An Accounting of Our Stewardship, 1941

for Agriculture
Total Hours 497
Number Programs 1,409
Guest Speakers 671

for Religion
Total Hours 209
Number Programs 281

for Education
Total Hours 68
Number Programs 215

for Women
Total Hours 314
Number Programs 637

for National Defense
Total Hours 110
Number Programs 415
Guest Speakers 333
Announcements 940

In 1941, 30% of WLS' broadcast time was devoted to these five specific types of service features. WLS has always recognized its great obligation to the homes and families of Mid-West America—on the farms and in the cities and towns. WLS is a half-time station doing a full-time job of service in the public interest.

Our schedule of such services as those listed here is the WLS way of winning friends and influencing Mid-West listeners to BUY. Because listeners depend on WLS for constructive service and entertainment, WLS Gets Results!
In the Air—on the Sea—Planes and Ships are a Great Combination—bringing about powerful results in today's conflict.

In Radio, it's Frequency and Power that brings results.

Soon WAGA will be operating on 590kc with 5,000 watts — A Great Combination — teamed for powerful results!

5,000 watts at 590kc will deliver a 600 microvolt signal 37 miles. And at 1480, WAGA's present frequency, 280,000 watts would be required to do the same job.

WAGA's new frequency and power "will deliver the goods" in greater coverage, better penetration and increased selling power.

Yes, at 590 kc with 5,000 watts WAGA will give you the "power appeal" you've been seeking in the rich industrial area of the Deep South — plus, greater coverage in the South's Biggest Wholesale Market!

WAGA FIRST ON THE DIAL IN ATLANTA
WAGA FIRST ON THE DIAL IN GEORGIA
Ask John Blair

"THE BLUE RIBBON STATION OF THE SOUTH"
Blue Network • Blair Represents Us Nationally
NOWHERE can you find anything to equal the majestic beauty of Niagara Falls and the mighty surge and roar of its turbulent water.

Nor can you find another medium like WTIC for selling the Southern New England market—a market where buying income is far above the national average. *

Reach the prosperous people here through their favorite source of news and entertainment ... WTIC ... and discover why wise national advertisers agree that

THERE'S NOT ANOTHER LIKE IT!

*Sales Management, December 1, 1941.
America's Most Modern Short-Wave Station, Designed and Manufactured for Columbia Broadcasting System by I. T. & T. Associate Companies

Just as radio helped make America one big family, so short-wave radio is making the Americas one big neighborhood. The President speaks—and the ears of Central and South America listen... The Philharmonic plays—and below the Rio Grande hearts are warmed... Olga Coelho sings—and her continent welcomes back a favorite artist.

Helping set the Good Neighbor philosophy to words and music are America's most modern short-wave stations—WCBX and WCRC. New voice of the Columbia Broadcasting System, the great directional antennas were designed and erected by I. T. & T.'s associate company, Mackay Radio. This company also installed the 50,000 watt transmitters which were designed and manufactured by another I. T. & T. associate, The Federal Telegraph Company.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION
67 Broad Street, New York, N.Y.
A New Voice to Our Good Neighbors ... by IT&T
IN 1942

Exclusively Yours

ON THESAURUS—PROGRAMMED STATIONS!

Good news for stations that program with NBC THESAURUS—"The Treasure House of Recorded Programs!" 1942—THESAURUS' Seventh Year—will be a "Lucky Seventh" for you. Leading the parade of important names that attract greater audiences will be those shown here. All of them are recording sufficient material to build a well-rounded series of programs that you can sell to local advertisers...

TO NON-THESAURUS STATIONS:
These 15 names are just one of the reasons you should investigate THESAURUS—Drop us a line and we'll gladly give you the rest of the story.
WHAT IS MORALE?

Morale, like happiness, is a state of mind. It is faith, hope, confidence, cheerfulness. Morale is tapping your foot to Xavier Cugat's rhythm and dreaming to a Stokowski symphony.

Morale is smiling at the cleverness of John Kieran and laughing out loud at the gags of Jack Benny.

Morale is completely forgetting yourself as you lurk in the shadows of a dark alley tracking down a sinister criminal with Mr. District Attorney.

Morale is Kaltenborn giving you the news and then analyzing it so you'll have a clearer picture of what is happening...today.

Morale is a wooden dummy on Edger Bergen's knee.

Thus, Morale is comfort and confidence through entertainment and information. And the great Fifth Estate serves it free in 55,000,000 American radio homes every day and every night.

Morale is Kaltenborn giving you the news and then analyzing it so you'll have a clearer picture of what is happening...today.

WSM is proud that as apart of the great Fifth Estate it is helping to build morale in millions of American hearts eighteen hours a day.

HARRY L. STONE, Gen'l. Mgr.

NASHVILLE TENNESSEE
Mail from Montreal

Sales for you right here...

You get both with:

WWL
NEW ORLEANS

50,000 watts - clear channel

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

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

The greatest selling POWER in the South’s greatest city


CONTENTS
OFF Tests Radio Priority System .................................. 11
FCC Maps Press-Radio Report .................................... 11
Network Shifts in New England ................................. 12
AT&T Cuts Line Rates .............................................. 12
CBS Promotes Klauber, Kesten .................................. 13
House Inquiry to Start April 14 ................................. 14
Few Tires Available for Radio .................................. 14
Atlantic Refining Baseball on 50 Stations .................. 15
Spring Shifts of Programs ...................................... 16
560 Stations Sign BMI Contracts ............................... 16
New Local Granted in Elkins, W. Va .......................... 18
Convention to Get NAB Revision Plan ....................... 20
NBC Meetings Study War Problems ............................ 22
Pellegrin, Hymes on Volume Discount ....................... 24
The '20 Best' Radio Ads ........................................... 26
Wartime Care of Transmitters and Tubes ..................... 28
State Dept. Protests Juarez Grant .............................. 28
WGRG Signs AFM Pact ............................................. 56
Three Station Transfers Approved ............................. 58
NBC-Chicago War Council ...................................... 60
Shortwave Subsidy Action Soon ................................. 66

DEPARTMENTS
Agencies .................................................. 50
Agency Appointments ........................................ 49
Behind the Mike ............................................ 38
Bookshelf ................................................ 36
Buyers of Time ........................................... 50
Classified Advertisements ................................. 62
Control Room ............................................. 40
Editorials ............................................... 36
FCC Actions ............................................. 40
Meet the Ladies ........................................ 39

MERCHANDISING ........................................... 44
Network Accounts ......................................... 65
Other Fellow's Viewpoint ................................. 52
Personal Notes .......................................... 37
Purely Programs ......................................... 42
Radio Advertisers ....................................... 47
Station Accounts ......................................... 46
Studio Notes .......................................... 51
We Pay Respects ....................................... 37
Hix Cartoon ............................................. 66

Ps-st! Want to buy a new TYPEWRITER?

Choose KFAB, instead. Reaches more customers in one minute than you could touch in a year of typing letters. Gets better results, too. Ask customers. Farm men and women have confidence in KFAB—they buy what "their station" recommends. You need KFAB, to do a complete selling job throughout Nebraska and her neighbors.

With no rationing of time in radio, you have some choice availabilities on KFAB. Better wire, today.

DON SEARLE—Gen'l Mgr.
About 22 weeks ago, WCCO first introduced Darragh Aldrich on the air to the 1,400,000 women listeners in its primary area. Her novels and plays, the articles she had written for women’s magazines had already made her nationally known.

She knows Northwestern women well... has lived among them...written about them...for 25 years. Thousands of listeners, on farms and in small towns, from the Twin Cities to Twin Valley were moved to write. Mrs. E. P. H. summed it up: “Lady, are you psychic? How else could you happen to discuss, on your program almost every day, some problem that is uppermost in my mind and in the minds of so many of my friends?”

Small wonder her program has a Hooperating of 6.4% in the Twin Cities—33.6% of the available audience at the time she’s on the air!

You needn’t be psychic to know that “Yours Truly, Darragh Aldrich” (Mondays through Fridays, 1:30-1:45 p.m.) is one of the year’s best buys in the Great Northwest. For rates on a participation basis, call us or your nearest Radio Sales office.

WCCO 50,000 WATTS WHERE IT COUNTS THE MOST - MINNEAPOLIS-ST.PAUL

Owned and operated by Columbia Broadcasting System. Represented nationally by Radio Sales with offices in New York, Chicago, St. Louis, Charlotte, San Francisco, Los Angeles
H. PRESTON PETERS
BECOMES PRESIDENT OF FREE & PETERS!

NEARLY ten years ago, when "Pete" Peters came to us as Chief Cook and Bottle Washer in our three-man organization, all three of us (including Pete) knew that some day, inevitably, he would become our President. Today we are happy to announce the consummation of that ten-year hope. Today, James L. Free is moved (not kicked) up to Chairman of the Board, and Pete Peters takes over the office his energy, his talents and his unremitting work have so justly earned for him.

At the same time Pete becomes President, Russel Woodward replaces him as our one and only Vice-President. Hardly less than Jim Free and Pete Peters, Woody has enormously contributed to our business progress. We are proud to have him as an officer and as our third in command.

With these two well-deserved advances we formally record the affectionate and admiring regard we hold for Pete and Woody. There has been no change in stock ownership. Jim Free continues as Chairman, Treasurer, and Manager of the Chicago Office. All the rest of us, too, continue "as is" in our various branch offices. Congratulations to you, Pete and Woody! Both of you are "men after our own heart"!

EXCLUSIVE REPRESENTATIVES:
WGR - WKBW BUFFALO
WCKY . CINCINNATI
KDAL . DULUTH
WDAY . FARIBO
WISI . INDIANAPOLIS
WRZO . KALAMAZOO-GRAND RAPIDS
KMBC . KANSAS CITY
WAYE . LOUISVILLE
WTCH . MINNEAPOLIS-ST. PAUL
WMBD . PEORIA
KSD . ST. LOUIS
WPBL . SYRACUSE
WHO . IOWA
WOC . DES MOINES
KMA . DAVENPORT
KOA . SHENANDOAH
WCSC . CHARLESTON
WIS . COLUMBIA
WPF . RALEIGH
WDBJ . ROANOKE
KOMA . OKLAHOMA CITY
KTUL . SOUTHWEST
KARM . PACIFIC COAST
KECA . FRESNO
KEK . LOS ANGELES
KON-KALE . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . SEATTLE
and WRIGHT-SONOVIX, Inc.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
OFF Tests Broadcast Priority System

Sponsors, Stations Call on Public To Buy Coal

NINE SPONSORS of 13 high-ranking programs on the national networks were enlisted this week by the Office of Facts & Figures for a Government radio campaign designed to mitigate the threatened coal shortage—a campaign which, while important in itself, is of special significance to the broadcasting field because it reveals just how the so-called system of “priorities” governing war emergency broadcasts is expected to operate.

The radio division headed by William B. Lewis, is not yet ready to promulgate its priorities plan, now scheduled to be launched some time in April, but last week it was suddenly called upon by the Dept. of the Interior to muster radio’s forces to meet the wartime coal crisis.

Quick Cooperation

Accordingly, after study of the complete charts of network sponsored and sustaining programs it has been preparing for its priorities plan, Mr. Lewis’ division called upon the sponsors of picked programs to do the special job during the weeks of March 30 and April 6. The request met with immediate promises of full cooperation.

On the 13 selected programs the sponsors have been asked to carry special messages publicizing the fact that homes which do not purchase their next winter’s coal supply now, or prior to April 15, may run the risk of finding they cannot get any coal at all next fall and winter due to the transportation shortages growing out of the increasing use of the railroads for hauling war materials.

Not only were the nine sponsors asked to devote time to this publicity, but the networks were asked to carry it on sustained programs, while some 200 broadcasting stations in Eastern, North- ern and North Midwest States are being shipped, direct from the Interior Dept., packages of 20 one-minute transcriptions which they have been asked to spot at suitable periods during the next two weeks.

Stations in these areas were picked because they are the areas where the most acute shortages are expected to occur. They may tie in the campaign with local coal-dealer sponsorship if they desire.

In contrast to the pre-fabricated spots being sent to the stations, the network sponsors and the networks for their sustaining are being sent a simple one-page memo- randum, setting forth all the facts about the coal problem. They are asked to write their own “commercials” therefrom, weaving them into their programs in any way they see fit.

This is in line with the basic idea of the priorities plan, which is not to force anything down either the medium’s throat or the listeners’ ears. Particular programs were picked on the several networks to avoid undue repetition—over-selling—while at the same time insuring maximum audience coverage.

“We are purposely not sending any sample commercials,” states a letter to the sponsors and their agencies signed by Seymour Morris, recently appointed advertising agency liaison of OFF’s radio division. “We prefer simply to give you the facts of the situation and then let you work out the treat- ment which in your opinion will be most effective on each of your particular programs.

“As far as we are concerned, the gate is wide open: you can handle this message either as part of your script, as a straight commercial announcement, as a special interpolated dramatized spot, or any other way that you see fit.”

That, in essence, is the way the forthcoming priorities plan—actu- ally called an “allocations plan” so far as it applies to networks and their sponsors and a “program priorities” plan so far as it applies to stations—will be designed to work.


Day or Two of Hearing May Be Held to Complete Record of Proceedings Begun Last Summer

EVEN THOUGH the record has not been closed on the FCC’s newspaper-ownership inquiry, the law department staff already has begun preliminary preparation of its final report, with the possibility of full Commission consideration before summer.

Another day or possibly two of open hearings may be required to complete the record according to FCC sources. No date yet has been set for hearings, for presentation of the hearings, which recessed with- out date Feb. 6 when the News- paper-Radio Committee, representing more than 100 newspaperowned stations, concluded presenta- tion of its testimony. The hearings began July 23 last year.

Donald Harris, FCC attorney, and Allen W. Sayler, of the law depart- ment’s inquiry staff, are under- stood to be working on prelimi- nary aspects of the report. Both have other duties, however, but it is expected that as soon as the rec- ord formally is closed, a full staff will be designated in the hope of completing the report as soon as possible. One estimate was that the law department would complete its work within six weeks or two months.

Open Hearing Likely

At least one additional open hearing day will be scheduled—probably within the next fortnight. The FCC desires to place in the record a sheaf of technical exhibits, winding up its case. Moreover, Louis G. Caldwell, counsel for WGN and the Chicago Tribune, likewise had requested opportu- nity to present brief additional testimony. Unless other matters of an unforeseen character develop, it is presumed the record formal- ly will be closed after this single session.

FCC Chairman James Lawrence Fly declared last Monday at his press conference that it was still the plan of the Commission to hold (Continued on page 58)

The scheme has the unqualified support of the Advertising Council and the agency-network and sta- tions committees of OFF, which have been in long huddles during the last six weeks with OFF radio officials in preparation for the new system.

The coal campaign, from the radio point of view, is actually a “trial balloon” for the basic scheme shortly to be announced. The main idea of picking out cer- tain programs on which to convey certain messages is to put over a current war policy idea, yet at the same time avoid constant repetition and annoyance to both medium and audience.

For example, if it should be de- cided by the Government’s policy-makers that a certain week or two-week period broadcasting should emphasize war production, then sponsors, agencies and stations will receive from OFF a set of instruc- tions telling them that the pro- grams suggested by the War Pro- duction Board should be “played up” above all else. Thus, too, will the Federal Security Agency’s nutrition campaign, the Army, Navy and Marine Corps recruiting cam- paigns, the Office of Price Adminis- tration’s rationing and conserva- tion campaigns, etc. be given rights-of-way.

Priority Method

Under the system of network allocations, networks and their sponsors will be asked to carry particular messages at designated times. They will be under no compulsion to do so, but in view of their expressed eagerness so far to lend their facilities to the war effort they are expected to agree willingly. For their part, they can then omit any references during that special period to defense bond sales, for example, or to other ap- peals for time coming to them from other Government agencies, so many of which are pouring out volumes of scripts and transcrip- tions and suggested broadcasts.

Stations, many of which have long been complaining about the super-abundance of Government propaganda coming to them in all forms from the various Government agencies without definite plan, in theory should give priority to the topic of the week—and that they may reject, without
computation or fear of reprisal, any and all other demands for free time from other Government agencies during that particular period. At the present time, the blanket issuance of Government material for broadcast has caused the air to be cluttered with "war messages." It is more than likely that these are the result of excessive zeal on the part of Government publicity men. As has been charged in the case of defense bond appeals, they have also produced the air that valid criticism has been raised that the public is annoyed if not bored. In fact, many of the Government's own radio chieftains, after their protracted sessions on television, radio, and sponsor representatives, have agreed frankly that perhaps they have been "overcommercializing" their agencies and their causes.

"War Fatigue"

The fundamental psychological principle of over-selling, via the radio has been given the label "war fatigue" by the experts. Fortunately for both the radio medium and its sponsors, the task of channeling Government broadcasts through OFF has been placed under the direction of practical broadcasting men who have won the confidence of the Administration's leaders by their frankness and zeal.

They have told men like the President, Donald Wilson, members of the Cabinet and the military leaders that they can overdo a good thing—channeling. The much-heralded "radio" or "radio" director of the radio of a particular theme can undo the good which can be accomplished by just the right doses. The radio's part, the coordination efforts of OFF are being welcomed as a means of alleviating the pressures placed upon the medium by Government "information" and "radio" directors who do not discern the marked difference between those who plan and market the medium, and those who are the designated. Their cooperation will be voluntary; the way they weave the material into their shows will be left to them; they may refuse to handle it at all if they choose. Other programs will simply be asked to "lay off" that particular subject.

When the network allocations plan is put into effect—and the coal campaign of the next two weeks is geared to this plan—antagonistic—selected sponsored and sustaining periods on the networks will be asked to stress the selected subject of the particular period designated. Their cooperation will be voluntary; the way they weave the material into their shows will be left to them; they may refuse to handle it at all if they choose. Other programs will simply be asked to "lay off" that particular subject.

When the station priorities plan goes into effect—that is, when all will be told that they should "plug up" the particular top of the period to the exclusion, if they deem necessary, of anything else they might have planned for the particular period's primary audience. There will be no compulsion to carry the material at all, but there also will be protection from OFF if any Government press agent complains that his stuff is being ignored.

In the case of the coal campaign, OFF is not directing the station phase because the job was thrust upon it so suddenly. The series of transcribed announcements being sent out to the 200 stations in the critical territory is being handled entirely by Shannon Allen, Dept. of the Interior radio director.

Sponsors Carrying Coal Plugs

The sponsors, agencies, programs, networks and stations selected for the coal announcements are:

**CBS NEWSROOM VISITOR**

On a recent trip to New York was John E. Drury (right), Dean of the Henry W. Grady School of Journalism of the U of Georgia, originator of the famous Peabody Awards in radio. Here he reviewed Westinghouse broadcast schedules and talked to CBS director of special events, and Edward R. Murrow, CBS European chief, now in this country. The Peabody Awards for 1941 are expected to be announced April 12.

**Mill Wheel, BLUE, Thursday, May 12, 2 p.m.**

Emerson Drug Co., Baltimore, thru Ruthrauff & Ryan, Elyre Queen, NBC, Saturday, April 4, 7:30 p.m.; same sponsor, thru the Blauw Co., Dr. T. C. Doctor, CBS, Sunday, April 5, 5:30 p.m.

E. B. Semler Co., New Canaan, Conn., thru Erwin, Wasey & Co., Gabriel Beissler, MBS, Monday, April 6, 9 p.m.

**On Network Sustainers**

In addition, arrangements have been made with the networks for placements on their sustaining programs as follows:

**CBS—Tuesday, March 31, 5:30 p.m.**

BLUE—Fantasy in Melody, April 5; Folks Ditta, April 9; Robert Ripley, April 1.

**NBC—Music for Everybody, March 31; Rhapsody of the Rockies, April 5; Frank Lawton, April 7; Our Man in the Rockies, March 31 and April 10; Market Basket, April 11; Deep River Boys, April 3.**

**MBS—Marine Band, March 31; Navy Band, April 9; Rainbow House, April 11.**

**Lady Esther on 45**

**LADY ESTHER Co., Chicago, which has been testing five-weekly announcements on two Hartford stations since March 9 [BROADCASTING, March 2], during April will add stations to bring the total to 45 in the five-week period. Campaign, consisting of evening chain breaks and one-minute daytime announcements, promotes the company's cosmetic products. Lady Esther's leading lady is Gypsy Rose Lee.**

**WHHD Joins Blue; CBS Gets WTAG**

**KXEL, New Waterloo Outlet, Will Join Blue as Basic**

**TWO NEW changes in network outlet titles for Blue are negotiated last week, with WHHD, Boston, definitely signed for the BLUE effective June 15, while WTAG, Worcester, is slated to go over from NBC to CBS within a year.**

Simultaneously it was announced that the new KXEL, Waterloo, Ia., will go basic BLUE when it begins operations June 15, with 50,000 watts on 1540 kc. The station is licensed to the Joshi Higgins Broadcasting Co. Among the stockholders are Joe DuMon, general manager; Paul White, head engineer; John Blair, head of the representation firm bearing his name.

**Lengthy Negotiations**

Selection of WHHD by the BLUE, under a regular contract affiliation, was announced last Tuesday, following several meetings between the networks and WHHD, as well as WMEX, Boston. WHHD now is operating on program tests for full-time operation on 850 kc. with operation of the 1,000 watt station to begin this night, while WMEX operates with 5,000 watts fulltime on 1510.

It was learned that WTAG had completed negotiations with CBS for a switch in affiliation from the Red. Since one year's notice is required, it was assumed the switch is not slated to become effective until March, 1945. By consent, however, the station will maintain its affiliation with that date. WORC, is the present CBS Worcester outlet.

WBZ, 50,000-watt Westinghouse-owned outlet in Boston, switches to the BLUE this week, dropping the WESTERN BROADCASTING. WNAC, key station of the Yankee Network, joins MBS.

With the New England-NBC-BLUE-MBS shifts, no arrangement has been made for regular broadcasting of BLUE programs by other stations on the Yankee Network. The question of placing the BLUE Ballantine program on certain of these stations has been discussed with the agency, it was said at BLUE headquarters, but no definite arrangement has been made.

Keith Kiggins, BLUE vice-president in charge of station relations, said the network will feed programs to non-affiliated stations in areas not covered by BLUE outlets, when such situations, but to far no such arrangements have been made.

Affiliation of the BLUE with WHHD occasioned considerable interest in some quarters, as the service represents the first direct move over assignment of the station on the same channel occupied by

(Continued on page 56)
ASSUME NEW EXECUTIVE DUTIES

Mr. Klauber and Mr. Kesten Promoted in CBS High Command Shift

Klauber Becomes Executive Committee Chairman With Kesten Named VP and General Manager

Edward Klauber, executive vice-president of CBS was elected to the newly-created post of chairman of the executive committee, and Paul W. Kesten was named vice-president and general manager by the CBS board of directors at their meeting last Wednesday.

In announcing the changes, William S. Paley, president and principal stockholder of the network said: “Hereafter all departments with the exception of the program department will report to the vice-president and general manager, Mr. Kesten. The program department will report to me.”

Long-Range Problems

Moves were inspired by a three-fold purpose, Mr. Paley stated: To eliminate some duplication of executive activity; to create the office of chairman of the executive committee which, free from daily operating duties, can give its whole time and attention to some of the network’s long-range problems, and “to afford Mr. Klauber a needed relief from his overburdening duties of many years standing.”

Explaining that since last May Mr. Klauber has given most of his time to problems raised by the new FCC rules, Mr. Paley said that Mr. Klauber’s “immediate task will be to continue his work in that connection and in connection with the approaching hearing on the proposed new radio legislation in Congress.”

The statement continued: “Although Mr. Klauber will assume a less active role in the company’s affairs, his sound judgment and his invaluable experience gained through nearly 14 years of important work in broadcasting, will continue to the benefit of the company. I am sure that all of you, knowing of the significant contributions made by Mr. Klauber to the progress and development of our company and to the broadcasting industry generally, will be gratified to learn of his new role especially since it will enable him to enjoy a certain degree of richly deserved leisure.”

Mr. Klauber has been “second man” in CBS for the last 11 years, when he joined Mr. Paley as assistant to the president. He left Lennen & Mitchell to take over the post, having developed numerous radio accounts, including Old Gold. A native of Louisville, Mr. Klauber had a distinguished newspaper background prior to entering agency and radio work. He formerly was city editor of the New York Times and, during the last war, was credited with many outstanding news beats.

Although assistant to the president at the outset of his tenure with CBS, Mr. Klauber soon was elected executive vice-president. Unlike the heads of most other substantial business operations, Mr. Paley always has directed CBS policy.

Kesten’s Career

Mr. Kesten likewise is a graduate of Lennen & Mitchell. In his early twenties, he has been with CBS since 1931, and served for about four years as sales promotion manager. He had won widespread acclaim as the most gifted sales promotion man in radio before his promotion in 1935 to a vice-presidency.

A native of Milwaukee, Mr. Kesten has had wide experience in all phases of advertising and sales promotion. He was assistant advertising manager of the Gimbel store in Milwaukee, parent of the present group, in 1916, and later served in executive capacities with McJunkin Adv. Co., Chicago, Foreman & Clark stores, Chicago, and Lennen & Mitchell. In the mid-twenties of the 20th century in Germany, England, Italy and France, studying European ideas and their development.

About the CBS board last week in promoting Messrs. Klauber and Kesten more or less formalized the operating procedure of the last six or eight months. Mr. Kesten, under the auspices of Mr. Klauber, has handled affairs relating to sales, public relations, programs and new developments. This relieved Mr. Klauber of having to be the director of CBS affairs. Mefford R. Runyon, CBS vice-president, is assigned to director of management and operated stations, station relations and labor.
House Committee Schedules Inquiry On Radio April 15
Cox Still Is Confident That His Plan Will Be Adopted

WITH THE HOUSE slated to remain in session over the Easter holidays on a "corporal's guard" basis, hearings on the Sanders Bill (HR5497) to rewrite the Communications Act of 1934, as well as preliminary hearings before the Rules Committee on the Cox Resolution (HR4829) are expected to proceed on schedule, according to Congressional legislative sources.

The Sanders-Bill hearings are slated to get under way April 14 before the House Interstate & Foreign Commerce Committee, with witnesses representing the industry as well as the FCC to be called. The Cox Resolution is still pending before the Rules Committee, after two days of study during which FCC Chairman James Lawrence Fly appeared.

At least two more days of hearings, with Mr. Fly to make a third appearance, have been planned by Rep. Cox (D-Ga.), author of the far-reaching measure to conduct a select committee investigation of the FCC, its personnel and its stewardship.

Expects Favorable Action

Following this, Rep. Cox expects to call for a conference committee, still confident that favorable action will be forthcoming despite purported Administrative opposition to the measure. Chairman Fly already has expressed his opposition.

Other witnesses probably will be called by the Rules Committee. Rep. Cox, however, has not stated precisely who he intends to have appear. Rep. Wigger (D-Mass.) will call for a " persistent critic of the FCC, has testified in favor of the resolution, but wanted it to back to the committee investigation of the industry, as well as the Commission.

Chairman Lea (D-Cal.) of the House Committee, said he proposes to conduct hearings looking toward new legislation at this session. The Sanders Bill, providing for reorganization of the FCC as well as of rewriting the statute, will serve only as the base for the hearings. It is entirely possible the committee will decide to strike everything other than the enabling clause and write a new bill from scratch, it was pointed out.

Moreover, there is some talk of the Cox Resolution being referred to Mr. Lea's committee with instructions from the Rules Committee that in its inquiry it cover the ground outlined in this far-reaching measure. Rep. Cox has charged the Commission with attempting to "federalize" the broadcasting industry, including licensing broadcasting" and alleged that it is shot through with men of Communist leanings.

It is indicated Congress will not (Continued on page 56)

REXALL SALES conference mapped out commercials for the transcendent of Stars prior to cutting by NBC Hollywood Radio-Recording Division. Series is to be released on 250 to 300 stations during early April by United Drug Co. to plug semi-annual Rexall one-cent sale. Committee consists of (1 to 1) Walter Craig, WMCA, New York program director, in charge of production for Street & Finney agency; Ned Tollerig, network director assigned to assist Harlow Wilcox, commercial announcer; S. E. Hartford, Boston advertising and sales promotion director of United Drug Co.

FEW TIRES ON HAND
For Radio Industry
Station Repairmen Slated to Get Early Consideration

New tires are practically unavailable and retreaded tires will be doled out to local rationing boards in approximately one-fifth the amount estimated before tire rationing went into effect in January, officials of the Office of Price Administration told BROADCASTING last week in reply to queries on the status of broadcast stations.

