more women listen more to WOR's women's programs than to those on any other New York station*

* Statistically we mean, women in Greater-New York spend 172,125 hours tuned to WOR's women's programs on an average weekday—294% more time than they spend listening to the same types of programs on any other New York station.

Actually, women listen 38,700 more hours to WOR's women's programs on an average weekday than to those on ALL other New York stations combined.
"IF YOU WANTED TO MAIL THE LETTER TO ANYONE EXCEPT WLS—DARNED IF I'D DO THIS!"

WLS gets through! Mid-West listeners get to their mail boxes and send WLS more than a million letters annually. Here, for example, is what they did for one of our accounts last winter.

The advertiser, a poultry magazine, obtained 13,485 one-year subscriptions, the result of only 24 ten-minute daytime programs plus three two-minute announcements, in a period of nine weeks.

These 13,485 magazine subscriptions are only one bit of evidence that WLS Gets Results! We have more, lots more. Just ask us ... or any John Blair man.

REPRESENTED BY
John Blair & Company

WLS
CHICAGO

890 KILOCYCLES
30,000 WATTS
BLUE NETWORK

REPRESENTED BY
John Blair & Company

890 KILOCYCLES
30,000 WATTS
BLUE NETWORK

THE PRAIRIE FARMER STATION

Management Affiliated With KOY, Phoenix, And The Arizona Network—KOY Phoenix • KTUC Tucson • KSUN Bisbee-Lowell
Do You Know This Family?

THE PROSPERITY of the Average Family in WDRC's Primary Area is not just a wartime phenomenon. Of course, business is zooming here with defense factories working three shifts a day—just as it is in similar markets throughout the country. But the thing to remember about Hartford is that it's first in peace-time too. This is assured by the diversity and stability of employment here.

WDRC's Average Family topped the 48 states in Effective Buying Income before the war and still does. Equally important, we believe it will continue to hold this preeminent position. This is a significant consideration for the many companies who are wisely continuing their advertising today with an eye to the future.

Write Wm. Malo, Commercial Manager, for the full story of this desirable market, comprising more than a million people in WDRC's Primary Area.

BASIC CBS HARTFORD

WDRC
CONNECTICUT'S PIONEER BROADCASTER
Primary Reader for Time Buyers

PIGS
Fat, stupid. But valuable. So much so, that some Nebraska farmers are concentrating on pig raising almost exclusively.

MILK
Lacteal fluid from bovine animals. Nebraska farmers' major problem right now is raising more cows to give more milk to supply more people. Prices, of course, have jumped.

EGGS
Vitamin-filled ovals laid by barnyard birds who are working overtime to meet war-time orders as well as domestic demand. Eggs bring a pretty penny nowadays (have you noticed your grocery bill?)

PRETTY PENNY
Unit of currency. Nebraska farmers not only are overburdened with pretty pennies, but also silver coin and scads of greenbacks. They want to exchange it for the things you sell, tobacco and coffee, clothes and cosmetics. Whatever you have, tell them about it by using "their" station. You need KFAB, to do a complete job of selling the farm markets throughout Nebraska and her neighboring states!

KFAB
LINCOLN, NEBR.
For City Listeners

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

MAY 4, 1942

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WASHINGTON'S ONLY
24 Hour Station
- 1,000 Watts
- 1,400,000 Potential Audience
WHO

What?
The most famous of all anti-crime shows, "Gang Busters," is available for immediate Spring and Summer local sponsorship.

Where?
Over WJZ, New York, to cover the world's richest market. (It is also available on a spot basis over KGO, San Francisco and most Blue Network stations. 31 of these stations have already sold "Gang Busters" to local or spot advertisers.)

When?
Starting May 1st, "Gang Busters" will be heard Friday evening, from 8:00 to 8:30 E.W.T., an ideal period for listening and an ideal day for week-end merchandising.

Why?
This unique opportunity is made possible because Sloan's Liniment found "Gang Busters" so successful for the past two years that they signed it up for 30 weeks next Fall and Winter, thus clearing the way for this Spring and Summer program purchase with a March C.A.B. rating of 13.2.

