the man who didn’t know too much

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.

H

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

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 your farms.

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

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.

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

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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! Unsolicted 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

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?
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 NAB 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 other only 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 Krauber, CBS; Howard Lane, KFBK; John Elmer, WCBM; with Paul W. Morency, WTIC, an alternate.

In vetoing 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 broadcast revenues, would contribute $24,000 each and the Blue $9,000. MBS is not a member.

Contestation 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, Krauber, Elmer and Morency; Don S. Elias, WWNC, Asheville; James D. Shouse, WLIW, Cincinnati; O. L. Taylor, KGNC, Amarillo; F. M. Russell, NBC.

In vetoing 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 financial action 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 and its management, structure and finances of the trade association looking toward “greater unity, economy and efficiency”. This resolution “voted 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 O. 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, Douglass 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 promised 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.

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, because it was 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 reorganization proposals proposed to carry membership and of network directors. The district director elections were characterized as the epitome of democracy. Broadcasters members are free to elect local, regional, national 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 spokesman. When Mr. Miller took office three years ago, the board's decision to make it 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. Petzer, WKZO, Kalamazoo; and Clarence Wheeler, WHBC, Columbus, who rests recuperating from recent illnesses; Capt. George E. Norton Jr., WAVL, Louisville, on active duty with the Air Corps; Harrison Holliway, 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, WMPB, Jacksonville; Edwin W. Craig, WSM, Nashville; J. Harold Ryan, WSPD, Toledo; Edgar D. Bill, WMBD, Fort Worth; John J. Gillin Jr., WOR, Yonkoma; Earl H. Gammons, WCCO, Minneapolis; Herb Hollister, KANS, Wichita; O. L. Taylor, KGCN, Augusta; Eugene O'Fallon, KFEL, Denver; Howard J. 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 Edward W. Stoffa, 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 civil chief of the Radio Branch of the War Dept. Bureau of Public Relations, will be active as soon as he is reorganized. The appointment was made effective immediately.

Mr. Kirby, with the War Dept. for the last year as a dollar-a-year man, Mr. Kirby will be commissioned and serve 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 employees 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 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 Algerab, 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 commissioner of the Pacific Fleet, 1935-36. Lieut. Condr. 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., assistant chief of the radio section of the Communication Branch, War Production Board [Broadcasting, March 2], has been reassigned duty at the request of the War Dept. and on March 21 reported for special duty with the Army Air Forces.

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. Peck, assistant superintendent, has not been named but it is understood he will be a figure of 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. Glirschler, his former assistant. Melburn McCarthy, with the department since last May, was named chief of the press section. The appointments became effective March 21.

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 May 1942. The network stations were added to the program's network last week, bringing the total above 100. The program is designed to increase interest in the Spanish language through the medium of music and story. It is produced under contract created by Vice-President Henry A. Wallace [Broadcasting, March 21].

Chicago Sun on 24

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

Alma Kitchell's New Show

HOME MAKER'S interests will be featured on Meet Your Neighbor, a new show to be on the air this week. Conducted by Alma Kitchell, known to radio listeners for her Briefcase and Pocket program, now off the air, the series will present informal subjects such as child guidance, use of substitute materials and gardening, in addition to the household or homemaking 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 Admin- istration's representative on ASCAP's board, has proposed 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 make public record on the subject of nutrition. The food and related industries are also cooperating in the program. Releases will also tell what 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 generally known 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 been sufficiently 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 contain- ers, to enlighten the public to the fact that new packaging will not necessarily affect 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 com-

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 station relations use in conjunction 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 use in 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 announce- ment time either before, after, or in 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 short breaks are hardly conducive to profitable cus- tomer response.

"Suppose the news announcers 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 mil- linery.' 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 announce- ment of the Bon Ton Store. Any good merchandiser will tell you that the woman prac- tically 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 product. 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 reading announce ment times. One further continuity will include sample com- (Continued on page 57)

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Super-Power and Clear Probes Dropped

Fly Reveals Action At Hearing on Cox Bill

DISCLOSURE that the FCC has dropped its investigation of 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 Leon Fly last Wednesday in his second appearance before the House Rules Committee.

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 declared its inability to handle the studies of both super-power and clear channels, presumably for the duration. These interrelated questions, which are highly controversial, involve international, interference and policy considerations, are being dropped because of the pressure of war activity, he said.