In most communities, OPA officials said, there will not be enough tires available for all eligible applicants and it will be up to the local boards to determine who needs the most. It was further pointed out that whatever grants are made will go only to applicants connected with the war effort. Stations and their employees are considered directly connected with the war effort.

Technicians First
Station officials will not receive tires merely because of their position it was said. Neither will announcers, salesmen, business managers and other staff members.

Technicians will receive tires, the OPA said, if employed as repairmen whose work requires the use of tires or transport tools or equipment. Transmitter repairmen were cited as one example in the "must" categories set up by the OPA.

Moreover, however, that even repairmen who require an automobile or truck in their work may find they cannot obtain tires from their local boards if the board's quota has been taken up by other repairmen whose jobs require that they travel longer distances or make more frequent trips.

Procedure in assigning tires to local boards is determined by the OPA in conjunction with the War Production Board, which designates the tires available for the entire country. After the number has been made known, the OPA sends notice to the local boards of the tires they may receive, the figures being based on predetermined percentages of the total.

The OPA cautioned stations to determine who in their employ need tires and send them to the station's operation and then make application to their local boards. It was said the mere fact that an employee is a technican will not be sufficient justification, since it must be shown that the technician's work requires tires.

Chicago Milk Series
MIILK FOUNDATION, Chicago, through its new agency, McCann-Erickson, Chicago, has prepared a series of spots to transmit the announcements to be placed on practically all the stations in the Chicago metropolitan area. The Copy theme is built around a new word, "vemp", a composite of the letters of vitamins, energy, minerals, and proteins.
Atlantic Books Largest Baseball Series

Over 2,000 Games Will Be Carried on 50 Stations

WITH Government announcements featured in commercial messages, Atlantic Refining Co., Philadelphia, on April 14 will open its schedule of major and minor league baseball games on the most extensive system in its seven years as a baseball broadcaster. Atlantic’s Eastern Marketing area will be covered by 50 stations, four more than were used in 1941. More than 2,000 games in six leagues will be broadcast play-by-play, along with half-hour reports given over to the game reports, according to N. W. Ayer & Son, Philadelphia, the Atlantic agency.

More FM Outlets

Again this year Atlantic will broadcast news reports during game breaks, without interfering with play-by-play descriptions. Use of news will be broadened from hookups carrying major league games to all the stations carrying the broadcasts, according to present plans. As was the case last year, Atlantic will use frequency modulation stations but will increase the number of FM outlets. The New England baseball hookup will include W43B, Boston, and W39B, Mount Washington, associated with Colorado outlets.

Daily reports of games of three National and two American league clubs—Phillies, Braves, Pirates, Athletics, Red Sox—will be broadcast along with three teams of the International League; six of the Eastern League; two of the South Atlantic League; two of the Piedmont League. Still in progress are negotiations for broadcasting the games of two other International League teams, Rochester and Baltimore.

Special Network

A special Atlantic network of 12 stations in the northeast—Pennsylvania, Maryland, Delaware and New Jersey—will carry home games of the Athletics and Phillies, keyed from WIBG, Philadelphia. Home games of the Red Sox and Braves will be heard on a hookup of 19 stations in Maine, Massachusetts, Rhode Island, Connecticut and Vermont.

For the games of the Pittsburgh Pirates home and away, a new Western Pennsylvania network will be employed. Last year KDKA and WWSW, jointly carried the games but KDKA was unable to clear this time. The reports will originate at WWSW and be fed to WFBG, Altoona; WJU Butler; WJAC, Johnstown; WKST, New Castle; WMBS, Uniontown.

Joseph R. Rollins, Atlantic advertising manager, in announcing the games said:

“In its seventh consecutive year of sports broadcasting, Atlantic will gear its baseball broadcasting program closely to the nation’s war effort. We have planned to devote public service to the interest of our country, to the betterment of the home and road broadcasts.”

Public Service

“The balance will be devoted to information aimed to keep the public informed of conditions in the petroleum industry and to help people to get the greatest possible use from their automobiles, with a minimum wear-and-tear on vehicles and tires. In this way we will be able to make the summer season’s broadcasting schedule an even greater public service than was the case in previous years.”

Announcing the broadcast plans, Mr. Rollins said: “The reports will be interjected in the game broadcasts so as not to interfere with the play-by-play descriptions, will enable the listening audience to keep abreast of developments in the nation’s prosecution of the war and the progress of the war on the home front.”

“This program would increase substantially the value of the baseball broadcasts not only to the fans themselves, but also to the stations which carry the broadcasts and the advertisers which use them to carry their messages to their own communities.”

Atlantic’s Baseball Schedule

MAJOR LEAGUES

Philadelphia Athletics, American League (co-sponsor home games) and Philadelphia Phillies, National League (co-sponsor home games): WIBG, Philadelphia; WFFG, Atlantic City; WERE, Reading; PA; W43B, Boston; W413B, Watertown; WILM, Wilmington; WGL, Lancaster; WOR, New York; WKST, Easton; WWSW, Dickson; WAZL, Harrisburg; WRRO, Sunbury; PH, BOCB, Allentown, PA; Announcers: By Ray Baer and Taylor Grant.


Pittsburgh Pirates, National League (co-sponsor home and road games): WWSW, Pittsburgh; WKST, New Castle; WMBS, Uniontown; Announcer, Tom McMahan.

Syracuse (co-sponsor home and road games): WAGE, Syracuse. Announcer, Tom McMahan.

Buffalo (co-sponsor home and road games): WGR, Buffalo. Announcer, Ralph Hubbel.

(Note: Negotiations are still in progress with respect to Baltimore and Rochester broadcasts.

EASTERN LEAGUE

Binghamton (exclusive home and road games): WBNF, Binghamton. Announcer, Jack Hend.


SOUTH ATLANTIC LEAGUE


PIEDMONT LEAGUE


Richmond (co-sponsor home and road games): WRNL, Richmond. Announcer, Hugh Carville.

HIGHWAY PROMOTION

As a Summer replacement for its SportsCast television program on CBS, Gulf Oil Co., Pittsburgh, on April 26 will take over the WJTI, Pittsburgh, co-sponsorship of the Gulf Summer Change program on CBS until March 17 by General Foods Corp., New York, which replaces Gulf on that date with a program of football and baseball broadcasts. Contract, placed through Westco Adv. Agency, San Francisco, marks first time the Pacific Coast network has allowed commercial sponsorship of that member team.

Lukeen Steel Spot

FIRST VENTURE into radio advertising was by Lukens Steel Co., CoATESVILLE, Pa., winner of the Navy “E” award for excellence in production, with a one-hour broadcast of a major part of its celebration ceremonies on WNJ, Jamestown, N.Y., placed throughout southwestern New York and northeastern Pennsylvania. Boards are in the patriotic spirit of red, white and blue and call attention to WNJ’s position on the radio dial, 1240 kc.

Gulf Summer Change

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Schenbrunn Discs

S. A. SCHENBRU NN & Co., New York, on March 30 will start a nation-wide campaign for its Savarin coffee on three New York and one New Jersey station, probably through an hour-per-day period, followed by a seven-day period. The campaign will promote the coffee by the use of advertisements which will carry 30 per week, and WHN and WPAT, Paterson, 55 each week. Agency is Arthur Rudner, New York.

HEARING ON WGST

SET FOR APRIL 20

WITH all parties agreeing to a continuance of hearing, the license renewal application of WGST, Atlantic City, will be given further consideration April 20 upon motion made by Rosel H. Hyde, FCC principal attorney, at the short session held on the case last Thursday.

The application was to have considered the withdrawal of an offer made by Arthur Lucas and William Jenkins, Georgia chain theater operators, to take over operation of the station and also was expected to receive a letter of protest from the FCC by Gov. Talladega recommending that the Lucas-Jenkins offer be approved by the Commission.

Counsel for WGST, whose licensee is Georgia School of Technological Education, was to be present. It was hoped that the hearing might be continued so results of a scheduled meeting of the Georgia Tech board of regents could be incorporated in the hearing.

Marcus Cohn, FCC attorney, expressed annoyance at the "piecemeal" hearing of previous applications and requested the Georgia counsel to hold the board of regents meeting before the next hearing.

State Attorney General Ellis Gibbs Arnold, special attorney appointed by Gov. Talladega for the WGST hearing, agreed to submit the request and said results of the meeting would be included in testimony to be offered April 20.
Sponsors Juggle Programs for Spring

Seasonal Realignments Affect All Types Of Net Shows

REPORTS on network programs during the last two weeks show a variety of moves by advertisers, some of whom are ending seasonal campaigns, and realigning their five-times-weekly serial shows and others shifting networks, time or products, in line with war production demands.

Three new programs are starting on CBS during April, while P. Lorillard Co. is shifting its New Old Gold Show to that network from the BLUE on April 29.

In the 9:45-10 a.m. Monday through Friday spot on CBS, formerly occupied by two General Mill serials, the company has started Harvey & Dell for Gold Medal Flour the first three weeks, and the last two days will turn over the time to the American Red Cross for a special non-commercial program produced by BBD, New York.

Gulf Signs 'We'

The We, the People program, dropped by General Foods Corp. March 17 in favor of Duffy's Taverns, has been signed by Gulf Oil Co. as the summer replacement starting April 26 for its Screen Guild Theatre.

Renewals on CBS, all effective in April, include Bob Hawk's How 'I'm Doing for R. J. Reynolds Tobacco Co.; Edwin C. Hill for American Oil Co.; The Theatre of Today for Armstrong Co., and Amos 'n' Andy for Campbell Soup Co.

The last-named company also is shifting products and agencies for the CBS Lanny Ross program on April 6 from Rustrauff & Ryan for Franco - American spaghetti to Farina-Cereal Co. for concentrated soups.

Continuance through the summer of CBS' Silver Theatre show, Sundays at 6 p.m., was in doubt last week, but over Co. considered whether to continue the program after April 26 or substitute a special summer program, according to Young & Rubicam, New York.

Mutual, on March 24, gained a sponsor for its Far Eastern news commentator, John Hughes, when Anacin Co. took over twice-weekly sponsorship of his talks on 79 MBS stations. The week of April 3 marks the renewal of Gabriel-Herter on Mutual, Tuesday and Thursday nights by Zenith Products, and Sundays by Barbasol Co.

Drama Returns

A second summer replacement program also set last week with Bristol-Myers Co.'s announcement that Eddie Cantor's Time to Smile program for Ipana and Sal Hepatica, heard on NBC, Wednesdays at 9 p.m., will be replaced consideration whether to continue the program after April 26 or substitute a special summer program, according to Young & Rubicam, New York.

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Now in the mail

...a new 50,000-watt Coverage Map
with a

BIG INCREASE IN COVERAGE

and

a new Rate-Card
but with

NO INCREASE IN RATES

Only some modifications on WHN’s “better programming” policy curtailing spot announcements.

Back of that pretty picture of one of WHN’s two 410-foot towers is a still prettier picture of the greater WHN Market together with some perfectly wonderful facts and figures which belong in your files.

If you haven’t received your copy, let the WHN Sales Promotion Department know and you’ll get one in a hurry.

WHN 50,000 WATTS • 1050 CLEAR CHANNEL
NEW YORK • 1540 Broadway • Bryant 9-7800
Chicago Office • 360 N. Michigan • Randolph 5254
Convention to Get NAB Revision Plan

Board Committee Will Submit Proposal At Cleveland

A PLAN for reorganization of the NAB, "to bring about effective distribution of functions and concentration upon important problems and objectives," will be laid before the NAB Convention in Cleveland May 11-14 by the investigating committee named March 20 by the full board of directors from its membership.

Cognizant of the need for dispensing with "the war emergency, the committee, headed by Don S. Elias, executive head of WWNC, Asheville, and of the Asheville Citizen-Times, met in New York March 21, the day following its appointment. Retention of a qualified expert on public relations, to advise under the presidency, was made the first order of business. Prompt steps are being taken, the committee announced, to employ such a man as it which it will undertake a detailed study of the administrative organization.

Committee Named

Appointment of the committee by the NAB Board followed a two-day session in New York, March 19-20. The board, by overwhelming action signed its support of President Neville NAB, and decried moves attributed to FCC Chairman James "Lawrence" Field seeking a full-scale reorganization of the NAB, including the ouster of Mr. Miller and disenfranchising of networks [BROADCASTING, March 23].

After disposing of these and other matters during its sessions Thursday and Friday morning, the board late Friday afternoon decided upon appointment of the committee. It was named ostensively to consider the resolution adopted by the 4th district of the NAB at a meeting in Roanoake March 7, urging designation of a committee to study the management, construction and finances of the trade association, looking toward "greater unity, economy and efficiency".

Appointment of this committee, however, was not prior to consideration voting down the 4th district resolution. While utmost support was given President Miller, the board nevertheless insisted that its committee to make a fact-finding study of the entire NAB operation. The detailed plan will not be worked out, however, until a public relations consultant is engaged to replace Edward M. Kirby, who has been on leave of absence for the last year-and-a-half as radio chief of the NAB, which was part of a yacht he has been commissioned an officer and has vacated his NAB post.

Serving with Mr. Elias on the investigating committee are John J. Gillin Jr., WOW, Omaha; Howard Lane, McClatchy stations; John Elmer, WCBM, Baltimore; Edward Klauber, CBS research committee chairman, and Paul W. Morency, WTIC, Hartford, as an alternate for any member unable to attend. All are not only members of the board but have been prominently identified with NAB activities for a number of years.

Following the Saturday session, Mr. Elias said he felt a "good deal of progress has been made." The committee met for several hours in New York March 21 and decided upon its immediate course "in sensible and dispassionate fashion", he said.

Mr. Elias stated that the committee was following a two-day board session. Mr. Miller was not present during the executive session discussion which resulted in the appointment of the investigating committee.

Seek Publicity Head

Emphasis was given by the committee to the retention of a competent public relations counsel. A man of outstanding capability, well recognized in the field of journalism or public relations, is being sought.

The committee, after its March 21 session, announced formally it had reached the conclusion that the NAB had suffered during the last year from the extraordinary amount of time Mr. Miller had been compelled to give to the internal situation in the industry "because of the launching of various dissident movements threatening the unity of purpose and endeavor of the NAB itself."

Moreover, the committee pointed out, owing to the fact that Mr. Kirby, due to his duties with the Army, had been able to render only nominal service to the NAB, Mr. Miller himself proposed that the board reconsider its action. It was concluded that a segment of the NAB membership, as represented by the 4th district, was entitled to recognition and that its views should be taken into account. This development at the flag-end of the two-board session. Mr. Miller was not present during the executive session discussion which resulted in the appointment of the investigating committee.

Press Conventions

SPRING conventions in the newspaper field have been announced for mid-April at the Hotel Waldorf-Astoria, New York, as follows: April 18-20, National Newspaper Photographers Assn.; April 19-20, meeting of the Associated Press; April 21-23, inclusive, 56th annual convention of the Newspaper Photographer's Assn., with April 22 set aside for a session in charge of the Bulletin Advertising, ANPA subsidiary.

MAJ. EDWARD BOWERS' yacht Oo Deo has been accepted by the Navy, the ship having been ordered over to the service. In 1940 he gave the Navy his yacht Edmar and an auxiliary cabin cruiser Edmund J.
ESSO: WBAL? Let me talk to the Esso Reporter.

WBAL: This is your Esso Reporter.

ESSO: We, here in the Delaware-Maryland-D.C. Division of Esso Marketers, want to compliment you on the war-time job you’re doing for us.

WBAL: Thanks, Mr. Evans, but everyone is interested in authentic news these days...and I give them headline news right off the U.P. wire.

ESSO: That’s exactly what you’ve been doing since 1935...on nearly 9,000 Esso Reporter broadcasts.

WBAL: And speaking of figures, don’t forget 50,000...my new 50,000-watt voice.

ESSO: More power to you! That means more motorists hear how Esso Dealer Care Saves Wear!

WBAL: And may I say your company is far-sighted to keep right on telling motorists how many ways Esso dealers protect their personal transportation.

ESSO: Thanks. Let’s all drive wisely to Victory. Remember, Care Saves Wear.
Two Stations Seek 1220 kc. Channel

Use of Mexican Wave by U. S. Speculated in Capital

POSSIBLE assignment of 1220 kc., Class I-B channel available for use in this country under the Havana Treaty, in Northeastern Ohio, is being speculated in Washington radio circles, in the light of two pending 50,000-watt applications for the facility.

The frequency, under the Havana Treaty, is assigned to Mexico as a Class I-A channel and is being used in Mexico City by XEB, now using 20,000 watts but having a potential authorized power of 100,000 watts. Arrangements were made under the Treaty that the 1220 kc. channel could be used in the United States in the Michigan area originally earmarked for Detroit. Allocation complications because of adjacent frequency assignments were such that placement of a station on this frequency in Detroit or any nearby area was abandoned.

WGAR, WADC Petitions

Now pending before the Commission are the applications of WGAR, Cleveland, and WADC, Akron, each seeking 50,000 watts on 1220 kc. The application of WADC, is for location of the transmitter at Tallmadge, O., adjacent to Akron. Repeated mention has been made by the FCC, notably in its network-management report, that the Cleveland area is underserved from the network standpoint. Before a definite assignment can be made in the Cleveland or Akron areas, revision of the agreement with Canada, Mexico and Cuba, on use of a Class I-B station on 1220 kc., is essential.

Because the channel is earmarked for the Detroit area, any exception would have to be made. While no formal word has come from the FCC, it was pointed out that before action could be taken on pending applications for the facility, the matter would have to be cleared with the other nations signatory to the Havana Treaty.

KGNO Request Opposed

PROPOSED denial of the application of KGNO, Dodge City, Kan., seeking to increase its night power from 250 to 500 watts with continuance of its present daytime power of 1,000 watts, was announced last Tuesday by the FCC. In its proposed findings the Commission concluded that granting the application of KGNO would result in interference to KGIR, Butte, in certain areas. Accordingly, the application was rejected for denial. Both stations operate on 1370 kc.

Ace's 13th Year

THIRTEENTH YEAR of broadcasting for Jane and Goodman Ace, stars of the Blue Network serial, "Easy Aces," sponsored by Anacin Co. Easy Ace began with the March 24 show. Airing 3,200 shows, an estimated 7 million different characters have been heard on the series, since Goodman started the show on KMIC, Kansas City, in 1929.

NEW HOME OF WLW AND WSAI

CINCINNATI'S imposing Elks Temple, built in 1923 at a cost of $1,000,000, will be the new and permanent home of WLW, WSAI and WLWO. The Crosley Corp. purchased the structure recently. Included in the purchase was the fraternal order's large pipe organ and the air-conditioning system. Work of remodeling will start soon and it is expected that the new offices and studios will be ready by the end of the summer. The picture shows the entrance and about one-third of the building.

250-Watt Station Given Elkins, W. Va.;
Rep. Randolph Is President of Company

SECOND new station grant since the DGB's freeze order of Feb. 12, recommending that the granting of applications for new facilities by the FCC be curtailed except where there is a proven exigency [BROADCASTING, Feb. 18], was made last week when the FCC issued a construction permit to Allegheny Broadcasting Corp. for 250 watts fulltime on 1240 kc. in Elkins, W. Va.

The other new station CF, granted Feb. 17 for a local in Kodiak, Alaska, was rescinded a fortnight ago and designated for further hearing [BROADCASTING, March 23].

Rep. Randolph Interested

Principal stockholder in the Elkins Company, which lists Rep. Jennings Randolph (D-W. Va.), chairman of the House District of Columbia Committee, as president with 1 share, is James A. Wilverding, treasurer and business manager, with 148 shares. Though Mr. Wilverding has no interest in the Elkins Intermountain, the only daily paper in that city, he is business manager of that newspaper in addition to being correspondent for United Press, Clarksburg (Va.) Exponent, Pittsburgh Press and Baltimore Sun.

Other stockholders are H. C. Clark, stockholder holding less than 5% in the Wheeling News-Register, secretary, 50 shares; C. S. Hoffman, Jr., Wheeling accountant, 50 shares; E. L. Maxwell, Elkins attorney, vice-president, 1 share.

The grant aroused comment in view of the prevailing shortage of materials and the fact that the construction permit was issued to an applicant with stockholders having newspaper connections. Heretofore the Commission has religiously placed in its pending file, under its Order 79, all applications with even the slightest amount of newspaper control.

At its meeting last week the FCC, presumably under the freeze order, also denied the motion for a grant without hearing of the new station application of South Florida Broadcasting Inc., Miami, seeking 250 watts fulltime on 1450 kc. Of the stock in the applicant company, 98% is held by Carl T. Hoffman, a local attorney, with his secretary H. Hall, having 1%, and L. L. Robinson, another lawyer, 1%. Case will be subject to hearing per the usual FCC procedure.

Designated for hearings were the new station application of Sancada Broadcasting Corp., Grovesville, N. Y., 250 watts on 1340 kc.; WCBS, Springfield, Ill., seeking a change to 1170 kc. with increase to 1,000 watts night and 5,000 days; WSOY, Decatur, Ill., applying for a change to 1560 kc. and power increase to 10,000 watts.

SERIALS SHIFITED ON NBC BY P & G

PROCTOR & GAMBLE Co., Cincinnati, announces its usual season in advance for the serial programs heard Monday through Friday on NBC, starting April 13.

Road of Life, 10:45-11 a.m. on 50 NBC stations and on CBS for Chipso and Oxydol, shifts to the 11:30-11:45 period now occupied by The Bartons on 46 NBC stations and Lone Journey on 23 NBC stations, both for Duz. Lone Journey will not move but advertise Chipso and Oxydol instead of Duz.

Story of Mary Martin, which advertises Ivory Snow, will move to 10:45-11 a.m. from the current spot, 11:15-11:30 a.m., on 64 NBC stations, and on CBS, will be used by The Bartons for Duz.

Vic & Sade, 3:45-4:00 p.m. on 66 NBC stations for Crisco, will be heard with the serial to Happi ness, 11:15-11:30 a.m. on 69 NBC stations for Naptha.

P & G is also shifting The Gold bergers on 40 CBS stations for Duz, from the 5:15-5:30 p.m. to 2:45-3 p.m. on April 6. On April 13, 16 stations will be vacated, making a total of 56 CBS stations carrying the program.

The Chipso account is handled by Pedlar & Ryan, New York; Oxydol by Blackett - Sample - Hummert, Chicago; Crisco and Duz by Compton & Co., New York; Ivory Snow by Benton & Bowles, New York.

Brewer to India

SAM BREWER, MBS correspondent in Cairo, Egypt, last week was reportedly invited by the India battlefronts to replace him on Mutual's Far Eastern news roundup, which comes at 1:30 p.m., PST, to his post as MBS correspondent in Melbourne, who was to go to the city from Java after a period of 11 years. Brewer is being hired by the Japanese as "Broadcasting, March 23."

Slosberg Honored

MERVIN K. SLOSBERG, NBC Far Eastern correspondent, has become the first foreign journalist ever to be admitted as a press gallery member in the Parliament of New Zealand.

Plan A&P Spots

PARIS & PEART, New York, is working on plans for a spot campaign in connection with the various divisions of the Great Atlantic & Pacific Co., New York, for the campaign that starts April 1. The start of April, the campaign will probably consist of spot announcements, but no definite details have been announced.
IOWA FARM INCOME for 1941 far exceeded all estimates and finally reached the staggering total of $919,515,000, Two Hundred Million Dollars more than 1940, more than any year since World War I. And now comes World War II with demands for "Food and More Food". Present estimate of Iowa Farm Income for 1942, more than a Billion Dollars.

More important, however, to those who have merchandise to sell than the dollars Iowa Farmers take in, is what those dollars will buy. Purchasing power in Iowa and the Corn Country has been spiraling upward, is far above the boom year of 1929.

Yes, the Iowa Farmer is a most promising prospect now if you're interested in selling merchandise. But to reach him requires Wide Coverage—that's where WMT comes in. With the Finest Frequency in Iowa, 600 on the dial, it has by far the greatest daytime coverage of any station in Iowa, irrespective of power, and the rates are not 50,000 watt rates, but 5,000 watt rates, lowest per farm family in the State. You can reach these prosperous farmers in Iowa and the Corn Country economically by using WMT, "The Voice of Iowa", now. The formula is Sales Power, not just power.
NCBS Studio 8-H in Radio City, New York, recently reconstructed, is described as the last word in modern design to permit the broadcasting of a national program. The studio is built with a series of 16 vertical convex panels in the background and employing acoustical rumpations on parallel side walls for balanced sound, gives more brilliance to studio audiences and provides ideal conditions for microphone pickups. Some 900 upholstered seats have replaced the smaller metal chairs. Decorations are in earthy colors. Conceived in white stage.

Emotional War Program Appeal Sought
At NBC Station Affiliation 'War Clinics'

A PROPOSAL that those responsible for preparing programs dealing with the nation's war effort aim at appealing to the emotions rather than to the intellect was advanced by Campbell Arnox, manager of WTR, Norfolk, in a discussion of wartime broadcasting during the meeting of NBC affiliates of the Fourth District, held in Atlanta March 20.

Harry Stone, manager of WSM, Nashville, Fourth District member of NBC's Advisory & Planning Committee, proposed at the two-day session, third in a nationwide series being held in regional centers by NBC.

Says Programs Are Dull

Contending that the Government is trying to "cram what people should do down their throats in a boring and dull way", Mr. Arnox criticized the war programs as being overly factual rather than inspirational.

He also protested against too strict Government censorship, stating that the belief that it should be relaxed to permit the broadcasting of interviews of members of the armed forces who have had actual war experiences. Backing up this point of view, C. L. Menzer, NBC national program director, suggested that perhaps bands, flags and parades might be more helpful than purely intellectual approaches. He added that radio, like the press, is today bound to abide by the censorship rules laid down by the Government.

In discussion of daytime serials, Mr. Menzer expressed the thought that these programs fill a definite need in the lives of the average listeners and that they are just as much a natural part of radio as the same type of story is a part of newspapers, while stories of even less intellectual value find their way into millions of homes through the pulp magazines. Roy C. Witmer, vice-president in charge of Red Network sales, stated that he hoped the serials would continue until someone thinks of a new show or format of daytime entertainment that will have the same power to pull for the advertiser.

Discussing the cancellation of some radio programs by companies whose production of civilian goods has been curtailed by war conditions, the meeting agreed that now as never before there is need for institutional advertising to keep the names of these concerns before the public.

Win War, Hedges Urges

William S. Hedges, NBC vice-president in charge of the network's key executives across the country to discuss with NBC affiliates the problems arising from the first war in the life of broadcasting, urged the station men to do everything in their power to help the country's war programs. Every effort you make to win the war will be more important than any dollar you make in war years," he declared.

Those attending the Atlanta meeting were: Harry Stone and Albert E. Gibson, WSM, Nashville; Allen Stout and S. E. Adeock, WROL, Knoxville; Jess Swicegood, WKP, Kingsport, Tenn.; Frank M. Headley, WAPO, Chattanooga; W. A. Wilson, WOP, Bristol, Tenn.; Nathan Lord, WAVE, Nashville; C. J. (Chuck) Wright, WFPO, Hattiesburg, Miss.; Wiley P. Harris, WJDX, Jackson, Miss.; Hugh M. Smith, WAML, Laurel, Miss.; J. Leonard Reinach, WSB, WIOD, Atlanta and Miami; John M. Outler, Jr., Roy A. McMillan and Marcus Bartlett, WSB; H. K. Martin and W. P. Pape, WALA, Mobile; Howard E. Pilla, WSFA, Montgomery; Richard N. Mason and Graham B. Poyner, WPTF, Raleigh; W. C. Irwin and R. S. Morris, WNAS, Charleston; W. F. E. Essex, WSJS, Winston-Salem; W. Walter Tison, WPLA-WLAK, Tampa and Lakeland; John T. Hopkinson, 3d, WJAX, Jacksonville; Harry E. Cummings, WJAX-WIOD, WFLA, Jacksonville; Robert E. Mitchell, WBR, Alexandria, Va.; WMBC, Richmond; Campbell Arnox and John W. New, WTAR, Norfolk; J. C. Bell and J. B. Roberts, Jr., WBRC, Birmingham; Robert E. Bradham, WTM, Charleston; Bevo Whitmire and Charlie Peace, WBFC, Greenville, S. C., and G. Richard Shafo, WJS, Columbia, S. C.

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New Programs Outlined

DETAILS of the new program series which NBC has in preparation were revealed by Thomas Rishworth, executive director of public service programs for the network, at the meeting of NBC affiliates in the Southwest held in Dallas last Monday and Tuesday.

