert E. Baker, have been gathered to a tune by Chester L. Hinkle of the station's sales staff.

WEBJ, Boston, originator of Carl Moore's Coffee House Show has just now that show will go over the CBS network each morning, starting March 1. Carl Moore conducts 15 minutes of informal entertainment, ad libbing for the most part, although many times he has featured such entertainers as Jesus Collins, WEBJ songstress; Frank Bellana and orchestra and Jack Lawrence, announcer. Ray Giraud produces.

GKG and KEX, Portland, Ore., have joined in the ticket-pull wear and pay defense savings pins. E. Anthony Brownvue, continuity chief, is in charge of the promotion.

CONTRARY to previous policy, WJZ, New York, is accepting one-minute an- nouncements in specified periods be- tween 9 a.m. and 6 p.m. Monday through Saturday, according to Man- ager John H. McNeely. Transcriptions are permitted. No sponsor may purchase more than one spot in any one program for any one product.

SURVEY of local Army programs, non-news and unclassified, is being conducted by Capt. Edwin Carter, Broadcast Chief of Public Relations, War Dept., and will be soon available for release to NAB members. Capt. Carter's survey will list program titles and brief descriptions of each to assist more skilful in originat- ing Army shows suitable for local sponsorship. Stations carrying such programs are invited to send details to the NAB Department of Broadcast Advertising, the information to be added to Capt. Carter's report.

WMAM, Marietta, Wis., treated listeners to a minute description of Torger Tobol's recent record-breaking jump at Torger Mountain, Ohio. In a program lasting two hours, the station's program manager, Jim Robertson, de- scribed the takeoff and early flight from his vantage point in the judges' stand. Then Chief Engineer Martin Land brought listeners the crack of the record breaker's ski landing on the landing hill, and the immediate news picture came from Ansoner Don Wirth.

SPOTLIGHTING the third annual Youngstown Home Show last week, WKKJ, Youngstown, scheduled 59 hours, with 11 hours and 35 minutes—from the station's booth. Keith Jameson, news editor, handled the show, during which booth exhibitors were interviewed.

WDAS, Philadelphia, is setting aside three-quarter-hour periods weekly for groups discussions of reach- ing the public and who are not engaged in the defense effort. It has been found that many charitable and civic organiza- tions worthy of support are find- ing it difficult to reach the public be- cause of a paucity of time on stations. As a result, WDAS is offering these groups the various programs to tell their stories.

For more information, please visit the original source.
AGENCY

Appointments


GASTERRA: Indianapolis (gasoline & oil), to Hugo Wagenseil & Assoc., Dayton. Radio to be used. Hugo Wagenseil, account executive.


TECHNICAL LABS, New York (Kopal cosmetic for teeth), to Cecil & Presbrey, New York. It is expected that radio will be used, but plans are not yet completed.


DREIHEIDICK BROS. Brewing Co., St. Louis, to Ruthrauff & Ryan, Chicago. Accurate, a heavy use of radio, will purchase out of Chicago and will be serviced by Oscar Zehrer, 8 E. St. Louis Street.


LUCKY AUTO SUPPLY STORES, Southern California chain, to Hillman-Shane-Breier, Los Angeles, using radio.

HECTOR CHEVIGNY, Hollywood (furniture), now completed a new historical novel, The Czar Is for Jesus, to be released through Viking Publishing Co. in early April.

Betts to Dan Miner

WITH EXPANSION of operations, William Betts, for the past two years administrative head of the Ruthrauff & Ryan Detroit office, has been elected a vice-president and account executive of Dan B. Miner Co., Los Angeles agency. Mr. Betts, before his Detroit assignment, was for four years West Coast manager of Ruthrauff & Ryan Inc. Julian Steyskal, formerly in the advertising department of Union Oil Co., Los Angeles, has also joined the Miner agency as copy writer. Annie Garvey, for 2 ½ years on that agency's staff, has been made executive in charge of radio. Mary Kay Cahn, formerly of Brissacher, Davis & Staff, Los Angeles, and Suzanne Raub, have also been added to the radio department.

Murphy Soap to Hubbell

MURPHY-PHONIX C. Co., Cleveland, has appointed the Hubbell Adv. Agency of that city to handle the advertising program for Murphy-Oil Soap. Present plans call for radio and newspaper in selected cities and trade paper and direct advertising. Murphy-Phoenix Co. has augmented its sales force with the sales organization of Aluminum Goods Mfg. Co., Manhattan, Wis., whose regular business has been halted by the war.

THE APRIL edition of Spot Magazine features a three-page layout of the treasure hunt program Do It & Win sponsored by Kruger Brewing Co. on WOR, New York.

WINN, Louisville, Names Jaquier as Vice-President

L. J. JAQUIER, formerly general manager of KITE, Kansas City, has been named vice-president and general manager of WINN, Louisville. In this capacity he will supervise sales, merchandising and programs.

Jaquier entered radio in 1930 as sales manager of WIFW, Hopkinsville, Ky. When WIFW was sold in 1933 and moved to Louisville, he joined WIRE as sales manager. In 1935 he went west to become general manager of KTSA, San Antonio, but rejoined WIRE in 1936 as manager. When WIRE was sold he joined the West Virginia Network.

ASCAP to Appeal

ASCAP will appeal the decision of New York Supreme Court Justice Louis A. Valentini that ASCAP lacks jurisdiction over the issue in the suit of BMI and Edward B. Marks Music Corp. against ASCAP (Broadcasting, March 9). Before the Appellate Division of the State Supreme Court, counsel for the society stated last week, ASCAP’s contention that the matter concerns copyright and is therefore a subject for Federal Courts to decide was overruled by Justice Valente who held that the suit is concerned with contractual rights and so well within the jurisdiction of the State Court.

Fred Allen in Canada

TEXAS Co., New York (Texaco gasoline), on behalf of its Canadian affiliate, McColl Oil Co., Canadian largest furniture store. The Roamer program, has one of the largest audiences in Southern West Virginia and brother Pat’s Shut-in Club, wherein listeners are requested to write to a different shut-in every day, has grown in popularity until several thousand requests are sent out each week. Aside from the goodwill and cheer the program spreads, Woodruff officials claim it sells furniture. They ought to know.

Praise For CBS

REVERSING his opinion, Marcus Rosenbloom of the research division, Office of Price Administration, has written a letter to Paul White, CBS director of news broadcasts, highly commending CBS’ handling of news broadcasts. Mr. Rosenbloom, former editor of Scholastic Magazine, weekly for high school classrooms, had severely criticized news handling by radio. His letter to Mr. White stated: “I’ve concluded that Columbia is doing a superlatively good job of news handling. Your men polyvalently possess a balance, a sense of history, an air of social responsibility and other virtues that are not common jewels in the profession. They are not lacking, either, in the more familiar talents of drama and human interest.”
GARDNER LAUNCHES SPRING CAMPAIGN
GARDNER NURSERY Co., Osage, Ia., started its 11th spring radio campaign the week ending March 5, using 5 and 15-minute programs daily on 147 stations. According to Elmer C. Gardner, manager of Northwest Radio Advertising Co., Seattle, handling the account, approximately 300 stations located throughout the United States will receive time orders by April 1. The current list follows.

KAY KA WA KTKC WDBJ
KFEZ KNFC KQER WRGB
WLSB WBRL KBLD KOY
WJAG KIEM WECM WMC
WWFA WBBQ WAGL KGLO
WHO WGAN WDDD WQAT
WOCF WRBD KVEC KWK
KQW YWRA WTSF WSOO
WHOL WACW WLAI WDBI
WMIN WDI WBEX WHTM
KGGW WMXX KGB KVOP
WGGG KQX KMO WDDC
WVIR KIT KMTF KFYO
KKEA WMEC KSI KTER
WFFA WMBR WLAW

Plough WWKR Series Totals 10½ Hours Week

WWKR, Cincinnati has signed a contract with Plough Inc., Memphis, calling for sponsorship of 10½ hours weekly. Effective April 1, the contract was handled by Ken Church, director of national sales and promotion for the station, through Lake, Spiro, Shurman, Memphis, according to Hulbert Taft Jr., general manager of WWKR.

Promoting St. Joseph Aspirin, Penetro Nose Drops and Pen-o-Rub, WWKR, under Ad Manager Fred E. Frey, signed Plough's contract with WWKR calls for sponsorship of one-half hour of radio time each day, through Saturday's News Reel from 6:45 to 7 a.m., and 7:15 to 7:30 a.m.; 15 minutes of Mike Hinnucit's Dance Band at 8:15 a.m., six days weekly; 1 to 1:15 p.m. newscast, Monday through Saturday; baseball scores immediately following the daily baseball broadcast at approximately 6 p.m.; and 15-minute news bulletin, 4 a.m., Monday through Saturday. Sunday's schedule calls for 15-minute news at 9 a.m. and two additional half-hour musical shows at times to be specified later.

Concurrently, Mr. Taft announced the renewal effective April 1 of the two-hour recorded Cornhuskers Jamboree sponsored by Cornhuskers, Round Trade Products. Announcers Monday through Saturday. Agency is Benson & Dall, Chicago.

ENLISTMENT OF 300 men was a direct result of H. V. Keltenbach's two-minute description of the Maritime Service broadcast at St. Petersburg, Fla., on his regular NBC newscast, under the Maritime Commission, Washington, D.C. NBC commentator, visited the station recently.

THE BUSINESS OF BROADCASTING
STATION ACCOUNTS

WHO, Des Moines
Liggett & Meyers Tobacco Co., New York, 32 ap weekly, thru Newell-Emnett Co., N. Y.

KFRC, San Francisco
Dr. P. Phillips Conning Co., Orlando, Fla. (grapefruit juice), 2 ap weekly, thru C. Miller Adv., N. Y.

California Spray Chemical Corp., Richmond, Calif. (Fire-Dexta, Antiozone), 24, thru Long Ad, Service, San Francisco.


McKesson-Robins Co., New York (Calox toothpowder), 6, thru John R. McKee, San Francisco.

Musterode Co., New York (Mustermate), 5 ap weekly, thru Erwin, Wasey & Co., N. Y.

Pacific Brewing & Malting Co., San Jose, Calif. (Welland's Beer), 6 ap, thru Breweries-Wek Co., San Francisco.

Acme Breweries, San Francisco, 3 ap weekly, thru Brinsac, Davis & Staff, San Francisco.

Hotel Del Tahoma, Palm Springs, Calif. (hotel), 12 ap weekly, thru Hanson, O'Donnell Adv., Los Angeles.


KFJ, Los Angeles
McKesson & Robbins, Bridgeton, N. J. (Calax tooth powder), 5 ap weekly, thru J. C. Tischell, Inc., N. Y.


WMAL, Washington

Riv-Chimney, Philadelphia, Phila., 45 ap, thru Wm. W. Schley, N. Y.

KOAI, Denver
Lars & Bro. Co., Richmond (Domino cigarettes and Edgeworth tobacco), 4 ap weekly, thru Warwick & Legler, N. Y.

BBC Beam Schedule

BRITISH Broadcasting Corp. announced March 4 the changes in the frequencies used for programs beamed to the United States by GSW at 6.11 mc., previously heard throughout the whole transmission will, carry programs only from 10 (EWT) to the closing of the N.W. American transmission at 12:45 a.m. A new transmitter, GSD, at 11.75 mc., is to replace this beam from 5:15 p.m. (EWT) until 9:45 p.m. GSC, at 9.58 mc., is to continue in the North American Service for the full broadcasting period, 5:15 p.m. (EWT) until 12:45 a.m. (EWT).

WJHL, Johnson City, Tenn.

Krogger Grocery & Baking Co., Cincinnati (Tenderly Beef), 5 ap weekly for 82 weeks, thru Ralph H. Jones Co., Cincinnati.

VQRX, New York


KSRO, Santa Rosa, Calif.
Stevenson Farm Equipment Co., Santa Rosa (farm machines), 6 weekly, thru Sonoma Co., Oakland, Calif. (hardware shop), 7 ap weekly, thru Newell-Emnett Co., N. Y.

WFIL, Philadelphia


Gale Chemical Co., Greensboro, N. C. (Vicks' Vaporub), 15 ap weekly, thru M. M. Korns, Philadelphia.

F. W. Fitch Co., Des Moines (shampoo), 3 ap weekly, thru L. B. Sanders Co., Davenport.

WJJD, Chicago
Ferris Pharmacal Co., Chicago (The Pipe Man), 6 ap weekly, 26 weeks, thru M. M. Korns, Chicago.