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

As 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 appeared 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 proposed by 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 stopping all inquiring 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 hearing in connection with Chairman Fly’s revelation that the Commission had dropped its super-power and clear-channel breakdown inquiry. Six of the nation’s 25 Clear-A Channel areas are involved in pending applications seeking duplicate operation. The whole question of super-power is intermingled with the RADIO BILL and it was reported that once 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 program on April 5 will inaugurate a new weekly series, the Army Hour, to be heard on NBC-Red, ABC and Mutual 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.

“Bringing 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 announced. “It will seek to bring about understanding of our military and morale problems as outlined by responsible military authorities and our own soldiers, many of whom will speak from the fighting fronts. Military leaders of our allies, as well as the military leaders of ‘free armies’ of subject peoples, still fighting, will be broad-cast from all corners of the globe. For obvious reasons of military secrecy, the identity or location of these leaders cannot be made known in advance.

From All Over World

According to the War Department, the main part of each program will originate in New York and Washington, with tie-ins from soldiers and officers at military bases of the United Nations throughout the world.

The Army Hour will draw on the full resources of the NBC program, production and special events divisions at home and abroad. Direct responsibility for the production of the program has been assigned to Robert C. Coleson, administrative executive of the Radio Branch and chief of series of special events and radio at the Golden Gate Exposition in San Francisco. Wyliss Cooper, a top-ranking radio writer, who served in the last war, is responsible for the Army and will devote full time to writing Army Hour continuity.

Music for the series will be un

(Continued on page 58)
"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

BROADCASTING • Broadcast Advertising  March 23, 1942 • Page 11
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 was due March 20, 1942, or one-half the installment due prior to March 11. 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 earned sufficient to pay all 1942 installments on that 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 payments 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 CBS affiliates, urging them to continue their support of BMI, saying: "Since you know, the broadcasters themselves control this organization through the election of its board of directors by the stations which are its licensees, you should see to it 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 included: Arizona, California, Colorado, Connecticut, Delaware, District of Columbia, Iowa, Kentucky, 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.

OLD FRIENDS were reunited and old times revived when Dinah Shore returned to WSM, Nashville, Tennessee, and appeared on a special outdoor stamps show. Dinah got her start at WSM back in 1934-36 and from there she went on a tour, on which she was with Eddie Cantor on his Wednesday, 8 p.m., Ivanza-Sali Hepatica show over NBC-Red and has her own NBC program. Beaming reunions are Dinah (center); Marjorie Cooney, WSM news commentator and musician; Beasley Smith, WSM music director.

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 on the list that BMI, in embracing New England, had signed BMI contracts for a total of 50, BMI paid off Mr. Morency and the reward was to have been a case of imported, but BMI settled for a bottle of champagne that to date 614 stations have renewed their BMI licenses.

Tootsie Rolls on 12

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

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 men and program managers 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 inter- esting 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 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 under the Code of Wartime Practices for American Broadcasters with the advent of baseball season.

Special attention of all baseball play-by-play men, news shows for studio files, and programs involving baseball and 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 appropriate- ly authorized. It is likely that some broadcasters will want to interview former baseball players who have joined the armed forces and have returned to their original environment.

It is especially important that in interviewing such persons, the interviewer should not elicit from him the exact identity of the latter's former baseball position, his destination after the furloths has expired or any other information fall- ing within paragraph (2) and (3) of Section II of the Code. Likewise, announcers should guard against revealing the specific location of former baseball notables who are now with the armed forces, unless they are still returning to his home station in the continental United States.

If it is the plan of any radio station to conduct informal quiz programs at baseball games, reference to personnel 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 "too hot to handle," Arthur Lucas and William Jen- kins, Georgia chain theatre opera- tors and owners of a group of stations in that State, have notified the FCC that they have withdrawn their application for an extension of the operations of WGST, Atlanta, and to pay $30,000 annually and 25% of the station's annual net income to the Georgia School of Technology, li- censee.

The offer was made in alleged competition with Southern Broadcasters Inc., which is headed by Clarence L. Walls, Atlanta at- torney, and Sam Pardue, former Federal Radio Commissioner and one-time CBS vice-p r e s i d e n t. Southern Broadcasters Inc., for the last ten years has operated the sta- tion under a management contract, which Gov. Talmadge of Georgia is urging should be terminated despite the fact that it still has ten years.

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 reported 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 coming to blows, with the c 09 c u f f s. These, with other complications involving the legal representation of WGST, have made the hearings the most spectacular before that body in the history of the FCC.

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 on WGD, Gary, Ind., and expects to expand in the summer. The company distributes its product in Indiana and Illinois. Agency is First United Broadcasters, Chicago.