How much?
Over WJZ, the complete program cost (including agency commission) is less than $1,000 per week.

For full details, call or write Blue Network Spot Sales Division, in New York, Chicago, Detroit, San Francisco or Hollywood.

WJZ
NEW YORK'S FIRST STATION
50,000 WATTS - 770 KC
Key Station of the Blue Network
We’ve taken one CBS “mike” out of service

When Cecil Brown of CBS, and Norman Corwin of CBS, and the CBS Short Wave Department (along with other short wavers) received Peabody Awards the other day, we decided to retire a microphone from active duty to do nothing but receive laurel wreaths.

We had to—because awards have been coming thick and fast to CBS and its advertisers’ programs. (A list of these awards since January, 1941, is on the opposite page.)

Besides the length, there’s this about the list—it’s so unlopsided, covering almost every facet of the CBS program structure—“a harmoniously integrated unit designed to serve and to entertain the American people.”
AWARDS TO CBS—JANUARY, 1941—APRIL, 1942

ACADEMY OF MOTION PICTURE ARTS AND SCIENCES—1942: Gold plaque to Bernard Herrmann, CBS staff conductor, for "the best scoring of a dramatic picture in 1941"—All That Money Can Buy.

ADVERTISING AND SELLING ANNUAL AWARDS—1942: (1) Honorable mention for an original research development, to CBS Listening Areas. (2) Special medal award to Norman Corwin on his We Hold These Truths for adding "to the knowledge or technique of radio advertising.

AMERICAN ACADEMY OF ARTS AND LETTERS, AND NATIONAL INSTITUTE OF ARTS AND LETTERS—1942: $1,000 award to Bernard Herrmann for his concert, Moby Dick. $1,000 award to Norman Corwin for We Hold These Truths, and his direction of the series, This Is War.

AMERICAN LEGION, DEPARTMENT OF CALIFORNIA—1941: "Citation of Honor" to Edward G. Robinson, star of CBS's Big Town, for an outstanding contribution to Americanism.

AMERICAN WRITERS CONGRESS—1941: Honorable mention to Norman Corwin for his original work on the Columbia Workshop drama series, 26 by Corwin.

ASSOCIATION OF MOTION PICTURE PRODUCERS, SCREEN ACTORS GUILD, SCREEN DIRECTORS GUILD, and SCREEN WRITERS GUILD—1941: To CBS's Screen Guild Theatre "for eminent achievement in furthering the advancement of the allied arts of motion pictures and radio."

GEORGE FOSTER PEABODY AWARDS—1941: (1) To CBS for "outstanding meritorious public service among the networks." (2) To Elmer Davis for "his terse, incisive and impartial reporting of the news, day by day." (3) To CBS Stations KNX, WCAU and WGAR for local programs and services.

1942: (1) To Cecil Brown, for the best radio reporting of 1941. (2) To Norman Corwin’s We Hold These Truths. (3) To CBS and other short wave broadcasters of the country "for their patriotic service."

INSTITUTE FOR EDUCATION BY RADIO (Ohio State University)—1941: First awards to CBS for London After Dark, a special translatic broadcast; The Mole on Lincoln's Cheek, a drama in The Free Company series; The Fisherman and His Wife, on the children's program, Let's Pretend; and Poor Farmer Songs on School of the Air of the Americas. Also, honorable mention to Monument to the Might of Water on School of the Air of the Americas.

KAPPA SIGMA—1941: Selected Edward R. Murrow, a member of Kappa Sigma, as "Man of the Year."

MOTION PICTURE DAILY—1941: (1) Educational award to the School of the Air of the Americas. (2) Best special events show award to Spirit of '41. (3) Best children's program awarded to Let's Pretend.

NATIONAL HEADLINERS CLUB—1941: To William L. Shirer for "consistently outstanding radio reporting over a period of years."

NATIONAL SAFETY COUNCIL ANNUAL SPECIAL AWARD PLACER—1941: To Edward G. Robinson, star of CBS's Big Town, in recognition of "outstanding contribution to the cause of safe driving."