Terminal Barber Shops, New York, 28 as M. M. Korns, Philadelphia.

KFBK, Sacramento, Cal.
Dwight Edwards Co., San Francisco (Rub Hill Coffee), 7 ap weekly, thru McCann-Erickson, San Francisco.

Pacific Guano Co., Berkeley, Calif. (fertilizer), 9 ap weekly, thru direct.

Who's Who in Advertising

Dr. P. Phillips Conning Co., Orlando, Fla. (grapefruit juice), 2 ap weekly, thru C. Miller Adv., N. Y.

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I could name a more IMPRESSIVE way to get customers, Buster!"
BROADCASTING March 16, 1942 • Page 43

Radio Advertisers

FITZPATRICK BROS., Chicago (Automatic soap flakes), has started Between Us Girls on WBBM, Chicago. Program is quarter-hour dramas through Saturday odd-hours, broadcast from the Chicago Better Homemaking Institute conducted by Betty Ames, former feature writer of the Chicago Herald American. Company also sponsors Tommy Bartlett’s Meet the Muses quarter-hour interview program six times a week for Kitchen Klenzer. Arthur Meyerhoff & Co., Chicago, is agency.

GERMAIN SEED Co., Los Angeles, new to radio, in a six-week campaign ending in late March, is using twice daily five-minute transcribed announcements seven days a week on KNPC, Beverly Hills, Cal. Firm offers a booklet titled Vegetables Planted in California and a Victory Garden seed packet containing nine varieties of vegetables for $1. If merchandising scheme pulls, radio schedule will be expanded to include other Southern California stations. Agency is Chas. H. Mayce Co., Los Angeles.

WESTERN AIRCRAFT ENGINEERS, Los Angeles (school), in a test campaign is using 48 transcribed announcements per week on KHKD, that city, as well as five spots weekly on KNJH, Hollywood.

SEARS ROEBUCK & Co., Chicago, have started Baseball Scoreboard following each broadcast of Cubs and Sox games in Chicago, on WVJ, Chicago. Agency is Schwimmer & Scott, Chicago.

Pays for News

UPON receipt of a mysterious check for $5, Albert D. Johnson, business manager at KOY, Phoenix, Ariz., checked the files but could find no billing or evidence of radio service. By return mail he queried the sender for an explanation at the dubious address of Dagos Route, Mayer, Arizona. The sender explained in another letter that he was staying at a ranch where he heard KOY’s news program at meal time and believed that was the charge for a year’s service. Manager Johnson thanked the sender and refused to credit the money to the news department.

AMERICAN BREWING Co., New Orleans (Regal beer), is currently sponsoring the weekly quarter-hour transcribed dramatic program, Imperial Leader, on WWI, that city. Based on the story of Winston Churchill, the series is also being sponsored by El Paso Electric Co., El Paso, and KIROD, that city. Transcribed show is being distributed by Howard C. Brown Co., Hollywood, and Kasper-Gordon, Boston.

PEP BOYS of California, Los Angeles (auto accessories), expanding its Southern California campaign, on March 24 starts for 22 weeks sponsoring a four-weekly quarter-hour news cast on KECA, that city. Firm sponsors a six-week hour program, Mac the Mechanic, on KFWB, Hollywood, as well as announcements on KPXM KWK RKYR. Agency is Milton Weinberg Adv. Co., Los Angeles.

NEWS PERIOD by George Putnam on WFAE, New York, 6:15-6:30 p.m., gains sponsorship March 17 of Planters Nut & Chocolate Co., Wilkes-Barre, Pa. (salted peanuts and “Hi Hat” peanut cooking oil), for Tuesday, Thursday and Saturday and for Borden Co. Pioneer Ice Cream Division, New York (Reif’s Ice Cream), the remaining days, on April 20, Pedlar & Ryan, New York, handles the Borden Co.; J. Walter Thompson Co., New York, is Planters agency.


CHURCH & DWIGHT Co., New York (baking soda), has renewed Brush & Smile, thrice-weekly fifteen-minute program on WGN, Chicago, for 52 weeks, and increased to six times weekly. Agency is Brooke, Smith, French & Dorrance, New York.


DREZMA, New York (toiletries), on March 17 resumes twice-weekly quarter-hour programs on WEAH, New York, titled Lessons in Loveliness with Nell Vinick giving talks on beauty and information on how cosmetics are affected by the war. Agency is Blaine-Thompson Co., New York.

WINSLOW B. FELIX Co., Los Angeles (Chevrolet service), out of radio for more than six months, in a Southern California campaign, has started using daily spot announcements on KFWB KFAC KNOC. Agency is Schilling Co., Los Angeles, has the account.

In St. Louis

More MUSIC
More NEWS
More SPORTS

Than Any Other Network Station

ST. LOUIS

KW K — MUTUAL

SPOTCASTING BUILDS MORE SALES ...AT LOWER COST!

More money for the HOT SPOTS

Nothing wasted on the DEAD SPOTS

Special attention to the TOUGH SPOTS

JOHN BLAIR & COMPANY

NATIONAL STATION REPRESENTATIVES

CHICAGO • NEW YORK • SAN FRANCISCO • LOS ANGELES • PHILADELPHIA • NEW ORLEANS • SEATTLE • CHICAGO • MINNEAPOLIS • BOSTON • PHILADELPHIA • WASHINGTON • DETROIT • MIAMI • MINNAPOLIS • DALLAS • BOSTON • HOUSTON • LOS ANGELES • SAN FRANCISCO • BOSTON
ALL LOOK HAPPY as Longines-Wittnauer Watch Co., New York, makes final arrangements for launching the World's Most Honored Music series on WJZ, New York, March 16. Registering approval as the contract is signed are (1 to r) John H. McNeill, manager of WJZ; Harrison J. Cowan, director of advertising, Longines-Wittnauer; M. Fred Car- toon, vice-president, Longines-Wittnauer; Robert Gavron, executive WJZ; and Charles Silver, Arthur Rosenberg Co., the agency.

DEPARTMENT of Munnions & Supply, Ottawa, on March 13 started "Pieces of Victory" on 52 Canadian Broadcasting Corp. stations. Fri. 10-10:30 p.m. Agency: Cockfield Brown & Co., Montreal.


ANDY LOTSHAW & Co., Chicago (Corinna and Body Roll), on March 3 starts "Your Date With Don Normans" on 2 MBS stations, Mon. thru Sat. 7:15-7:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

CALIFORNIA PRUNE & Apricot Growers Assn., San Jose, Cal. (Sun- sweet), on March 14 started "Dick Dayton's" newscasts on 5 CBS Pacific Coast stations, adding KIRO April 4, Sat., 5-5:59 p.m. (PWT). Agency: Long Adv. Service, San Francisco.

Network Accounts

All time Eastern Wartime unless indicated

New Business

GENERAL FOODS Corp., New York (Grape Nut cereals), on March 6 starts "We Love Our Men" on 80 CBS stations, Mon. thru Fri. 1:20-2:45 p.m. Agency: Young & Rubicam, N. Y.

HOLSTEIN STATE Co., San Francisco (dairy products), on March 9 started "Dmito Lones" Songs on 3 CBS Pacific stations, Mon. Wed. 3:00-3:15 p.m. Agency: Ruthrauff & Ryan, N. Y.

GOLDEN STATE Co., San Francisco (wine), on March 9 started "Dmito Lones" Songs on 3 CBS Pacific stations, Mon. Wed. 3:00-3:15 p.m. Agency: Ruthrauff & Ryan, N. Y.

GOSPEL BROADCASTING ASSN., Pasadena, Cal. (religion), on March 13 starts "Pilgrim's Rest" on 2 Pacific stations, adding KIRO April 13, Mon.-Fri. 3:00-3:15 p.m. Agency: Washburn & Glazman, N. Y.

PHARMACO, Newark, N. J. (Fenam-200), on March 22-24 for 12 weeks Double or Nothing on 116 MBS stations. Mon.-sat. 8:00-9:00 p.m. Agency: William Esty & Co., N. Y.

GOLDEN STATE Co., San Francisco (wine), on March 9 started "Dmito Lones" Songs on 3 CBS Pacific stations, Mon. Wed. 3:00-3:15 p.m. Agency: Ruthrauff & Ryan, N. Y.

BELL TELEPHONE SYSTEM, New York. on April 6 switches "The Tele- phone Hour" on its 85 NBC stations, Mon. thru Thurs. 9-9:30 p.m. Agency: J. Walter Thompson Co., N. Y.

INTERNATIONAL SALT Co., New York, on April 6 starts for 2 weeks "The Salt is Right" on 20 NBC stations, Sat. 10-10:15 a.m. Agency: J. M. Miller, Jr., N. Y.

GOLDEN STATE Co., San Francisco (wine), on March 9 started "Dmito Lones" Songs on 3 CBS Pacific stations, Mon. Wed. 3:00-3:15 p.m. Agency: Ruthrauff & Ryan, N. Y.

J. B. WILLIAMS Co., Glastonbury, Mass. (shaving cream), on April 6 renews "True Or False" on 68 MBLUE stations, Mon. 8-8:30 p.m. Agency: J. Walter Thompson Co., N. Y.

IRONIZED YEAST Co., Atlanta, Ga., on March 24 renews for 13 weeks "Your Missing Herb" on 74 CBS stations, Tues. 8-8:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

5000 WATTS DAY & NIGHT

IN THE HEART OF A DEFENSE MARKET WHERE PURCHASING POWER IS UP!

ALL OUTLETS ADDED TO BLUE SERIALS

BLACKETT—SAMPLE—HUM- MERT, New York, with renewal April 23 of four on its five weekly Blue network serial programs, will add 44 Blue stations to each program’s line-up, making a total of some 500 stations on each serial, and will shift the time of their broadcast from 3-4 to 11 a.m.-12 noon.

All quarter-hour shows, the programs are Ruben’s Orphans of Divorce, now heard 3 p.m. on 66 stations for R. L. Watkins Co. (Dr. Lyons, each Sunday, Mon.-Sat. and Tuesday, on and on 67 stations for Davis Co. (Bayer—Aspirin), Wednesdays and Thursdays. Amanda of Honeycomb Hill, 3:15 p.m. on 66 stations for Chas. H. Meigs Co. (Baker’s M-O), Monday, Tuesday, Wednesday, and Dr. Lyons toothpowder on Thursday and Friday; John’s Other Wife, 3:30 p.m. on 70 stations for Affiliated Products (Edna Wallace Hopper cosmetics), Saturdays and Sundays. The last two days: Just Plain Bill, 4:15 p.m. Placed direct for stations on Anacin Co. (headache remedy).

Free & Peters Election

FREE & PETERS Inc., station representa- tion group, handling networks for 14 stations, in a one-week free and paid week has raised an J. F. Fee from president of the board. H. Preston Peter, vice-president, was elected president, and Russell Woodard, station manager of the New York office, was elected vice-president. The elec- tion was held over the period of one week to keep in keeping with renewal of several key accounts. The renewal was taken,” Mr. Fee states in recognition of the outstanding services rendered by Mr. Peters and Mr. Woodard to the company.}

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MILES LABS, Elkhart, Ind. (Alka- Seltzer), on March 24 starts for 42 weeks News of the World on 22 NBC stations, Mon. thru Fri. 7:15-7:30 p.m. Agency: Waite Adv. Chicago.

MILES LABS, Elkhart, Ind. (Alka- Seltzer), on March 30 starts for 42 weeks News of the World on 22 NBC stations, Mon. thru Fri. 7:15-7:30 p.m. Agency: Waite Adv. Chicago.

LEVER BROS., Co., Cambridge, Mass. (Lifebuoy soap), on April 1 starts for 12 weeks "Headache Alert Week" on 95 CBS stations, Wed. 8-8:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

PROCTOR & GAMBLE, Cincinnati (Duco), on March 11 starts for 4 weeks NBC Pacific- Red network. Mon.-Thurs. 8-8:30 p.m. (PWT), with transcribed version on 4 NBC Californ- ian stations. Wed., Thurs., Fri. 8:15-8:30 p.m. (PWT). Agency: Waite Adv. Chicago.


