STANDOUT
SERVICE TO RELIGION

KLZ Denver
5,000 WATTS—560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO. AND WKY, OKLAHOMA CITY * REPRESENTED BY THE KATZ AGENCY, INC.
BIG WATTAGE

50,000 Watts

BIG COVERAGE

READY FOR ACTION

June 1st

4,860,716 POPULATION

IN 50-KW. 500 MICROVOLT SERVICE AREA OF WEST VIRGINIA EASTERN OHIO WESTERN PENNSYLVANIA

JOHN BLAIR REPRESENTS US

WWVA

WHEELING, WEST VIRGINIA
ARE AMERICANS SOLD ON RADIO?

IT seems a silly question. Do you know of anybody whom you would have to sell the idea of entertainment, education, information and culture ... free ... every day and every night?

Do you know of anyone who would say radio is a poor bargain after listening to the inspiring music of the great masters ... the living voices of the world leaders and the acting of the world’s stars in plays written by the outstanding talent of the globe ... all of this free?

We doubt it. That’s why Americans own 55,000,000 radio sets ... two sets to every American family.

So it seems that the public ... the great American public is sold on radio.

And if you were selling a product to the public ... so unanimously sold on radio, wouldn’t it at least be wise to explore, to inquire, to get the facts about this medium based on the known fact that people remember ideas better ... when they hear them?

WSM is proud to be a part of the great Fifth Estate ... America’s most powerful medium.
Sales for you right here...

WWL Daytime Coverage

You get both with:

WWL NEW ORLEANS

50,000 watts - clear channel

Thousands of miles from the Crescent City, our fan mail attests, thousands of listeners tune in the 50,000-watt clear-channel voice of WWL regularly. It's plus advertising for you, of course.

But undisputed dominance in the entire trade territory of the South's largest city is the real payoff in profits when you use . . .

The greatest selling POWER in the South's greatest city


Page 4 • April 27, 1942
Big things are happening in and around Detroit. Michigan fields, last year green with corn, have sprouted huge armament plants—one of them the largest building in the world. Production lines that carried fancy autos now roll off mighty fighting tanks. Massive bombers from a single factory soon will be completed one every hour, day and night.

These are facts which perk the ears of Mr. and Mrs. American Citizen as they listen to the radio program called F.O.B. Detroit. Originated every Saturday by WJR for 92 CBS stations, this broadcast is Detroit’s report to the nation—an authentic account direct from the lips of those men who have converted the world’s greatest automotive center into a mammoth Arsenal for Democracy.

There have been rumors that America cannot produce armaments fast enough to avert defeat, that Americans go into battle with empty hands. Radio can combat these Axis lies. Radio does combat them with word of weapons F.O.B. Detroit.
If you sell to women...

HERE'S YOUR STAR SALES GIRL!

"Let's Take a Look in Your Mirror"

It's a woman's world...if you sell food, home furnishings, drugs, cosmetics, apparel, beauty treatments or what-have-you! And it's a woman's program you need—if you're really going to sell!

Can you think of anything that fills the bill better than "Let's Take a Look in Your Mirror"? Stella Unger keeps 'em listening...with the same technique she used so effectively in "Hollywood Headliners"—the program sponsored by more than 100 sales-minded advertisers in 1941. (Still available, incidentally, in many markets...where it can be run in combination with "Let's Take a Look" or sold to another sponsor).

Every woman knows that the most effective appeal to women is the desire for personal charm. Every smart advertiser knows it. You know it. And Stella knows it, too! That's why her talks on how to discover the secrets of charm—how to find the keys to beauty, poise, self-confidence and happiness—keep women breathlessly listening!

The 156 five-minute programs in the series can be broadcast 3 to 6 times weekly. It's produced and recorded by NBC—headquarters for sales-building recorded shows. Write for presentation, rates and availability—now, while it's hot!

Betty and Bob
Outstanding dramatic program with name stars who are favorites of millions. Five quarter-hours per week for 78 weeks! (Minimum contract: 13 weeks)

The Face of the War—as seen by SAM CUFF
Keen, timely, penetrating analysis of the stories behind war headlines. Three 5-minutes per week. (Minimum contract: 13 weeks)

Who's News
Revealing, informal 5-minute chats with America's headline personalities in the arts, sciences, sports, business, music, theatre, etc. 39 programs. (Minimum contract: 39)

Getting the Most Out of Life Today with Dr. William L. Stidger
Forceful, down-to-earth philosophy every man and woman can understand and enjoy. 117 five-minute programs. (Min. contract: 39)

Time Out—with Ted Steele and Grace Albert
Bright, gay boy-and-girl songs and banter with interludes featuring "Nellie the Novachord." Twenty-six quarter-hour programs. (Min. contract: 13 programs)

Economical? Sure! NBC Recorded Programs are priced to fit limited budgets. For example, rates for the complete series of "Let's Take a Look in Your Mirror" figure less than $1 per program in El Paso, $1.68 per program in Syracuse, and $2.40 per program in Detroit...Investigate!
ROUND UP

YOUR BUSINESS

with

WPEN

PHILADELPHIA

"The Station That Sells"

5000 WATTS • 950 ON THE DIAL
Twenty years ago Robert Buechner graduated from Princeton and started work as a warehouse stock boy. Today after a highly successful career—which has included executive, merchandising, stock-brokering and radio experience—Bob Buechner has joined F&P because, to him, radio advertising is the most significant and exciting business in America.

Give a mental flash-back over the entire group of Free & Peters men, and you'll quickly realize that Bob Buechner is fairly typical of them all. Not a single one has entered radio because his Uncle Oscar was in the business, or for any other reason of that sort. Every one of us has a successful background in some kind of general business, and came to radio because radio is the one and only thing we want to do for the rest of our lives.

Feeling that way about our work and our profession, we believe we do a better job than would otherwise be conceivably possible. For our customers, our stations, and ourselves. And that's the reason we think you'll like doing business with us, here in this group of pioneer radio-station representatives.
Pooling of All Radio Equipment Discussed

Federal Officials Discuss Methods of Providing Maintenance Material

WITH THE LID clamped tight on all new or modified broadcast construction, including FM and video, because of the war's ever-growing appetite for critical materials, means are being evolved by Government war production units to keep the broadcasting structure intact by making provision for maintenance and repair materials.

On the heels of the Defense Communications Board's mandate of April 16, recommending stoppage of all new or changed broadcast construction, the War Production Board last Friday accorded to radio communication, which includes broadcasting, an A-3 preference rating for replacement and repair as against the A-10 priority heretofore generally available.

Tube Bottleneck

This will place within reach of broadcasters certain critical materials, such as steel and some copper, but it will not break the transmitting tube bottleneck all down the line. Some tubes will be available, but not those in greatest demand, which are being absorbed by the Army and Navy as fast as they roll off the line.

There were increased indications of ultimate pooling of all broadcast and communications equipment in the hands of operators (including stations) and suppliers, toward alleviating conditions for maintaining station operation. Plans understood to have been drafted by WPB, providing an automatic inventory of available materials for eventual "allocation" where most needed, irrespective of present ownership.

WPB, under its broad war powers, can commandeer, restrict, allocate or shut down on materials or operations in the war interest. The tube situation is particularly critical. While there has been much opposition to a pooling plan, it is predicted such an expedient is in sight. Otherwise, according to Government observers, stations without reserve supplies will be forced off the air.

A WPB freeze order may be expected "shortly", it was indicated in informed circles. It is presumed holders of communication devices, whatever their nature, would not be permitted to dispose, transfer or sell without approval of WPB.

Dozen Construction Projects May Beat WPB Freeze Rule

A DOZEN or so pending applications for improved broadcast facilities may get in under the wire before the recommended full-scale stoppage of all new or modified broadcast construction is invoked by the War Production Board and the FCC.

At a three-hour meeting last Friday afternoon proposals were debated, supported by Chairman James Lawrence Fly, that these applications be granted prior to adoption of the construction "blackout" for the duration. The Commission did not reach a decision and set another meeting for Saturday (April 25) at 11 a.m.

Material On Hand

The proposal, it is understood, was to grant these applications on the ground that all essential material already is in the hands of the applicants and therefore no new construction or procurement of critical material would be involved. In some quarters, however, such a move was regarded as one that would circumvent the spirit of the Defense Communications Board recommendation that the status quo be maintained for the duration.

All members of the Commission but T.A.M. Craven were present at the Friday meeting. He headed a delegation which made a goodwill trip to Canada last week and was due to return April 27.

Several of the applications being considered are Havana Treaty aspects and action is being urged lest desirable coverage in under-served areas be lost. In this connection, the situation in Cleveland was understood to be in the forefront.

Several petitions for reconsideration and grant of applications previously designated for hearing are understood to be included in the batch. All told there are pending (Continued on page 55)
the main line of tubes required by stations not available under A-3 can only be procured through special application to the Communications Branch. In effect, an A-1 rating is required.

This situation on replacement and repair parts under the A-3 rating varies with individual manufacturers set to be available generally under A-3 priorities as they are given.

By and large, on certain important materials, the A-3 rating, as opposed to the A-10 priority, may mean delivery in three months instead of six months.

Delivery Date

WPB announced last Thursday that all applications for priority assistance which do not specify a required delivery date will hereafter be returned to the applicant. J. S. Knowlson, Director of Industry Operations, indicated that priority regulation No. 1 as amended requires every applicant to specify the latest date on which the items in connection with which priority assistance is requested can be delivered to him to meet his contract obligations or production schedules.

Nevertheless, many applicants, especially those submitting individual applications on PD-1A forms, have been specifying "immediately" or "at once" instead of filling in a definite delivery date. Hereafter, WPB officials said, no such applications will be considered unless an exact delivery date has been filled in.

Manufacturers Convert To All-War Production; Few Extensions Granted

At MIDNIGHT April 22, the major part of the country's radio set manufacturing industry was converted to all-war production on the same time the War Production Board granted 25 smaller radio manufacturers permission to continue production of civilian radios from one to six weeks beyond the original deadline of midnight April 22 [BROADCASTING, March 9].

Already 30 of the 55 companies producing civilian radios have ceased producing civilian sets. According to the WPB at least six of the concerns stopped civilian production between March 1. RCA's plant at Camden, reporting more than 80% of the company's total production ceased civilian production in April 7. Stewart-Warnen ceased its civilian radio production on March 31, according to the WPB. Phillips had also closed plants in Indiana and Ohio and two of its three plants in Philadelphia. It was given a few weeks longer to operate but the Philadelphia plants to turn out sets for export.

In fact, officials said that the estimated 410,000 sets expected to be produced under the extension order will be reserved for export as requested by the Coordinator of Inter-American Affairs and the Lend-Lease Administrator.

Piano Lesson Spots

DAVE MINOR PUBLISHING Co., Chicago (play-by-ear piano course), has expanded present schedule of five-minute and quarter-hour Dramatized programs on 50 stations with the addition of the following: WHO WLW WNRJ WJZ WSM KFW WDGY KMA WOAM KFXF KFBF. Agency is United Adv. Cos., Chicago.

Pope to Broadcast

ON THE 25th anniversary of his conseceration as Bishop, May 13, Pope Pius XII will broadcast a message from the Vatican on NBC via RCA international facilities. The Pope's last worldwide broadcast was made Christmas Eve, 1941. It is understood that CBS and MBS will also carry the Vatican message.

SEVENTH anniversary of Your Hit Parade will be celebrated May 2. The popular program song is heard weekly on 373 licensed stations of American Tobacco Co., New York, for Lucky Strikes. Agency is Lord & Thomas, New York.

PRESS BIKE of KOA, Denver, stands ready when tire and gas rationing forces the station's automobiles off the street. Here News Editor Stan Brown dons the KOA press tags and mounts for a trial spin through Denver streets.

Senate Committee Makes Cut Of $312,460 From FCC Fund

Supports House Action by Refusing to Sanction Salary of Dr. Watson, FBMS Chief Analyst

SLASHING $312,460 from 1943 funds recommended for the FCC, the Senate Appropriations Committee which issued its report last Friday on the Independent Offices Appropriations Bill for the coming fiscal year, followed the almost unprecedented ruling of the House Committee which prohibited the use of appropriated funds of the Commission to pay the $5,600 per year salary of Dr. Goodwin Watson, chief analyst of the FCC's Foreign Broadcast Monitoring Service.

Dr. Watson, since his appointment late last year, has been under Congressional fire for alleged membership and activity in Communist-front organizations. During the Senate hearings on the bill, FCC Chairman James Lawrence Flynn and Commissioner Clifford J. Durr testified on behalf of Dr. Watson under protracted questioning of Committee members. Senators McKellar (D-Tenn.), Bankhead (D-Ala.), and Doxey (D-Miss.) questioned Dr. Watson on his affiliations with alleged Communist front organizations, following the approach taken by members of the House Committee.

Cut in Travel Funds

Dr. Watson's salary was included in the $300,000 cut from the House recommended $2,300,000 for FCC salaries and expenses. In addition the Senate also subtracted $12,460 from the FCC's estimated budget of $2,667,619 for national defense activities of the Commission, deducting this principally from the estimated bill for traveling expenses of FCC field representatives. An estimated $23,600 for printing was not slashed, nor was the $336,979 allotted for FBMS, with the exception of the $5,600 salary of Dr. Watson.

Following approval of the Senate Feb. 17 of a supplemental appropriation of $587,195 for the FCC's expanding national defense operations, funds for the Commission's operations will be $5,343,464 in contrast to the original estimate of $5,655,924.

Defense Work Unaffected

Action of the Committee in cutting the funds indicates that only estimates for the normal operations of the FCC were considered excessive. The $300,000 deduction from salaries and expenses is not expected to affect the national defense activities of the Commission.

FCC Chairman Fly, who had been confronted during House Committee hearings on the Independent Offices Appropriation bill with "documentary evidence" purporting to establish Dr. Watson's Communist-front connections, took the initiative in his appearance before the Senate Committee by asking Mr. Watson matter be considered by the Committee before the other matters of appropriation were dealt with.

Mr. Fly reported at his appearance before the Senate Committee that Commissioner Durr had prepared a lengthy report on attacks made (Continued on page 55)

Building Order Defined by WPB

Construction Term As An Actual Structure Work

MOVING to clarify the recent Conservation Order L-41, the War Production Board has issued a question and answer memorandum. Under this Order, any construction contemplated in excess of $5,000 must first be approved by the WPB and the same applies for residential construction if the total estimated cost is in excess of $500. Detailed effects of this order on the radio industry were described in BROADCASTING April 13.

Some doubt existed about the definition of construction. According to the WPB memorandum, "construction" is begun when some materials have been physically incorporated into the building itself. Therefore, no material or prospective licensee has purchased and delivered material to the site of excavation he has not begun construction. Construction begins only when that material and all purchased materials have been already incorporated into the structure.

On the other hand, if the foundation of a building was laid last fall and work was suspended for the winter, the WPB has stated that the owner may resume construction without authorization.

If a material on hand to construct a building and is unable to obtain authorization the Government does not assume any responsibility for its disposal.

WPB ORDER STOPS 349 OF 710 TUBES

PRODUCTION of 349 of the 710 types of radio tubes now on the market ordered by the War Production Board effective April 24. WPB officials in taking the step explained that these 349 discontinued types represent duplicate, obsolete and small-sized types of tubes.

In the elimination of duplicate types, it was pointed out that one of each group of duplicate tubes would be kept in production. Obsolete types and those in small demand will not be replaced. To meet the condition WPB officials said that the radio tube industry is planning to familiarize dealers with the types of obsolete tubes which can be substituted for those prohibited by the order.

Obsolete and small-sales categories represent approximately 41% of the total number of tubes produced, according to the WPB. Annual consumption is estimated to six tenths of one percent of the total tube sales last year.

According to Robert C. Berner, chief of the WPB radio section, this production reduction will release an estimated 156,000 man hours and 89,000 machine hours. Unfilled orders are defense and lend-lease needs.

STERLING INSURANCE CO., large user of radio, has appointed E. H. Brown Adv. Agency to handle its advertising.
“DON’T IOWA PEOPLE EVER GO TO BED?”

By cracky, a lot of you big-city fellers seem to think that all us “Ioway” people eat dinner at five o’clock, and go to bed by eight—and that our radios must therefore certainly be off by 10 p.m. But ’taint true! And here’s proof!

A couple of months ago a big New York firm gave us an order for forty-five 5-minute spots—five times weekly for nine weeks—at a total cost of $1530.

Our job was to pull direct sales, at a dollar a throw, and we knew that a sales cost of 50 cents per sale was O.K.

At the end of the ninth week, WHO had actually pulled 17,164 orders, at a cost of 11 cents per sale. So everybody was happy, to say the least.

Now you guess at what time these 5-minute spots were aired. Twelve noon? No! Early morning? No! Early evening? No!! They were broadcast on a floating basis, between 10:35 p.m. and midnight!

Well, we guess that’s enough said. Any of you city boys feel like “making a night of it”, sometime soon? Write for availabilities—or just ask Free & Peters!
ANPA Canvasses U. S. Paid Advertising

Private Ad Budgets Reveal Decline, ANA Finds

DEVOITING themselves primarily to the problems of wartime publishing, the more than 650 publisher-broadcaster members of the 56th annual meeting of the American Newspaper Publishers Assn. at the Waldorf Astoria, New York, April 21-23, omitted the discussion of radio from their agenda.

Attitude expressed by organization leaders was that the problems of publisher-broadcasters among the ANPA members were being handled by the Newspaper Radio Committee, whose Tuesday afternoon meeting at the same hotel was attended by 126 publishers with newspaper interests [see separate story on page 18].

Court Victory

In his annual report, ANPA President Walter M. Dear, Jersey City Jersey Journal, stated:

"The District of the Newspa- per Radio Committee, representing many of our members, your board instructed counsel to oppose the attempt of the P.O. to force the ANPA into television thus interferingly to stigmatize newspapers applying for radio licenses. In a sweeping conclusion, the U. S. Circuit Court of Appeals for the District of Columbia has concluded that the matter is favor of the newspapers."

Convention adopted a recommendation that the P.O.'s suit be settled by the P.O.'s suit be settled by ANPA on the basis of the production and distribution of newspapers, and the conservation of which is essential to the war effort.

Condemn Undue Pressure

The publishers unanimously endorsed a resolution condemning "efforts by newspaper salesmen to induce distributors or retailers to exert undue pressure upon a newspaper to switch, split or extend an advertising schedule, particularly when such pressure includes the intimidation that the advertiser's prospects may be discontinued if the request is denied, [and] the treatment appealing to officials in the advertiser's company who are not connected with the administration of advertising." This resolution followed the denunciation of such "me too" selling in the annual report of the ANPA Bureau of Advertising, which chairman, Frank C. Tripp, Gannett Newspapers, told the convention that "a hundred of newspapers are being turned down cold more and more every day because important advertisers are afraid to use newspapers. "These advertisers say," he continued, "that when they try to advertise in newspapers the way they wish, to the extent they think wise and in the places they want, life immediately becomes not worth living and what's worse, sometimes they suffer direct sales loss because of varied forms of interference."

ANA Survey

This kind of selling was also decried by Paul B. West, president of the Assn. of National Advertisers, who told the publishers it "has caused serious resentment among national advertisers." Mr. West is one of ANPA members to a letter asking about their advertising expenditures for the coming year. Of the companies answering, he said, 37% plan to spend for all advertising the same as they did last year; 40% will spend less; 19% will spend more, while 4% are undecided.

"These figures," he said, "were gathered during the last ten days. They indicate some decided, though natural shifts, from last September when we made a similar survey. At that time, 52% of the responding companies reported no change in advertising appropriation plans (compared with 37% now), 18% were increasing expenditures (compared with 19% now), 18% were decreasing (compared with 40% now), and 2% were undecided on expenditure policy (compared with 4% now). The major shift since eight months ago, you will note, has been by those companies which have switched from unchanged to decreased appropriations.

"You may be interested in the industry line here. On the border side of the picture, 88% of the companies in the automotive and automotive supply field are reducing current expenditures, seven of them by 10%. Manufacturers of household appliances, and of office equipment and supplies are cutting advertising by 57% and 67% respectively. But 80% of our members in the beverage industry anticipate increased advertising expenditures, ranging from a 'slight' increase to 100%. Of 28 companies selling to the grocery field, 18% are planning expanded appropriations and 50% anticipate expenditures approximating last year's, as do 50% of the drug companies."

U. S. Advertising

Question of the use of paid advertising by the Government to promote the war program was discussed by Mr. West, in his address to ANPA members to a letter asking about their advertising expenditures for the coming year. Of the companies answering, he said, 37% plan to spend for all advertising the same as they did last year; 40% will spend less; 19% will spend more, while 4% are undecided.

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W. M. Dear Is Re-elected To Presidency of ANPA

WALTER M. DEAR, Jersey City Jersey Journal, was re-elected president of the ANPA for another year in accordance with the organization's charge. Two other officers were also re-elected, as were five directors whose two-year terms expired this year. William Schmick, Baltimore Sun, was elected as a director for a one-year term to fill the vacancy left by the retirement of Jerome T. Barnum, Syracuse Post-Standard.

Full board includes: Mr. Dear, president; Linwood I. NIGHT. wood (Mich.) Daily Globe, vice-president; Norman Chandler, Los Angeles Times, secretary; Wm. G. Chandler, Scripps-Howard Newspapers (WNOX WCPO WMC WMPS), treasurer; George C. Biggers, Atlanta Journal (WSB); Howard Davis, New York Herald Tribune (KBIA), Washington Post (WB), Chicago Tribune (WGN); John S. McCarrell, Cleveland Plain Dealer (WOY); Mr. Tripp, President; R. B. Young, Tripp (Ore.) Journal (KALE KIN).
MORE **NEWS ON WCAE**

than any other Pittsburgh station

39% MORE NEWS THAN #2 STATION
82% MORE NEWS THAN #3 STATION
84% MORE NEWS THAN #4 STATION
87% MORE NEWS THAN #5 STATION

And more time devoted to nationally famous network commentators than all other Pittsburgh stations combined.

**INTEREST COVERAGE RESULTS**

WCAE PITTSBURGH

THE KATZ AGENCY

5000 WATTS
1250 K. C.

NEW YORK—CHICAGO—DETROIT—ATLANTA
KANSAS CITY—DALLAS—SAN FRANCISCO

**MUTUAL BROADCASTING SYSTEM**
Miller's Invitation To Address NAB Is Declined by Fly

But Says He May Be in Cleveland During the Convention

FCC CHAIRMAN James Lawrence Fly may be in Cleveland during the NAB convention May 11-14, but he won't address the assembly. The chairman last week advised NAB President Neville Miller that "circumstances will not permit me to take part in the work of the convention."

President Miller had extended to the chairman an invitation to address the convention or a luncheon session "upon a subject of your choice." After being advised that Mr. Fly would not participate, Mr. Miller last Thursday extended to the chairman a "cordial invitation to be with us for the entire convention, or any part which your duties will permit, even though he would not be able to speak.

Last Year's Tempest

Whether Mr. Fly's refusal to address the convention or which he will highlight "Radio and the War," harked back to his experience at the NAB convention in St. Louis last year was not indicated. The St. Louis episode, which resulted in a fleeting denunciation of the NAB and its president by Mr. Fly, precipitated internal discord in the association which still has not entirely healed. A number of stations resigned from the NAB, notably prominent affiliates of MBS, and practically since then Chairman Miller has refused to recognize the NAB as representative of the entire industry.

Mr. Miller, after being notified by Mr. Fly that circumstances would not permit him to take part in the work of the convention, wrote the chairman last Thursday as follows:

"I greatly regret that you will not be able to speak at the NAB convention, Mr. Fly, but I am sure all of us would like very much to hear you. If later you find it possible to attend the convention, I hope that you will come, and I want to extend to you a most cordial invitation to be with us for the entire convention, or any part which your duties will permit."

On Sunday night, May 10, at 7 o'clock, the Columbia Broadcasting Symphony began April 4, 1942, and which are broadcast during the spring and summer of each year, will feature music of the countries now held captive by the Nazis.

LIFETIME PASS of gold, good for admission to the Grand Ole Opry, presented by Harry Stone, manager of WSM, Nashville, to Richard Marvin, radio director of William Esty & Co. Others (1 to 10): George Reviczky, WJR; Ford Hust, singing high sheriff; Roy Acuff, Oswald; Marvin, and Stone.