Session, attended by some 30 radio executives, was the fourth in a nationwide series of meetings at which a dozen NBC executives are explaining the effects of the war on network operations and discussing with the station operators the best means of carrying on during the war period. William H. Hedges, NBC vice-president in charge of stations, is in charge of the tour.

One of the new programs is in the religious field, Mr. Rishworth reported, and will feature the music of all faiths, with soloists, a choir of 30 to 40 singers and a 70-piece orchestra. The other new series is designed to tell the nation's war stories, eight of which are selected and sponsored by local commercial companies, beginning June 16 and 20. Among the notable names involved are the New York symphony, the Hollywood Bowl, the Chicago symphony and Mr. Rishworth himself. The idea was originated by Mr. Rishworth during his recent trip to Berlin and appearances by Judy Garland, Mickey Rooney and other juvenile stars of stage, screen and radio.

During his talk, Mr. Rishworth pleaded with network management for an exchange of sectional programs, so that NBC can avoid the danger of getting an overabundance of East Coast material. They should bring into network radio new ideas that will be important in its future development, he stated.

Campbell Presides

Meeting, presided over by Martin Campbell, manager, WFAA- WAB, Dallas,Fort Worth, in the absence of O. L. Taylor, head of KGNC, Amarillo, and representative of the Fifth District on NBC's program committee, approved the plan of C. L. Menzer, NBC program director, for the interchange of both talent and operating personnel between the network and its affiliates.

Attending the Dallas meeting were: Martin Campbell, Miss Patcy Fox, Wradio, Dallc, Alex Reese, Ralph K. Maddox, Ralph W. Nimmons, Karl Lamberts, Stewart Dean, Irvin Bross, Harfield Wood and James H. Boggess, WAKO, Fort Worth; Ed Lally, Roy Bacu and George Cranston, WBAP-KGO, Fort Worth; Mrs. G. Robinson, KTBS, Shreveport; Kern Tips, KPRC, Houston; Gayle V. Grubb, WKY, Oklahoma City; Ken L. Sibson, Ted Taylor Stations, WNL, New London, KGNC-KGO, Amarillo; Nel Izzard, KGNC; William B. Way and Edward C. Coonts, KVOO, Tulsa; Guv W. Bradford, WTVR, Nashville; Hugh A. Lait, WOAC, San Antonio; Paul Godt, G. E. Zimmermann and C. K. Beaver, KARK, Little Rock; Ray Collins, WFAA, Dallas, and Harold Hough, KGKO, Fort Worth.

CBC Board Meeting

CANADIAN Association of Broadcasters will present briefs on a number of aspects at the meeting to be held the week of April 30 of the board of governors of the Canadian Broadcasting Corp. at Ottawa. Independent broadcasters will ask for revision of the existing regulations regarding electrical transcriptions, to improve the night use of recordings on small stations between 7:30 and 11 p.m. and a change in the regulations regarding sponsorship of news to allow such sponsorship; and ask for changes in the regulations prohibiting price mention. The board will also consider a proposal for the development of an over-the-air public service program to be presented to the government.

**

Ties for Easter, Father's Day

E. & S. CURRIB Ltd, Toronto (men's ties), started a transcribed drama-serials campaign in the middle of March, six days weekly on about 25 Canadian stations for Easter and Father's Day observance. Account is placed with Tandy Ad Agency, Toronto.

Page 22 • March 30, 1942 BROADCASTING • Broadcast Advertising
Pellegrin and Hymes Analyze Proposal of Volume Discount

Pros and Cons of Question Taken Up in Detail As NAB and Agency Viewpoints Are Analyzed

Rate structures and discount systems are topics of perennial interest to both broadcasters and timebuyers and themes of endless discussion whenever the two get together. As a result of the business sessions of the forthcoming NAB Convention, to be held in Cleveland in May, Broadcasting herewith presents an exchange of correspondence between John Hynes, timebuyer for Lord & Thomas, New York, writing in his official capacity as chairman of the timebuyers committee of the American Assn. of Advertising Agencies, and Frank E. Pellegrin, director of the NAB department of broadcast advertising. Both letters are reprinted in condensed form.

MR. HYMES TO MR. PELLEGRIN

The other day I received a letter from a station manager regarding a proposed new rate structure for his station. In that letter he wrote: "Most stations are operating on time units, now, regarding to a new frequency discount. As we are, but I am of the belief that this is unsound, and in many cases, unfair. If a client purchases 250 of our lowest priced units, his frequency discount is 25%; if he buys the same number of hours his frequency discount is the same, although his expenditure is more than 20 times that of the lowest priced unit buyer. I have in mind a dollar volume discount."

I am sure you will agree that this station manager's basic idea of from time units is sound, and if a premium discount over the low cost time user is an excellent and a sound one. However, in adopting the proposed dollar volume discount, the small advertiser is penalized while the large advertiser is benefitted.

While this plan is not fair or practicable, it contains the nucleus of an idea for a revised rate structure which I should like to suggest to other station managers who have the same feeling against the present unfair frequency discount structure.

Minimum Point

The basic idea of this rate structure is to grant a dollar volume bonus discount, but only on the time units for which the frequency discount is worked into the rate card. It would be, I am sure, the combination of dollar volume and the frequency discounts on the rate card. For comparison, below are the rate structure of the example station on the old frequency discount basis and on the new frequency plus dollar volume discount basis.

<table>
<thead>
<tr>
<th>Frequency Bonus Discount Basis</th>
<th>EVENING</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Hour</td>
<td>$200</td>
</tr>
<tr>
<td>1 1/2 Hour</td>
<td>$160</td>
</tr>
<tr>
<td>2 Hour</td>
<td>$120</td>
</tr>
<tr>
<td>3 Hour</td>
<td>$90</td>
</tr>
</tbody>
</table>

A Frequency Bonus Discount Basis

<table>
<thead>
<tr>
<th>Frequency bonus discount included in above rates as follows:</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,000-9,999 $100 per 1,000 $100,000 and over $100,000 and over $100,000 and over $100,000 and over</td>
</tr>
</tbody>
</table>

B Small World

BEN GAGE, NBC announcer who succeeded Bill Goodwin when the latter was signed for the Burns & Allen show, is now a private at Camp Haan, Cal. And, coincidentally, one of his first duties was to make advance arrangements for the Burns & Allen show of March 31 from that Army post.

Undoubtedly many station managers will object to this new rate structure; it will actually make a slight reduction in rates in the form of greater discounts. However, this reduction will only affect large volume users of time and actually, it might serve to encourage the greater use of them. Hence it will benefit the stations in the long run. At any rate, in no instance is this increased discount greater than the 10% Saturday rebate which is granted at present by some of the stations. I am sure you will agree with me that this new basis is sounder in the evaluation of discounts than is now in use on the straight frequency basis. In my opinion, this new structure is a sound one and one which will greatly benefit the spot radio industry.

BWB

WRGB Named For Baker

HONORING DR. W. R. G. Baker, vice-president in charge of the radio and television departments of General Electric, the company's television station in Schenectady has been given the call letters WRGB. Dr. Baker served a a chairman of the National Television Standards Committee, instrumental in setting up standards for commercial telecasting. After GE secured the call letters from FCC it was discovered the same letters had been given the police transmitter at Wellsville, O. Authorities there relinquished the letters so they could be applied to the Schenectady station.

MR. PELLEGRIN TO MR. HYMES

Thank you very much for your letter of Feb. 12 regarding radio discounts, and you are right in believing that any subject affecting rates is of great interest to the NAB Sales Managers Division. We shall be glad to study all proposals thoroughly, and if a better system can be worked out we would be the first to endorse it.

Two basic points should be kept in mind, as representing the thinking of a substantial number of broadcasters:

1. That radio rates in general are too low.
2. That radio is already overdiscounted; that present discounts are too high. This group maintains that a maximum dollar discount, which is excessive and hardly in accord with sound business practices.

Your movement to allow new or additional discounts will make the opposition. Aside from this, one might grant that the amount of the discount is one thing, while the form or the basis for the discount is something else, and it is this latter point that your letter really covers.

Unit Problem

A system of discounts based only on dollar volume fails to take into consideration a rate differential on the different time units, whereby a minute evening announcement costs, for example, $20, but a 15-minute program costs only $80, or only four times as much (instead of 15 times as much); a 30-minute program costs $120, or only six times as much (instead of 30), and a 60-minute program costs $200, or only 10 times as much (instead of 60). Thus, the big volume advertiser already gets his additional discount (although we don't call it a discount). In this case, the discounts amount to 78%, 90%, and 83%, respectively, off an extension of the 1-minute rate.

I grant that the program buyer does not get all this time in commercials; but the NAB Code provides for daytime maximums of 3:15 minutes on quarter-hours; 4:00 on half-hours and 9:00 on hours; and evening maximums of 2:30, 3:00 and 6:00, respectively. But the other minutes devoted to program content are worth a lot to the advertiser, too, or we obviously wouldn't have any program sponsors. All advertisers have the priceless privilege of selecting the radio service they wish; programs or announcements.

The "big volume" advertiser is almost invariably a user of program time, and already gets the big "discounts" mentioned above. For those few big-volume clients who buy announcements in huge quantities.

(Continued on page 35)
WNAX A Consistent Sales Winner For Advertisers!

It takes plenty of SOCK to drive home an effective SALES PUNCH in this big five state BILLION DOLLAR MARKET. To effectively cover this market of nearly 4,000,000 people is no job for "bantams"... it requires a "heavyweight champ."

WNAX the BIG station, with its favorable wave length, soil conductivity, and distance from other network stations delivers the necessary "haymaker" to unlock the purses of this rich five state territory.

Perhaps that's why advertisers are now backing "the champ" with the largest commercial schedule of any station in the territory. WNAX has an amazing record of consistently delivering MORE results at less cost. We would like to send you some startling facts and figures. Write WNAX, or call your nearest KATZ AGENCY office.

IT'S Economical TO BUY
THE Big Station
AFFILIATED WITH CBS

WNAX
A BILLION DOLLAR MARKET
570 KC.
A COWLES STATION
SIOUX CITY, I.A. * YANKTON, S. DAK.

Represented by the KATZ AGENCY

5000 WATTS
C. P. 5000 WATTS NIGHT
Gillette Resuming MBS Fight Series
Mike Jacobs Bouts Scheduled Another Year, Says Spang

GILLETTE SAFETY RAZOR Co., Boston, will sponsor broadcasts of the boxing series called by promoter Mike Jacobs on MBS for another year, it was announced last Monday by J. P. Spang Jr., president of the razor company. Renewal goes into effect June 1 and is of one year's duration with an option to renew for another year.

Rights to the bouts were secured by MBS when the Gillette last spring, becoming effective June 1, 1941, when the contract between Jacobs and NBC-Blue, which had broadcast them for five years previously under sponsorship of Adam Hat Stores, expired.

Suit Dismissed

NBC filed suit, claiming that Jacobs had given a renewal, but the case was dismissed. During the last ten months, the Gillette has broadcast 25 fights, including the title bout between Joe Louis and Abe Simon last Friday.

Renewal was announced by Mr. Spang during a call on MBS March 23, when a number of leading sports writers gave their predictions on the length and outcome of the Louis-Simon fight. In his talk Mr. Spang said that the decision to renew was prompted in large measure by the contributions of such broadcasts to the national morale; and President Roosevelt's approval of continuing sports events during the war. He pointed out that the Louis-Simon fight was to be sent by shortwave to American soldiers throughout the world, in addition to the 176 United States stations and 25 Canadian stations broadcasting the broadcast live.

WGAE and WGEO, General Electric Co. shortwave stations at Schenectady, sent the description of the bout to Latin America, and on the following day WGAE re-broadcast it to AEF troops in England, Ireland and Iceland. Troops in Hawaii, the Philippines and Alaska received the broadcast via KFRC, San Francisco, to KGMB, Honolulu, and KHBC, Hilo, Hawaii.

Maxon Inc., New York, is the agency in charge of Gillette advertising.

N. Y. Health Series

NEW YORK Tuberculosis & Health Assn., for its 1942 "Early Diagnosis" campaign, has planned a series of 26 morning and afternoon broadcasts by noted doctors and educators to run through the month of April on seven New York stations, including WQXR, WNYC, WABC, WOR, WCBS, WWRL and WNEW. Also scheduled are a series of daily spot announcements on 11 New York stations, WINS, WNYC, WINS, WOR, WNYC, WNYW, WWRL, WOR, WNEW, WNYC and WOW! The radio portion of the campaign is presented in cooperation with the Medical Information Bureau of the New York Academy of Medicine.

THE 20 BEST RADIO ADS
Kansas State Professor Lists His Choices Of Best Copy Last Year

The survey of which this summary was undertaken was made by Prof. Heberer of his own accord and without any previous arrangement with, or acknowledgment from, the publishers. He advises us that it covered all trade journals in which radio stations and networks placed advertising last year.

By H. M. HEBERER
Professor of Radio Advertising
Kansas State College of Agriculture and Applied Science

THE BATTLES of Bataan, Burma, Dutchman and others are putting the little fellows in the headlines. Once more it is being proved that bigness and effectiveness aren't necessarily bedfellows. The Mighty Mites who know how to use what they have are doing pretty well in this war.

What about the little fellows in advertising? Are they getting the job done? From what I have learned in choosing the 20 best advertisements used by radio stations and networks in the trade journals during 1941, I'd say that the little fellows in radio are in there punching. They may not advertise as extensively as the big stations and national advertisers; but in proportion their advertising is definitely as effective.

To show what is being done I divided the networks into two classifications—national and regional. For the stations I used three divisions, according to power—stations over 10,000 watts; stations from 5,000 to 10,000 watts; stations under 5,000 watts.

In this way it was possible to place the best advertisements in each group. No attempt was made to limit the number of representative ads in any group. I decided to find what I considered were the 20 best among them. Each of the classifications was to be represented by the best advertisements from each division.

The result: Two national networks were included; two regional networks; eight stations over 10,000 watts; four stations between 5,000 and 10,000 watts; four stations under 5,000 watts.

Our choices were chosen as "best" on the basis of the effectiveness of their eye-appeal and their copy. An analysis of the types of eye-appeal shows that nine of the advertisements used cartoons. These represented the Columbia Broadcasting System, the Z-Bar Network, WOR, New York.

Second in popularity among the eye-catchers were photographs and catch phrases; four of the ads used each of these. WABC, WOR, WIBW and WEEI used photographs; the Don Lee network, WWL, WAVE and WBT used catch phrases. Format was the attention getter in the advertisement for the NBC network and WLW. KINY used the totem pole symbol familiar in all of their ads.

The copy in the advertisements covered a wide variety of subjects— converts, services, local campaigns, spot advertising, available markets, defense, sponsor testimonials and success stories, local tie-ins, advertising philosophy, humor, in-home and out-of-home advertising. The most popular subject the advertisements which were chosen using that trite subject for copy handled it in an outstanding manner. It is a pleasure to note that stations are broadening the scope of their copy.

As we conclude with 1941, I shall remember with distinction NBC's The Story of Two Novembers, WLW's Backografia—Tomorrow's Problems Today, WBT's Blew a 50,000-Watt Bugle, WEEI's freaked boy, and WFDF's clever ideas and options.

And most of all, No. 1 on this parade, the year's "$46" ad, WOR's Dear Mom.

MacArthur's Talk Heard And Broadcast by MBS

A FEW days following a request by MBS to bring Gen. Douglas MacArthur's voice from Australia to the United States, Gen. MacArthur was heard March 20 during a description of his arrival in Melbourne on a shortwave broadcast being monitored by WOR, New York. After greeting the Australian, Dutch and American press, the General read a brief prepared message, later released in the United States. WOR's recording of the broadcast which brought the voice of the American people Gen. MacArthur's voice for the first time since he left the United States was released to MBS. Mutual's request for authorization for a short-wave broadcast was made to the War Department by Fulton Lewis Jr., commentator, offering facilities for the talk at any time convenient to Gen. MacArthur. Radio equipment on Bataan Peninsula did not permit voice transmission.

Morrison Elected

FRED MORRISON, of MBS, was elected president of the Radio Corporation of America, Inc. ( RCA) at a meeting last week. He succeeds H. R. Buek- hage, who is now president and member ex-officio. Other officers are: Eric Sevareid, CBS, vice-president; Francis W. Tully Jr., Yankee Network, vice-president; Alfred Godwin, NBC, treasurer. Officers will be installed at the annual dinner to be held later in the spring.

Lucy Monroe's Bond Tour

FIRST of the radio and concert artists to give up commercial activities for full-time work, Lucy Monroe soprano, is conducting a country-wide tour sponsored by the Treasury and RCA Victor Co., to promote the sale of defense bonds and stamps.
Recently one of the South's leading radio advertisers made a simple "free picture" offer on 12 half-minute announcements over WLAC. This offer brought 3,500 pieces of mail from 834 towns in 18 states.

This response came while WLAC was still operating on 5,000 watts. Think how much greater response in coverage WLAC will obtain when it goes to 50,000 watts, sometime in the very near future.

F. C. Sowell, Manager
J. T. Ward, Owner
Nashville's CBS Outlet
Paul H. Raymer Company
National Representatives

WLAC
Nashville, Tenn.

Going soon to 50,000 Watts

The Station of the Great Tennessee Valley

Broadcasting • Broadcast Advertising  March 30, 1942 • Page 27
How to Care for Transmitter and Tubes

Wartime Shortage Requires Caution in Handling Equipment of Stations

This article should be required reading among the technical staffs of every broadcasting station in the land. Mr. Singer draws upon his own experience, as well as the experiences of others related at the recent Broadcast Engineering Conference at Ohio State U., to tell broadcast engineers how to maintain transmitter plants and how to lengthen the life of tubes—vital problems for all stations in view of the wartime shortages of critical materials. Mr. Singer prepared this article at the request of Broadcasting, but further details of the tube conditioning unit which he worked out in collaboration with Bell Laboratories engineers may be obtained without cost either from him or Western Electric Co.

By CHARLES H. SINGER

Technical Supervisor, WOR-W7INY, New York

TO OPERATE and maintain a transmitter is a man-sized job. During these times when material is scarce, we must do some very careful planning on how we can keep our station protected and running efficiently to prolong longevity during the material shortage period. We must study our station and try to foresee difficulties and do what we can to substitute for each part.

What to Do

How to go about it? Economize as you never did before. Get the longest possible service out of every tube as well as every nut and bolt.

At WOR, spare parts are classified and kept in ordinary cardboard transfiles, costing $1.29 each. The contents of the transfiles are clearly marked on index cards attached to each transfile. Tube lockers, used to store spare tubes, are ordinary standard office lockers made of metal and painted to a suitable color. Tube racks, which hold each individual tubes in an upright position, are made of plywood or any suitable material handy and drilled to accommodate different size tubes. The lockers may also be used for storage of logs, forms and other data.

For fewer carrier breaks and less program loss, two factors become of prime importance:
1. The dependability of the transmitter.
2. A systematized plan of operating and maintenance practices which are followed hour by hour, day and night, year in and year out.

These plans may be set down in book form, such as are used at WOR. They list every routine duty to be performed, as well as the handling of any emergency which may arise. Every procedure is described in the minutest detail and we feel that these manuals tend to tell men why he is doing a job as well as how.

If you run into difficulty in compiling your routine manual, we at WOR will be glad to offer helpful suggestions.

A recent transfile record is kept of each tube's current reading, so that comparisons can be made from week to week.

From past records the approximate end of the tube's useful life can be predicted. Thus, instead of risking tube failures on the air, the tube may be removed from service before complete failure can occur. X-rays taken of tubes help the operators to understand more clearly just what happens when a tube fails:

A 10 kw. station can maintain its transmitter in 10 hours per week.
A 5 kw. station in 8 hours per week.
A 1 kw. station in 6 hours per week.

State Dept. Files Protest to Mexico On 150 kw. Outlet Assigned to Juarez

PURSUING complaints of stations in this country and of the FCC, the State Department last Thursday submitted to the Mexican Government formal protests against assignment of a 150,000-watt broadcast station to Juarez, across the border from El Paso, on the 800-kc. clear channel.

The Department transmitted protests on grounds that interference would be caused to reception in this country and that under the Havana Treaty, the 800 kc. channel properly should be assigned in the Province of Sonora, remote from the border.

Previously, advice had been received in official quarters that XELO, licensed to W. E. Branch, an American, had been authorized to remove from Tijuana to Juarez, using the same call letters. Originally, the report was that the station would begin operating March 18. Subsequently, while it was ascertained that the station was being installed, a March 29 starting date was given.

 Acting Secretary of State Sumner Welles, it is reported, transmitted the protests to the Mexican Government. The Chamber of Commerce of El Paso, as well as stations which feel they would be adversely affected, had registered complaints.

It is pointed out that a station with 180,000 watts on 800 kc. at El Paso would cause severe interference to such stations as WPFA-WBP, on 820 kc. at Dallas-Fort Worth, as well as to the stations on adjacent or neighboring frequencies. Engineers contend the high-power station also would tend to blanket broadcast operations in the El Paso-Juarez area.

Under the treaty, it was generally understood that border stations, as such, would be eliminated except where they are designed to serve Mexican rather than American nationals. The Mexican law provides that Americans may not be licensees of Mexican stations, but such licenses are held through Mexican corporations controlled by Americans. The Mexican law reports that XELO operation would fall in this category. On the question of location, however, it was felt that the 800 kc. channel properly could not be assigned to Juarez, when it is specifically earmarked for the Province of Sonora.

The four most vital and valuable points of transmitter maintenance are, in this order: (1) tubes; (2) condensers; (3) relays; (4) resistors.

These vital points should be checked regularly and a permanent record of current, capacity and resistance measurements kept in the equipment sections of transmitter maintenance books.

Naturally, successful operation ultimately rests in the hands of the technician. Activity, neatness, consideration and cooperation are the essential qualifications. Originality, too, rates high, for the station lends an eager ear to new ideas. The technician who takes his watch seriously, digging into the job for all he is worth, is the one best fitted to shoulder greater responsibilities.

In practically all types of radio transmitters, through the ingenuity of the radio engineer, it is possible to make repairs and replacements of tubes except the vacuum tube which, as we all know, is the very heart of a radio broadcast station.

Some manufacturers of radio tubes have indicated that materials are becoming more scarce and the quality of the elements is tapering off.

It is obvious that, regardless of the high standards previously maintained by the makers, the poorer quality of tube elements will have an effect on the performance and life of tubes.

Gassy Tubes

Regardless of the rigid inspection a manufacturer puts in all parts to see that they are free of checks, blisters, surface scales, and high vacuum of the tube at potentials far in excess of that used in transmitters in the field, etc, some tubes at the station will become gassy.

It has been said that no material or progress known today can provide a tube entirely free of air or gas.

There are many factors that enter into the life of tubes. The main ones are as follows: Filament voltage, plate voltage, operating temperature, amount and nature of residual gas in tubes, etc.

Tungsten Filament Tubes

The source of emission is quite evident and operates at fairly high currents as compared to other types. If direct current is used on the filaments, the plate and grid circuits return are usually connected to the positive filament terminal. It is because of this connection that you strongly consider reversals each week. Because of the reversed filament current, it is the additional current of these two circuits that flow through one side of the filament. If left in one position, the result will be the gradual thinning of one side of the filament, which ultimately will re-
Too much, perhaps, has been said too often about Central New York as a "rich industrial market."

It completely overlooks the fact that here is a tremendously wealthy farming area as well. Its 75,726 farm families — 48% of all those in the state — produce 5 per cent of the total value of the country's farm products... an annual farm business of $131,154,000.*

WSYR — with its new five-fold increase in power — reaches, influences and sells all of Central New York and then some — 24 counties by latest survey. Why not get in touch with us for details?
sult in premature failure of the tube.

The filament and bias voltages should be checked weekly, using a standard calibrated meter. The filaments should be checked at the terminals. In this way a precision check is made on the transmitter voltmeter and it may be set to read the proper values.

Zero adjustment of this vital tube filament voltmeter should be checked each day that the transmitter is off the air.

By decreasing the filament voltage 5%, the life of the tube is doubled. This can easily be done in transmitters with slight effect on plate bias, and a power dissipation carrier shift. In fact, peak currents amounting in value to the total emission available may be drawn continuously without damage to the filaments. Reference to the tube manufacturer's chart will reveal data on filament saturation versus peak grid and plate currents reaching total emission value.

Voltage vs. Hours

A quick glance at some figures will show the effects of filament voltage versus total hours of useful life.

<table>
<thead>
<tr>
<th>Voltage Decreases</th>
<th>Useful Life Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>90%</td>
<td>4100</td>
</tr>
<tr>
<td>85%</td>
<td>5600</td>
</tr>
<tr>
<td>80%</td>
<td>1020</td>
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<tr>
<td>75%</td>
<td>1100</td>
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<td>70%</td>
<td>2050</td>
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<td>65%</td>
<td>2600</td>
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<td>60%</td>
<td>3950</td>
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<tr>
<td>55%</td>
<td>6100</td>
</tr>
<tr>
<td>50%</td>
<td>8000</td>
</tr>
</tbody>
</table>

In many transmitters, because of the excess amount of emission designed into tubes of this type, it is possible to insert drop-in resistors in series with the filament leads and achieve many hundreds of additional hours. In transmitters of the WE 306-A type, it is strongly urged that you drop the filament voltage of the 2nd P.A. stage from 20 to 19 volts, since all the emission is definitely not needed and tube life is extended to possibly 30,000 hours, with little or no effect upon the positive peaks or distortion.

Much discussion may come about by the increase of transmitter distortion versus decrease of filament voltage. This factor should be given individual consideration dependent upon the spare tubes you have on hand or are in a position to get.

Thoriated Tungsten Filament

The source of emission is a layer of thorium on the filament surface which during operation is constantly being removed by evaporation and attrition towards the plate. The thorium is constantly being replenished from within the wire during operation. To effect a proper balance between the loss and replacement of active material, very careful consideration should be given its filament temperature.

The filament voltage should be maintained at its rated voltage and in many cases may be permitted to be low by 1%, dependent on the peak currents drawn which in most cases is recommended by the manufacturer. In no case should it be lower than one-half of the maximum of which the filament is capable of emitting. The manufacturers in most cases provide at least double the emission in these tubes that would normally be needed in any class of operation.

Use a precision voltmeter and check the voltage at the tube socket each week for long life expectancy. It is this type tube that is being used by the armed forces, resulting in a real shortage.

If the thoriated tungsten filament tube is in any way gassy, the thorium is carried off much faster and tube life shortened.

Proper bias and plate voltages must be maintained and the latter should be applied with care and consideration of its output capabilities.

In cases where a severe and prolonged overload has temporarily impaired the electronic emission of the filament, the activity may be restored by operating the filament (with plate and grid voltages off) 30% above normal voltage for 10 minutes followed by a one or two-hour period at normal voltages.

Thermionic Mercury Vapor Tubes

This type tube usually operates at a low voltage, high currents using an oxide coated filament. This is the source from which electrons are emitted, but once the coating is removed the tube is rendered useless. The filament is usually operated on a voltage basis from A.C. source.

Oxide-coated filaments must operate at specific temperatures. Therefore sufficient time must be allowed for the filament temperature to reach its normal operating value, and for the mercury vapor pressure to become normal before the plate is applied. If you have good filament voltage regulation, a five-minute preheat period will suffice. Filament voltage on these tubes should remain at the rated voltage. Never go low. In fact it is good practice to operate 1% above rated voltage.

Use a precision voltmeter to check the voltages each week to insure longer life.

Operating Value

If a tube is operated at ambient temperatures of 20° C. or below, a larger period of time is required for the mercury pressure to reach a satisfactory operating value.

For 15° C. preheat 5 minutes
For 5° C. preheat 10 minutes
For 0° C. preheat 15 minutes etc.

It is urgent that mercury vapor tubes remaining on the shelf be given a three months preheat period for one or two hours to insure their operation when the time arises. It has been found that these tubes, if allowed to remain on the shelf for a longer period of time, will become useless due to the mercury vapor entering the pores of the anode and cathode.

Tubes of this type must remain in an upright position, otherwise mercury may find its way into the cathode and must be preheated to vaporize this mercury from the elements and be permitted to condense on both ends of the tube where they should have free circulation of air either through forced circulation or any other means so that lower end of tube is cool to achieve this condensation of the mercury.

Keep all drafts and cold blasts of air from the rectifier tubes. Keep all objects from touching the tube.

Keep tubes in a vertical position at all times. This also prevents filament sag, and mercury will not be deposited on active elements of the tube.