Dye Discs on 42

NORTH AMERICAN DYE Corp., Toronto, Ont., March 12 started twice-weekly transcribed musical Sunset Dye Program on 42 Cana- dian stations. The program was created by Atherton & Curro, Toronto.

SEPARATION of NBC and the Blue networks, Chicago, was practically completed last week when NBC department 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.

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 at a meeting at the Astor Astoria, New York, last Monday and Tuesday.

The two-day session, with Paul W. Morency, WTIC, Hartford, managing director 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 role in the war,” said Mr. 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.

When it comes 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 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 work.

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 as only clarity will allow us to chart the proper course, and second, that however much the broadcasters of the nation contributed before and since Dec. 7 last year, vastly more will be demanded of us and all of us will be pressed on the road to total war effort.”

“Most certainly ‘broadcasting as usual’ belongs to the same linnose as business ‘as usual.’ Profts may suffer; the market will demand and expect big selling on the air, without any doubt. But we are not 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.”

Joining 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, Mr. Mullen stated, “is that of jolting the American people out of their complacency and bringing them to the fighting pitch already reached by our armed forces.” In his opening remarks the General Manager 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 781 war programs, totaling 290 hours, in addition to airing 6,624 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 operation,” he said, “not even agency time-buyers 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 meet 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 Distractions

“Once permit the public to acquire serious distrust of the reliability of the radio and both the public and the broadcasters 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. Mense, advertising manager, spoke (Continued on page 50)

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 involving the National Broadcasting Company’s argument for the week of April 27. It is expected the court’s ruling on the question of the FCC’s jurisdiction, and where the relationship 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 the clerk of the tribunal. By normal procedure, the court would have made known its decision prior to its June recess over the summer.

The stay granted by the New York statutory court runs until May 26. If 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, Hutchinson, Kan. (now KWBB), 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 develop 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 programs will be of comedy, dramatic, musical, interviews and information regarding the war effort and how each individual is affected and can help.

In the instance of 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.
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.
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 Waller, 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 a day 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 appointed as its correspondent in Honolulu, Oscar Cunningham, program director of KGMB, Mutual affiliate in that city. His reports supplement those from Cairo last January and from Los Angeles on the Sunday 12:30-1 p.m. news round up.

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 city where he 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. Wm. A. Colston Leight, agency booking the tour, expects it to be extended in the fall.

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.

White, Schechter and Opfinger Get Plaques

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

MIKES VS. SABOTAGE
New Detector Makes Whisper "Sound Like Shout"

ANTI-SABOTAGE device, a "whisper detector", has been developed by Stromberg-Carlson Mfg. (Sales and 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 designed 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 McCanee, assistant general manager of Stromberg-Carlson, said that test installations of the new alarm have been made in the midst of peace. 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. McCanee disclosed that the Government has assigned an A-1-A priority rating to the detector.

NAB Protests N. Y. Bill To Ban Foreign Tongues
KS 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 the recent installation of foreign language broadcasting departments in such governmental divisions as the Census, Treasury and Justice Departments, the OF and the WPB. The Senator is under- standing 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. Schechter, NBC director of news and special events, has placed Martin A. Gronsky, 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 World-Wide News Report, 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 extension to Riverhead, Long Island, and California by the Point Reyes station.

Bijur Personnel Places

FOLLOWING the recent announce ment by George Bijur Inc., New York, of Bijur's puzzling fitness for the duration, the disposition of personnel was announced last week. Arland Leokum, copy after, joins the Kieswetter Agency, New York. Eran Karr, office manager, has joined A. A. Schechter, NBC Adv. Agency, New York, as has Pauline Quigg, chief bookkeeper. Ruth Bannerman, receptionist, has already joined Pedlar & Ryde. R. C. Powell, research manager has joined the 101st Cavalry. Harriet Bineau, copy writer, is giving all her time to advertising and the Air Ferrying Command in Washington. George Bijur, president, has made appeal to the Army Air Corps and H. W. Williams is seeking service with the Signal Corps.

Jelke Placing

JOHN F. JELKE Co., Chicago (Goodluck Manufacturing), 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, WHOL and WLAG. Program is musical with patter by Harry Von Zell, Frank Luther and Gwen Davies. Company also sponsors another series of announcements on WDBC, Escanaba, Mich., WDMJ, Marquette, and KFAB, Lincoln, Nebraska. Young and Rubin, 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 broadcast from NBC's studio 8-H since acoustical improvements have been made. Stokowski will also conduct the orchestra in a series of four concerts next November.
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!
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 to the greatest extent as the WPB approaches 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, the WPB said that this will come principally from an approximate 55 manufacturers who furnished most of the sets for civilian demands. These manufacturers have been grouped into 255, 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 make tubes, condensers, loud speakers and other set parts; also 500 to 1,000 firms making switches, stampings, screws and other small items going into radio sets.