Agency and Advertiser Representatives Especially Welcome at NAB Convention

REPRESENTATIVES of agencies and advertisers will be particularly welcome at the annual convention of the NAB this year, to be held in Cleveland at the Statler Hotel May 11-14, President Neville Miller announced last Thursday.

Citing the impossibility of sending personal invitations to all in those categories, Mr. Miller declared that he hoped "every advertiser and advertising agency will have at least one participant at Cleveland to help us work out the crucial wartime problems and grasp the unprecedented opportunities for greater national service that the war has presented."

Sales Problems

Built around a general war theme, with top executives of Government and business on the speakers' list, the convention also will devote an unusual amount of time to sales and advertising problems.

A three-day program arranged by the Sales Managers Division of the NAB included a special session on advertising agency problems, and another devoted to national sales representatives, a department store, clinic, and grass-roots attacks on present and anticipated problems.

Speakers in this division are Dr. Miller McClintock of the Advertising Council, Arthur Horrocks of the Goodyear Tire & Rubber Co., Gene Flack of Loose-Wiles Biscuit Co., Dr. Harry Dean Wolfe of Kent State U., and others.

Eugene Carr, assistant manager of WGR, Cleveland, and chairman of the NAB Sales Managers Division, seconded Mr. Miller's invitation and stated that a special headquarters room will be set aside for the use of agency and advertising representatives.

"Now, as never before, radio has much to offer the business men of this nation, and as never before, we need the advice and assistance of those engaged in advertising," he said. Mr. Carr pointed out that room reservations may be secured by writing the NAB Housing Committee, 1603 Terminal Tower, Cleveland.

NO CANCELLATIONS!

Oakland Ad Club Promotes "War Advertising"

SECOND mailing piece in the series of six being distributed by the Advertising Club of Oakland Advertisers Advisory Council to several thousand local advertisers has been released by that organization.

The entire series is aimed to curtail illlogical exploitation of advertising programs and to point out sound copy themes under current wartime conditions. The first two pieces have been primarily for retail advertisers with pieces having an industrial-advertiser slant.

This second brochure carries on the theme of the first, "Where will your business be after the war?"

Copy shows that some 40,000 workers representing 125,000 new consumers are expected in the metropolitan Oakland area to expand the industries. Valued at about $280,000 in new business, the folder stresses that local firms must advertise to garner their share.

Complete expenses of the project are shared by local members of the advertising and allied businesses.

P & G Renewal

THE LIVE musical spot campaign of singing announcements by Irene Beasley on NBC and CBS has been renewed by Procter & Gamble, Cincinnati, for Ivory Flakes for 13 weeks, thru Compton Adv., New York. Miss Beasley's live spots precede Vic and Sade, at 1:30 p.m. on CBS, and Pepper Young's Family at 3:35 p.m. on NBC. In addition to daily spots on the networks, the renewed contract calls for a series of recorded musical announcements for distribution among independent stations.

Vimms on 50

LEVER BROS. CO., Cambridge, this month has added 11 stations to the 39 they now carry to point one minute transcribed daytime announcements and evening chain breaks. The 50 Clear-Vox Vimms product, making a total of 60 stations throughout the country bedrooms, New York, handles the account.

Mr. Clark

Mr. Clark to Navy on Radio Duty

RALPH L. CLARK, who a year ago May 1 formed a partnership with Andrus A. Ring in Washington consulting engineering practice, withdrew last week from the firm. Mr. Clark to do radio work with the Navy Bureau of Aeronautics. He is at present working in a civilian capacity but will shortly be commissioned a lieutenant, senior grade.

The firm will continue under the same name, headed by Mr. Ring, and it is working on some war contracts. Mr. Ring also is secretary of the domestic broadcasting committee of the Defense Communications Board. Other members of the staff are Harold Rochrock, Clyde Bond, and Harry Woodward.

Mr. Clark has been assistant FCC chief engineer in charge of broadcasting and, Mr. Clark, former senior engineer with resigned last year to form their consulting firm, Mr. Clark is a 1930 graduate of the University College, served with the inspection force of the Department of Commerce's radio division, joining the old Radio Commission in 1932 and remaining when it was changed to the FCC.

Sweets Co. Stays

DESpite the difficulties in filling orders and making deliveries to all dealers handling Tootie Rolls, SweeTS Co. of America, Hoboken, N. J., has notified its dealers that it plans to continue its radio advertising for the candy product as well as advertising in other media throughout the war. Although the sugar rationing may curtail production, the company feels that the name should be kept before the public during the long range view to post-war business. Tootie Rolls are currently promoted with 15 spot announcements weekly on station WJZ, 2500 WBBM, 500 WCKLW WGRB WCUA WFTL WEAI WCAE KVQ WHAM WHISA Agency is Blow Co., New York.

Van Camp's Dry Pack

VAN CAMPS, Indianapolis, one of the largest canners in the country, has entered the dry packing field with a product, named after a Patroon called Tenderoni. The product will be advertised in 50 test markets throughout the country. A described singing spot announcement and participations on women's programs. National weeklies and trade papers will also be used. Calkins & Holden, New York, is agency.

Soretone Spots

MCKESSON & ROBBINS, Bridgeport, Conn., May 4 will start its new radio spot on NBC, Rubber Liniment, using one-minute transcribed announcements, five to 10 times weekly on 18 stations for a 20-week period. Agency is J. D. Tarcher & Co., New York.
The rich Tennessee Valley, soon to be covered by WLAC's 50,000 watts, is an industrial area of national importance. One-half billion dollars worth of mighty dams supply more than a million kilowatts of cheap TVA Power to this section's rapidly expanding industries.

Here is a scene depicting the actual manufacture of aluminum in a Tennessee Valley aluminum plant.

J. T. WARD, Owner
F. C. SOWELL, Manager
PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES
NASHVILLE'S CBS OUTLET • UP NEWS

WLAC
NASHVILLE, TENN.
Going Soon to 50,000 WATTS
THE STATION OF THE GREAT TENNESSEE VALLEY

Here is a scene depicting the actual manufacture of aluminum in a Tennessee Valley aluminum plant.

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WLAC
NASHVILLE, TENN.
Going Soon to 50,000 WATTS
THE STATION OF THE GREAT TENNESSEE VALLEY
Australian Forces Will Speak to U. S. Red Cross Arrange a Daily Program for Families

BRINGING the AEF in Australia just a little closer to home by radio is a current plan of the American Red Cross. Beginning May 1, in cooperation with the Army and the Australian Broadcast Commission, the Red Cross will conduct a daily 10-minute shortwave program featuring soldiers by locals.

By producing programs with boys from the same geographical area the Red Cross may facilitate its plans for transmission to the families concerned. Since reception is not good at all times the Red Cross has hired NBC to transcribe these daily programs. As fast as they can be turned out the transmissions will be airmailed to stations in the region for rebroadcast to the interested families.

To Present to Families

After the broadcast the transcriptions will be returned to the Red Cross and individual recordings of each soldier's voice will be made and presented to each family for a keepsake.

According to the Red Cross this plan will continue for the duration and there is a possibility that it will be extended to other foreign bases. Stations may obtain these discs at a nominal cost from the American Red Cross in Washington.

To alleviate the morale problem in service families the Red Cross will shortly operate 18 mobile recording units to record messages from soldiers dispersed throughout the country. Individual recordings on paper records will be made and sent to each soldier's family.

Griesedieck Spots

GRIESEDIECK BROS. Brewing Co., St. Louis (beer) recently placed a varied schedule of nine-word transcripts in announcements in St. Louis on KMOX, KSD, KWK, KXOK, WOR, WIL. The expansion of the campaign in Missouri, Southern Illinois, and Oklahoma is to be under way. Ruthrauff & Ryan, Chicago, is agency.

ST. LOUIS STATION EXECUTIVES tendered an entertainment banquet to R. C. H. B. Steiner, director of WEW, the St. Louis University's commercially-operated station, who has retired from radio due to ill health and has left for Augusta, Ga., to take over the assistant pastorate of a parish there. They are (1 to r): George M. Burstach, managing director of WEW; Father Burke; Moris S. Jones, general manager of KMOX Clarence Cosby, commercial manager of KXOK; Nicholas Pagliara, manager of WEW who succeeds Father Burke; Arthur Casey, public relations, KMOX; Robert T. Convey, president, KWK.

Communications Industry Gets Fourth Place in Draft Ranking

COMMUNICATIONS (including broadcasting) has been placed fourth on the list of seven most important occupations on which Brig. Gen. Lewis B. Hershey, National Selective Service Director, feels defectors should be based. The list was issued by the Selective Service chief at a convention of the Arkansas Junior Chamber of Commerce and, in order, included munitions production, food production, transportation, communications, health, maintenance of each and "some degree" education.

Brig. Gen. Hershey said that "these supporting agencies to war maintenance are necessary, but to what degree will depend on development of the war. He added that "we think society has to have all these things and we hope we don't have to do without them" but we may."

At Selective Service Headquarters in Washington, however, it was said that Brig. Gen. Hershey's statement was not to be considered as official policy of the organization and that no memoranda had been sent to local boards following the statement. It was indicated that the statement should be considered only as a personal observation of Brig. Gen. Hershey. It was indicated also that no memoranda would be sent to local boards setting up "vital" occupations for special registration. It was pointed out that at the Arkansas convention Brig. Gen. Hershey had added that "the local draft board has the job of seeing that each man is in the place where he can best serve."

UNIVERSITY SPONSOR

Bucknell One-Time Shot Tells Of War Adjustment

AS A ONE-TIME experiment to tell how it is helping the war effort, Bucknell U., Lewisburg, Pa., presented a half-hour program April 26 on WOR, New York. The Bucknell faculty members and students enacting various phases of the university's innovations.

To accelerate the completion of courses, spring and summer vacations have been cancelled, and Bucknell has introduced semi-military courses, and non-credit courses in civil defense and first aid. Agency handling the radio advertising is Edward L. Wertheim Adv. Agency, New York.

WOR-MBS Operas

AMERICAN OPERAS, composed, written and sung by Americans will be presented in a series to be launched on MBS by WOR, New York, May 7. The series will be directed by Alfred Wallenstein, WOR music director, whose recent directing of George Foster Peabody Award. First American Opera Festival will be aired in co-operation with the U. S. Treasury to aid the sale of War Savings Bonds. Six of the operas to be heard have never been broadcast, and one is a world premiere.

THRIVO DRY PACK RETURNS TO BLUE

ANOTHER example of the successful solution of a wartime problem by conversion. The present program, "Mama's Boy, Now in the Navy," will close a short run of the "Blue" series on the E. W. M-175 Blue Hour this week. The series was aired by WOR and has been a great success. The "Blue" series is to be continued on the "Blue" schedule.

Present to Families

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Rise in Network Billings Noted in First Quarter

COUNTERING trends in other media, network radio billings were up for the first quarter of 1942 as compared with the like period of a year ago. Although no figures have been released for network except MBS, whose first quarter time sales topped those of 1941 by more than 100%. Broadcasting has named an 18% increase over 1941 and noted that BLUE billings are up approximately 20%, NBC billings up about 5% and ABC billings up about 5% over last year. Since CBS and NBC billings are far larger in dollar than the BLUE and Mutual, the overall increase can probably be estimated at about 8% for the period.

‘Able’ Renewed for Year

WITH A RATING of 18 from the Cooperative Analysis of Broadcastings after 12 weeks on the air, ‘Able’s Irish Rose, NBC program sponsored by Proctor & Gamble Co., Cincinnati for Dr. Drene and Teel, has received a contract for one year, beginning Sept. 5. The program, which broke all opening Crossley sales for half-hour dramas since Jan. 1, 1941, goes off the air, June 27. With the completion of a recently extended contract of six weeks, H. W. Kastor & Sons, Chicago, is the agency.

New Telephone Show

WITH THE START of its third year on the air, the NBC Telephone Hour, sponsored by Bell Telephone Co., New York, inaugurates a new feature Great Artist Series, presenting radio, concert and opera stars as guests. First star will be Jascha Heifetz, the violinist, followed by such stars as Grace Moore, Jose Iturbi, Lawrence Tibbett, Lily Pons and John Charles Thomas. Background stories and scenes concerning the lives of the artists will be presented by Floyd Mack. Agency is N. W. Ayer & Son, New York.

New Old Gold Show

WITH the shift from the BLUE to CBS April 29, The New Old Gold Show, sponsored by L. F. Porrillard Co., New York, will have an entirely new cast headed by Nelson Eddy, radio and screen singer, with music by Robert Armbruster's orchestra. Present cast of the show will be Charles MacArthur, Robert Wheeler, Hank Ladd and the Merry Macs. On CBS, the series will be heard Wednesdays, 8-8:30 p.m. Agency is J. Walter Thompson Co., New York.

Funds for Censorship

TO FINANCE the Office of Censorship from December 1941 through June 1942, President Roosevelt on April 21 asked Congress for a $7,500,000 appropriation. In his message to Speaker Rayburn, the President noted that when the censorship agency was established $6,100,000 was allocated to the military. The President's emergency fund and said that much of the requested appropriation would be used to reimburse the emergency fund.
personalities
THAT WIN FRIENDS
and INFLUENCE SALES!

A winning personality attracts attention over the air just as it does anywhere else. • WHN has a whole schedule-full of personalities—like those shown here—attracting plenty of attention to the 1050 spot on the dial all day long.

Anytime is good time on America's most powerful independent station if you cash in on an established WHN personality. Let us tell you about sure-fire programs and talent now available.

WHN 50,000 WATTS - 1050 CLEAR CHANNEL
NEW YORK • 1540 Broadway • Bryant 9-7800
Chicago Office • 360 N. Michigan • Randolph 5254
Press-Radio Group Continues to Fight

Will Make Appearance At Sanders Probe; Funds Provided

DECISION to continue the Newspaper-Radio Committee for as long as may be necessary, and to make an appearance before the House Inter-

terstate & Foreign Commerce Com-

mittee in opposition to regulatory moves discriminating against news-
paper ownership of stations, was reached by 120 group members who attended an NRC meet-
ing at the Waldorf-Astoria, New York, last Tuesday evening.

Mr. Hough, a year ago, decided to continue operation for as long as may be necessary to accomplish its goal of protecting the rights of newspaper publishers holding radio interests and at least until the next meeting of the full group.

Funds Authorized

Originally set for Monday after-

noon, the session was twice post-
poned to accommodate the appear-

cance before the Associated Press members in the same hotel, and convened shortly after 5 p.m. on Tuesday. The group unanimously endorsed the action of its steering committee, headed by Harold V. Hough, of the Fort Worth Star-

Telegram, operating WBAP and con-

troller of KGKO, and requested the committee to request the House committee to draw up the entire membership for whatever additional funds are necessary to carry on its operations.

In authorizing the steering commit-
tee to make a presentation on behalf of newspaper station owners before the House Committee concerning the Sander Bill HR5497, the group took cogni-

zance of the avid interest in this issue displayed by Committee mem-

bers at the last meeting and agreed April 14-16 [BROADCASTING, April 20]. The hearings resume May 5 and it is expected the group will seek an early appearance, probably through Chairman Hough.

The steering committee was em-

powered to elect two new members to replace Tennant Bryan, Rich-

mond News Leader (WRLN), now on active duty in the Navy, and Nelson Poynter, St. Petersburg Times (WTSP), now serving on the Washington staff of the Co-

ordinator of Information, and to replace any other members who may enter the Government service.

H. Dean Fitzer, Kansas City Star (WDAP), was named treasurer in lieu of Mr. Hough. The Committee session following the general meeting.

Organized a year ago at a special session held, like this year’s meetings, in connection with annual publishers’ meetings in New York [BROADCASTING, April 28, 1941], the Newspaper-Radio Committee’s purpose was the repre-

sentation of newspaper-radio inter-
est at the hearings of the FCC in the Commission’s investigation of newspaper ownership of broad-
casting stations which had been announced shortly before.

Hough Continues

Mr. Hough, as chairman both of the full NRC and of its Steering Committee, has directed these ac-

tivities during the past year and will continue to do so. The NRC offices at 370 Lexington Ave., New York, will be continued.

Following an account of the ac-
tivities on the group’s behalf at the FCC hearings made by Mr. Hough and by Sydney M. Kaye, asso-

ciate counsel of NRC, the group made its decision to con-
tinue the organization effective til the next meeting of the full group, which will probably be at this time next year, when the pub-

lishers are again in New York for the annual meeting of the American Newspaper Publishers Assn.

Group also authorized the con-
tinuance of its present counsel, headed by the Hon. Sydney M. Kaye, asso-

ciate counsel General and a Fed-

eral Justice, and including Mr. Kaye and his associate, George Hourwich, and A. M. Herman of Fort Worth.

Current Hearing Committee members are: Walter J. Damm, Mil-

waukee Journal (WTMJ), vice-

chairman; Guy Hamilton, Mc-

Clatchy Newspapers (KFPK KMJ

KERN KGW KOX); J. M. Cox Jr., Cox Newspapers (WHO

WSB); John E. Person, Williamsport (Pa.) Sun (WRAK);

Jack Kaye, Lewis Sevewy News-

paper Co. (WMC WNOX WMPS

WCPD); Gardner Cowles Jr., Des Moines Register & Tribune (KSO

KRTN WMT WMX).

As head of the Steering Committee will be in Cleveland during the NAB Convention, Mr. Hough stated following the ses-

sion in New York, at which time the new members will be elected. Asked about future plans, he said that the first order of business was to continue the long-drawn out newspaper-radio hearings of the FCC just as soon that body will permit. Next task is preparing the presentation for the Sanders hearings, he said, to which the group is devoting its energies, maintaining the organization and its headquarters to meet any eventuality.

Opening of New 150 kw. Juarez Outlet

Portends Revival of Radio Border Fight

REVIVAL of the Mexican border station issue, ostensibly settled un-
der the North American Regional Broadcasting Agreement (Havana Treaty), which became effective more than a year ago, was fore-

seen with the receipt of reports that the 160,000-watt XELO had begun operation across the border at Juarez, just across the border from El Paso, Tex.

After word had been received that the high-power station was under construction in El Paso and the State Department on March 26 protested to the Mexican Govern-

ment, both through Ambassador Measom Smith in Mexico City and Dr. Armando Mencia, director of the Inter-American Radio Office in Havana, on technical grounds.

XELO was slated for operation on the 800 kc. I-A channel, a fre-

quency which under the Treaty should have been assigned to the province of Sonora, remote from the border. As yet, the State Department has received no reply from the Mexican Communications Ministry on the assignment. It is expected that further request will be sent to Mexico to de-

scribe the attempt in view of com-

plaints of interference in this country. The Department’s pro-

tests were filed at the instance of 18 other border stations. The border station issue, it is understood, was not raised in the protests.

Unofficial reports received in Washington were that XELO be-
gan operation April 9, presumably on program tests. With WFAA-

WBAP, Fort Worth-Dallas, operat-

ing on 820 kc, some interference is understood to have been caused aside from blanketing of stations in the El Paso-Juarez area.

While XELO is licensed to a Mexican corporation, pursuant to Mexican law, the station nevertheless is understood to be operated by W. E. Branch, well-known as a border station operator for the last dozen years, in its high-power equipment, according to the report, of German manufacture and bears the Telefunken name plate.

Totally aside from complaints of electrical interference, concern is being felt over the operation of such a station at the border. It is expected it will function as have other Mexican stations, on a mail order basis, geared toward listeners in the Midwest.

With war censorship restrictions imposed upon stations in this coun-
try, concern is being evinced over possible use of this high-power outlet for propaganda broadcasts and possibly for other transmissions banned in this country under Fed-

eral censorship.

NRC BRIEF One Man’s File

sponsored by Standard Brands on 60

NBC stations, Sunday, 8:30-9 p.m. (EDT)

The first of its seven consecutive years with that sponsor on April 26, Carlton E. Morse, writer-producer, has maintained same principal players in the cast since 1932.

BACK TO LONDON, where on April 26 he was scheduled to start a six-week tour of Europe sponsored by International Silver Co., Meri-

den, Conn., replacing the Silver Theater, Sunday, 6-10 p.m. (EWT), Edward R. Murrow, CBS European news chief (right) is here shown conferring in the CBS newroom with William L. Shirer, another famed CBS foreign corres-

poder. Shirer holds down the time slot before Murrow, who will confer before their broadcasts via Transatlantic telephone. Murrow relieves Bob Trout, due back at his New York post.

PEPSI-COLA BOOKS

171 BLUE OUTLETS

With one of the largest hookups of stations for any program now on the four major networks, Pepsi-

Cola Co., Long Island City, on May 4 will start a five-minute daily program for 171 blue outlets, 191 during the same se-

sion has 125 direct affiliates at the present writing, the other 46 outlets on the NRC for yellow stations available to BLUE advertisers when time is not "preempted" by NBC.

The Pepsi-Cola show, produced by Alan Kent and Ginger Johnson, musical jingle experts, will revolve around the famous jingle "Pepsi- Cola hits the spot" with Ra-

mons and the Tune Twisters pro-

viding the musical background. As a patriotic measure, the company will offer for $25 during these bonds nightly Monday through Fri-

day as a prize for the best four jingles set to the Pepsi-Cola tune, on behalf of war bonds. The four winning jingles will be sung by Ra-

mons and the Tune Twisters every night. Agency is Newell-Emmitt Co., New York.

Lord’s Day Alliance

Asks Sunday Radio Ban

A BRIEF to ban Sunday radio ad-

vertising was put, in the hands of governors of the Canadian Broadcasting Corp. at Ottawa on April 17 by the Lord’s Day Alli-

ance. Asserting that the practice of news-
papers and magazine of Canada provide advertising on a six-day week basis, and make no effort to utilize all seven days, the deputa-

tion, headed by general secretary Rev. George G. Webster of Toronto, asked for immediate elimination of all radio advertising on Canadian radio stations in Sunday programs. "We believe that the practice of Canadian radio stations to use Sunday for persistent commercial activity is null, " Mr. Webster stated, "and also unfair to other advertising media within our Dominion."
—To WGY, Schenectady—for "20 Years of Radio History," as announced in Broadcasting, Feb. 23. Congratulations, WGY, on reaching an important milestone! WOAI will observe its 20th birthday this fall... 20 years of leadership in the Southwest.

—To WKY, Oklahoma City—because "More Persons Listen to WKY in Oklahoma City Morning, Afternoon and Evening Than ALL THREE Other Stations Combined," according to your ad. in Broadcasting, March 23, based on the C. E. Hooper Indexes for Dec.-Jan. In San Antonio more persons listen to WOAI during the same periods than ALL FOUR other stations combined, as shown by C. E. Hooper's Indexes for Jan.-Feb.

—To WBEN, Buffalo—for having a "3½ Greater Audience Acceptance Than Its Nearest Competitor," according to C. E. Hooper's Dec.-Jan. Indexes for Buffalo, as pointed out in Broadcasting, Feb. 23. Likewise, in San Antonio, WOAI has a 3.1 greater listener acceptance than its nearest competitor, as established by the same Hooper Indexes of San Antonio listening for the Jan.-Feb. period.

—To WCKY, Cincinnati—because "In Metropolitan Cincinnati WCKY Delivers a Stronger Signal to More People Than Any Other Station," as stated in January Radio Advertising Rates & Data. WOAI does the same; not only in metropolitan San Antonio, but throughout Central and South Texas.

—To WJSV, Washington, D. C.—because "4 Out of 5 Come Back to WJSV," as set forth in Sales Management, Nov. 1, 1941. The same client confidence also brings 4 out of 5 advertisers back to WOAI.

—To WNAX, Sioux City—for receiving "46,854 Requests for War Maps Offered on Regular News Periods for Five Days," as announced in Advertising Age, Feb. 16. It cost WOAI 20,564 maps as the result of an offer made only TWICE on our 6:30 A. M. newscast. Naturally, we are proud of that hearty response.

Like these other notable stations, WOAI has long experience, listener preference, signal strength, high percentage of renewals and mail pull—which make it "The Powerful Advertising Influence of the Southwest!"