Discontinue the practice of pre-heating these type tubes at half voltage. It has been proven in practice that this poisons the tube. Because of the day-in-and-day-out operation of radio transmitters, along with the starting and stopping of the units, the filaments of the tubes are constantly going through a hot and cold cycle which causes an extreme strain on the elements and supports.

Provision should be made to limit the initial filament current when the tube is cold—prior to starting.

This may be done by inserting additional resistance in the filament circuit when voltage is first applied to a transformer having sufficiently high enough re- stance.

It is considered good practice that, prior to turning on the filaments, the voltage of filament is reduced to as low a value as possible. Allow to operate this way for five minutes, then increase to its rated voltage, to a value you found desirable to operate at.

Retarded Voltage

In closing down the retarding of filament voltage after plate voltage has been removed is also recommended. Five minutes in this retarded position will greatly aid, and possibly prevent the thermal shock the tube gets when shutting down. The currents and thermal tensions involved when voltages are high, and a quick shutdown in many cases has caused the filament tension springs to snap back too quickly and jam, causing the filament to warp out of shape. The gradual low voltage preheating start and stop method rectifies this.

In air-cooled tubes it is recommended that the same procedure be used, but at shut down include the following: Retard filament to minimum for five minutes after plate voltage is removed. Turn off filament, and turn off for one minute. Then completely shut down transmitter.

Metal parts in tubes, through their lengthy use tend to evaporate, become brittle and are subject to severe shock.

All tubes should be mounted and stored vertically and in a manner
CBS sets net daytime circulation at 313,000; net nighttime at 425,000. Ask Branham Company for details.

Member South Central Quality Network

The welder's bead is the strongest link in the network of pipe lines joining the prolific oil fields of the KWKH area with American Industry.

- '*

"Layin' a Bead"

Alert spot advertisers are "layin' a bead" on the oil fields of East Texas and North Louisiana. Thirty thousand producing oil wells are pouring "black gold" into the wide-open wallets of 370,000 able-to-buy radio families. These are the listener-buyers in the primary and secondary coverage areas of the most potent sales medium in the South—50-kw KWKH.

Include KWKH on your "A" schedule . . . for more sales in the world's richest oil and gas fields, an area selected by federal agencies for more than 300 million dollars of war construction.

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

Member South Central Quality Network

KWKH 50 KW

SHREVEPORT, LOUISIANA

The SELLING POWER in the BUYING MARKET
to prevent mechanical shock or electrical vibration. This type of vibration may cause breakage of the filament and in some low power tubes cause misalignment of the elements.

In cases of water-cooled rectifiers and power amplifiers the filaments and grid elements become brittle, and if subjected to vibration may cause elements to distort or break. It is therefore recommended that tungsten filament tubes remain in the socket until they burn out, since practice has shown that removal of these tubes has caused shock to the elements and aggravated the condition, the result being continuous flash arcs.

The glass should be protected from scratches caused either from abrasives or diamond rings worn by the personnel during maintenance or cleaning periods.

Some tubes have filament leads attached. Care should be exercised not to drop them against the glass and possibly cause a crock.

**P. A. Bugles**

THAT overworked phrase "I'm gonna molder the bugler" is passing into the limbo of Army terms of yesterday. The modern soldier, M. M. Blink of Standard Radio, is summoned in many camps by recorded radio sound effects of bugle calls broadcast on the camp's amplifying system. Standard Radio in the past few weeks has received numerous reports for recorded bugle calls of mess, reveille, and taps from Army camps throughout the country.

Cooling of smaller type tubes is a known factor, but the cooling of larger type water-cooled and air-cooled units shall be treated here. It has been suggested that water-cooled tubes remain in their sockets until they burn out. This brings up the problem of removal of scale from the tube. The water used in cooling of tubes should be of sufficient purity to retard the tendency toward the formation of scale in the anode and at the same time keep leakage current as low as possible.

As heretofore published in many articles, the important point is not to operate tube plates at high temperatures.

This tends to radiate heat inward as well as outward, and although the plate itself will be withstand excessive temperature without damage or gas evolution, the heat radiates to the grid or causes the filament to run at a temperature outside of its designed operating range.

It follows that any scale formation on the anode itself will reduce its ability to dissipate heat resulting from the scale, which is a poor conductor. Its comparatively rough surface tends to break up the smooth sheet of water flowing over the tube plate, and creates localized boiling which may cause a blister in the tube plate and possibly injure the tube, plus leading to difficulty in removing it.

**Removing Scale**

This scale may be removed by putting two pounds of tri-sodium phosphate or a commercial product known as Oakite into one socket. Replace the tube that permitted the Oakite to be poured into the system and flush throughout the water system for an hour with the filaments on and the water about 140°F. This will remove an amazing amount of scale and residue. It will require that you flush out the system with pure distilled water before the final filling of the system. This will suffice for at least 8,000 hours of operation before it will need refilling.

In air-cooled type tubes, it is important to keep fins clean and borer operating at its efficiency.

Free air circulation around other type tubes is recommended, plus the avoidance of using cold, damp rags on tubes while they are hot. Adequate cooling of the glass during operation is a factor since the source of heat is within the tube. The heat is applied to the inside surfaces by radiation and conduction along the lead wires.

Keep water and air temperatures as low as possible.

**How to Go About It**

Should you find it necessary to remove the tube from the socket, the following procedure may be used for removing the scale from the tube:

For this condition the plate may be cleaned with a 20% solution of muriatic acid. This is easily mixed in a stone crock by pouring 8 glasses of water into the crock first. Then slowly pour two glasses of the acid into the water. Never pour water into acid, as this will cause boiling and splattering of acid and may cause serious bodily injuries. Do not inhale fumes while the solution is mixing. Stir with a wooden stick. Fold up a small piece of rag into a square three inches. Wet with solution and gently rub (Continued on page 40).
Gosh ... Mr. Hooper

Ordinarily we're pretty modest fellows out here at Don Lee, Mr. Hooper, but your January report on the Pacific Coast ... It almost embarrasses us. It shows 85% of Don Lee's evening programs in the 4 major markets went up, only one program down and the rest even ... why, no other network came even close to that. Gosh ... your recent survey taken outside the Los Angeles, San Francisco, Seattle and Portland markets showed that in half the cities from 65% to 100% of the listeners were tuned to Don Lee* ... and now this — it even shows that 40% of our programs were up more than 25% ... you shouldn't have done it. It positively makes us blush. No wonder more Pacific Coast advertisers use us than the other 3 networks combined.

FOR THOSE WHO LIKE TO TOY WITH FIGURES:

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<tr>
<th>Network</th>
<th>UP</th>
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<tr>
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...And the February figures just out show Don Lee up 76% over January and still leading substantially all other networks.

*For copies of this survey write Wilbur Eickelberg, Gen. Sales Mgr.

THOMAS S. LEE, PRES., LEWIS ALLEN WEISS, VICE-PRES. GEN. MGR. • 5515 MELROSE AVE., HOLLYWOOD, CALIFORNIA
In Sales Management Magazine's "Income Forecast Map" for March to May, revealing how states compare in effective buying income per family, KXOK's primary area penetrates three states shown as excellent and includes five counties in Kentucky, this state being shown as good.

Floyd B. Odlum, Special Adviser to the War Production Board, in a recent address, stated that St. Louis has won far more defense contracts than any other comparable area. In addition, he stated that St. Louis, with one and one-half billion dollars in war orders and more in the offing was becoming the center of the arsenal of democracy.

Retail sales are on the incline. St. Louisans spent nearly two million dollars more in department stores in January, 1942, than they spent in January, 1941!

St. Louis industrial employment is up 20.8% . . . industrial payrolls are up almost 50%, and living costs have increased only 11% over the same period last year!

These are the indicators . . . KXOK, after 41 months of operation, is a better buy than ever!

KXOK

* 630 KC. 5000 WATTS DAY AND NIGHT

★ OWNED & OPERATED BY THE ST. LOUIS STAR-TIMES

★ EACH MONTH BEING GREATER THAN THE SAME MONTH IN THE YEAR PRECEDING
Thinking as Usual

WE SHUDDER to contemplate radio's fate were Fr. Coughlin and the other radio rabble-rousers of peacetime vintage still on the air. Yet some of them are still going great guns in their uncensored periodicals such as Coughlin's provocative Social Justice, which neither Attorney General Biddle nor anyone else in the Administration seems as yet willing to put under wraps.

It is no particular credit to radio that the Coughlins should now be off the air—the voluntary code of self-regulation, set up even before the Wartime Censorship Code was ever thought of, took care of that. But they represent examples of "thinking as usual" and "talking as usual," which radio's newscasters and commentators can ill-afford to emulate in these times.

Not that responsible opinions should be barred from the air; the chief censor, Byron Price, himself has decreed otherwise. But in wartime a certain loss of independence by both radio and the press is inevitable, and the commentators must be absolutely sure of their ground before venturing upon crusades, quoting the crusaders or voicing their own opinions.

A tendency to regard everyone as "agin" the Government who voices the slightest criticism was noted last week when President Roosevelt, at his Tuesday press conference, blamed radio as well as the press for contributing to so-called "sixth column" activity in this country, quoting ex-NBC Vice-President Dick Patterson's remarks about those who spread false rumors and create confusion and dissension, and thus not only support the fifth column in this country but aid the enemy abroad.

The newspapermen at the conference didn't like it; neither did the radio-men—and with good reason, for the President was not at all specific. Unless he meant that everyone on the radio must support everything the Administration and its satellites do, manifestly impossible, he might have specified just what and whom he meant.

The Office of Censorship has made it clear that it has no intention of stifling either the press or the radio, except insofar as what they put out lends aid and comfort to the enemy. That is subject to broad interpretation, but the Office of Censorship has not had any basic complaints against radio so far and no one, so far as we know, has challenged the intense patriotism of the industry.

Now comes the Committee on War Information, the Government's high command on news policy, and the pronouncement: [BROADCASTING, March 27] that there will be no effort to hide facts, good or bad, and that there is no intention to misinform the public with respect to the all-important news of the war. There can be no quarrel with the CWI's policy statement, which should be read closely by everyone in the Administration having to do with news.

But if radio or any part thereof is failing in its mission so far, as hinted by the Chief Executive, it should be given a bill of particulars.

Is This War?

FOR NEARLY two months now, there has been on the books what is called a "freeze order" covering the physical broadcast structure. The Washington war authorities identified with radio—the War Production Board, the Defense Communications Board and the FCC—collaborated in the mandate curbing new grants of facilities unless essential in prosecution of the war.

The facts are that, while new grants have been set for hearing or definitely curtailed, some nevertheless have been made. There is no point in belaboring the merits of each individual case. It is clear, however, that in practically every instance both the spirit and the letter of the freeze order have been violated. At least one primary signal is available in every area affected, and critical materials of some nature are required for completion of installations.

We shouldn't kid ourselves about the outlook. Any day now, WPB can be expected to issue new regulations banning new civil construction of any kind involving critical materials. Where absolutely essential war enterprises are concerned, whether in communications or in other fields, of course necessary priorities will still be available.

Let's look at the broadcasting situation. There's adequate service in practically every inhabited cranny of the country during day and night. Admittedly certain isolated areas are dependent upon secondary signals at night. But these areas economically can't support stations anyway.

Every new broadcast grant means trouble later on. Equipment used for these new non-essential authorizations means less vital materials for repair and maintenance of existing transmitters. Considering all of the facts, no

T H E R A D I O  B O O K S H E L F

TO MEET the new needs of amateurs, the American Radio Relay League has issued a Special Defense Edition of its Radio Amateur's Handbook to replace the League's standard text in defense radio training courses. Re-arranging the basic chapters, the new edition includes material on commercial receivers and transmitters and the radio telegraphic code. The book is sold for $1 at the League's offices in West Hartford, Conn.

COLUMBIA'S two new 50,000-watt shortwave transmitting plants at Brentwood, L. I., are described, and the technical facilities of the CBS Latin American network of 64 stations in 18 countries are discussed, in an article titled "CBS International Broadcast Facilities" in the March Proceedings of the Institute of Radio Engineers. A. B. Chamberlin, CBS chief engineer, is author of the illustrated paper.

ILKA CHASE, of NBC's Saturday noonday show, A Luncheon Date With Ilka Chase, is latest of the growing list of radio celebrities to publish a book. It is an autobiography titled Past Imperfect [Doubleday-Doran, New York, $2]. It is the April choice of Literary Guild.

A new broadcast construction can be justified as a true measure of essential war effort.

Instead of looking for loopholes, or yielding to pressures, the FCC should stop all new construction grants now, not when the WPB bans all civil construction.

We're all out to win the war! Let's make the most of what we've got and make it tick until the last Jap and Nazi is beaten to his knees!

Not So Funny

A NEW WORRY bobs up for radio as a war baby. Some of the more celebrated comedians who are helping morale by personal appearances, and radio training camps, aren't particularly amusing. When we hear, on morals. They're veering away from good taste in ad libbing occasional double entendres in swift comic copy.

All this wows 'em at the camps. But it goes out of bounds in the living room where the mothers and fathers of the boys listen. They've got to be satisfied with those expeditionary forces in Australia and Ireland and Iceland. Off-color gags aren't particularly funny to them.

This situation was brought out forcibly by Paul W. Morency, manager of WTIC, Hartford, and chairman of NBC's Advisory & Planning Committee for Region No. 1, at a meeting in New York a few days ago. Broadcasters of this New York-New England group, Mr. Morency said, regard the problem so seriously that they are prepared to discontinue the offending shows. They expressed "grave concern" over the tendency of certain comedians and comic copy writers "to use situations, inferences and "double entendres" not consistent with good taste."

It is perfectly natural for comedians to go burlesque when they get the enthusiasm and warmth of a young, masculine audience. And it would be entirely proper if these shows were not broadcast. Once on the air, however, with parents not particularly conditioned for comedy anyway, and with children in the audience, common-sense restraints must be imposed.
We Pay Our Respects To —

ARDEN X. PANGBORN

A SEED planted in 1929 bore fruit a dozen years later when Arden X. Pangborn, in the spring of 1941, became managing director of KGW and KEX, Portland, Oregon.

Pangborn (the X is an assumed initial) was editor of the U. of Oregon student daily newspaper The Oregonian when he conceived the idea of an exchange arrangement between the paper and the local radio station. The series of programs, thus begun, continued for several years through changes of station management and even call letters.

Not so with Pang. He announced the first program, but over black coffee later that night it was agreed by all concerned that his radio talents, if any, lay outside the announcing field.

Through the ensuing dozen years his contacts with radio were casual, but his interest never flagged. When the opportunity came to assume management of KGW and KEX in March, 1941, he promptly resigned as managing editor of The Oregonian, the Pacific North-west's largest daily newspaper, to accept the new responsibility.

Born in Kansas Feb. 2, 1907, Arden Pangborn actually has spent more than 50 of his 35 years in Oregon. He joined the staff of The Oregonian as a sports writer in 1925, then left in order to continue his schooling.

Returning to The Oregonian during the depression year of 1929 as a police reporter, Pangborn rose rapidly. He became city editor in 1932 at the age of 25, executive news editor in 1936 and managing editor in 1938.

In those years he took an active part in the development of The Oregonian, and thus became a part of a rapidly declining circulation of 90,000 copies daily to a steadily increasing circulation of more than 150,000 copies daily.

One of his pet ideas was that if men readers are entitled to a section of their own for sports, women readers likewise should be entitled to a section of their own. This has been a great convenience in the press room, but the paper is now printed in three complete sections, one of the three devoted entirely to material of women's interest. As it is reported, has reduced breakfast table arguments over family distribution of the newspaper to a virtual minimum in The Oregonian's circulation area.

For several years, until pressure of other duties made it impossible, Pangborn continued writing pulp detective stories as a hobby, his work appearing in magazines such as Detective Fiction Weekly, Argosy, Detective Story and Detective Tales under his own name and under the pseudonyms Philip Sydney and Adam King.

When he moved from newspaper to radio, he carried with him no preconceived ideas. Since his arrival, the station organization has improved, salaries have been generally increased and program structure overhauled. Installation of a directive antenna has increased the nighttime power of KGW to 6,000 watts and improved both the day-time and nighttime signal. Application for 50,000 watts operation for KEX now rests with the FCC, and a further improvement in facilities for both stations is planned.

That Pangborn has been accepted by the industry on the Pacific Coast is indicated by the fact he was recently elected the Coast's member of the Red network's planning committee, representing Oregon, Washington, California, Nevada, Arizona and Hawaii.

"Pang," as he is known by his staff, is the older of two children of Mrs. and Mr. Pangborn. The latter is the oldest in the family and Mrs. Pangborn lives with mother in Madison, Idaho.

GEORGE P. ADAIR, assistant chief engineer of the F.C.C. in charge of radio engineering, has been appointed to the executive committee of the Federal Radio Education Committee, succeeding Gerald C. Gross, Dr. Lyman Bryson has been named to represent CBS, replacing Hoover Foster.

H. E. WESTMORELAND, formerly co-publisher of the Minneapolis Golf& Sportsman and prior to that in the national advertising department of the Minneapolis Journal, has been appointed general sales manager of WLOL, Minneapolis, succeeding Fred F. Reif, resigned, because of ill-health.

RALPH B. ARTHUR, assistant vice-president of RCA Mfg. Co., is on leave to work with the WPB Planning Board.

JAMES H. CARMINE, general sales manager of Philco Corp., has been elected vice-president in charge of merchandising.

ARTHUR POPPENBERG, former salesman of WCKY, Cincinnati, has joined the NBC national spot and local sales department, New York. Previously he was with International News Service, Moser & Cotins, New York agency, Fuller & Smith & Ross, Editor & Publisher, New York.

R. B. LOWDERMILK, for three years research associate with the Educational Broadcasts Projects of Ohio State U, has been appointed to the newly-created position of radio education specialist and technical advisory consultant of the U. S. Office of Education in Washington. The appointment was made by Dr. John W. Studebaker, U. S. Commission of Education.

R. W. CLARK, vice-president in charge of the Westinghouse merchandising division, has been appointed national vice-president of sales. He succeeds Ralph Kelly, who resigned to become co-president of Baldwin Locomotive Co.

DUKE McELOD, manager of CFAH, Pinnabull, Man., has left the station. The position has been filled by the Hollywood editorial director of Earle Ferris Assn., on a business trip to New York.

GEORGE L. BRANTLEY, former assistant manager of WHHF, Selabury, N. C., has been named station manager, succeeding John W. Shultz, who resigned to take over management of WMVA, Martinsville, Va.

FRANK G. BARBYT, director of advertising of Kansas City's Rock Island, is the father of a boy, Raymond, who was born Barbyt, born in March.

JAMES HAYMAKER, former marketing manager of the Coca-Cola Co., Rock Island, has been appointed to the sales staff of WHBP, Rock Island. Dale Phares, former announcer, has been appointed sales man.

LYNN MYER, former advertising manager of Pepsi Cola in the Twin Cities, has been named to the sales staff of WLOL, Minneapolis.

C. P. BOGGS, former assistant to George Adair, vice-president of the Hygrade Sylvania Corp., New York, has been appointed director of manufacturing.

COL. HARRY C. WILDER, president of WSYR, Syracuse, has been elected a member of the Skaneatles Country Club.

EDWARD S. ROBINSON, of the commercial staff of WSYR, Syracuse, continues to head the Society of Aviation Cadet Selection Board, New York.

FRANK HARRINGTON, of the commercial staff of WSYR, Syracuse, is the father of a boy born recently.

ROBERT WILLIAMS, of WFW, Toledo, O., has joined the sales staff of WYFB, Indianapolis.

MATT GORDON, CBS news editor, is on leave of absence to complete his book News Is a Weapon, scheduled for summer release.
LESLIE Louis, has left for MYRON as an ensign in the Army, for Chicago.

ENSIGN Howard M. Paul, on leave from WMJ, Milwaukee, a now public relations director at Navy Pier, Chicago.

Chester Clark and Bob Cochran, announcers of WCIA, Pittsburgh, have joined the Army, the former as a flying cadet at Maxwell Field.

Nick Stemberger, formerly of WSB, Syracuse, has joined KWK, St. Louis, as sports announcer.

Myron J. Bennett, of KWK, St. Louis, has left for Scott Field, Ill., as a first lieutenant in the Army Air Corps.

Leslie Gorrall has joined the announcing staff of WGNV, Charleston, W. Va.

Howard Keegan, formerly production manager of WYNY, Chicago, has joined WGN, Chicago, as producer.

George Case, formerly program-producer for WCFL, Chicago, has joined the editorial staff of Variety, Chicago.

Bill Kennedy, announcer of KJH, Hollywood, resigned that position, having been signed as a Warner Bros. film actor.

Bill Rop, former farm agent, has been named farm adviser of WYNY, Watertown, N. Y.

Zack Dowling, formerly announcer of WWL, New York, and at one time Brooklyn Eagle reporter, has joined the announcing staff of WOY, Montgomery, Ala. Dowling has been with WWCN, Asheville, N. C.; WPMS, Spartanburg, S. C.; and WATL, Atlanta.

Bert Bizzini, newsman and farm reporter of KQV, San Jose, Calif., was inducted into the Navy as a yeoman.

Al Jarvis, m. r., of the six-weekly Sante-Let Live Ballroom on KFWB, Hollywood, has been cited by the Navy Department for rounding up 162 radios, seven pianos and sufficient other musical instruments to equip a full Navy band.

Rod Holmgren, newscaster of KSMO-KENT, Des Moines, is the father of a baby girl born recently. Lieutenant Holmren has been commissioned in the Iowa Broadcasting Co. and now in Hawaii, is also the father of a baby girl.

Merrill M. Ash, formerly program manager of XPAC, Portland, Ore., has joined KID, Idaho Falls, as program manager and chief announcer. Grant D. Hoff, from KUTA, Salt Lake City, has been named sports-news-

Herman Davidson, announcer and publicist director of KWIL, Albany, Ore., has married Dorothy Galagher, Portland.

Tony Sharpe, musical director of WTRY, Troy-Albany, N. Y., has been commissioned an ensign in the USN Reserves.

Jean Law, from WPAR, Parkersburg, W. Va., has joined WFTL, Beckley, W. Va., as continuity director and will handle all women's programs.

Russell Hughes, KFHBW, Hollywood writer-producer, has joined the announcing staff.

Hank Garson has been added to the Hollywood writing staff of the weekly CBS Rancher Sherman Shaw.

Wayne Ballance, formerly of KBFC, Cheyenne, Wyo., has been named the announcing staff of KOA, Denver.

Richard Neher, of the staff of WHO, Des Moines, is the father of a boy born March 17.

R. B. Taber, publicity director of WSR, on April 12 joins the Army.

Lewis Aikens, from KMON, St. Louis, has joined the announcing staff of WING, Dayton.

Don Gardiner, Blue Washington announcer, has joined the Blue staff in New York.

Edwin Lilja, graduate of the LeCroy Radio School, Portland, has joined the announcing staff of WHEB, Portsmouth, N. H.

Gertrude Chavir, formerly of KFPO, San Francisco, has joined the KPO accounting department.

Robert Emerick, announcer, formerly with Hollywood studios, has joined KYA, San Francisco.

Xed Burman, announcer of KQW, San Antonio, has been inducted into the Marine Corps as a lieutenant.

Mel Williams, announcer of KQW, San Juan, has been inducted into the Marine Corps as a lieutenant.

Ken Ackerman, announcer, formerly of KBFB, Sacramento, Calif., has joined KQW, San Jose.

Bill Rothram, chief announcer of WSyr, Syracuse, has taken over the duties of sports director.

Richard Kepler, announcer of WFCM, Duluth, Minn., has entered FCC service. New members of WFCM's announcing staff include Norman Page, from WFAJ, Virginia, Minn., and Bob Irving, Duluth band singer.

Jerry Garleton, former arranger for Buddy Rogers' orchestra, has joined WAAJ, Chicago, as a record-turner.

Lawrence Greene, Canadian Broadcasting Corp. national announcer, has been appointed chief announcer at the Toronto CBC studios. Besides his services in the news department, he has been identified with many of the war service broadcasts and has been the voice of the Dominion's National Film Board's propaganda features.

Eugene Patterson leaves WJZ, Philadelphia, after completing a six-week special Government assignment in Washington and New York. He has joined his Hollywood headquarters.

Jack Colp, formerly of KFRO, Longview, Tex., has joined the announcing staff of KFJZ, Fort Worth.

John W. Miller, former program director and director of the civic arts course of WBEQ, Duluth, has been appointed promotion director succeeding Leo Fremont, who has joined the Army.

Lillian D. St. Aubin, music librarian of WAAF, Chicago, has been appointed musical director succeeding Kenneth Nelson, who joined WWJD, Chicago, as musical director.

Jim Matthews, announcer, formerly of KPO, San Francisco, has joined KQW, L.A., as Scott Field, Ill., as Scott Field, Ill., as Scott Field, Ill., as Scott Field, Ill., as Scott Field, Ill., as Scott Field, Ill., as Scott Field, Ill., as Scott Field, Ill., as Scott Field, Ill.
JEAN SULLIVAN

ONE of radio's youngest is 22-year-old Jean Sullivan, of Omaha. On the air for one sponsor, she handles two 15-minute shows across the board for two Omaha stations, a fashion program and answer program on KOIL—Women in the News on KWIT.

Born in Sioux City Oct. 17, 1919, Miss Sullivan spent most of her younger years in that vicinity. She attended Creighton U in Omaha, acquiring a Bachelor of Philosophy degree from the School of Journalism. She also earned a teacher's certificate at Creighton and spent one year teaching in Nebraska. Miss Sullivan started in radio when she appeared as an associate announcer and producer of fashion shows on KOIL. Her experience also includes appearances at other Midwest stations.

Her journalistic experience includes the editorship of her school newspaper and several contributions to national magazines and midwestern newspapers since her graduation. Her hobbies are travel and photography.

SPEWER ALLEN, announcer of WGN, Chicago, left March 21 for active service as a lieutenant in the Army Signal Corps.

RUDOLPH SLIPFY, director of Ukrainian programs of WBYN, Brooklyn, is joining the Army. He will be succeeded by Luba Kowalska.

PRISCILLA KENT, recently publicity writer of Constantine Hope Associates, New York, and formerly of the editorial staff of the New York Herald Tribune, has joined NBC's script division April 1.

JACK J. FITZPATRICK, sports-caster of KIZ, Denver, for ten years, on April 1 will join WJJD, Chicago, as assistant to Pat Finnegan, sports-caster.

BOB GUILBERT, radio actor, has joined the continuity staff of NBC-Chicago.

KENNEDY NELSON, musical director of WAAF, Chicago, on April 1 will join WJJD, Chicago, in a similar capacity.

WARREN BARFIELD, of WITF, Raleigh, has enlisted in the Navy.

SANDY BECKER, announcer of WBT, Charlotte, is to marry Reuben Meier, Kitchener, April 17.

Meet the LADIES

Tucker Joins KOB

MERLE H. TUCKER, former general manager of KROD, El Paso, has joined KOB, Albuquerque, as assistant manager. He left the El Paso station March 14 and joined KOB March 16, according to an announcement by Frank Quinn, KOB general manager. Mr. Tucker began in radio in 1930 with KVOO, Fort Worth, and has served with a number of stations in production and executive capacities.

Katzentine, in Air Corps, Leaving Post at WKAT

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ED STARNES, chief engineer, of KFJZ, Fort Worth, has resigned to join the FCC intercom center staff at Los Angeles. Charles Sutton of the KFJZ technical staff and news radio joined the FCC staff, stationed at Kingsville, Tex.

ROBERT TURNER, engineer of WHO, Des Moines, has been transferred from the research laboratory to studio control room duty.

CHARLIE BLOOM, former control operator of KOMA, Oklahoma City, who left to serve in the war, is reported lost at sea in the European Theater. Harry Edwards, former KOMA engineer, is now in the service.

TOMMY REDFORD, operator of KOMA, Oklahoma City, has joined the father of a baby girl born recently.

WALTER O. SMITH, formerly of WYDC, Washington, has joined the engineering staff of KYW, Philadelphia.

JAMES CARMEN, engineer of WSB, Savannah, is the father of a boy born recently.

DENZIL PULLEY, formerly of WGA, Cedar Rapids, Iowa, has joined the engineering staff of WGRV, Charleston, W. Va.

WALTER GLAUS, of the technical staff of WCAB, Pittsburgh, has left for the Marine Corp.

REX ACKLEY, of WFA, Atlanta, Ga., who was on the portable equipment used by Art Starnes to record heart beats and reactions during his recent world record jump of 35,000 feet, has joined the research department of RCA, Camden.

