

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

15c the Copy \$5.00 the Year
Canadian & Foreign \$6.00 the Year

MARCH 23, 1942

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WASHINGTON, D. C.

the man who didn't know too much



He was a little doubtful back in 1930. After all, it was the first time he had used WOR and his food beverage was new.

"I don't know too much about this radio business," he admitted. "But I think maybe it's the thing to use."

He was selling about 250,000 cans a year in the New York Market when he began using WOR.

In 1936 he sold more than 10,000,000 cans in New York alone.

This sponsor is still using WOR, and a checkup made last week shows that, though 1942 is not even half gone, his sales are more than double those for 1936.

We think this little tale flaunts a moral. We think the moral is—A good product on a good program on WOR does things that increase your cash.

We think maybe you ought to call in your advertising manager, or your agent, or your timebuyer and say, "Come—Look, why aren't we on WOR? Must only *other people* make more money?"

If you'd rather, a note or call to WOR at 1440 Broadway, in New York, will bring us on the run with FACTS.

WOR

ANNOUNCER
ED WILSON



ANNOUNCER
GEORGE MENARD



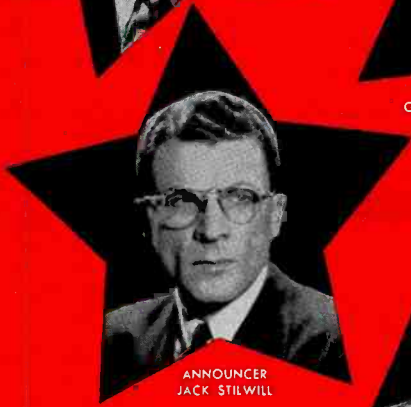
ANNOUNCER
JACK BRINKLEY



ANNOUNCER
HAL CULVER



ANNOUNCER
JACK STILLWILL



ANNOUNCER
JACK HOLDEN



ANNOUNCER
CY HARRICE



ANNOUNCER
MEL GALLIART



Star Salesmen

WLS ANNOUNCERS HAVE THE CONFIDENCE OF
WLS LISTENERS. THAT'S WHY THEY GET RESULTS
... WHY THEY **SELL GOODS** FOR WLS ADVERTISERS

GOOD radio entertainment can get a large audience, but the advertiser's main interest is to *sell goods*. That's the announcer's job—and it's a successful group of announcers we have at WLS, judging from results. In 1941, WLS received more than a million letters—50% including proof of purchase or direct sale!

WLS produced for a candy company 29,526 contest entries with proof of purchase in seven weeks.

WLS advertising made direct sales of 114,000 fountain pens in 13 weeks.

WLS obtained 16,372 paid subscriptions to a poultry magazine from 24 programs.

WLS received 13,578 nursery orders for \$1 or more in 10 weeks.

WLS brought more inquiries than any other station on a fruit jar maker's schedule—40,759 requests for a recipe leaflet.

That's the kind of announcers we have at WLS—top salesmen! That's why we can say: WLS Gets Results!

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

REPRESENTED BY
JOHN BLAIR & COMPANY

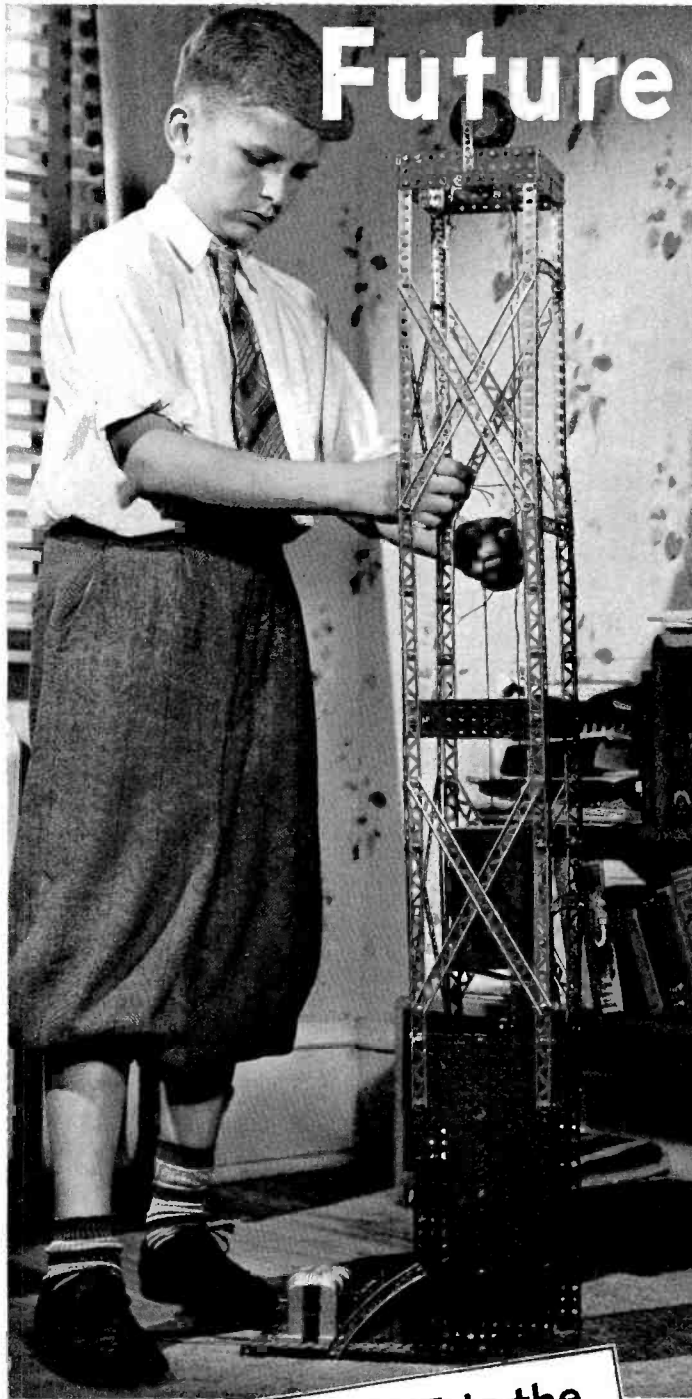


CHICAGO

The
**PRAIRIE
FARMER
STATION**

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager



Future

Builders of AMERICA

BOYISH hands, busy today with midget beams, tinkering with trains, exploring the mysteries of toy mechanical devices . . . tomorrow will build towering structures and thriving industrial plants . . . man myriad machines . . . invent . . . create . . . guide destinies of the future, the greater America.

In New England there are 1,059,639 boys, between the ages of 5 and 19, whose manhood purchases will be strongly influenced by the sales messages they hear in their formative period, just as many who are older than Young America today have been guided during the past two decades.

These present and future builders of America are reached most effectively through The Yankee Network, with the stations they know and like because each one has long been such an accepted, familiar part of community life.

★ ★ ★

Build your 1942 radio promotions in New England around the network that is keyed for sales and service.

**ACCEPTANCE is the
Yankee Network's
FOUNDATION**

THE YANKEE NETWORK, INC.

21 BROOKLINE AVENUE, BOSTON, MASS.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

Primary Reader for Time Buyers



CLOTHES

These are what you have, that farm buyers want! They want work clothes, business suits, street dresses, hats and shoes, etcetera. Farm men and women comprise a giant market for your merchandise.



GENERAL ITEMS

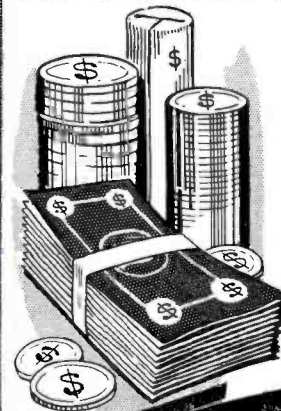
These are what you have, that farm buyers want! They want furniture, leather goods, paints, and a thousand and one other articles. And they prefer advertised products, just as you prefer advertised brands of food from their farms.



LUXURIES

These are what you have, that farm buyers want! They want tobacco and candy, cosmetics and beverages, and special treats from other states, like oranges and maple sugar. They'll buy—if you supply.

MONEY:



That is what farm men and women have, that you want! Their pockets bulge with dimes, quarters, four-bit pieces, and with plenty of the folding green. They're willing to trade their money for your products, if you tell them what you have.

Your Selling will be most effective, if you do your Telling over "their" station, KFAB. You need KFAB, to do a complete job in the farm areas throughout Nebraska and her neighboring states.

KFAB

LINCOLN, NEBR.

FOR CITY LISTENERS
use
KOIL
OMAHA

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

BROADCASTING

The Weekly Newsmagazine of Radio
Broadcast Advertising

MARCH 23, 1942

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IN TAMPA
PURCHASING POWER IS UP

REACH MILLIONS IN
NEW PAYROLLS
WITH

WFLA

JOHN BLAIR & CO
NATIONAL REPRESENTATIVE

NBC
970 Kc.
FULL TIME

**MULTIPLY THE STRIKING EFFECTIVENESS
OF YOUR SALES CAMPAIGN WITH**



It pays to buy WFIL . . . the only Philadelphia station offering merchandising cooperation tailor-made to meet individual sales problems. **CHARTED MERCHANDISING!** Unsolicited letters from leading advertisers and agencies conclusively prove the "Plus Value" of WFIL's specialized promotion.

You can sell more effectively in Philadelphia if you use WFIL's **CHARTED MERCHANDISING** — the plan that produces the largest listening audience at lowest cost. In 1941, 52.5% more advertisers used WFIL facilities compared to 1940. There must be a reason . . . and there is . . . WFIL Charted Merchandising.

NATIONAL REPRESENTATIVE — THE KATZ AGENCY, INC.

WFIL

THE BLUE NETWORK — KEY STATION QUAKER NETWORK — FM STATION W53PH

J. O. MALAND

MANAGER, WHO, DES MOINES



Graduate, University of Minnesota.
 1915 General Merchant, Frost, Minnesota.
 1923 Farm Program Director of WLAG, Minneapolis, (now WCCO), and Advertising Salesman, The Dakota Farmer.
 1928 Commercial Manager, WLS, Chicago.
 1930 Sales Manager, Columbia Farm Network, Chicago.
 1931 Sales Manager, WOC-WHO, Davenport and Des Moines.
 1933 Vice President, Central Broadcasting Co., and Manager of WHO, Des Moines.

A LONG TIME ago, some wise-acre expressed the sentiment that if you want a thing well done, you have to do it yourself. For years that saying stood. Then Joe Maland was born! Today, as Manager of WHO and Vice-President of Central Broadcasting Co., Joe is handling one of the biggest jobs in radio—and still has time not only to do a lot of Industry work, but also to be known as one of the *straightest shooters* in the radio business. Matter of fact, from the day we started in business, Joe has been an inspiration and example to us, as well as our "father confessor" and our constant adviser in formulating our plans and policies. In building our own organization, we've of course

had the choice of all sorts of men—and have always stuck by the idea that what you agencies and advertisers wanted was constructive help in working out your radio campaigns—real help, brought to you by an organization of decent, honest, intelligent fellows.

So that's the kind of outfit we've built to serve you. There's not even *one* stuffed-shirt or high-pressure sure-shot in our shop. We're fifteen chaps with nearly 200 cumulative years of experience in advertising and merchandising. And we know that *your* success is *our* success, in this group of pioneer radio-station representatives. Won't you let us *demonstrate*?

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WKCY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
... IOWA ...	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
... SOUTHEAST ...	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
... SOUTHWEST ...	
KOMA	OKLAHOMA CITY
KTUL	TULSA
... PACIFIC COAST ...	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE
and WRIGHT-SONOVOX, Inc.	



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan
Franklin 6373

NEW YORK: 247 Park Ave.
Plaza 5-4131

SAN FRANCISCO: 111 Sutter
Sutter 4353

HOLLYWOOD: 1512 N. Gordon
Gladstone 3949

ATLANTA: 322 Palmer Bldg.
Main 5667

BROADCASTING

and
Broadcast Advertising



Vol. 22, No. 12

WASHINGTON, D. C., MARCH 23, 1942

\$5.00 A YEAR—15c A COPY

Angry NAB Board Stands Up For Miller

Blames Itself for Any Washington Weakness

DEEPLY INCENSED over "rump movements" in the industry to reorganize the NAB in conformity with views purportedly espoused by FCC Chairman James Lawrence Fly, a healthy majority of the NAB's board of directors who met in New York last Thursday and Friday, served notice they will defend the administration of President Neville Miller against all comers.

Described by one spokesman as "fighting mad", this majority insisted that the 26-man board itself, rather than Mr. Miller, should be criticized for any shortcomings in industry-Government relations, since it has authorized every policy action taken by its president.

Vote Down 4th District

At its closing session Friday, the board, by virtually unanimous action, voted down the resolution adopted by the 4th NAB District March 7 ostensibly looking toward a reorganization of NAB. On the only other reorganization proposal—exclusion of networks or their owned stations from active membership—the board by overwhelming vote rejected it, but voted unanimously to abolish the executive committee of nine, delegating all its functions to the full board.

The entire closing session Friday was occupied by matters incident to reorganization. President Miller, in effect, was given a confidence vote, and talk of a full-scale reorganization evaporated in the formal sessions.

As one of its final actions, the board appointed a committee to consult with broadcasters in the 4th District, comprising North Carolina, South Carolina, Virginia, West Virginia, Maryland and the District of Columbia on the reorganization resolution. It will report back to the board. Members of the committee are John J. Gillin Jr., WOW; Edward Klauber, CBS; Howard Lane, KFBK; John Elmer,

WCBM; with Paul W. Morency, WTIC, an alternate.

In rejecting the proposal for exclusion of networks from active membership, which would not have affected managed and operated stations, the board went further by adoption of a resolution inviting the networks themselves to active membership. Instead of paying dues as associate members, the networks will pay on a pro-rata basis. NBC and CBS, based on their brackets, would contribute \$24,000 each and the Blue \$9,000. MBS is not a member.

Contention Eliminated

Abolition of the executive committee, which must be voted on at the Cleveland convention, eliminates one bone of contention in

management of NAB affairs. If finally approved, it will mean more frequent full board meetings, since the executive committee was empowered to act for the board between sessions. Members, in addition to President Miller, are Messrs. Gillin, Klauber, Elmer and Morency; Don S. Elias, WWNC, Asheville; James D. Shouse, WLW, Cincinnati; O. L. Taylor, KGNC, Amarillo; F. M. Russell, NBC.

In voting down all reorganization proposals, the view was freely expressed by board members that if the industry capitulated to these demands, having had their origin in official quarters, they would only be supplemented by other summary edicts.

The 4th District resolution was proposed by John A. Kennedy,

WCHS, Charleston. It was considered from several aspects, with the final action that of designating the committee to inquire further into the circumstances. Prior to that the board had voted down the resolution in its entirety.

Up to Cleveland

Determination to fight out the whole issue had been reached by a number of board members last Wednesday even before the sessions got under way. Informal meetings held by groups of members, it was reported, resulted in the resolve to stick to the present organization, and to let the matter come to a head at the membership convention in Cleveland, May 11-14.

There were accusations that certain industry groups are fostering "appeasement" in proposing a full-scale reorganization, affecting Mr. Miller's status and depriving the major networks of active membership in the association. Mr. Fly, it was stated, had advocated both of these moves, and had suggested formation of the Broadcasters Victory Council, made up of representatives of five industry trade groups, as a means of embarrassing NAB.

This group also castigated the action of the 4th NAB district meeting in Roanoke March 7 in adopting a resolution seeking appointment of a committee by the board to study the management, structure and finances of the trade association looking toward "greater unity, economy and efficiency". This resolution was "overplayed" out of proportion to its importance, according to some board members [BROADCASTING, March 16].

Clear Channel Session

Practically all board members—those espousing a reorganization and those uncompromisingly opposed—deplored the development of a break of any nature during these troubled times. There was no hard and fast division on the board, but fireworks in Cleveland were foreseen.

Last Wednesday night, prior to the convening of the NAB board, the executive committee of the Clear Channel Broadcasting Service met in New York. Among those present were its chairman, Edwin W. Craig, of WSM, Nashville, who had nominated Mr. Miller as the NAB's first paid president in 1938,

Directors See Big First Half, With Later Tapering of Sales

Current Average Running Well Above Last Year; NAB Board Discusses Governmental Problems

RADIO VOLUME for the first six months of this year, despite war conditions, bids to exceed last year's placements, but prospects for the second half are uncertain—with the likelihood the gain will be offset through indicated declines.

That was the consensus of 22 broadcaster-directors who attended the NAB board meeting in New York last Wednesday and Thursday. An impromptu survey, conducted Wednesday by Frank E. Pellegrin, NAB director of broadcast advertising, brought first-hand reports from a cross-section of the industry, covering local and regional as well as spot.

National spot appeared to be up, with local business down in some areas. But the overall average was ahead of last year.