WOAI, San Antonio

50,000 Watts — Clear Channel Affiliate NBC — Member TQN

Represented Nationally by EDWARD PETRY & CO.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST
Dramatizing Radio’s War Efforts

NAB Contest Open to All Stations at Convention
By M. F. ALLISON
Director of Promotion & Publicity
WLW, Cincinnati

THE magnificent manner in which radio has awakened to its serious responsibilities in aiding the war effort will be the basic theme of the annual station promotion competition at the NAB Convention in Cleveland in May.

As the country in every license category has literally knocked themselves out in cooperating with the war bond selling drive, recruiting, civilian defense, conservation, production, now, etc.
The NAB promotion display gives an opportunity to dramatize the cooperation which has occurred for the first time since the outbreak of the war, of course, where graphic examples of all the different ways stations have cooperated will be assembled in the place where others deal in straight management an opportunity to show what it has done to win recognition for this cooperation.

Open to All
To me, one very important change has taken place in the NAB promotion exhibit this year. For the first time, competition is open to every commercial radio station in the entire United States, with- out regard to membership in the NAB. This makes the promotion competition an all-industry show without any reservations—a comprehensive show case of what radio is doing to help win the war.

Since the printed announcement was mailed from Washington, William B. Lewis of the Office of Facts & Figures has given his approval to the plan in calling the first award “The William B. Lewis Award”—to the station which has most effectively educated its audience regarding the war effort.

In similar manner, the second award will be termed “The William B. Lewis Award” to the station which has most effectively inspired its audience to continue its support of the war effort.

NATURALLY the addition of Mr. Lewis’ name to the designation of these awards makes them more attractive than ever to stations which have done an outstanding job in these two types of endeavor.
The third award is to be made to the station “which has distinguished itself in the conduct of civilian defense activity.”

While this is almost self-explanatory, it should be pointed out that there may be stations which have carried on Civilian Defense projects outside the scope of actual broadcast service. These should not be overlooked, of course.

Finally, thinking leaders of the industry recognize that although radio’s first obligation is to cooperate with the war effort, the commercial aspects should not be completely forgotten. As a matter of fact, I believe that everyone will agree that free advertising, as a symbol of economic freedom, is one of the things we’re fighting for, and without it, radio would be powerless to render the high type of service that has characterized its operation in the war thus far.

Fourth Award
Hence we have outlined a fourth award, “to the station which has made important contributions to progress in the art of broadcast advertising.” For we know that in spite of war, many stations have added and continue to add stature and maturity to radio as an advertising medium.

In each division of the competition, three certificates of award will be made—one to a superpower station, one to a regional, and one to a local station. Another feature of the competition which makes all of these awards highly desirable is the distinguished Americans who have been invited to act as the Jury of Awards at Cleveland. Since the printed announcement was issued also, a member of the Jury representing the OCD has been invited to participate, and the list includes:

Doug Meservey of the OFF; Frederic R. Gamble, managing director of AAA; Petition rules. President of the AOA; Paul Garrett, vice-president and director of public relations of General Motors; Miller McClinstock, executive director of the Advertising Council.

The committee has worked out a new system of displaying the panels sent in by stations this year which we feel is a decided improvement. Stations pyramide type cases are being constructed, so that the panels may simply be placed on the racks with a minimum of effort and time.

Further, the display will be easier to follow, because the uniform system of display and classifications into competition divisions will make for streamlined viewing.

Quality First
The committee feels it desirable to call attention of all station personnel to the general instructions. It is not to the number of panels any station can enter, we are interested in quality rather than quantity. Routine programs and activities should be left out entirely, because they have no place in a competition which seeks to provoke thought and furnish inspiration for all concerned in radio’s responsibilities in the war effort.

It might be well to clarify one more thing—the only stipulations regarding panel entries are that they are to be 28 inches wide and 44 inches high, they must be carried vertically (due to the manner in which they are to be displayed on our new easel-type racks) and they must have flat backs (for the same reason). Beyond that, the imagination of the individual station promotion manager has full play.

Last year some stations used presentations mounted on the panels, others used shadow boxes, still others used third dimension cutouts. These are all okay, so far as

Chicago Programs Receive Awards

TECHNICAL excellence and effectiveness in execution of five radio programs in Chicago were awarded certificates of achievement April 23 by the Chicago Broadcasting Club in an annual awards luncheon meeting at Hotel Sherman.

Winners and their classifications are:

Daytime network program, NBC West for the award to sponsor, Procter & Gamble Co., award to Compton Adv., New York, as the agency; Paul Rhym, writer, for the award. Daytime network program, CBS First Nighter, Campana Sales Co., Aubrey, Moore & Co., award to the station.


The radio awards were among 90 advertising winners announced by Julian R. Norris, western manager of American Magazine at the luncheon last Thursday. Public presentations will be made this week during a broadcast program by Wm. B. Carr, Chicago manager of Time and president of CFA.

The radio awards were Louis Jackobson, producer of WGN; Stuart V. Dawson, assistant manager of CBS Chicago; J. M. Easton, publicity and advertising manager of the Northern Trust Co., Chicago; William Ray, president of public, NBC-Chicago; James L. Stirton, program director of the Blue, Chicago.

Award Goes to CBS

ANNUAL award by Phi Beta to the radio organization considered the most courteous to radio music and speech during the year has been given to CBS for its broadcasts of New York Philharmonic Symphony concerts.

The committee is concerned, but anyone who submits a real freak couldn’t help but see it displayed in some dead end position where it won’t be knocked out of shape by some wandering delegate.

One final warning: The time is short, because convention plans weren’t set this year until late. Therefore all stations are faced with the problem of ACTION NOW! All displays must be in Cleveland by the 8th of May. If you failed to get a copy of the printed announcement with all the rules and regulations, write NAB headquarters in Washington, wire me in Cincinnati, or any of these committee members: Charles Newcomb, WGAR, 4614 North Road Green- berg, WHK - WCLE Cleveland; Howard Barton, WTTM, Cleve- land; Harry Buckendahl, KALE, Fort Lauderdale, Florida; King Park, WOR, 300 Park Ave., New York; KMBC, Kansas City; Irvin Grove, WFAA, Dallas; or Molly Moyer, KFEL, Denver.

CHARM CORPS of CBS-Chicago, these new messenger-pages are replecing men taken by the armed forces. They are (1 to r) Grace Granger, Mary Tangney, Eleanor Klak, Jennie Gavard and Marie Mahder.
NATURE records no other geyser which erupts with the uncanny regularity peculiar to "Old Faithful" in Yellowstone National Park.

Wise advertisers, however, will tell you that there is another "Old Faithful" . . . well-known to radio time buyers. They know by experience that WTIC can be depended upon to bring results in the Southern New England market where buying income is far above the national average.*

The prosperous people here pay attention to WTIC. So, include this faithful and friendly station in your next appropriation and discover for yourself why we say THERE'S NOT ANOTHER LIKE IT!

* Sales Management, April 10, 1942
RADIO TIME BUYERS!

How would you like to buy guest-chair reservations for your top salesmen in the living rooms of one hundred and eighty homes for half a cent?* No foot-in-the-door peddling. Just forthright attention ... from the family ... in the home. That is the ticket you write for yourself when you buy WDAF, dominant broadcast station in the great Kansas City market.

WDAF has passed its twentieth birthday. That's a ripe old age in radio. It's the test of time!

WDAF offers super coverage on the frequency of 610 kilocycles.

WDAF sends forth its signal over a farflung area — out and beyond the boundaries of all other coverages in the vast Kansas City market.

WDAF primary coverage, the half-milivolt signal, reaches 189 counties, a million radio homes!

WDAF carries the topflight shows of the Basic Red Network and outstanding local productions.

WDAF is radio's bargain buy ... low rates coupled with tremendous coverage.

*Tie these distinctive facts together and you have the simple, exclusive formula for effective and economical radio selling in the rich Kansas City market.

BASIC NBC NETWORK

EDW. PETRY & CO.
NATIONAL REPRESENTATIVES

WDAF KANSAS CITY

Page 22 • April 27, 1942

BROADCASTING • Broadcast Advertising
WPB Order Giving Radio A-3 Preference Priority

FOLLOWING is the full text of the War Production Board's order referred to in broadcasting to radio (along with wire communication) on an A-3 preference rating for the purpose of obtaining supplies, the aggregate dollar volume of which shall exceed 110% of the aggregate dollar volume of such Material used during the corresponding quarter of the previous year, to the extent of 27% of the aggregate dollar volume of such Material used during the calendar year 1940.

1093.2 Preference Rating. This order shall apply to the delivery of Material to the extent that the delivery of Material shall exceed 110% of the aggregate dollar volume of such Material used during the calendar year 1940, to the extent of 27% of the aggregate dollar volume of such Material used during the calendar year 1940.

(1) Any Operator whose average ratings for Maintenance, Repair, Operating Supplies, the aggregate dollar volume of which shall exceed 110% of the aggregate dollar volume of such Material used during the corresponding quarter of the previous year, to the extent of 27% of the aggregate dollar volume of such Material used during the calendar year 1940, shall be entitled to preference rating.

(2) Each Operator, who shall control the delivery of Material to the extent that the delivery of Material shall exceed 110% of the aggregate dollar volume of such Material used during the calendar year 1940, to the extent of 27% of the aggregate dollar volume of such Material used during the calendar year 1940, shall be entitled to preference rating.

(3) Each Operator, who shall control the delivery of Material to the extent that the delivery of Material shall exceed 110% of the aggregate dollar volume of such Material used during the calendar year 1940, to the extent of 27% of the aggregate dollar volume of such Material used during the calendar year 1940, shall be entitled to preference rating.

(4) Each Operator, who shall control the delivery of Material to the extent that the delivery of Material shall exceed 110% of the aggregate dollar volume of such Material used during the calendar year 1940, to the extent of 27% of the aggregate dollar volume of such Material used during the calendar year 1940, shall be entitled to preference rating.

(5) Effective Date. This Order shall take effect on the date of issuance and remain in effect until September 30, 1942, unless sooner revoked by the Director of Industry Operations.

J. S. KNOWLSON, Director of Industry Operations

THIRD commercial program on BLUE will be rebroadcast via shortwave to American troops abroad in Famous World War II broadcast known as "Blue" The program will be presented by WIS Radio Station Competition Candy Co. Chicago. Other BLUE programs will be broadcast to U. S. military outposts by P. Bal- lantine & Sons, Newark, Three Ring Steel Corp., Wheeling, Musical Steelmakers.
Radio Instrument Landing System
Developed in Cooperation with the Civil Aeronautics Administration by I. T. & T. Associate Company

Through the fog the airliner of tomorrow will be able to glide toward an unseen landing field as accurately as if its wheels were taxiing down a gently sloping road.

* * *

In the log books of commercial aviation a new chapter starts with the words: Radio Instrument Landing System developed by I. T. & T.'s associate, International Telephone & Radio Manufacturing Corporation, in cooperation with the Civil Aeronautics Administration.

Utilizing ultra high frequency equipment, which incorporates I. T. & T.'s broad experience in the field, this new system places before the pilot—on one dial—all information needed to keep his ship on a correct landing course.

Having demonstrated its value in actual use the system will be installed in many of the Nation's principal airports during the coming year.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION

67 Broad Street, New York, N. Y.
A Shampoo Sponsor’s Daytime Success

Mar-O-Oil Credits Use of Radio for 16 Years of Surfing Sales

By MYRTLE MARROW
President and General Manager,
Marrow’s Inc., Chicago

BACK IN 1925 Marrow’s decided its new Mar-O-Oil needed a new sales promotion medium. The answer was radio. Undaunted by public prejudice against oil shampoos and the comparative infancy of successful radio selling, a quarter-hour beauty talk was placed on WBBM, Chicago, seeking a wholesale market among beauty parlors. The product, however, went to the heads of listeners who clamored for it on a retail basis. That settled it. Marrow’s went all-out for radio, gradually getting into network advertising. Today Marrow’s allots more than 95% of its advertising appropriation to daytime radio.

For these 15 or 16 years Marrow’s has experimented with various types of programs from time to time to keep pace with changing listening habits. With our agency, MacFarland-Aveyard & Co., Chicago, through Steve Horton, account executive who worked on our account in his own agency some years ago, we have worked out programs formulas that brought pleasing results.

Daytime Program Only

Incidentally, since that first broadcast in 1925, Marrow’s has used daytime exclusively. As early as 1930, with expanding sales and distribution, we went into network broadcasting with a series of early afternoon programs of popular dance orchestras on NBC-Blue.

We chose big name orchestras then because most of the day there was an unbroken succession of daytime serials, so our only chance for the women listeners, lots of whom are young and like something lively.

After a few years of orchestra music, we tried a short series of programs featuring Hedda Hopper in her first network appearance. Then a resumption of dance bands followed on the Blue and a few years later, in 1938, on MBS with Henry Busse’s orchestra.

After that year’s absence from radio in 1939, we looked around for a program with which to return to the air. Variety programs were very swiftly gaining popularity then, so evidently audiences preferred outstanding personalities instead of a steady diet of popular music. We felt sure what we wanted for the Mar-O-Oil program was a friendly announcer, possibly a news analyst, a Hollywood reporter or a society columnist.

Steve Horton and I auditioned numerous shows without success.

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Steve Horton and I auditioned numerous shows without success.

KEEPING SCORE is one of the new duties of pretty Doris Stanford of WHK-WCLE, Cleveland. She’s pictured here putting the little numbers on the special Wheaties-Mobilgas scoreboard installed for the benefit of baseball enthusiasts in the WHK-WCLE reception room.

Milton Cross Honored

MILTON CROSS, BLUE announcer, has received a letter of honor from the Metropolitan Opera in appreciation of his “vision and courage in a field in which he has devoted his attention to exhaust all the ramifications of music and his genial personality which is loved by millions.” The presentation was made by Mrs. William Francis Gibbons, president of the Metropolitan Opera Guild, and Stars Are Made on WQXR, New York, which presented a remittance of Cross’ 20 years of service in radio.
WHAT IT TAKES TO BE

THE VOICE OF ST. LOUIS

Backed by 50,000 watts of power—the voice of KMOX penetrates to near and far corners of the whole St. Louis market. (KMOX' primary listening areas embrace 800,000 radio families living in more than 100 counties.)

Enriched by a full CBS network schedule of big-name shows plus a roster of local programs custom-built to St. Louis tastes—the voice of KMOX speaks convincingly to St. Louis. (Such leading KMOX stars as Charley Stookey, Jane Porter, Pappy Cheshire, France Laux are St. Louis to the core.)

Welcomed by more habitual listeners than that of any other St. Louis station—the voice of KMOX provides maximum economy for radio advertisers in the St. Louis market. (Hooper and Gill surveys prove that KMOX consistently serves the largest share of the audience both inside and outside St. Louis.)

KMOX THE VOICE OF ST. LOUIS • 50,000 WATTS

Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales located in New York, Chicago, Charlotte, San Francisco, Los Angeles
AGAIN TAKING cognizance of the war-created shortage of qualified broadcast technicians, the FCC last Tuesday announced further relaxation of its requirements for broadcast station operators, to permit holders of any class of commercial operators' license to perform broadcast work under specified conditions.

Action was taken pursuant to a recommendation of the Defense Communications Board, which previously had been petitioned by its Domestic Broadcasting Committee (IV) for further relief. On Feb. 17, the FCC, upon initial recommendation of DCB, adopted Order No. 91 permitting operation of broadcast stations of any class by holders of first or second-class operators' licenses or radiotelephone second-class licenses, provided one or more first-class operators are employed for the technical operation of the station.

Special Test

The new order (No. 91-A) specifies that a station may be operated by the holder of a restricted radiotelephone permit only in the event his permit has been endorsed by the Commission to show the operator's proficiency in radiotelephone theory, through examination. Special examination at a field office of the Commission involving questions in radiotelephone theory required of a Class A amateur licensee will be held. The endorsement of the permit may then be secured by presenting both the restricted radiotelephone permit and the Class A amateur license to the field office of the Commission.

A person having one of these classes of license may qualify, the Commission explained, by satisfactorily completing examination for the other class. The restricted radiotelephone operator permit must be endorsed by the Commission before the permittee is qualified for broadcast station operation, it was emphasized.

The Commission explained that the relaxation is designed to relieve "a growing shortage of operators as a result of war conditions and the requirements of the military forces for radio operators." It added that it was not contemplated that technical operation will be impaired or labor standards in the industry lowered through reliance upon this action.

"A first-class radiotelephone operator, responsible for technical operation and other than minor transmitter adjustments, must be retained and the station licensee will be held fully responsible for proper operation of the station," the FCC public notice stated.

Text of Order

Following is the text of Order No. 91-A issued April 21, 1942:

At a meeting of the FCC held at its office in Washington, D.C., on the 21st day of April, 1942:
The Commission having under consideration its Order No. 91 and the request of the Defense Communications Board that the Commission consider further relaxation of its rules and regulations governing the requirements for operators of broadcast stations;

IT IS ORDERED, That until further order of the Commission, notwithstanding the provisions of Section 1361 of the Commission's Rules and Regulations Governing Commercial Radio Operators, a broadcast station of any class, which by reason of actual inability to secure the services of an operator or operators of a higher class could not otherwise be operated, may be operated by holders of any class commercial operator license;

PROVIDED, HOWEVER, That all classes of commercial operator licenses shall be valid for the operation of broadcast stations upon the condition that one or more first-class radiotelephone operators are employed who shall be responsible at all times for the technical operation of the station and shall make all adjustments of the transmitter equipment other than minor adjustments which normally are needed in the daily operation of a station:

PROVIDED, FURTHER, That a broadcast station be operated by a holder of a restricted radiotelephone operator permit only in the event such permit has been endorsed by the Commission to show the operator's proficiency in radiotelephone theory as ascertained through examination:

PROVIDED, FURTHER, That nothing contained herein shall be construed to relieve a station licensee of responsibility for the operation of the station in strict accordance with the Rules and Regulations of the Commission:

And

PROVIDED, FURTHER, That Section 1361 of the Commission's Rules & Regulations Governing Commercial Radio Operators shall remain in full force and effect except as modified by this order.

JUNE 4, 1942.
Smeby Quits NAB For Post in Army

LYNNE C. SMEBY, since December 1940, director of engineering of the NAB, has resigned effective April 27, to join a civilian research group working for the Army Signal Corps in Washington under the direction of Dr. W. L. Everitt, of Ohio State U's College of Engineering. Also associated with Dr. Everitt will be Kenneth Norton, who has resigned from the FCC's scientific section.

Mr. Smeby will wind up his NAB duties during the next few weeks, handling the engineering committee meetings and two breakfast round tables on engineering scheduled for the NAB convention in Cleveland, May 11-14.

A native of Minneapolis, Mr. Smeby was graduated from the U of Minnesota Engineering College in 1928. While still in college he was chief engineer of WDGY, Minneapolis, later taking the same post with WRHN, (now WTCN) in the same city and KSTP in St. Paul. Serving at the latter station from 1936 to 1939, he resigned to become technical supervisor of WXYZ, Detroit, WOOD, Grand Rapids, and the Michigan Network, remaining until 1939 when he joined the IT&T for a special engineering job in connection with its stations in Puerto Rico. He quit IT&T to take his NAB post. He is a member of the board of editors of the Proceedings of the Institute of Radio Engineers, and with Dr. Everitt conducted the annual Ohio State Broadcast Engineering Conferences.

Luther Hill Joins Army As Major in Air Force

LUTHER L. HILL, executive vice-president of Iowa Broadcasting Co., has been commissioned a major in the Army Air Force and reports for active duty April 29 at Miami Beach. He has taken leave for the duration from his executive post with the Cowles stations. Maj. Hill's assignment is with the troops. It is understood he declined several offers of "desk work" in Washington. A West Pointer, Maj. Hill mustered out of the Army as a captain in 1923. He got overseas immediately following the last war with the Army of Occupation in France, Belgium and Germany. Maj. Hill is 45.

Mr. Hill

If you judge a radio station by its mail-pull, listen to this: Last year, KMA received 532,120 commercial responses, containing $72,850 for premiums and other offers!

Unusual? No. For the past three years, KMA has topped all 5,000-watt stations in mail responses—set the low record for all stations, regardless of size, for cost per inquiry!

It's easy to see why. KMA is programmed for local needs — gives the 3,000,000 people in its primary area what they want, when they want it. That, in a nutshell, is our whole story. For some of the amazing details, write for a copy of our newest market data brochure.

The No. 1 Farm Station in The No. 1 Farm Market—

150 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC., Exclusive National Representatives

WHITNEY FORD, of NBC Plantation Party, sponsored by Brown & Williamson Tobacco Corp., Louisville, has bought a half interest in Lewis Bros. Circus, renamed Lewis Bros. Shows combined with Whitney Ford featuring The Duke of Plaza. Performances have been arranged within easy access of Chicago where the weekly broadcast originates.
When war calls your operating personnel and a new man has to take over, you are fortunate if your transmitter is a Westinghouse 50-HG. Operating simplicity which makes it easier for a new man to handle with full effectiveness is one of the vital improvements which it embodies.

The new viewpoint which Westinghouse brought to bear in designing this equipment gave high rank to operating convenience along with low power consumption and modern appearance. As a result it has established a new era in radio transmitter design and performance.

There are no complicated circuit adjustments—no inaccessible parts—no time-consuming replacements in the middle of your program period.

This is one big reason why the 50-HG has been selected by such stations as WPTF, Raleigh; WBAL, Baltimore; WKBW, Buffalo; WBBM, Chicago; KXEL, Waterloo; KDKA, Pittsburgh; and WBZ, Boston. That's why we say "Keep an eye on these stations" as radio shoulders its share of war's responsibilities.
EDKA Pittsburgh
WBZ Boston
WPTF Raleigh
WBAL Baltimore
WKBW Buffalo
WBBM Chicago
KXEL Waterloo
Coney Island Time
EVERYONE IN RADIO heaved a deep sigh of relief last February when President Roosevelt decreed War Saving Time on a universal basis. That semi-annual headache of reshuffling programs was done, at least for the duration.

And now, in New York State, they propose to superimpose summer DST atop War Saving Time. The resort operators, who want another hour of daylight, evidently have sold Mayor LaGuardia on it, and legislation is pending in Albany for local option. Similar rights are afoot in New Jersey and Pennsylvania.

If New York adopted DST, shaving clocks up another hour, it would discommode radio programming more than ever. All the rest of the nation would have to readjust schedules. And it would mean another shift back in September.

New York broadcasters are vigorously opposing the bill introduced by State Senator Frederic R. Coudert Jr., of New York City, as are upstate business interests. Joseph B. Eastman, Director of Defense Transportation, not only questions legality of such a move, but also deplores it from the war emergency standpoint. Gov. Charles Edison of New Jersey has announced his intention of scrapping such a move in his state.

Wherever these proposals for optional community or State Daylight Saving Time crop up, broadcasters should do their utmost to combat them. Beyond being a disservice and nuisance to the listening public, we have Mr. Eastman's word for it that vital wartime transportation will be impeded.

Peabody Error
NOW THAT the 1941 George Foster Peabody Awards have been made and the winners duly feted, let's take a look in retrospect at the scope, purpose and conduct of radio's "Pulitzer Prizes."

The first awards made last year were for "outstanding meritorious public service" by stations in each of three power categories. This year all of the awards were to network programs, save for the general recognition given international shortwave operators.

There can be no criticism of the 1941 selections. Each was outstanding. Each was deserving of recognition. But do network awards alone accomplish the avowed purpose of the awards, which is to stimulate better radio? Obviously, individual stations cannot compete with the networks on programming. But in the field of public service, which has a peculiar community aspect, the independent station does have the opportunity of displaying its ingenuity.

What happened on this year's awards was that the rules of the game were changed without proper notice to broadcasters. We don't know how many stations submitted entries, but our attention has been directed to at least a dozen instances in which stations went to great expense in preparing elaborate presentations. They were under the impression, as were we, that awards would be made in the same station categories, the only notice having been that there would be a "slight" alteration in method. The fact that none of the station exhibits was considered.

The NAB, which has collaborated with the University System of Georgia in establishing the awards, was not wholly in sympathy with the sudden shift in procedure. But evidently it was too late to alter the method this year.

There are other network competitions, conducted by the poll method. The Peabody Awards this year fell in the same groove. We think the Georgia school should return to its original plan of awards of merit to stations. The network awards can be added as just another in that field if they must be judged. But irrespective of what is done, the rules of the game should be made known well in advance so that stations will not waste their time and energies in futile preparation of presentations.