"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 demand for 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 manufacturers' industry has shown slight conversion to war work in the past year, it was said that "aside from this relatively small 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 activity 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 manufacture 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 factor 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 the 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, 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 appeared the 30,000 mark. At present there are 25 commercial FM stations in operation.

W41MM Delayed By War Shortage

Plans Late April Beginning With Reduction in Power

IMPEDED but nevertheless unstoppable in its construction by the wartime materials shortage, the new W41MM, Winston-Salem, N. C., commercial Class D FM station, is said by 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 200-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 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, program will be fed from WABC, Winston-Salem studios to the main Clingman's Peak transmitter of W41MM via a special relay transmitter in the Reynolds Buildings.

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 service of new 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 March, the new date had to be set back because of delays in getting materials needed for the transmitter installation. A two-hour broadcast set for March 15, when 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., Manasquan, N. J. (Herb-Ox bouillon cubes), is sponsoring five-weekly participation on the Mary Ford program of WEAF, New York. Firm also started a test campaign this month on three New York stations: WARC, WNEW and WOHL.

EVALUATING potential commercial programs for Pacific Coast network showcasing is this group of radio executives. Passing judgment last week were: Fred A. Elges, Los Angeles, sales manager; Clete Roberts, BLUE Network Inc. special events director; Robert Moss, network production manager; Myron Elges (standing), account executive.

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BROADCASTING • Broadcast Advertising
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.
"SWOP NITE"
Everyone likes to swap—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"

"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

"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.

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

"We will use our network to build new shows, earthy, mass-audience shows with a real commercial flavor." So spoke Phillips Carlin 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 expenditures 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
Specific War News Policies Laid Down by the CWO

6. ACTION AT SEA
(a) News of the destruction and losses of vessels is released only when and if it is felt that such publication will be of no advantage to the enemy. Publication will be definitely delayed 48 hours from the time of the sinking or the ground is made as soon as verified information is received. No claim of the destruction of an enemy plane is made until the authorities in charge are satisfied that the information furnished by the American pilot or observer is correct.
(b) News of the sinking or probable destruction of enemy submarines has an adverse psychological effect on the enemy.
(c) The sinking of submarines has an adverse psychological effect on the enemy.
(d) News of the destruction of an enemy plane in action is made as soon as verified information is received. No claim of the destruction of an enemy plane is made until the authorities in charge are satisfied that the information furnished by the American pilot or observer is correct.

3. AIR ACTION
(a) A statement of the enemy's number of enemy planes lost in action in the air is made as soon as received. Such statement is based on information furnished by American pilots who have been satisfied that the enemy plane has been accounted for by American aircraft.

4. MOVEMENTS OF SHIPS AND TROOPS
Movement of ships and troops is made as soon as verified information is received. No claim of the destruction of an enemy plane is made until the authorities in charge are satisfied that the information furnished by the American pilot or observer is correct.

5. PROSPECTIVE ACTION
It is obvious that information of what the enemy is doing in action cannot possibly be published as there will always be some value in the knowledge of the movements of our forces.

6. REVIEW OF MILITARY SITUATION
The Joint Chiefs of Staff will shortly begin the publication of bul- letins from time to time which will contain a report on the military situation in various theatres of war.

7. CASUALTIES (Killed in Action)
Publication of such lists will be made subject also to the following restrictions:

A. Release will be delayed until the

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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!
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, publishers 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.
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.

WCAU

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**

**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沒 the United States, also began to prepare for 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 courses for wardens throughout New Jersey, Connecticut, New York State and Pennsylvania also looking in at the lecture, with some receiving 18 times each week so that everyone may be able to witness them.

Broadcast on WNB, 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 Burlington, Vt.

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, alk and other materials for military purposes. Price Administrator Leon Henderson, who introduced the series, termed it "a particularly felicitous example of the cooperation 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 television 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.

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 sound facsimile, auxiliary broadcast services and experimental services [BROADCASTING, March 2] is far from ready for promulgation. At least so far as television is concerned, no permit applications or censuses for 34 experimental television outlets are receivable until the rules are issued before the April 9 conference.