Federal Plans

The board reviewed the list of current broadcasting problems, and heard reports not only from bureau heads but from J. Harold Ryan, one of its members who is serving as Assistant Director of Censorship, and W. B. Lewis, Assistant Director of the Office of Facts & Figures, and his assistant, Doug-

las Meservey. The work of these Governmental agencies related to radio was outlined in detail, with much interest centering upon plans of OFF to establish priorities for all Government time.

Support of the Advertising Council, created to enlist all media in the war effort, was voted by the board upon recommendation of President Neville Miller. The board authorized an appropriation of \$2,500 toward radio's contribution of \$15,000 to the Council. The balance is to be contributed by other industry entities.

Despite the previous position of the NAB opposing any steps for new radio legislation during the war emergency, the board decided that in the light of the action of the House Interstate & Foreign Commerce Committee, scheduling hearings to begin April 14 on the Sanders Bill to reorganize the FCC, a committee should be appointed to devise procedure in presenting industry testimony.

It was indicated that individual networks, if called upon, also would be prepared to offer testimony. Retention of counsel for the NAB also

(Continued on page 54)

and Mark Ethridge, WHAS, Louisville, close personal friend of the former Louisville mayor, and the man most responsible for reorganization after the 1937-38 breach.

As the sponsors of Mr. Miller, these executives proposed to carry the fight for retention of the present NAB structure. Both are among the industry's best-known figures. Mr. Ethridge served as interim president of the NAB in 1938 until Mr. Miller's selection. He is not now a member of the board. Mr. Craig is a board member and has served continuously for a dozen years.

Notice was served by several prominent NAB directors that they would pull out of the association if steps were taken to reorganize it along suggested lines. Rank and file broadcasters, they said, are wholeheartedly behind Mr. Miller. This has been evidenced repeatedly at NAB district meetings during the last few months, they said, except the 4th District meeting, and they were inclined to put a question mark after the action taken at that meeting, based on reports attributed to broadcasters who attended the closed session in Roanoke.

Chairman Fly's purported interference in pure trade association affairs was roundly criticized as unparalleled in Government annals. No one has ever heard of the chairman of the Interstate Commerce Commission attempting to dictate to the Association of Railroad Executives, or to advise that its operating head be deposed, they observed.

Blaming the Board

Caustic comment anent BVC also was voiced. It was charged the organization is far from democratic, with certain "paper" trade groups having equal voice with the NAB. BVC, one broadcaster commented, "has bowed to the will of Chairman Fly."

The same board group supported retention of network active membership and of network directors. The district director elections were characterized as the epitome of democracy. District members are free to elect local, regional, clear channel or network directors, they pointed out.

If the NAB has not been as effective as some broadcasters would want it, then the blame devolves not on Mr. Miller but on the board itself, said these spokesmen. When Mr. Miller took office three years ago, he was told that copyright was his No. 1 job. That he performed an effective and almost impossible feat in subjugating ASCAP, as generalissimo of the radio forces, is unanimously admitted, they pointed out.

All But Four Present

All but four NAB directors attended the sessions. Absentees were John E. Fetzer, WKZO, Kalamazoo, and Clarence Wheeler, WHEC, Rochester, in Florida recuperating from recent illnesses; Capt. George E. Norton Jr., WAVE, Louisville, on active duty



4TH NAB DISTRICT started things with its March 7 resolution asking the NAB board to appoint a committee to study the management, structure and finances of the association. At the District 4 meeting at Roanoke were these industry notables (l to r): Richard Shafto, WIS, Columbia, S. C., elected district director; J. Harold Ryan, NAB board member on leave of absence from Fort Industry Co. stations as Assistant Director of Censorship; Neville Miller, NAB president; John A. Kennedy, West Virginia Network, retiring district director.

with the Air Corps; Harrison Hollaway, KFI, Los Angeles, who has been ill.

Present, in addition to the NAB staff members named, were District Directors Paul W. Morency, WTIC, Hartford; Isaac D. Levy, WCAU, Philadelphia; John A. Kennedy, WCHS, Charleston; Frank King, WMBR, Jacksonville; Edwin W. Craig, WSM, Nashville; J. Harold Ryan, WSPD, Toledo; Edgar L. Bill, WMBD, Jackson; John J. Gillin Jr., WOW, Omaha; Earl H. Gammons, WCCO, Minneapolis; Herb Hollister, KANS, Wichita; O. L. Taylor, KGNC, Amarillo; Eugene P. O'Fallon, KFEL, Denver; Howard Lane, KFBK, Sacramento; Harry R. Spence, KXRO, Aberdeen. Also Directors-at-Large James D. Shouse, WLW, Cincinnati, and J. O. Maland, WHO, Des Moines, for large stations; Don S. Elias, WWNC, Asheville, for medium stations; John Elmer, WCBM, Baltimore, and James W. Woodruff Jr., WRBL, Columbus, for small stations, and Edward Klauber, CBS, and Frank M. Russell, NBC, for networks.

FCC Monitor Cited

FOR HIS ALERTNESS in intercepting an SOS message and initiative in taking action that assisted in the rescue of seven men in a Navy patrol plane forced down at sea off Galapagos Island on Jan. 15, James F. Farrell, FCC monitoring radio operator, has been formally cited by the Commission. Mr. Farrell while on listening-in duty at Westchester, Pa., heard the call for help and immediately passed the information on to the Philadelphia Navy Yard which effected the rescue.

Carmichael Resigns

CECIL CARMICHAEL, assistant to James D. Shouse, vice-president of the Crosley Corp. in charge of WLW and WSAI, Cincinnati, resigned last week and has not announced his future plans. Recently he had been assigned to direct national defense public service programs.

ARMY COMMISSION SLATED FOR KIRBY

APPOINTMENT of Edward M. Kirby, NAB director of public relations and education now on leave as civilian chief of the Radio



Mr. Kirby

branch of the War Dept. Bureau of Public Relations, to active commissioned rank is expected shortly, the NAB board of directors meeting in New York was advised last Thursday by Maj. Gen. A. D. Surles, director of

the bureau. With the War Dept. for the last year as a dollar-a-year man, Mr. Kirby will be commissioned with rank commensurate with the duties and responsibilities of his position. Gen. Surles said the character of Mr. Kirby's mission under war conditions makes commissioned service desirable.

The board agreed on policy in connection with severance pay for NAB employes who may be called to active duty. Roughly, this will be the equivalent of one month's pay for each year with the association, with a maximum of three months' salary. Because Mr. Kirby has been loaned to the Army for the last year, it was decided to allow him compensation for the balance of this year, from date of commissioned service.

Naval Staff Changes

CAPT. THOMAS BROWNING INGLIS, coming from command of the *USS Algorab*, last Thursday reported for duty in his new post of Assistant Director of Naval Communications under Capt. Joseph Redman. Capt. Inglis has had extensive experience in the communications field, including duty as communications officer at San Diego, 1932-34, and communications officer on the staff of the commander of the Battle Force, 1935-36. Lieut. Comdr. Franz O. Willenbacher, assistant war plans officer in the office of the Director of Naval Communications and active on DCB, has been promoted to commander.

JANSKY TRANSFERS TO ARMY AIR POST

AFTER holding the post for less than a month, C. M. Jansky Jr., recently appointed chief of the radio section of the Communications Branch, War Production Board [BROADCASTING, March 2], has been released from duty at the request of the War Dept. and on March 21 reported for special duty with the Army Air Force. The nature of his new assignment was not divulged, but it will involve specialized radio work in a civilian capacity.

Mr. Jansky's successor at WPB, where he served under Leighton H. Peebles, chief of the Communications Branch, has not yet been named but it is understood he will be a figure of equal prominence in the radio industry.

Mr. Jansky, former president of the IRE, is continuing his connection with the Washington consulting engineering firm of Jansky & Bailey, of which he is senior partner.

Callahan Promoted

PROMOTION of Vincent F. Callahan to the newly-created post of Director of the Press & Radio Section of the Treasury's Defense Savings Staff was announced last week. Mr. Callahan, chief of the Press & Radio Section since it was organized, is succeeded in the radio post by Charles J. Gilchrest, his former assistant. Melburn McCarthy, with the department since last May, was named chief of the press section. The appointments became effective immediately. Mr. Callahan reports directly to Eugene W. Sloan, director of the Defense Savings Section of the Treasury.

'Mexico Way' Extended

AN EXTENDED RUN of five more weeks has been planned for *Down Mexico Way*, NBC-Red weekly program originally scheduled for eight weeks. Thirty stations were added to the program's network last week, bringing the total above 100. The series is designed to increase interest in the Spanish language through the medium of music and drama and was suggested by Vice-President Henry A. Wallace [BROADCASTING, March 2].

'Chicago Sun' on 24

THE *Chicago Sun*, in an out-of-town circulation drive for its Sunday edition, has placed a schedule of one-minute week-end announcements on 24 Midwestern stations in Illinois, Wisconsin, Iowa, Indiana and Michigan. Contracts in most cases are for 52 weeks. Schwimmer & Scott, Chicago, is agency.

Alma Kitchell's New Show

HOMEMAKER'S interests will be featured on *Meet Your Neighbor*, a series starting on the Blue this week. Conducted by Alma Kitchell, known to radio listeners for her *Brief Case* and *Streamlined Journal* programs now off the air, the series will present informal talks on home subjects such as child guidance, use of substitute materials and gardening, in addition to occasional interviews with women in the news. The programs are designed to acquaint women listeners with other women throughout the country.

Federal Drive to Spur Food Advertising

Radio to Be Used For Nutrition Movement

OPENING THE WAY to new sources of advertising revenue for the radio industry, the Office of Defense Health & Welfare Services, headed by Paul V. McNutt, who is also Federal Security Administrator, has developed plans for a broad scale program to make the American public nutrition conscious.

Radio, it was said, will be one of the main channels used to carry the story of the campaign.

The project has been worked out through the cooperation of more than 20 Government agencies and subagencies with the Office of Defense Health & Welfare Services acting as coordinating agent.

Questionnaires Ready

Questionnaires have already been prepared to be mailed shortly to stations throughout the country, and scripts have been written to be incorporated into programs suitable to the aim of the drive—"to make the nation nutrition conscious" and "to bring nutrition from the laboratory to the kitchen".

The ODHWS questionnaires, some of which will also be sent to advertising agencies handling food accounts upon request, are designed to complete a wide-range study of the programs now on the air aimed at women listeners. When the questionnaire mailing has been completed, radio releases will be sent out upon request which will give program material on the subject of nutrition. The food and related industries are also cooperating in the program. Releases will also tell when Defense Health & Welfare Services officials will be in stations' localities and these officials will appear on local programs to advance the project.

At ODHWS headquarters it was said that radio was expected to speed the work of the program because "it will bring the campaign directly into the homes and can be presented in the simple, interesting manner for which radio is particularly suited."

Advertising May Result

The program, it was said, will explain the nutritional values of the various kinds of food, and—of particular interest to stations, advertising agencies and manufacturers—it will explain the values found in foods which are not widely consumed or whose nutritional values are not appreciated because of ignorance. The high nutritional value of soybeans, a study of which is now being made, was cited as one example of food which has not heretofore been looked upon as particularly valuable.

It was stated at ODHWS that

there are many other unplumbed sources of highly nutritious foods and that publicizing these would most likely result in manufacturers launching advertising campaigns to promote these foods.

Also to be explained on the nutrition programs will be such processes as dehydrating, quick freezing and use of new containers, to enlighten the public to the fact that new packaging will not necessarily reduce the food value of the products contained.

Under the nutrition setup, the ODHWS will act as a coordinating agency for the Government agencies cooperating on the project, and the State, county and community nutrition committees.

It was said at ODHWS headquarters that the agency is already providing many women con-

mentators with material for their programs. In industry circles it is felt that this cooperation may be a contributing factor in retaining many of the women's programs now on the air.

The program, it was said, will not attempt a scientific analysis of foods but will show by dramatization and simple explanation the values of balanced diets, the proper preparation of meals, conservation of vital foods, how to prepare low cost menus and other essential facts.

Provided also by the ODHWS will be four-page pamphlets which will give food rules and provide an excellent industry tie-in for manufacturers and distributors which can also be incorporated in radio programs. Cooperation will be extended to small manufacturers

who have no elaborate research laboratories to enable them to obtain authoritative material to adapt to their individual problems.

Avoids Duplicating Effort

In its efforts to avoid duplication of work in its program, the ODHWS has advised that stations can obtain nutrition scripts from State committees which will be furnished material by Washington headquarters. Releases to keep commentators up to date on new research will be sent out weekly.

The Government has sought the aid of prominent food experts and doctors and has the consulting advice of prominent advertising men in launching the food campaign.

Assisting Mr. McNutt in promoting the campaign is M. L. Wilson, head of the Extension Division, Department of Agriculture. Dr. Helen S. Mitchell is principal nutritionist, assisted by Marjorie Vaughn and Mabel Stimson. Harry Houghton, prominent advertising and promotion-man, is also active in the campaign. He is general sales manager of The L. L. Brown Paper Co., Adams, Mass.

Agencies Cooperating

Agencies cooperating in the national nutrition program include: Bureau of Agricultural Economics, Consumers' Counsel Division, Office of Experiment Stations, Extension Service, Farm Security Administration, Bureau of Home Economics, Agricultural Marketing Service, Rural Electrification Administration, Surplus Marketing Administration, all of which come under the Department of Agriculture; Social Security Board, Civilian Conservation Corps, Office of Education, Food & Drug Administration, U. S. Public Health Service, National Youth Administration, all under the Federal Security Agency; Department of Labor's Children's Bureau and Bureau of Labor Statistics; Federal Works Agency, including the Works Progress Administration; Department of Interior Fish and Wildlife Service; Office for Emergency Management, including the Office of Civilian Defense, Office of Price Administration and the Consumer Division; also the American Red Cross, National Research Council, Food and Nutrition Board and the Food Habits Committee.

Other Aides

Among other organizations working in cooperation with the Government are State and county health departments, city health departments, Red Cross offices, private social agencies, service clubs, women's clubs and other social, religious and fraternal organizations, State Extension services and other county and local organizations.

Fostering of Station Relations Planned in ASCAP Campaign

Three Types of Script Series Based on Music to Be Prepared, Murray Says After Station Tour

A COMPREHENSIVE program of station relations, including the furnishing of original radio scripts for broadcasters to use in connection with musical programs, will be announced this week by ASCAP, which will supply the service without charge to all of its licensed stations.

To prevent duplication by stations in the same area, three separate script series will be prepared, each consisting of a half-hour musical program, suitable for either a single advertiser or on a participating program.

Station Relations Plan

Continuities may be used with either live or recorded music and each script will be accompanied by a list of appropriate music, together with a list of recordings of each selection.

Plan was developed by Robert L. Murray, public relations director of ASCAP, who will hereafter devote most of his time to customer and station relations. On his return to New York last week from an extended tour he reported that in discussing the idea with local broadcasters it had received an enthusiastic reception.

"One of the problems I found confronting all local stations," said Murray, "is the fact that local sponsors all demand spot announcement time either before, after or on breaks in news broadcasts. This is due to the fact that the sponsors figure this gives them the largest audience. What the sponsors have not learned is that war news is hardly conducive to profitable customer response.

"Suppose the news announcer reads a bulletin stating that three more American ships have been torpedoed and then follows a break in which it is announced that the 'Bon Ton Store has just received a shipment of smart Easter millinery.' The woman who listens to such a broadcast is hardly in the mood to rush to the Bon Ton Store and purchase a new bonnet for the Easter parade.

"The ASCAP Easter script tells something about the origin of Easter and its customs throughout the years and throughout the world. And between these short, chatty narrations a recording of 'Easter Parade' is played, followed by the announcement of the Bon Ton Store. Any good merchandiser will tell you that the woman practically has a new hat on her head."

Seasonal Trends

Plans encompass a "June bride" series and other seasonal scripts as well as continuities for all such special occasions as Army Day, Arbor Day, Armistice Day and so on right through the alphabet to Valentine's Day and Washington's Birthday. Scripts will be prepared 13 weeks in advance throughout the year to allow stations ample time to make any alterations necessary to adapt them to a particular use or a particular sponsor. Each week's programs will be kept timely and with an eye to selling merchandise for the local retailer.

Scripts will be timed to run 30 minutes, allowing for eight recordings and in addition to straight continuity will include sample com-

(Continued on page 57)

Super-Power and Clear Probes Dropped

Fly Reveals Action At Hearing on Cox Bill

DISCLOSURE that the FCC has dropped its inquiries into super-power and the breakdown of clear channels to permit duplicate operation for the present, as a result of the war emergency, was made by FCC Chairman James Lawrence Fly last Wednesday in his second appearance before the House Rules Committee.