HOWARD CLOTHES, New York, on March 22-24 starts for 12 weeks "Building Dramwood on 8 MBS stations, Sun., 6:30-7 p.m. Agency: Redfield-Johnstone, N. Y.
High Court Action Seen by Summer Networks Taking First Steps In Appeal From Decision

A SUPREME court ruling on the validity of the FCC's network-monopoly regulations, now suspended by order of a lower court, may be handed down by June, it was indicated in Washington following preliminary moves by NBC and CBS in their appeals from the lower court's adverse decision.

The appeals were docketed March 9 by the highest tribunal, with oral arguments expected by the last week in April. If that time schedule is met, the court is expected to decide the question of the FCC's jurisdiction over contractual relations of networks and affiliates prior to its summer recess in June.

The appeals were taken after the statutory three-judge court in New York on March 2 granted a stay of the FCC's regulations on pleas of NBC and CBS, pending the Supreme Court appeals. The statutory three-judge court previously had ruled, in a 2-1 decision, that it had no jurisdiction to adjudicate the validity of the monopoly regulations [BROADCASTING, March 2, March 9].

Record to Be Printed

With docketing of the NBC-CBS appeals, which are being resisted by the FCC, and by MBS as intervenor, the record in the proceedings before the lower court will be printed for Supreme Court consideration. Parties have agreed to printing of the complaints and the numerous affidavits filed in the statutory three-judge court proceedings.

Following customary procedure, it is expected the Supreme Court will determine whether it has "probable jurisdiction" in the proceedings. Because of the issues, it was thought that the court at its meeting Saturday (March 14) would decide that it does have "probable jurisdiction".

While it is possible that argument can be heard by the court during the week of April 6, attorneys felt that since briefs must be filed, the hearings more than likely will be set for the week of April 27—the last week during which the court hears arguments prior to its recess. If that schedule is followed, NBC and CBS, as the appellants, would decide whether the FCC has not foreclosed newspaper ownership, but simply is holding in abeyance pending applications until the matter of policy is decided.

Rep. Cox charged that dissension exists on the FCC and that members of the Commission previously had alleged that the Commission was "susceptible to outside pressure". The FCC, he alleged, was "setting up a complete control of all communications".

Rep. Nichols (D-Okl.), in connection with the Watson incident charged that the FCC holds Congress in utter "contempt". Rep. Fish said he viewed it as "absolute defiance of the House". At one time Rep. Cox observed that if men of Watson's leanings were excluded from the FCC, "more than half of its personnel would be affected".

Immediately following Rep. Wigginsworth's allegations of monopoly, Chairman Fly said he was in agreement with both Messrs. Wigginsworth and Cox on such matters and that the Commission's chain-monopoly rules covered that very territory. There are "Court lines" on which the views of the Committee disagree with the Commission", he said.

No Press Policy Yet

When Committee members pounded away at the newspaper-divorcement inquiry, Chairman Fly said that a "number of complaints" had been received on newspaper ownership and that the proceedings were instituted just a year ago. He said the Commission had not reached its final judgment and that it might take one of three courses: (1) No policy action; (2) issuance of regulations; (3) recommendations to Congress that necessary legislative authority be given the Commission.

Allegations by Rep. Cox that the Commission is holding up authorizations even where "a few shares of stock" may be held by a newspaper owner, were denied by Chairman Fly. He said the Commission had in mind only majority ownership and control, but has not even reached a final determination on that. He said he had no doubt whatever about the Commission's jurisdiction in connection with the network-monopoly regulations, but that on the newspaper ownership matter no final conclusion had been reached.

Hearing in Recess

When Chairman Sabath sought to recess the hearings because of the convening of the House, Rep. Cox observed that "we haven't scratched the surface yet".

The hearing was recessed subject to the call of Chairman Sabath, with Mr. Fly to return to the stand. Rep. Cox said he proposed to call other witnesses, however.

Committee members indicated surprise when Chairman Fly appeared at the hearing. The Committee clerk suggested to Chairman Fly that he retire to Mr. Sabath's office until called to testify, but he elected to remain.

"This is our Land"

So say millions from the four corners of the globe who have adopted this glorious U.S.A., as their home. The home of our future generations. This station is proud to be a welcome visitor in these homes, 24 hours of the day, 7 days of the week, 365 days of the year.

5,000,000 PEOPLE CAN'T BE WRONG, THEY WELCOME IN 8 LANGUAGES IN THEIR HOMES DAILY THE CALL LETTERS OF WHOM

1480 Kilocycles, Full Time Operation
29 West 57th St., New York
Telephone Plaza 3-4204
Joseph Lang, Manager

America's Leading Foreign Language Station
Strong U.S. Protest to Mexico
On New Juarez Outlet Is Seen

FORMAL notice from Mexico that a new 150,000-watt station will be licensed to operate in Juarez, on the 800-kc. clear channel, is expected to bring strong protests from both the U. S. Government and corporations in the grounds of violation of the North American Regional Broadcasting Agreement.

Advices received this week indicated that XESK, heretofore operating in Tijuana, has been decided to move to Sonora, where it would serve Mexican rather than American listeners.

Juarez is just across the Rio Grande from El Paso. Several months ago the Mexican Communications Ministry had sent out notices that XESK would be licensed to operate. The same facilities now earmarked for XELO, the State Department, on advice of the FCC, promptly protested.

XESK, which did not begin operation because of the protests, was to have been licensed to General Abelardo Dordiguez, former president of Mexico. XELQ had operated on 1190 kc. in Tijuana, but caused ruinous interference to KEX, Portland. As a result of official protests, the station was decided to operate as a Lower California outlet.

A station at Juarez operating with 150,000 watts on 800 kc., it was pointed out, would cause serious interference to such stations as WFMAA-WBAP, operating on 820 kc. at Dallas-Fort Worth, as well as to other stations on adjacent or neighboring frequencies. Moreover, if engineered, it probably would blanket existing broadcast operations in the El Paso area. Aside from that, licensing of the stations at a border point, in lieu of Sonora, would clearly violate terms of the Havana Treaty.

Nelson's Messages in Five Languages

DONALD NELSON's two broadcast addresses appealing to the populace to bend every effort toward war production, carried March 2 on the Blue Network and March 10 on MBS, have been translated and transmitted in Polish, Yiddish, Italian, Spanish and German. They are available at radio stations, and are available to stations requesting them. Requests for the 15-minute discs, transmitted by Allied Recording Co.'s Washington branch, should be addressed to Bernard Schenckfild, chief of the radio section, Office of Emergency Management, Washington.

The other two speeches by the chief of the War Production Board, scheduled on CBS March 17 and NBC-Red March 23, have been called off for the reason that Mr. Nelson feels that his "pep" messages have already been delivered and that he should now await a propitious time to render a progress report to the nation. This is expected to be ready some time in April when one or more other hook-ups will be arranged.

Meanwhile, the OEM radio division has arranged for a special broadcast by Assistant Secretary of War Robert Patterson over MBS March 12, and another by Under-Secretary of Navy Frank L. Metcalf, to be heard on NBC-Red at 7:15-7:30 p.m. March 21 and Chairman Hankland of the Maritime Commission on CBS 10:45-11 p.m. March 24.

REX DAVIS, chief news commentator, WCYX, Cincinnati, will serve as master of ceremonies at the American Folk Song Festival, conducted annually on Flag Day, June 14, in Boyd County, Ky.

Schutter Starts Spot Candy Drive

Schutter Candy Co., Chicago, has started intensive spot announcement campaign on an expanding schedule of news stations throughout the country, concentrating on the Honey bar and including three other five-cent bars, Old Nick, Golden, and Nut Chew.

Announcements call attention to the current Defense Bond contest explained in the advertisement of the Honey banner, offering 100 prizes monthly in defense bonds and stamps for ten-word entries on why the contest is important.

Schedule of 12 to 28 live and transmitted announcements weekly are placed on nine-week contracts on the following stations: WGN WEEI WMSL KHUB KGW KPKA KOKO KPVD VKAV WLBJ WHOP WMAP KPOO KPYO WAGM WMIN KWMW WQCM KGOK KAVE KGFL WNBI WATN KYOV KSVO KODL KNEL KUNI KVJC KUTA KVAN KHSI. Agency is Rogers & Smith, Chicago.

KMBC Drops Stage Show

TIRE CONSERVATION caused KMBC, Kansas City, to drop the weekly stage show held in connection with the Brush Creek Follies March 14. Arthur B. Church, station president, explained that most of the audience comes from rural areas. Coast-to-coast broadcast of the Brush Creek Follies will continue after CBS each Saturday afternoon. Members of the cast will continue to make personal appearances in Missouri and Kansas towns.

Headley-Reed In S.F.

HEADLEY-REED Co., station representatives in New York, Chicago, Detroit and Atlanta, has opened a branch in San Francisco, under the direction of Harry Mitchell, formerly of Mitchell, Rudden & Redd, Chicago new account representative. The new office is located at 300 Montgomery St.; telephone Yuko 1265.

To Promote the Broadway shows, Playbill O. F. is being distributed; "Priorities of 1942," Blaine-Thompson Co., New York, agency in charge, on March 13 started one-minute announcements six times weekly immediately following the midnight news on WRAF, New York.

Wdrc

CT'S COOLASS

Latest release from Sales Management gives the Connecticut connection family and WDRC an effective buying of $4,763 in Effective Buying Income. No other state even close. Add this result to your other good reasons for using WDRC in Hartford, one of the Bowl Basic CBS for Connecticut.
Pepsodent Testing Collapsible Tubes

PEPSODENT Co., Chicago, sponsors of NBC Bob Hope program for Pepsodent toothpaste, has revealed that it is testing a new collapsible tube made of plastic top and body of peptolamine. The tube, invented by L. A. Bensel, Los Angeles, can be used not only for shaving and dentifrice creams, but also as a container for semi-liquid foodstuffs.

The Pepsodent Co., as exclusive licensee, has a financial interest in the invention but has agreed to make package available to competitors for the tests are successful. The tests will be completed in about two or three months. If it proves practical, it may solve the packaging problem for a number of radio advertisers who use products packaged in collapsible tin tubes, present stocks of which are rapidly diminishing.

Jordan to Tour Country

With NBC Executives

MAX JORDAN, veteran NBC European correspondent and former chief of that network’s Continental office, will accompany NBC executives on their trip around the country for a series of “radio war clinics” to which affiliates have been invited to attend (Broadcast, March 9). Mr. Jordan will give off-the-record talks on European phases of the war during the tour and be headed by William S. Hedges, NBC station relations vice-president.

First meeting will be held at the Waldorf-Astoria, New York, March 16-17; Other meetings scheduled are: Netherland Plaza, Cincinnati, March 18-19; Biltmore Hotel, Atlanta, March 20-21; Baker Hotel, Dallas, March 23-24; Drake Hotel, Chicago, March 26-27; St. Francis Hotel, San Francisco, March 31-April 1.

Phil. Baseball Plans

WIBG, Chicago, will broadcast all home games of the Philadelphia American and National League teams this spring under joint sponsorship of Atlantic Refining Co. and General Mills. Byrum Saam and Taylor Grant will handle play-by-play and commercials respectively. Broadcasts will be fed to other stations of the Atlantic regional baseball network in Pennsylvania, New Jersey and Delaware. N. W. Ayer & Son is the Atlantic agency; Knox Reeves places for General Mills.

Photo Firm Spots

HOLLYWOOD Film Studios, Chicago (enlargements by mail), is sponsoring quarter-hour, five and ten-minute live hillbilly and transcribed popular music programs on an expanding schedule of stations including: WHN WMWA WJR WHB WIND WHB QM KONO WSPD KHUD WCZC XEG XNT. More stations will be added. Agency is Phil Gordon, Chicago.

ART SHERIN, since October 1940 with International News, and formerly junior account executive on the Camay Soap account at Pedlar & Ryan, on March 9 joined the commercial staff of WBAL, Baltimore.

CALL TO ARMS issued to Gene Godt by his local draft board resulted in his capture by the draft office of WHO, Des Moines, for a farewell luncheon party. The WHO assistant news editor, just recently married, was admitted to the sacramental atmosphere of a hen party by (1 to 1): Bertha Winter, Mary Nolan, Dorothy Dobson, Helen Moon, Evelyn Skidmore, Loranna Ellsworth, Lola Hayes, Thelma Pyle, Quinn Kramer and Ruth Burton. The luncheon, incidentally, was held at Louie Siegel’s Home Plate Slide Inn in Des Moines.