Half the Battle
SINCE the war's outbreak conversation has been heavy over the advisability of Congressional hearings looking toward new radio legislation.

The pros, decidedly in the minority, insisted that, war or no war, the salvation of radio rested in reappraisal of the existing antiquated law, and the delegation of clearly delineated functions to the FCC or its successor.

The cons, however, held that war-born legislation might prove onerous after peace is restored and that the industry would discover itself saddled with war restrictions in a peace economy.

While this tugging and hauling went on, the FCC majority headed by Chairman Fly used practically every means available in attempting to block hearings. But, thanks to the determination of such men as D-Cal, and the House Interstate Commerce Committee, hearings were begun on schedule April 14 on the Sanders Bill to rewrite the Communications Act.

Even now, after only three days of hearings, it is clear that the proponents of legislative change are right. Though only six or eight members of the Committee expressed their interest in the whole subject was apparent, and their questions indicated a keen understanding of the plight of broadcasting under the mailed fist regulation to which it has been subjected.

The Federal Communications Bar Assn., through former Commissioner E. O. Sykes, its executive committee member, advocated sweeping changes in both regulatory and appellate procedure. Their views were well received. The most pleasing development, however, was the manner in which the Committee welcomed the courageous testimony of NAB President Henry H. Bennett. He ratchets the FCC's "slow death" tactics and in advocating legislative reforms to keep it in check.

The House Committee proceedings are a welcome relief from the exhibitions during the last couple of years before the Senate Interstate Commerce Committee. Senator White (R-Me.), perhaps the best informed man in Congress on communications law, has tried in vain to get constructive legislation through and stop the unconscionable rampages of the FCC's anti-radio majority. Instead, the Committee leadership has permitted the same majority to use it as a sort of sounding board for pet philosophies.

It may be too much to expect remedial legislation promptly as a result of the Sanders Bill hearings. There's still the Senate to be negotiated even if favorable House action is secured. But one thing appears certain: The FCC won't be turning handsprings on newsworthy, multiplicity ownership and other so-called "social reforms" while legislation is pending.

Half the job was done when the hearings began April 14. And full relief, in our judgment, will come, not through court adjudication, but through Congressional mandate.

They Say...
IF BOILS down to this. A few months ago, if we hoped to stay in business, we had to worry about profits. From now on, if we hope to stay in business, we'd better start worrying about selling the freedom-loving peoples of this world and this nation on putting Messrs. Hitler and Hirohito and Mussolini out of business quick.

realize that the purpose of advertising is to build profits. And I realize that the only justification to a stockholder for a large advertising appropriation is the profit shown as a result of it. I don't think that, instead of curtailing or cancelling appropri-ations, advertisers put their advertising to the service of their country, they would be helping make it possible to earn profits tomorrow in a free and self-initiating economy.

There is a war to be sold. There is a future to be made worthwhile fighting toward. There is a free press to be maintained. There is a conversion from a pre-war world to a post-war world for American business to prepare (Continued on page 8).
We Pay Our Respects to...

SIDNEY EUGENE CARR

In 1928, Gene Carr took a six-month leave of absence from his post as instructor in voice at the University of Oregon School of Music because he was intrigued by radio and had the opportunity to sing on the air. However, he didn't get much of a chance to sing for he found himself behind a desk in the Cleveland division of NBC with the title of program director. Thus, the far-reaching results of a whim.

Today, he's assistant manager in charge of sales at WGAR, Cleveland. As yet, he hasn't managed to get back to his students and it looks as though they'd better not wait any longer for his return to the Oregon faculty.

Professorial in his appearance, mild and soft-spoken, Gene Carr works with seemingly the greatest deliberation, but things get done with surprising speed. The industry will testify to that, having seen him in action since last June as chairman of the NAB Sales Managers' Executive Committee. From the moment he took the job, things started happening. His first move was typical, one of those ideas that you view in retrospect as something that should have been done years ago, except that nobody thought of it.

Advertising agency time buyers and national sales representatives were invited to meet with the sales managers' committee. They were then asked point blank just what they wanted of the radio station sales manager. Were station coverage maps and surveys satisfactory? Could any improvements be made in the station rate cards? Were station schedules acceptable in their present forms? These and other queries were fired at the time buyers. Answers were prompt and to the point. Coverage maps and surveys were not entirely satisfactory. There was plenty of room for improvement in the rate card setup. Station schedules could be changed to the benefit of the time buyer.

The information was quickly translated into action. Definite recommendations for coverage maps and surveys were issued to the industry. Rate cards were standardized, simplifying the work of the harrassed time buyer. A program schedule was recommended and quickly adopted by many stations. Local and national rates were clearly defined. The question of a new contract form was approached immediately. The problem created by checking services was brought out and aired and is well on the way to solution. Several new projects in the development of more department stores and retail business were launched. Dealer cooperative advertising studies and Frank Fellegrin's now famous Manual of Radio Advertising came off the press. And six meetings on sales problems have been set for the NAB convention in Cleveland, May 11-14.

These and other phases of the work of the Sales Managers' Committee will be revealed and amplified when Gene Carr makes his report at the convention. Unpublished action has been the engrossment of the committee for the past year. Yet, more sales managers and agency executives will be present for the 1942 convention than any past NAB confab.

These are the things that reveal Gene Carr's rise to prominence in the broadcasting industry. Revelatory too is his slogan for the committee: "To make it easier for more advertisers to buy more time on more radio stations, and to take the burden of responsibility of sales management off the manager and owner in order that he may devote more time to industry problems." He admits to one hobby—broadcasting. It is his opinion that hobbies are a form of escapism and that a man in love with his work...

PERSONAL NOTES

ALFRED MORTON and Dan Tuthill, president and vice-president, respectively, of the National Concert Artists Company, New York, have been attending during the past week for conferences with Charlie Smith, West coast manager, on prospective and current clients. It was their first West Coast visit to the firm over NBC Artists Service.

WILLIAM BURKE MILLER, eastern program manager of NBC and operating head of the program department under the direction of C. L. Mather, has been assigned to an afternoon and evening schedule to handle network policy matters which arise during those times.

CHARLES STAHL, former general manager of WKNY, Kingston, N.Y., and WPEN, Philadelphia, has been appointed sales manager of WNAS, Philadelphia. He succeeds A. W. Dannenbaum Jr., commissioned a lieutenant in the Signal Corps.

WARNER HALL, service manager of spot sales at WJZ, New York, and a member of the nationally known Braniff International Airways, has joined the company. He is currently assigned to Camp Upton, N.Y.

ASHTON DUNN has resigned as director of program of NBC to serve as a major in charge of personnel in the Army Service of Supply. Ernest de La Osa, formerly Dunn's assistant, has taken over his duties.

CARL O. WYMAN, night supervisor of KDRA, Pittsburgh, who holds a lieutenancy in the U.S. Marine Corps, has been assigned to duty in the Office of the Chief Signal Officer. A program schedule was recommended and quickly adopted by many stations. Local and national rates were clearly defined. The question of a new contract form was approached immediately. The problem created by checking services was brought out and aired and is well on the way to solution.

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He admits to one hobby—broadcasting. It is his opinion that hobbies are a form of escapism and that a man in love with his work...
Got His Egg

"EGGS is eggs—and you can't bake a cake without them—even on the air," declared Lou Woer, sound effects technician of CBS-Chicago, when the accounting department questioned him for eggs for a recent broadcast of That Breezy Boy. But Lou won, and the squawky sound of an egg being cracked open during a kitchen scene on the Wednesday night serial was exactly that.

PATRICIA LOCHRIDGE, of the special events department of CBS, is author of a feature story appearing in the May issue of Woman's Home Companion titled "The Unconquerable." FRED BARR, announcer of WWJ, New York, is now program director. RAY ERLENBORN, Hollywood sound effects man and stooge on the NBC Al Pearce & His Gang, and Margaret Leuhart, radio singer, will be married in June. DON CORDRAY, former NBC announcer, has joined the announcing staff of WENW, New York. ROBERT LAWRENCE SNECK, formerly staff writer and producer of WRIR and WFBM, Indianapolis, and recently of McGaw-Erickson, Chicago, as radio producer and writer, has joined WENW, New York. ROLAND BARBER, former announcer of KVSP, Sante Fe, N. M., has joined the announcing staff of W4TN, New York FM station owned by Muskiz Corp.

CHARLES BALTIN, assistant director of the defense and war activities department of WHOM, Jersey City, has been named head of the production section of the New Jersey State Radio Assn., which will conduct a statewide meeting of State Teachers' College, Trenton.

MARDI LILES, assistant program director of WWNC, Asheville, N. C., has joined the Marines. Ezra McIntosh, program director, is giving a series of radio lectures at the Asheville School for Boys.

PAKIER GAYMAN, announcer, has joined KFRC, San Francisco, replacing Dick Wynne, who has joined the Marines.

JACK MCDONALD, former public address announcer at the Sells Stadium in San Francisco, has joined KAY as sportscaster.

DEESY FOSSBINDER, formerly a speech teacher, has joined the announcing staff of WTAQ, Green Bay, Wis.

MORT WERNER, in Hollywood seven years has joined KQW San Jose, Cal.

WALTER WILSON has been made assistant to Mort Lawrence, all-night announcer of WPIL, Philadelphia, succeeding Milton Gottlieb, now in the Army.

JOHN D. SCHEURER has been appointed night supervisor of WPIL, Philadelphia. For two years he has been in charge of new business for American Bauer Adv. Agency, Philadelphia.

JAMES ALLAN, director of publicity and special events of WPIL, Philadelphia, has received a lieutenant's commission in the Quaquervermen Corps in Washington.

Have SPOT SALES Inc. tell you about CINCINNATI'S ONLY COMPLETE RADIO SELLING SERVICE

1 Finest technical facilities for intensive coverage of the Greater Cincinnati market and perfect production of your broadcast message.

2 Finest program facilities of any Cincinnati Station.

3 A tested, effective merchandising program that keeps plugging your product and selling your product from broadcast to point-of-sale.

4 Ideal relations with the dealers who handle your product.

* * * it sells faster if it's WSA IDENTIFIED

5000 WATTS, DAY AND NIGHT—NBC AND BLUE NETWORKS REPRESENTED BY SPOT SALES, INCORPORATED

Page 34 • April 27, 1942
BILL CONINE, formerly of KOME, Tulsa, has been program manager of KOY, Oklahoma City, replacing John Bevans, who joined the Army. Paul Dunne, also from KOME, has joined KOY as its announcing staff. "Parkin Norman has taken over announcing duties of Ted Andrews who has resigned baseball sportscasts.


LOUIS ROEN, NBC announcer on The Guiding Light, has been appointed companion of Senator Chase of the Illinois Civilian Air Patrol.

DOROTHY CHAIDWICK, instructor at West Virginia U, replaces Ted Spera June 1 as director of the Tri-State Partnership and Home Radio over WWAY, Wheeling. Until then she will work in conjunction with Don Hopkins, staff announcer. Spera left to join the Navy.

BOB PEERLES, formerly of WJTN, Jamestown, N.Y., has joined the announcing staff of WCAE, Pittsburgh.

LES LIEBER, partner with Hal Davis in the New York publicity firm of Davis-Lieber, is on a three-week goodwill tour of Cuba as leader of a six-piece orchestra. Permissions by the Government, the tour is sponsored by Martin Goyal, Havana cigarette firm, which is promoting the band on station Cadena Azul.

DON HASTINGS has been named news editor and newcomer of WBIC, Indianapolis.

RICHARD BELT, continuity chief of WHIO, Dayton, has received a Naval enlistment commission and will be stationed at the Great Lakes Naval Training Station. He is succeeded by George Lummus, WJW, Butler, formerly of WCBS, Springfield, Ill., has joined the announcing staff of WHIO.

ANNANAE DORNEY, of the press department of NBC Chicago, was married to James Griffin, Chicago attorney, April 15.

LEE BENTNELL, former vocalist of Jan Garber's orchestra, has joined the announcing staff of WGN, Chicago.

IRA MARION, freelance writer, has joined the staff of the Chicago Daily News and state editor of the Rockford Star, has joined the news staff of WBBM, Chicago, replacing Tom Noble who has joined the Army.

BAYLIS CORBETT, newcomer of KNOK, St. Louis, has entered the Army. He is replaced by Bill Gregor, formerly of the St. Louis News bureau of INS.

BUD LYNCH, former sportscaster and public relations director of CKLW, Windsor-Detroit, and now in the Canadian Active Service Force, was married recently to Frances Gee at Hamilton, Ont.

GAY BATSON, announcer of WSBM, New Orleans, has resigned to join the Army.

CLAUDE BARRON, continuity director of KWK, St. Louis, was presented an award for meritorious service to the Women's Advertising Club of St. Louis at the organization's recent gridiron dinner.

LEO BOLY, sportscaster of WBRM, Syracusa, has joined the Army Air Forces as a first lieutenant.

DAVID SIMMONS, promotion manager of KYL, Salt Lake City, is radio coordinator for the local war bond sales committee.

Sam Simms, former member of Orin Tucker's band and now an announcer of WBFM, Indianapolis, recently became the father of his former announcer DAVE MILLIGAN, continuity writer of WBFM, Indianapolis, underwent an appendectomy April 10.

ED DENKEMA, formerly of WOOD-WASH, and WLAV, Grand Rapids, joined the announcing staff of WKIZ, Muskegon, Mich. He replaces Louis T. Weyer, who has joined KTSU, El Paso. Bill Bennett, new to radio, has joined the continuity staff of WKIZ.

PAUL KACZANDRA, part-time announcer of W4OD, Detroit, was announced winner in the Detroit Fred Allen contest. He has been awarded $250 and an all-expense trip to New York.

HAL NEAL, part-time announcer of W4OD, Detroit, has been added to the announcing staff of W4LD, Detroit.

LAURENCE MOORE, formerly of the Georgia relations staff of NBC New York station, has joined WGAC, Augusta, Ga., as announcer.

GEORGE A. PUTNAM, CBS announcer, has been named to handle commercial announcements for Ivory Snow heard in the East on Junior Miss, Shirley Temple's CBS program, sponsored by Procter & Gamble Co.

BETTY BARTON, who formerly conducted a program on WYK, Oklahoma City, has joined WWNY, Water- town, N.Y., and is broadcasting a five-times weekly women's participating program.

REN BENSON, formerly announcer of KMTV, Hollywood, has joined KPP, Glendale, Calif., in a similar capacity. He succeeds Gene Hoiles, who resigned to join the Army, Bill Rogers, new to radio, has also joined KPP as announcer, succeeding Fred Gwynn, resigned.

HOWARD CALL, former announcer of KSL, Salt Lake City, has joined KFI-KECA, Los Angeles, in a similar capacity. He succeeds Al Posta, who resigned to join the Navy.

Dr. Shirley W. Wynne

SHIRLEY WILMOTT WYNNE, former health commissioner of New York and co-director of the five times weekly Food Forum, sponsored by the American Institute of Foods Products, died April 19 at St. Luke's Hospital, New York, following an operation. According to WJH, the program will continue for the American Institute with a different co-conductor in charge, as yet unselected.

INDIANAPOLIS: Broadcasting Inc., operator of WSP, Indianapolis, has been elected to membership in the Advertising Federation of America.

BECKER PURCHASES CONTROL OF WTB

ACQUISITION of the control of WTB, Cumberland, Md., by Frank V. Becker, general manager who already was a 50% stockholder, was authorized last Tuesday by the FCC. Mr. Becker, the FCC discloses, will pay $215,000 to Leon V. Pampilho for his 49.6% holding in WTB, thereby securing a total of 50%. The fractional stock is held by Charles B. Heskett, local attorney. Mr. Pampilho, engineering supervisor of WFBP, Philadelphia, had bought his interest in WTB along with Arnold Nygren, WFIL chief engineer, from Roger Clipp, general manager of WFBP, in the spring of 1948. Mr. Nygren subsequently bought Mr. Owren's share late in 1940. WTB is on 820 kc., with 250 watts.

Say It With "Good" Music

Among WQXR's Regular Clients:

- Beechnut Gum
- Botany Worsed Mfg.
- Dunhill Cigarettes
- Fels Naptha Soap
- G & D Rinses
- General Foods Corp.
- Golden's Mustard
- Jergens-Woodbury
- Beauty Aids
- Kress-Mel Dessert
- Martinson's Coffee
- Pepsico-Cola
- Regent Cigars
- Ruppert Beer
- Schaffert's Restaurants
- Stromberg-Carlson Radios
- Victor Records
- Welch's Grape Juice
- Williams Shaving Preparations

WHERE MUSIC SELLS THE WORLD'S GREATEST CIGARETTES

Foods, Inc.

WORSTED MIKEDS

- NAPTHA SOAP
- BEAUTY BURY
- GRAPE
- COFFEE

Sponsors:

- Amer. Tobacco
- American Tobacco
- National Tobacco
- U.S. Tobacco

Clara Williams

Company's representative.

To do it right and day

THE HIGH RIDER STATION

NEW YORK
New San Francisco Home of NBC

THE LUXURIOUS million dollar home of NBC in San Francisco started a week-long dedication program on Sunday, April 26, officially opening its doors to the public on that date. An invited studio audience witnessed a broadcast of the Jack Benny program of the same date One Man's Family originated in the Bay City network studios.

Other Hollywood programs to be heard from San Francisco during the eight-day celebration are Burns & Allen, April 28; Point Sublime, April 29; Al Pearce and His Gang, April 30; Whodunit, May 1; The Great Gilderdale, May 3. The regional show, Honeymoon at Sea, will hold the spotlight on April 29 and a BLUE program, Tune Out Time, will be featured May 2.

The new NBC building is jointly tenanted by NBC and the BLUE, the latter on a rental basis. San Francisco headquarters will be host to a number of visiting NBC executives during the week’s celebration including Sid Street, in charge of the NBC western division; John Swallow, program superintendent; Robert McAndrews, public relations manager; Harold Rock, publicity director; Frank Berend, and Joe Allaire. BLUE will come Mark Woods, president, and Don E. Gilman, vice-president in charge of the western division.

WE Sells Subsidiary
SALE of Audio Productions Inc., to Frank Speidel, president, was announced April 20 by T. Kenneth Stevenson, vice-president of Western Elecric Co., New York. For the last nine years, Audio Productions has been operating as a WE subsidiary engaged in production of industrial, advertising, and training films. According to Mr. Speidel, the new firm will operate in association with Film Institute Inc., of which Lawrence J. Ford, Jr., is president and the board includes Joseph Cullman, Howard S. Cullman, John F. Wharton and others, in publishing and financial circles. Mr. Ford will become treasurer of Audio, Mr. Speidel will continue as president with Herman Rosengale, vice-president, and P. J. Mooney as secretary.

Audio’s new production center and general offices are at 630 Ninth Ave., New York.

Protective Measures Taken By NBC Against Coast Bombing and Sabotage

GUARDING against breaking of communications by bombing or sabotage, a complete emergency wartime basis setup which can be put into operation on a moment’s notice has been evolved by NBC Hollywood engineering, program and operations executives, according to Sidney N. Strotz, Western Division vice-president.

The entire staff has been organized for emergency purposes, with all men on 24-hour-a-day call, he said. In case of bombing or other attack during daylight hours, employees directly concerned with technical aspects will operate under the emergency setup.

Emergency Assignments
Other employees will report to shelters under supervision of air raid wardens—Frank Figgins, Alex Petry and Ed Barker. First-aid workers, recently organized as a unit, report to Eloise Clark and Myron Elges, of the Pacific Coast BLUE sales division, also housed in the NBC Hollywood building. Maintenance men, under Claude Ferrel, have been trained in fighting incendiary bombs and complete fire-fighting and rescue equipment has been installed in the studios.

Engineers have established duplicate systems of lines for broadcasting and inter-city communication. Mr. Strotz said in disclosing that disruption of regular power sources will be met by an emergency power unit installed for broadcasting, teletype operation and studio lighting. In addition an emergency control panel has been erected in an isolated section of the building for emergency use and supplementary studios are available to continue essential communication temporarily disrupted.

Short-wave equipment, designed for special events broadcasts, can be put into service to carry programs in case of complete line failure. Continuous broadcasting during blackouts is possible since the network’s eight principal studios in that city are windowless. Vital engineering installations, new control room, power plants and air conditioning system are also housed in windowless rooms.

In Southern California...

BROADCASTING • Broadcast Advertising

A big, concentrated selling job at surprisingly low rates

Affiliated in management with WJR, Detroit, WGBR, Cleveland.

NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.

They Say... (Continued from page 32)

now. This is not "business-as-usual"—this is part of the whole business of defeating Hitler and his co-horts. But it must be done with that in mind. And we have the psychological means and vehicles to help do it.

There are certain things the American public must know. They must know—deeply and intimately in their daily lives—what we are fighting for. They must be made to realize that this is, actually, and very really, a war of good against evil. They must be made aware that we have the potential power—if it is unified and brought together and made to work—to win this war. They must be made to understand

Betty Marie Cook, graduate of the Shawnee NYA school, has joined the engineering staff of KOY, Oklahoma City.

Harold Durham, formerly of KOY, Oklahoma City, has been named studio engineer of WGR, Ft. Worth, Texas.

Frank Lister, formerly of KOY, Oklahoma City, has been named engineer of KWSO, Lawton, Okla.

John Ott, technician of WCAE, Pittsburgh, has reenlisted in the Navy.

Frank T. Nelson, Jr., has joined WNNC, Asheville, N. C.

Lt. Col. Alfred R. Marcy, former chief engineer of WPFL, Syracuse, is now commanding the 106th U. S. Infantry in the field.

Gillette Ownby, formerly of KVOO, Tulsa, Okla., has joined KWON, Bartlesville, Okla., as chief engineer.

Raymond Brooks, formerly of WSOU, Salt Lake City, has joined the engineering staff of KWHZ, Muskegon, Mich. He replaces Hilbert Glade who has joined WHBF, Rock Island.

Don Balcom, formerly of WBCM, Bay City, Mich., and John Bledsoe, formerly of WFFA, Fort Worth, has joined the technical staff of WJLB, Detroit.

Allan Bode, sound effects department director of KFWB, Hollywood, is the father of a boy born April 10.

Francis X. Seibold, formerly of WCAT, Brooklyn, has joined the engineering staff of WCCO, St. Paul.

Berne Sorey, sound effects man of WBBM, Chicago, on April 8 became the father of a daughter, Brannade.

This is a message which you can carry to advertisers who wonder what they can do. This is a "feeling" which you can help spread. Where advertisers feel they must curtail their advertising or cancel it altogether because they have no product to sell, you can make it clear that they have the greatest product in all history to sell—the survival of America. And a advertising which can produce this product which you can’t exactly sell over the counter tomorrow for cash—rather than taken off their fundamental will result in saving their own skin in the long run—Walter J. Weiss, v.p. and copy director, Lord & Thomas, in talk before National Newspaper Promotion Assn. in New York, April 20.

RCA has informed its dealers that it will allow 2 cents on each phonograph record returned to it. The records will have to be made sterile.
Communications centers continue functioning at peak efficiency with AMPEREX WATER AND AIR COOLED TRANSMITTING TUBES

One of the largest news gathering organizations, operating twenty-six transmitters in various parts of the world, reports highly satisfactory results under the severest conditions of actual service.

In the latter half of 1939, Amperex HF3000's and ZB3200's were installed in several of their transmitters.

After many other types of air-cooled and water-cooled tubes had been tried and found wanting, these Amperex HF3000 and ZB3200 tubes, which had been in continuous operation, were adopted for the entire system.

More than 100 types of Amperex Transmitting and Rectifying Tubes are available for rapid delivery.

AMPEREX ELECTRONIC PRODUCTS
39 WASHINGTON STREET BROOKLYN, NEW YORK
WIS, Columbia
McKesson & Robbins, Bridgeport, Conn. (Sonotone), 9 to weekly, 26 weeks, thru J. D. Tatcher & Co., C. Y.
Wagner Packaging Co., Cincinnati, 1 weekly, 18 weeks, thru Harry M. Miller Inc., Columbus.
Beene & Co., Cincinnati, 12 to weekly, thru Newell-Emmett Co., N. Y.
Shell Refining Co., New York, 10 to weekly, thru J. Walter Thompson Co., N. Y.
Procter & Gamble Co., Cincinnati, 3 to weekly, 10 weeks, thru James G. Lamb Co., Philadelphia.