He appeared as a witness in opposition to the Cox Resolution (HRes-426) to investigate the FCC and its personnel, but did not conclude his testimony.

Expressing opposition to the Cox Resolution and indicating also that he opposed hearings scheduled to begin April 14 on the Sanders Bill (HR-5497) to rewrite the Communications Act, Chairman Fly said the FCC is so occupied with defense activity that he felt it would be a waste of time to go through protracted legislative hearings.

Due to the War

Giving emphasis to this view, he said that on the preceding day, Tuesday, the Commission had decided to forego its studies of both super-power and clear channels, presumably for the duration. These interrelated questions, which are highly controversial and involve international, interference and policy considerations, are being dropped by the Commission because of the pressure of war activity, he said.

There was no indication when the committee might vote on the resolution. Chairman Sabath (D-Ill.), who has strongly indicated his opposition to the resolution, recessed the hearings subject to his call, with Mr. Fly still on the stand.

Attendance at the Wednesday hearing was not as good as that at the first hearing March 12, only a half-dozen members being present. Rep. Cox (D-Ga.) and Rep. Halleck (R-Ind.) were the only members to examine Mr. Fly.

During the session, charges of internal dissension in the FCC, lobbying to block new legislation and the proposed Cox inquiry, and maintenance of a "Gestapo" by the Commission were hurled at the FCC Chairman. He denied all.

Doubt was expressed whether the committee would report the resolution favorably, though Rep. Cox still was confident. Reports have been current that the Administration is actively opposing the inquiry.

In some quarters it was thought the resolution would be referred to the House Interstate & Foreign Commerce Committee, which already has scheduled hearings to begin April 14 on the Sanders Bill to remake the FCC and redefine the statute. If that course is taken,

it is presumed the Lea committee will cover some of the ground projected in the Cox measure involving the FCC, stewardship of its members, and the manner in which the Communications Act has been administered.

Wheeler Ponders

All was not quiet on the Senate side, where there is pending before the Interstate Commerce Committee the White Bill, which broadly falls along the lines of the Sanders measure, and the White Resolution for a sweeping investigation of the FCC, with emphasis on the chain-monopoly regulations. Active consideration, it is reported, is being given by Senator Wheeler to revival of proceedings in the Senate, though no definite decision yet has been reached.

No formal statement was made at the FCC in connection with Chairman Fly's revelation that the Commission had dropped its super-power and clear-channel breakdown inquiries. Six of the nation's 25 Class I-A channels are involved in pending applications seeking duplicate operation. The whole question of super-power is intermingled with the clear-channel breakdown, since stations could not operate efficiently with power in excess of the present limit of 50,000 watts if other outlets were on the same frequency, day or night.

Army Program to Unite Forces Abroad With Folks at Home Will Open April 5

MARKING the first time in history a radio program has been directly sponsored and supervised by the U. S. Army to accomplish a military mission, the War Department on April 5 will inaugurate a new weekly series, the *Army Hour*, to be heard on NBC-Red, Sundays, 3:30-4:30 p.m. (EWT) for the duration. The shows also will be shortwaved to United Nations forces all over the world.

The *Army Hour* is designed specifically to "link the men in our armed forces fighting abroad with American firesides back home," the War Department announcement March 19 declared.

Production of the new military feature will be supervised by the Radio Branch of the Bureau of Public Relations, with well-known literary figures, radio writers and stars of stage, screen and radio occasionally cooperating on the programs.

Bridging the Gap

"The *Army Hour* will undertake to bridge the great distance which separate our armed forces and their families in continental United States," the War Department commented. "It will seek to bring about understanding of our military and morale problems as outlined by responsible military authorities and our own soldiers,

It was ascertained, however, that after lengthy discussion the Commission decided to forego these inquiries, which would involve changes in existing regulations. It is presumed that scheduled hearings covering clear-channel breakdown also will be indefinitely deferred.

It is not expected the action will have any bearing on present special service authorizations covering certain clear channels, which in effect break them down, or on grants made on 850 kc., the clear channel occupied by KOA, Denver, which now is embroiled in litigation brought by NBC against the FCC decision granting WHDH, Boston, fulltime on the frequency.

During the exchanges before the Rules Committee, Chairman Fly, responding to Rep. Cox, heatedly denied there has been any dissension on the FCC during his tenure. He said there have been "differences of opinion", but there have been no such things as "personal animosities, ill-will or sniping behind one's back". Practically nine-tenths of the Commission's decisions are unanimous, he declared.

Network Influence

Asked whether the Commission has not been in public favor, Mr. Fly said that any Government agency which does its job is not favorably regarded by the indus-

tries affected. In broadcasting, he said, the industry wields "very powerful" influence and he mentioned again "two New York corporations", operating NBC and CBS, as these influences.

Mr. Fly said pointedly that he felt neither the Radio Commission nor the FCC, prior to his tenure, had handled the "monopoly" situation adequately. Asked by Rep. Cox whether Judge E. O. Sykes, former chairman of these agencies, had not encouraged CBS as a competitor of NBC, Mr. Fly declared he saw "nothing of a charitable or crusading attitude" in the establishment of CBS and that the "Paleys and Levys" wanted to get into what he characterized as "a profitable business".

Efforts of FCC Commissioner Payne to have the Commission investigated were mentioned by Rep. Cox, but Chairman Fly said that he knew of no such moves recently. Mention was made of a "leak" in a telephone report some time ago.

Rep. Cox said the FCC is not being attacked upon grounds of "moral dereliction" but that the demand for an inquiry grows out of "the fear that I have that the Commission is using its licensing power to force acceptance of its doctrines".

When Rep. Cox inquired whether the FCC was investigating charges of undue activity by "former members of the Commission with the possibility of court action", Chairman Fly said he would prefer not to discuss this matter in open session. Later it developed that the lease of WGST, Atlanta, to Sam Pickard, former member of the Radio Commission and former CBS vice-president, and C. H. Calhoun, Atlanta attorney, by the Georgia Institute of Technology was being studied by the Commission. Mr. Fly said he was not aware that "legal limitations" had been exceeded at any time, but that things were done which he would not have agreed with.

'Army of Young Men'

Reiterating allegations that the FCC maintains "a Gestapo used to terrorize and beat down licensees, members of Congress and all others who do not agree with the FCC", Rep. Cox asked whether the FCC did not maintain a "perfect army of ambitious young men".

Branding this "false", Mr. Fly said the Commission has a total of nine investigators. At this point, he said he knew what Rep. Cox had in mind—the WGST case. He referred to this as a lease arrangement resulting in profits to the lessees, which had been repeatedly attacked by members of Congress, notably Rep. Wigglesworth (D-Mass.), outspoken critic of the industry and of the FCC.

Rep. Cox interposed that Chairman Fly apparently believed he was motivated in introducing his

Music for the series will be un-

(Continued on page 53)



"YOU'RE A MUNITIONS PLANT NOW, BETSIE!"

● WITHIN 250 miles of Des Moines lies 75% of all the Grade A farm land in America. Iowa alone produces *one-twelfth* of all the Nation's food. And Iowa farmers are increasing out-put this year to make 1942 the most productive period of all time.

These are big facts in National Defense. They are also big facts in the Nation's merchandising picture. Because, this year, Iowa farm people will have more spendable income than ever before in all their fabulous history of agricultural prosperity.

How can you reach these people most effectively and at lowest cost? By radio, of course. With restrictions on automobiles and tires, small-town merchandising is now more important than ever. Radio is the one medium that covers Iowa's metropolitan, farm and rural non-farm families with virtually the same high intensity. . . . WHO, the only 50,000-watter in the State, is "heard regularly" in every community in Iowa. It does a complete, all-coverage job *for a fraction of the cost of any other medium.*

If for any reason you have never investigated the unique position that WHO holds in Iowa merchandising, let us send you all the amazing facts. There's nothing else like it in America. Drop us a line—or just ask Free & Peters!

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

Eight-Year Pacts Of BMI Accepted By 614 Stations

Signatories Include 85% of Industry Dollar Volume

THE NEW BMI eight-year contracts had been accepted by 614 stations as of last Wednesday, according to Carl Haverlin, vice-president in charge of station relations, who said that the stations represented more than 85% of the industry dollar volume.

In 16 States and the District of Columbia, every station formerly licensed by BMI has either signed the new contract or pledged to do so, Mr. Haverlin stated, adding that the NAB First District, made up of Maine, New Hampshire, Vermont, Rhode Island and Connecticut has solidly renewed. He said 14 additional States are within one or two contracts of being solidly renewed.

Nets Advance Cash

The networks, too, have rallied to BMI's support. BMI's previous contracts expired March 11 and the first payment under the new contracts, due April 20, covers only a portion of the month of March, with the first full month's payment not due until May 20. Since the last call on the old contracts was made in January and since BMI has paid all installments already due on its contract with Edward B. Marks Music Corp., BMI's largest single commitment, and has in addition accumulated and earmarked a sum sufficient to pay all 1942 installments on this contract, a stringency in cash position has resulted.

To relieve this condition, CBS, NBC, Blue and the stations controlled by BMI directors have made advance payment of their first six months new license fees. The network payments are advances on their eight-year contracts which have been accepted subject to the agreement of their affiliates to assume their proportion of the cost of clearance at the source for BMI music as they already have done for music licensed by ASCAP.

Edward Klauber, CBS executive vice-president, last week sent a letter to all CBS affiliates, urging their continued support of BMI, "so that we may never again find ourselves without an alternate competitive source of music." The letter continues: "Since, as you know, the broadcasters themselves control this organization through the election of its board of directors by the stations which are its licensee-stockholders, we believe that BMI's activities will be geared to the desires of the broadcasters within the scope of its budget and income."

States from which solid renewals had been received as of last Wednesday include: Arizona, Colorado, Connecticut, Delaware, District of Columbia, Iowa, Kentucky,



OLD FRIENDS were reunited and old times revived when Dinah Shore returned to WSM, Nashville, to appear on a defense bonds and stamps show. Dinah got her start at WSM back in 1934-36 and from there shot to prominence. Now she is with Eddie Cantor on his Wednesday, 8 p.m., Ipana-Sal Hepatica show over NBC-Red and has her own NBC program. Beaming reunioners are Dinah (center); Marjorie Cooney, WSM news commentator and musician; Beasley Smith, WSM music director.

All References to Weather Forbidden In Covering Games During the Season

NO REFERENCE whatever to the weather should be made during broadcasts of baseball games, according to a communication to all broadcasters issued last Friday by J. Harold Ryan, Assistant Director of Censorship. The statement was framed in response to frequent inquiries by program managers and sportscasters regarding the handling of games, now that the diamond season is about to start.

Mr. Ryan's office asserted that his March 20 statement is not to be regarded as a directive, but rather as a suggestion to program and sports departments.

Not only must no reference to weather be made during baseball broadcasts, even if weather conditions should cause cancellation of games, but the broadcaster must exercise extreme caution in interviewing former baseball players and officials now in the armed forces who might be called to the microphone.

Quiz Restrictions

With respect to informal quiz programs at the games, the statement calls attention to the section of the Wartime Censorship Code which asks that all audience participation quizzes be discontinued

Maine, Massachusetts, Mississippi, Nebraska, New Hampshire, New Mexico, North Dakota, Rhode Island, Wisconsin, Vermont. States lacking only one or two station contracts to be solidly renewed included: Arkansas, Indiana, Maryland, Minnesota, Montana, Nevada, New Jersey, Oregon, Pennsylvania, South Carolina, South Dakota, Utah, West Virginia, Wyoming. Among stations whose contracts were received last week were Crosley's WLW and WSAT, Cincinnati.

BMI Champagne

CHAMPAGNE flowed at the NAB board of directors meeting in New York last Wednesday, the gift of BMI to Paul W. Morency, general manager of WTIC, Hartford. When word was received during the meeting that the last three stations of District 1, embracing New England, had signed BMI contracts for a total of 53, BMI paid off. Mr. Morency recalled the reward was to have been a case of imported, but BMI settled for a bottle. BMI reported that to date 614 stations have renewed their BMI licenses.

Tootsie Rolls on 12

SWEETS Co. of America, Hoboken, N. J., on March 23 starts a 26-week campaign for Tootsie Rolls, using 10 to 20 spot announcements weekly on a varying basis on 12 stations. Agency is Biow Co., New York.

except under certain qualification.

Mr. Ryan's statement follows in full text.

The purpose of this communication is to call to the attention of those in authority certain program problems which might arise in applying the Code of Wartime Practices for American Broadcasters with the advent of baseball season.

Special attention of all baseball play-by-play broadcasters is called to subparagraphs (1), (2) and (3) of Section I of the Code.

Subparagraph (1) provides that weather should not be broadcast unless officially authorized. It further suggests: "Special care should be taken against inadvertent references to weather conditions during sports broadcasts, special events, and similar projects." This means, specifically, that announcers are advised against any reference to weather during the broadcast. If weather conditions cause cancellation of game, simply state the fact that the game has been cancelled without describing the cause. The unchallengeable baseball broadcast of 1942 will make no reference to the weather conditions at the scene of play.

Subparagraphs (2) and (3) provide against the release of information concerning our armed forces. In each subparagraph, it is suggested that the movement of personnel of armed units should not be used unless appropriately authorized. It is likely that some broadcasters will want to interview former baseball players and officials who have joined the armed forces and have returned to their original environments on furlough.

It is especially important that in conducting such interviews, the interviewer should not elicit from his subject the exact identity of the latter's unit (unless he is in a training camp), his destination after the furlough has expired or any other information falling within the purview of Section I of the Code. Likewise, announcers should guard against stating specifically the location of former baseball notables who are now with the armed forces, again unless they are in training camps in the continental United States.

If it is the plan of any radio station to conduct informal quiz programs at locales of games, special reference should be made first to the stipulations in subparagraph (b), Section II of the Code.

Lucas and Jenkins Pull WGST Offer

BECAUSE the situation has become "embroiled in politics", Arthur Lucas and William Jenkins, Georgia chain theatre operators and owners of a group of stations in that State, have notified the FCC that they have withdrawn their offer to take over operation of WGST, Atlanta, and to pay \$30,000 annually and 25% of the station's annual net income to the Georgia School of Technology, licensee.

The offer was made in alleged competition with Southern Broadcasters Inc., which is headed by Clarence L. Calhoun, Atlanta attorney, and Sam Pickard, former Federal Radio Commissioner and one-time CBS vice-president. Southern Broadcasters Inc., for the last ten years has operated the station under a management contract, which Gov. Talmadge of Georgia is urging should be terminated despite the fact that it still has ten years to go.

Gov. Talmadge, it was reported, has insisted that the next phase of the FCC hearing on the renewal of the WGST license, scheduled for March 26, should proceed and that the Commission should approve the Lucas-Jenkins deal. He is reported to have stated that he will appear personally at this hearing, despite the fact that he has been notified that Lucas and Jenkins have dropped their offers.

Hearings on the WGST license renewal started early last December before the FCC, and immediately became involved in Georgia's hectic political situation. Many acrimonious exchanges highlighted previous hearings, at one time almost reaching the point of fist-cuffs. These, with other complications involving the legal representation of WGST, have made the hearings the most spectacular before the FCC in years. The several postponements of the hearings were necessitated by the illness of Mr. Lucas.

Schmidt Testing

K. G. SCHMIDT BREWING Co., Logansport, Ind. (Premium beer), has started testing radio with a schedule of 30 spot announcements weekly for 26 weeks on WIND, Gary, Ind., and expects to expand in the summer. The company distributes in Ohio, Indiana and Illinois. Agency is First United Broadcasters, Chicago.

Dye Discs on 42

NORTH AMERICAN DYE Corp., Toronto, on March 12 started twice-weekly transcribed musical *Sunset Dye Program* on 42 Canadian stations. Account was placed by Atherton & Currier, Toronto.

SEPARATION of NBC and the Blue networks, Chicago, was practically completed last week when NBC departments moved to the 20th floor of the Merchandise Mart and Blue offices occupied the south wing of the 19th floor.



★
 It's a tank car being loaded with natural gasoline—the 100 octane fuel which, blended with commercial gasoline, gives Allied Nations the world's best aviation fuel.
 ★

HELL FOR HIROHITO!

AIR POWER will win the war . . . and air power will win your battle for sales! KWKH is a "must" on your "A" schedule—for dominant coverage of one of America's richest markets. It's the production center for the nation's basic war materials—gas, oil, gasoline, cotton, lumber. It's the home of 370,000 eager-to-buy, able-to-buy radio families.*

KWKH is the *natural* choice of the high-paid workers of East Texas, North Louisiana and South Arkansas . . . with 50,000 watts tuned to their specific radio needs. Buy KWKH—and you'll get a higher octane rating in the market that fuels the nation!

* CBS sets net daytime circulation at 313,000; net nighttime at 425,000. Ask Branham Company for details.