Strotz Takes Over KPO

UNDER executive orders issued Friday by Frank E. Mollen, NBC vice-president and general manager, Sidney N. Strotz, vice-president in charge of NBC’s Pacific Division, will be responsible for the management and operation of KPO, San Francisco, NBC outlet in that city. Effective immediately, Mr. Strotz will in charge of all operating matters as well as personnel of KPO, in addition to his duties in charge of West Coast operations for the network, reporting directly to Mr. Mullen.

Fourth District of NAB Plans Meeting April 10

LAST of the pre-convention district meetings of the NAB is scheduled for Friday, April 10, at the Hotel Roosevelt, New York City, by the 2nd district, comprising stations in New York State. Clarence Wheeler, WHEC, Rochester, district director, called the meeting, at which the 2nd district director for another two-year term will be elected. Government agencies have been invited to send representatives to discuss industry problems.

The date of the meeting coincides with the George Foster Peabody radio awards dinners, to be held at the Starlight Roof of the Waldorf Astoria at 7 p.m. All broadcasters have been invited to the awards dinner—second to be held. The Peabody advisory board will meet in New York March 20 to pick the 1941 award winners, to be announced at the April 10 dinner.

Danzig Joins Navy

JERRY DANZIG, publicity director of WOR, New York outlet of MBS, has been granted leave of absence for active duty March 16 as a lieutenant (J.G.), U. S. Naval Reserve, in the radio section of the public relations division of the Third Naval District. Acting director of publicity will be Richard Pack, who joined WOR two years ago to handle commercial publicity and contact magazines.

FLUNDER PLACING

F. H. PFUNDER Co., Minneapolis (stomach tablets), has placed Sunday series of quarter-hour transcribed Melody Lane on WGN, Chicago; KCMO, Kansas City; WIND, Gary; CRLW, Windsor, Ont. Additional stations are under consideration. Agency is Sorenson & Co., Chicago.

SOUTH SUDAN Extends

NEW YORK Supreme Court last Friday granted ASCAP an extension of time for an answer to the BMI-Marks suit, but stipulated that the Society must file its record of appeal from the recent decision of Justice Louis A. Valentine by March 23. Judge Valente had overruled ASCAP’s contention that the case involves copyright and therefore should be heard in the Federal courts (Broadcasting, March 2). Argument on the appeal was set for April 7 [see earlier story on page 41].

Goodman’s Campaign

A. GOODMAN & SONS. New York. Last week started its annual campaign utilizing duty spot announcements in Yiddish on New York’s foreign language stations. WBYN WQMB WWRL and WYNY, and a Sunday half-hour Yiddish program on WEVD, New York. Schedule will run through the Pass-over, ending April 1-3. Agency is Winer Ad Agency, New York.

ROYAL WELCOME TO CHICAGO was given Dewey Long (standing, extreme right) newly appointed manager of Chicago sales office of WLW, Cincinnati. Occasion was a party at the Lincoln Hotel where Long was attended by leading Chicago agency executives. Seated (1 to r) are: John P. Roche, president, Roche, Williams & Cuunyngham; James Withere, research director; June Rollinson, timebuyer, Russel M. Seede Co.; George Duram, timebuyer and account executive W. Kaster & Sons; Standing: Bert Cavanagh, timebuyer, Roche, Williams & Cuunyngham; Harry B. Cohen, account executive, H. W. Kaster & Sons; Robert E. Dunville, general sales manager, Crosby Corp. broadcasting division.

SYNDICATE DISCS IN HEAVY DEMAND

REPORTING “a decided trend among broadcasters for syndicate-recorded programs,” C. Lloyd Eg- ner, vice-president in charge of NBC’s Radio Recording Division, announced last week that since the first of the year recording of such contracts with 41 broadcasters for this type of program and that several new syndicated shows are in the works.

In addition to making many new recordings for use in both national and local spot campaigns in this country, he said, NBC has had a considerable volume of recordings in Spanish for broadcasting on Mexican stations in behalf of American products.

New stations recently subscribing to Thessaurus include WVYK KFPO WSMR KFIY WBKL WRRF CKX CHLT CJCJ.

New Axton Cigarette

AXTON-FISHER Tobacco Co., Louisville, is preparing to market a new “king-size” cigarette called All American. Priced at 15 cents, a package will contain 24 cigarettes. Predict the year packaging has almost been worked out but advertising plans have not yet been completed by the agency, Blackett-Sample-Hummert, Chicago.

Tyler Aids Schmid

JAMES S. TYLER, for two years in the research and promotion department of the Bureau of Advertising, ANPA, on March 16 joins MBS as assistant director of advertising and promotion to Robert A. Schmid, vice-president and director of that department. Mr. Tyler was previously trade news editor of CBS, and prior to that on the editorial staff of Advertising & Selling.

MILESTONE in the life of Amos ‘n’ Andy will be reached March 15, which marks the completion of 14 years of continuing broadcast, with a total of 3,850 broadcasts. The CBS show is sponsored by Campbell Soup Co., Clenden, N. J. Agency is Ward Wheelock Co., Philadelphia.
Pacific Placements
(Continued from page 11)

advertising campaigns. In agreement with Carl Binning, vice-president of N. W. Ayer & Son, that "it is the responsibility of those entrusted with the preparation of advertising during wartime to exercise the necessary foresight and ingenuity to keep advertising in line with current problems", West Coast firms are revamping advertising budgets, giving more generous appropriations to radio.

Unocal Products Inc., Los Angeles (Bif, Clearex), a subsidiary of Union Oil Co., on March 27 starts a 17-week sponsoring News With Jim Doyle, on 33 Don Lee stations, Friday, 6:15-6:30 p.m. (PWT). Firm is also considering a spot announcement campaign to supplement the network program. Agency is Lord & Thomas, Los Angeles.

Dairy, Wines and Oils
Golden State Co., San Francisco (dairy products), in a 13-week campaign which started March 9, is sponsoring News With Jim Doyle on three Don Lee California stations, Monday and Wednesday, 6:15-6:30 p.m. (PWT). Firm, in addition, sponsors Dave Lane, Songs, on three CBS California stations (KNX KQW KROY), Monday, Wednesday and Friday, 3:13:15 p.m. (PST), having also started March 9 for 13 weeks. Ruthven & Ryan Inc., San Francisco, has the account.

Italian Swiss Colony, San Francisco (wines), through Leon Livingston Adv., that city, in a 52-week campaign, which started Feb. 10, is sponsoring a transcribed version of Fulton Lewis jr. on three Don Lee California stations (KJF KPRC KGB), Tuesday and Thursday, 9:30-9:45 p.m. (PWT).

Signal Oil Co., Los Angeles, on March 5 started for 26 weeks, Up to Close, News Commentator, on six NBC Pacific Red stations (KFJ KNX KPQ KQW KROY), Sunday, 3:45-4 p.m. (PWT). Placing through Barton A. Stebbins.

Census
(Continued from page 18)
but this report did not include the projections at that time. Accordingly, it is here with presenting the figures for all of the three States thus far made available.

The housing bulletins for the respective States, which also include other data such as population, household and refrigeration equipment, data on rents, values, etc., may be obtained for 10 cents each from the Government Printing Office, Washington. Ask for Second Series, General Characteristics, but note that only the bulletins for Nevada, New Hampshire and Vermont are available. It will probably take the rest of the year for issuance of data covering the remaining States, which will be issued one by one.

SECOND DEPARTMENT STORE in Philadelphia turned to radio for the sponsorship of a regular series of programs when Strawbridge & Clothier scheduled The Singing Master, audience participation show, on WFIL for a half-hour each week. While Philadelphia department stores have continually used spot campaigns in connection with special sales, Lit Brothers is the only other store using radio on a regular basis. Inaugurating the department store series were (1 to r), Edward Severson, Strawbridge & Clothier advertising manager; Edyfied Lewis, assistant advertising manager; Dr. Clyde Dengler (The Singing Master); Roger W. Chipp, vice-president and general manager of WFIL.

Adr., Los Angeles, the firm also sponsors Signal Carnival on 11 NBC Pacific Red stations, Sunday, 7:30-8 p.m., with transcribed repeat on four California-Nevada stations, 9:30-10 p.m. (PWT).

Par Soup Co., Oakland, Cal., through Long Adv. Service, San Francisco, on March 4 started sponsoring It Happened in the Service, on 13 NBC Pacific Red and Mountain stations, Wednesday, 6:15-6:30 p.m. (PWT). American Chicle Co., Long Island City (chewing gum), on March 18 started Bill Henry's By the Way on 15 NBC Pacific and Mountain stations, Wednesday, Thursday, Friday and Saturday, 5:45-6 p.m. (PWT). Agency is Badger, Browning & Hersey, New York.

General Cigar Co., New York (Van Dyke cigars), on April 5 starts for 52 weeks Public Service Adv. Inc., on six CBS Pacific Coast stations (KNX KQW KROY KQW KOFI KGB), Tuesday and Thursday, 5:15-5:30 p.m. Placement is through Raymond R. Morgan Co., Hollywood. Langendorf United Kakers, San Francisco (chain), through Ruthrauff & Ryan, that city, on Feb. 10 started sponsoring a three-weekly half-hour radio version of the newspaper comic strip Red Ryder, on nine BLUE Pacific stations (KECA KGB KJR KPF KPDF KBK KG KGW KRN OH), Tuesday, Thursday and Saturday, 7:30-8 p.m. (PWT) for 52 weeks.
Call Them ‘RCA’, Weber Proposes
Tells MBS Stations How to Refer to Red and Blue

MEMORANDUM urging all MBS affiliates to "constantly refer" to the Red and Blue networks as "the two networks of RCA," and so to "prevent the false impression that these are two separate networks," was sent recently to all Mutual stations by Fred Weber, MBS general manager.

Memo points out that NBC and the Blue have made "a very strenuous effort to convince the public, advertisers, government officials, etc." that the two are separate organizations and states that "NBC has achieved partial success in confusing this issue."

The Weber memo reads:
"As you know the National Broadcasting Co. and the Blue Network have made a very strenuous effort to convince the public, advertisers, Government officials, etc., that the Blue Network has been separated from the National Broadcasting Co."

"It might be said that NBC has achieved partial success in confusing this issue. To prevent the crystallization of this erroneous opinion of separation, it is essential that everyone connected with Mutual do his utmost to make certain everyone has a clear understanding of the true situation. Therefore, it is recommended that we spread by conversation and other means, the fact that today the Radio Corp. of America owns all of the stock and controls all of the operations of two networks: The NBC Red Network and the RCA Blue Network."

"If you will constantly refer to the two networks owned by the RCA, we will prevent the false impression that these are two separate networks."

Krueger Placing
G. KRUEGER BREWING Co., Newark, in addition to sponsoring the weekly half-hour Go Get It program on WOR, New York, is lining up stations for a summer campaign of spot announcement and quarter-hour news programs six times weekly. Stations already carrying both news and announcements are WKNE, Keene, and WLNH, Laconia, N. H. Announcements only are on WNBC, New Britain, Conn., and WFNC, Fayetteville, N. C. Agency is Compton Adv., New York.

Ritter Heads KYCA
HAROLD RITTER has been named manager of KYCA, Prescott, Ariz., to succeed Mr. Delgado who resigned to join the Office of Inter-American Affairs in Washington, according to an announcement by the station. Mr. Ritter has been a member of the sales staff of KTAR, Phoenix, Ariz. KYCA is a member of the Arizona Broadcasting Co. regional network.

Singing Spot Program Sold as Package Show
NATIONAL syndication of the Kent-Johnson recorded program Say It With Music, which starts March 18 on WJZ, New York's Blue Network outlet, in the 1-7 a.m. period, has been announced by National Concert & Artists Corp., which will handle sales and sales promotion of the show, with Kent and Johnson in charge of production and programming.

To be offered as a package show of any desired length to every commercial station in the country, the program will be available to local sponsors for "singing" spot commercials, created by Alan Kent and Ginger Johnson, well known in that field. Each sponsor will have exclusive right to the show in his area, and will pay a special charge for the singles as well as a recording fee. The only spoken word on the program will be three minutes of news presented on the hour by local news announcers. It is also planned to include singing call letters for each station buying the show.

Paramount on Blue
IN ADDITION to promoting the new picture "The Fleet's In" on 75 MBS stations (BROADCASTING, March 9, 1942), Paramount Pictures will use 91 Blue Network stations for a special program 10:15-10:30 p.m. on March 20. Averey is Buchanan & Co., New York.