WALTER YARNUM, studio engineer of WLS, Chicago, who developed the portable equipment used by Art Starnes to record heart beats and reactions during his recent world record jump of 35,000 feet, has joined the research department of RCA, Camden.

CHARLES WARRIN and Floyd Timberlake of the engineering staff of WRBM, Chicago, have joined the engineering staff of the War Dept.

PAUL BERNARD DIXON, formerly of WRAL, Watertown, N. Y., and WLSB, Ogden, Utah, has joined the engineering staff of WHB, Utica.

MAURICE W. SCHMITZ, announces, owner of KBTB, Santa Barbara, Calif., has joined Don Dow's television system. Hollywood, as K54LA transmitter operator.

ROBERT G. SOULE Jr., a transmitter engineer of WFB1, son of Robert G. Soule, vice-president of WFB1, New York, has been named the radio command officer of Soundrad 1, Group 218, New York Wing, Civilian Air Patrol.

JOINS N. Y. VIDEO FIRM

LOUIS THOMPSON, formerly with CBS as engineering and program supervisor, has been appointed operating manager of Metropolitan Television, Inc. New York, and is beginning construction of this company's FM station atop the Hotel Pierre in that city. Metropolitan Television, jointly owned by Abraham & Strauss and Bloom, is the Brokaw New York department store chain, has construction permits for both an FM and a television station, and with Mr. Thompson's appointment plans to begin work immediately on the former.

Maurice, who has been ordered for quite some time and delivery is as stated, was stated.

HALL OF FAME at KOA, Denver, is reserved for members of the staff who are serving with the armed forces. And end wall in the KOA lobby holds photographs of the men who are on military leave for the duration. Honored are Starr Yeald, announcer, USN; Tor Torland, newscaster, American Ambulance Service in Africa; Lieut. J. A. Slusser, engineer, USN; Lieut. Robert Young, announcer, Cadet Ed Brady, newscaster, Student Army Air School; T. C. McClellan, engineer, USN, (killed in action); George Mathews, accounting department, Army; Lieut. Glen Glasscock, engineer, USN. Picture of Norman Sorenson, who just recently left to join the Army, will soon join the other photographs.

Care of Transmitter and Tubes

(Continued from page 52)

OVER SCALE. Wait until a moment and repeat.

The bottom of the tube plate may be rested on the bottom of the crock, but hold the tube so that it does not lay against the top rim of the crock, as this will damage the glass seal of the tube.

Caution: Do not clean above camping ring on the tube plate, and be careful not to drip acid on glass seal.

Hands may be dipped into the solution, which is of sufficient strength to cause damage or injury.

After cleaning the tube plate be sure to wash hands in warm water and soap.

In higher power tubes, more latitude is allowed for peak operation, but in thiorated tungsten type tubes the picture is entirely different and voltages must not exceed their manufacturers rating.

Relay Adjustments

Tube life may increase by careful attention to efficiency of the various r.f. stages. It is recommended to get as high efficiency as possible which will lead to prolonged life of tubes and associated equipment.

Water-fall relays should be carefully adjusted and frequently observed for performance. All overload d.c. relays should be operating and checked at their required currents and frequently observed and maintained. Keep d.c. leakage at minimum with pure water in transmitter water jacket.

Tubes operating at plate voltages between 500 and 2,000 volts are not generally affected by gas nor by time on the shelf.

The larger high voltage-high power tubes have a tendency to become gassy if allowed to remain idle for too long a time which we find to be a period of three months. This gassy condition is not necessarily brought about by air leaking into the tube but by the liberation of gas from the pores of the elements inside of the tube long after the tube has been operated. It is conditioned for operation at high plate voltages. The gas gradually seeps into the vacuum during this idle period and this manifests itself in excessive plate current, pings or flash arcs.

The manufacturer makes it a practice to degas tubes prior to shipment to the customer, and if used immediately when received, it is very unlikely tube flashes would result. Due to the achieved long life of these tubes, the spares remain on the shelf for possibly too long a time before being used, and too long a period before tests are made.

Salvaging Tubes

Gas condition of tubes not only show up because of inactivity on the shelf, but also occur when the tube has been operating in the transmitter for many thousands of hours. This gaseous condition and its causes can enter into much con-

False Alarm

Strange actions by unidentified men around the KQW transmitter on the San Francisco peninsula put nearby householders on the alert recently. Believing them to be saboteurs, they notified the authorities. Arriving on the scene the officers found several men engaged in testing equipment and note-books. But they were merely John Brunton, of the Brunton family; Windom Bessey, of the Associated Press; and several technicians along with engineers and representatives of the FCC.

FLY ASSERTS TELEVISION SHOULD BE KEPT VIGOROUS

STATING that "we must keep television in a vigorous condition so that the industry will have a firm post-war foundation for anticipated great developments," FCC-DCB Chairman James Lawrence Fly, at his press conference last Monday, indicated that every effort would be made by the FCC to assist all possible requests for aid by the industry.

Chairman Fly, in numerous instances, has indicated his wish that the television industry be given all aid possible within the reach of limited allocations of materials under priorities rulings and "freeze" orders.

At his conference Monday, however, he indicated that television, like other broadcast fields, would have to suffer under priorities rulings. He gave no hint that attempts would be made to favor television.

GRAND CANYON SERVICES

FOR the eighth consecutive year Easter services will be held on the floor of the Grand Canyon of Arizona and will be broadcast over the Blue Network through KTAR, Phoenix. J. Howard Pyle, KTAR program director, is arranging the service which will be heard at 7 a.m. (M.T.) Easter morning.
You engineers in broadcasting have always been a forward-looking lot—working constantly for the growth and improvement of your chosen industry.

Now we're at war, no one can see just what's ahead. Many of your hopes and plans—like ours—must be laid aside until the war is won.

Meantime, let's glance back a moment to strengthen our confidence in the future of radio. Look into case after case of once-outstanding developments that are preserved in the Bell Labs Museum. Many of them are just "museum pieces" now because research brought forth far better communication equipment!

Here's proof of the amazing progress made in years past—and a promise of still better things to come. For today Bell Laboratories engineers are pushing ahead in radio research under the increased pressure of war.

Look ahead with confidence! Count on Bell Labs and Western Electric to adapt war-time discoveries and developments to your peace-time needs—for Better Broadcasting—when the threat to America has been crushed!
PRODUCED in cooperation with the Radio Branch of the War Department Bureau of Public Relations, a new five-a-week serial, Chaplain Jim—U.S.A., starts on Army Day, April 6, on the BLUE. Originating in New York and scheduled to run for the duration, the feature will be heard nationwide 10:45-11 a.m.

The new series, produced with War Department research aid, is designed to describe military life through the eyes of an Army chaplain. The central character of the story, a two-tined chaplain, will recount various phases of Army life through his contacts with men in the services as he helps solve the men’s problems in camp and at home.

"HERE'S A BEE FER YOUR BRITCHES! WDAY IS THE ONLY STATION COVERING THE WHOLE, RICH RED RIVER VALLEY! JUST BUZZ FER THE WHOLE STORY!"

D. C. Defense

UTILIZING the audience building power of the networks! This Is War, WJSV, Washington, cues in its own localized war program, Civilian at War, at the conclusion of the network feature. The local version gives a quarter-hour of Washington defense news, incorporating appeals for defense workers.

\* \* \*

Date With Ten

AFTER TAKING ten strange women to lunch, Don Norman, of WOR, New York, puts them through a rapid-fire question bee with emphasis on romance. This forms the basis for Your Date With Don Norman heard on WOB, Mondays through Friday at 1:45 p.m. Sponsor is Andy Lohman & Co.

PRODUCED for FARGO FORUM

THE LATEST STOP
Camel Show Performing for Troops in Zone

PANAMA LATEST STOP

PANAMA is the latest stop for the Grand Ole Opry unit of the Camel Caravan after traveling more than 50,000 miles in the United States where the unit played in 19 States at Army camps, hospitals, flying fields, naval bases and Marine barracks. The unit is doing four shows daily before the fighting forces at Panama. It is claimed this is the first time a show of this kind has played in Panama and the first time a similar show has left the United States.

The troupe was accompanied to Panama by Richard Marvin, radio director for Wm. Esty & Co., New York, and Irwin Nathanson, vice-president of Tom Fidale Inc., doing the publicity for Esty and also handling bookings for the Caravan. It is said the troupe will again tour this country to fill requests for return engagements at Army and other camps.

Purely PROGRAMS

Sound Guesses

FEATURING interviews with Southern California defense workers, a new variety show, Look Who's Here, conducted by Art Linkletter and Jacqueline Devitt, has been launched on CBS Pacific Coast stations. An audience participation game, called Soundies, in which participants guess a historic or current news event merely by pertinent sound effect, is highlighted. Prizes of $5 are awarded. Joe Twerp writes the series while Al Span is network producer.

\* \* \*

Strictly Naval

KOIN, Portland, running Know Your Navy, 10:45 p.m., Fridays, has given the program a new twist with a series dealing with the privateers, colonists who guarded America's shores before the birth of the Navy. Scripts are prepared by the Oregon WPA Writers Project and men from the Portland Naval Recruiting Office add a salty touch. Production is supervised by Johnny Carpenter, head of KOIN's special events staff.

Knowing WGN

TO GIVE listeners a better knowledge of programs and personalities on WGN, Chicago, the station has started This Is WGN, weekly half-hour Monday through Friday, 2:30 p.m., produced by the special events department. The program consists of interviews with behind-the-mike personnel on the station—actresses, sound effects men, announcers, engineers, writers, telephone girls, etc.

Physical Fitness

TO SPUR the nation into physical fitness, BLUE will salute American heroes who have achieved recognition for stamina and courage, in a weekly series titled The Show of Yesterday & Today. In cooperation with the U. S. Division of Physical Fitness, BLUE will bring before the microphone guest stars from the roster of living athletes, war heroes and others and will pay tribute to the exploits of American heroes who have distinguished themselves in the past as well as in the present. The programs will be interspersed with music by Blue Barrington, featuring a changing parade of war old and new tunes in keeping with the theme of the program.

Dog and 'Cubbard'

WCSC, Charleston, S. C., which replaced its street quiz with All Gold Mother Hubbard's 'Cubbard', sponsored by All Gold Canned Foods, reports the new show has equaled the audience-drawing power of its predecessors. New program features daily giveaway of 12 cans of sponsors product and $5 in defense stamps. Charles McMahon, program director of WCSC is m.c., Tommy Means, publicity director, furnishes piano-vocational music, and the show also features "Nugget", the All-Gold washed dog.

Keystone State

A NEW SERIES of programs dramatizing the history and development of Pennsylvania was started March 28 on WPIL, Philadelphia, called Pennsylvania, Keystone of Democracy, the programs present dramatic accounts of the highlights of Pennsylvania’s past, emphasizing most especially the state’s contribution to American democracy. The programs have been prepared by the Pennsylvania State Historical Commission and produced by S. K. Stevens, State Historian.

\* \* \*

War Quiz

BOOKS ON THE WAR are given to listeners whose questions are used on Quizting the War, weekly program on WMCA, New York, featuring a panel of war experts. The bonus for those who stump the authorities includes a war map and the latest series of war savings stamps. Ted Cott conducts the program [Broadcasting, March 16].

KOIN and KALE

CBS • PORTLAND, OREGON • MBS

FRED & PETERS, INC. NATIONAL REPRESENTATIVES

FREE & PETERS, INC. NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising

\* \* March 30, 1942
MRS. LETA SCHREIBER GOSDEN, former wife of Freeman Godesen, Amos of the radio comedy team Amos 'n Andy, died in Beverly Hills March 25 of a heart ailment. She was 36 and had been in ill health for two years. She was divorced from Mr. Godesen in 1940. They had two children, Freeman Jr., 10 and Virginia, 11.

LEARNING THE ANGLE which to hold the pen when inking a BLUE contract are new salesmen of the BLUE Central Division, E. R. Peterson (left), formerly of the Chicago Better Business Bureau, and Ray V. Hamilton (right), formerly general manager of the St. Louis Star-Times radio properties, KKOK, St. Louis, and KFPRU, Columbia, Mo. E. R. Boroff, vice-president in charge of the Central Division, is the teacher, while M. R. Schoenfeld, sales manager, looks on.

Vick Knight Aids Army
VICK KNIGHT, director-producer since October, 1941, of Fred Allen's "Texas Star Theatre," sponsored on CBS by Texas Co., New York, on March 30 will be released from his contract to join the radio branch of the War Dept. as director of short-wave broadcasts serving without compensation. Mr. Knight's first assignment will be the preparation of 10 Command Performance programs.

Anti-ASCAP Bill in N. J.
ANTI-ASCAP legislation has been introduced by George H. Stanger, of Vineland, N. J., in the New Jersey State Legislature. The measure seeks to regulate copyrighted vocal and instrumental musical composition monopolies and was referred to the Judiciary Committee. Anti-ASCAP legislation has been introduced in New Jersey each year, but no bill has come out of committee.
Are Your Sales in Lubbock, Texas DOUBLE the National Average?

In 1939 Lubbock's average retail sales per family totaled $2,433 . . , highest in Texas for cities over 20,000 population—more than double the national average.

—Market Data Book 1942

Prosperity continues! Lubbock County led the state in cotton production and butter manufacturing in 1941. Millions have poured in for National Defense construction.

KFOY in the heart of this moneyed market is paying off for national advertisers.

Get The Attractive Combination Rate On The

Taylor-Howe-Snowden Group

KGNC KFYO AMARILLO LUBBOCK
KRTA* KTSA SAN ANTONIO KRGV WESLACO

RETAILING FORUM

Current Sales Conditions
Studied by Local Club

GATHERING material for a similar forum to be conducted at the International Affiliation of Advertising Clubs Convention in Niagara Falls, Ont., May 16, an inquiry into the status of local business last Monday by the Advertising & Sales Club of Greenberg.

The meeting, organized by George Podeyn, manager of WHB, that city, queried local merchants on retail sales, metal industries, sanitation, printing, rubber products and advertising service. Census indicated a tendency to operate close to the changing allotment of normal supplies and trading privileges. In nearly every case a customer spirit of cooperation was reported and that rationing orders were being accepted in good spirit.

Retail and wholesale managers revealed, the best stability and reported no immediate revision of sales methods other than that which concerned deliveries.

Yankee Display

YANKEE NETWORK has erected a huge sign on its Boston building. Being 28 feet high and 18 feet wide, it incorporates the attraction display feature employed in theatre marquees. The sign's open area is covered with slashed opal glass, illuminated from within by white neon tubing. Against this background, headline programs are announced in streamlined silhouette attraction letters. On high in red, white and blue letters over two feet tall are the identifying words, The Yankee Network.

WJZ Pix

STARS on WJZ's programs are boosted in a nine-foot revolving display placed in the window of the Esso Tourist Bureau in the RCA Bldg. in New York. Photographs of WJZ stars are inserted in the display. These will be changed every three days. Spotlights, big silver stars, and a large WJZ microphone set off the exhibit, which is designed to promote WJZ programs among the 26,000 tenants of the RCA Bldg. and approximately 125,000 who enter its doors every day.

Stamps for Songs

KOA, Denver, running Shorty & Sue, a 15-minute round-up of western songs, is giving defense stamps for most interesting fan letters requesting numbers. Listeners are also given pictures of Shorty and Sue as a check on listener response. Another check is tabulated on requests for each song.

Sales Meeting Aid

PROVIDING a turntable and an attendant for the playing of sales messages from Philip Morris Co. executives, KOA, Denver, helped the Biow Co. in a merchandising presentation to a salesman's meeting in Denver.

Press Cooperates

ALL three local newspapers gave generous space to a dog-name contest of WCKY, Cincinnati, conducted by the Junior League in promoting its weekly Community-War Chest program.

MARKET BAG

A SHOPPING BAG has been designed and launched by Isabel Manning Hewson, heard on Morning Market Basket, NBC-Red program, as a contribution to the drive to conserve paper. The housewife's market bag is made of an unbleached material similar to canvas guaranteed to last "for the duration" and bears a red, white and blue "V for Victory" insignia. The so-called "Victory Bag" is offered for sale at cost to listeners only.

Hog Raisers

DESIGNED to give recognition to the State's leading hog raisers and to promote the national "Food for Freedom" campaign, the farm news department of WHO, Des Moines, will present awards of merits to Iowa farmers to be named as Master Pork Producers. Drive is in cooperation with the Iowa Swine Producers and Iowa Agricultural Extension Service and selections will be based on 1942 farm records.

WAR SHORTAGE

BECAUSE of changes caused by the Havana Treaty allocations, the Canadian Broadcasting Corp. is making a listener survey on nine of its 10 stations, leaving out CBY, Toronto, with the use of a war game "Carrying the Tools To Britain" and a world war map. The game is used for coverage data on the daytime audience, is obtainable by listeners for 10 cents, and features a map of Canada, Atlantic Ocean and Great Britain, with players moving by points on a spinner with planes, guns, shells, food, etc., from Vancouver to Britain. Reverse side of game carries story in word and picture of Canada's war effort, and CBC's wartime role. World war map, for night-time coverage, 25 cents to listeners, measures 37x50 inches, is printed in four colors, carries box features on grand war strategy and illustrations of pinchers moves on global front by United Nations and Axis. Map folds like a road map, carries only name of CBC and crest in compass. Announcements on both coverage features started late in March.

Topkea Magnets

GADGET collectors who replenish their museums from time to time by trophies attached to promotion pieces of WIBW, Topkea, now have little magnets on display. "Like the magnet that it is . . ." says WIBW, etc.

March 30, 1942

Page 44 • BROADCASTING • Broadcast Advertising
NEW SPORTS DIRECTOR of WWRL, New York, Jocoxe Maxwell has been one of the country’s few negro sportscasters for the last 12 years. Maxwell’s appointment last week by Robert Catherwood, general manager, culminates a career of sports announcing on WNJ, Newark, WRNY, New York; WHTH, Brooklyn; WHOM, Jersey City. He came to WWRL in 1938.

Mr. Pellegrin Replies

(Continued from page 24)

quantity, many stations have a standard rate (or frequency discount) based on 500 announcements, 1,000 announcements, etc. At least, this extra discount is allowed by those stations that want that type of order. Many stations, remember, cannot afford to take many such accounts, because by so doing, and allowing substantially larger discounts, they actually reduce their total revenue.

The whole theory of frequency discounts is based, not so much on the idea of offering an incentive to clients to buy more, as on the fact that it is more economical for a station to serve one client with 52 announcements than it is to serve 52 clients with one announcement each. Therefore the station is able to effect certain economies in handling a quantity order, and can pass that saving on to the client in the form of a frequency discount (which also does serve as an incentive to the buyer).

Diminishing Returns

But if this were further extended to provide for additional “volume” discounts, the economic law of diminishing returns could very conceivably apply and make it unprofitable for stations to handle accounts running above a certain maximum. This may sound like a far-fetched statement, but if you work it out for any one of many stations you know that are already in a fairly well sold-out condition, you will readily see what an effect it would have on their total revenue.

Furthermore, the adoption of such a policy would tend to a concentration of high-volume business on relatively fewer stations, to earn the added volume discounts. This would penalize the second stations, the supplementary stations, the stations in secondary markets and the local stations. In the promotion of a healthy, competitive industry, diversification of advertising is to be encouraged. And on this basis, the ultimate, long-range interests of the clients are likewise best served.

The networks were pioneers in allowing volume discounts, for excellent reasons dealing with the peculiarities of network operation. M & O stations, following network pattern, likewise allow them. These plans have long been known to all stations and available to them. Network affiliated stations have the benefit of advice from the network business office. National sales representatives, long skilled in all rate techniques, advise their stations closely on rate matters. Therefore if the industry as a whole has retained the frequency discount plan in preference to all others, it would weigh that fact carefully in considering any changes.

Perhaps this is a proper subject for discussion at the agency session during the NAB convention in Cleveland next May, to be handled by your committee. We are very much encouraged to know that you are thinking so seriously about radio problems, and I'll look forward to more from you on this subject. I sincerely believe that only by the application of a lot of thought and thorough discussion can radio continue to make progress. We certainly want and need the help of all our friends."

Two Educational Groups To Hold Radio Sessions

TWO STATE conferences on radio were announced last week, to take place in April. On April 18 the newly-formed New Jersey Assn. for Radio in Education will hold an all-day meeting at Trenton State Teachers College, with Lyman Bryson, recently appointed CBS director of education, as speaker.

The second Wisconsin Conference on Better Radio Listening will be held in Madison April 25, bringing together representatives of the Wisconsin division of the American Assn. of University Women, the County Rural Federations, Catholic Women, Council of Jewish Women, Wisconsin Congress of Parents & Teachers, Wisconsin Council of Church Women, and Federation of Women's Clubs.

GILBERT BRAUN, freelance publicity man, specializing in radio programs and personalities, has moved to larger offices at 97 W. 44th St., New York.

$678,024,000.00 ANNUAL INCOME OF WIBW FARM FAMILIES

YES, "come and get it", because WIBW has been establishing and influencing farm buying habits in this area for almost two decades. There are two reasons for this—both mighty important to you. First, our neighborly, person-to-person way of selling is nothing less than the sincere recommendation of one friend to another. Second, our easily-heard, 6-state signal reaches 4,611,731 loyal, responsive listeners. That's because of the tremendous 50,000 watts that WIBW has added to its enviable frequency of 580 kc.

"COME AND GET IT" WITH WIBW

11 months only
Source: Farm Income Situation, Jan. 1942 USDA

WIBW IN "The Voice of Kansas"

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK DAVIOT CHICAGO KANSAS CITY SAN FRANCISCO

BROADCASTING • Broadcast Advertising March 30, 1942 • Page 45
Advertising Paves Way For Quick Changes in World, Asserts Malkiel

"TODAY, advertising is serving as a national cushion, a cushion to ease the shock of daily living changes and to provide the way for future changes which are coming fast and furious," Dr. David Malkiel, head of the David Malkiel Adv. Agency, Boston, stated in an interview broadcast last Monday on WOR, Boston, as part of the station's "Boston Merchants Defense series.

The reason the public has taken the rapid inflation, food shortages, income drops, and food rationing in its stride, Mr. Malkiel continued, is because "the tire manufacturers, the gas companies, the automobile makers, the railroads, the public utilities and hundreds of private enterprises who are using every available advertising dollar to explain the reasons for shortages, the necessity for price, economy, and large conservation and to prevent hysteria.

"And the same advertising money is on the air today that you would feel to be able to pay the tremendous taxes our Government needs to insure our American way of life."

Metropolitan Contracts Awarded For Four Singers

METROPOLITAN OPERA contracts were awarded young American soloists, the composition in the seventh annual Metropolitan Opera Auditions of the Air, held over CBS on March 21st, the first time that four first-place winners were named.

The four were: W. Steudel, president of Sherwin-Williams Co., Cleveland, sponsor, announced the winners as follows: Clifford Harvout, baritone, from New York; Robert Formisano, contralto, from Philadelphia; and Edward Shadoff, bass-baritone, from Baltimore. A check for $1,000 was awarded in addition to the opera contracts. Two other soloists received special commendation and checks for $500 each with the pledge that the Metropolitan would have the first option on their services.

Ramsay Paint in Canada

A. RAMSAY & SON Co., Montreal (paints), has started spot announcements at varying weekly frequencies on a large number of stations in Ontario, Quebec, and the Maritime Provinces. Account was placed through A. McKim Ltd., Montreal. Same sponsor on March 2 started La Villedu and Sennedat, Soir de Ramsay on CBC French network of CKAC, Montreal; CHRC, Quebec City; CHNB, Rimouski, Quebec, Sat., 8:30-9:30 p.m. Agency is McLuhan Ltd., Montreal.

Anacin Revises 'Aces'

ANACIN Co., Jersey City (headache powders), on March 24 discontinued the broadcast of Easy Aces on 12 BLUE Pacific Coast stations, heard midnight-1:15 a.m. The broadcasts are now heard Tuesday, Wednesday and Thursday, 7-7:15 p.m. on 88 BLUE stations. Agency is Blackett-Sample-Hummert, New York.
Radio
Advertisers

SOCONY-VACUUM OIL Co., New York, has started Sister Emmony on WBBM, Chicago. Program, a quarter-hour Saturday morning comic serial, is heard in the interest of Socony household products such as Bug-A-Boo insecticide, floor wax and others. Company has also renewed for 52 weeks its early morning and late evening quarter-hour newscast on Monday through Saturday, making a total 3½ hours it sponsors weekly on WBBM.

BUNTE BROS., Chicago (candy), has renewed for 13 weeks its present varied schedule of time signals, station break announcements and news programs on WBBM, Chicago; WISH, Indianapolis; WLD, Cincinnati; WJR, Detroit. Agency is Preba, Fellers & Fresh, Chicago.

CREATIVE AGE PRESS, New York (Tomorrow Magazine), has started three-weekly programs on Lisa Sergio’s Color of the Air, six times weekly quarter-hour program of news analysis, on WNEW, New York. Agency is Cowan & Denler, New York. Programs on alternate days are sponsored by Botany Worsted Mills, Pas- saic, N. J. Agency is A. A. Sterling, New York.

WESTCO Co., Los Angeles (Van's shoe polish), new to radio, on March 23 started using a staggered schedule of 30 transcribed announcements weekly on KECA and KPAC, that city, and KMPC, Beverly Hills. Contracts are for 13 weeks. Elwood J. Robinson Adv. Agency, Los Angeles, has the account.

Vigoro Spring Series

SWIFT Co., Chicago (Vigoro plant food), in its annual four-week spring campaign has placed a total of 7 one-minute announcements on WMAQ; 26 on WICL; 24 on WJZD in Chicago; 24 on WJZ, Milwaukee; and 13 on KSJG, Sioux City. Agency is J. Walter Thompson Co., Chicago.


PARAFFINE Co., San Francisco (Peluso paint), on March 17 started for 13 weeks sponsoring a twice-weekly five-minute program of local newscast. Agency is Cowan & Denler, New York.

WILSON PACKING Co., Los Angeles (Tender Made ham), in a three-week pre-Easter campaign ending May 4, is using a total of 31 spot announcements on KHH, Hollywood, and KGB, San Diego. Placement through Brischer, Davis & Staff, Los Angeles. Agency is Brischer, Davis & Staff, San Francisco.

GREAT NORTHERN Life Insurance Co., Los Angeles, out of radio for six months, on March 23 started a six-weekly quarter-hour program of recorded concert music on KNKQ, that city. Agency is Ruthrauff & Ryan, Hollywood.

GILMORE OIL Co., Los Angeles, in a spring test campaign, is sponsoring a weekly quarter-hour newscast on KTMS, Santa Barbara. Firm later will extend schedule to include other West Coast stations. Agency is Ruthrauff & Ryan, San Francisco.


LIBBY, McNEILL & LIBBY of Canada, Chatham, Ont. (food products), has renewed for the fourth season the French quarter-hour program Pierre et Perrette Tuesday, Thurs- day, Friday, on CKAC, Montreal, and CHRC, Quebec. Account was placed by McConnell Eastman & Co., To- ronto.

PERFECT CIRCLE Co., Toronto (piston rings), has expanded its spot campaign in Eastern Canada to a number of Western Canada stations and plans to expand further in the West, with transcribed announcements five times weekly. Account is placed by McConnell Eastman & Co., Toronto.


CHICAGO RUG & CARPET CLEANER Co., Chicago, on March 23 started six announcements weekly for nine weeks in WGN, Chicago. Agency is Robert Kahn & Assoc., Chicago.

LEA NORD BROS., Department Store, Fort Worth, is sponsoring Hi Neighbor on KPJZ, Fort Worth, Mondays through Saturdays, 6:45 p.m. Contract is for 52 weeks.

USING RADIO for the first time, Finlay-Strother Stores, New York, started sponsorship last week of 25 transcribed programs weekly on WNEW, New York, for its jewelry. The year’s contract calls for 500 musical periods. Agency is Arthur Rudner, New York.

SPOT BROADCASTING permits SPOT BUDGETING to fit each market’s volume

More money for the HOT SPOTS
Nothing wasted on the DEAD SPOTS
Special attention to PROBLEM SPOTS

In Raleigh

WPTF in Raleigh is North Carolina’s No. 1 SALES MAN!

680 KC NBC Red 50,000 Watts

FREE & PETERS, Inc., National Representatives

BROADCASTING • Broadcast Advertising

March 30, 1942 • Page 47
I leaned back last night and listened . . . .

It was a good night for laughs. General Charlie McCarthy was a riot. Jack Benny stopped the show at the Marine Base. Dinah Shore's "He's A-1 in the Army" almost made me join up.