Eight commercial television stations are now operating, in addition to the 34 construction permits or censuses for 34 experimental television outlets. They are required under the rules to submit reports regarding the number of sets already in use, and to operate fixed number of hours each day. The Commission will seek from the licensees and permittees to determine their views whether to continue operating under the rules as 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 whether they expect growth when they are 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. G. G. Castor, manager of the Radio & Television Dept. of General Electric Co. and director of the RMA Engineering Dept. It may be flanked by L. C. P. Frank, all RMA consulting engineer; Dr. Alfred N. Goldsmith, and T. T. Goldsmith, chief engineer of Allen B. Dumont Labs.

**PAGE JOINS ARMY; DAVIS HEADS FIRM**

E. C. PAGE, of the Washington engineering firm E. C. Page & Davis, has reported for duty with the Army Signal Corps and has been assigned to the engineering headquarters as a captain in the Communication 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 G. A. Frey, C. S. Franks and Frank Kelly.

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

**New Luckies Format**

AMERICAN TOBACCO Co., New York, currently sponsoring spot announcements of Lucky Strike, has increased its 34 times weekly on four New York stations—WABC, WMCA, WNEW and WHN,—chasing the last 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 spot spots are presented, 36 had to be recorded in an all-day session at RCA studios with Mark Warnow and His NBC 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 WBNI, NBC intercontinental stations, and WBO, Westinghouse shortwave station in Boston, are Kraft Cheese Co. and P. W. Avery in connection with the broadcasts of the Kraft Music Hall and Fitch Bandwagon, heard on the weekends on the two stations, respectively, will be recorded by NBC for shortwave to soldiers, sailors and marines on overseas radio sets. Their schedule now being worked out in cooperation with the War Dept. The Kraft agency is J. F. Thompson & Co., Chicago, while Fitch shapen goods are handled by L. W. Ramsey Co., Davenport, Ia.

GRANVILLE RUTLEDGE, advertising sales promotion director of the Florida Citrus Commission, Lakeal, and
decom of television motion and dealer service will be handled henceforth by the Commission's agency, Blacket-Sample-Humphrey.

Page 24  * March 23, 1942  BROADCASTING  * Broadcast Advertising
first editions...
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 KRTN the Personality that makes friends with our listeners and customers for our advertisers.

The Cowles Stations in DES MOINES

Affiliated with the Des Moines Register and Tribune

Represented by The Katz Agency

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roadcasting • Broadcast Advertising
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!


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.
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 employees, 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 DCE-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 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, 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 the 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.
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 rows spoke up 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. For Carlos 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.

Radio accounts are 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. In 1929, he was appointed Associate Justice of the Supreme Court of Puerto Rico by President Wilson, Carlos Angel Franco was born in San Juan in 1902. After graduating as an engineer school in that city, Carlos came to the

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

HORACE HAGEDORN, NBC spot news 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 CJRL, Kirkland Lake, Ont., has been appointed chairman of the new CHEX-Peterborough, Ont.

JOYD E. TODER, general manager of KOA, Deaver, 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 Rotsford, Constantine & Gardner, San Francisco, has been appointed as a branch manager of PXO, San Francisco.

B. S. ANTONY, former promotion and merchandising manager for WSFS and WGD, has joined the station relations department.

KARL JELZLER, of KSHS, Chico, Cal., has been promoted to sales manager.

Frederick S. Caperson

FREDERICK S. CAPERON, 55, director of WCAM, Camden, N. J., died March 16 of a heart ailment. He had been a singer and became director of the station in 1927 when it was acquired by the City of Camden, which owned the station. He is survived by a widow, Mrs. Pauline Caperson, who is private secretary to Mrs. Mary W. Kollock, 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 H. H. Wilson, Ont., stations, and started in as an announcer, was promoted to program director and the last few years has been manager of the station.

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

While visiting his mother in 1922, Carlos met Virginia Trembley, daughter of the attending physician. They married in 1928, and their eight-year-old Barbara, the Francos live in Chappaqua, N. Y.

Member of the Delta Chi Fraternity, Carlos is an outdoor man, golfing in 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 a night policeman on the Chappaqua force.
BOB BINGHAM, program manager of WTTI, 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,新业态 at WCOH, 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 news and whose work does 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; 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 production staff of Bert Neville Associates, New York, to become women's editor of CBS. She is replaced by Florence Heller, formerly publicity director for Lantz of Sturbridge, 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 Nancy Field, broadcasting on WAGF, Doyle Air Force Base.

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, raising listener interest.

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

WILLIS ROMAN, manager of the Chicago Booking Co. 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 been a captain in the Army Air Corps.

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

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

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

FREE & PETERS, INC.,

NATIONAL REPRESENTATIVES

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