Park Acquires Control Of Agency Promoting Farm Co-Op Advertising
INDICATIVE of a move by agricultural cooperatives to use more time on the air was the announcement this week that Roy H. Park, of Raleigh, advertising consultant for more than a score of farm cooperatives in seven States along the Eastern seaboard, had purchased controlling interest in the 20-year-old Agricultural Advertising & Research Service, Ithaca, N. Y.

A pioneer in agricultural cooperative publicity and advertising, Park has long advocated that the nation's 10,000 farm cooperatives—generally considered weak advertisers—use more space and more time on the air.

Park has resigned an 11-year connection as editor and manager of the Carolina Cooperator Publishing Co. and a vice-president and manager of the Mutual Press. On April 1 he will go to Ithaca to take over active management.

Included in the list of accounts of Agricultural Advertising and Research Service is the Cooperative GFL Exchange of Ithaca, N. Y., the nation's largest farm supply cooperative with an annual volume of more than $75,000,000. It is a leader of radio, sponsoring Bert Hughes, the GFL Farm Reporter, over a network of stations in New York, New Jersey and Pennsylvania.

**When You Buy Time—Buy An Audience**

**W TAG**

**AUDIENCE**

64% of the listening audience in the central new england market®

**ALL OTHERS**

36% of the listening audience in the central new england market®

**According to all independent surveys made throughout the entire day. Ask for details.**

**WITH**

**W TAG**

Worcester

NBC Basic Red and Yellow Network

Edward Petry & Company, Inc.,

National Representative

Owned and operated by The Worcester Telegram-Gazette

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Arbitration Sought

AMERICAN Arbitration Assn. has been asked to settle a wage increase dispute between the American Federation of Radio Artists and the management of WOR-WBZA, Boston-Springfield, following failure of union and stations to agree when, as the contract provides, AFRA asked that it be reopened for an increase in wages for staff talent. George W. Coleman, head of the Board of Final Award, was named as the AFRA representative on the three-man AAA panel to judge the dispute. Negotiations between AFRA and NBC and the Blue Network have begun for a renewal of contracts for network sound effects men in New York. Present contract, drawn when the Blue was a part of NBC, expires April 30.

Tube Conditioning Plans Available for Stations

DESIGNED to lengthen the life of transmitting tubes, a new conditioning unit worked out by Bell Labs, Western Electric and WOR, New York, has been made available as a service to the trade through Western Electric, which is distributing without cost a pamphlet titled How to Recondition Vacuum Tubes by Charles W. Singer, WOR transmitter chief.

Station engineers themselves can build the unit, WE states, for less than $100 complete, and stations can get their investment back in tube savings in less than six months. Not only does the unit make possible the lengthening of tube life, but spares may be saved "on the shelfage" no matter how long they are stored. WOR found that after 5,000 hours a 34A tube showed a tendency to become gaseous, yet was recessed for 4,000 more hours of service.

AMERICAN Communications Assn. CIO technicians union, will hold its sixth national convention at the Hotel Astley, Atlanta, the week of April 15. Speakers include James Lawrence Fly, chairman of the FCC and DCB.

BLANKET ORDERS FOR TRANSMITTERS

ACTING on written orders from the FCC, DCB and the Civil Aeronautics Administration, tower lights and marker beacons on transmission towers in the Washington area have been illuminated during the test blackout last Friday.

All stations throughout the country were given confirmation in the form of a blackout procedure with final authority regarding exact time and method of testing with Interceptor Commands and local civilian defense officials.

Tower lights and marker beacons are allowed to be illuminated because of the hazard to friendly aircraft if darkened. This will apply to tower lights for 30 minutes before and after each blackout. In the event of an actual raid the local Intercom Command will issue orders for complete blackouts. In Washington's test blackout, Friday, all building lights, identification signs and ground lights of all stations with the exception of marker beacons and tower lights were extinguished.

Transfer of Employees Causes FCC Difficulty

DISMISSING the possible transfer of certain FCC employees to other agencies of the Government which have been classified or are closely connected with the FCC, Chairman James Lawrence Fly at his press conference last Monday indicated that problems in the employees' respect would be greater than most other agencies affected by President Roosevelt's new Executive transfer order.

Mr. Fly pointed out that the various departments of the FCC are so closely interrelated that any transfer of employees may seriously affect the FCC's workings. It was indicated, however, that if transfers are made they will be cleared as soon as possible. The transfer will affect FCC employees connected with the Bureau of Aeronautics, whose regulatory nature, bringing them under Class 5, the classification farthest removed from wartime functions, made the President's order [Broadcasting, March 9].

Cosman at Navy Dept.

JAMES V. COSMAN, president of WOR, New York, and radio sales manager of Federal Telephone Co., on March 9 reported to the Surgeon General, Navy Dept., Washington, as a temporary contract engineer, pending action on his application for a commission.

He left in the latter part of February on leave of absence for the duration from Federal Telegraph.

Lorillard Officers

HERBERT A. KENT, formerly chairman of sales for P. Lorillard Co., New York, maker of Old Gold cigarettes, has been elected president. Other officers elected are: George H. Hummel, chairman of the board; J. Strotter Freeman, vice-president in charge of manufacturing.

KMOX, St. Louis, and KYW, Philadelphia, have recently signed new contracts with the American Federation of Musicians locals in those cities. In St. Louis, the local union is also negotiating with WSM and WHO, according to AFM national headquarters in New York.
It Happened

TEN YEARS AGO THIS MONTH

From the 1932 files of Broadcasting

THE SAME freedom of speech permitted the press should be extended to broadcasters, Louis G. Caldwell and Arno W. Neubert, counsel for the Trinity Methodist Church South, formerly operator of KGEF, Los Angeles, contend in an appeal filed in the Court of Appeals of the District of Columbia. From the decision of the Federal Radio Commission denying an application for renewal of license, utterances over the station by the Rev. Robert P. Schuler, caused the station's deletion.

THE FUTURE of most regional broadcasting stations may hinge upon the success of the new direction an audience jolted just installed by WFLA-WSUN, Clearwater, Fla., an effort to comply with the court mandate instructing it to reduce its signal in the direction of Milwaukee, where WTMJ also operates on 620 kc. The new antenna, first installed in this country, was designed by Raymond Wilmotte.

HEARINGS on the resolution of Senator Dill (D-Wash.) to equip the Senate Committee on broadcasting, were held before the Senate Rules Committee March 22, with Frank M. Russell for NBC and Harry C. Butcher for CBS testifying that the bill was technically feasible and that the job could be done for about $30,000.

HUG CROSBY on March 1 began a new series of sustaining programs three nights weekly over CBS.
PARTIES FOR DEFENSE WORKERS

Admission by Cigarettes Helps Soldiers and Civilians
Fun for Defense Workers

By RALPH SUMNER SILVER JR.
WPAT, Paterson, N. J.

RADIOS's wartime role will long be remembered for its invaluable service, the recollection of which could fill volumes, but the most important of which are the maintenance and perpetuation of civilian and military morale.

An inspiring example of the new programs born each day in which this spirit has been engendered is the unique defense industry workers' parties sponsored each Sunday afternoon by WPAT, Paterson, N. J. Paterson is ranked as one of the country's busiest defense areas.

Workers' Morale

Bumping into scores of these transplanted defense workers wandering through the streets of Paterson looking for amusement, Steve Ellis, WPAT special events announcer, reasoned that the morale of these men was vitally important to Uncle Sam and someone ought to give this problem a little thought. Which is exactly what Ellis himself did.

First a number of the country's foremost band leaders were contacted and asked to provide their services gratis for parties to be given for defense workers in Paterson. From the start the orchestras, with the sanction of the American Federation of Musicians and the USO and help of countless entertainers eagerly plunged into the spirit of the move. Ellis with the consent of Army officials, obtained the huge 113th Infantry Armory in Paterson for the mammoth series.

All was in readiness, but Ellis had more ideas. Why not simultaneously do something for the men in the service as well as defense workers? The answer was simple—as admission price to the parties each worker was to be asked to give a package of cigarettes.

So, the defense workers' parties were born. The smokes were then turned over to the Army for distribution to the soldiers. Plans are to charge razor blades, soap and other soldier necessities at future parties.

Record Attendances

The idea was a success. Defense workers, showing proper worker identifications, flocked to the inaugural celebration Sunday afternoon Jan. 25, bringing not only one package of cigarettes but in many cases, cartons. Entertainment was furnished by Ina Ray Hutton's Orchestra, the Four King Sisters, Lou Costello, Tony Galento and a number of other canteens.

Since then attendance to the regular Sunday feature has exceeded 8,000 each week. Such popular entertainers as Benay Venuta, Vessie Bakersfield, the Magician, Willie Howard and orchestras of Vincent Lopez, Shep Fields, Vaughn Monroe and Dolly Dawn have been featured already with plans set for scores of others.

The parties are from 2 to 5 p.m. with WPAT broadcasting its pick-up from the Armory between 3 and 4. The station reports sensational audience reaction to the parties. Pleased with the success of its undertaking, WPAT feels that the idea could be employed in many other defense areas. George Felt, of Wright Aeronautical Corp., recently cited the importance of the WPAT parties, stating, "We're all working mighty hard to win this war right now, and it's a pretty important matter to see that defense workers are provided with the right sort of recreation."

BY WALTER HAAE

The current gloomy war picture is causing a definite change-over in the program approach at WDCR, and our shift to the brighter and lighter features has already produced amazing results.

As interested as the public is in news of today, whether good or bad, it wants programs, too, of an "escape" nature. It wants to forget the bad news for a while and hear something which has nothing to do with the war.

So, proceeding on this theory, we have undertaken a quiet change-over in programming methods, and the mail response has been ever-increasing and gratifying.

Topics of the Day

Here's what we've done:

1. A brand-new program idea has been developed designed to replace the censored Main Street, Hartford man-on-the-street interview program. We're calling this new feature, Man-Behind-The-Mike.

Four staff announcers, group around a microphone for a 10-minute period, three times a week, and discuss extemporaneously such topics as "Should women wear slacks in public?" or "Should we live for today only?" or other issues of general appeal. It's light and informal, and frankly experimental, but letters have been pouring in after each program and, very soon, we're going to schedule this feature regularly.

2. We have developed a new program called The Inside Page, written and given by Chief Announcer Ray Barrett, for a 10-minute period each weekday and sponsored during four of the five periods. This feature, based on oddities in the news, stories with twists, keeps away from war topics, and definitely has built up a midday audience.

3. We have taken a highly-valuable period in the early evening schedule, from 6:20 to 6:30 p.m. (EWT), on Tuesdays and Thursdays, and given it to a new program, Heard & Overheard, with Jack Zaiman, newspaperman, as commentator. The program discusses anything from Saroyan to politics, book reviews to gentle kidding of everything in general. Openings and closings are full of joking for the commentator, and the light approach is emphasized.

4. Wherever possible, we are using musical features. The routine items have been eliminated from the schedule. People want to be entertained now as never before, and radio must do the job.

Announcers have been urged to be as informal as possible in their station break announcements, to tighten their script, and on their recorded feature programs at all times. The emphasis is now entirely away from the routine, and on an informal, lifelike atmosphere. We feel we're on the right track because the new policy is producing dividends, besides making for a great deal more pep and enthusiasm among the staff.

KARK

"Arkansas' Preferred Station"

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

The Spot to CENTER Your Advertising

The Dialog of Paterson's

ED ZIMMERMAN


5000 WATTS

920 KC

MEMBER SQA: KARK - KTBS - KWKH - WJDX - WMC

NATIONAL REPRESENTATIVE

EDWARD PETRZ CO.

SMOKES FOR YANKS as Marilyn Duke sits in the middle of several thousand packages of cigarettes at the famed Public Riding School of East Paterson, N.J. Each Sunday afternoon WPAT holds parties for defense workers, charging as admission only one pack of the smokes which in turn are turned over to the soldiers. Behind Miss Duke are Mary Izoria and Jean Koppenol, Wright Aeronautical Corp.

Labor Shortwave Series

Sent to United Nations

TO FORGE a closer link between the workers of America and labor in the countries of the United Nations, Sidney Hillman, labor director of the War Production Board, inaugurated March 11 a series of shortwave labor broadcasts to Great Britain, Australia and the United States which will be continued Wednesdays at 4:15 p.m. (EWT).