It was a good night for learning. Donald Nelson spoke. He says things. The news roundups took me 'round the world. I heard a forum on "what the individual can do to assist the war effort". There was plenty more.

It was good listening. But that's not the point.

While I listened, I heard a million words blending into one.

That word is VICTORY!
Don Lee Enforces News Restrictions
Newkirk's Own Code Covers Sources of Information
SELF-IMPOSED restrictions, in addition to those now holding forth under Government orders, have been issued by Van C. Newkirk, program director of Don Lee Broadcasting System, Hollywood, to news writers and commentators of that network.

Regulations pertain to stories originating in Axis-controlled countries. Rules, copy of which was sent to Byron Price, Director of Censorship, Washington, are as follows:

1. No news story originating at an Axis controlled point is to be used on the air without extreme clarification and qualification. For example:

   The following dispatch taken from the enemy government controlled Japanese news service states...

   Tokio originated news is government controlled and issued through the Japanese Bureau of Propaganda.

   Various other derivations of the above two thoughts.

Balanced Sources

2. No story originating from an Axis point is to be used unless it is done in connection with an Allied story on the same subject. The only exception to this is where the Axis might break a seemingly extremely important news story on an isolated incident such as a naval battle, in which case the story might be used:

   (a) with the clarification that it could not be verified by any source;
   (b) with an explanation that the United States Navy communiques are not transmitted during action and therefore no news from our Navy is yet available.

   This exception does not apply to a claim by the Axis of having captured a point that has been under siege such as Hong Kong, Singapore and Rangoon have experienced, because they often release such stories as far in advance as they dare, in an effort to halt supplies on their way to the besieged point.

3. No news story originating at an Axis point is to be used following its counterpart issued from Allied headquarters, as it is our belief that the latest information given is the information most often retained by the listening public. In other words, if an Axis story warrants mention at all, the Allied story is to follow it, thereby helping to break down the effects of the Axis propaganda story.

4. It is suggested that even in using an Axis story, their figures be changed slightly in order to destroy any possible code message intended by them for agents in the Allied countries.

Opera Written For Radio

WRITTEN under a commission by NBC, a new one-act opera, "The Nightingale and the Rose", based on Oscar Wilde's fairy tale of the same name, will have its premiere on NBC-Red, Saturday, April 25, 2-3 p.m. (EST). Composer is George Lesser, librettist is Nicholas Bela and conductor is Dr. Frank Black, NBC general music director.

Chesterfield Extends
Liggett & Myers Tobacco Co., New York, which has been conducting a test campaign of transmitted jingle announcements for Chesterfield on four Chicago stations, on March 25 added WLW, Cincinnati, to the list and on March 30 adds stations in Cleveland, Atlanta, Washington, Detroit and San Francisco. Original test for the two-minute jingles, featuring popular and Gilbert & Sullivan music, has been extended four weeks on the Chicago stations WAAF, WJJD, WCFL and WIND [BROADCASTING, March 2]. Newell-Emmett Co., New York, is the agency.

Quebec Province Appoints
H. A. Bruno & Associates, New York, has been appointed to handle publicity in the United States for the Tourist Bureau of the Province of Quebec. Announcement was made by Hector Fontaine, president of the Canadian Advertising Agency, Montreal, which will place this season's American advertising for Quebec's Tourist Bureau.

INGENUITY REWARDED

Rudolph Black, employee in the General Electric Radio & Television Dept., Schenectady, waves a check for $800 received from GE for suggesting an improvement in the calibration of radio transmitters. Mr. Black has been with GE since 1935 when he joined the radio department at Bridgeport, Conn.

UTON CLOSE

Hollywood news analyst, sponsored on NBC Pacific Red by Union Oil Co., has written a textbook titled "Ladder of History", which will be released through MacMillan Co. for use in junior high schools.

CANDIDATE FOR PATRONAGE

Nicholas Less-Byrd, new chairman of the Advertising Department of Cheever's Inc., Los Angeles, has been appointed to the executive board of the American Advertising Federation of Greater Los Angeles. He is a member of the board of the Southern California Chapter of the American Marketing Association and serves as chairman of the Marketing Committee of the American Hotel Association. He is a former director of the American Institute of Advertising and a director of the Western Advertising Federation.
Brewer-Weeks Merges
CONSOLIDATION of Brewer-Weeks Co., San Francisco, with the local office of Long Adv. Co., was announced last week by the new firm now under the name of Long Adv. Service. Larger quarters have been taken in the Monadnock Bldg., that city, and Kenneth J. Beavers is in charge. Mr. Beavers had been head of Brewer-Weeks since Maj. K. J. Brewer’s departure to Washington. Agency also announced placement for Par Soap Co., Oakland, of *It Happened in the Service* on 21 NBC Pacific and affiliated stations.

WALTER O’MARA, until recently copy director and chairman of the plan board of Benton & Bowles, New York and at one time with the Chicago office of J. Walter Thompson Co., has joined that company’s New York office to direct creative work in collaboration with James W. Young.

WILLIAM BAKER, New York vice-president of Benton & Bowles, and Charles Mortimer, General Foods Corp. vice-president, were in Hollywood during late March to confer with Maus Bolner, West Coast agency manager, on summer replacement plans for the weekly NBC *Maxwell House Coffee Time*.

A. H. WAGNER, formerly of Fuller, Smith & Ross, Cleveland, has joined Hubbell Adv. Agency, Cleveland, as account executive.

X. V. MAYNE, vice-president of Charles H. Mayne Co., Los Angeles agency, has resigned after eight years to establish Mayne Ideas, syndicated advertising service, at 3039 Amesbury Road, Hollywood.

**TOM CAMPBELL**
A PRODUCT of the NBC training school, which through a series of lectures trains young men working as page-boys and guards in all phases of radio, Tom Campbell, longtime buyer of Paris & Peart, New York, came up from the ranks to join the NBC station relations department which eventually led to his present position.

As a young graduate of Colgate U in 1937 Tom spent a year in training at NBC before being promoted to the station relations department in the fall of 1938. After three years, Tom felt he wanted to get into agency work and applied to Don Eastman, media research director of Paris & Peart. During the interview Tom said he had been telling Don of his qualifications and background when the phone rang and Don was asked where a certain station was located. Tom without being asked snapped the answer immediately and was hired on the spot. That was in August, 1941. As an NBC guard one of Tom’s duties was to “protect” Arturo Toscanini, then conducting the NBC Symphony. He says he had to see that the maestro was well-supplied with lime sugar balls and goats milk, but didn’t mind, since being a lover of classical music he was able to hear all the concerts and rehearsals.

A collector of Indian relics, Tom spends some time each summer on expeditions into former Indian country.

At Colgate Tom was captain of the soccer team, 168-pound wrestling champ, a member of the college quartet and a student director of the glee club. And at his home town of Ridgewood, N. J., he has continued with his singing as a member of the Orpheus Glee Club.

Born in New York, July 28, 1914, Tom attended Hill School in Pennsylvania graduated from Richwood High School in 1933. Last December he married Jane Bigelow of Maplewood, N. J.

**JOSEPH HEIRSHEY MCGILLVRA**, station representatives, has been appointed exclusive national representative of WEMP, Milwaukee.

**Thomas Is Elected To Ad Council Post**
**Executive Committee Named For Operating Details**

ELECTION of Harold B. Thomas, president of the Centaur Co., New York, to the position of vice-chairman of the board of the Advertising Council was announced last week.

Officials of the group which has been designated as a sort of steering committee to coordinate the war-time operations of the advertising industry with the Government, now include, in addition to Mr. Thomas, Miss Alice L. Roche, chairman of the board of Young & Rubicam, New York, chairman; Paul West, president of the Assn. of National Advertisers, secretary, and Frederic R. Gamble, managing director, American Assn. of Advertising Agencies, treasurer. This last title is a change as Mr. Gamble was formerly assistant to the chairman.

To work with Dr. Miller McClintock, executive director of the Council, and to direct the affairs of the organization, between monthly board meetings, an executive committee has been established. This committee will meet whenever and as often as necessary, but at least once a week, it was said. Members are Mr. La Roche; Mr. Thomas; James W. Young, J. Walter Thompson Co.; Charles G. Mortimer, General Foods Co.; Paul Kenten, CBS; William G. Chandler, Scripps-Howard Newspapers; Albert E. Winger, Crowell-Collier Publishing Co.; Kerwin H. Fulton, Outdoor Adv.

**Ad Club School Honors**
GRADUATES of the 1941-1942 advertising and selling course of the Ad Club of New York to receive honorary mention at the graduation dinner held last week included Nelson D. Argo, of Delmar & Ryan; Mary McKee Butler of J. Walter Thompson Co.; Catherine Daly of Morse International, and Stanley H. Mullin of CBS.

**Correction**
IT WAS incorrectly stated in the March 16 issue of *Broadcasting* that Robert T. Colwell, Lew A. Greese, Anson C. Lovitz and O’Neil Ryan Jr., had been elected vice-presidents of Ruthrauff & Ryan, New York. They were not re-elected at that title at J. Walter Thompson Co., New York.

“Ah ain’t sheered o’ no bad luck since Ah done got mah draft numbah from WDFD Flint Michigan.”

**Agencies**
SIDNEY G. ALEXANDER, media and radio director of Weiss & Geller, New York, has been appointed vice-president of the agency. Alexander was formerly engaged in radio and media work with Buchanan Co., New York, and H. M. Keeswetter, New York.

ROBERT MORTENSON, assistant radio director of N. W. Ayer & Son, New York, is recovering from an emergency appendectomy operation which he underwent last week.

JULES NATHAN, former research director of Franklin Bruck, New York, is now media director for the agency. Betty Simmons leaves the media department to act as spacebuyer for Bruck.

CHURCHILL MURRAY, formerly advertising director of Guaranty Union Life Insurance Co., Los Angeles, has joined Stodel Adv. Co., that city, as production manager.

IDA SIDEMAN, assistant to John Chandl, timebuyer of Arthur Kader, New York, has taken over his duties now that Mr. Chandl has joined the Army.

JERRY ROBINSON, recently with Potratz Co., New York, as representative, and former salesman at WWR, New York, has been named assistant to Bernard J. Proctor, radio director of Biow Co., New York agency.

HERS ADVERTISING announces removal from 30 Rockefeller Plaza, New York to 221 W. 57th St.

JANE E. SCOTT, former radio producer of Lord & Thomas, Chicago, has joined the New York office of William Morris Agency as a supervisor of radio scripts.

**SPEED**
Shown above is the nerve center of INS, over which more than 1,000,000 words a day are distributed with lightning speed and accuracy.

**INTERNATIONAL NEWS SERVICE**
H. M. Tedman Appointed To Head Gibbons Agency

HARRY M. TEDMAN has been appointed vice-president and general manager of J. J. Gibbons Ltd., Canadian agency with main offices at Toronto. He assumes his new post in a reorganization following the recent death of J. J. Gibbons [Broadcasting, Feb. 9]. Mrs. Gibbons becomes president under the new arrangement. Other officers are Walter H. Hoare, secretary-treasurer, Toronto; Harold M. Reid, vice-president, Montreal; Gordon E. Hunter, vice-president, Winnipeg; Ewart G. McPherson, vice-president, Regina; Reg. G. Smith, vice-president, Calgary; D. N. Crawford, vice-president, Vancouver. New directors are Ralph A. Barford and R. B. Patterson, and the vice-president at Toronto is R. A. Stapelos. Mr. Tedman started as office boy with the Canadian Adv. Agency, with which J. J. Gibbons was also associated and, after five years in England, returned to Canada to found his own business, joining J. J. Gibbons in the agency business shortly thereafter.

WGAR Salary Boost

SALARY increases of 10% for staff members and 5% for officers of WGAR, Cleveland, were announced last week by John F. Patt, vice-president and general manager. Increases are retroactive to Jan. 1. Salaries were raised, it was explained, in view of the rising cost of living. G. A. Richards, WGAR president, in a message to Mr. Patt suggested that a portion of the raise be allotted to employes for the purchase of defense bonds in addition to the amount already subscribed in the WGAR Payroll Savings Plan.

WJR Defense Raises

BLANKET salary increase of 10% to 125 staff members, retroactive to Jan. 1, was announced last week by Leo J. Fitzpatrick, vice-president and general manager of WJR, Detroit. Five percent of the raise will be in cash, the other 5% in defense bonds. WJR was one of the pioneer stations to subscribe 100% for defense bonds; the practice has been instituted last May as a voluntary payroll deduction plan. The new plan replaces the old one.

CKLN, Nelson, B. C., has been assigned to 1240 kc. with 250 watts.

FOR COVERAGE FOR QUALITY FOR RESULTS

USE POWERFUL . . .

LAWRENCE, KANSAS

5000 Watts • 680 Kc.

C. B. S.

National Representatives

THE KATZ AGENCY, INC.

Studio Notes

WGSC, Charleston, S. C., has started a weekly series of mystery plays produced by Charles McLean, WGSC program director, and cast to the dubbing party at the station's new studio on the dock street theatre. The show is assigned to the Naval Supply Corps at Charleston, does the directing.

KSU, Huntsville, Tex., April 30. Completing the station's expansion program was the installation of a transmitter on the Walker County Fairgrounds, downtown studios as well as on the campus of Sam Houston State College will also be maintained with a studio and business office at the new location.

REDUCING entire personnel and resources to the "greater needs of our nation at war." KPWB, Hollywood, observed its 17th anniversary, March 19, with a one-hour program of music, drama and speeches. Program theme was "A Call to Serve." Radio and Slim sax are combined to present speeches by military authorities and service organization heads. Manny the program manager, also interviewed the station's program manager, was adjudged winner last summer.

FM receiving sets have been installed in one high and four grade schools of Chicago and are being used in the classrooms to supplement regular courses. Plans are being completed for installation of WREB, FM station at the Broadmoore School. Programs of WBCD, Chicago, are recommended for student listening in a bulletin prepared by the Radio Council.

WINX, Washington, through a tieup with the National Symphony Orchestra, is presenting an hour of symphonic music five nights weekly on Sunday evening. Series follows a set format—soloist concert on Monday; pops, Tuesday; symphony, Wednesday; modern, Thursday; variety, Friday; all request, Sunday after the advance list. The programs are mailed to listeners upon request.

WGBI, Scranton, Pa., for the second consecutive year is broadcasting an original religious series by the radio technique class of Marywood College. Catholic girls school. Programs dramatize the lives of famous women saints with scripts prepared by the students and produced by John Gollner, WGBI production manager and instructor of radio at the college.

WIBG, Glenside, Pa., with new studios now under construction at a central city site in Philadelphia, will move its broadcasting activities from suburban Glenside to city location about June 1, the station announces.

KOMA, Oklahoma City, and KTUL, Tulsa, each week originate a competitive quiz between the sponsoring Jazzy Jewelry Stores branches in the two cities. Program is switched between the two stations as a hobby feed with listeners submitting the questions to be asked.

WSB, Atlanta, recently broadcast the first statewide meeting by radio of the Georgia Agrarian Council. Talks were broadcast by council leaders, who had been invited to assembled remote units. Station reports that over 110 county mass meetings heard the special program which was directed by Bill Price, WSB news director.

Huge 20th Birthday Fete Given by KGW, Portland

MARKING its 20th anniversary March 22, KGW, Portland, Ore., celebrated that date with a birthday party in the local Masonic Temple attended by 2,000.

Heading the list of radio dignitaries present was Sidney Strotz, NBC vice-president. The entire staff of KGW took part in the entertainment with a special cut-in from Hollywood so that several ex-KGW employers might air their congratulations. Part of the two-hour show was broadcast and fed to NBC.

CANADA IMPOSING GASOLINE RATIONS

Canadian broadcasters will receive no more and likely some 10% less of the gasoline consumed last year for automobile travel between station, studios and home for remote broadcasts and for mobile units, according to rulings made by the Oil Controller for Canada at the request of the Canadian Assn. of Broadcasters.

Gasoline rationing by coupon books starts in most of Canada April 1, and broadcasting stations were not listed among the categories on the coupon book application forms, necessitating a special ruling.

Most broadcast operations involving the use of a car come under the same category as newspaper reporters and press photographers under the ruling, who receive under Category C a maximum of 168 to 216 coupon units per year, depending on make of car, with each coupon to be worth four gallons at the start of the rationing period, and liable to be revised downward as necessitated by gaso-

Under the ruling given the CAB, stations operating mobile units will remain under the commercial category, which allows for purchase of as much gasoline as required, but is limited to the amount used in 1941, with certain exceptions.

FRAENKENBERGERS . . . for over 82 years West Virginia's Finest Store for Men and Boys, uses fifteen minutes each evening, Monday through Saturday, over WCHS, Charleston, West Virginia, North Carolina, "The Sport Page of the Air," conducted by Ken Given, ace WCHS sports reporter and analyst, keeps men and boys interested not only in sports but in good clothing as well. Of course, they buy the clothing at Frankenbergs.

March 30, 1942 • Page 51
**HIGHLIGHTS**

**Hitler Disc Series**

**EDITOR, BROADCASTING:**

**Broadcasting Magazine** (March 16 issue) inadvertently published a notice to the effect that OEM was underwriting a transcription series prepared by the Brinckerhoff Studios entitled *Humanity Against Adolf Hitler.*

This is to inform you that OEM has not given approval to the Brinckerhoff series. The OEM Radio Section is distributing a transcription series called *You Can’t Do Business With Hitler* and it is, of course, important that the Brinckerhoff series not be confused with it.

We are sorry that Broadcasting Magazine was misinformed, and we hope that the stations requesting the Brinckerhoff series through the Office for Emergency Management and the Office of Facts & Figures, will direct their requests in the future directly to the Brinckerhoff Studios.

Thank you for your cooperation.

ROBERT W. HORTON, Director of Information, Office for Emergency Management, Washington

March 25

**The Other Fellow’s VIEWPOINT**

**Fibber, Bob Hope Tops in Milwaukee**

Skelton Draws Heavy Vote in Station-Newspaper Ballot

**COMPLETING** its 12th annual radio poll, the Milwaukee Journal, operating WTMJ and W55M, announces new champion in event of the 22 divisions in which listeners voted. Thousands of ballots were received from its readers in Wisconsin, Michigan, Minnesota, Iowa, Illinois and Florida.

As in 1941, Fibber McGee & Molly was voted the favorite all-around show, but by stiff competition, and the pair lost its comedy crown to Bob Hope. Red Skelton ran a close third in both the favorite program and favorite comedic races. A few more votes would have won Skelton both contests. However, he won the competition for outstanding star practically without opposition.

**Other Favorites**

Ginny Simms was voted the most popular girl singer, displacing Judy Garland, and Walter Winchell outdistanced H. V. Kaltenborn in the voting for favorite news commentator. *I Love a Mystery* ousted One Man’s Family as the favorite serial. In the popular song and favorite master of ceremonies competitions, Bing Crosby won by a wide margin.

For the fourth consecutive year, Kay Kyser won in the dance orchestra division, with Glenn Miller, who ran fourth in 1941, a close runner-up. Kay also won the quiz program vote, but by a small lead over Ralph Edward’s *Truth or Consequences.*

Both Nelson Eddy and Jeanette MacDonald piled up large totals to win in the favorite concert singer-races. For the fifth consecutive year Russ Winnie of WTMJ was voted the favorite sports announcer and Nancy Grey, also of WTMJ, remained the best-known woman commentator.

Don Wilson of NBC repeated as most popular studio announcer by a small margin over Paul Bosse, of the others. WTMJ’s Bob Heiss beat out Ken Carpenter in the race for third, and Bill Evans of WTMJ kept fifth place. The Ford Sunday Evening Hour maintained its place as the best liked program of concert music. Radio Theatre again led the dramatic division, the Andrews Sisters again won first place as a harmony team, and The Lone Ranger remained the favorite children’s program.

Between a third and a half of all those voting expressed dislike of sobby serials. Don Ameche was voted the personality most wanted back, and Those We Love was voted the program most missed.

**BROADCASTING** - Broadcast Advertising
SEVENTEEN years ago Harry M. Warner, Jack L. Warner, Major Albert Warner and the late Sam Warner dedicated KFWB to the service of the community. Backed by the resources of the world's largest motion picture studios, operated by men with showmanship talent, KFWB became a powerful influence in West Coast broadcasting.

With keen appreciation of its public responsibility KFWB gave many an unknown his chance ... Bing Crosby, Bob Burns, Boswell Sisters, Kings Men, Burns and Allen, and many, many others cut their radio teeth on KFWB's mikes.

In the interest of public service KFWB presented for 16 years an uninterrupted flow of fine entertainment. Even during the recent Ascap-Radio Broadcasters dispute, the public turned to KFWB for the songs they wanted to hear; all the songs, all the works of the great artists and composers in the catalogs of Harms, Witmark, Remick and other Ascap members.

Through such public service KFWB earned the unbounded confidence of listeners in Southern California's billion dollar market—confidence which brought unusual results for advertisers local and national.

Now in this emergency KFWB re-dedicates itself and its resources to the service of the nation, with the full cooperation of its advertisers, who, in these critical times appreciate the importance of unity of spirit, unity of purpose and unity of action on the home front. America! ... Join us in this Spirit!
Big New York Campaign Is Placed by Edelbrau
WITH RADIO as the main factor in the largest advertising campaign in its history, Edelbrau Brewery, Brooklyn, in April will start a 26-week campaign on three New York independent stations, the programs to be supervised by S. G. Alexander, media and radio director and recently appointed vice-president of Weiss & Geller, New York agency.

Two programs will be used on WHN, starting April 13, the Sports Final commentary by Marty Glickman, daily at 10:45 p.m. and Can-teen Society, six-weekly variety program. On WMAA, Edelbrau will use Five Star Final, a half-hour Sunday show, but shifting to a quarter-hour series when the company starts its sponsorship April 20. On May 4 Edelbrau will take over the six-weekly 7:30-8 p.m. program on WNEW as well as the six-weekly Dance Parade of recorded music, 10:15-10:30 p.m.

KEEPING THEM OUT OF JAIL
New York Judge Says Broadcasts Are Big Factor
In Reducing Juvenile Delinquency

By JUSTICE STEPHEN S. JACKSON
Director, New York Bureau for Prevention of Juvenile Delinquency

EVERY broadcaster knows that a program based on material of wide public interest will nevertheless fail to attract listeners if it is not "good radio." This means that not only its theme but also its presentation must catch the imagination. A broadcast without listeners benefits no one. For this reason, the Bureau of which I am director, has from the outset avoided the old patterns of long speeches and drab interviews in its educational radio programs and has experimented rather with different methods of gaining an audience.

Teaching the Public

The Bureau for the Prevention of Juvenile Delinquency was established by Mayor F. H. LaGuardia as an adjunct of the Domestic Re- lations Court in New York City, in June, 1940. Much of our work thus far has involved educating the public, and we have relied to a considerable extent upon radio.

Through our broadcasts we have appealed to the youngsters to cooperate in our various campaigns. Further, we have tried to suggest some of the methods by which adults—and particularly parents—might help prevent delinquency. Finally, and most important in the long run, we have had the task of educating the public to the fact that delinquency can be prevented.

Why Children Come to Court, the first series which the bureau presented, dramatized some of the outstanding contributing causes of delinquency. Typical cases were taken directly from the records of the Children's Court, a rich storehouse of dramatic material. The identity of the individuals was protected, of course. Following the dramatization, we introduced each week a guest expert, who analyzed the case.

In the second series, Preventing Delinquency, we offered what we called a "dramatized directory" of some of the most important agen- cies extended its broadcast prevention. Here, too, we combined the dramatization of typical cases with the presentation of guest speakers at the close; in this case, executives of the agencies described. The two series ran for 26 weeks.

In Demand Elsewhere

The bureau has presented other types of radio programs. Last spring we encouraged public participation in our Student Editor's Column series, by inviting the young editors of school newspapers to read their editorials on the weekly program. More recently, to combat false fire alarms, we presented a half-hour dramatic show, in which the leading players were a Broadway actress and the mayor.

With the exception of a few isolated broadcasts, all our programs have been heard on New York City's station WNYC. Much of the material can easily be adapted to other cities throughout the country, and some of our programs might well be presented nationally. Indeed, we have had a number of requests for our scripts, to be re-broadcast elsewhere.

The bureau is constantly reevaluating its radio techniques. We don't know whether our next series will be directed to children or to adults, whether or not we will use guest speakers, or even whether the programs will be 15 minutes or a half-hour long. We do know, however, that to the best of our ability, it will be "good radio".

Falstaff Serial

FALSTAFF BREWING Co., St. Louis, has placed Justice Rides the Range, adult western serial, five times a week on WPAI-WBAP, WWOI-KVOO-WKNM-WBFB, WKY-WWL-WREC-WDWS-WJOY-WTXA-WCAZ KFVS-WKOS-WMHB-WKOC-KDRO-WTGO. Agency is Blackett-Sample-Hummert, Chicago.

Patriotic Disc Sponsors

BRISBACHER, DAVIS & STAFF, San Francisco, handling A Toast to America's Allies, transcribed five-minute patriotic program, announced the show will go on eastern stations sponsored by: The Atlantic Co., Nor- folk; on WOR, New York; on WBAP, Fort Worth; on WJAS, Pittsburgh; on WSPY, Scranton; on WCOV, Cleveland; on WROD, San Francisco; on WTOP, Washington; on KJOX, St. Louis; on KOOS, Twin Cities; on KMER, ITC; on WTCH, Cleveland; on WOAC, Philadelphia; on WHB, Pittsburgh; on WJBL, Buffalo; on WJOY, San Francisco; on WSTE, New York. This broadcast is being handled by 15 advertisers, and 100 additional stations have picked up the show. The broadcast is sponsored by Atlantic, and is transmitted by three networks to two nights, seven nights weekly.

Page 54 • March 30, 1942

BROADCASTING • Broadcast Advertising
CONGRESS PROBE
(Continued from page 24)
formally recess over the Easter holidays but will meet each day and promptly adjourn, by consent. This would mean that committees would continue their scheduled functions but no legislation would pass through either House.

Will Call Bar Group
First witnesses to be called by the Lea Committee will be officers of the Federal Communications Bar Assn., which has endorsed the Sanders Bill, introduced by Rep. Jared Y. Sanders (D-La.). Both NBC and CBS already have announced plans to appear before the committee and the NAB was authorized by its board of directors at the meeting in New York March 19-20 to designate a committee to handle presentation of the industry case. Special counsel may be retained by the NAB for that purpose, under the direction of President Neville Miller.

Chairman Lea has indicated that representatives of the FCC will be called, as well as representatives of other groups identified with radio and possibly communications. In addition to the major networks and the NAB, it is presumed that representatives of Broadcasters’ Victory Council and the Newspaper-Radio Committee, among others, also may be called.

The committee’s agenda, however, has not yet been devised. Hearings will be before the full committee of 25 members, rather than a subcommittee. It is estimated the hearings may run two weeks to a month, from about 10 a.m. to noon.

NEW GUNTER QUIZ
GUNTER’S BEER BREWING Co., on March 30 begins Quizies, a novel program, combining quiz poker as a “home game” over WFBR, Baltimore. Families are invited to get out the poker chips or matchsticks and join in the game. As played at the studio the quizie game does not interfere with the home going on at the time since those at home must answer each quizie question before a gong is struck whereas the studio players must wait until after the gong to respond. A copyrighted feature of the H. E. Hudgins Co., it will be heard as a regular feature each Monday and Friday evening.

NBD Recording Contracts
SIX STATIONS have signed new contracts and one renewal with the NBC Radio Recording Division. New subscribers to Sam Cuff’s Face the War, three-weekly feature are WDFD, Flint; WENY, Elmira, N.Y.; WITH, Baltimore. A renewal from KEX, Portland, brings the total of stations carrying this program to 21. Getting the Most Out of Life, currently on 26 stations, gains WPEN, Fort Smith, Ark. WNBW, Birmingham, has contracted for Hollywood Headlines, bringing the station total to 33. Let’s Take a Look in Your Mirror, now running on eight stations, has signed contracts with KEX, Portland, and WIBX, Utica.

WCHS BOND GIRLS
Dozen High School Lassies Harass For Sales

A STRICTLY feminine campaign on behalf of defense bond and stamp sales was recently staged by WCHS, Charleston, key station of the West Virginia Network. The idea, developed by Howard L. Cher- noff, managing director of the network, has been circulated nationally to station managers.

Twelve attractive young ladies from two local high schools, arrayed in smart uniforms with a naval motif and bearing a small sign “I Sell Defense Bonds and Stamps,” were turned loose in downtown Charleston. They were given instructions to solicit and actually pest everyone on the streets, in offices, restaurants and hotels in an intensive effort to sell bonds and stamps.