WGAR, Cleveland
Washington State Apple Assn., Wenatchee, Wash., 3 to weekly, 5 weeks, thru J. Walter Thompson Co., N. Y.
Sweet Co. of America, New York (Tootsie Roll), 12 to weekly, thru Miller Bros. Co., N. Y.
National Biscuit Co., New York (NBC Bread), 7 to weekly, 26 weeks, thru McQuade & McQuade, N. Y.
Lady Esther Co., Chicago, 3 to weekly, thru Medaglia & Ryan, N. Y.
J. A. Fox Inc., Cleveland (fur storage), 9 to weekly, 6 weeks, thru Foley Adv., Cleveland.

California Fruit Growers’ Exchange, Los Angeles, 10 to weekly, 3 weeks, thru Lort & Thomas, Chicago.


Food Research Corp., Cleveland, 3 to weekly, 20 weeks, thru Gregory Adv., Cleveland.
Quaker Oats Co., Chicago (Sparkles), 6 to weekly, 9 weeks, thru Ruthrauff & Ryan, N. Y.

General Foods Corp., New York (Post Toasties), 1 to weekly, thru Benton & Bowles, N. Y.

KXN, Hollywood
Gold Medal Co. of San Francisco (dairy products), weekly thru, thru Ruthrauff & Ryan, San Francisco.

WJLB, Detroit
Foca & Co., Philadelphia (naptha soap), 7 to weekly, thru S. E. Roberts, Philadelphia.
Sherwin-Williams Co., Cleveland (paints), thru, thru.

Sponsor ‘Gang Busters’

**SINCE Gang Busters has been offered by NBC to individual outlets for local sponsorship for the summer, starting May [BROADCASTING, April 20, 1942], 10 sponsors have signed for the program on 11 stations. Sponsors and local stations for the program, to begin Friday, 6-8:30 p. m. are: Weill’s Department Store, WBOJ, Baton Rouge, La.; Crowns Beggs Department Stores, KGHR, Pueblo, Colo.; Stamford Ice Mrfs., WSRF, Stamford, Conn.; Iroquois Beer, WKRL, Terre Haute, Ind.; San Felice Pools & Cigars, WAKR, Akron, and WING, Dayton; Carl’s beer, WIZE, Springfield, III.; Clark Bros. (chewing gum), KKKO, St. Louis; Sullivan Co. (sporting goods), WINN, Louisville; Sarvis Dairy, WQGO, bastin, N. C.; Charlotte Bread Co., WAYS, Charlotte.**

Oil Now Stressed
In OFF Campaign

**MANAGERS of all broadcasting stations in the 17 Eastern States, the District of Columbia, Oregon and Washington, on April 25 were asked by Mrs. B. Lewis, assistant director of the Office of Facts & Figures, to cooperate in informing the public of the oil shortage which is becoming ever more serious. A similar letter was sent to 56 network news commentators.**

Attached to Mrs. Lewis’ letter was an official statement setting forth in detail the facts in Chicago and in other important cities that it is no longer possible to transport enough petroleum to meet essential war needs and normal civilian demands. According-ly, the station and commentators were asked to tell their audiences that unless very substantial reductions in gasoline consumption can be made immediately, it may not be possible to supply gas and oil for necessary war uses.

**Situation Serious**

“We ask your immediate cooperation,” said Mrs. Lewis, “in informing the public of these facts and in stimulating within your community active participation by all citizens in campaigns to reduce gasoline consumption to minimum essential levels. Nothing is more important than gasoline conservation, except the winning of the war.”

**In accordance with the OFF’s policy of leaving the writing of the continuities on its special war messages to individual stations, their agency or sponsors, Mr. Lewis did not enclose sample continuities. The statement supplied is so inclusive that continuities can readily be written from it and worked into scripts, announcements, and spot announcements.**

**The oil shortage message was emphasized as a special project over all networks and in all allotted time periods of the Allocation Plan and Radio War Guide, which are scheduled to start April 27 for two weeks and which ask stations and networks to emphasize war bonds, car pooling and salvage [BROADCASTING, April 20]. OFF states that from time to time there will probably be more ‘special messages’ superimposed on the schedules of the Allocation Plan and Radio War Guide.**

**Arakelian in Pa.**

K. ARAKELIAN Inc., New York (Mission Bell wines) is conducting an exclusive Pennsylvania radio campaign using WFIL, WDAS, Philadelphia; WRAW, Reading; WWJ, Newark; WABA, Allentown; WARM, Scranton; WBRE and WBEX, Wilkes-Barre; WBKO, Harrisburg. Agency handling this part of the campaign is Adrian Bauer Adv. Agency, Philadelphia. Other campaigns are being conducted in New York City, Chicago, Los Angeles, and the Coast [BROADCASTING, April 6].**
In Reverse

BELIEVED to be one of the few times a sponsor has bought radio time to ask the public to use the service advertised, Yellow Cab Co., San Francisco, because of the tire shortage, during its twice-weekly quarter-hour program California Story Teller on 2 California stations (KFRC KHJ). Requests to patrons to use taxis only when imperative. Other methods of advoated. Agency is Rhodes & Davis Adv., San Francisco.

GUARDIAN

BROADCASTING

ICE-CAPADES Inc., Pittsburgh, to promote the “Ice-Capades of 1942” at Pan-Pacific Auditorium, Los Angeles, in a two-week campaign which started April 17, is using 500 transcribed one-minute announcements featuring Don Wilson, announcer, on eight Southern California stations—KNX, KMPC, KFWB, KRLD, KOPF, KFAC, KFOX, KPFD. In addition, a scattered schedule of quarter-hour remote broadcasts from the show, which started April 23, is being broadcast. Allied Adv. Agencies, Los Angeles, has the account. Walter McCrory is account executive.

ALBERTS SUPER MARKETS, through Frederick W. Ziv Inc., Cincinnati, has renewed its weekly Treasury Tunes, half-hour defense stamp and bond advertising on WKRC, Cincinnati, with new format featuring Chick Manthe’s orchestra. Bill Welch Treasury Man and Nelson King announce. WKRC lends the show to WHIO, Dayton, and WQOL, Columbus, Thursdays, 8:30 p.m. In addition, the same account has signed for 100 word announcements on the Woman’s Hour Mondays through Fridays.

AMERICAN BENEFIT INSURANCE Co., Orlando, Fla., has started a five-minute transcribed feature daily on WTSF, St. Petersburg, Fla.

INTERNATIONAL SHOE Co., St. Louis (Conformity sausage), on April 20 started thrice-weekly sponsorship of Myra Dee Dees’ beauty, health and style exponents on WJJD, Chicago. Maushard Adv. Agency, St. Louis, handles the account.

TERMINAL BARBER SHOPS, New York, on April 20 started thrice-weekly sponsorship of Myra Dee Dees’ beauty, health and style exponents on WJJD, Chicago. Maushard Adv. Agency, St. Louis, handles the account.

CASH INCOME and GOV’T PAYMENTS

Source—Department of Agriculture 1940

NORTH CAROLINA

is the SOUTH’s NO. 1 AGRICULTURAL STATE!

$221,768,000.00

AVERAGE OF NINE OTHER SOUTHERN STATES

$133,256,000.00

IN Reverse

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FM Facilities of WWSW Relay Games to WSTV

Using FM for relay purposes WWSW, Pittsburgh, is feeding accounts of the Pirates ball games to WSTV, Steubenville, O., over its high frequency adjunct, W47P. Despite the 36 miles of hilly terrain separating the two stations, WSTV reports that its reception and rebroadcast are flawless. Recordings off the air have been made as evidence of its fidelity and have been forwarded to N. W. Ayer & Son, agency which placed the baseball broadcasts for Atlantic Refining and General Mills.

WSTV and WJPA, Washington, Pa., successfully used FM last month for a similar pickup of the Bobo-Franklin prize fight in Pittsburgh.

"DON'T FERGIT, FELLERS—BUSINESS IS BOILIN' IN THE RED RIVER VALLEY! AND WDAY KIN SHOW YOU HOW TO COOK UP SOME FER YERSELF!"

KRMC Power Cut for Better Frequency
Not to Be Taken as Precedent, Says FCC

ACTION of the FCC a fortnight ago in assigning KRMC, James-town, N. D., to the 600 kc. regional frequency with 250 watts day and 100 watts night, caused some speculation in Washington over the wartime licensing policy of the FCC. Pursuant to the Havana Treaty, regulations prescribe that frequencies shall be used for the precise classification of stations specified under Treaty definitions, unless no other facility is available.

In a memorandum opinion [BROADCASTING, April 20], the FCC said that while 600 kc. is available for use by a station of greater power than that used by KRMC, such an increase would involve use of critical materials and would be in conflict with policy being followed under wartime freeze orders.

It is expected that the station will, when appropriate, make application for increased power and operation with a directional antenna,” the memorandum opinion stated.

Not a Precedent

KRMC heretofore has operated with 250 watts fulltime on 1400 kc. The new authorization, giving the station greater coverage due to the improved frequency, reduces its night power to 100 watts, with 250 watts until local sunset.

In its notification to other nations signatory to the Havana Treaty, the FCC specified KRMC as a Class IV (local) station on 600 kc., whereas the channel, under the Treaty, is specified as a Class III (regional).

While broadcasters speculate upon future authorizations of this kind, irrespective of channel class, as a means of avoiding use of critical materials and at the same time increasing service, the FCC in its memorandum opinion said it wished to make it clear that the decision “is not to be taken as a precedent for future action in a case involving construction or where it appears that proposed frequency changes do not involve the allocation of additional quartz crystals for broadcast use, or where any substantial amount of materials, will be in any way involved.”

Hearing Set on WHAL Construction Extension

HEARING on the advisability of an extension of time for the construction of the new WHAL, Saginaw, Mich., an outstanding construction permit since 1939, was ordered last week by the FCC.

According to the commission, its action is based on the Feb. 23 freeze recommendation as Saginaw is said to be already receiving primary service and since actual construction of the station has not yet been started and the necessary materials are not immediately available. WHAL was granted to Harold F. Gross, operator of WJIM, Lansing, Mich., and Edmund F. Shields for 500 watts daytime on 960 kc., since shifted to 960 kc. under NAJBA.

The application of KYW, Philadelphia, for extension of its construction permit for directional antenna changes was dismamet for hearing for similar reasons as were the new station applications of the Eastern Pennsylvania Broadcasting Corp., Scranton, asking 5,000 watts on 650 kc. with directional antenna; Aloha Broadcasting Co. Ltd., Honolulu, seeking 250 watts on 1400 kc.

INSTALLATION of a new 5,000-watt Westinghouse transmitter is expected to be completed by late May by WCAO, Baltimore.

Page 40 • April 27, 1942

BROADCASTING • Broadcast Advertising
Featuring the important (May 11) NAB Convention Issue

New, Accurate WARTIME GUIDE Including--

1 Radio's business outlook, as seen by leading authorities.

2 Complete guide to Federal departments, bureaus and agencies with particular emphasis on their radio setups.

3 What to do and where to go on radio priorities.

4 New business fields open to radio in a wartime economy.

5 Complete preview of the first wartime meeting of the National Association of Broadcasters.

This big edition will be mailed before and distributed at the NAB Convention convening May 11 in Cleveland.
USO Recording Military For Local Rebroadcasts

IN A DRIVE to provide local stations with recorded messages of their hometown boys in various camps and bases all over the country, the USO last Tuesday started a mobile unit on a tour of Army centers, Naval stations and USO clubs in the New England States. The unit will record special quarter-hour discs of service men whose homes are in a particular locality and then offer the discs to stations in that community for rebroadcast purposes. The series will be titled Your Soldier.

The tour was launched by Fullerton Lewis Jr., MBS commentator, with ceremonies at the WOL, Washington, studio building. Attending were Lt. Comdr. Edward A. Hayes, USN; Maj. Harold Kent, Army; Jerry Butcher, USO radio director; Arthur Stringer, representing the NAB.

The first trip of the unit is under the supervision of Martin H. Work, radio consultant for the National Catholic Community Service, a USO member agency. It is planned that the recording program will be considerably expanded later.

CAESAR PETRILLO, musical director of WBBM, Chicago; Nelson Shaw, radio director of Arthur Meierhoff & Co., Chicago, and Edward Ross, the authors of the hit song Jim, have written a sequel titled, Jim Went Deep.

Elmer Diddler's Doings:

Purely Programs

UMPHASIZING the tyrannical rule of the oppressor, is the newly launched Atlas John Freedom which originates from KGO, San Francisco, for the BLUE Sundays, 7-7:30 p.m. (EWT). The program is written by Forrest Barnes. "John Freedom is a dominant personality in the Axis-occupied nations to rescue the weak and oppressed and destroy the foes of freedom-loving people. In a swiftly paced version of war-torn Europe and Asia, each weekly adventure will shift locale and characters to reveal "John Freedom" rallying to the cause of free men and women throughout the world.

A Bachelor's Suggestion

WORKING on the supposition that men can do a better sales job to the fair ears than women, KTKC, Visalia, Cal., is presenting Bachelor Shopper with a character, "Bachelor Bill", discussing what he would like for meals and directing attention to sponsor's food specials.

IZAAK WALTONS of the North-west continue to learn of best fishing areas through Fishing Bulletins which on April 17 started its 11th year on KALE, Portland, with Bob Henderson at the mike.

Mr. Essex

TAKES HELM AT WINSTON-SALEM

APPOINTMENT of Harold Essex, sales manager of WSJS, Winston-Salem, as director of operations of that station and of FM station W45MM, under construction, was announced last week by Gordon Gray, president of the stations and of the Piedmont Publishing Co. Mr. Gray himself has enlisted as a volunteer officer candidate in the Army (BROADCASTING, April 20).

Mr. Essex has been connected with WSJS since September, 1939 when he was employed as sales manager. Prior to that he worked for 10 years as promotion manager of the Chicago Times, and before that he had served as managing editor and later as general manager of the Greensboro (N. C.) Record.

Mr. Essex said that W45MM, being constructed on Klingman's Peak, adjacent to Mt. Mitchell, would go on the air about May 15 with reduced power. It holds a construction permit for 50,000 watts.

Robert C. Estes, of the announcing staff of WSJS, has been named production manager of the FM station, and C. M. Smith will continue as its chief engineer. Norris O'Neill, business manager of WSJS, also has been named business manager of W45MM.

Mr. Miller is program director and Phillip Hedrick is chief engineer of WSJS.

Food for Health

TO BRING the homemaker scientific facts on nutrition for her daily menu, CBS will start a special series of seven broadcasts on its regular weekday program Highways to Health. Each broadcast will feature a talk by a doctor on various aspects of "Food Facts and Nutrition."

For Servicemen

PACIFIC COAST feature on the BLUE, titled Your Blind Date, on April 27 will become a coast-to-coast series for men in the armed forces, and will include community songs, the reading of a letter by a service man's mother to her son, and short sketches.

WISN

MILWAUKEE

5,000 WATTS

DAY & NIGHT

COLUMBIA

The Katz Agency, Inc. - Representatives

Page 42 • April 27, 1942

BROADCASTING • Broadcast Advertising
Form New Agency

MURRAY R. DIRECTOR, former partner of Bryde, Richard & Pound, and Edward Lane, former copy chief of the same agency, have formed Director & Lane Adv. Agency at 250 W. 57th St., New York; telephone, Circle 6-1733. Company will handle radio accounts, but has not yet announced the names of the advertisers or plans. No radio director has been appointed.

ADRIAN SAMISCH, who for the past months has been with Paramount Pictures as a director, has rejoined Young & Rubicam, New York, as assistant to Carl Stauton, radio director, to work on special accounts.

W. S. MOWAT, television director of J. Walter Thompson Co., Ltd., Montreal, has joined the Royal Canadian Artillery as lieutenant. Walter Telford of the Montreal office has been transferred to the executive staff of the agency's Toronto office.


BRUNO W. RANDOLPH, account executive of J. Stirling Gershel, Inc., New York, has been elected vice-president. Randolph has been handling the agency's account with Schenley Distillers Corp., New York, for Golden Wedgwood and Schenley whiskies. During a 10-year stay abroad, he was Central European manager of McCann-Erickson, New York, as director of Lintas Ltd., London, serving also as advertising consultant to the Continental Committee of Unilever Ltd., London.


EMILY S. ROBB, formerly secretary to the creative division of the agency's New York office, has been appointed assistant advertising director of the new agency. She will also handle advertising space accounts.

The new agency will be located at 101 W. 43rd St., New York, and will handle both national and local accounts.


card

BROADCASTING • Broadcast Advertising April 27, 1942 • Page 43
Aspertane Takes Van Horn

ARTHUR VAN HORN, newscaster and news editor of WOR, New York, has started five times weekly AP news reports over 90 MBS stations from 1:30-1:55 p.m. The series is sponsored thrice weekly by Whitetails Pharmacal Co., New York, for Aspertane and is heard on a sustaining basis the other two days. He will continue his five-weekly quarter-hour newsmcasts on WOR at 11 a.m., sponsored on alternate days by Manhattan Soap Co., New York, and McKe- nzie & Robbins, Bridgeport, Conn. Van Horn was news editor and announcer of KFRC, San Fran- cisco, until he joined WOR three months ago.

Cooks Products Starts

COOKS PRODUCTS Corp., San Francisco (Girard salad dressing), on April 19 started sponsoring a combination news-musical program titled The Little Show, on a hookup of Don Lee stations KJH, Los Angeles, and KFRC, San Fran- cisco, Sunday mornings at 11-11:15 a.m. (PWT). Contract is for 26 weeks. Weekly quarter-hour feature, based on the AP radio wire, combines unique news accounts, human interest war features, thumb- nail biographical sketches of famous personalities and recorded music. Ray Lewis is narrator and M.C. Rhodes & Davis Adv., San Francisco, has the account.

The Other Fellow’s VIEWPOINT

Help, Uncle Sam!

EDITOR, BROADCASTING:

As manager of a local station with a small staff, depleted by the war, I most heartily agree with the Pacific Coast section. "As a radio operator, move to save paper and man-power, I think the Federal War Commission should make less frequent demands for copies of ads for the duration. I believe the smaller the station the less fre- quent should be the demand." Because of depleted staff, I seldom write letters to publications. As long as I am doing so, may I add several more observations.

The Government could cooperate with farmers by giving them the schedule. By buying from the farmers, by allowing one weather forecast a day at noon, when most farmers listen to their local radio stations, which cannot be heard on the seacoasts during the hour, because of distance and interference from other stations on the same waves. I think that radio stations should be given priorities on tanks, cisterns and other necessary equipment to keep them on the air. I think stations should be allowed to purchase tires and tubes for the cars of its engineers and for trucks used in remote broadcasts.

Shame on Us!

EDITOR, BROADCASTING:

Was sitting here in Jim Wood- ruff’s Atlanta office yesterday when I ran across a copy of [BROADCASTING, March 23], which carried a story on the Army Hour. Note that it led off with "For the first time... a show to accom- plish a military mission, etc., has been produced and sponsored by the U. S. Army..."

Shame on you to forget all the columns of stuff you wrote about the Radio Public Relations section of the Second Army of Lt. Gen. Ben Lear in the Arkansas- Louisiana maneuvers. Don’t you recall that under sponsorship of the Sec- ond Army, we produced a show every other day of Mutual, every day of the Texas State Network, featuring soldiers, written by soldiers, transcribed by soldiers, and the only method by which soldiers in the field away from newspapers could be used in remote broadcasts because they were not under the Army Hour. I think your stories mentions were with me in the venture, too—Brooks Wat- son and Lt. Rankin Roberts.


April 19.

Where But

WSYR

SYRACUSE

Can You Get a Basic

NBC Red Station

covering Central

New York?

Page 44 • April 27, 1942
Steady Radio Listeners Regular Attendees at Movies, Survey Shows

REGULAR radio listeners are regular moviegoers, according to a survey by Dr. Louis Agar, editor of the Motion Picture Research Bureau, 512 Fifth Ave., New York. According to Dr. Agar, "for the time being there will be no rate increase at the station."

Keynote of the dedicatory program will be "Radio At War," under the chairmanship of Dr. Frank Kingdon. Speakers include Dorothy Thompson, newspaper columnist and radio commentator; Herbert Agar, editor of the Louisville Courier-Journal; Jan Masaryk, son of the Czechoslovakian president.

Under the chairmanship of Cliff-
ton Fadiman, a roundtable dis-
sion of "America Since Pearl Harbor" will be presented on the program with Rex Stout, Eugene Lyons, Samu-
el Grafton and Regan (Tex) McCravy participating. The musical portion of the show will highlight patriotic songs and stars of radio, stage and screen.

Fly as Moderator

JAMES L. FLY, chairman of the
FCC, will act as moderator of the 
BLUE America's Town Meeting of 
The Air, and George V. Denny, 
moderator and founder of Town Hall, will step into the role of speaker for the first time in the history of the series, on the April 30 broadcast. The subject will be "The Role of Criticism in War-
time". Originating in Fort Wayne, fourth stop of Town Meeting's summer tour, the program will be heard on 129 BLUE stations 9-10 p.m., sponsored by WOWO, Fort Wayne, and the Quest Club. Other speakers will be Norman Thomas, Socialist leader; Walter D. Puller, president of the Curtis Publishing Co.; and board chairman of the NAM, and Jay Allen, foreign corre-
respondent and author of My Trouble With Hitler.

More for Planters

PLANTERS NUT & CHOCO-
LATE Co., Wilkes-Barre, is ex-
panding its present schedule for Planters peanuts with three quar-
ter-hours weekly on KPRC, Hou-
ton; a ten-minute program five days weekly on WHIO, Dayton; and additional two minutes, making a seven-minute program six days weekly on KMC, Kansas City. The company has started Margery Dennis' Musical Notebook, quarter-
hour six days weekly on WAPI, Birmingham, for peanut oil, in ad-
dition to the daily morning news-
casts for the peanuts. Agency is Goodkind, Joice & Morgan, Chi-

cago.

No Photo Finish in Knoxville Derby

Total Coincidental Calls This Period: 2,931, of which 2,459 were completed. (Mar. 17-23, 42)

<table>
<thead>
<tr>
<th>WNOX</th>
<th>&quot;B&quot;</th>
<th>&quot;C&quot;</th>
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<tbody>
<tr>
<td>MORNING INDEX Tues. thru Mon. 6:30 a.m. - 12:00 n.</td>
<td>57.6</td>
<td>28.1</td>
</tr>
<tr>
<td>AFTERNOON INDEX Tues. thru Mon. 12:00 n. - 6:00 p.m.</td>
<td>56.3</td>
<td>27.9</td>
</tr>
<tr>
<td>EVENING INDEX Tues. thru Mon. 6:00 - 9:00 p.m.</td>
<td>51.9</td>
<td>33.9</td>
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<tr>
<td>Combined*</td>
<td>55.1</td>
<td>30.0</td>
</tr>
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</table>

*To all three of Knoxville's good stations, the survey was compli-
mentary—only six homes out of 2,931 telephoned. were tuned—
night or day—to outside stations.

WNOX IS HEAVY FAVORITE ON EAST TENNESSEE TRACK

COINCIDENTAL SURVEY GIVES

WNOX 84% MORE LISTENERS THAN STATION "B"; AND 270% MORE THAN STATION "C" (IN KNOXVILLE ALONE).

When Mr. Hooper comes to Knoxville we believe he'll find the same facts discovered by the able heads of the University of Tennessee Departments of Marketing and Advertising—E. O. Dille and E. E. Garrison—who conducted this survey.

WNOX DELIVERS THE BIGGEST CBS MARKET EAST OF MEMPHIS—BOTH NIGHT AND DAY.

In all Tennessee WNOX delivers the biggest CBS market east of Memphis—both night and day.

Construction at WNOX is almost com-
pleted for operation with 10,000 watts both night and day on 990 kc.

BROADCASTING • Broadcast Advertising
April 27, 1942 • Page 45
**Merchandising & Promotion**

**New York Study—Free Reminders—Jewelry Folders**

**RAID Instruction—Time Finders**

**ARM Advice**

TYING in with its newscasts as a public service, KGER, Long Beach, offers a condensed picture stripform air raid instruction sheet to listeners upon written request. Recipients must state time they heard the brief announcement, therefore simultaneously creating an audience analysis. Designed by Johnstone & Cushing, New York advertising art firm, the promotion piece, titled What To Do In An Air Raid, has also been translated into Spanish by KGER for distribution to its Mexican audience.