CBS

KWKH

50 KW

SHREVEPORT, LOUISIANA



Member South Central
 Quality Network

The **SELLING POWER** in the **BUYING MARKET**

More Realistic View of War Needed, NBC Tells Affiliates

First of Cross-Country Conferences Is Held in New York; Mullen Outlines Radio's Function

A MORE REALISTIC view of the war and the problems that it presents to the broadcasting industry was urged by NBC executives upon the network's affiliates in New York State and New England attending a meeting at the Waldorf-Astoria, New York, last Monday and Tuesday.

The two-day session, with Paul W. Morency, WTIC, Hartford, member for Region No. 1 of NBC's Advisory and Planning Board as chairman, was the first of a series to be held throughout the country, with a dozen of the network's key men traveling from point-to-point to discuss the present outlook for broadcasting with all NBC affiliates.

Winning the War

Keynoting the meeting was a hard-hitting analysis of "radio's first war" by Frank E. Mullen, vice-president and general manager of NBC who told the gathering that networks and their affiliates today face a common problem. "Our function and our responsibility as broadcasters is the task of helping our country win the war," he declared.

"Whatever happens to broadcasting as a business," he continued, "our service is not one to be discarded now or for the duration. We are essential to every activity of Government. We are essential to the Army. We are essential to the Air Force and to the Navy. We are essential to the maintenance of public morale and the service of public information. And finally, we are essential to the vast listening public here and abroad because of the great free service of entertainment and recreation we bring—a service essential to rest body and mind for the urgent tasks of planning, production and war."

Mr. Mullen emphasized two "outstanding facts" in the present situation: "First, that broadcasters generally have not been and are not now sufficiently realistic about the impact of war on the business and service of broadcasting, whereas only clarity will allow us to chart the proper course, and second, that however much the broadcasters of the nation have contributed before and since Dec. 7 of last year, vastly more will be demanded and required as we proceed on the road to total war effort."

"Most certainly 'broadcasting as usual' belongs to the same limbo as 'business as usual.' Profits may seem vital to us, but they will be important only as funds to finance the war. On one hand," he pointed out, "the Government and people of the United States must have a broadcasting service second to none in helping to win the war,

and on the other, the broadcasting structure to survive must find the financial support to render whatever service is properly demanded of it.

Jolting the Public

"In this we face the dilemma of increasing demands against decreasing returns. None of us can foresee exactly what will be required of us as the Government program develops and our war efforts get into high gear. . . . We can be proud of the record of broadcasting over the past two decades. . . . Let us accept with courage and enthusiasm the challenge of our times."

Describing radio's immediate job as that of jolting the American people out of their complacency and bringing them to the fighting pitch already reached by our armed forces, Mr. Morency in his opening remarks said the Government has asked for radio's support. "Today's meeting," he stated, "is to serve notice that our only obligation is to promote the war effort, and commercial considerations must give precedence to this demand."

Describing NBC's contribution to the war effort, Ken R. Dyke, director of promotion, said that from Dec. 7 to March 15 NBC and its M & O stations broadcast 751 war programs, totaling 230 hours, in addition to airing 6,242 announcements. Mr. Dyke also conducted a session on practical promotional problems, during which he criticized the prevalent practice of putting the call letters in such large type that there is no room in the advertisement left for sales message or location of the station. "With more than 800 stations in

New Duff Schedule

P. DUFF & SONS, Pittsburgh, has started a new spot schedule of transcribed announcements three times weekly on 13 stations. After April 1 other stations will be added. Stations now being used are: WBZ-WBZA, Boston-Springfield; WKBW, Buffalo; WTAM, Cleveland; WBNS, Columbus; WWJ, Detroit; WHP, Harrisburg; WFPM, Indianapolis; KYW and WIP, Philadelphia; WCAE and WWSW, Pittsburgh; WGY, Schenectady; WOL, Washington. Duff products are also promoted weekly on the First National Stores' program on Yankee Network. Agency is W. Earl Bothwell Adv. Agency, Pittsburgh.

operation," he said, "not even agency timebuyers can be expected to remember where each is located." Charles B. Brown, sales promotion manager, also spoke on the topic of station and network advertising.

Dr. James Rowland Angell, public service counsellor of NBC, surveyed the field of public service programs, particularly news broadcasts. "To merit and retain the complete confidence of the public in the accurate and disinterested character of the news presented by radio should be one of the most sensitive concerns of the broadcaster," he declared.

Avoiding Distrust

"Once permit the public to acquire serious distrust of the reliability of the radio and both the public and the broadcaster will be the sufferers. At this point the commentator institutes a peculiarly grave risk. If ignorant or indiscreet, he can do untold damage to radio as well as to the nation."

A. L. Ashby, general counsel, reviewed at length the present litigation in which NBC is involved, particularly the steps which are being taken to prevent the FCC from putting into effect its rulings which would change the present method of network operations. C. L. Menser, program manager, spoke

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Net Case Accepted By Supreme Court

Decision Before the Summer Recess Thought Possible

ACCEPTING jurisdiction over the network-monopoly case, the Supreme Court of the United States announced last Monday that litigation tentatively has been set for argument for the week of April 27. It is expected the court's ruling on the question of the FCC's jurisdiction over contractual relations between networks and affiliates will come prior to its summer recess in June.

The regulations were suspended under the stay granted March 2 by the statutory three-judge court in New York, pending the appeals by NBC and CBS to the Supreme Court [BROADCASTING, March 9-16].

Further Stay Possible

The highest tribunal, it was made known, plans to sit two weeks during May. If the case is not reached during the week of April 27, arguments will be heard prior to the summer recess, according to court attaches. Following normal procedure, the court would make known its decision prior to its June recess over the summer.

The stay granted by the New York statutory court runs until May 1. Since it appears virtually impossible to procure a Supreme Court decision by that date, it is expected the highest tribunal will authorize a further stay until it hands down its ruling.

The New York court originally had ruled last month, in a 2-1 decision, that it had no jurisdiction to adjudicate the validity of the monopoly regulations. Subsequently, however, on further argument it granted the stay to allow the statutory appeal to the Supreme Court.

Greenwald Joins OEM; To Handle New Series

W. B. GREENWALD, formerly owner of KWBG, Hutchison, Kan. (now KWBW), has joined the staff of the Radio Section of the Office for Emergency Management under Bernard C. Schoenfeld, radio chief. Mr. Greenwald has been assigned to handle a new series of programs titled *The Home Front*, which will be offered to local non-network stations throughout the country. It will be a live talent show produced from script furnished by the Radio Section of OEM to the American Legion Auxiliary.

The latter has accepted the responsibility for obtaining talent in local communities. The program will include drama, comedy, music, interviews and information regarding the war effort and how each individual is affected and can help. It will be staged locally in each instance with strictly local talent, enlisted through State and local chairmen of the ALA who are working in cooperation with the national radio chairman, Mrs. E. P. Keen, of Honesdale, Pa.



RADIO WAR CLINIC, first of a series, brought New York and New England affiliates of NBC to New York March 9-10 for sessions with NBC executives. Paul W. Morency, manager of WTIC, Hartford (center) spoke for the 11 affiliates in Region 1 of NBC's station advisory and planning board. At his left is Frank E. Mullen, the network's executive vice-president, and at right is William S. Hedges, station relations vice-president, who arranged the tour which took the NBC executives to Cincinnati, March 18-19, and Atlanta March 20-21. Rest of the war clinic sessions will be held in Dallas, March 23-24; Chicago, March 26-27; San Francisco, March 31-April 1.



**THE
AREA**



You'll find top advertising minds cutting out paper dolls today.

It's profitable!

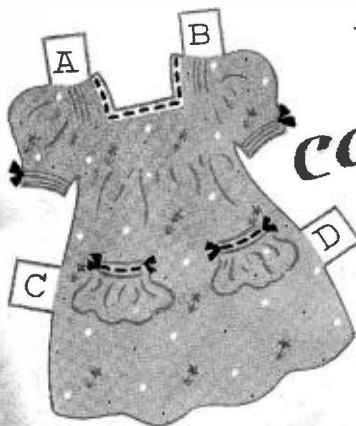
It's simple!--

1. Get a little beauty like Betty. Betty represents the rich Philadelphia market, where effective coverage is a problem of direction. Because Philadelphia's 20-county market forms an area nearly twice as long as it's wide.

2. Get a dress that fits Betty perfectly. This is KYW, whose directional antenna gives you Primary coverage of 1,289,000 radio families--the entire Philadelphia trading area.

The rest is simple as A B C D:

Just ask NBC Spot Sales about the advantages of tailored coverage--with a 50,000-watt, Red Network station.



**THE
COVERAGE**



WESTINGHOUSE RADIO STATIONS Inc
KDKA KYW WBZ WBZA WOWO WGL

Missing Newsmen Now in Australia

**Cuhel and Dunn Escape Java;
Miss Wayne Coming Home**

MISSING since the Japanese occupation of Java early in March, three radio correspondents last week reported to their respective networks that they were safe, with Frank Cuhel, MBS, and William J. Dunn, CBS, wiring in the perilous tale of their escape to Australia.

With George Weller, *New York Post* correspondent, Cuhel and Dunn stayed on in Java after the last American Navy units and bombers had left March 1, and were forced to sail for safety on a small steamer bound for Melbourne.

There were 600 aboard the vessel with cabin accommodations for 40. Jap bombers rained machine-gun bullets and shells on the craft, hitting the main salon, and a steady barrage of fire from submarines and shore batteries followed the steamer as it sailed through mine-infested waters.

At the harbor of Patjitan some passengers rowed ashore, but the correspondents stayed aboard and arrived in Melbourne 11 days later. Dunn has cabled CBS that he is going on to Sydney, and, if possible, will broadcast from there.

Miss Wayne on Way

Mutual's former reporter in Batavia, Elizabeth Wayne, whom Cuhel replaced in January, arrived in Trinidad last week, and will fly to New York on the first available *Clipper*. Mutual had not heard from Miss Wayne since January when she reported she was leaving Java to come to America.

To replace Far Eastern news reports by Cuhel while he remained on the missing list, Mutual has appointed as its correspondent in Honolulu, Owen Cunningham, program director of KGMB, Mutual affiliate in that city. His reports supplement those by Sam Brewer from Cairo and John B. Hughes from Los Angeles on the Sunday 12:30-1 p.m. news roundup.

Cecil Brown, CBS Far Eastern correspondent broadcasting from Sydney, Australia, since the fall of Singapore where British authorities barred him from the air, is en route to this country, and is expected to land in San Francisco about March 25, according to the network.

After a short vacation, Brown will go on an extensive lecture tour, speaking on his war experiences in colleges and universities, forums and clubs from coast to coast. W. Colston Leigh, agency booking the tour, is arranging dates after April 1, none of which have been announced as yet.

Coast Fruit Series

CALIFORNIA PRUNE & Apricot Assn., San Jose, Cal., on March 14 started for 13 weeks a weekly newscast by Dick Joy on 6 CBS Pacific Coast stations. Agency is Long Adv. Service, San Jose, Cal.



White, Schechter and Opfinger Get Plaques

Ingenuity of Network's News Directors In Getting War News Draws Recognition

"ALL THREE networks have done outstanding work in securing news broadcasts from various war fronts, but little credit has been given to the key men who arranged these broadcasts. It takes real ingenuity to put through these broadcasts in the face of censorship, bombings, breakdown of wires and other difficulties. Therefore Paul White, A. A. Schechter, and Adolph Opfinger deserve a salute for their fine work and this we give them in the form of three plaques which are theirs to have and to hold permanently."

The above is the speech made by John Hymes, timebuyer of Lord & Thomas who, as president of the Radio Executives Club of New York, announced the winners of the Club's first annual award for "outstanding contributions in distinguishing the American system of broadcasting in 1941," at the March 18 meeting at the Hotel Lexington, New York. Winning classification was "foreign news coverage," as selected by a vote of the Club's 250 members, and plaques were presented to Paul White, CBS director of public affairs; Schechter, NBC's director of news and special events, and Mutual's Program Service Manager Adolph Opfinger.

Runners-up, in the following order, were Major E. H. Armstrong and FM, *Cavalcade of America*, U of Chicago Round Table tying with *Town Meeting of the Air*, *Information Please*, and *The American Forum*.

Out-of-town guests were Eugene Carr, WGAR; John Dodge, WRC-WMAL; G. P. Jones, WATL, and Don Laws, CJOR, Vancouver, B. C.

Carnation in Canada

CARNATION Co., Toronto (condensed milk) on March 24 starts twice weekly transcribed quarter hour program *Carnation Bouquet* on a large list of Canadian stations. Account was placed by Baker Adv. Agency, Toronto.

MIKES VS. SABOTAGE

New Detector Makes Whisper

—Sound Like Shout—

ANTI-SABOTAGE device, a "whisper detector", has been developed by Stromberg-Carlson Mfg. Co. in cooperation with the Brush Development Labs., Cleveland, and the Astatic Microphone Co., Youngstown, O. Designed to detect any intrusion to the grounds of vital war effort plants, the device—a network of concealed, highly sensitive microphones—is claimed to make the slightest noise sound like a bull elephant on the loose. The system, it is also claimed, can be hooked to relays to cause a red light to flash.

Lee McCanne, assistant general manager of Stromberg-Carlson, said that test installations of the new alarms have been made in the Midwest. One microphone it is said can protect as much as 3,000 feet of fence and the system is intended to supplement regular patrol activities. Mr. McCanne disclosed that the Government has assigned an 1-A-1 priority rating to the detector.

NAB Protests N. Y. Bill To Ban Foreign Tongues

AS CHAIRMAN of the foreign language committee of the NAB, Joseph Lang, general manager of WHOM, Jersey City, has filed a protest to the bill introduced a week ago in the New York State Senate by Senator Edward J. Coughlin of Brooklyn. Under the proposed bill foreign language newspapers and foreign language broadcasts would be prohibited in New York State unless accompanied by English translations.

The value of such broadcasts is evident, Mr. Lang said, in view of the recent installation of foreign language broadcasting departments in such governmental divisions as the Census, Treasury and Justice Departments, the OFF and the WPB. The Senator is understood to be sponsoring the bill at the request of various war veteran associations.

AGRONSKY SHIFTED TO SHUTTLE BEAT

WITH the shift of the Pacific war to Australia and its environs, A. A. Schecter, NBC director of news and special events, has placed Martin Agronsky, NBC foreign correspondent, on a "shuttling assignment," between Melbourne and Canberra. Sidney Albright, who had been covering events in Batavia, Java, for NBC, will cover developments from Sydney, Australia, where he arrived after a hazardous escape from Jap forces in Java.

On the other side of the world, NBC has made arrangements whereby Robert Magidoff, speaking from Moscow on the five times weekly *News of the World* program, can be picked up either across the Atlantic or Pacific in New York or San Francisco.

NBC news rooms in those cities are hooked by direct teletype and after "monitoring" Moscow, Magidoff goes on the air. Whichever receives the clearer signal can pick up his talk, New York via special RCA equipment at Riverhead, Long Island, and California by the Point Reyes station.

Bijur Personnel Places

FOLLOWING the recent announcement by George Bijur Inc., New York, of suspended business for the duration, the disposition of personnel was announced last week. Arkady Leokum, copy supervisor, joins the Kiesewetter Agency, New York. Eran Karr, office manager, has joined the Wm. A. Schautz Adv. Agency, New York, as has Pauline Quigg, chief bookkeeper. Ruth Bannerman, receptionist, has already joined Pedlar & Ryan. R. C. Powell, research manager has joined the 101st Cavalry. Harriet Bissell, copywriter, is dividing her work between advertising and the Air Ferrying Command in Washington. George Bijur, president, has made application to the Army Air Corps and H. W. Williams is seeking service with the Signal Corps.

Jelke Placing

JOHN F. JELKE Co., Chicago (Goodluck Margarine), during the first two weeks in March has placed its thrice-weekly series of transcribed quarter-hour programs, titled *Happy Meeting Time* on five stations, including WMC, WSAI, WROL, WJSV and WLAC. Program is musical with patter by Harry Von Zell, Frank Luther and Gwen Davies. Company also sponsors one-minute daily announcements on WDBC, Escanaba, Mich., WDMJ, Marquette, and KFAB, Lincoln. Agency is Young & Rubicam, Chicago.