He spoke over WRUL, Boston, and was heard by American workers on the special shortwave program by three shipyard workers of the Federal Shipbuilding Co., Kearny, N. J., who were among the first to hear this Weekly Bridge series started by WRUL and WMCA, New York, more than a year ago, built around the plan of having child evacuees talk to their parents in Britain. The labor programs will continue under the same name but will bring to the microphone working men and women from essential American war production plants who will speak to workers overseas. The programs originate at WMCA and will also be carried on other stations in this country. Dwight Cook, production consultant to World Wide Broadcasting Foundation, produces and directs the series.

DUE TO the paper shortage and the necessity for curtailing distribution of releases, the FCC has deleted from Section 1.100 (b) of its rules and regulations the provision covering notice of filing of all applications under Part 1 of Title III of the Act that "such lists shall be mailed to all persons who, in writing, request this service."
Dramatic Commentator Disappearing Rapidly, Combs Tells N. Y. Club

THE "elaborate hippodroming" of radio commentators in former days has pretty much disappeared during the last few months, George H. Combs, commentator of WHN, New York, told the Radio Executives Club at its meeting last Wednesday. "The shows itself is too dramatic to need any artificial dramaticizing," he stated, adding that most commentators today are devoting themselves to arousing the American public to the realities of all-out warfare and to rallying their listeners to do their part in the war effort.

Mr. Combs' brief speech was one serious in the WHN Day program, which included talks by Herbert L. Pettey, station director; Bert Lehbar, sales manager; Clem McCarthy, racing expert; Dick Fishell, sports director; Adrienne Ames, movie critic.

John Hymes, Lord & Thomas, president of the club, announced that more than 40 members have already donated blood to the Red Cross blood bank. This week's meeting will be Awards Day, when the club presents its award to the outstanding program of the year.

Out-of-town visitors at the luncheon included: Charles Cooby, KXOK; William B. Dolph, WOL; Frank Kelly, WBEN; K. K. Hackathorn, WNBK; Mike Layman, WSAZ; J. T. Van Sweringen, Harold Casill, WGNY.

Camel Troup in Panama

FIRST commercially sponsored entertainment for the nation's armed forces serving foreign bases since the outbreak of hostilities is now under way with the arrival of the Camel Caravan's Grand Ole Opry troupe in the Panama Canal Zone. March 10. R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camel cigarettes), sponsor, was also the first to enter the military entertainment field by loaning its facilities exclusively for service men, when it launched its Grand Ole Opry unit last August at a Robertson Forest, Tullahoma, Tenn. Three caravan units are now touring camps, naval stations and naval bases. A complete tour of Caribbean military and naval bases is contemplated for Unit I, the troupe now in Panama. The shows are offered gratis to service men. Agency is William Esty & Co., New York.

Federal Article on British Advertising Supported by Commerce Dept. Bureau

EDITOR, BROADCASTING:

In the very generous space which you gave in your issue of March 2 to our editorial in Domestic Commerce entitled, "Advertising Puts Punch into Britain's War Effort," you make the following statement on page 50: "It was learned upon investigation by broadcasting at the Department of Commerce, that its conclusions were purely the 'personal opinion' of its author.

I do not know from whom you obtained that information, but the giver was either uninformed, misunderstood, or misquoted.

The editorial in question, like a previous one on paid government advertising in Canada, was approved by the proper authority in

Move to Revamp the NAB

(Continued from page 10)

ECONOMY MOVE

The plea for economies in NAB operation first developed last January by John Kennedy, president of WCBS and the West Virginia Network, and 4th district director, proposed at an NAB board meeting that a survey be made of the budget and that it be sharply reduced. As a result of this, a finance committee, headed by J. Harold Ryan, Fort Industry Co. vice-president and assistant director, was created with censorship in charge of radio, was designated.

Other members are Howard Lane, KFBK, Sacramento, and Frank King, WMER, Jacksonville. Mr. Ryan has asked his committee to be in Washington Tuesday and Wednesday [March 17-18] to canvass the work of each department of the NAB, preparatory to the Thursday and Friday board meeting.

The economy move was thoroughly discussed at the executive session of the 4th district meeting at Roanoke. C. T. Lucy, general manager of WRVA, Richmond, in advance of the session on Feb. 14, had circulated the membership stating that he found it difficult to convince himself "we are getting our money's worth from the NAB."

He disclaimed any intention of resigning or assuming the role of agitator for lower dues but said he felt more money was being spent than necessary for a trade association and that with uncertainty "staring us in the face" it be hooved stations to watch their step.

Formation of other trade associations in the industry is succeeding, he said, "because of dissatisfaction with our present setup."

He added he was sure that one of the dissatisfactions was the amount of money NAB receives from his organization and that it is "high time that our board of directors give due consideration to a reduction of our dues and a consequent retrenchment in some lines."

Responding two days later, Mr. Kennedy said that one cannot travel around with broadcasters in these times "without coming to a real realization that there are a great many general and specific complaints about the NAB and the conduct of its business as a trade association designed to represent all of the broadcasting industry."

He added there was no question in his mind that the NAB budget "can, shall, and eventually will have to be cut drastically." There are many functions for which the NAB is spending large sums of money that can be done without during the war effort, he said, adding that he saw no reason why the "very drastic cut in the expenditures of the NAB should not be made."

paying for war feature

Municipalities & Supply Department of the Canadian Government, has been assigned the job of circulating among the Canadian Broadcasting Corp. to acquaint Canadians better with the war work being carried on in factories throughout Canada, on the launch of "Voices of Victory" on a network of 52 Canadian stations as a paid broadcast. The program features weekly visits to important war producing plants, with the first to a Bovin steel plant. Program follows a Government financing campaign and is heard Fridays 10:30-10:50 p.m. Account was placed by Cockfield Brown & Co., Montreal.

Andrew Bell, legal advisor on the Toronto station rights of the Canadian Broadcasting Corp., has been joined to the Censorship Branch of the Canadian Government as assistant broadcast censor under Col. R. P. Lauder, CBC secretary and Canadian radio censor. He headquartered at Ottawa.
Phonograph Record

Producer

sizeable

tance. Today

tamp

ability

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H.

54

LaSalle

the symbol

of

ABC.

Since

tion.

ABC. Since radio's

pioneer days CLARK has

been the symbol for pride of

workmanship and depend-

ability of performance. All

over America electrical

transcriptions bear the

stamp of CLARK experi-

tence. Today nearly every

sizable transcription pro-

ducer is a CLARK client.

How about you?

Dabadie WJBO Manager

ROY DABADIE, commercial man-

ager of WJBO, Baton Rouge, has

been named acting manager of that

station and also of its FM adjunct,

WJSF, following the departure of H.

Vernon Anderson March 1 for

duty in the Navy. Mr. Anderson, who

was given a leave of absence, was

called up as a lieutenant junior

grade and ordered to report for

duty at Crutches Island, Har-

vard, where he will do technical

research. Mrs. Anderson, who has

been secretary of WJBO, takes

charge of the WJBO business

office.

THE NEW CHEN, Peterborough, N.H., went on the air March 16.

TENTH ANNIVERSARY of Clinton Buehman as m. e. of the WCR

Musical Clock was celebrated by the staff of the Buffalo station, who

clustered about for the usual cake-cutting ceremonies and congratula-

tions. Mr. Buehman wielded the knife surrounded by (l to r): John A.

Bacon, sales director; I. R. Lounsberry, executive vice-president; Flo-

rence M. Scott, secretary; Herbert C. Rice, program director.

AMP to Test Fee

On Transcriptions

Kaye Retained to Institute

Action Against Publishers

CONVINCED that mechanical re-

cording fees assessed by most music

publishers are illegal, Associated

Music Publishers Inc., transcription

producers, last week announced re-

tention of Sydney M. Kaye, New

York attorney and executive vice-

president of Broadcast Music Inc., to

handle a test case involving the

whole matter of mechanical record-

ing fees.

AMP, it was learned, believes that
electrical recordings, within the

meaning of Section 1-E of the Copy-

right Act, are "parts of instru-
mients" serving to reproduce

mechanically musical works and

therefore are subject only to a

royalty payment of 2 cents per

mechanical selection.

This fee has been paid for photo-

graph records but in the manufac-
	ure of transcriptions for broad-

cast use, fees ranging up to $10 per

document per year have been

assessed for library recordings, while

for sponsored transcriptions the

additional fee is 25 cents to 50 cents

per selection per performance.

Million a Year

While no precise figures are

available, it is estimated that the

transcription industry is paying to

music publishers well in excess of

$1,000,000 per year in these special

recording fees. This cost, of course,

is absorbed by the broadcasting

industry.

In order to precipitate the litigation, AMP has notified its members that

it is expected to keep records proffering payment only of the 2-

cents per selection specified under

Section 1-E. It is under contract,

however, for the payment of the es-

tablished scales and presumably

will continue to make such pay-

ments in certain instances.

The fees are assessed through


Harry Fox is agent and trustee for

certain publisher - members of

MPPA. In most instances, the pub-

lisher - members of MPPA are

identical with publisher-members of

ASCAP.

Another phase of the litigation is

expected to be the question of

double assessment, since many sta-

tions hold ASCAP public perform-

ance licenses. It has been alleged

that transcription companies have

paid the higher fees to MPPA mem-

bers because of the restraint of

restricting certain numbers for per-

formance. Such restrictions are

outlawed under the Dept. of Justice

consent decrees entered into both

last year by ASCAP and BMI.

On library selections, MPPA, pub-

lishers are paid $10 per selec-

tion per year. This fee has been

raised per year but was reduced

several months ago. An additional

25 cents for a popular tune and

50 cents for a production number is

assessed where the library selection

is used in a sponsored program. On

tailor-made transcriptions, the 25-

50 cents assessment applies.

While no official word has come

from other transcription producers,

it is understood that NBC Thes-

aurus may start independent test

proceedings along similar lines.

Both AMP and NBC heretofore

have indicated that they intended to

extend the $2.50 statutory provi-

sion for the specific purpose of

raising the test issue.

KIRO Revamps Sales

In a reorganization of the sales

division of KIRO, Seattle, Joe F.

Hildibond, formerly vice-president

of Pacific National Adv. Agency,

that city, was recently appointed

sales manager. J. A. "Archie"

Morton, local sales manager,

is now in charge of national

sales. Loren Stone, formerly in

charge of the latter division of

sales, has been appointed assistant

station manager. Hildibond was

assistant executive of KOMO-KJR

Seattle, before his agency affili-

ation.

PALMER, HOYT, publisher of

the Portland Oregonian, operating KGW

Radio, has been elected national presi-

dent of Sigma Delta Chi, journalistic

fraternity. He is a '23 graduate of

Oregon U.
Fate of Newsmen In Java Uncertain

Albright Arrives Safely in Australian Port, However

WITH SEIZURE of Java by Japanese troops last week, CBS and Mutual have received no reports on the safety of their correspondents, station surrogates, or their fellow correspondents in Batavia, capital of the Dutch East Indies, although NBC has heard via cable that Sidney Albright, its reporter in that city, has arrived safely in Australia in a Japanese military flight from Java, details of which cannot be revealed because of military censorship.

In his message to A. A. Schechter, NBC director of news and special events, Albright reported that "he was ready for assignment wherever the fighting spreads."

Dunn Unreported

No word has been received from William J. Dunn, head of the CBS Far Eastern staff, who is understood to have left Java prior to the Japanese invasion, but has not reported his arrival in Australia.

Also missing is Frank Cuhel, Mutual correspondent in Batavia, who had expected to leave the island at the same time as Bill Dunn. Elizabeth Wayne, former MBS reporter in Java, who was supposed to be sent out for this country when Mr. Cuhel took over her duties, has not been heard from either.

None of the networks has heard from its correspondents in Manila, Tokyo, or Shanghai. [BROADCASTING, Feb. 28,] and John Paul Dickson, MBS correspondent in Berlin prior to the war, who was supposed to be sent to this country, is still among the missing. His name appeared, however, in a list of American for- eign correspondents, who remained at their posts in Java, Paris, and Vienna until the outbreak of war last December, and who edited the Bad Nauheim Pudding, only American newspaper now being published in Continental Europe.

Copies of the paper were enroute by Clipper last week to President Roosevelt and the Library of Congress, according to report by United Press, whose Bern bureau discovered the issues.

With Australia looming as the next battlefront of the war in the Pacific, UP last week opened a new and enlarged bureau in Melbourne to serve as a center of operations for its staff in the Far East, including Brydon Taven, Harold Guard, Don Caswell and Francis McCarthy.

Turnbull Joins Jones

HENRY TURNBULL, formerly of Blackett - Sample - Hummert, New York, and at one time with Maxon Inc., New York, has been appointed assistant to Duane Jones, president, to head the firm's service staff.