**WKZ0 Service**

Radio new service to provide publicity releases for Western Michigan newspapers has been started by WKZO Kalamazoo. Plans include the supplying of daily program listings for the four major networks:

- **Time Dials**
  - CARDBOARD dials that enable newscast listeners to compute the exact time in any part of the globe are being distributed by KLZ, Denver. The dials set at correct hour in any time zone, corresponding times around the globe are indicated.

**FLIGHT CONTROL BOARD**

That keeps tab on contestants in People Are Funny, is explained by John Guedel, Hollywood writer-producer of the new We the People half-hour NBC show, which will begin Wednesday on NBC and will be syndicated by Brown & Williamson Tobacco Co., in the interest of Wings King Size Cigarettes. Interested listeners are: (1 to r) Art Linkletter, co-mc; Tom Wallace, Chicago executive of Russel M. Seeds Co., agency servicing the account; Mr. Guedel; Art Baker, co-mc, Mel Williamson, agency's Hollywood production supervisor.

**Dealers' Smokes**

**TO MERCHANDISE the Socony-Vacuum newscasts on KFYR, Bismarck, N. D., Manager Frank Fitzsimonds arranged a dealers' banquet. To each dinner a pack of cigarettes was presented with the message: “Enjoy these smokes while listening to the Mobiglas News Review with Bob MacLeod, six times weekly at 12:15 p.m.” During the dinner MacLeod gave details of the advertising they were getting.

**Song Prizes**

FOR the two best letters telling the true story behind the listener's favorite song, WGN, Chicago, will award two $15 and $10 prizes and will dramatize the letters on America Loves a Melody, MBS weekly musical program from WGN.

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**Baltimore’s Blanket!**

18 hours a day, we knock on over 200,000 doors! And our reception is city-wide, high and handsome! One of the nation’s most lucrative markets... served INFACT to you! Penny for penny—coverage better than any! Write for plentiful proof!

**WCBM**

The Blue Network

Baltimore, Maryland


**WABC**

Influencing Sales

**FAR Beyond Pontiac**

In cities, villages... farms... for miles and miles around Pontiac... the messages of national, regional and local advertisers are heard over WCAR's 1000-kilowatt power.

**WABC**

PONTIAC, MICHIGAN

of the Foreman Co. A Chicago A New York

**KWKH**

CBS-50 KW

The Selling Power in the Buying Market

A Shreveport Times Station

SHREVEPORT, LA.

The Blackburn Company

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**HOUSE BILL TRIMS U. S. BROADCASTS**

IN LINE with concerted action in Congress to consolidate Government and eliminate alleged wastes in paper and "useless men power," Rep. Jones (R-Ohio) last Wednesday introduced a bill (HR 6937) which would restrict appropriations of all Government departments or agencies "with respect to all publications not required by law," and included broadcasting under the general title of "publications." The War and Navy departments were excepted.

Other information services and media included in the "publications" list were press services, group contracts, exhibits, motion pictures, lantern slides and government material, photography, individual contracts and posters.

Rep. Jones' proposal was felt to have stemmed from recent correspondence on paper conversion, with Leon Henderson, price administration chief, and is designed to "strike out $25,000,000 from a $50,000,000 postage bill, $20,000,000 from the Federal agency roll, and $20,000,000 from a $2,400,000 paper bill."

Rep. Priest (D-Tenn.) who preceded Rep. Jones on the House floor also spoke in condemnation of Government information bureaus and requested the Speaker for an additional 10 to 15 minutes Monday to extend his remarks. The Jones bill has been referred to the Committee on Appropriations but had not yet been scheduled for study.

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**BROADCASTING • Broadcast Advertising**
WALTER A TIBBALS

WITH horses as his hobby and broadcasting his business, Walt Tibbals, time-buyer of the Blow Co., New York, leads an active life. Wholly responsible for the radio campaigns used by Postal Telegraph, Sweets Co. of America and Hills Bros. Co., Walt also assists the agency's radio director, Reggie Schuebel, in supervising the Philip Morris network shows and Ever-sharp's Take It Or Leave It program on CBS. He has been associated with these accounts in one way or another ever since 1928 when he joined Blow as assistant to Charles Martin, then director of production for the agency. A diversified career precedes Walt's timebuying activities, which started with a vengence in 1937 when he became assistant to Miss Schuebel. Three years with WNEW, New York, gave him his first experience in the radio field from the station's angle. Starting in the mail room, he did everything from handling the night desk, announcing and engineering to programming, merchandising and some acting. Prior to that, he worked in the classified advertising department of the New York American, the brokerage firm of Stout & Co., New York, and the marine department of Standard Oil Co. of New Jersey. This last post in 1929 was Tibbals' first job. Born in Red Bank, New Jersey, WALTER A TIBBALS, who has two younger brothers, attended Rutgers.

VOICES OF AMERICA
Documentary Series Covers Six U. S. Areas

DOCUMENTARY program series covering six sections of American life was released by the Library of Congress last week. Called This is History, the series consists of the voices of the American people in different sections of the country. It was produced by the Library's Radio Research Project, financed by a grant from the Rockefeller Foundation.

Field workers interviewed people and recorded their thoughts and feelings on questions of the day. Material was gathered in the Shore region of Maryland and Delaware, the Okies of California, the mountains of Georgia, at a folk festival in Asheville, N. C., a war plant in Wilmington, N. C., and a carnival in Washington.

The entire project was supervised by Philip Cohen, director of the project now with OFF. He was assisted by Alan Lomax and Joseph Lisa. Technical chief on the series was Jerome Weisner, of the Library staff.

N. J. he was educated at high schools near his home, and various prep schools before winning a scholarship to Rutgers. Married in 1939 to Margie Hessenberger, then secretary to L. W. Thomas, copy director of Blow, he lives in Jackson Heights. Walt's love for horses extends to riding every Saturday, some fox-hunting, and a life-long ambition to have his own stables.
WCAE, Pittsburgh, utilizes the 1 to 5 p.m. afternoon period for a continuous show of recorded music and news commentaries. On the hour, news commentaries of CBS analysts, Cedric Foster and Richard Eaton, as well as a period by the WCAE news staff are incorporated into the program.

WLOK, Lima, O., is selling programs for commercial sponsorships which advertise the sale of war bonds and stamps, but at the conclusion of each such program a representative of the station presents a check to the local committee covering the cost of the broadcast. The only commercial mention allowed to sponsors is identification by name at station break time.

U. S. MARINES are featured in a series to be launched on WMCA, New York, and in bi-monthly programs now heard on WHOM, Jersey City. The program on WMCA will feature recordings by Marine Corps bands and talks by officers on Marine activities, while WHOM presents interviews with marines from the local area, with continuities prepared by the U. S. Marine Corps Headquarters, Washington.

WDFD, Flint, Mich., has enlarged the scope of its local school broadcasts with the addition of every Wednesday's 7:30 p.m. program presented by a committee of classroom teachers and administrators. Among other features with WDFD are two radio workshops in local high schools with another school expected to build a studio with direct lines to WDFD.

SILVER PLAQUE in the reception room of WHOM, Jersey City, honors the names of employes who join the armed forces.

NO SCALPING PARTY this, but just a pow-wow between Pacific Coast BLUE executives and a couple Indians following ceremonies which made little Tommy Cook an adopted member of the Yakima Tribe (Little Water Fish). Youngest portrays the Indian, Little Beaver, in the three weekly half-hour adventure series, Red Ryder, sponsored by Langendorf United Bakersies on Pacific BLUE stations. Pow-wows are (1 to 1): Leonard Reed, BLUE producer of the series; Noel Corbett, network exploitation representative; Tracy Moore, BLUE western sales manager; Tommy Cook; Chief Iron Eyes; Chief Yowlachi.

DEDICATED to the "folks back home", a new weekly quarter hour program, "Ranged Wages Over the West Coast," has been launched on Ten Lee stations. Musical program features the Air Force band. Private David Preis is producer.

KRTA, San Antonio, was recently cited by the Veterans of Foreign Wars for meritorious patriotic services. Presentation was accepted on behalf of KRTA by George Johnson, station manager.

WJLB, Detroit, on March 29 cleared all commercials for a two-hour period to present "Americal Week," prepared and presented by a committee of classroom teachers and administrators. Among the features were talks on the war effort by various leaders in the local area.

WPID, Petersburg, raised $8,750 in a special three-hour broadcast to sell war stamps and bonds, according to B. Walter Huffington, general manager. Aired Army Day from 9:30 to 12 noon, the program cost was prepared by Ray Shaw and Stewart Spencer, and other staff members. Civic leaders were included in the program's announcements and urged others to do likewise. Each participant was sent an envelope containing a drive and $25.00 in the first five minutes of the program.

WINNER of the war bond contest for March, sponsored by WINS, New York, for its employes, is George Manion, office boy. The station awards a $50 award bond to the employee who purchases the largest amount of bonds or stamps, in proportion to his or her monthly salary.

FOR SUGGESTING a new name for the war, Tobias Lopatka, of Brooklyn, received a $25 War Bond from WHOM, Jersey City, Lopatka's entry, "The War of Survival," was submitted in a contest launched by WHOM after President Roosevelt had expressed a desire for a new descriptive name for the war. By coincidence, Lopatka's winning name, postmarked April 7, was rejected and Lopatka was informed that the President announced a week later that the best from among suggestions received was published in Washington in response to the presidential request.

TO COORDINATE requests for free guest appearances by inter-American notable, has established a defense bureau. In addition to handling requests from public service organizations, and arranging for special broadcasts in behalf of governmental and private agencies, the new bureau has formalized the usual role of station talent who have agreed to publicize their services gratis to local agencies.

IN ACCORDANCE with its policy of fostering inter-American relations, has established a defense bureau. In addition to handling requests from public service organizations, and arranging for special broadcasts in behalf of governmental and private agencies, the new bureau has formalized the usual role of station talent who have agreed to publicize their services gratis to local and national agencies.

While no official reasons were given for the denial, it is understood that the Committee concluded that since the broadcast program is an experimental field, no new name will be adopted by a modification of the Havana Treaty. Engineering studies are being made of the operation of the station on the WJL channel, but no definite decision has been made.

The former assignment is the Class I-A clear channel of WJZ, New York, key to the Atlantic network.

Hough Addresses Club

THE IMPORTANCE of the current inquiry by the FCC in the newspaper-ownership of radio stations was stressed by Harold Hough, director of WHAP-5KGO, Fort Worth, and chairman of the Newspaper-Radio Committee, speaking at the April 22 meeting of the Radio Executives Club of New York. Second guest speaker was Maj. George Fielding Elliot, military analyst of CBS. Out-town guests included Merle S. Jones, KNX, Los Angeles; St. Louis; H. S. Brown, WHCU, Boston; D. E. Edward A. Davies, WIP, Philadelphia; R. G. Matheson, WHDH, Boston; and Richard Owen, WGR-WKBW, Buffalo, and Charles A. Denny, WER, Erie, Pa.

WDZ Staff Changes

RECENT PERSONNEL changes at WDZ, Toledo, include the addition of Murray Knight, formerly of WDWO, Chicago, and writer-announcer of WHEC and WHAM, Rochester, as continuing editor, Don Wilson, formerly of WBZ, Minneapolis, and WGIL, Galveston, Ill., and Gordon Miller, editor of the Havana Review, has joined the engineering staff. Bob McCracken, who recently published a song which has been named "Hulstana," Fay Wells and Larry Travata have been added to the musical staff.

FIRST annual award of the Victory Committee, established by the Outstanding athlete of the week was made to Carmelita Landry, U. S. and World's American speed skating champion.

FCC Denies KOB Plea To Notify Treaty Office

REQUEST of KOB, Albuquerque, that the FCC notify the Inter-American Relations and Information Office of the ratification of the Havana Treaty, of its assignment on 770 kc. to KJZ was denied last Tuesday by the FCC. KOB operates on 770 kc. under a special service authorization, being requested today to 1000 kc.

The former assignment is the Class I-A clear channel of WJZ, New York, key to the Atlantic network.
Industry Vigorously Opposes New York Daylight Saving Bill

Local Option Plans in Other States Are Attacked By Both Industry and Civic Leaders

NEW YORK broadcasters are vigorously opposing legislation pending in Albany to permit local option on an additional hour of daylight saving time between May 15 and Sept. 15, espoused by New York City's Mayor F. H. LaGuardia.

With universal daylight saving time having been decreed last February by President Roosevelt as a wartime measure, introduction of local option daylight saving time would play havoc with broadcast schedules, particularly in view of New York City's status as key originating point. Similar moves for local option are under way in Pennsylvania and New Jersey, but they do not appear to have as strong support as the bill pending in New York.

Resorts Want It

Operators of beach resorts and entertainment centers are under- stood to be pressing for the additional hour of daylight saving time during the summer because of the boost it would give their business.

Strongest voice in opposition is that of Joseph B. Eastman, Director of Defense Transportation. On April 20, he telegraphed the governors of New York, New Jersey and Pennsylvania that DST, superimposed on Summer Time, would be "wasteful of necessary public transportation facilities". He said he would deplore any single state attempting to take this step.

Gov. Charles Edison of New Jersey already has announced his opposition to local option in New Jersey, in writing with Director Eastman's suggestion. He announced he would contact Mayor LaGuardia to the same effect, asserting that any further advance in clocks should be made on a national rather than a local basis.

The New York bill was introduced by Senator Paul Cusick Jr., Republican, New York City, and would permit any city or county to advance clocks an additional hour between May 15 and Sept. 15. Robert Moses, Park Commissioner of New York, originally proposed the plan, which has been supported by Mayor LaGuardia and representatives of resort areas.

Eastman Telegram

The text of the telegram sent by Director Eastman to the three governors follows:

Understand bill now before Senate calling for state-wide setting clocks ahead additional hour. Aside from immediate lack of necessity for such action by reason of Congressional occupation of field by act of Jan. 20, 1942, I would deplore, for transpor- tation reasons, any single state or scattered communities within a state at- tempting to take this step. Unless observed on a wide basis as in past years, and I am informed this is unlikely, it would create growing demands for service, which would, to the extent they could be met, absorb crews, coaches, locomotive power, in a time when it is essential that passenger service be maintained on a most economic and efficient basis if carriers are to meet demands for military movements and necessary traffic directly connected with the war.

In recent years, even with weeks of planning for such a change, which was uniform in the entire northeast, carriers had to make drastic revisions in schedules. Under present conditions, it is wasteful of necessary public transportation facilities to abruptly superimpose a partial observance of the earlier time.

MORSE CODE IS TAUGHT ON AIR

Station Gives Operating Lessons in Drama Form Plans Fulltime Courses

KSTP, St. Paul, attempting what it believes is a unique war effort for the advancement of radio, is conducting a series of weekly programs designed to teach young men and women the international Morse code.

With the great demand by the armed forces for operators, and with untold commercial openings available, the St. Paul Radio Club, an affiliate in the American Amateur Relay League, will aid in the presentation of the series.

Using drama, as sugar-coating for the lessons, the series will be taught around a small family—father, 20-year-old son, and daughter, 19, and an amateur operator.

Teaching of the audience will progress as the boy and girl are taught, utilizing basic lessons which have been set up by the league itself.

The series is to start April 26, and will be aired each Sunday morning at 9:30.

The station believes that the novelty of this type of presentation will hold the interest even of those not interested in learning code.

After the third week's program, the station will incorporate into the show a series of teaser announce- ments to determine how many young men would be interested in obtaining full-time lessons, which would not, of course, be broadcast. If interest is high enough, KSTP will open its studios one night a week in Minneapolis and in St. Paul as actual classrooms. The local amateur club will furnish instructors for these courses.

Script writing is being done by Jack Hill of the local club, with Bob Murphy of KSTP in charge of production.

More Clients on CBS Beam Programs Abroad ADDITIONAL CBS sponsors starting this week to shortwave their programs around the world on WCBS and WOR. CBC international stations, are Wm. Wrig- ley Jr. Co., Chicago, and U. S. To- bacco Co., New York, making a total of five sponsors using CBS shortwave facilities [BROADCAST- ING, April 23].

Wrigley, on April 22 will start sending recorded versions to our armed forces of The First Line program, presented in the interests of the Navy, Wednesdays, 7:30-8 a.m. (EWT), and on April 23 will begin shortwaveing Melody Ranch, Thursdays, 7:45 a.m. (EWT). J. Walter Thompson Co., New York, handles the latter show, and Arthur Meyerhoff & Co., Chicago, places The First Line series.


Wise Enlarges List WILLIAM H. WISE & Co., New York, has added WPEN, KPO, KNX and WJZ to the list of stations carrying one-minute transcribed announcements for the Aircraft Spotters Guide, making a total of 12 stations since the test began in early April. Agency is Huber Hoge & Sons, New York.
Newspaper Group Has Package Rate

UNITED Newspaper Advertising Inc., Chicago, latest "newspaper network," presented its projected program to a large group of publishers at a breakfast meeting at the Waldorf-Astoria, New York, last Wednesday in conjunction with the ANPA Convention.

Headed by Harvey Malott, formerly advertising director of the Kansas City Journal, and Leo Barton, previously with Major Market Newspapers, UNA proposes to offer 96 papers, with a total daily circulation of 16,000,000 and a Sunday circulation of 18,000,000, to advertisers as a package, at a tentative rate of $29.39 daily and $29.93 Sunday.

Entire Group Sold

Selling only the entire group, UNA will offer advertisers both volume and frequency discounts, the latter scaled for 8, 13, 26, 69 or 62 insertions a year in accordance with radio practice. In answer to a query as to whether the frequency discount plan was the sole factor in radio's success it was stated that regarding the factors this one does give the advertiser an incentive for continuing his advertising in the same medium over a period of time.

Although the UNA chain is planned to include 86 papers, it will be started if half or more of that number sign up, Mr. Malott said. Newspapers are asked to sign a three-year contract with UNA, which will receive 10%, after frequency discounts and agency commissions, for all absolutely new business and 5% for business which has advertised in the paper during the preceding year.

AUTOMATIC device which blocks out a whole city by remote control radio apparatus has been invented by two Yale U engineers. The instrument is the invention of Frederick E. Buehler and Henry L. Kamas, instructors in electrical engineering. The device not only shuts off areas of lights but it also turns them on again when the 'all clear' is sounded, it is declared.

AP Votes General Revision of By-Laws; Radio Touched Lightly at Convention

RADIO came in for only cursory discussion at the meeting last Monday and Tuesday of 600 Associated Press member newspapers, who voted a general revision of the AP by-laws to bring them into accord with changed conditions and circumstances threatened anti-trust proceedings by the Department of Justice.

Attendance was unprecedented in recent years, as was the length of the meeting, which is usually concluded in one day.

Amendment Rejected

The membership rejected an amendment which would have enabled present members to publish AP or even sell the broadcasting rights of an AP member in the morning field must secure a majority vote of the members before he can publish in the evening, and vice versa.

This amendment, which was debated at great length, was strongly urged by the AP resolutions committee which pointed out that although morning papers receive the AP "night report" for publication at 9 p.m., to 9 a.m. and afternoon papers the "day report" for publication from 9 a.m. to 7 p.m., "both morning and afternoon papers may receive either day or night report for broadcasting purposes 24 hours a day. Members may themselves broadcast news during their non-member hours', the amendment provided.

"We have created a paradox," the committee stated, "in which an advertiser, one with no interest in the validity of the news broadcast, complete outsider, may enjoy the benefits of our AP news facilities, and publish the news by radio during hours in which the publisher member himself is forbidden to use his own presses".

Applications of the Chicago Sun, affiliated with WHIP, Hammond, Ind., for a morning membership and of the Washington Times-Herald for both morning and afternoon memberships were voted down.

After the Chicago Tribune (WGN), had opposed the Sun's application, John D. Ewing, Shreveport (La.) Times (KTBS KWKH), stated that if he were Col. R. C. Corkmich, publisher of the Tribune, he'd "rather have another newspaper come into the field than see a 50 kw. radio station come in and get all the advertising".

Board of directors, at a meeting Wednesday, recommended Robert McLean, Philadelphia Bulletin, as AP president; Houston Hartle, San Angelo (Tex.) Standard (KKGL KRBK KBST KLPL KRIS), was elected first vice-president, and Arthur Hays Sulzberger, New York Times, second vice-president.

Kent Cooper, AP general manager, was reelected secretary of the board.

Other board members are: E. Lansing Ray, St. Louis Globe-Democrat; Stuart H. Perry, Arian (Mich.) Telegram; George F. Booth, Worcester (Mass.) Telegram (WTAG); Paul Bellamy, Cleveland Plain Dealer (WHK WCIE WHIK WKBN); George Longn, Kansas City Star (WDAF); E. H. Butler, Buffalo Evening News (WENY WBR); Clark Howell, Atlanta Constitution; E. K. Gaylord, Oklahoma City Oklahoman (WKY KLZ KYOB); John C. Horne, Rocky Mount (N. C.) Telegram; L. K. Nicholson, New Orleans Times-Picayune; Robert R. McCormick, Chicago Tribune (WGN); W. H. Cowles, Spokane Spokesman-Review; J. R. Knowland, Oakland Tribune (KLX); Frank B. Noyes, Washington Star (WMAL); Paul Patterson, Baltimore Sun; John Cowles, Des Moines Register (WMT KINT KSO WNAX).

SPA Names Romberg

EXECUTIVE Council of the Songwriters Protective Assn., in session here, last week, elected Sigmund Romberg, of the American National of SPA, succeeding Irving Caesar. Other officers elected at the recent council meeting include: Stanley Adams, first vice-president; Ira Gershwin, second vice-president; Charles Wein, secretary; Abe Baer, treasurer; L. Wolfe Gilbert, West Coast representative; Edgar Leslie, chairman of the council. Miss Gaylord is the SPA's new executive secretary. SPA Names Romberg

FM Advertising

Restricted by CBS

Will Sell Only Time Signals, Announcements on Outlet

In A DRASTIC departure from the usual radio advertising technique, CBS has announced in the first rate card for W67NY, its FM station in New York, that "specific time periods and programs will not be sold for individual sponsorship, to assure a consistent hour-by-hour level of programming."

Instead, advertisers may purchase time on W67NY for commercial announcements only, offered in the form of time signal programs or commercials of 50 or 100 words, according to the rate card, which became effective April 1. Through this rate card, the FM station assumes complete responsibility for building and maintaining its audience, rather than allowing the advertiser and its agency to prepare programs of their own to reach a particular group of listeners.

Rotates Announcements

Third part of the "new and flexible strategy" announced by CBS for its FM station provides for a rotation of all commercial announcements from day to day within the time category purchased by the advertiser. In this way, for example, evening messages will not be given at the same time each evening, but will be spaced at various times during the day, making the programs make up the schedule, and at no time immediately preceded or followed by another advertisement.

The purpose of this rotation, according to rate card No. 1, is "to provide each advertiser's sale's message with maximum circulation among the highest-average-income audience who listens to FM."

Latest estimate of FM sales in the New York area by FM Broadcasters Inc., is 60,000 sets, as stated by A. A. Cary, affiliate manager of W67NY, in a letter released with the rate card.

Rates for 50-word commercials before 6 p.m. are listed at $3 for one day, rising to $14.40 for six days after 6 p.m., the above rates are doubled. For 100-word advertising messages, the one time rate is $5 before 6 p.m., $12 after 6 p.m., for a six-day basis, $28.80 before six o'clock, and $57.60 after that hour.

Time signals, consisting of the correct time and a 25-word commercial message, cost the same as 50-word commercials. All contracts with W67NY, the card adds, cannot be combined with WABC or CBS network contracts for discounts.

RICHARD J. BABCOCK, who has been active in the advertising department of the magazines Family Circle, and Urner & Burden's Western edition, has been elected a vice-president and director of Musik Radio Broadcasting Station, New York.