Stokowski on Blue

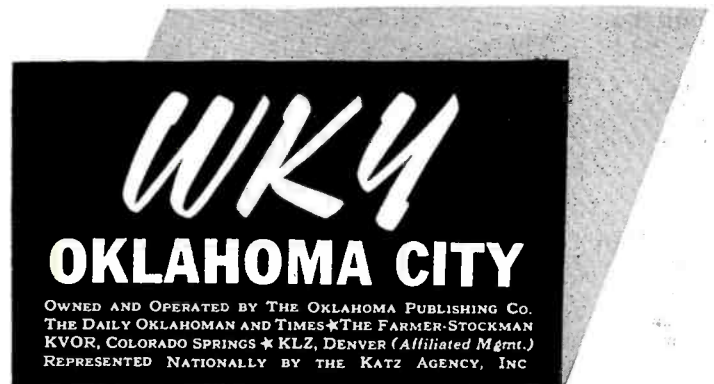
LEOPOLD STOKOWSKI will conduct another series of four NBC Symphony Orchestra concerts, beginning March 24 on the Blue Network. The opening program will be the first regular Tuesday night Symphony concert to be broadcast from NBC's studio 8-H since acoustical improvements have been made. Stokowski conducted the orchestra in a series of four concerts last November.

more than
all the rest
combined!

• More persons listen to WKY in Oklahoma City morning, afternoon and evening than to ALL THREE other stations combined!

This is true today—(see December, 1941-January, 1942, Hooper Station Listening Index for Oklahoma City). It was true a year ago, five years ago, ten years ago. It will be that way tomorrow, next month, next year . . . and the years after. The decisive listener preference which WKY enjoys makes choice of stations in the Oklahoma City market an easy matter.

No other Oklahoma City station comes within 50% of WKY in popularity, morning, afternoon, or night!

A black rectangular graphic with a white border, containing the station's call letters and city name in a stylized font. Below the main text, there is a block of small print providing ownership and affiliation details.

WKY
OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
THE DAILY OKLAHOMAN AND TIMES★THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS★KLZ, DENVER (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC

The Radio Makers Go All-Out for War

2 Billion Annually to Be Turned Out for Armed Forces

EVERY FACILITY—engineering brains, factory supervision, plants, technical “know how”—of the radio manufacturing industry will be used in order to produce the tremendous volume of military communications equipment needed for the war effort, the War Production Board said last week in announcing a summary of the conversion program that must be started by April 22, date set by the WPB in its official order of March 7.

Production of communication equipment, it was said, is expected to exceed \$125,000,000 per month by the end of the year, and the program for this type of war material, including that delivered, on order and yet to be allocated, amounts to approximately 2 billion dollars.

Manufacturer Groups

In its roundup of sources from which the military services will get their radio equipment, WPB said this will come principally from an approximate 55 manufacturers who furnished most of the sets for civilian demands. These manufacturers have been grouped by the WPB, ranging from companies with complete technical equipment capable of building entire units out of raw materials to companies that only assemble parts supplied by other plants.

Other manufacturers who will be utilized in the program will be 250 firms that made tubes, condensers, loud speakers and other set parts; also 500 to 1,000 firms making switches, stampings, screws and other small items going into receiver makeup.

“So far as the 55 set makers were concerned,” the WPB said, “civilian radios comprised nearly all of their business in 1941. There was, however, some work on military equipment, but it amounted to only an additional \$10,000,000, or about 5% of the total volume”.

In further claims by the WPB that the set manufacturing industry has shown slight conversion to war work in the past year, it was said that “aside from this relatively small conversion to military work, the first real step toward making the facilities available for use in the war program was taken Jan. 23 when the Consumers Durable Branch of the War Production Board issued an order curtailing by about 40% the production of receiving sets for civilian use. Reductions also were ordered in the output of phonographs and radio phonograph combinations.”

However, the WPB in a later statement to BROADCASTING said that only plants engaged in strict civilian set manufacturing were considered in arriving at the figures given in its announcement. Huge plants such as those of RCA and

General Electric, which have been doing work for the armed forces over a long period, were not included in the WPB study of war conversion up to the present time.

As previously reported in BROADCASTING, materials which will be made available for war production when the industry conversion order goes into effect April 22 include 70,000 tons of steel, 10,000 tons of copper, 2,100 tons of nickel.

Conversion Problems

In its statistical analysis of the program, the WPB said that about half the program is for detector equipment; 20% for aircraft and navigation equipment; 20% for tank sets, walkie-talkies, etc.; the remainder for telegraph, telephone and miscellaneous equipment. A price summary of the receivers that must be supplied shows that about 120 set models are included. These range in cost from \$75 to \$85,000 per unit.

In its discussion of problems facing the industry in a conversion, the WPB said, “In converting radio manufacturers to war production, the problem is one of individual plants, rather than one of the industry as a whole. There are several reasons for this. One is the composition of the industry. In it are companies that make nothing else but radio equipment. Other companies in the industry are part of large corporations that also make automobiles, air conditioning equipment, electrical appliances and many other products unrelated to radio.”

Specialization in the manufacture of single models was also pointed out by the WPB as a conversion problem inasmuch as manufacturers will be called upon to manufacture a variety of sets for military use. “But,” the statement continued, “the most important fac-

tor is that involving the particular facilities of the plant, whether it is operated by a company making radios exclusively; or by a company making few models, or one making many. The problem is that of putting the productive ‘know-how’ to work”.

“Know-How” is Criterion

In further explanation of “know-how” in technical operation of plants, the WPB cited examples of the Army and Navy and WPB itself going outside the radio industry to obtain many types of equipment because “other firms are better qualified technically”. This was not directed as criticism of the industry but was said to illustrate determination on the part of the WPB to find every means available to obtain the best possible equipment for military use. The WPB has on numerous occasions pointed out that many manufacturers have not gone into the more intricate

(Continued on page 48)

Sale of FM Receivers Continues to Increase

DESPITE curtailment of all radio receiver production by order of the WPB which will halt the manufacture of sets after April 22, FM Broadcasters Inc. reports that approximately 30,000 additional FM receivers were purchased during January. This brings the national total to 285,000 sets according to the FM trade association.

A breakdown of sales indicates that the majority of these went to listeners in New York, Chicago and the New England States. FMBI estimates the New York total apparently passed the 60,000 mark early in February, while the Chicago sets stayed between 30,000 and 35,000 and the New England total approached the 30,000 mark. At present there are 25 commercial FM stations in operation.



EVALUATING potential commercial programs for Pacific Coast network showcasing is this group of radio executives. Passing judgment are (l to r): Clyde Scott, KFI-KECA, Los Angeles, sales manager; Clete Roberts, BLUE Network Inc., special events director; Robert Moss, network production manager; Myron Elges (standing), account executive.

W41MM Delayed By War Shortage Plans Late April Beginning With Reduction in Power

IMPEDED but nevertheless un-stopped in its construction by the wartime materials shortage, the new W41MM, Winston-Salem, N. C., commercial Class D FM station of Gordon Gray, has announced it will take the air about April 30. Mr. Gray is publisher of the *Winston-Salem Journal* and *Twin City Sentinel* as well as operator of WSJS, Winston-Salem.

Although authorized for 50,000 watt operation, W41MM will first use 3,000 watts pending delivery of a 50,000 watt amplifier from General Electric. The 50,000 watt unit is at present undergoing tests and W41MM expects to assume its maximum power by next fall. A 100-foot temporary tower has been erected at the station's actual location, Clingman's Peak, 6,885 feet above sea level. W41MM was granted last year as a Class D station on 44.1 mc. for a huge rural and urban service area of 69,400 square miles.

Using WSJS Studios

War priorities have forced W41MM to discard its original plan for studios on Clingman's Peak. Instead, for the duration, programs will be fed from WSJS' Winston-Salem studios to the main Clingman's Peak transmitter of W41MM via a special relay transmitter atop the Reynolds Building. It is hoped that the station by means of its high transmitting location and directional array will be able to contact with the American Network, an FM chain of which it is a member.

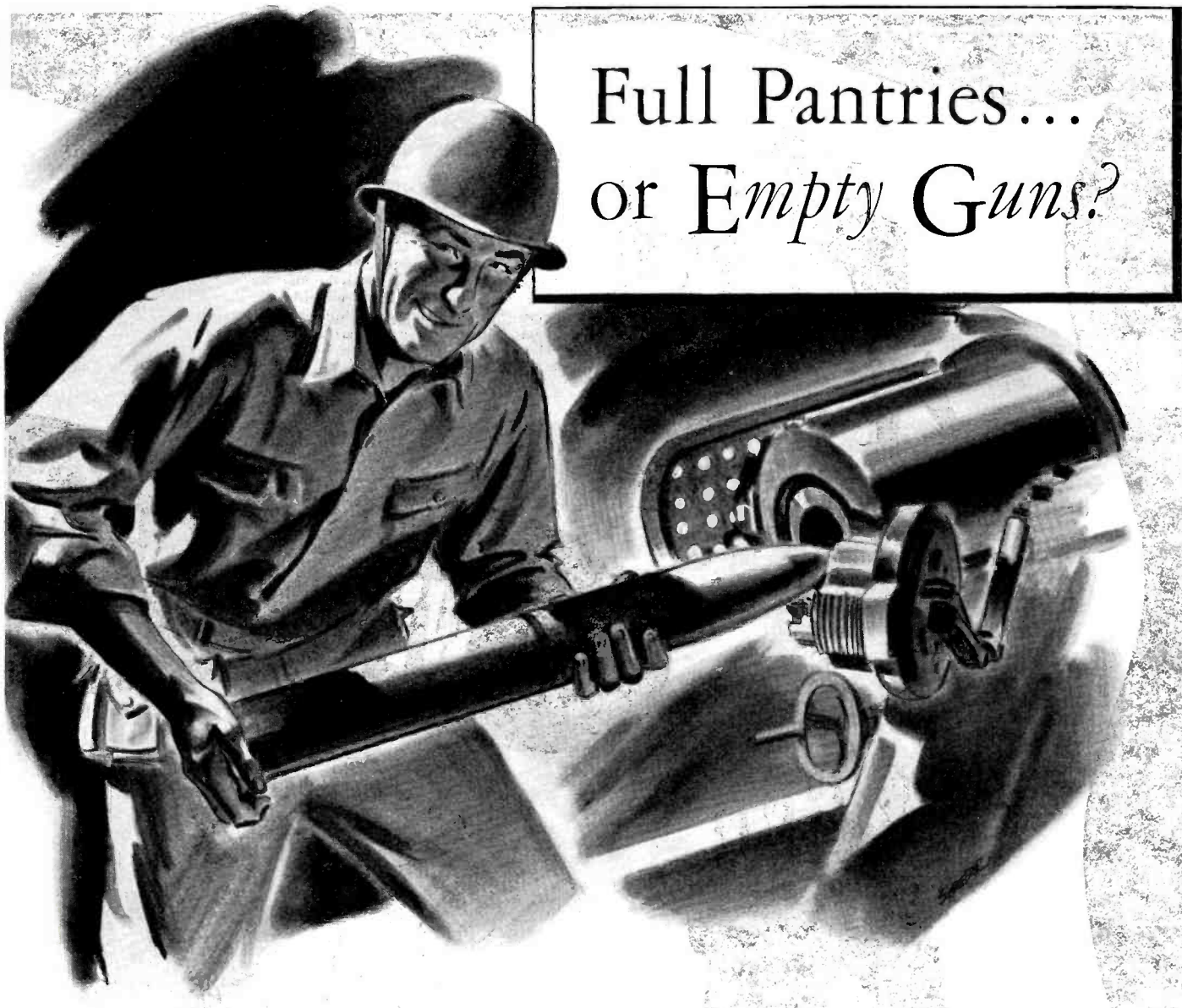
Complete personnel has not yet been selected and under wartime conditions it is presumed that the services of WSJS announcers will be largely used. Permanent staff so far includes: Gordon Gray, manager; C. M. Smith Jr., chief engineer; Paul W. Norris, sales promotion and research.

W75P Opening April 4

OPENING date for the new Westinghouse FM station W75P, Pittsburgh, affiliate of KDKA, has been set for April 4. Originally scheduled for the middle of March, the date had to be set back because of delays in getting materials needed for the transmitter installation. A two-hour broadcast, carried both by KDKA and W75P, will herald the new station, including a review of some of the new programs to be heard, a parade of KDKA talent, several special event pickups and other special features.

Pure Food Test

PURE FOOD Co., Mamaroneck, N. Y. (Herb-Ox bouillon cubes), is sponsoring five-weekly participation on the Mary Margaret McBride program of WPAF, New York. Firm also started a test campaign this month on three New York stations: WABC, WNEW and WOR.



Full Pantries... or *Empty Guns?*

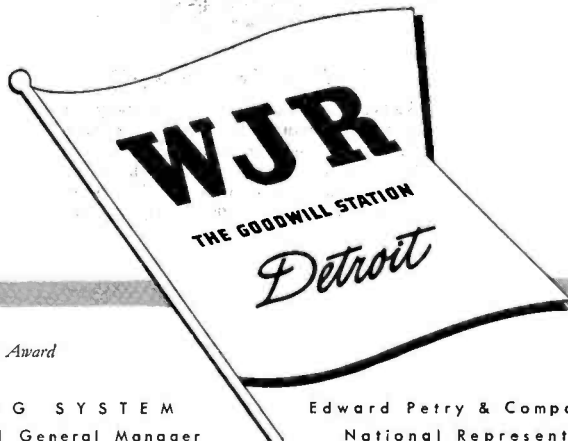
Born of ignorance and fostered by selfishness, the sin of *hoarding* can be dealt with only through education. But education is often a long and tedious process, and America's war effort *can't wait!* To reach the minds and hearts of thousands of listeners *quickly*, WJR recently devoted an entire "In Our Opinion" forum to this vital subject.

Surprised listeners learned from news and marketing experts led by WJR's News Editor, that full pantries might mean empty guns; that it takes a pound of sugar to produce a pound of explosives. They learned, moreover, that no true shortage of sugar exists—that only fear and selfishness can

create one—that no one need suffer if all will do their part. It was only a brief lesson—but listeners took it to heart. Only a quarter-hour in a Sunday afternoon schedule—but we can think of no better use for such minutes than to help them speed the hour of Victory.



Winner...1941 Variety Showmanagement Award



BASIC STATION...COLUMBIA BROADCASTING SYSTEM
G. A. Richards, President...Lea J. Fitzpatrick, Vice President and General Manager

Edward Petry & Company, Inc.
National Representative



"Swop Nite"

Everyone likes to swop—and here the fine art of trading hits a fast and funny pace with Swopmaster H. Allen Smith* bringing an original style of humor to the air. This new idea in radio has universal appeal—a potential gold mine for any sponsor. Sat. 8:30 - 9:00 P.M., E.W.T.

*Author of the hilarious best seller "Low Man on a Totem Pole"

WHAT'S NEW



"Meet Your Navy"

A gay, rollicking, inside picture of navy life originating from the Great Lakes Training Station and using all-navy talent headed by Eddie Peabody, king of the banjo. A timely program with a wealth of patriotic appeal. Fri. 8:30—9:00 P.M., E.W.T.



"Cab Calloway's Quizzicale"

Calloway's flair for showmanship shines brightly in this Harlem welding of quiz and rhythm—a standout among all such shows for its spontaneous humor. A proven success in the past, the "quizzicale" is due for a bigger audience than ever on the Blue. Wed. 9:30—10:00 P.M., E.W.T.

"Believe It Or Not"

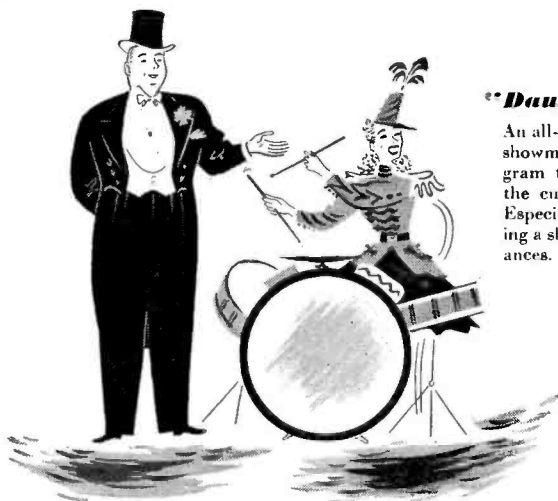
The incomparable Robert Ripley is at his curious best in this new series—designed to create good will among all the Americas*—a program with exceptional merchandising possibilities. Sat. 10:00—10:30 P.M., E.W.T.

*Presented in conjunction with the Coordinator of Inter-American Affairs



ON THE BLUE!

Presenting
5 bright
new programs
designed to win
listeners
at the lowest
possible cost
per thousand



"Daughters of Uncle Sam"

An all-girl band, headed by that master showman B. A. Rolfe, presents a program that adds plenty of "S. A." to the currently popular military trend. Especially recommended to clients wanting a show suitable for personal appearances. Sun. 7:30-8:00 P.M., E.W.T.

"We will use our network to build new shows, earthy, mass-audience shows with a real commercial flavor." So spoke Phillips Carlini in his first address as Vice President in Charge of Programs of the Blue Network.

Already these words have been translated into action as the Blue sets the pace for '42 with five new programs—all backed by the Blue's hard-hitting, audience-building promotion.