Six Clear Channel Breakdowns Involved In 19 Applications Pending at the FCC

SIX of the country's Class I-A clear channels are involved in applications pending before the FCC from 19 stations seeking a breakdown of these frequencies.

Under the Commission's present rules Class I-A clear channels are occupied at night by one station with power of 50,000 watts or more with its primary service area, within the limits of the country, free from operational interference from other stations on the same or adjacent frequencies. Class I-B stations may occupy the frequency if ample protection is provided for the signal of the dominant station.

Class I-A clear channels are distinguishable from those clear channels occupied by Class I-B stations which provide protection for one another on the same frequency.

Eight Ask for 640 kc.

Of the 19 applications, eight have asked for 640 kc., currently occupied by KPI, Los Angeles as the dominant station; five for the 650 kc. channel of WBAE, New York; three for the 770 kc. frequency of WCA; New York; each 830, 880, and 1160 kc. On 770 kc., one of the applicants, KOB, Albuquerque, N. M., currently holds a special service authorization to operate on that frequency with 50,000 watts daytime and 25,000 watts night.

Stations applying for assignments on Class I-A clear channels are:

640 kc.

WJHF, Jacksonville, Fla., 50 kw., D. A., unlimited.

WJHH, Harrisburg, Pa., 1 kw., 770 kc. night, unlimited.

WOKO, Anchorage, Alaska, 5 kw., 5,000 watts.


WOR, New York, 50 kw., 500 watts.

WGGR, Los Angeles, 50 kw., 650 kc. night, unlimited.

KGIR, Butte, Mont., 50 kw., unlimited.

KWQH, Omaha, 10 kw., D. A., unlimited.

KINM, Salem, Ore., 25 kw., D. A., unlimited.

KSSB, Fairbanks, Alaska, 5 kw., unlimited.

KJNY, Logan, Utah, 1 kw., unlimited.

770 kc.

KMSG, Kansas City, 50 kw., D. A., unlimited.


KOB, Albuquerque, N. M., 5 kw., unlimited.

830 kc.

WNFC, New York, 1 kw., unlimited.

WBCZ, Chicago, 5 kw., unlimited.

1160 kc.

WJHD, Chicago, 25 kw., D. A., night, unlimited.

KOB, Albuquerque, N. M., unlimited.

DA - directional antenna.

KYYW Music Pact

KYYW, Philadelphia, after being deadlocked with the local musicians' union over a wage increase in the last two months, has accepted a new music contract. Retroactive to January 1, 1941, the contract agreed to a $3 weekly wage increase for the studio musicians, similar to that secured by WCAU. After the new contract, agreed upon on March 6, Clarence Fuhrman continues as head of the music department. While negotiations were being carried on, the union permitted the musicians to remain at the station, but cancelled most of the shows it had been originating for NBC.

AXIS radio stations often try to "jam" news broadcasts of other countries to the world, but the offending station is seldom identified, according to a March 12 report by CBS. Recently a Japanese station interfered with the news broadcast of John Raleigh, Washington correspondent at New York, of the network's The News of the World program.

The offending operator kept up a continuous code signal: "CQ CQ CQ," and then from time to time gave his station signature, JA-2. "CQ" is the normal wireless signal for all butchers but its steady sound belied its true purpose. The operator's identity was overlooked when JA-2, a Tokio station, was attempting to interfere with the Sydney broadcast.

ASCAP Regional Men Taught New Sales Policy

TWO-DAY midwestern conference of ASCAP district supervisors and field men was held in Chicago March 9-10 at the Hamilton Hotel. The meeting, presided over by John G. Paine, ASCAP general manager, was one of five regional meetings held in the past two weeks in San Francisco, Hollywood, New Orleans and New York [BROADCASTING, Feb. 23] to explain to the ASCAP men in the field how to cooperate more closely with stations.

The field men were told how to "sell ASCAP to new subscribers instead of threatening litigation for infringement. Or, as Mr. Paine put it, "ASCAP is changing from a protective to a sales policy." Her- man Greenberg, ASCAP counsel, and Bob Murray, public relations director, participated in the meetings.

Shell to Expand

SHELL OIL Co., New York, which during the late winter has been sponsoring spot announcements on a group of Florida stations, is enlarging the campaign March 16 with six spot announcements weekly on WHN, New York, and five weekly on Here's Morgan and The Answer Man, participating programs on WOR, New York. More stations will be added this spring, but are not yet set. Agency is J. Walter Thompson Co., New York.

New Blue Offices

NEW offices for the Blue Network are now under construction on the third floor of the RCA Building in New York, which the Blue staff plans to occupy by May 1. Total office space covers 35,100 sq. ft., of which 4,000 ft. will be occupied on the second floor for production and sales departments, announcer and night program divisions.

MARK FINLEY, Don Lee Holly- day Co., and Robert M. Lion, public relations director, participated in the meetings.

One of the finest equipped radio stations of Canada

Ask JOE WHEEL
BMI Licenses Given Over 500 Outlets Indicating Solid Support by Industry

PROVING once more that the broadcasting industry is solidly behind its own music organization, BMI reported that as of noon last Thursday, March 12, date the new licenses became effective, signed contracts or wires stating that the contracts were in the mail had been received from 509 stations, representing an overwhelming majority of the industry dollar volume. Furthermore, of this total, 506 stations had elected the blanket license forms, with only three signing up for the per-program arrangement.

Expressing the belief that well over 500 contracts would be in by this Monday morning, Carl Haverlin, BMI vice-president in charge of station relations, said: "Insofar as I have been able to check, after talking with more than 600 broadcasters at the recent series of NAB district meetings, I have every reason to believe that at least 99% of our previous station subscribers will sign the new license."

"In fact, the total list of broadcasters subscribing to BMI should soon be larger than ever before, as we are receiving licenses from stations never before licensed by BMI. These newcomers are saying, in effect, 'We didn't think you could do it, but you've convinced us and we're signing up now for the next eight years.'"

Blanket Preferred

The almost unanimous acceptance of blanket licenses, with less than 1% of the present returns calling for the per-program plan, is said to show clearly that the industry generally is counting on BMI for most of its music. As of the first of the year, an analysis of ASCAP licenses showed a 3-1 ratio for the blanket and per-program licenses, and subsequent reports have revealed a mounting percentage of the latter form of contract, with indications that the final result will be about an even distribution between stations taking blanket and those taking per-program licenses from ASCAP. The average broadcaster is thought to depend on BMI for his backlog of music and will buy only what tunes he needs from the ASCAP repertoiro.

Returns of the BMI licenses were almost equally divided between network and independent stations, was reported, and the returns were also distributed fairly evenly among the 20 BMI revenue categories, indicating again that the BMI support is an industry-wide phenomenon and not a matter of groups or blocks lining up for and against.

The fact that there were still some contracts outstanding on March 12 is no cause for alarm, Mr. Haverlin said, pointing out that the number if licenses signed up to March 1 is the number that this time last year, notwithstanding that the stations are now signing up for eight years in place of the one-year-term of the former BMI licenses. The new contracts with no indications of non-renewals, he said, but are signed merely of absence, illness or procrastination.

SAVED THE MOYLANs

Clements Gets Sponsor for Juvenile Singers

HOW the American businessman is meeting problems resulting from the war priority situation, at least in the radio field, was the high-light March 15 of the National Network program Behind the Mike, which featured Mr. and Mrs. I. W. Clements, executives of the Clements Co., Philadelphia, describing how they sold the Moylan Sisters of Philadelphia, the number one Thrivo dog food announced it would cease sponsorship of the Blue program.

According to Mrs. Clements that Modern Food Process Co. was forced to discontinue the show because of the banning of dog foods, Mr. Clements told how he and his wife wrote several advertisers who might be interested in the show because of its high Crossley rating and proved popularity through mail response to a picture offer.

The program was due to go off the Blue in 19 days, but the day after the letters were mailed, executives of Hecker phoned Mr. Clements that they were interested in the show for its H-O-O oats. Concluding the broadcast, Mr. Clements said: "On Jan. 26, five days after we heard the bad news from Thrivo, Stuart, we signed the contract with our new sponsor ... and the Moylan Sisters kept right on the air without a break."

Red Barber, sportscaster of WOR, New York, is the subject of a biographical article, "The Barber of Beulah," written by Richard Huhler and scheduled for the March 21 Saturday Evening Post.

LEVER BUYS NEXT TO DODGER GAMES

LEVER BROS. Co., Cambridge, Mass., with the start of the Dodgers baseball broadcasts on WHN, New York, March 14, is sponsoring two quarter-hour periods of baseball and sports news immediately preceding and following each game for Lifebuoy soap and other products.

On a 29-week contract, the programs are handled by Bert Lee and Dick Fishell of WHN, with Marty Glickman pinch-hitting from time to time. The quarter-hour preceding each day's game is titled Warm-Up Time with news of the lineups, while the period after the game, called Sports Extra, gives highlights of the game and final scores of other baseball contests. Agency is Guthrauf & Ryan, New York.

Sponsored by P. Lorillard Co., New York, for Old Golds, the games themselves are described by Red Barber, the sports announcer, assisted by Alan Hale, Chicago sportscaster, who handled the White Sox and Cub games last season, and previously announced the American Assn. games from Milwaukee.

Hale fills the job formerly held by Al Hefler, now in the Navy. Lorillard agency is J. Walter Thompson Co., New York.

Blue Considering 2% Cash Discount

Auditors Figuring Its Effect On Network's Revenues

AS IT NOW stands, the new Blue Network rate card, which is expected to be released in about a week, contains a provision for 2% cash discount for payment of bills within 10 days of receipt. If that provision withstands the close scrutiny of getting from the Blue's statisticians, who are now calculating just how much it will decrease the network's net revenue, it will be the first time such a discount has been granted by a major network.

NBC and CBS last fall agreed to the discount for cash plan, long sought by the American Assn. of Advertising Agencies, accepting it "in principle," but as yet neither of these networks has worked out a method of putting this principle into practice.

Affiliates Affected

Designed primarily to encourage prompt payment by clients and to protect the media and the advertising agencies from losses by delinquent clients becoming insolvent, the cash discount has been pressed for by agency sponsors who fear that otherwise it might be discarded by publishers now allowing it.

In the case of a radio network, an allowance of a cash discount involves, in addition to a partial loss in revenue, a decision as to whether the stations affiliated with the network shall be asked to carry their pro rata share of the discount, and if so what effect this will have on station relations. Since the discount has been set up as part of the national program, in its present proof stage, the presumption is that it will be included when the card is issued, but Blue officials last week emphasized the fact that the final decision on its retention has not yet been made.

Oaktree Spring Discs

AS PART of the spring campaign for its cleanser, Oaktree Products Inc., New York, the end of March will start three to five-weekly participations on three women's programs: Imagene Wolcott on WNYE, Mildred Carlson on WBZ, Boston, and Laura May on WCAU, Philadelphia. Agency is Calkins & Holden, New York.

Nestle's Latin Discs

NBC RADIO Recording Division is the producer of 120 recordings in the last six months for Nestle's Milk Products (Export) spot radio campaign for Central America.
Southwest School Meet Slated for Next Month

FIRST annual Southwest Audio-Visual Conference, to be attended by many radio, educational and governmental figures, will be held April 3-4 in Washington. Towers Hotel, Shreveport, La. Sessions will be co-sponsored by the Louisiana State Dept. of Education and the General Extension Division of Louisiana State U and will serve as an exchange for the latest ideas and materials that can be used in the schools.

Out-of-state speakers include H. B. Carty, director of WHA, Madison, Wis.; Robert B. Hudson, director, Rocky Mountain Radio Council; I. Keith Giddings of the Evaluation of School Broadcast Project, Ohio State U; S. Stephen

son Smith, educational counsellor of ASCAP; A. L. Chapman, Director of Bureau of Research in Radio Education, U. of Texas; Harold Kent, Radio Branch, Bureau of Public Relations, War Dept.; Dr. Herbert Walsh, director of the Emergency Training Program for National Defense; Alice Evans, Field, Assn, of Motion Picture Producers and Distributors of America.

Insurance Spots
WESTMINSTER INSURANCE Co., Chicago, has placed a five-minute spot on WHB, Kansas City; quarter-hour on WIRE, Indianapolis, and three one-minute announcements daily on WCAT in Paterson. More stations will be added. Agency, newly appointed, is Schwimmer & Scott, Chicago.