Columbia's Station for the SOUTH WEST

KXK

WICHITA KANSAS

Call Any Edward Petry Office

BROADCASTING • Broadcast Advertising
IDENTIFICATION IN UNISON by five announcers solved the problem of W7SP, KDKA’s new FM outlet in Pittsburgh, as to which of its staff should make the first station-break. KDKA reports that it has had a “first announcer” argument since 1920 and so (1 to r) Paul Shannon, Bill Sutherland, Pierre Paulin, Johnny Boyer and Bob Shields synchronized to avoid another controversy. W7SP made its debut April 11.

NEWS TAKES LEAD IN PUBLIC CHOICE

NEWS PROGRAMS in New York City have reached new peaks in radio listeners, thus reflecting public reaction to war events, according to an index of radio news interest in New York based on data from the Continuing Study of Radio Listening in Greater New York by WOR, New York.

Highest pre-war listening was reached in September, 1941 when the continued sinking of American ships stirred the country. The following few months, according to the index, showed a drop-off in listening as war activity declined until Dec. 7, 1941, date of the Japanese attack on Pearl Harbor, when interest rose to “skyrocket” levels, where it has remained since.

Radio listening this summer will be “greater than ever before,” the study predicts, according to March listening. It also reported a “record first” in listening during February and March for the four-network This Is War program, with three broadcasts averaging 25.7% of all radio homes in Greater New York, distributed among all income groups.

Circus Success

OLYMPIA INDOOR CIRCUS, playing to capacity audiences in Chicago at the Chicago Stadium, credits the excellent attendance primarily to its intensive radio promotion. The circus, through Schwimmer & Scott, Chicago, placed a four-week campaign of 18 one-minute announcements daily on each of the following stations in the Chicago area: WCFL WJJ D WAAF WAIT WEDC WGES WSBC WJOB WMRO WFC WCLS.

FM Greeting

A RATHER SIMPLE but effective idea for introducing FM to large groups of persons has been adopted by W45V, Evansville, Ind. The station places a large FM console at the disposal of a civic or church group that is having a dinner or banquet. The presiding officer of the organization announces that the FM music is being broadcast during the dinner hour by special arrangement with W45V, adjacent of WGBF WEOA.

ANPA (Continued from page 12)

of the Bureau of Advertising with William G. Chandler, Scripps-Howard Newspapers (WNOX WCPO WMC WMPS), presiding. Also speaking at that session, H. J. Heinz II, president, H. J. Heinz Co., said that “any business depending on the confidence of the people must hold that confidence and friendship now if it is to retain its position later. . . That is why when we have been temporarily unable to sell some products, the Heinz Co. continued to talk to people with institutional ads, whose public acceptance in both high places and low has been most gratifying.”

Ad Council Explained

Miller McClintock, executive director, Advertising Council, explained the aim, organization and operations of the Council, which, he said, “functions as a pipe, not a wall, between the advertising industry and the Government.”

Frederick Dickinson, Bureau sales manager, discussed changes in advertising since Dec. 7, and William A. Thomson, director of the Bureau, presented its annual report, which stated that in 1941 newspapers carried their largest volume of advertising since 1937, up slightly more than 1% from 1940.

This trend has not continued into 1942, however, according to the report of the ANPA special standing committee, which shows that in January newspaper linage was off 4.1% in comparison to the same month of 1941 and in February the total was 6.4% below that in February 1941.

In his report on censorship in wartime Cranston William, ANPA general manager, expressed the organization’s desire that “voluntary censorship” should function successfully during the war crisis rather than a more drastic supervision of the news by the Government. He expressed the satisfaction of the ANPA over the formation of the Advisory Council on Censorship as well as the appointment of wartime Government positions of such men as AP’s Byron Price, now director of censorship.

As a result of conferences in Washington between the Government and the Advisory Council, on which Mr. Williams represents the ANPA, a “censorship school” for newspaper editors has been set up, Mr. Williams reported, by the Office of Censorship.

Under this arrangement, editors of newspapers throughout the country, 40 of whom recently attended a special two-day clinic in Washington, will serve as unofficial observers in their home states “to encourage compliance” with the censorship code.

Sole broadcast from the ANPA convention was on Thursday evening, when MBS carried the addresses of Lord Beaverbrook, British lend-lease coordinator, and Francis B. Sayre, U. S. High Commissioner to the Philippines, at the annual dinner of the Bureau of Advertising.

Mattress Test

SNUG-REST MATTRESS Co., Chicago, is testing direct mail sales for $15.95 mattresses on WMMN, Fairmont, W. Va. Agency is United Adv. Cos., Chicago.

FREE TO RADIO STATIONS

A large, full color WAR MAP just off the press

It is accurate and complete, measures 33” x 45”, and is handsomely printed in rich colors. Gives distances and shipping routes, shows wireless stations and cables.

Write today for your free copy to

International News Service
235 East 45th Street, New York

58 Get ‘The Shadow’

WITH the addition of 15 stations to The Shadow, 65 stations now subscribe to this popular program released by Charles Michelson, New York, for local sponsorship. The additional stations are WACR WGR WCRC WCRC KTSW KFEI KTAR KIJI KFRC KGI WCBC WROK WHIR WBNB and the West Virginia Network.

“Quick, General! Those books you requested over WFDF Flint Michigan—my diary got mixed up with them!”

BROADCASTING • Broadcast Advertising
April 27, 1942 • Page 51
STIMSON PRAISES THE SIGNAL CORPS

WORK OF the Army Signal Corps has "leaped into the forefront" of modern warfare and has become "the focus of science" in the new war, Secretary of War Henry L. Stimson declared Thursday at a press conference. Describing a recent visit to Fort Monmouth, N. J., principal Signal Corps training center, Secretary Stimson revealed that the Army plans to receive 1,000 candidates each month during the coming year for the Corps' officer training courses there.

Speaking of the remarkable developments in the Signal Corps field, he observed that there has been misapprehension of the Signal Corps' functions in the past, with the organization being more or less "high-hatted as a bunch of men who waved flags". Now the Corps is made up of men of science, who have developed far-reaching applications of the sciences of radio, electronics and wave-echoes, he added.

Commenting on a demonstration of a radio locator, designed to locate approaching enemy aircraft, he said: "The eye can see 10 miles or more, through fog and clouds, and advise us of the location of the enemy". He emphasized also that Signal Corps work today, more than ever, is a field for young men, who are learning and developing "things the older men didn't know".

(Jayhawk Blackout in the persons of the Broadmouth Four, minstrel quartet of WREN, Lawrence, Kan., staff members surrounds Dr. Forrest C. (Bike) Allen, coach Dr. Allen and the quartet consisting of (1 to r) WREN Manager Verli Bratton, Millard Ireland, Will Yearout and Program Director John Bondeson, appeared in Lawrence's business and professional men's minstrel show.

Heavy Schedule Bought By Peter Fox Brewing

Peter Fox Brewing Co., Chicago (beer), is expanding its current schedule with the sponsorship on WIND, Gary of the Nightwatch, an all-night program throughout the week, a total of 41 hours weekly. Current schedule is as follows: One-minute transcribed announcements twice daily on WDBC WBCM WFDP WDMJ WLSL; three times a day on WHDF WKBZ WSAM WSOO WMJ WTM; six weekly on WLTU, South Bend; eight daily on WKZL; nine daily on WGN, Chicago; ten daily on WBLF, Battle Creek; 12 daily on WCFL, Chicago; and 15 a day on WJBM, Jackson, Mich.; and WLV, Grand Rapids. A five-minute period is sponsored three times a week on KIDT, Dubuque; daily five minutes of baseball scores on KFVS, Springfield; quarter-hourly, daily Swing It program on WGN, Chicago; quarter-hourly daily Bowling Tournament on WMBO, Aurora; and quarter-hourly transcribed Dr. Fu Manchu on WHO, Des Moines. Schwimmer & Scott, Chicago, is the agency.

 Bail Busy

MISSOURI COMMITTEE, Industrial Brewing Foundation, St. Louis (brewers association), has started an informational campaign with ten one-minute transcribed announcements weekly for 15 weeks on the following Missouri stations: KFVS Kirksville; KIJO Joplin; WMBH KCKJ KDFK KGBX KWTO. Agency is Gardner Adv. Co., St. Louis.

First Aid by Video

IN A FIRST ATTEMPT at formalized first aid instruction via television The American Red Cross will launch a course via CBS television broadcasts, starting April 28. The ten-hour course required for members of the OCD by the medical division of OCD will be conducted two-weekly by the Red Cross, as an experiment to test the effectiveness of television as a medium for instruction in first aid. It follows a trial series of talks and demonstrations by Red Cross personnel broadcast via CBS television since last December. Enrollment is by province to CBS television offices, 15 Vanderbilt Ave., New York.

JOHN J. YOUNG, director of advertising for Gruen Watch Co., Cincinnati, has reported for active duty in the Navy. His successor has not yet been announced.

NAVAL ANSWER TO HOPKINS

Gruen Mentions Withdrawn From Presentations Of Watches on Naval Program

IN REPLY to a written protest by James F. Hopkins, manager of WJBK, Detroit against trade names on patriotic programs broadcast on station donated time, and specifically against mention of Gruen watches on the Meet Your Navy Program, Lt. Com. R. A. Brown, Ninth Naval District Public Relations Officer, explained the position of the Navy.

"The Navy is concerned about fairness", Lt. Com. Brown wrote Mr. Hopkins. "We wonder whether it is fair to accept gifts on behalf of hardworking young men, and then not even acknowledge those gifts.

Free Watches

"They [Gruen Watch Co.] generously offered to make the most substantial gift they could to each recruit featured on the program, consisting of a beautiful navy gold shock proof, waterproof, thin, precision wrist watch - a truly 'sea-going' present . . . We would have been glad to show you the letter requesting permission to give the watches . . . You'd be interested to note that no strings were attached, no requests for any mention, or even for thanks. But common courtesy suggests some thanks for the generous gift, and the families of the sailors doubtless got a thrill from hearing on the radio that their son, or some other hero, had been recognized family's way. . . . And aren't we, perhaps, passing up a note of information which would give pleasure to many, many listeners? The listeners doubtless know that the man appearing on the programs work very hard at their training, and that appearing on the programs means using up a large part of their scanty free time. Possibly it makes many people feel better to know that someone appreciates this extra work and wants to make a lasting momento available."

Com. Brown, however, indicated that mention of Gruen on subsequent programs had been deleted. "I trust you noticed the testimonial watches were given to the featured sailors last Friday [April 17]", he wrote, "when Meet Your Navy originated at South Bend on Universal Notre Dame Night. There was no mention of the donor's name, and he goes right on giving us watches for programs to come, with no discussion either of whether his name will be mentioned. We gather he wants to keep on giving watches just the same, as he didn't expect mention in the first place.

"I hope we may hear further from you, direct," he concluded, "as we will welcome your further thoughts on the proper way of treating the splendid young men who willingly devote their spare time, though they have little of it, to recreation for their ship mates and to 'messages home' through the medium of radio".

BROADCASTING • Broadcast Advertising
Blue Is Praised
For Fast Progress
Net’s Advisory and Planning
Group Notes Advances

ACCOMPLISHMENTS of the
program and station relations de-
partments of the BLUE since it
was set up as an independent com-
pany were commended in two res-
olutions passed last week at a meet-
ing in New York of the network’s
station advisory and planning com-
mittee.

The first resolution, praising the
work of the program department
under the direction of Phillips
Carlin, vice-president in charge of
programs, noted the “splendid im-
provement” in BLUE programs,
particularly commending such pro-
grams as “Baukage Talking,
Hillman & Lindsay and Gang-
busters,” all of which are offered
to BLUE affiliates for advertisers
on a participating basis.

Visits Are Commended

The advisory committee, made
up of members from seven regions
in the United States elected by
BLUE affiliates, visited also the
visits of representatives of the
station relations department to
individual stations, and urged that
“this activity be kept up” because of
its “very great contribution to the
morale and unity of the network.”
Several other minor res-
olutions also were passed at the
meeting, covering internal network
affairs.

Members of the committee pres-
ent were Howard Lane, KFBK,
Sacramento; Harry Wil der,
WTRY, Troy, N. Y.; Earl May,
KMA, Shenandoah, Ia.; Henry P.
Johnston, WSN, Birmingham;
Harold Hough, KGKO, Fort
Worth; Tracy McRae, KPBC,
Cheyenne, Wyo.

Blue executives visiting were
Mark Woods, president; Edgar
Kobak, executive vice-president;
Keith Kiggins, vice-president in
charge of station relations;
Mr. Carlin; E. P. H. James, director
of publicity and promotion; and
M. M. Thrower, general sales
manager; John H. Norton Jr., sta-
tions relations manager; Hugo Feltis
and Otto Brandt, stations depart-
ment.

Seek Blue Posts
FIRST OPPORTUNITY to fill
three vacancies in the BLUE an-
nouncing staff has been given to
announcers of affiliated stations, and
more than 50 applications have
been received. Every local BLUE
station was informed of the open-
ings after the R. N. Nore, jr., an-
swering the call; Henry M. Mason,
Bob Daldrop, formerly of KGO,
San Francisco; and Fred Cole, for-
merly with WNS, were in-
ducted into the Army.

In the interests of the
BLUE’s current advertising cam-
paign to “Keep ‘Em Remembering,”
Edwin Saulton, executive vice-
dent, talks over old circus days
with one of the elephants from
Ringling Bros. Barnum & Bailey
Circus at Madison Square Garden,
New York. Symbol of the cam-
paign, stressing radio as the prime
medium for advertisers to keep
their names before the public, is
a capering elephant.

New Blue Producers
COTTONSEED CLARK, formerly
production manager of KFDM,
Fort Worth, and Ted Clark, asso-
ciated with the station, announced
his new affiliation with the
BLUE production staff. Clark
was christened “Cottonseed”
by Babe Ruth six years ago when he
was broadcasting baseball games
in Texas sponsored alternately by
General Mills for Wheaties and the
Cottonseed Mill. From the expres-
sion “Over the Fence for Wheat-
ies,” employed when a player hit
a home run on a General
Mills-sponsored game, Clark contrived a
new one “Over the Fence for Cot-
tonseed.” The name stuck to him
and he finally adopted it legally,
changing from Clark Fulks.

Chicago Staff Shifts
CHARLES C. URQUHART, director
of Vic & Sade and producer of
NBC-Chicago for two years, has
been appointed assistant produc-
tion manager of NBC-Chicago suc-
ceeding Maurice Wetzal, who joined
the BLUE-Chicago, as production
manager. Other changes in NBC
Chicago personnel last week were:
Cenger Reynolds, formerly an-
swerer for program manager for
WHIP, Hammond, Ind., was ap-
pointed transcription director;
Gene Baker and Ned LeFevere, free-
ance act-onnouncers of Chicago,
joined the announcing staff;
Ray-
mond Johnson joined the guide
staff; and Henry Cooker, an-
ouncer, resigned to join the Army
Air Corps as a flying cadet.

Corwin, Herrmann Cited
With $1,000 Art Grants
RECOGNIZED for their creative
efforts, Norman Corwin and Eber-
hard Herrmann of CBS were
among the ten winners of $1,000
grants made jointly last week by the
American Academy of Arts &
Letters and the National Institute
of Arts & Letters.

Corwin, writer-producer, now di-
rects the weekly morale program,
This Is War. Herrmann, composer-
conductor, recently won a Film
Academy award for his score of
the film, All That Money Can Buy.
His outstanding compositions are
for the Radio City, performed by the
Philharmonic Symphony; the score
for the Orson Welles film, Citizen
H�

KTB

365,000 people make the
Youngstown metropolitan
district the third largest in Ohio.

WFMJ

Has more listeners in
this rich market than
any other station.

Headley-Read Co.
National Representatives

WBNX

5000 Watts
THE MOST INTIMATE AND
EFFECTIVE SALES
APPROACH TO AMERI-
CAS LARGEST MARKET.

New York City

FOR OFFENSE • FOR DEFENSE
BUY U.S. BONDS TODAY

WTCH

Blue Network
MINNEAPOLIS
St. Paul

Owned and Operated by
ST. PAUL DISPATCH PIONEER
PRESS, MINNEAPOLIS
DAILY TIMES.

Free & Peters, Inc. • Netl, Rep

BROADCASTING • Broadcast Advertising
April 27, 1942 • Page 53
Talent Unions Organize Benefit Clearing House

UNITED Theatrical War Activities Inc. has been organized as a joint venture of the talent unions to act as a clearing house for all requests from Government departments and other organizations connected with the war effort for the free services of professional performers. Headquarters have been established at 2 W. 45th St., New York.

James Sauter, head of Art Features, program production company affiliated with Blackett-Sample-Hummert, has agreed to serve as executive vice-chairman and will supervise operations of the organization, to which he will devote most of his time.

Bert Lytle, president of Actors Equity, is chairman of UTWA; Lawrence Tibbett, president of American Federation of Radio Artists and of American Guild of Musical Artists, is vice-chairman; Blanche Witherspoon, executive secretary of AGMA, is another vice-chairman.

AFRA N.Y. Meeting DISCUSSION of the war production training committee of the American Federation of Radio Artists and its work in mobilizing performers with special technical skills or training for work in war industries was the chief matter of business at the quarterly meeting of the New York chapter of the American Federation of Radio Artists, held at the Hotel Astor last Thursday evening. Group also nominated representatives for the national board. WPTC, recently organized, has headquarters in space donated by McCann-Erickson at 50 Rockefeller Plaza, New York. Sid Walton represents AFRA on the committee.

Telescope Series MILLER & Co., Chicago (telescopes by mail), has started sponsorship of Newsmore Theater, morning and evening full hour programs on WHN, New York, Thursday through Sunday. WPTC-WBMB Hollywood, and daily one-minute announcements on WIBW WMMN WJW WPTC. At 50 Rockefellar South Windmill, affirms the value of hour-quarter local talent musical programs and newscasts, and an expanding list of stations is planned. Agency is United Adv. Cos., Chicago.

Surprise Proposal to Operate WGST Offered FCC Hearing by Georgia Tech

Adding to the complications surrounding the license renewal application of WGST, Atlanta, a "surprise" proposal was made at the conclusion of hearings last Friday by the Georgia School of Technology, licensee, that it operate the station in the future in lieu of a lessee.

The station has been operated under an agreement regarded as a management contract by Southern Broadcasting Stations Inc. headed by Clarence L. Calhoun, Atlanta attorney, and Sam Pickard, former Federal Radio Commissioner and one-time CBS vice-president.

Political Slant Constant picketing has highlighted previous hearings arising from a move on the part of the Georgia school to transfer management of the station to Arthur Lucas and William Jenkins, Georgia chain theatre and station operators for an allegedly "more favorable" financial return. The Lucas-Jenkins offer was later withdrawn because, it was said, the matter was "embroiled in politics". High spot of last Friday's hearing was the appearance of Donald Harvey, chairman of the Radio Committee of the Georgia Tech Board of Regents, who presented the proposal to the FCC on the plea that he felt it "to be more in accordance with FCC regulations than the previous arrangement". The proposal was immediately attacked by George B. Porter, counsel for Southern Broadcasting, who called it a "complete surprise" and added that no grant had been made in previous hearings for future proposals.

Questioned by Rose H. Hyde, FCC principal attorney, he presided, on whether the proposal was advanced in support of the license renewal application or suggested as a change in plan of operation. Mr. Harvey said that it was for the former.

Mr. Porter then asked for an adjournment of the hearing to allow time to analyze the proposal and prepare a reply. His suggested continuation of the hearings for 30 days was denied by Mr. Hyde who pointed out that the hearings had been continuing for a "long time" and that further continuance would greatly inconvenience witnesses for WGST.

Mr. Porter assented to continuation of the hearing and questioning of Mr. Harvey was taken up by Marcus Cohn, FCC counsel, assisted by Russell Rowell. It was developed by Mr. Cohn's questioning that the proposal had been drawn up only recently and this was borne out by testimony of W. S. Morris, member of the Georgia Tech radio committee, who stated that he had first seen the proposal in writing this morning and that he had discussed it with members of the committee "many times".

It was also brought out that the proposal had never been outlined to the Georgia Tech Board of Regents. Mr. Harvey, however, stated that his radio committee has power to act on all matters pertaining to WGST and that no consultation with the Board of Regents was necessary.

Mr. Harvey was questioned on disposal of equipment of WGST and his committee's proposal was to be accepted by the FCC. This arose from the contention by Southern Broadcasting counsel that the equipment was owned by his client. Mr. Harvey stated that Georgia Tech had received legal advice that the school owned the equipment. At this point Mr. Hyde observed that the hearing was in no way concerned with the equipment setup and that this would have to be settled later between the licensee and Southern.

Television Series MILLER & Co., Chicago (telescopes by mail), has started sponsorship of Newsmore Theater, morning and evening full hour programs on WHN, New York, a quarter-hour take-off of WPTC-WBMB Hollywood, and daily one-minute announcements on WIBW WMMN WJW WPTC. At 50 Rockefeller Plaza, New York. Sid Walton represents AFRA on the committee.

Adrian Bland, the popular comedian in "Morn Patrol," WCKY, makes a weekly appearance in the "Good Morning World" program on WCKY.

CHNS Halifax, N. S. No advertiser can afford to overlook this field: Ask Joe WEED

Springfield FM Deleted W81SP, Westinghouse Radio Stations' outstanding construction permit in Springfield, Mass., for a new commercial FM station, was ordered deleted by the FCC because the permittee had failed to pursue his grant by applying for the necessary modification of CP. Station was granted Feb. 18 by the FCC to operate on 48.1 mc.

THERE'S MORE FOR YOUR MONEY AT

Boston 1000 Watts Basic C.B.C. Outlet

WEED and Co.—U.S. Representatives

Page 54 • April 27, 1942 BROADCASTING • Broadcast Advertising
Economy of Radio Explained by NAB

Pellegrin Volume Shows How To Reach Mass Audience

COMPETITIVE story of radio is the theme of the latest chapter of the NAB Manual of Advertising, work of Frank E. Pellegrin, director of the NAB Bureau of Radio Advertising. Called What Price Radio this study emphasizes the absolute economy of using radio to reach the mass market at the lowest net-cost-per-thousand-sold impact.

Based on studies gathered from individual stations and networks this chapter tells a highly competitive story. Its effectiveness is cited by the NAB in describing the recent experience of a member station which was called upon for comparative rates. Turning to the NAB this station requested material and advance proofs of the new chapter were furnished.

Sold a Store

The manager reports that the material contained was successfully used in selling a department store advertising manager. In fact this manager went so far as to say that the manual material is "worth literally its weight in gold."

When called upon for the comparative facts of media, this study furnishes the answers. It shows the success of many local and national advertisers compared with the use of other media and shows how radio unequivocably costs less.

In conclusion it observes that all this does not take into account the effectiveness of the medium which is admittedly human, popular, flexible, first with news, and entertaining among other things.

It is difficult for advertisers to resist facts which mean dollars saved and increased effective delivery of a message, the chapter suggests.

ARCH OBOLER. Hollywood writer of the weekly NBC sustaining, Plays for Americans, has granted the Government permission to use any plays of that series royalty-free.

Hudnut to Add

RICHARD HUDNUT Inc, New York, for its DuBarry Success School course, has been conducting thrice-weekly participations on a women's program on WJR, Detroit, in addition to participations on the Caroline Cabot program on WEEL, Boston. More stations may be added from time to time. Agency is G. Lynn Sumner Co, New York.

Richfield in Arizona

THE Richfield Reporter series on April 20 observed its 11th year of continuous sponsorship by Richfield Oil Co, Los Angeles (petroleum products), on NBC Pacific Coast-15 stations: Monday through Friday, 10-10:15 p.m. with release to Arizona stations (KYUM KTAR KLGL KVCA), 9:30-9:45 p.m. (FST). Launched on April 20, 1931, it is one of the oldest programs in point of continuous broadcasting for the same sponsor without change in format. Don Forbes and John Wald are currently the voices of the Richfield Reporter. Wayne Miller is news editor. Hixon-O'Donnell Adv., Los Angeles, services the account.

Hecker Changes Format

HECKER PRODUCTS, New York (Forest ever), has changed the format of its five-weekly quarter-hour show on WHN, New York, from a revue attraction title Captains of the High's Adventure Club to a news commentary by Healy titled The Story Behind a News. The program has been discontinued in transcription form on the six stations: WFIL, WHZ, WHJZ, WAGE NTY, WNY, WGBH.

May Beat 'Freeze'

(Continued from page 9)

ing upwards of 300 applications is not the group of about a dozen was selected for recommended favorable action.