The Blue continues to present an unrivalled sustaining schedule of news, public service, and musical programs. Blue commercial programs reach larger audiences than ever with average talent expendi-

tures which are much lower than on other major networks.

These new programs, complete with a ready-made audience, will help carry out the Blue's policy of giving advertisers national coverage at the lowest cost of any home medium. Here are 5 fine opportunities to lower your cost of distribution by buying Blue! BLUE NETWORK COMPANY, INC. A Radio Corporation of America Service.

THE Blue NETWORK
Sales thru the air with the greatest of ease

Official Policy Issued by OFF As Guide to Handling of News

Bad News as Well as Good to Be Divulged Unless of Aid to the Enemy; Policy on War Casualties

POLICIES governing the release of war information by the Government, intended as an explanatory statement to the public but serving also as a guidepost to news reporters and commentators of both radio and the press, were made public last Wednesday by the Committee on War Information of the Office of Facts & Figures, which actually is the Government's high command so far as war news policy is concerned.

"All News" Policy

Containing a pledge that the American people will get every bit of war news, bad as well as good, so long as its publication does not give aid and comfort to the enemy, the Committee included in its policy statement the long-awaited

decision on publication of casualty lists. It ordered that lists of members of the armed forces killed in action will be made public but that press and radio shall not publish nationwide summaries of casualties, instead confining themselves to those from their own localities.

The OFF committee's statement covers policies for handling news from all of the agencies most actively engaged in the war effort, including Army, Navy, WPB, and Maritime Commission.

The Committee on War Information comprises: Archibald MacLeish, OFF director, chairman; James C. Dunn, adviser on political relations to the Secretary of State; Ferdinand Kuhn, assistant to the Secretary of the Treasury; John J. McCloy, Assistant Secre-

CBS Signs Symphony

A FIVE-YEAR CONTRACT has been signed between CBS and the Philharmonic Symphony Society of New York. The concerts have been an exclusive CBS presentation for the last 12 years. This is the Centennial Season for the symphony organization, which was founded April 2, 1842.

tary of War; Adlai Stevenson, special assistant to the Secretary of the Navy; L. M. C. Smith, chief of the Special Defense Unit, Dept. of Justice; Lowell Mellett, director of the Office of Government Reports; Wayne Coy, liaison officer of the Office for Emergency Management; Oscar Cox, general counsel of the Lend-Lease Administration; Capt. Robert E. Kintner, U. S. A., Board of Facts & Figures; Robert E. Sherwood, Deputy Coordinator of Information; Dean James M. Landis, executive director of the Office of Civilian Defense; Nelson A. Rockefeller, Coordinator of Inter-American Affairs.

"It is the policy of this Govern-

ment," says the CWI policy statement, "to make public the maximum of information on military, naval, production, and other matters concerning the war, which can be revealed without giving aid to the enemy. This policy is based upon the firm conviction that the people of a democracy are entitled to know the facts, whether they are good or bad, cheerful or depressing. On the other hand, our people will willingly forego knowledge of those facts whose revelation will help the enemy to harm us.

"Where there is conflict between consideration of public information and of military security, every attempt is made to provide such form of publication as will inform the public while reducing the military risk to a minimum. Under no circumstances does the Government publish information which is known to be untrue. Under no circumstances does the Government withhold news from publication on the ground that the news is bad or depressing. When news is deliberately withheld, it is withheld for reasons of military security."

Specific War News Policies Laid Down by the CWI . . .

ACTION AT SEA

(a) News of the destruction and sinking of American combat vessels is published only when and if it is felt that such publication will be of no aid to the enemy. Publication will be definitely delayed 48 hours from the time the Navy has had opportunity to start notifying next of kin of casual-

(b) The fact of damage to an American combat vessel through enemy action is released as soon as verified information is received, if there is reason to believe that such damage has occurred in sight of the enemy. The extent of damage to a combatant vessel will probably not be released until the vessel has been repaired as this information is valuable to the enemy.

(c) News of the destruction, sinking or damage to enemy surface vessels is released as soon as verified information is received.

(d) News of the sinking or the probable destruction of enemy submarines is ordinarily not released, for three reasons: (1) It is often difficult to verify the sinking of a submarine.

(2) Experience has shown that the withholding of news of the sinking of submarines has an adverse psychological effect on the enemy. (3) If the enemy is informed that one of his submarines has been destroyed, he knows it is necessary for him to replace it by another.

From time to time, it will be possible to give news on the sinking or probable sinking of enemy submarines over a past period.

(e) On merchant ship losses the following procedure is being followed: The Commandant of the District in which the sinking occurs notifies the Navy Department. The Navy Department in turn notifies the Maritime Commission, which notifies the owners so that next of kin of any casualties may be notified. As soon as the next of kin have had time to receive notice, the Maritime Commission advises the Navy Department which then releases the story of the sinking to the press and allows eyewitness accounts to be obtained from survivors. The names and precise tonnages will not ordinarily be released.

(f) It must be remembered that details of action at sea are rarely received until days or even weeks after the action has been concluded, because

radio signals enable the enemy immediately to locate the position of our ships in combat areas. Full details on any significant action are released as soon as practicable, but these details are rarely available until the vessels involved have returned to port.

2. AIR ACTION

(a) A statement of the exact number of American planes lost in action in the air is made as soon as received (provided the loss has been apparently obvious to the enemy), but no statement of the number of planes lost on the ground is made until such time as it is believed that the statement will not be of value to the enemy. The reason for this is that enemy airmen are usually unable to tell the extent of damage to aircraft attacked on the ground.

(b) An exact statement of losses of enemy aircraft both in the air and on the ground is made as soon as verified information is received. No claim of the destruction of an enemy plane is made unless the authorities in charge are satisfied that the information furnished by the American pilot or other observer is correct.

(c) No statement of the loss of American aircraft in transit or through accident at air fields is made since such news would be of great value to the enemy. An exception is made in the case of aircraft lost through accident in the continental United States.

(d) News of the effect of bombing of enemy objectives is given as soon as verified information is received, in such detail as possible. This information is released only to the extent that the authorities are satisfied of the accuracy of observation by the American pilots or observers.

(e) News of the extent of damage to American objectives by enemy bombing is released as soon as verified information is received, if it is believed that such information will not be of value to the enemy. In no event is an untrue statement of the effect of enemy bombing made. Statements may, however, be incomplete for reasons given above. Such statements will be completed as soon as this can be done without aiding the enemy.

3. ACTION ON LAND

Information relative to action on

land is issued during the progress of such action, or as soon as practicable after its termination. This information will be given in as much detail as possible immediately upon receipt and verification. Where possible, such information will include enemy casualties, a statement as to enemy forces engaged, and as to positions won or lost. It will not ordinarily include the strength or distribution of our forces, as this would give information of value to the enemy.

4. MOVEMENTS OF SHIPS AND TROOPS

Movement of Ships and Troops are among the most valuable forms of information which the enemy is constantly seeking to discover. Such information cannot possibly be published until after the movement is completed, and the enemy can no longer derive value from the knowledge of the movement. Similarly, identification of vessels or Army units in action cannot be published until it is clear that such information will not be of value to the enemy. Sailings, routes, and cargoes of cargo ships are also withheld from publication.

5. PROSPECTIVE ACTION

It is obvious that information of what the Army or Navy intend or plan to do in action cannot possibly be released by the government. There is, of course, no objection to the publication of any private comment upon the future course of military or naval operations, but all such comments are wholly unofficial.

6. REVIEW OF MILITARY SITUATION

The Joint Chiefs of Staff will shortly begin the publication of bulletins from time to time which will furnish an authoritative general review of the military situation in various theatres of war.

7. CASUALTIES (Killed in action)

Lists of members of the armed forces killed in action will be given out subject to the stipulation that press and radio will not publish nationwide round-ups but that newspapers and radio stations will confine themselves to the publication of casualties from their own localities.

Publication of such lists will be made subject also to the following restrictions:

A. Release will be delayed until the

accuracy of the lists is well established and relatives notified, and until not giving aid or comfort to the enemy.

B. The rank and ratings of Navy officers and men will be withheld; likewise, designation of units to which Army officers and men have been assigned will be withheld.

Subject to these restrictions and to the above stipulation, the names of those killed in action will be made available with all possible speed.

8. PRODUCTION INFORMATION

To provide essential public information as to the progress of the production effort as a whole, the War Production Board will publish at frequent intervals a production communique, which will enable the public to judge whether the production program is progressing satisfactorily or not.

With respect to the shipbuilding program, the Maritime Commission publishes information concerning the laying of keels, launchings and deliveries.

General publication of specific information as to contract awards, site locations of war industries, and military installations, estimated supplies of certain strategic and critical materials, specific production schedules and detailed progress reports have been discontinued. General publication of such material can be most helpful to enemy spies and saboteurs. Publication of certain information of this kind is necessary to specific sections of the population, such as sub-contractors, suppliers of labor, public utilities, and others. Therefore, information of a non-detailed character with regard to plants and installations and the placing of large contracts is released for local publication. Moreover, information regarding the letting of contracts, the construction of factories and cantonments, and the like which are necessary for the proper functioning of suppliers of labor, materials, facilities, and other services, is given directly by appropriate agencies.

9. STATISTICAL INFORMATION

Certain statistics formerly published by the Government have been withheld from publication because they are likely to give valuable information to the enemy, as, for example, information as to the utilization of ship tonnage. Every attempt is being made to keep such restrictions to a minimum and to continue publication of all statistical information of value to business, labor, agriculture, and other elements of the population.



WE'RE WITH YOU, SAILOR

WITH you through the long watches of the night... with you through storm and battle... with you through whatever waters you sail, on whatever soil you tread...

Yet you will never see us!

When through the air, from a distant plane on patrol duty, the message flashes, "Enemy sighted!"—then you will know that we are there...

When in battle formation, ship separated from ship by tons of foaming water, commander talks to commander to carry out over-all strategy, then you will have still more proof that we are there.

We are there with you as surely as shot and shell are there with you, as torpedo and depth charge and anti-aircraft shell are with you.



You will not see us, but you will benefit from the product of our hand and muscle, our mind and whole being. For our purpose is your purpose, complete and total victory, won through American might, American ingenuity, American sweat.

We are the people who fabricate for you the ears and voice of the fleet... radio equipment and communications, without which modern war cannot be fought.

We know the urgency with which you need this equipment. For two whole years we have made it our task to get it through for you. And now your coveted and treasured "E" Flag—"E" for excellence and a job well done—has been awarded to us for our labor, for "beating the promise" on production and delivery dates.

And we are proud of this honor—but not satisfied. For now there is a bigger promise to beat—a more urgent date to be met. And we shall not fail you. For we work as you fight—as free people. And we work for the rights of a free people and with the hope of a free people—that out of this conflict a newer and finer world will be born, and out of this turmoil new and greater accomplishments—American accomplishments in the field of radio—will result.

Did you ask, who are we? We are the people who are RCA—the thousands of workers at RCA on the job day and night.

We are the people as willing to change the pattern of *our* lives as you were willing to change the pattern of *yours*.

United, nothing can beat us!

R C A B R O A D C A S T E Q U I P M E N T

Millions *hear* their



Up on the nation's bookshelf goes "Thirteen by Corwin,"
—the ninth book recently published which took as its text
the *sustaining** programs of CBS. More and more, pub-
lishers are turning to the *literature of the air* for source
material. This may not be a trend.

But we think it writes this story: *the literature
of the air has come of age.*

Day in, day out, the air is full of "first editions"

... printed in decibels instead of type, signed by our
advertisers and ourselves.

CBS sustaining programs *alone* would fill a five-foot
shelf each week. And in any one year, CBS builds for its
millions of listeners a well-stocked, well-balanced library.

Columbia Broadcasting System

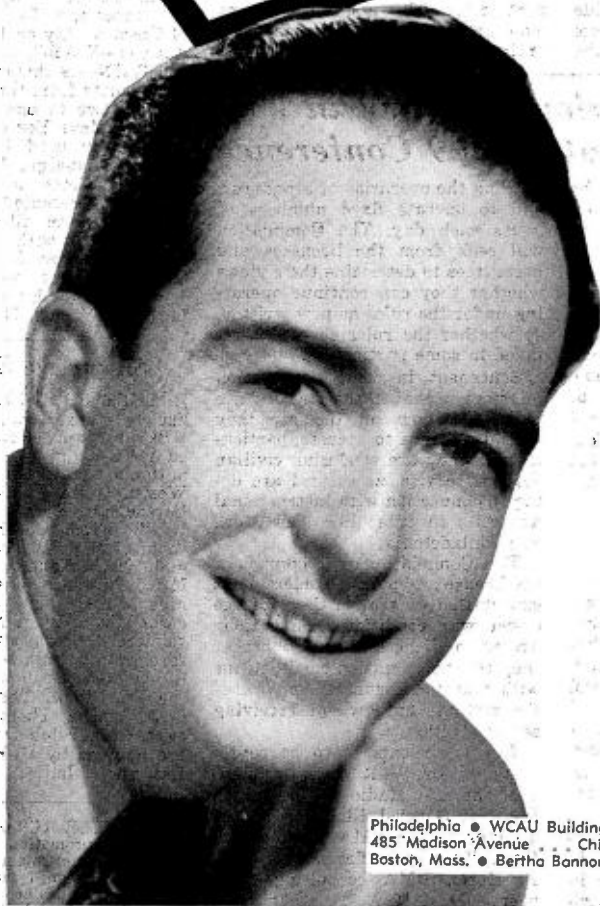
*The italics are ours, because the sustaining programs are ours—written and produced
under the sponsorship of the Columbia Broadcasting System.





Picture a Man going to Market!

**THE PERSONALITIES
BEHIND WCAU'S
POPULARITY!**



● And how Ross Mulholland goes! Not buying, but selling . . . selling himself, his personality and his amazing new stanza of late evening turntable magic to one of the biggest markets in the world—the vast Philadelphia metropolitan defense area where the per capita spending income is well above the national average!

Moonlit Music Hall is a breezy show tailored to the likes of the folks who man the production lines. Variety and Billboard say its terrific; the best recording show that Philadelphia has ever seen. So, if you want to get going in Philadelphia, why not go to market with Ross Mulholland's Moonlit Music Hall.

Moonlit Music Hall is available in 10 minute strips. Additional information and rates on request.



50,000 WATTS IN ALL DIRECTIONS

Philadelphia ● WCAU Building, 1622 Chestnut Street . . . New York City ● CBS Building, 485 Madison Avenue . . . Chicago, ILL ● Virgil Reiter, 400 North Michigan Avenue . . . Boston, Mass. ● Bertha Bannon, 538 Little Building . . . Pacific Coast ● Paul H. Raymer Co.

Television Takes on a Defense Role

PAGE JOINS ARMY;
DAVIS HEADS FIRM

Value of Instruction May Decide Fate Of Medium

WHEN England went to war in the fall of 1939, the British Broadcasting Co., governmentally-owned radio monopoly, blacked out its television broadcasts for the duration.

With America's entry into the battle, the U. S. Government has not shut down the nation's television transmitters but has begun to mobilize them into an educational force to train the public and especially the members of the volunteer civilian defense organizations.

Courses for Wardens

In New York an estimated 50,000 air-raid wardens are receiving basic training in their duties via television, with other thousands of wardens throughout New Jersey, Connecticut, New York State and Pennsylvania also looking in at the lessons which are telecast 18 times each week so that everyone may be able to witness them.

Broadcast on WNBC, NBC video station in New York, these training lectures are picked up and re-broadcast by WRGB, General Electric television station near Schenectady, and by WPTZ, Philco station in Philadelphia.

WCBW, CBS television station in New York, has recently started a series of conservation programs, presented in cooperation with the War Production Board. This series is designed to promote the use of substitute V-materials by civilians to release the tin, rubber, sugar, lubricants, silk and other materials for military purposes. Price Administrator Leon Henderson, who introduced the series, termed it "a particularly fine example of teamwork between our citizens, our Government and our industry."

After the War

Upon the success of these programs and others like them depends the immediate future of television. After the war, sight-and-sound broadcasting is destined to develop as rapidly as did sound broadcasting following the close of World War I, it is believed. But at present the priorities program has shut off the manufacture of receiving sets and so frozen the television audience at its present size, too small to offer circulation of interest to many national advertisers. As a result television's commercial progress is also at a standstill until the post-war period.

In its wartime cooperation with the Government, however, television is surging ahead on the educational front. Although, as NBC has described its air raid warden instruction, "its lessons are on such grim subjects as incendiary bombs and gas protection," yet television is taking what it needs from all previous fields of educa-

tion, and "its teaching implements are the lecture, the theatre and motion pictures, and the demonstration laboratory.

Along the Seaboard

The possibility of expanding television's wartime training from the New York-Schenectady-Philadelphia area up and down the Atlantic seaboard by extending down to Washington and up to Boston the radio-relay hook-up that already carries the programs between New York and Philadelphia is already under consideration [BROADCASTING, Feb. 2].