Defense Gardens
DESIGNATED as the official program of the Victory Garden Committee, the CBS Garden Gate program key each Saturday from WLAC, Nashville, and WJSV, Washington, offers advice on the growth and culture of flowers and vegetables. Since its official acceptance, the last ten minutes of each program features Government speakers. Gov. Prentice Cooper, Tennessee, during the Victory Garden Committee, spoke March 14, explaining gardens in defense.

Fulton Lewis Jr. in Film
FULTON J. DAVIS jr., MHS news, Atlanta, has completed a 19th Century Fox film, just released, entitled Hub of the World, a story of war-time Washington in which he is cast as narrator.

Fr. Coughlin’s Revenues
APPEARING before an unemployment compensation commission on the ruling against the Radio League of the Little Fellow’s contentment that it is a charitable organization and therefore exempt from state payroll taxes, Miss Alberta Ward, bookkeeper for Father Coughlin’s organization, testified in Detroit March 11 that the radio priest had paid over to his parish more than $1,458,688 since the organization of his League. Miss Ward testified that the League’s income was $404,469 in 1937, $574,146 in 1938, $102,253 in 1939, and $2,932 in 1940. She also testified that Fr. Coughin, as its president, received $2,100 in 1936, $7,200 in 1938, and $2,100 in 1939, in addition to loans of $2,584 and $2,868 in 1956.

NEWS post of KMOX, St. Louis, set up for the last seven weeks in a window of a downtown department store, has resulted in a 25% increase in sales of newspapers by newcomers on that corner.

PROFESSIONAL DIRECTORY

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

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Frequency Measuring Service
EXACT MEASUREMENTS ANY HOUR—ANY DAY R.C.A. Communications, Inc. 66 Broad St., New York, N.Y.

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CLASSIFIED

Help Wanted
SMALL, NON-NETWORK, ISOLATED RADIO, UNDER DEVELOPMENT—SEeks EXPERIENCED, PRACTICAL, ALL-AROUND MAN AS MANAGER, LIVING SALARY GUARANTEED. CHANCE TO MAKE PROFITS, IN YOUR APPLICATION STATE ALL DETAILS YOU WOULD USE IN CHOOSING MAN FOR THIS JOB. Box 243, BROADCASTING.

Engineer—Experienced with RCA equipment and studio control. Position now open. State references, experience, draft status. Good starting salary. Mid-west NBC affiliated station. Box 249, BROADCASTING.

Regional South Carolina station—Has opening for announcer. Box 252, BROADCASTING.

Assistant Engineer—Experienced in all-round studio operation routine. Permanent. Send full details in writing, including age, voice, and voice recording. Salary $35 to $35 per week. Box 248, BROADCASTING.

The draft has rightfully taken us as well as other stations. We need a good all-round announcer with Program Manager. We need a capable sports, drama, etc., announcer. If you are interested in a New England 250 Watt Mutual-Yankee Colonial outlet give him a line at once to Box 253, BROADCASTING, stating qualifications, etc. Startage, experience, and salary expected. Wire now!

Situations Wanted
Seeking Connection in Public Relations—Publicity department, New York or ad agency. Have national education and broadcasting experience, ideas, contacts, capacity for responsible work. Write Box 247, BROADCASTING.


Station or Commercial Manager—Producing network station manager, now employed, excellent background station, newspaper, magazine. Desires change to ownership with satisfied, experienced program manager. Will consider other than present position. Write Box 249, BROADCASTING.

ATTENTION SOUTHERN STATION MANAGERS—Commercial man desires connection with Southern station. Excellent local experience, ability a copy-writer, sales and production man. Box 255, BROADCASTING.

CHIEF ENGINEER—Experienced to 50 KW seeks connection with progressive station. Draft exempt. Box 241, BROADCASTING.

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Advertisements

Situations Wanted, 10¢ per word. Help Wanted and other classifications, 15¢ per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.
Price Praises Radio Industry For Patriotic Self-Censorship

HIGH PRAISE for the broadcasting and publishing industries for their “voluntary and patriotic” cooperation with the Office of Censorship was expressed by Byron Price, Director of Censorship, during Theodore Graniak’s American Forum of the Air on MBS March 7. At the same time he warned that “if voluntary censorship fails, dark hours may be ahead for free speech in the United States.”

“The Office of Censorship is attempting, at the request of the President, to administer a voluntary censorship of information on a basis of voluntary and patriotic cooperation,” said Mr. Price. “This process does not curtail free speech in that it places no restrictions whatever upon expressions of opinion. It seeks only to keep information from the enemy.

Mistakes Can Be Costly

“I should like to say to the credit of the publishing industry and the broadcasting industry that the response, by and large, has been excellent. There have been some oversights and some mistakes. We have had that, but I think it pertinent now to remind publishers and broadcasters that in wartime mistakes can be extremely costly.

“We have found no instance where any publisher or any broadcaster has shown evidence of a deliberate attempt to sabotage this experiment in self-discipline, and I am encouraged to believe that no such instance will develop.

“I say this with fervent hope, because I know that if voluntary censorship fails, dark hours may be ahead for free speech in the United States.”

James Lawrence Fly, FCC-DCB chairman, led off the discussion and on the panel also were Roy E. Larsen, president of Time Inc.; Raymond Gram Swing, NBC commentator, and Dwight Marvin, president of the American Society of Newspaper Editors and editor of the Troy (N. Y.) Record.

Mr. Fly asserted that “the task of censorship in our wartime democracy is to ban effectively, judiciously and uniformly anything which will give aid to the enemy; and beyond that to keep the channels of information open for complete and honest news reports, fair criticism and well-rounded discussion of public issues.

In the ensuing panel discussion, Mr. Fly raised the question of foreign-language broadcasts, which he said the Government does not want to ban, because they reach foreign-speaking groups of citizens with Governmental messages such as the defense saving stamp and recruiting campaigns etc. He said: “Two things should be borne in mind here. First of all, these stations are owned and operated by American citizens who assumed a great responsibility in operating them and who have shown that they are prepared honestly to discharge that responsibility. Secondly, large groups of our citizens can be reached only in their own native foreign tongue.

Foreign Phrases

“Like yourself, I receive occasional letters from listeners who have heard a broadcast in a foreign tongue, and recognized the words ‘Hitler,’ ‘Mussolini,’ and ‘Bin deutschen sieg,’ which means German victory. The listener assumes the program is praising Hitler and Mussolini and urges a German victory. Actually the speaker is saying, ‘Hitler and Mussolini menace the freedom of every one of us. We must unite, native and foreign-born alike, to prevent a German victory.’

“I think it is as important to say that in Italian, German and Japanese as it is to say it in English.”

The other speakers all expressed satisfaction with the work of the Office of Censorship so far, Mr. Swing in particular asserting that commentators welcome censorship and advice from the censors because they are often faced with “too great responsibility” if placed on their own.

Theoretically,” said Mr. Swing, “every American has a right to speak his mind. But not everyone can have the same right to the

Miami Beach Test

AS THE FIRST STEP in the campaign planned by Steve Hangan to ease the housing shortage in defense areas by promoting the living conditions in Miami Beach [Broadcasting, Feb. 23], transcribed one-night antipanic broadcasts were started last week on WBEN, Buffalo, on a test basis. Scheduled several times weekly, the announcements urge workers in the city who are non-essential to war industries to rent or sell their homes and apartments to defense workers with the assurance of comparable housing on a year-round basis in Miami Beach.

radio. It is a platform which is just so large — just as large as there are wavebands and there are suitable program hours.

“These are the peacetime restrictions. In wartime radio the restrictions are even greater. Public interest is concentrated on the war effort and the use of the radio to air unpopular opinions must be limited to those which bear on the war effort.

“As to radio’s own speakers, freedom of speech in war time affects two headings, the distribution of news and the analysis of news. Here radio has accepted the definition that freedom and responsibility mean very much the same thing. Freedom without responsibility is license, and not an American right. Responsibility is something voluntarily accepted; it is the essence of freedom. And radio has set a standard of responsibility for its news and its analyses. The aim is to present news properly edited, accurate in every detail, and produced at the microphone without distortion and over-dramatization. This is the aim. No doubt it is not always achieved. But the effort is there.

“As to the news analyses, they are free and responsible expressions of the men who give them. The burden of responsibility is on them, insofar as directives of the censorship are not involved. And it is the profound desire of radio to measure up to this sense of responsibility at the highest possible level. It is my impression that radio has set a high standard, and that voluntary restraint is keeping freedom of speech inviolate.”

British Pattern

Mr. Larsen suggested the British censorship as a pattern for the American, observing that “there is less leeway in England. It was nearly three years of war than there was in England after three months of war.”

He declared that happenings in pre-Churchill contributed much to the improvement in our own censorship arrangement, stating that the censorship imposed on the French press played no small part in that fall of France. In fact, he said, “in France nothing was proved finally true until it was officially denied.”

NEWSPAPER SALE

SEVERS WCAX TIE

CHARLES P. HASBROOK, one-time publisher of the Richmond Times-Dispatch, who in March, 1939, purchased the Burlington (Vt.) Daily News and its then local outlet, WCAX, has sold the newspaper and is retaining the radio station, which now operates under the call letters of WCAX, with 1,000 watts on 620 kc. as a CBS outlet.

Mr. Hasbrook purchased both the radio and newspaper properties three years ago for a reported price of $57,000, with $17,000 designated as the valuation of the radio station. Former FCC Chairman McNinch had protested against the transfer of the local outlet to a newspaper-monopoly situation, but was overruled by his colleagues.

The newspaper has been sold to William Loeb, publisher of the St. Albans (Vt.) Messenger, who is a son of the former private secretary to Secretary of War Theodore Roosevelt. Mr. Loeb announced that he would combine the circulations of the two newspapers, but did not indicate whether the plants would be merged.

Finney Is Named Head Of Three AMP Firms

C. M. FINNEY, president of Associated Music Publishers, has also been named president of AMP’s affiliate, Muzak Corp., Muzak Transcriptions and Wired Radio - it was announced last week.

Mr. Finney, who formerly served these latter companies as vice-president, is now in complete charge of all operations, taking over this responsibility from Waddill Catchings, who has become chairman of the board of all companies and now is devoting his attention to special matters in the interest of further developing and expanding the business, the announcement stated.

W. Haywood was appointed former partner in the firm of Benton & Bowles and at present associated with the U. of Chicago, is a major stockholder in the AMP-Muzak organization.
Will War CREATE a NEW “FORGOTTEN MAN?”

With the whole nation geared to produce for total war, there is danger that it may create thousands of new “forgotten men”—the wholesale and retail dealers who supply the needs of America’s consumers.

As plants are converted to 100% war production, as sources of raw materials are frozen by government priority, it is not surprising that the first thought of some manufacturers is to curtail advertising, conserve resources.

Thus the dealer—in difficult straits—through no fault of his own—may lose an invaluable aid to holding the structure of his business together. These thousands of honest, sincere business men who have given unstinted cooperation to countless promotions and special campaigns deserve a better fate. For, wartime or peacetime, they can—and do—make or break any campaign—at the point of sale.

Meanwhile . . . with restricted automobile travel, the American small community, suburban and rural, is due to return to its own. Hence the importance of cementing strong dealer relations is greater even than in normal times.

To all dealers, continued advertising is the strongest possible evidence of your good faith in helping to protect the investment they have made. Your consistent schedule of advertising, reduced though it may be, is a constant reminder that you’re seeing them through.

And after . . .

Advertisers who stick, instead of seeking distribution, will be sought out by the cream of financially stable retailers who have weathered the war . . .

And dealers, who in less strenuous times may be tempted by a longer margin, or free goods, or any one of a score of merchandising deals . . . in lieu of advertising . . . will be infinitely harder to lure from the fold of advertised brands.

THE NATION’S MOST MERCHANDISE-ABLE STATION

WLW
YEAR-ROUND SPORTS COVERAGE

- Hunting, fishing, skiing, golf, boxing, basketball, baseball, football! Comprehensive, year-round coverage includes ski-casts direct from ski runs, on-the-spot coverage of golf events, interviews with sports notables, and scores of special sportscasts. Thousands of special game and fish maps, sports schedules, and miscellaneous sports information bulletins are supplied listeners. KLZ's sports coverage is just one of the many standout elements the sum of which equals Denver's STANDOUT Station.

KLZ Denver
5,000 WATTS—560 Kc.

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