It was expected the FCC would act favorably at its Saturday session on the DCB recommendation that no future authorization to construct or change the transmitting facilities of any station be authorized because of the critical war situation. The action, however, would come only after disposition of the selected batch of applications.

The lengthy Friday session, it is understood, was devoted almost entirely to an explanation of the situation surrounding the selected applications. The scope of the proposed order carrying out the DCB mandate was debated.

It is expected the FCC order will be a rigid, except for a provision for completion of construction already underway and where most if not all materials are available. The order is also presumed there will be a proviso allowing construction where it is construed that in the war effort additional service is required in a particular area. Stations classified as key stations by interception commands might come within the purview of this proviso.

IN THE AIR before they're on the air, Willard Scott (left) and Walt Turner, announcers of WWVA, Wheeling, are enrolled in the Civilian Pilot Training Course at Glendale airport. If droopy eyelids are detected during the performance of this duty Miller has been attributed to the fact that both men rise every morning at 5 a.m. to take flying instruction.

FCC Funds Slashed

(Continued from page 10)

on Dr. Watson, principally by the Dies Committee.

Before the appearance of Commissioner Durr, Chairman Fly was questioned by Senators on reasons for the House action withholding Dr. Watson's salary. He replied that "deductions" had been made from a "limited number of writings of Mr. Watson, or, I might say, limited extracts from writings of Mr. Watson indicated that he viewed the Russian system with some degree of favor."

Leading the interrogation, Senator McEllarrow quoted from the House record of committee hearings which dealt with statements attributed to Dr. Watson supporting the theory that the "worker, feder capitalism, has little chance to improve his lot," and which allegedly indicated he advocated that the capitalistic system in the United States be abolished.

Sen. McEllarrow asked: "Do you think a man who gives expression to those kind of views ought to be entrusted with an important part of the duties or functions of the Federal Government?" Mr. Fly replied that if the quotations were taken from articles written by Watson, "I, myself, would not approve of it."

Another quotation — "What a stirring New Deal they had once begun. Roosevelt must go far before he achieves a program like theirs. The Austrian Socialists did the things FDR makes speeches about"—brought from Sen. McEllarrow the question: "Now we are in a war. Do you want men in the service who talk that way about our Commander in Chief? Can't you find someone who is equally competent and efficient, and not take a man who makes these kind of statements?"

Indicating that he thought Mr. Watson's statements had been misinterpreted, Mr. Fly replied: "I could agree with you, sir, if I thought you had the complete picture here, or an adequate record. And I want to say, too, if this represented the man's general thought and speech, and that sort of thing, I wouldn't be here advocating it, and I don't advocate even this, that anything like this can be found in it."

In his written statement to the Committee, Dr. Watson denied claims of Communist-front activities. "First, I am not a Communist," he said, "and never have been a Communist." In the视听节目 have never been a 'fellow traveller,'" he continued. Then he went on to point out that he was a tenth generation American and denied that he held membership in six reportedly Communist organizations as charged by Rep. Dies.

Sweetchart Adds


WILLIAM G. RAMREAU Co. has been appointed national representative of WLAW, Reading, Pa.

WHW RADIOS

WHW RADIATORS

WHW THUNDER STEEL TUBULAR RADIATORS

WHW VERTICAL TUBULAR RADIATORS

WHW ELECTRIC TUBULAR STEEL TUBULAR RADIATORS

100% American made. JOHN L. LINGU & SUN, INC., CAMDEN, N.J.

BROADCASTING  Broadcast Advertising

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Applications . . .

APRIL 19

NEW, Eastern Broadcasting Co., Long Island, N. Y.—Granted new application for CP new station, 1 k., 1 kw., limited time (to WKBW), new transmitter and antenna change.

WSAN, Allentown, Pa.—Modification of CP requesting extension of completion date to 11-11-42.

WSBC, Detroit—Modification of CP requesting extension of completion date to 11-12-42.

WDAA, Tampa, Fla.—Special audit of station; change of call to WWYD.

Applications . . .

APRIL 20

NEW, Eastern Broadcasting Co., Long Island, N. Y.—Amended application for CP new station, 1 k., 1 kw., limited time (to WKBW), new transmitter and antenna change.

WSAN, Allentown, Pa.—Modification of CP requesting extension of completion date to 11-10-42.

WSBC, Detroit—Modification of CP requesting extension of completion date to 11-12-42.

WDAA, Tampa, Fla.—Special audit of station; change of call to WWYD.

WDWM, Detroit—Modification of license to change name to Upper Michigan-Wisconsin Broadcasting.

APRIL 22

W2J, New York—Voluntary assignment for the operation of CP from National Broadcasting Co. Inc. to W2J, New York, N. Y.


NEW, John D. Ewing, New Orleans—Amended application for CP new station to specify transmitter location, and to request 10 kw. N and 60 kw. D power.

WDAB, Tampa, Fla.—CP to change to 770 k., make directional changes and use N only.

APRIL 24

WBAL—Baltimore—Special service authorization for directional change.

WGH, Hartford—Modification of CP requesting extension of completion date to 12-14-42.

WBU, West—Modification of CP requesting extension of completion date to 19-42.

NEW, Condereate Broadcasting Co., Marietta, Ga.—CP new station 1500 k., 250 w., unlimited time.

KWBB, Hutchinson, Kan.—Voluntary assignment to William Wyke and Stanler Marsh.

WISC, Chicago—Modification of CP requesting extension of completion date to 11-4-42.

WDID, San Francisco—Modification of CP as modified requesting addition of 7250 k., unlimited and extension of completion and operation dates to 30 days after grant and 150 days thereafter, respectively.

WBC, Burbank—Amended application for special service authorization to request directional changes.

WKBW, Rochester—Amended application to William Wyke and Stanler Marsh.

WZBW, Jersey City—Modification of CP requesting extension of completion date to 11-3-42.

WGN, Chicago—Modification of CP requesting extension of completion date to 11-3-42.

NEW, John A. Kastor, Chicago—CP new station on 1240 k., unlimited time.


NEW, John D. Ewing, New Orleans—Amended application for CP new station to specify transmitter location, and to request 10 kw. N and 60 kw. D power.

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WDAB, Tampa, Fla.—CP to change to 770 k., make directional changes and use N only.

INDIAN CHIEF symbol of Western Electric Co. advertising now decorates the office of Charles Singer, transmitter supervisor of WOR, New York. It was presented to him by H. W. Willits, WE commercial sales manager, in recognition of WOR’s maintenance record and bears the legend “Chas. Singer, Big Chief Maintenance, WOR.”

Navy Plans to Construct Three New Transmitters

PASSED by House last Monday, the Navy Bill (S 2409) introduced in the Senate by Senator Waith (D-Mass.), will allow for the construction of radio transmitting stations in the Boston, Hawaii and San Francisco Bay areas. Estimated cost of the construction is $7,081,000.

Provided in the bill, however, is $1,000,000 for shore radio facilities, and it is expected that the difference between these figures will be used for the purchase of other radio facilities not specifically mentioned in the bill.

Total amount to be spent under the bill’s authorization will be $1,500,000, a sum which will be used to increase present facilities of the Navy. With the presidential signature expected shortly, it is felt the radio shore facilities construction will begin at an early date.

WALTER H. NELSON, former GE and Farnsworth engineer now heading his own research laboratory is testing test equipment, has applied to the Navy for a new 250 watt station on 1240 kc. in Cadillac, Mich.
Help Wanted
Program Director.—Eastern local want induct. dianetix man with character and exec. ability. $20,000 and up, 150 watt, studio, $3,000, and up. wanted. Need man with ability to sell and build the corporation and sales. Box 431, BROADCASTING.

Program Director.—Man capable of complete charge of department. Want contact information over first letter. Box 411, BROADCASTING.

WANTED—Experienced announcers, transmitter engineers and announcer-operators. Register now—many positions open.

COLUMBIA PLACEMENT BUREAU
Suite 431, 416 North Michigan Avenue,
Chicago, Ill.

Announcer.—Some sales experience. Local Florida station. Salary plus commission. Box 414, BROADCASTING.

ANNOUNCER—CONTROL OPERATOR—$5000 Waite Network Station, first or second class license. Box 428, BROADCASTING.

Commercial Manager.—Draft deferred result getter for Virginia station. Sober, non—pressure applicants preferred. Give details, experience, draft status, salary expected and enclosed snap. Box 415, BROADCASTING.

ENGINEER.—Capable of computing and adjusting direct currents and special education, experience, salary desired and draft status. Include photo. Box 416, BROADCASTING.

ANNOUNCERS—Who want to grow with Pennsylvania regional station, wanted immediately. No commercial flouters. Permanent position. Give details, experience, draft status, salary expected. Box 417, BROADCASTING.

Operator—Announcer.—Second class license or better, starting salary $165. KSNP, Kaukauna, Wis.

WDSU Has Opening.—For chief engineer, prefer someone with experience on RCA KW dejus transmitter. Give full particulars. Address E. K. Ewing, General Manager, WDSU, New Orleans, Louisiana.

Situations Wanted
Radio Engineer Available—First class license, March 1942, age 31, family, state salary, Box 606, Fountain City, Tennessee.

Engineer.—Experienced, W.E., R.C.A., young, draft slated, want to locate in progressive, kilowatt network station in Western town, with college facilities. Now employed chief engineer 250 watt local. Box 418, BROADCASTING.

COMBINATION ANNOUNCER—ENGINEER.—Experienced news, feature, spot and studio controllers. First class license, draft 5-4. Report immediately at thirty-five per hour forty—week starting. Box 420, BROADCASTING.

STATION MANAGER.—College graduate, musician, announcer, executive experience, proven ability in sales and programming, draft 3-A. Now managing 250 watt station. Box 421, BROADCASTING.

RADIO SALES EXECUTIVE—Draft deferred. Management experience of major CBS affiliate. Know all phases of station operation, selling, promotion, merchandising. Excellent ability and account contacts built up over a period of 12 years experience in national and local sales. Consistently produces with annual sales increases. Excellent references from leading areas of radio executives. Box 422, BROADCASTING.

NEWS EDITOR.—Commentator, reporter, Distinctive voice, background travel, advertising, two—years radio. New experience. Draft exempt. If interested can arrange meeting NAB Convention. Box 413, BROADCASTING.

Situations Wanted (Cont’d)
OPERATOR.—Experienced control room, transmitter, 1½ years technical training, draft 1-B. Desires permanent position requiring much or larger station, where arrangements may be made to attend important college or university. Prefer station also equipped FM. Box 423, BROADCASTING.

MAN FULLY QUALIFIED.—Seeks management of small station: sales or production manager regional or general manager large station. Present work highly satisfactory to employer but position has too many limitations. Seeks greater field of opportunity. Full details and transaction on request. Box 408, BROADCASTING.

Engineer.—Now with 50 kw. station desires change. Draft exempt. Box 410, BROADCASTING.

Buy Your Station & Personnel Value—Two sober, industrious, and sale persons. Man—experience news editor, publicity director, announcer, III-A. Woman—continuity writer, actress and experienced secretary. Married, available for personal interview during NAB Convention, Cleveland, P.O. Main 8227 or write BROADCASTING, Box 409.


Operator—With First Phone License, State salary. Box 419, BROADCASTING.

SALESMAN—Six years radio, eight years newspapers. Married, draft currently employed, proven sales record. Box 424, BROADCASTING.

VERSATILE FEMALE.—College senior with all-around radio background wishes to hear of any commercial or relief Job. Box 426, BROADCASTING.

ANNOUNCER, WRITER, M.C.—New York University radio student, 19, available early next week for small station. Box 427, BROADCASTING.

Program Man—39, idealist with intelligence, industry and interest in production, progressive regional station or national agency. Draft exempt. Box 429, BROADCASTING.

Wanted to Buy
Large Antenna Winding Insulators—PUSH PULL, two style No. 2100 multi—type insulators suitable for vertical antenna bases. What have you? Write or wire Box 411, BROADCASTING.

FCC Recognized Phase Monitor.—With or without coaxial switching panel for four element array. Send full information. Radiobroadcast with WHEY, Horshy, N.C.

Fardoun, Dubilier & Ass., Arcorex—5000 or 10,000 volt miles transmitting capacitors. In answer of station capacity, voltage rating and price asked. Box 409, BROADCASTING.

Telegraph Tape Recorder—Describe fully or order and condition. Box 427, BROADCASTING.

TRANSCRIPTION TURNSTABLES—Two RCA, W.E. or Presto. State sex, model, condition, and price. Box 412, BROADCASTING.

For Sale
Four New Winchester 255 Foot Towers—Complete with beacon, guy wires, insulators, etc. Box 404, BROADCASTING.

1 KW Broadcast Transmitter.—In splendid condition including rectifier tubes, electrical power switchboard and many other items, Blaw-Knox 180 foot self-supporting tower. Box 412, BROADCASTING.

First Sportscaster?
ALFRED DINSDALE, foreign news commentator for WATN, Watertown, N. Y., has received his charter membership certificate in the Twenty-Fifth Club recently founded by H. V. Kaltenborn, NBC commentator, for veterans of the radio industry. Dinsdale, who started as a "haw" in 1910, claims to be the world's first radio sports reporter. Back in 1913, he used to watch football games from the roof of the hotel in Glasgow, Scotland, and then broadcast the scores to radio operators on liners sailing down the Clyde.

YEARBOOK of the Veteran Wireless Operators Assn., a 36-page pamphlet, has been issued, listing officers, directors, committees, honorary members, awards, etc.

PROFESSIONAL DIRECTORY

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

JOHN BARRON
Consulting Radio Engineers specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone National 7787

HECTOR R. SKIFFER
Consulting Radio Engineer FIELD INTENSITY SURVEYS STATION LOCATION SURVEYS CUSTOM EQUIPMENT
SAINT PAUL, MINNESOTA

CLIFFORD YEWDAII
Empire State Bldg. NEW YORK CITY
An Accounting Service Particularly Adapted to Radio

Radio Engineering Consultants Frequency Monitoring
Commercial Radio Equipment Co., Inc.
(Subs of Earle Engineering Co.)
Main Office: 313 Munsey Bldg. Intercontinental Bldg.
Kansas City, Mo. Hollywood, Cal.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. D.D. 1203
Washington, D. C.

PAUL F. GODLEY
CONSULTING RADIO ENGINEERS
BROOKLYN, N. J.

GEORGE C. DAVIS
Consulting Radio Engineer
Sunset Blvd. 8456
Washington, D. C.

A. EARL CULLUM, JR.
Consulting Radio Engineers
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Consulting Radio Engineers
Highland Park Village
Dallas, Texas

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

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BROADCASTING
• Broadcast Advertising
April 27, 1942 • Page 57
McIntosh at WPB
In Charge of Radio
Takes Post Jansky Vacated; Serves Under Pebbels
FRANK H. McINTOSH, technical director of the Blue Industry Co. stations, has joined the War Production Board as chief of the radio section. Communications Branch, under Leighton H. Pebbels, chief of the Communications Branch.

Mr. McIntosh, a veteran radio engineer, fills a post vacated last month by C. M. Jansky Jr., senior producer in Washington consulting engineering firm of Jansky & Bailey, who is now engaged in special radio experimental work for the Army Air Force in a civilian status.

In his new post Mr. McIntosh, who is on indefinite leave from the Industry, will have charge of radio equipment requirements for all branches of radio communications, including broadcasting. Mr. Pebbels, as chief of the Communications Branch, also has separated the telephone and telegraph sections under his jurisdiction.

Mr. McIntosh has been with Fort Industry, headed by George B. Storer, president, and J. Harold Ryan, vice-president and general manager who is now in Washington as Assistant Director of Censorship, for the last year.

Prior to joining Fort Industry Co. a year and a half ago, Mr. McIntosh was for four years a communications sales manager for Graybar, headquartered in San Francisco. He was in charge of sales in the 13 western states, Alaska, the Philippines and Hawaii. For nine years before his Graybar connection, he was a member of the technical staff, radio development department, Bell Laboratories, New York.

Bing Smith Is Promoted To Newspaper Position
PROMOTION of Vernon H. (Bing) Smith, for three years general manager of KOWH, Omaha, to the post of sales manager of the World-Herald, in addition to his executive duties on the station, was announced last week. Mr. Smith will be in charge of advertising for both the newspaper and the station, with Frank Shopen, who has been assistant manager of KOWH, named manager under Mr. Smith.

Newspaper advertising departmental heads serving under Mr. Smith are T. G. Devaney, local display; Harry D. Keller, national; and Clyde C. Minnis, classified. Mr. Smith came to KOWH from WREN, Lawrence, Kan., where he had been manager 11 years.

Three More Join Blue
THREE more stations—KALB, Alexandria, La.; KMBL, Monroe, La.; WQRC, Wicksburg, Miss.—will join the BLUE as soon as lines can be constructed, Keith Kiggins, Blue vice-president in charge of new stations, announced last week. KALB and KMBL are full-time stations, WQRC is daytime only. None of the stations has any network affiliation at present.

Deems Taylor New President of ASCAP, Replacing Buck
DEEMS TAYLOR, composer, musician, critic and foremost radio commentator on music, was elected president of ASCAP by the new board of directors of the Society last Thursday at their first regular meeting since the annual meeting of the ASCAP membership a month ago [BROADCASTING, March 30].

Gene Buck, previous president, who held the post for nearly 20 years, will be retained by the Society in an advisory capacity, at an annual salary reported to be $25,000.

Mr. Taylor, it was announced, will serve without pay. Mr. Buck originally served without salary, but in 1929 was given a stipend of $50,000 a year. He accepted a voluntary cut to $35,000 about two years ago when ASCAP revenues were threatened with depletion due to the controversy with the broadcasting industry.

Gustave Schirmer, former manager of ASCAP, was elected vice-president, replacing Louis Bernstein, while Max Dreyfus succeeds Mr. Schirmer as treasurer. Oscar Hammerstein II was also made a vice-president, replacing Otto A. Harbach. George W. Meyer, J. J. Bregman and Irving Caesar were re-elected as secretary, assistant secretary and assistant treasurer, respectively.

Election of Mr. Taylor, who in addition to his Sunday CBS broadcasts as intermission commentator for the New York Philharmonic Symphony Orchestra programs and as master of ceremony on the Prudential Family Hour, also serves CBS as musical consultant, is seen as significant of the new trend in ASCAP policies, which since the radio war has ended, has been to treat the broadcasting industry as a good customer for ASCAP’s wares rather than as a target for abuse of the threats.

Even so, the ouster of Mr. Buck, although predicted following the stormy session with the publishers last fall, came as a surprise to many observers, especially after the vast vote given Mr. Buck by ASCAP’s writer members when they re-elected him as a director last month.

Condon Promoted
APPOINTMENT of Maurice Condon as director of the combined promotion, merchandising and publicity departments of WGAR, Cleveland, has been announced by John F. Patt, vice-president and general manager. Mr. Condon joined WGAR shortly after its formation in 1929, and has successfully held the posts of director of traffic, traffic manager and publicity director. He succeeds Mr. Charles Newcomb, who resigned to join the program staff of WWNC, Asheville.

Janet MacRorie Resigns
JANET MACRORIE, manager of the continuity acceptance staff of NBC, has resigned after eight years in the department which she created. No successor has been named.

670 Sign BMI Pacts
THE new BMI eight-year licensees have been signed by 670 broadcasters, Carl Haverlin, BMI vice-president in charge of station relations, reported last Friday prior to leaving New York for Orlando, Fla., to attend the meeting of the Florida Broadcasters Assn.

Standard Oil of Indiana Places Big Spot Series
STANDARD OIL Co. of Indiana, Chicago, centering on war production, will continue advertising to the motoring public throughout 1942 by promoting car conservation. Mr. James F. Leidley, New York advertising manager. The company has placed six-weekly one-minute spots on all its running accounts for farm fuel and lubricants on 90 stations in 18 Midwest states.

Another promotion is the singing of a war bond to farmers for outstanding achievements. They were created by McCann-Erickson, Chicago, on:

KLZ KGHE WLS WMAQ
WDAN WSOQ WEPB WMBD
WCAI WIBB WIBY WIBX
WDZ WGBF WOWO WRSB
WBOW WT M WOC KRNT WHO
KDDT KGLO KMCA KSCJ KONG
KVGB KSAI WBF WPHI
WBCM WHDF WJR WJW WOOD
WJMS WIBO WZL WMRL
WHTW WCTM KATE WBEC
KGDE WMFG KYSM KSTP
KPAM WHLB KLM WFPS
WMSH WDAF WZUM
KWOC KFEQ KMOX KWTN
KGHL KRBM KGIR KPPA
KLYO KLO KLYP
KABR KOBH KSOO WHBY
WATW WEAF KFZ WAQ
WACL WIDE WIBA WNDE
WTMJ WIBU WEN WHLE
WSAU WFFH KDFN KBFC
WRK KBAX

Cooper Razor Drama
COOPER SAFETY RAZOR Corp., Brooklyn, on April 19 replaced its quarter-hour musical program Sunday evening on WNYE New York, with the weekly transistor program Secret Agent K-7. The program just completed is the 20th to the present war by NBC in association with Heffelfinger Radio Features, now the Heffelfinger Agency, New York, which handles the Cooper account. Cooper also sponsors thrice-weekly ten-minute period on WNEW, as well as three spot announcements weekly for its long-running Ford News. A campaign of six radio spots prepared for WNEW by the New York Daily News.

Gen. Mills to Shift
GENERAL MILLS, Minneapolis, is understood to be shifting in the near future two of its serial programs, the Lone Ranger and Jack Armstrong from MBS to the BLUE network. The network of the proposed move was not confirmed by BLUE officials. Jack Armstrong, promoting Wheaties, is heard Monday through Friday, 5:30-6:15 p.m., the agency in charge being Blackett-Sample-Humnett, Chicago, while Lone Ranger is presented Monday, Wednesday and Friday, 7:30-8:30 p.m. for Corn Kix through Knox-Reeves, Minneapolis.

Spots for 'Gone'
METRO - GOLDWYN - MAYER, New York, to promote the third release in Gone With The Wind, is using five spot announcements each on 58 stations in the 32 cities where the film is showing during the month of April. Spots are scheduled on the opening day of the showing and the day following. Agency in charge is Donahue & Coe, New York.

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"To abandon advertising for any period is to lose the accrued benefits of earlier investments."

Says DONALD D. DAVIS,
President, GENERAL MILLS, Inc.

"Advertising and merchandising are dynamic and not static instruments in the conduct of American industry. As such they must be continuously used, experimented with and constantly improved. To abandon advertising for any period is to lose the accrued benefits of earlier investments.

"In my opinion this is especially true for radio. The new potentials and the possibilities yet uncovered in the field of radio advertising—indeed in all fields of advertising—constitute a great challenge for American industry. Advertising is the vehicle through which we reach the entire American public, but it does not stop there. It is also the vehicle through which business keeps in intimate touch with the reactions and desires of the whole public.

"Therefore, I believe firmly that continued advertising is not only industry's responsibility to itself, but responsibility to the American people."

★ To the great names in American business whose continued advertising is a flaming symbol of faith in America's future . . . whose fortitude in total war adds another shout of defiance to the enemies of free American enterprise and democracy . . . this space is dedicated by The Nation's Station.
"One if by land—two if by sea..."

It was a lantern, you probably remember, that sent Paul Revere off on his famous ride—a lantern hung in the tower of the "old church steeple" across the bay. There was to be one lantern if the enemy came by land; two if they arrived by water.

It worked well enough. But if a sudden fog had descended that evening on Boston—history might have turned out differently.

In every military campaign ever fought, communication has been vital. In every period of history, people have solved the problems of swift communication as best they could—from the beacon fires of the Romans to the efficient, lightning-like radio communication of today. The nation with the best communication system has always held an important advantage.

America today has the most efficient radio equipment in the world... thanks to research and engineering. In the plants of the RCA Manufacturing Company, military radio equipment is coming off the production lines at a rapid pace—equipment that could not have been constructed in any quantity only a few short years ago!

On the home front, 55 million radio receivers have ended our need for Paul Revere—receivers served by the National Broadcasting Company and the Blue Network from coast to coast.

And on the overseas front, NBC operates two powerful short-wave stations—WRCA and WNBI—"beaming" spearheads of truth through the darkness of war to wherever there are people to listen!