If FCC approval can be obtained, Allen B. DuMont Labs., already cooperating with RCA and General Electric in installing receivers in about 100 precinct police station houses in New York where wardens come to receive their instruction, would construct a station in Washington to be linked with the trio now broadcasting these sight-and-sound programs. The next step would undoubtedly be Boston and after that it would be relatively simple to extend operations throughout the entire northeastern part of the country.

Such a plan immediately raises the question of allocating materials needed to construct the transmitters and the relay stations, and also the minimum number of video receiving sets essential to provide an audience for the programs these stations would present. Indeed, the

question is already coming up in those cities which already have television service, for unless replacement parts, especially the electron tubes, are made available for sets now in use, these sets are apt to go dark one by one until the entire television audience is gone.

This situation of a decreasing audience and of little chance for commercialization until after the war places the television broadcaster in somewhat of a quandry. Required by FCC edict to provide a minimum of 15 hours of programs weekly to retain his license, he is pouring a sizable sum of money into television each week.

Material Needs

The opinion has been advanced that unless the WPB shows signs of releasing at least enough material to ensure continuing operation of the sets already in use, operators of television stations might better apply for a recess for the duration.

On the other hand, if as many experts believe, television has proved its ability to make an important contribution to the war effort through its wartime educational programs, the Government might well not only make available the materials needed to achieve a wider audience for such programs but also give some financial support to the television broadcasters who are at present carrying the entire burden.

Future of Television Industry in War To Be Discussed at April 9 Conference

WHETHER television should be put under wraps for the duration as in England, or encouraged to struggle along as best it can in the light of shortages of materials, will be explored at an informal conference of the FCC with television interests, including the Radio Manufacturers Assn., called at the Commission offices April 9 at 2:30 p.m.

Because the conference will be held in Room 6121, offering limited facilities, the Commission has asked that attendance be restricted to not more than two representatives of any television station or organization.

Delay in Freeze Order

Meanwhile, it was learned at the Commission's office that the promised "freeze order" covering not only television equipment but that of FM, facsimile, auxiliary broadcast services and experimental services [BROADCASTING, March 2] is far from ready for promulgation. At least so far as television is concerned, such an order will not be issued before the April 9 conference.

Eight commercial television stations are now operating, in addition to construction permits or licenses for 34 experimental television outlets. They are required under the rules to submit reports re-

garding the operation of standards, and to operate fixed numbers of hours each day. The Commission will seek from the licensees and permittees to determine their views whether they can continue operating under the rules as now written, or whether the rules should be relaxed in some particulars.

Sentiment in some Commission quarters is that if the stations are built and now on the air they should continue to operate, particularly if they are rendering civilian defense service, as several are doing in connection with instructional activities in cities like New York and Philadelphia.

The Commission will inquire of the license and permit holders what expectation of growth they foresee under war conditions, what their present audiences are and whether they believe operation can continue with reasonable success in view of the virtual shutdown of receiving set production.

The RMA expects to be represented by Dr. W. R. G. Baker, manager of the Radio & Television Dept. of General Electric Co. and director of the RMA Engineering Dept. He may be flanked by L. C. F. Horle, RMA consulting engineer; Dr. Alfred N. Goldsmith, and T. T. Goldsmith, chief engineer of Allen B. Dumont Labs.



Mr. Page

E. C. PAGE, of the Washington consulting engineering firm of Page & Davis, has reported for duty with the Army Signal Corps and has been assigned to Washington headquarters as a captain in the Equipment Coordination Section. With his departure for military service, the partnership has been dissolved and George C. Davis will continue the business under his own name. The technical staff will remain with Mr. Davis, consisting of John Creutz, A. Barsis and Frank Kelly.

Mr. Page, a native of Evanston, Ill., is a veteran operator who started his radio career as a wireless man aboard Great Lakes steamships. He formerly was a partner with E. A. Beane in the radio equipment manufacturing business in Chicago. In September, 1937, he and Mr. Davis formed their consulting firm, Mr. Davis having served as an engineer with the FCC and the predecessor Federal Radio Commission for the preceding eight years.

New Luckies Format

AMERICAN TOBACCO Co., New York, currently sponsoring spot announcements for Lucky Strikes 34 times weekly on four New York stations—WABC, WMCA, WNEW and WHN—is changing the format of the spots from the musical "Two to One, two to one" jingle to the singing "Have You Got the Time?", successfully used last year on a similar campaign. Because of the different times the three-minute spots are presented, 36 had to be recorded in an all-day session at RCA studios with Mark Warnow and his Hit Parade orchestra. It is understood that each musician received \$648 for his work. Agency is Lord & Thomas, New York.

Shortwave Sponsors

LATEST SPONSORS to join the list of those shortwaving their NBC programs to our armed forces on WRCA and WNBI, NBC international stations, and WBOS, Westinghouse shortwave station in Boston, are Kraft Cheese Co. and F. W. Fitch Co. Regular broadcasts of the the *Kraft Music Hall* and *Fitch Bandwagon*, heard on NBC Thursday and Sunday evenings, respectively, will be recorded by NBC for shortwave to soldiers, sailors and marines on foreign duty on a schedule now being worked out in cooperation with the War Dept. The Kraft agency is J. Walter Thompson Co., Chicago, while Fitch shampoo products are handled by L. W. Ramsey Co., Davenport, Ia.

GRANVILLE RUTLEDGE, advertising sales promotion director of the Florida Citrus Commission, Lakeland, Fla., has resigned and all sales promotion and dealer service will be handled henceforth by the Commission's agency, Blackett-Sample-Humbert.

first editions...



Personalities that sell



'Beats anything we've ever done'

It takes more than a title to make a homemakers' hour. Chief ingredient is a homemaker who knows her stuff, and how to get it across—

like Helen Watts Schreiber, nationally-known feature writer, whose daily program on KSO has produced generously for participating sponsors both local and national, including Blue Barrel Soap, Carey Salt, Hilex, Scotch Tape.

Writes one sponsor: "Our results from Helen Watts Schreiber's program are more than gratifying—a large number of good inquiries."

Says another: "The response outshines anything else we have done, and at far less expense. We'd have been happy with 20 returns; we received 102."

Helen Watts Schreiber is just one of many Iowa personalities who give KSO and KRNT the Personality that makes friends with our listeners—and customers for our advertisers.

KSO BASIC BLUE AND MUTUAL 5000 WATTS
KRNT BASIC COLUMBIA 5000 WATTS
 The Cowles Stations in **DES MOINES**

Affiliated with the Des Moines Register and Tribune
 Represented by The Katz Agency

Purely PROGRAMS

SIXTH annual spelling bee, a regular feature of KSD, St. Louis, is getting under way on its eight-week schedule. Frank Eschen, program director of KSD, will act as headmaster, as teams from 15 city and county schools in the St. Louis area go on for an hour show each Saturday.

This feature, begun because of its civic appeal, has gained the interest of civilians and school heads, who declare it has proved an incentive for improvement in spelling among children in the St. Louis city and county schools. The eight-week contest is held on an elimination basis, with the winning team each year awarded a bronze plaque. Both public and private schools participate.

* * *

Noah's Version

WORD definitions are featured on the weekly half-hour audience participation quiz program, *Noah Webster Says*, recently launched on NBC Pacific Red stations. Participants are required to define five words each. They are eligible for a total award of \$50 if completely correct answers are given. Larry Keating is "word master." Co-writers of the show are Haven MacQuarrie and Max Hutto, with the latter also acting as producer. Prof. Charles F. Lindsley, chairman of the department of speech, Occidental College, Los Angeles, acts as judge.

* * *

Daily Bomber

BY INJECTING a "Buy a Bomber a Day" theme into its *America's Answer* program, WSYR, Syracuse, reports that the new idea has resulted in a stepup of listener interest in defense bonds and stamps programs. An outline of the program has been prepared by WSYR and is available to stations in other cities wishing to utilize the idea. WSYR conducts *America's Answer* Sundays 3:30-5:15 p.m. with talent contributed by Syracuse U, civic societies and patriotic organizations.

* * *

Defense Roles

CBS Pacific network has started *What Can I Do?*, telling listeners what they can do in civilian defense. When the need for civilian cooperation arose, a small group of San Franciscans devised the idea of organizing their individual blocks into civilian defense units. The plan spread over the entire city. San Francisco, through CBS, is now offering an account of its experiences and results achieved during working out of details of this plan to other coast cities.

* * *

Rural Swap

SWAP FORUM for farmers is conducted as a defense measure by WNBC, New Britain, Conn. Farmers drop a postcard to WNBC telling what machinery they want to swap and what they would like in exchange.

Chick Pickers

CHICKS ARE the reward of a new listener quiz conducted by WNAX, Yankton, S. D. on its weekly *Sunday Get-Together*. An unspecified number of chicks are brought before the mike and listeners must judge their number by the peep - volume. Closest guess gets the flock of chicks.

News for Businessmen

CATERING to the businessmen with a program of special news interest, WING, Dayton, presents *Across the Desk* Monday through Friday. Seeking to interest only businessmen the station was redefined recently when a listener called to request the script of the previous evening's program. A woman's voice explained that she had missed the previous evening's program.

* * *

Student Self-Expression

NEW bi-weekly series is being presented by WBOE, Cleveland educational station, with the cooperation of the city's newspapers. Programs are designed to give high school pupils aids in self expression by featuring the best columnists, authors, critics and feature writers in discussions and interviews. Concluding program will offer the best examples of student writing.

* * *

Problem Clinic

BASED on theory of helping others to help themselves, weekly, quarter-hour program, *The Problem Clinic*, has been launched on KPAS, Pasadena, Cal., under auspices of the Good Neighbor Foundation. Conducted by Don Wilkie, show features discussions of problems submitted by listeners, with a weekly prize awarded for the best solution.

* * *

Boys Get the Pledges

REPRESENTING the first institutional program of the Mullett-Kelly Co., the *Victory Legion*, a defense bond pledge show was started recently by KDYL, Salt Lake City, with newspaper boys acting as messengers to pick up pledges and to sell stamps to listeners who have telephoned during the broadcasts. A \$25 defense bond is also given away by the sponsor.

* * *

Role of Research

THE ROLE of American industrial research both during and after the war will be dramatized March 23 on a special half-hour NBC program, originating from KDKA, Westinghouse station in Pittsburgh, including a documentary review of work being done in the research laboratories of Westinghouse, Mellon Institute and Aluminum Co. of America.



SOLDIER SALUTE to the Carolinas, *Fort Bragg On the March*, will begin March 25 from the Army reservation through WBIG, Greensboro, N. C. Corp. Peter Witt (above), former director and writer for CBS and MBS, directs the weekly variety half-hour designed for entertainment of soldier and civilian alike and to create goodwill between the Army and the civilian population of the Carolinas. Among the features of each program will be one of Ft. Bragg's regimental bands, a spotlight personality of the week, radio and theatrical personalities now in uniform and a feminine slant on Ft. Bragg through the eyes and ears of a junior hostess. Scripts are written by the radio section of the post's public relations office, announced by Pvt. Charles Batson, experienced Southern announcer and m.c.'d by Corp. Earl Oxford, Broadway musical star.

* * *

Farm & Home Feature

THE FARMER'S role in the nation's war program will be the general theme of a weekly feature starting this week on the Blue Network's *National Farm & Home Hour*. News of farm production as it is affected by the war will be featured in a series of program pickups from different sections of the country each Tuesday.

* * *

Production and Conservation

STRESSING the value of the various war efforts, WDRC, Hartford, present thrice-weekly *The Front Line*. Programs are interviews of leading State war council officials, rationing, consumer and salvage authorities and others in the fields of conservation and production.

Then They Laugh

DON McNEILL, m.c. of NBC *Breakfast Club*, determined not to be caught with his gags down, has a new formula for timed laughs from the studio audience. Discarding the weatherbeaten "Applause" sign, Don has series of markers with the legend, "Please Laugh. You Have Pretty Bridgework", or "I Know It Was Lousy, But Applaud Like Mad", or after Nancy Martin finishes a number, "Phone Number on Request".



EXCELLENT OPPORTUNITY FOR OUTSTANDING MEN

THE Farnsworth Television & Radio Corporation is adding to its staff of research and development specialists—the closely knit group which has won recognition throughout the world for its developments in the field of electronics. These men know how to work harmoniously toward a common goal, for each realizes that his opportunity to succeed is controlled only by his ability and ambition.

The urgency for additional research and development of highly specialized electronic apparatus at this time enables us to solicit applications from qualified

American citizens including junior and senior engineers and physicists having suitable qualifications.

Excellent opportunity to participate now in most important engineering developments as well as to qualify for responsible positions in post-war activities.

Replies, including complete statements of experience and training, references and photographs, should be addressed to this company, attention of Personnel Manager, at its main office at Fort Wayne, Indiana.

Personal interviews will be by appointment only.

FARNSWORTH TELEVISION & RADIO CORPORATION

Fort Wayne, Ind.

Marion, Ind.

Makers of

RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS, THE CAPEHART, THE CAPEHART-PANAMUSE AND FARNSWORTH
PHONOGRAPH-RADIO COMBINATIONS



Today, a greater responsibility...

In reporting news of today's changing world, radio assumes a greater, more vital responsibility than ever before. *With its special news bureau already in operation, KSFO was fully prepared to meet this challenge!*

The KSFO News Bureau has the most experienced staff in Northern California! Every newscast is edited from two complete *press* wire services – giving a comprehensive news coverage unequalled by any Northern California radio station!

Bob Andersen – Austin Fenger – Brooke Temple – Robert W. Desmond – William Winter. All popular names with Pacific Coast listeners. And familiar names, too, with Blue-Book advertisers.*

But the News Bureau is only one of KSFO's standout features. There is the vital public affairs department...special event originations...and a parade of sparkling entertainment. This alert and *responsible* programming is why listeners look to KSFO as one of the West's foremost radio stations.

*Current sponsors: Benson & Hedges, Boysen Paints, Musterole, Par-T-Pak, Manhattan Soap, Sealy Mattress, Mary Ellen Jams, and Del Monte Foods.

KSFO

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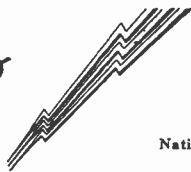
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Guestitorial

RADIO—GREAT BUSINESS—SO WHAT?

By DICK REDMOND

WHP, Harrisburg

WHEN the President of the United States wants to reach the people of the nation he does so by radio.

When the Army and Navy seek recruits they turn to radio.

When the Treasury wants to sell bonds and stamps, radio does the job.

When any other branch of the Government wants a job done thoroughly and quickly, they expect radio to press its magic button and—"presto"! there's the results.

When the Government wanted anything, or needed anything, in the past ten years, radio was in there ready to answer that need. Radio has done a job nothing short of miraculous in its short span of years—but who knows it? Has the Government shown its knowledge or

(Continued on page 36)

and a half, have managed reasonably well without Government intercession in their business relationship, even though inequities may have developed. Certainly there's no reason for a sudden burst of speed to invoke punitive regulations of any character. The supreme arbiter, after all, is the public. It isn't complaining, as far as we are aware, about broadcast service.

Ideas Still Count

DEPARTMENT STORES, still enjoying boom trade, continue to be among the hottest prospects for new and replacement business. If necessity goods continue to be plentiful in the face of wartime restrictions, we can be assured they will be found on the department store counters and shelves. And, with rare exceptions, broadcasters have generally been able to break down the old resistance of department stores to radio advertising—breaking it down by the simple expedient of proving that radio can sell any given line of goods or services if properly utilized.

Thus the arrangement the NAB's Bureau of Advertising has made with the National Retail Dry Goods Assn. for a nationwide study of department store radio advertising, to be conducted by means of questionnaires during the next few months, is particularly timely; and the session on this subject scheduled at the NAB convention in Cleveland next May 12 is particularly apropos.

Just to show how manifold and flexible department store advertising by radio can be, we cite the smart piece of promotion undertaken on four New York stations recently by the 34 stores comprising the New York Retail Dry Goods Assn. Using transcribed spots featuring the theme song "Tote Your Own" written by Norman Nash of the Kudner agency, the association bought time to urge shoppers to carry home their own light-weight purchases to help cut down deliveries and thus conserve tires.

All retailers, of course, are facing the tire rationing problem, and we can think of no better medium than the radio to impress upon shoppers the patriotic motive inherent in the tote-your-own theme.

More Radio Miles

AMERICAN RADIO production goes on a 100% war footing April 22. All receiver manufacturing by that date must be diverted to the production of military communications—2 billion dollars worth. Equipment for aircraft, tanks, submarines and a multitude of miscellaneous war uses will be produced in lieu of civilian receivers.