The workers were divided into groups of six from schools which were athletic competitors. Then to add more incentive, WCHS offered prizes to the six girls doing the best selling job. First prize was a $25 bond. Headquarters were set up in the downtown area and manned by the mothers of the youthful salesladies.

In 12 days, working after school and on Saturdays for approximately 30 hours, the girls chalked up a total of $80,000 for Uncle Sam’s war chest. WCHS promoted the drive with five-second transmitted spot announcements and several broadcasts from the head- quarters.

G. W. (Johnny) JOHNSTONE, di- rector of news and special features for the West Virginia Network, on March 23 celebrated his 20th year in broadcasting. Connected with the radio business itself since 1910, Mr. Johnstone entered the broadcasting field in 1925 when he became an engineer for WEAF, New York, at that time located at 190 Broadway and now the key New York outlet of NBC.

From 6 to 9 He’s on the Firing Line
He’s the prize audience grabber in radio. If you don’t believe it, check the record. With platters and pitter he battles the four networks... and “blitzes” all the rest. Nightly from 6 to 9 he bites a larger chunk out of the area’s radio audience at a lower cost per listener, at our present low rates, than any other program on the air. If you have a sales sore spot in your listening area... Metropolitan New York, Northern New Jersey, nearby Connecticut... add Courtney to your sales staff and watch sales soar.

*THE PULSE OF NEW YORK SURVEY FOR JANUARY 2-14, 1942

The Pulse of New York Survey is the only 100% redstick for the measurement of radio audiences. Other surveys take their “samples” exclusively by telephone interviews. Figures* show that 62.70% of the homes in the Metropolitan area do not have telephones. A survey among telephone homes only, therefore, disregards almost two-thirds of the radio homes. Obviously, this two-thirds represents the bulk of buying power in popular priced items. The Pulse of New York taking its “samples” from a cross-section of radio homes... of which only about 40% have telephones... thereby gives a more correct evaluation of radio program preferences than surveys obtained exclusively from telephone interviews.

11. Y. Telephone Company Survey
A representative from WOV, with authentic facts and figures, would be very glad to prove this conclusion.

WOV....FOR VICTORY
5000 Watts 1280 On Your Dial 730 Fifth Ave., N. Y. Circle 5-2979

March 30, 1942 • Page 55
WGRC Meets AFM's Demands; WSIX Confers on Settlement

Yielding to union demands, WGRC, Louisville, last week signed a contract with AFM Local 11, ending a wage dispute that, along with another musicians' dispute at WSIX, Nashville, had stimulated James C. Petrillo, AFM president, to yank all remote band pickups off MBS and to threaten to pull all stations on the network's commercial and sustaining shows unless a settlement was reached [Broadcasting, March 29].

As Broadcasting went to press, Jack Draughon, general manager of WSIX, was in Chicago confering with MBS officials and it was said that the dispute involving the employment of more musicians at the station would probably be settled over the weekend.

The WGRC contract, retroactive to Sept. 1, and signed by Steve Czader, general manager, provides for a reduction of playing hours of the station's six musicians from six to three per week at the same weekly salary of $27.50. Salary of the leader has been raised $3.50 per week to $38.50.

The dispute with the musicians' locals has raised anew legality of the issues involving the individual stations, the union and the network. MBS General Manager Fred Weber was in Chicago during the week for intermittent conferences with MBS President W. E. Marland and Wayne Martin, MBS attorney, to discuss legal aspects of the AFM disputes as they affect Mutual. Mr. Petrillo was also in Chicago during the week, but neither he nor Mr. Weber had any comment to make.

The AFM local in Louisville asked WHAS for a new contract and settlement was reached without trouble, the new deal giving $5 more a week to the 11 musicians and leader.

WARM, MBS outlet in Scranton, has been in negotiations with the AFM local in that city which has charged the station with failing to expend as much for musicians as WARM agreed to do in a two-year contract signed in July, 1940. Dale Robertson, commercial manager, confered with AFM officials in the New York headquarters early last week.

As Broadcasting went to press the national AFM office in New York had received no word from Scranton regarding the outcome of the meeting.

Net Changes
(Continued from page 12)

KOA, Denver, licensed to NBC. The contract, it was reported, carries the proviso that if any changes occur in the station facilities affecting power, wavelength or time of operation, making it a less desirable outlet, will constitute grounds for cancellation. Thus, it was presumed that should NBC win in the current litigation against the clear channel break-down, KOA and WHDH thereby be returned to daytime operation, the affiliation will be cancelled.

Pending Litigation

The NBC-KOA litigation is now pending in the Court of Appeals for the District of Columbia, involving the question of adequate hearing and notice, which NBC claims was denied it, as well as the right of the Court of Appeals to issue stay.

With the complete separation of the networks, however, BLUE officials evidently felt they were no longer bound to take into account the demands of WOR and WHDH. The fact that a contract has been entered with WHDH is outstanding proof of the complete independence of the networks, BLUE officials said.

In addition to the WHDH assignment on 850 kc., the FCC recently granted WJW, Akron, a modification to operate on that frequency with 5,000 watts fulltime at a point about equidistant between Akron and Cleveland. It was pointed out at that time that the power increase was largely for the purpose of providing another primary service in the Cleveland area.

New Staley Series

A. E. Staley MFG. Co., Decatur, Ill. (starch), has placed a new quarter-hour transcription service, Sugar Stayer, on CBS, WTAM on NBC, and WHK as both MBS and BLUE. WHK, however, is scheduled to switch to MBS the fall, and if things stand now the BLUE would be left without a fulltime outlet.

New York Extends Video for Defense

Scope of Air Raid Lessons

Covers Course for Public

WIDELY expanding the scope of the air raid training instruction which WBNY, New York television station of NBC, is presenting in cooperation with the New York City Police Department defense officials and the Office of Civilian Defense, the station announced last week that beginning April 6 it will repeat the six-week course of instruction for air raid wardens.

Each lesson is telecast 18 times a week so that it may be seen by as many wardens as possible and two new series for light rescue squads and fire watchers will be started. In addition WBNY will begin a six-week course of education for the general public in the proper behavior during blackouts and air raids.

Record Audience

This latter series, comprising six one-hour episodes which will be presented Friday afternoons and repeatedly during the week, beginning April 10, will be witnessed by probably the largest audience which has ever seen any television program. The Police Department is calling on wardens and requesting them to accommodate a minimum of 15 persons for each telecast. More than 1,000 privateowners of television sets in New York City are being polled by the police, insuring a minimum audience of 30,000 for each episode of the series through these sets alone.

In addition to the persons looking in on other private sets or on receivers in taverns and restaurants in the New York area, the series will also be seen and heard in the Connecticut and Philadelphia areas, where they will be picked up and rebroadcast by television stations WRGB and WPTZ, respectively.

This series of public instruction will be presented in dramatic form, with the title The City Awakes, and will portray the reaction of a typical New York family and its friends to America's war efforts and defense activities. Programs are written and directed by Warren Wade, Thomas Lyney Riley and Martin Jones of the NBC production staff and supervised by Noran E. Kersta, director of the network's television department.

PURSUANT to Order 78, the newspaper-ownership order, the application of Howard R. Imboden, publisher of the Paloski (Va.) Southwest Times, for the license on WCHS, 1230 kc., has been ordered placed in the pending file.
In Support of Spot Announcements

Efficient Technique Necessary for Success

SPORT announcements are worth their weight in gold! So states Mr. Blatberg, who takes issue with the opinion of George Glevis, publicity director of The New Boston Store, Utica, N. Y., writing in the Feb. 2 BROADCASTING that spot announcements are "more spots". Blatberg maintains that the $50 odd spot announcements of KFPY each week.

By HAROLD BRATSBerg
Continuity Editor
KFPY, Spokane

GEORGE GLEVIS, publicity director of The New Boston Store, Utica, is right—but Spot announcements can be worth their weight in gold!

His store's concentration on five-minute dramas to the exclusion of spot announcements is beginning to pay dividends, he reports [BROADCASTING, Feb. 2].

On the other hand, thousands of other stores everywhere, including KFPY's ten-year veterans, have been receiving dividends for years by the use of spots.

Evil of Blatancy

"Anyone who has studied psychological reaction," Mr. Glevis declares, "will agree that the prospective customer shudders at the machine-gun blatancy of a commercial which utterly disregards the factor of emotional adjustment." So do we.

Our own 16 highly-successful, locally sponsored five-minute shows each week prove that. Not to mention CBS' Elmer Davis and Ginny Simms, which we release, plus our many participation announcements. But do so our 350 odd commercial spot announcements weekly. Spot announcements DO NOT have to be guilty of machine gun blatancy nor of utter disregard for the factor of emotional adjustment.

"Radio listeners," Mr. Glevis observes, "belong to the 'sugar-coated pill' type. They are willing to take their medicine if you take away the bad taste." Without discussing the taste, good or bad, of a five-minute dramatic lead-in to a commercial here's one way to suggest that the pill when it comes to spot announcements: Win the intelligent cooperation of all three departments—sales, writing, announcing.

Radio time salesmen have the job of educating advertisers to the fact that a radio announcer is, in fact, the sponsor's salesman.

Four Basic Rules

Just because he speaks to a microphone, instead of to an individual in the flesh, the sponsor should not expect the announcer to forget the fundamentals of good salesmanship. When a customer walks into the sponsor's store, the sales people on the floor don't rush and shout at him or try to sell him everything in the store in thirty seconds. Why should the announcer be expected to?

Radio copy writers must know what price four principles four.

(a) Get all possible facts about the product, including the sponsor's pet phrases and slogans; (b) determine who can logically be expected to buy; (c) determine what stimuli will cause those prospects to take the desired action; (4) organize the copy so as to (a) attract attention; (b) arouse interest and create desire; (c) create conviction; and (d) get action.

Announcers who are successful will strike a happy medium between blandness and intimacy. They're dignified, yet friendly. They realize they're not yelling at a huge crowd of disinterested human beings assembled against their will for 30 up-interlaced with one line (not with, why kid yourself?) of the average individual receiver audience of one, two or possibly three or four persons who are selected by the copy itself as logical prospects for the sponsor's product. These persons' hearing is perfectly normal. Their average intelligence is well above average and, their reactions to specific psychological stimuli are predictable.

Some Examples

That's why announcements, such as the following, do produce results: "(pause) Going to a party? Every man who wants to dance with you if you're wearing one of the new spring formal—just arrived at Blanks. Brilliant colors! Fascinating styles! And only 9.95. See these new spring formal today at Blanks Department Store." (Pause.) Only 44 words!

Pauses before and after, equivalent to white space in printed copy, and the logical organization of the message—attention, interest, conviction action—combined with intelligent interpretation by a skilled announcer do take into consideration the factor of emotional adjustment sufficiently to take away the bad taste and give the spot its sugar-coating.

Results are commensurate with the number of prospective buyers commanded by the station at the moment, when spot announcements are supported by an understanding of both product and market by the time salesman; by the writer; and by the announcer.

True, spot announcements ARE hard to write and announce, but they're worth their weight in gold!

Wire Fence Series

TENNESSEE COAL & Iron Co., Birmingham, a subsidiary of U. S. Steel Co., despite priorities on steel products, is going ahead with its spring radio campaign for wire fences [BROADCASTING, Feb. 21], and on March 30 starts three quarter-hours weekly of news and farm reports on six stations south of the Mason-Dixon Line. Programs are presented in the early morning or noon hours to reach farmers. Agency in charge is BBDO, New York.

New Manager for WPAR

APPOINTMENT of George H. Clinton as manager of WPAR, Parkersburg, W. Va., was announced last week by Howard Chernew, managing director of West Virginia Network. Although comparatively new to radio, Mr. Clinton, a native of Parkersburg, has had advertising and sales experience in newspaper work.

Exclusive Derby Rights Are Acquired by CBS

CBS ANNOUNCED last Friday that it had renewed its contract for exclusive broadcasting rights to the Kentucky Derby for an additional three years, 1945-1946. This classic has been broadcast exclusively by CBS each year since 1935 with the exception of 1937. This year's race, on May 2, will be broadcast 6:15-6:45 p.m. over a coast-to-coast network sponsored by Gillette Safety Razor Co., Boston, with Clem McCarthy describing the race and Ted Husing handling color. Maxon Inc., New York, handles the Gillette account.

Insurance Series

BENEFICIAL Casualty Insurance Co., Los Angeles, in a West Coast campaign which started in early March, is currently sponsoring on a staggered schedule, two five-minute transcribed programs titled Dangerously They Live, portraying unique and dangerous occupations, and News Behind the Headlines, dramatized news stories. Station list includes KMPC KFWB KFRC KOMO KJKR KFl.

First on all Puerto Rico

Dials is Station WIAC on

580 Kc. 5000 Watts

First in news services with Associated Press

First completely and modernly equipped by RCA

WIAC

Box 4504 San Juan, P. R.
Control of WGCM Is Sold by Ewing  
West Sells Entire Holding Of WTMV Stock to French  
AUTORIZATIONs for the relinquishment of the control of WGCM, Gulfport, Miss., by P. K. Ewing and the transfer of control of WTMV, East St. Louis, III., were announced last week by the FCC.  
At WGCM, Mr. Ewing, who is manager of WDSU, New Orleans, and owner also of WGRM, Green-wood, Miss., and WMIS, Natchez, Miss., is selling all of the outstanding stock of the licensee corporation to Hugh and William Eugene Jones, brothers. The James O. Jones Adv. Co. of New Orleans. Sales price is reported by the FCC to be $17,500. WGCM is on 1240 kc. with 250 watts.

West Sells Interest  
The WTMV deal involves the sale by William H. West, majority stockholder, of his entire 62.8% interest to Carlin S. French. Mr. French already held 36.2% of the WTMV stock. Consideration to Mr. West is $14,826, according to the FCC. Deal also releases Mr. West from a $39,844 note of Messrs. West and French held by a director, Lester E. Cox, also a stockholder in KWTO-KGBX, Spring-field, Mo. WTMV is assigned to 1490 kc. with 150 watts.

The Commission approved the routine assignment of license of the Brown County Broadcasting Co., licensee of KBWD, Brown-wood, Tex., as a partnership, to a corporation of the same name. Principals are Wendell Mayes, Joe N. Weatherby, B. P. Bludworth and J. S. McBeath. KBWD is on 1380 kc. with 600 watts.

PTC Orders  
DR. PETER FAHRNEY & SONS Co., Chicago, has agreed to Federal Trade Commission stipulation to cease making certain claims regarding its products. Dr. Forest's Training Inc., Chicago, has been ordered to cease making certain claims regarding its television or electronics courses until "the commercial development of television advances sufficiently to assure such possibilities".

THROUGH THIS PORTAL PASS THE MOST ASTUTE ADVERTISERS IN THE WORLD.

FLO ZIEGFIELD'S famous stage-door line "Though This Portal Pass the Most Beautiful Girls in the World" is paraphrased by the sales department of WCPO, Cincinnati, in its newly-decorated offices. You can't miss this legend for the entrance faces on the reception room. In front of door are Evelyn Eppin-ger, traffic manager, and Mortimer C. Watters, general manager and originator of the idea.

Press Radio Report  
(Continued from page 11)

in its pending file all newspaper applications until the FCC deter-mines policy with respect to the whole subject of newspaper-owner-ship. He was asked whether news-paper applications would receive immediate consideration if it was shown that the stations were needed in the war effort. The chair-man said they also would have to be held up pending inquiry re-sults.

In response to inquiries of mem-bers of the House Rules Committee, considering the Cox Resolution for an investigation of the FCC and its personnel, Chairman Fly had stated that he personally had an open mind on the whole subject of newspaper ownership. He de-clared the Commission might con-sider it could issue regulations, or determine that it did not have the power to act at all, or submit recommendations to Congress for enabling legislation.

Despite the fact that the Com-mission has thrown all newspaper applications into its pending file, irrespective of the degree of own-ership. Chairman Fly said he re-garded the question involved as one that would lead to majority control of a station by interests who had majority control of a newspaper [Broadcasting, March 16-25].

Hough Calls Meeting  
Meanwhile, the Newspaper-Radio Committee, of which Harold V. Hough, WBAP-KGKO, Fort Worth, is chairman, has called a meeting of its membership in New York on April 20, during the annual meeting of the American Newspaper Publishers Assn. In a notice to stations in the group last week, Mr. Hough pointed out that at the conclusion of the hearings, coun-cel will not take the committee's points involved and since the pro-tracted hearings covered 3,600 pages of testimony and the intro-duction of 400 exhibits. These will require careful summarization, he said.

In asking publisher-broadcasters to attend the April 20 session at the Waldorf-Astoria, Mr. Hough said there are "many important prob-lems which still lie ahead". He said there will be a discussion of the further action which is necessary to protect newspaper interests in radio and a re-port on the committee's activi-ties to date. All members of the group were earnestly requested to be present or send a representative to the meeting.

Doster Comes Back  
Famed Owner of Army Net  
In Panama Arrives  
HOMEADEL-BOUNd after three years of service in the Panama Canal Zone is Sergeant Major Clay Doster, the man who is responsible for bringing radio entertainment to the U. S. Army soldiers scattered over 500 miles of Panamanian jungle. A year ago, Doster wrote NBC, asking for the loan of "any old records lying around" to fill up the night programs of PCAN and, later, PCAG, Army radio stations in Panama. NBC responded with over a ton of its best transcribed entertainment from the Radio Rec-ordation Division and a scheduled two-way inaugural broadcast, during which the stations were named honorary affiliates of the network.

The title of "Jungle Mudders" has been bestowed on NBC officials by the soldiers in Panama. Since Dec. 7, the radio stations, which were both operated by Doster, have been used for strictly military service.

Average Day at WMCA Shown Executives Club  
A REVIEW of an average day in the schedule of WMCA, New York, was presented at the March 28 meeting of the Radio Executives Club of New York in the Hawaiian Room of the Hotel Lexington. Ar- ranged by Don Shaw, WMCA gen-eral manager, and prepared by Walter Craig, program director, the performance included high-light's in the news by Johannes Steel, Sydney Moseley, Otis T. Wingo and Tex McCrarry; music by Hazel Scott, Madge Marley, Walt Scanlon's Quartet and Joe Rines' orchestra; talks by Jimmy Powers, Mike Curtiss, commentator, and Art Green, WMCA's m.c. of recordings. Out-of-town guests included Ralph W. KRC, Greenwich, Conn.; Frank S. C.: Clark A. Luther, KFB, Wichita; A. N. Armstrong Jr., WMZM, Boston; Charles Green, WBBM, Chicago; Nicholas Pagli-ara, WEF, St. Louis; Len Nas- man, WPMJ, Youngstown; Hal R. Makelim of Hal R. Makelim Produc-tions, Chicago, and Studebaker Corp. executives—Paul G. Hoff-man, president; Mr. C. W. Fletcher, sales manager, both offi-cials of United China Relief, which WMCA is assisting on radio program.

WBZ Adds Announcers  
THREE NEW announcers, Street-er Stuart, Carlton Ide and Carl Deau, were scheduled to join WBZ-WBZA, Boston and Spring-field, March 29 according to an announcement last Thursday by W. Gordon Swan, director of the stations. Stuart transfers from WBO in Boston, where he was head of the Spanish department; Ide is from WGAS, Portland, and WKNE, Keeke, N. H., and Deau is from WGRN. The three men will also announce for the new West-inghouse FM outlet, W67B, which was scheduled to begin operation March 28.

41.9% Hear Disc Network  
TRANSCRIPTIONS serve 55,225,344 people or 41.9% of the U. S. in a year's production of 162 local stations from coast to coast, according to a survey prepared by Walter E. Burns and Associates on behalf of the network and in collabora-tion with the laboratories of disc makers of Alke Seltzer and the Wide Adv. Agency. This gives the first analysis of primary coverage in the secondary markets of the country served by the Network, a tran-scription hookup.

Broadcasting  •  Broadcast Advertising  

Page 58 • March 30, 1942
W67B, in Boston, Opened March 29
FM Outlet of Westinghouse Operates Six Hours Daily

W67B, 10,000-watt frequency modulation station, was to begin broadcasting March 29, according to C. S. Young, acting manager of Westinghouse Radio Stations of New England. The new station, with studios in the Hotel Bradford, 10 Handbook, and transmitter at Hull, Mass., operates on 46.7 mc. and will be on the air six hours daily between 3 p.m. and 9 p.m.

W67B was to inaugurate service with a simple half-hour dedication program, featuring a message from James Lawrence Fly, chairman of the FCC; string music under the direction of Ayner Bakow, and the voices of Kay Ivers, popular singer, and Elva Boyden, contralto.

The new station will be programmed entirely for FM. In announcing this, W. Gordon Swan, program director of WBZ and WBZA, who will take on the same duties for the new station, said: "We are launchingers a new station with musical features planned for the high-quality reproduction which FM makes possible. With few exceptions, the programs to be heard from FM station W67B will be heard only on FM.'"

W67B will feature a dinner concert each evening between 8:05 and 7, five minutes of news every hour on the hour, stock quotations each afternoon at 4:05, a sports program with Wendy Davis, Monday through Friday at 7:05 p.m., and a home forum program featuring Mildred Carlson each Tuesday and Thursday at 4:05 p.m.

FM station W67B is the result of over a year of experimentation and building by Westinghouse engineers. The new station, according to F. M. Sloan, chief engineer, embodies the latest principles of FM broadcasting.

SESAC announces it has acquired the exclusive performance rights to the dance music catalogue of Sterling Music Co., New York.

WENC

REPEATING the warnings of many industry leaders that a shortage of trained broadcast personnel is already acute and will become increasingly so as the war progresses, FCC Commissioner Ray W. Walker, quoting George G. S. Freeman, chief engineer, who recently returned from a trip to England, declared women of England are doing a remarkable job of filling the communications field, replacing men called to the colors.

In an address made, March 21, in Washington to the Institute on Women's Professional Relations, Mr. Wakefield quoted from the Gross' survey in England, which revealed that English women have become technicians, program directors and are "standing at the controls, serving as assistant engineers, as program managers, news directors, technical and maintenance positions".

At the Radar

As an example of women's technical proficiency it was pointed out that in England they are maintaining and operating the "radar", an example of an electronic device which, it was said, requires high technical skill [BROADCASTING, Nov. 24, 1941].

Tubos against women performing technical tasks have been removed in England, it was said, and these will also have to be eliminated here. In quoting from Mr. Gross' report on "Women and Accomplishments in Broadcasting," the Commissioner parenthetically said, "I might add that we at the FCC don't maintain quite the same taboos. At the present time we have eight lawyers who are women, approximately 10% of our legal staff". He implied that the prejudice against women would have to be removed in all fields if the war effort is to be successful.

Commissioner Wakefield pointed out that in the broadcast field women have long been active in the program side and "have distinguished themselves without help from emergency labor shortages ".

The high percentage of young men in the radio field was taken by Commissioner Wakefield as the main reason for technical training of women for replacement since the men will be constantly drained from the field to enter the armed forces. Illustrating his point, Mr. Wakefield said that "of the 5,500 qualified broadcasting engineers in the United States, 1,000 have already entered the Armed Forces—and that's just a beginning."

The technicians needed

He added that "so serious has the shortage of trained technicians become that the Commission has had to relax its requirements for some operators, to permit stations to employ operators with lesser qualifications" [BROADCASTING, March 2].

Industry realization of the great problem to be faced by technicians shortage was indicated as far back as August, 1941, Commissioner Wakefield said in recalling a meeting held by Government representatives, broadcasting industry and educational institutions to map out a technician training program.

Outcome of this, and other meetings, Commissioner Wakefield said, has resulted in the radio technician's program being financed by the U.S. Office of Education in cooperation with the NAB. "I think I can recommend," Commissioner Wakefield said, "the radio technician's training program, now proceeding under full steam, as a model for those desiring to establish similar training programs in other fields.

As previously reported in Broad- casting the technician training program has launched its first major step in its aim to train 200,000 technicians with plans already being carried out for the training of 20,000.

Syracuse Council

DESIGNED TO coordinate local war effort, Radio Victory Council of Syracuse has been organized with Robert G. Soule, vice-president of WPFL, Syracuse, as general chairman. RVC was organized, it was said, to act as a clearing house for public service programs connected with the war effort and to prevent duplication of effort. Policy Committee of the council includes R. G. Soule, P. H. Ripley, WYSR; William T. Lane, WAGE; Sherman Marshall, WOLF.

MANUFACTURE of dry cell batteries for portable radios has been prohibited in Canada as of March 31, according to the Department of Munitions & Supply, Ottawa.

GALS OF THE GAIN are these three engineers of WCHS, Charles- ton, West Va., which claims the control console championship for the trio. Seated is Emmy Lou Jackson, a fulltime operator since last August surrounded by Velva Williams (left), receptionist and switchboard operator of WCHS for the last half-dozen years, lately transferring to the control room, and Jane Trent, a new arrival.

5% Increase Is Granted By Arbitration Award

STAFF announcers at WBZ- WBZA, Westinghouse stations in Boston-Springfield, last week were awarded 5% wage increases over the previous year by an American Arbitration Assn. panel, according to information received by the headquarters. The contract also provides [BROADCASTING, March 16]. These increases, AFRA said, are in addition to the regular cost-of-living increases given all Westinghouse employees.

Will Honor DeMille

CECIL B. DE MILLIE'S 30th anniversary in the film industry will be celebrated with a radio telecast to motion pictures and radio in the western hemisphere on April 4, providing a series to promote inter-American relations. The broadcast will salute the film industry. "It's a forty years," according to Mr. DeMille, "their contributions to mass entertainment, communication and cultural exchange," in a program to be heard in North America as far as Montreal, and transmitted simultaneously to Latin America. Brief talks by prominent radio and motion picture men, including DeMille, will be picked up from New York, Buenos Aires, Vancouver, Montreal, Mexico City and Hollywood.

Dr. (W) SUN Gives You The BEST of Florida

He'll DELIVER For You!
Since 1927 Ol' Dr. (W) SUN has been the LISTENING PREFERENCE with Gulf Coast and Central Florida folks who are definitely people . . . and who are ready buyers.

TODAY, more than ever before, their satisfied customers are restricted to high quality only, a conscientious personal to serve you and his customers, a clear, interference-free signal on 620 kc, Dr. (W) SUN is a logical first line of defense for your sales.

BROADCASTING  •  Broadcast Advertising
March 30, 1942  •  Page 59
McCaw Joins Air Corps Chytł Directing KELA
J. ELROY McCAW, general manager of KELA, Centralia, on March 27 reported for active duty in the Army Air Force, as a lieutenant in the Army air force, headquarters in Washington. An engineer, Lieut. McCaw has turned over to Joe Chytł, commercial manager of KELA, the function of acting manager. Mr. McCaw on March 21 married Marian Oliver, of Centralia.

Vincent Voegele, program director of KELA, has enlisted in the Navy and reports for duty early in April. Donald Wheeler, KELA operator, has joined the Navy and is stationed at Bremerton.

Woolley Aide to Hedges
EASTON C. WOOLLEY, formerly manager of the service division of NBC's station relations department and one-time manager of WWJ, Detroit, has been appointed assistant to Williams S. Hedges, vice-president in charge of stations, Mr. Hedges announced last week. In addition to his new duties, Mr. Woolley will supervise the handling of affiliation contracts between NBC and its affiliate stations.

'Town Meeting' Tour

A SIX-WEEK Tour is planned for America's Town Meeting of the Air. Thursday night blue series conducted by George V. Denny jr., founder and moderator of the seven-year old radio forum. The first out-of-town broadcast will be in New Orleans April 9, the next in Columbus, Mo., and the following in Denver. For the first time in its history, the program will originate outside the United States. A broadcast May 7 from Ottawa at the invitation of the Women's Committee on International Relations of Canada, in cooperation with CBC.

ART GILMORE, CBS Hollywood announcer, has been signed by Warner Bros. to do the voice of President Franklin D. Roosevelt in the film 'Yankee Doodle Dandy'.

Number of Sponsors Per Program Rises, Says Witmer, Seeing Good Year for NBC

SPONSORS are progressively increasing the number of stations used on NBC, Roy C. Witmer, vice-president in charge of sales, told the NBC 'war clinic' held last Thursday and Friday in Chicago. Some 30 affiliates were represented. Mr. Witmer cited first the progressive increase in the number of stations from an average of 45 per evening program in 1936 to 77 in 1941. On daytime programs, he said, the average had increased from 29 to 54 stations per program. He attributed the increasing success of the network as a sales medium in part to the cooperation of the affiliates in providing strong local promotion improved local programming, and aggressive transmission facilities.

In commenting on the future, Mr. Witmer maintained that barring unforeseen developments 1942 ought to prove as successful as the banner year 1941 in which the network experienced a complete sell-out of available time periods. "My optimism," he said, "is based on the fact that 80% of our business comes from four industries—foods, soaps, drugs, and tobacco—and during 1942 American people are going to use as many of these products as they did in 1941.

Few Priority Worries

Although there are numerous priorities on packaging materials, all industries seem sanguine about satisfactory substitutes, he said. There are some rubber problems in connection with deliveries, but they don't appear to be serious until after 1942, he explained. NBC is fortunate in that it now has no products dominated by sugar, steel, one tire account which contains continuity of its institutional program, no automobile business, and finally, no liquid foods like soup, which seem likely to experience packaging difficulties, Mr. Witmer said, with all customers currently doing a greater gross business than last year.

"Our customers are conscious messages which the Government often feels are of more immediate importance but which are not given any consideration".

Under the new plan, however, soon to go into operation, Mr. Men- ser explained that OFF will line up the various department requests for time in order of importance, and, as acting as a clearing house, it will indicate to the broadcasting industry the projects which are to be given priority and will suggest for what length of time that priority will hold.

"For example," he explained, "during one month, 80% of air time may be given to increased industrial production, 10% to sales projects, 10% to civilian defense, while the next month the copy will be rescheduled to give first place to some other drive of immediate importance".

All network programs, Mr. Men- ser said, "will be asked to give one spot—and only one—during that month for a message which the OFF will designate. The copy will then be definite selling copy written by commercial writers and presented almost as a commercial. On the daytime five-a-week shows we ask a spot once every two weeks. It is hoped by those who have worked out the plan that it will result in the exclusion of most of the haphazard announcements for various drives.

Those who attended were: Stanley Hubbard, Ken Hance, KSTP, St. Paul; Walter J. Damm, L. W. Herzog, WTMJ, Milwaukee; B. J. Palm, Mel-Mal, Harold Fair, Woody Woods, Ralph Evans, Hale Bondurant, WHO, Des Moines; Herb Hollister, Jack Todd, KANS, Wichita; C. E. Lytle, John F. Meagher, KYSM, Mankato, Minn.; E. C. Allen, P. K. Schmidt, WIBA; Frank V. Webb, WBOO-WGLO, Fort Wayne; George M. Burbach, KSD, St. Louis; W. C. Owens, WECX, Duluth; Dean Fitzger, WDAF, Kansas City; John J. Gil- lin, WOW, Omaha; Gregory Gent- ling, KROC, Rochester; Eugene Pulliam, WIRE, Indianapolis; George M. Jackson, WBO, Terra Haute; Clarence Leich, WQB, Evansville.
Two Are Elected To ASCAP’s Board
$950,000 Quarterly Dividend Is Near All-Time Record

ONE NEW writer and one new publisher were elected to the board of directors of ASCAP in the second election participated in by the membership of the Society, as provided in the new rules of association adopted by ASCAP last year in accordance with terms of the Government consent decree. Formerly the board itself elected its members.

Big Dividend

ASCAP also announced last week that its royalty distributions for the first quarter of 1942 would total $950,000, just $60,000 short of the all-time high for a first quarter, the $1,001,000 figure set for the January-March period of 1940. Annual meeting of the Society was held last Thursday at the Ritz-Carlton Hotel, New York. Reports for the past year were given by the president and general manager, but otherwise the event was purely social.

Following meetings of John Paine, ASCAP general manager, and Herman Finkelstein of Schoenholtz & Frohlich, Argus general counsel, with the attorneys general of the States of Kansas and North Dakota, the Society has resumed operations in Kansas and has filed with the North Dakota official papers for his consideration and are now awaiting word from him.

The discussions in Kansas, it was reported, left ASCAP with the belief that it has complied with the State law and is legally able to do business within the State and it is expected that a similar condition will be found regarding the North Dakota statute.

Henderson Beats Kern

Four writer members and four publisher members, one-third of the board of 24, stood for reelection, under the rule that the complete board come up for reelection every three years. The defeat of Jerome Kern, noted composer and for many years a board member, by Ray Henderson, winner of a hot-three-way race which included Al Lewis, was one highlight of the election. The other was the tremendous vote given by writer members to ASCAP President Gene Buck. On the publisher’s side, the newcomer is Donald Gray, who replaces Walter Kramer.

Votes for winning candidates, as announced by Abel Baer, chairman of the election committee, were as follows:

Writers: Gene Buck, 43,607; Geoffrey O’Hara, 35,560; George W. Meyer, 28,372; Ray Henderson, 19,926.

Publishers: Max Dreyfus, 2,560; John O’Connor, 2,486; Donald Gray, 2,041; Jack Mills, 1,966.

FLOOD BROADCASTS
WBTA Brings Aid, Comfort
To Batavia Victims

WHEN flood waters recently inundated Batavia, N. Y., WBTA proved the public service value of radio once again. An area swamped with water and silt, blacked-out because of power failure and silenced by the absence of phone communications, WBTA served as the only means of communication for the area maintaining order and bringing aid and comfort.

At first the station went after human interest stories which were recorded for rebroadcast purposes. But the inability of any other agency to cope with the situation brought home to the station the need for instant humanitarian aid. After going through the first night, the staff was still at work the next morning dispatching boats to the homes of people unable to escape, gathering oil stoves, food, fuel, clothing and blankets and coordinating the activities of other agencies engaged in relief efforts of the American Red Cross, the American Legion, the Boy Scouts and the City Department of Public Works worked side by side with the station.

In one 24-hour period, 1,082 separate bulletins on flood conditions were broadcast. Mail from listeners and public agencies alike emphasized the value of radio as an instrument of public service in urgent aid.

EXCLUSIVE Radio Features: Toronto, representing a number of American transcription companies in Canada, has appointed H. N. Stovin, station representative, as exclusive national representative in Montreal and Winnipeg.

NCAC Opens Offices

NATIONAL CONCERT & ARTISTS Corp., formed last fall following the sales of NBC’s concert and talent divisions, has moved to its new New York headquarters at 711 Fifth Ave., and has opened offices in Chicago at the Merchandise Mart, in Hollywood at Sunset and Doheny Drive, in San Francisco at 111 Sutter St., according to Alfred H. Morton, NCAC president. Marks Levine is vice-president and director of the concert division; publicity, advertising and promotion is directed by Philip Kerby; Daniel S. Tuthill, vice-president, supervises the popular division, which includes radio activities. Quarter also have been provided at the new address for Civic Concert Service, subsidiary of NCAC, directed by O. O. Bottroff, NCAC vice-president, and S. Hurk Attractions Inc., which has special contractual arrangements with NCAC.

WWL CELEBRATES 20TH ANNIVERSARY

CELEBRATING its 20th anniversary, WWL, New Orleans, will mark the occasion with a special broadcast the evening of March 31. Program will include offerings by talent regularly heard on the station and will feature a narration tracing the history of the 50,000-watt outlet. Script, under the direction of Henry Dupre, program director, was written by Ed Hoerner.

WWL, owned by Loyola U., of New Orleans, first took the air March 30, 1922, with a special plea for school funds by the late Rev. Edward Cummings S.S.J., then president of the Jesuit school. Loyola’s interest in radio is traced back to 1907 when the Rev. Anton Kunkel S.J., a professor of physics, erected wireless equipment on the campus.

With the advent of broadcasting, the Rev. Edward T. Cassidy, S.J., with a group of amateurs built Loyola’s first station from radio odds and ends discarded from a government ship.

W. Howard Summerville is general manager of WWL and the Rev. Frank A. Caveny, S.J., is business manager. WWL operates on 370 kc.

New Record Firm

NEW RECORD manufacturing and distribution firm, with headquarters in Hollywood and New York, is being organized by Buddy G. DeSylva, executive producer of Paramount pictures, and Glenn Wallisch, owner of Hollywood Music City, retailer of phonograph records, machines, and radios; and John Mercer, songwriter. Firm expects to release its first recordings in two months. Allied Record Mfg. Co., Hollywood, and the Scranton Record Co., Scranton, Pa., will handle pressings. Wallisch was rated to be in New York this week to establish offices and line up personnel.

ALTHOUGH he failed to mention his wife’s name, Bernard Valey, CBS correspondent in Stockholm, last week cabled the network that he had just been married.
TRAFFIC

Wanted-Draft exempt, competent, copy writer-announcer. No night work. Write Box 509, BROADCASTING.

Regional Network Station-In South desires salesman with some radio experience. Box 508, BROADCASTING.


Assistant Chief Engineer-For 250 Watt station of a large chain. Must be familiar with engineering and operation of modern electronics. Salary...References. Box 337, BROADCASTING.

Salesman-Midwest 1,000 watt network station. Thirty dollars weekly guarantee, $20. commission. Excellent opportunity for steady worker. Box 306, BROADCASTING.

Combination Announcer-Technician-For transmitter and sales network station. Box 397, BROADCASTING.

Operators-announcers-There are opportunities for experienced men in major stations for combination men. Give details, experience, desired salary. Box 589, BROADCASTING.

Chief Engineer-Prefer man familiar with recent RCA equipment. At least 15 years experience in station. Will work as music director, program manager, copy writer, announcer, bookkeeper, also script writer. Box 292, BROADCASTING.

Production-program man-draft exempt-Wants immediate opening with aggressive program. Ten years experience with major stations. Formerly professional actor, director. Fine musical training. Give details, qualifications. Box 500, BROADCASTING.

Secretary-Musician-Girl available immediately. Plays piano, violin, simple violin. Three years radio work as music director, program manager, copy writer, announcer, bookkeeper, also script writer. Box 502, BROADCASTING.

Top Flight Sports man-draft exempt, de- says experience. 12 years play-by-play. Nothing under $75.00 weekly considered. Box 500, BROADCASTING.

Newscaster-News Editor Employed California. Wants Middle West station connection. Draft deferred. Box 296, BROADCASTING.

Need a REAL Salesman or Salesman.-Show me $5.000.00 yearly and up-I’ll show you in a week. Box 301, BROADCASTING.

Announcer-Writer-Three years experience in any one of all three majors, high schools. Box 295, BROADCASTING.

Production-Program Director-Promotional Manager or Personality Announcer-That can prove his worth. Has something to offer in any one of these departments. Box 296, BROADCASTING.

HARRISON-Broadcasting.

WANTED IMMEDIATELY-250 watt MSNBC station. State references, experience, draft status and salary expected. WFNC, 260 West 88th Street, New York, N. Y.

ENGINEER WANTED IMMEDIATELY-250 watt MBSB station. State references, experience, draft status and salary expected. Box 296, BROADCASTING.

TRAFFIC MANAGER-Regional station with new market. Oregon previous experience handling network and local program traffic. Full salary expected. Box 294, BROADCASTING.

Southwest Station-City ten thousand, wants announcer capable programming; draft exempt and willing to work as much as 15 hours a day...physically able to work. Box 295, BROADCASTING.

Wanted-Operator with broadcast license, experience not necessary. Write Box 290, BROADCASTING.

MAN FULLY QUALIFIED-Speaks management of small station; sales or production manager; Occasionally general announcer large station. Present work highly satisfactory, but employer has no control. Box 714, BROADCASTING.
CHINA LOOKS TO US!

—and here’s Radio’s Part of the Answer

April 11th from 9:00 to 10:00 PM a full hour program will be broadcast over the Blue Network. With production directed by Charles Martin of the Biow Agency and West Coast production by Tom Lewis of Young and Rubicam, a great array of stars and writers are lending their talents to make the program one of the biggest radio features ever to go on the air.

That’s Only Part of Radio’s Part!

Sponsors and stations throughout the country have pledged full cooperation, donating time for announcements, helping to build a tremendous audience for the program so that China’s message will be placed before the greatest number of people possible.

Stations unable to carry the network program will want to make arrangements for broadcasting a transcription of it. (For information about it write Warren Jennings, 1 East 54th Street, New York City.)

Relief for China is relief for us. Let’s make sure that radio gives for China to help China keep on giving for us!

RADIO EXECUTIVES CLUB OF NEW YORK
United China Relief Committee
Decisions . . .

MARCH II

NEW, Herman R., Detroit, Mich.—Granted continuity hearing to $3-45.


WDNC, Durham, N. C.—Denied petition to close file applic. CP; Commission on own motion continued hearing to $4-42.

On motion of W 23.

WSCC, Charleston, S. C.—Adopted order making final proposed denial for transfer control.

MARCH 24

KGNO, Dodge City, Kan.—Proposed denying CP increase night power to 400 w.


WGGM, Gulfport, Miss.—Granted consent relinquishment control by R. E. Ewing thru sale all of his station licensed to him and William Eugene Jones for $17,500.

NEW, Brown County Broadcasting Co., Waukegan, Ill.—Denied renewal of application for transfer of control to closed file applic. CP; Commission on own motion continued hearing to $4-42.

WSG, Columbus, S. C.—Granted modified license to change name to Surety Life Insurance Co.

Applications . . .

MARCH 27

KRMG, Jamestown, N. D.—Amended applic. CP to omit request for power increase, new equipment, move of transmitter and studio, requesting shift to 690 kc.

Tentative Calendar . . .

NEW, Park Cities Broadcasting Corp., Dallas, Tex.—Granted CP new station 1150 ke directional N unil.

WTBN, Minneapolis, Minn.—Granted CP new station 1110 ke 50 kw directional N & D.

NEW, James F. Hopkins Inc., Ann Arbor, Mich.—1060 ke 1 kw D.

NEW, Washington Broadcasting Co., Inc., Ann Arbor, Mich.—1650 ke 1 kw D (consolidated hearing, April 1).

WSON, Henderson, Ky.—Modified. CP 560 kc 500 w D (April 12).

New RCA Circuit

A NEW radiotelegraph circuit, connecting San Francisco and Kunning on the Burma Road in China, has been opened to public service, W. A. Winterbottom, vice-president and general manager of RCA Communications Inc., announced March 26. At the northern end of the Burma Road, it is 300 miles southeast of Chiang-kang, 500 miles from Mandalay, and was inaugurated at the request of the Chinese National Government.

KLZ’s Maps

RADIO people do listen to radio. Evidence was the recent offer of INS war world staisises to listeners by KCZ, Denver, and the almost immediate request from CJRM, Regina, Sask., for six of the maps.

Data on Radio Industry

Given in FCC Yearbook

STATISTICS covering financial and operating data of common carriers and broadcast stations for the calendar year 1940 have been released in book form by the FCC. Titled Statistics of the Communications Industry in the United States, the publication is available at the Superintendent of Documents, Government Printing Office, Washington, at 20 cents per copy.

The information is based on reports received by the Accounting, Statistical and Tariff Department of the Commission. It covers 148 stations, of which 21 are devoted to broadcast stations and networks. The first edition of this yearbook was published for 1939.

New Training Classes

Opened by Ham League

TO PROVIDE radio training for American youth soon subject to military service, local club groups of the American Radio Relay League are setting up community evening training courses in code and theory in many localities.

Already clubs in 61 cities are conducting such courses according to F. E. Handy, ARRL Communications manager. The eventual objective in all such courses will be the qualification of each student for an Amateur Class B license issued by the FCC. Although the preference is for young men from 16 to 21, applicants of any age are accepted since the necessity for trained radio operators in arms and at home is realized.

GILLINGHAM GOES TO CHEMICAL UNIT

LEAVE of absence from the FCC as its director of information during the war was conferred by George O. Gillingham last Tuesday. He is returning to his “old outfit” in the Army as captain in Chemical Warfare Service, and the suitably protected public probably will be assigned to quartermasters in Washington.

Gillingham forwarded a letter requesting leave came following the appointment, at Chairman James Lawrence Fly’s behest, of Edgar M. Jones, American newspaperman who has specialized in radio, as assistant in the office of information. Mr. Jones was to have reported last week but was detained by illness. He is on temporary appointment. As its designation is understood to have provoked considerable opposition on the ground that, with emphasis on economy in Government press activities, additional man was not needed.

Capt. Gillingham joined the FCC October 1941 after Mr. Fly had joined the Commission. He had been public relations director of the Tennessee Valley Authority, of which Mr. Fly was executive head. One of Washington’s best-known Government press relations officials, Captain Gillingham had established a distinguished newspaper career with New York and New Jersey newspapers. He was a contributor to national and international magazines. He is a former commander of the National Press Club of the American Legion.

The FCC, by unanimous vote, granted Captain Gillingham leave for the duration, and Chairman James Lawrence Fly advised him March 25 that “your absence will leave a very large hole in the Commission.”

"It is felt by all that your services have been wholly commendable and I should like to take this opportunity of paying well deserved tribute to your tact, ability and loyalty which you brought to a difficult assignment,“ the letter said.

The Captain advises me that he appreciates your motives in again entering Army service and it would not wish to stand in your way on any occasion of this nature. We shall, however, welcome your return at any time."

Reserves Will Receive Training as Technicians

FOLLOWING informal discussions held last week concerning the Radio Technician Training Program which has been launched by the NAB cooperating with the Division of Engineering Science, Management, and Personnel of the Office of Education, it was indicated that the courses may be limited to the most part to military reserves.

It was pointed out in the discussions that by having prospective trainees enroll in the reserves the problem of their induction into Selective Service before they completed their training could be eliminated. However, those sponsoring the plan have recognized the needs for replacement of technicians in essential fields such as police radio, commercial airlines, Government limited service stations, FCC and other government newly established to take care of these needs as well as those of the military.

Page 64 • March 30, 1942

BROADCASTING • Broadcast Advertising
Caution Is Advised By CBS Engineer In Promoting Raid Warning Devices

VOICING a warning that radio stations might well pass on to their listeners, E. K. Cohan, CBS director of engineering, last week was stressing the limitations and possible dangers in connection with certain radio receiving devices intended as automatic blackouts and blackout warnings. Mr. Cohan, whose remarks were prompted by advertisements currently appearing for the warning devices, pointed out the fallacies in connection with the use of these innovations, saying:

"It has come to my attention that certain radio devices are being offered for sale to the public for the purpose of blackouts and to give warning signals in the event of air raids.

Possible Dangers

"Since these particular devices depend for their operation upon a 24-hour broadcast station in the community, CBS believes it is important that the limitations and possible dangers of such devices be clearly pointed out. It is represented that so long as the carrier wave of the station remains on the air, no signal is given, but as soon as the carrier is interrupted, as it probably would be in the event of an actual raid, the cessation of the carrier wave from the transmitter would cause the alarm to operate.

"It is vitally important to point out to all prospective purchasers of such devices that it is technically and physically impossible to keep radio broadcast signals on the air waves on the air 24 hours a day, 365 days a year. From time to time there are bound to be momentary breaks due to the failure of a vacuum tube or some other technical or mechanical failure. Any such break, though it might be of only one or two seconds duration and often not perceptible from a program standpoint, is nevertheless sufficient to activate one of these devices.

"These comments do not apply to the so-called "alert receiver," which is actuated by the transmission of a tone of predetermined pitch and not by the action of the carrier wave.

Must Be Ready

"To be of maximum usefulness, any raid warning device should be ready to operate any moment of the 24-hour day. Such a device as the one described, which might operate by accident in the middle of the night if there should be a carrier break of a few seconds duration, is highly dangerous since such a false alarm could create havoc and, if nothing else, destroy the needed sleep of defense workers and air raid wardens who are on duty.

"Furthermore, frequent or even occasional false alarms would destroy confidence in the method and defeat the purpose in the use of this device. There is also the question of whether or not broadcast stations would be ordered to shut down in the event of a raid in broad daylight.

"This statement is made so that broadcasters, who are cooperating in every way with the military defense authorities, may not be unscrupulously accused of giving false air raid alarms as a result of technical or mechanical failures beyond their control."

Chinese Airmen on KTAR

KTAR, Phoenix, originated March 27 a broadcast of Chinese Air Corps cadets from the Arizona airfield where they have been trained. In a 15-minute program featuring American and Chinese officers and cadets, the33 Negro airmen, marked the first group of Chinese airmen trained under the China Lend-Lease setup. Howard Fyle supervised the program and Jackie Anderson arranged the technical details.

DON DUNPHY, MBS boxing reporter, gave his paycheque for announcing the Joe Louis-Alf Simon bout, to the Army Emergency Relief ticket fund.
Action on Government Subsidy

For Shortwave Outlets Soon

Three-Man Operating Board Urged on President;
Would Be Responsible to the DCB

WITH a three-man board proposed to administer the physical facilities and to determine rates of compensation to private operators for maintenance costs and depreciation, the proposed Government subsidy of the international shortwave stations of this country is still awaiting approval of President Roosevelt and the Budget Bureau and its final details are expected momentarily.

FCC and DCB Chairman James Lawrence Fly has completed his study of the various plans submitted by the Office of the Coordinator of Information (Donovan Committee) of the Coordinator of Inter-American Affairs (Rockefeller Committee) and has submitted his own suggestions to the President and Budget Bureau.

Operating Board

While details are a closely guarded secret, it is understood that it is now proposed to set up a three-man board with plenary powers over shortwave operation, this board to determine exactly how the Government's money should be spent on allowances to the privately-operated stations for new construction, maintenance and depreciation. The board would have nothing to do, however, with programming, which would be left to the Rockefeller and Donovan committees working in cooperation with the private operators.

This board would comprise a representative of the FCC, to the COI and the CIAA, presumably the heads of each of these agencies—Mr. Fly, Col. William Donovan and Nelson Rockefeller. However, these men may prefer to designate others to sit on the board. Mr. Fly particularly having indicated that he does not want to assume any additional duties in view of the pressure of FCC and DCB work.

In that event, it is anticipated that either one of the FCC commissions or its chief engineer, Lieut. E. K. Jett, would be named, with Nelson Poynter sitting for the Donovan Committee and Don Francisco for the Rockefeller Committee. The appointments would be made by the President.

This board would be responsible to DCB which would fix fundamental policies, leaving details to the board.

It is understood the differences over how the shortwave system should be operated—with Donovan proposing complete program control by the Government and Rockefeller proposing one big private or Government corporation operating the entire system—have not yet been resolved despite the plan now before the President [Broadcasting, Feb. 23, March 2].

MGM Drops Disc Plan

DUE TO LACK of equipment and materials, Metro-Goldwyn Mayer Studios has abandoned for the duration plans to form a subsidiary record manufacturing company [Broadcasting, Feb. 23]. Although denied by Hollywood studios officials, it is understood that the New York executives of Loew's Inc., parent organization, believe it advisable at this time to invest in the new venture. The Government order freezing radio and phonograph set manufacturing is also said to have an important bearing on shelving of the project.

LONE RANGER CORPS

General Mills Organizes Young
—Folks for Defense

RADIO as a mobilizer of youth for home front war efforts is being effectively put to work by General Mills, which is organizing a Lone Ranger Victory Corps, consisting of young fans of the Lone Ranger program sponsored by the company on MBS for Corn Kix.

At the present rate of enrollment, over 2,000,000 children are expected to join the corps. Each is given a membership card and button after submitting fingerprints, age, weight and height. Each Wednesday the loyal listeners hold a radio "pow-wow" with the Lone Ranger, and he gives the corps its orders for the week—collecting waste paper; salvaging collapsible tubes, selling defense stamps, gardening, etc.

Various Governmental defense agencies, including the WPB, realizing the energy unleashed by a youth mobilization that can be directed toward national defense, are encouraging the corps and recommending projects.

The organization of the Victory Corps follows by one week the conclusion of one of the most successful General Mills premium offers. On the Lone Ranger program, a "secret compartment" ring with insignias of Army, Navy, Air Corp, or Marines for 10 cents and a Corn Kix box top brought more than 1,500,000 replies. Blackett-Sample-Hummert, Chicago, is agency.

Boor in Hill's Post

V. J. BOOR of the advertising department of American Tobacco Co., New York, has been placed in charge of radio for the company, serving in the absence of George Washington Hill Jr., now in the Army. Acting head of American Tobacco's advertising department is Everard Meade, who replaces S. L. Weaver, on temporary leave of absence with the Office of the Coordinator of Inter-American Affairs.

Set Manufacturers Ready to Convert Types of Tubes Are Limited; RCA to Beat Deadline

WITH radio set manufacturers entering their last month of civilian production before the WPB order of March 7 for full war conversion becomes effective April 22, further indications have been given that a replacement parts program by manufacturers is extremely doubtful.

Only in tube manufacturing is some relief foreseen. A meeting of WPB officials and tube manufacturers held recently concluded that a stockpile of replacement tubes, of an uncertain amount, should be built up during the balance of the year. Tube manufacturers under the WPB's recently released RMA order were scheduled to stop war work, both for tubes and condensers. However, even this is on a week-to-week basis.

Appeals by various set manufacturers followed the WPB conversion order but few authorizations are expected to be granted companies to continue civilian manufacture until April 22, according to the RMA.

Consideration by WPB officials of a plan for a "Victory" receiving set, using a minimum of materials, is reported to have stopped along with other plans for "Victory" models of refrigerators, washing machines and other durable goods.

Falling in line with the March 7 order, the Production Board to convert radio receiver plants to full wartime conversion on April 22, the RCA Victor Division of the General Electric Co. last week announced that it had completed its first order of 20,000 transistor radio receiver tubes.

"Serves Him Right—Waving All the Flags Just to Please a Sponsor!"

They're Calling It "Victory" Week

Several stations are now calling their shows "Victory" weeks in observation of the Army-Navy week.

Spring Apple Drive

WASHINGTON State Advertising Commission, Wenatchee, now using radio spots widely, placed through the Seattle and San Francisco offices of J. Walter Thompson Co., will continue its campaign during the spring, featuring Washington State Winemaps.

Drawing by Sia Hix for Broadcasting
With a whole nation thinking, living, planning in terms of total war... with more than enough to buy, and less than enough to sell... what happens to the wants of our soldiers-at-home?

Do their established buying habits as peacetime consumers change... much... any?

Tremendously significant are the findings of a survey conducted in Washington. We quote: "Up to this writing, tires manufactured by U. S., Firestone, Goodrich, and Goodyear are moving speedily under rationing provisions while less-known tires are not moving. This demonstrates that even under rationing, people are demanding first the nationally advertised goods."

The far-reaching implications for national advertising are clear. What is true of tires may well be true of tea and coffee and soup... and the scores of other consumer products that eventually may fall under government rationing order.

The kernel is this: CONSUMER PREFERENCE IS THE FIRST PRIORITY, AND THE ONE THING GOVERNMENT CAN'T RATION.

Let our purpose be plain; we are not encouraging intensive campaigns to sell consumer goods under rationing, nor do we feel manufacturers should attempt to fight for brand name preference under rationing.

All that has gone before...

We wish merely to point out that rationing has already demonstrated what happens when consumer buying is restricted. Rationing has brought to light the basic advantages of national advertising, the long-range soundness of consistent advertising.

Thus is seen the practical application of what previously has been held by some to be theoretical assumption, with this potent conclusion:

When down-to-the-last-cent value means more than anything else, the advertised brand name makes that final all-important difference in the sale.

Watch for a more complete appraisal of this war-time advertising problem in "Consumer Preference—First Priority" to be published soon. If you are not on our mailing list, place your advance order to receive a copy.
RADIO: SPEARHEAD OF VICTORY!

Communication, swift and certain—to coordinate every unit in action—is the first requirement of modern “lightning” warfare. Radio is keyed to the demands of such communication. And, fortunately, America has the greatest radio equipment in the world... thanks to research and engineering.

R.C.A. Communications, Inc., transmits and receives messages regularly and reliably to and from more than 45 foreign countries. Equally efficient is the ship-to-shore service of Radiomarine Corporation of America. In the plants of RCA Manufacturing Company, radio equipment for military purposes is coming off the production-lines in volume—equipment that could not have been constructed in any quantity only a few short years ago! Through the National Broadcasting Company and the Blue Network, radio serves on still another front—keeping Americans unified and informed, through 55 million radio receivers!

On the overseas front, NBC operates two powerful short-wave stations—WRCA and WNBI at Bound Brook, N. J. They help to hurl America’s answer in the “war of words.” Their short-wave beams carrying authentic news, are spearheads of truth through the darkness of war. Today freedom rides America’s radio beams to all the world.

RADIO CORPORATION OF AMERICA
Radio City, New York

The Services of RCA:
RCA Manufacturing Co., Inc. • R.C.A. Communications, Inc. • Radiomarine Corporation of America
RCA Laboratories • National Broadcasting Co., Inc. • Blue Network Co., Inc. • RCA Institutes, Inc.