It's a tough blow for thousands of radio dealers and their employes, just as tough to them as the ban on automobiles and tires. But it is an essential part of radio's role in all-out war.

Production of transmitting equipment likewise is affected, insofar as civilian use is concerned. There is a "freeze order" on the books, designed to foreclose additional broadcast grants, except in areas not receiving primary service. But through the War Production Board essential equipment for maintenance and repair, and in rare instances for new installations, will be siphoned off military schedules.

Stoppage of new receiver production, so far as the broadcasting industry is concerned, isn't as serious as it seems at first blush. As of Jan. 1 there were 57,400,000 receiving sets in use. About 31,000,000 of the nation's 34,861,000 homes have receivers. Before the ban on production becomes effective, another 3,000,000 civilian receivers will have been produced. With some 60,000,000 receivers in a nation having a population of 132,818,000, radio "circulation" approaching saturation actually is practically achieved.

With no new receivers available, probably for the duration, a tremendous job of maintenance and servicing develops. As things stand now, there is no plan to ban sale of replacement tubes and parts. Sets don't wear out overnight anyway. The problem is not unlike that of getting maximum service out of automobiles and tires. The public must be educated on proper set operation. And the service man is confronted with a challenge.

Both ends of radio—transmitting and receiving—are at this writing in good operating condition. The going will get more difficult with time. It is logical to expect that even before April 22 WPB will decide that the 3,000,000 receivers on hand should be rationed rather than sold on a first-come basis. And, as we see it, a tightening of the DCB-WPB-FCC standard broadcast "freeze order" is inevitable. There will very likely be no new grants of any

nature unless an area is totally lacking in adequate service deemed essential in the war effort.

Every week brings a new all-time peak in radio listening. Practically every set in home, office, automobile and club is working overtime. The radio advertiser is getting bonus circulation faster than the researchers can calculate it.

It behooves radio to sell its public and itself on getting "more miles" out of each radio unit.

What's The Hurry?

DOES THE FCC have the legal right to regulate contractual relations between affiliated stations and their networks? That question is squarely before the U. S. Supreme Court by virtue of its determination of "probable jurisdiction" last week on appeals of NBC and CBS. It means that the court of last resort will determine whether the FCC can promulgate rules relating to time options and other purely economic aspects of station-network dealings under the Communications Act of 1934.

The statutory three-judge court in New York last month decided by a 2-1 vote that it was without jurisdiction to issue an injunction at this stage—that it had to wait until the FCC actually applied its rules against a licensee. It was only after the court learned, at subsequent oral arguments, that the Commission, under the spur of the Fly majority, had declined to postpone further the effective date of its rules after pleas of NBC and CBS, that a stay was granted pending the appeal to the Supreme Court.

It is fortunate that such action was taken. Should the highest tribunal decide that the FCC has power to regulate the business of broadcasting even to the extent of prescribing the kind of time contracts that may be entered, then the last vestige of doubt will be removed as to the FCC's jurisdiction. Until such a ruling is forthcoming, however, the FCC majority should move cautiously. The future of an industry, admittedly doing a Herculean job in a war emergency, may be affected.

These are times when only emergent questions should be decided, particularly if essential operations may be impeded or disrupted. The FCC, Chairman Fly told the House Rules Committee last Wednesday, has dropped its superpower and clear channel breakdown studies because of its preoccupation with war matters. Networks and affiliates, for a decade



CARLOS ANGEL FRANCO

RECENTLY, when Nelson Rockefeller's Office of Coordinator of Inter-American Affairs was seeking experienced leaders in all fields to aid in its work, Carlos Franco was invited along with some other leaders in radio to act as general consultant on official business.

He accepted immediately. Without compensation, the wartime position is on a parttime basis and permits Carlos to carry on with his work with Young & Rubicam as manager of the station relations department.

Carlos' career dates back to Cornell U in 1923, where a conference of pioneering students who had been tinkering with radio equipment had banded into sort of an informal club. During a lecture a student in one of the far rear seats rose and took issue with a statement. The engineer eyed the youth, answered him in a few polite words, and went on. After the conference he called young Carlos to the podium and asked:

"How would you like a job with my firm, which manufactures radio sets, starting Monday?" Carlos managed to gulp, "O.K.". The following Monday Carlos Franco began his career in radio at the company's plant in a small Pennsylvania town.

Radio was a far cry from the career that both Carlos and his family had planned. In fact, his radio tinkering was merely a hobby. True, he had taken some courses in engineering—but only as a sideline. Franco was enrolled at Cornell as a pre-med student, following family tradition.

But the die was cast. Three years later, Carlos was certain Fortune had pointed her finger up the trail he was pursuing. There followed a period as advertising manager of *Radio Mechanics*, a technical publication, and in 1930, a position with the sales department of NBC

beckoned and Carlos accepted. His official title was "sales representative".

Young Franco proved a natural-born salesman. Aided by his previous background in the industry he moved about easily in his new environs. In those days when there was no division between new and current business with NBC, a sales representative was sort of jack-of-everything—he represented his clients (of course he had to sell them first), serviced their accounts and what not. The record shows that by time Carlos left NBC to join Young & Rubicam in 1936, billings of his accounts, the greatest part of which were Colgate-Palmolive-Peet and General Foods, were the largest of any salesman on the staff.

While working with the General Foods accounts he had his first business association with Young & Rubicam. Recognizing his vast capabilities, Y & R made him manager of station relations in charge of all radio. That was a little over five years ago.

In his new position Carlos was head of all radio timebuying and policy making. At the time Y & R was just beginning to organize its radio department it had only one member when Carlos came, and the agency was handling about a half-dozen radio accounts. Today there are 16 people in the station relations department and Y & R has about 30 clients who spend between 12 and 13 millions yearly.

To handle the many accounts and to give maximum service to each, Carlos has organized a unique set-up in the Y & R radio department. No one man controls all accounts, but Carlos himself directs their handling and policy-making. He has a supervisor of spot radio, of network and of daytime operations. In turn, under each, are groups working in the separate divisions.

Most important in handling radio

JOHN C. EGAN, chief owner of KWJJ, Portland, Ore., and secretary-treasurer of KWJJ Broadcast Co., has taken over management of that station succeeding Carey Jennings, resigned.

ROBERT HOWARD, for five years with International Radio Sales, New York, and previously assistant radio director of Campbell-Ewald Co., Detroit, has been appointed to the New York sale staff of NBC national spot and local sales.

RALPH M. LAMBETH, president and general manager of WGBG, Greensboro, N. C., also general manager of WMFR, High Point, N. C., on March 12 married Dorothea Elaine Patterson, Thomasville, N. C.

GEORGE ANDRE DROULIA, Greek lawyer, businessman and linguist, has been named head of the Greek section of the NBC International Division, to handle news programs now shorthanded to Greece three times a week.

GLENN E. JACKSON, former sales manager of WLVA, Lynchburg, Va., has been named commercial manager of WGBG, Greensboro, N. C.

NORMAN MACAVOY, formerly of William G. Rambeau Co., New York, has been appointed sales manager of Edwin Strong Inc., New York, producer of electrical transcriptions.

JERRY ROBINSON, former salesman of WWRL, New York, has joined the sales staff of Forjoe Co., New York, station representative.

R. P. MYERS, NBC New York copyright attorney, was on the West Coast during mid-March.

PHILIP E. J. MARTIN, formerly legal adviser of the Chicago Motor Club, has joined NBC Chicago as night manager succeeding E. C. Cunningham, transferred to the sales traffic department.

BILL GILLIN, formerly with Pacific Northwest stations, has joined the sales staff of KLZ, Denver.

ROBERT J. BURTON, house counsel for BMI, on March 15 married Linda Patterman, of New York.

HAROLD WINTER, formerly salesman of the Katz Agency, has joined the sales staff of WHN, New York.

J. W. WOODRUFF Jr., executive manager of WRBL, Columbus, Ga., has been named chief air warden of Muskegee County.

accounts is station and public relations, Carlos points out. These he has learned in his 18 years in the industry.

"I see all callers," he says, "because I feel there is something to be learned from everyone, even though they might come with some complaint."

"We try to inform a client of the best spots available, the audience he might expect, the type of market and anything we feel would help him put his product across." The record of Y & R radio growth is a tribute to its philosophy, which, to a great extent is Carlos Franco.

Son of a lawyer who was appointed Associate Justice of the Supreme Court of Puerto Rico by President Wilson, Carlos Angel Franco was born in San Juan in 1904. After attending primary school in that city, Carlos came to

A. E. JOSCELYN, manager of WBT, Charlotte, has been named chairman of arrangements for a local defense rally May 14, to be attended by thousands of the State's civilian defense workers.

HORACE HAGEDORN, NBC spot and local salesman, on March 14 became the father of a baby boy, named Peter. Mrs. Hagedorn is the former Peggy O'Keefe of CBS.

JACK DAVIDSON, manager of CJKL, Kirklake Lake, Ont., has been appointed manager of the new CHEX, Peterborough, Ont.

LLOYD E. YODER, general manager of KOA, Denver, has joined the Mile High Club, of Denver.

LOUIS RUPPEL, director of publicity of CBS, has been elected to the executive board of the Boy Scout Foundation of Greater New York.

JOHN HOAGLAND, formerly of the sales staff of the Blue network, is now a cadet captain in the Air Corps Training Detachment at Douglas, Ga.

DONALD M. LAWTON, account executive of Botsford, Constantine & Gardner, San Francisco, has been appointed sales promotion manager of KPO, San Francisco.

BOB ANTHONY, former promotion and merchandising manager for WSPA and WORD, Spartanburg, S. C., is now commercial traffic manager and announcer of WFBC, Greenville, S. C.

KARL JEZLER, of KHSL, Chico, Cal., has been promoted to sales manager.

Frederick S. Caperoon

FREDERICK S. CAPEROON, 55, director of WCAM, Camden, N. J., died March 16 of a heart ailment. He was formerly a singer and became director of the station in 1927 when it was acquired by the City of Camden, which is still the licensee. He is survived by a widow, Mrs. Pauline Caperoon, who is private secretary to Mrs. Mary W. Kobus, director of the Camden Department of Parks and Public Property.

J. B. Mitchell

J. B. MITCHELL, 34, manager of CKTB, St. Catharines, Ont., died suddenly March 10. He came to CKTB eight years ago after some experience with Hamilton, Ont., radio stations, and started in as announcer, was promoted to program director and the last few years has been manager of the station.

the States, attended Peddie Institute in New Jersey, and after two years, went to Saranac Lake, New York, and finished high school there, while staying with his ill mother. In his senior year, Carlos, in a State competition, was awarded a scholarship to Cornell as representative of Franklin County.

While visiting his mother in 1922, Carlos met Virginia Trembley, daughter of the attending physician. They married in 1925, and with eight-year-old Barbara, the Francos live in Chappaqua, N. Y.

Member of the Delta Chi Fraternity, Carlos is an outdoor man, shooting golf in the low 80's, practicing his rifle shooting and making trips "shooting" pictures. And if his hobbies fail to keep him out-of-doors, he can be found pounding his emergency beat as auxiliary policeman on the Chappaqua force.

BEHIND the MIKE

HAROLD TRUE will join the news staff of WWJ, Detroit, March 22, handling daily broadcasts at 6:30 and 11 p.m. True was chief announcer and newscaster for many years on WXYZ, where he was identified with the *Lone Ranger* program. He resigned from WXYZ last fall to become a candidate for the Detroit City Council.

LINDSAY MACHARRIE has been appointed to the production staff of the Blue Network. MacHarrie formerly directed the CBS show *Myrt & Marge* and was previously a staff director with Benton & Bowles, New York.

BOB BINGHAM, program manager, of WITH, Indianapolis, resigned last week because of illness. A veteran of 17 years in radio he plans a three-month rest before returning to the field.

VAUGHN TAYLOR, newscaster at WCOB, Boston, joined the Army last week.

ELBERT LACHELLE, staff organist of KFRC, San Francisco, has joined the Navy. He was succeeded by George Wright.

IRVING STROUSE, writer and producer of numerous *Invisible Theatre* shows, on WINS, New York, has been appointed director of production and programming of WINS. He replaces Robert L. Cotton.

EARL GODWIN, NBC Washington commentator, was interviewed recently on WIOD, Miami, during his vacation there.

JACK HAGOPIAN, actor of WIBX, Utica, N. Y., has joined the station's announcing staff.

Association Is Formed By Broadcast Analysts

ASSN. OF RADIO NEWS ANALYSTS has been formed by a group of radio news commentators from New York network and local stations. Membership is restricted to those who prepare and deliver their broadcasts, and who do not read commercial announcements.

Purpose of the group is "to bring together United States citizens who are engaged in the personal analysis and broadcasting of news for American stations in order to cooperate more effectively in the United Nations' war and eventual peace efforts; to achieve international understanding; to establish and maintain a code of ethics which shall govern their professional conduct; and for other purposes which will advance their professional welfare and improve the standards of analytical news broadcasting."

Elected officers of the organization are: H. V. Kaltenborn, of NBC, president; Raymond Gram Swing, MBS, and Elmer Davis, CBS, vice-presidents; and Quincy Howe, of WQXR, New York, secretary-treasurer.

MARY JANE KROLL has resigned from the publicity staff of Bert Nevins Associates, New York, to become women's editor of CBS. She is replaced by Florence Heller, formerly publicity director for Lenz of Salzburg, New York dress shop.

RICHARD E. NOYES, who acted in *Invisible Theatre* shows on WINS, New York, last year, is now radio director with the U. S. Air Corps at Napier Field, broadcasting on WAGF, Dothan, Ala.

FRANK FELIZ, San Francisco newspaperman, has been named head of the press department KGO, Blue outlet.

HELEN MORGAN, producer of KGO, San Francisco, and Ivan Green, radio actor, were married recently.

BILL CARBERRY, formerly of KMYC, Marysville, Cal. has joined KSAN, San Francisco.

WILLIS HOMAN, manager of the CBS News Bureau at San Francisco, and Jane Keller, formerly of the *San Jose News*, San Jose, Cal., were married recently in San Mateo, Cal.

BOB GOERNER, announcer, formerly of KYA, San Francisco, has become a cadet in the Army Air Corps.

JANICE ANDERSON, former newspaperwoman and press agent, has joined the press relations department of KPO, San Francisco.

Meet the LADIES



JANE FORCE

AUTHORITY on Chicago sunrises is Jane Force of Russell M. Seeds Co., who starts her day at 4:30 a.m. in order to be on hand for Grove Labs. *Reveille Roundup* waker-upper on the Blue, which she writes and produces. To the conventional query of "How did you succeed?" Miss Force modestly replies that she just naturally gravitated toward radio writing and producing.

Four year ago as the agency's secretarial major-domo, she began assisting on Brown & Williamson *Plantation Party* on NBC-Red. She served her apprenticeship as assistant director on this program, under Tom Wallace, who now serves willingly under her direction as m.c. of *Reveille Roundup*. In charge of Seeds' musical library for the past three years, Jane knows listener preferences and builds popular programs "guaranteed to wake the sleepy head firmly but gently in the morning".

Tiny Miss Force works hard and long, but having heard the one about "all work and no play", she takes time out to play. Outdoor sports are her favorites, particularly tennis.

LEE WOOD, announcer and newscaster, formerly of KQW, San Jose, has been named news editor of KPO, San Francisco.

SHIRLEY MAYER, of Philip Klein Adv. Agency, Philadelphia, has joined the publicity staff of WPEN, Philadelphia.

GENE HAMILTON, former announcer of the Blue network, has been appointed assistant to Harry Frazee, Blue production manager. He replaces Howard Nussbaum, now in the Army.

RAY SWEENEY, former continuity director of WMCA, New York, is now on the staff of the *N. Y. Daily News* and writes the news programs prepared by that paper for WNEW, New York.

ALTON RINKER, formerly producer of the *Gay Nineties Revue* and producer-director of CBS for four years, has been appointed to the production staff of the Blue Network.

ELIZABETH TODD, senior staff-writer in the Blue network script division, is now handling all commercials for the five-weekly serial *Amanda of Honeymoon Hill*, sponsored by Chas. H. Phillips Chemical Co. and R. L. Watkins Co.

ARE YOUR SALES MARCHING ON IN HIKE (Ky.)?

Don't give it a thought if your business in Hike (Ky.) is more or less at a standstill. Hike simply has very little of what it takes to make merchandise move! But the Louisville Trading Area has 1,331,200 people, with 33% more money to spend than the rest of Kentucky combined! . . . WAVE reaches all of this pocketbook power at lowest cost—gets listeners because it's the only NBC Basic Red Network outlet within 100 miles! May we help you step out in Louisville soon?

LOUISVILLE'S WAVE

5000 Watts
FREE & PETERS, INC.,



970 K. C. . N. B. C. Basic Red
NATIONAL REPRESENTATIVES

Where Sales Multiply

WSM
NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, THE
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.