OVERSEAS PRESS CLUB ANNUAL RADIO AWARD—1942: To Cecil Brown for radio reporting "contributing to the understanding of foreign policy by the American people."

PARENTS' MAGAZINE PRESS HONOR AWARD FOR TRUTH—1941: To CBS's Death Valley Days for the authenticity of this series.

PHI BETA (National professional fraternity of music and speech)—1942: Annual Radio Award to the Columbia Broadcasting System for its network broadcasts of the New York Philharmonic-Symphony concerts, as the program that contributed most to music and speech during the year.

RADIO EXECUTIVES CLUB OF NEW YORK—1942: Plaque to Paul White (also to Mr. Schechner of NBC and Mr. Opfinger of MBS) for "outstanding work in securing new broadcasts from various war fronts."

SCHOMBURG COLLECTION OF NEGRO LITERATURE—1941: Wings Over Jordan placed on the 1941 Honor Roll for its contribution to "the improvement of race relations in terms of real democracy."

SIGMA ALPHA IOTA (National professional music fraternity for women)—1941: A scroll to Howard Barlow, conductor of the CBS Symphony Orchestra in recognition of his contributions to symphonic music in the last thirteen years. (2) A scroll to Henry Ford in recognition of the "outstanding symphony programs" of the Ford Sunday Evening Hour.

SIGMA DELTA CHI DISTINGUISHED SERVICE AWARD (Professional journalistic fraternity)—1941: To Cecil Brown for his broadcast from Cairo of the German parachute invasion of Greece.

U.S. FLAG ASSOCIATION—1941: Flag Service Cross to Kate Smith in recognition of her patriotic activities.

VARIETY SHOWMANSHIP SURVEY—1941: Citations for advancing the art of the radio to the CBS Forecast series, and to CBS affiliates WCAU, WCKY, WJR, WQAM.

WOMEN'S NATIONAL RADIO COMMITTEE—1941: Award to CBS's Headlines and Bylines as "best educational program with a democracy theme."

WOMEN'S PRESS CLUB OF NEW YORK CITY—1941: Certificate of "meritorious public service" to CBS's Let's Pretend.

WRITER'S RADIO THEATRE—1940-41: Five CBS broadcasts were included in the ten best radio dramas chosen by Norman S. Weiser, editor of Writer's Radio Theatre 1940-41. They are: Man-Made Waterways by Hans Christian Adamson; Kathryn Howard by Jean Holloway; Seems Radio Is Here to Stay and Words Without Music by Norman Corwin; and Bid for Happiness by Therese Lewis and Lola Kriendler.
ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

C. Bruce McConnell
President, WISH, Indianapolis

Hoosier-born and Hoosier-educated, C. Bruce McConnell has devoted a very successful career to the management of Indiana merchandising businesses... In addition to serving as President and General Manager of Indiana’s up-and-coming Station WISH, he is also General Sales Manager of one of the largest wholesale tobacco and candy firms in the Midwest, and President of a prosperous brokerage company. Needless to say, if anybody in the world knows Hoosier merchandising, it is “Mac” McConnell.

A MERCHANDISER, a star sales-managing executive, a mover of goods, C. Bruce McConnell in many ways personifies a relatively new type of man who is becoming more important every year in radio. “Mac” knows more about selling goods than about actors—more about druggists than about kilowatts. And as a result, his young and lusty station has rapidly become Indiana’s most effective merchandising medium...

In a way, this “merchandising approach” to radio rather reminds us of our own approach to selling radio. Ordinarily, you'd expect a radio-sales organization to be composed of men who'd been selected entirely for “sales ability”. But on the contrary, the average experience of our F&P men includes more merchandising and advertising than straight selling of media. They are now successful “salesmen” simply because they know how to help you in your business.

The next time one of us drops in on you, give us a chance to prove that last statement. We know we can do more to simplify your handling of spot-radio than any other organization in radio. That, in fact, is the first quota we set for ourselves, in this group of pioneer radio-station representatives.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:
WGR-WKBW - BUFFALO
WCNY - CINCINNATI
KOAL - DULUTH
WDAY - FARGO
WISH - INDIANAPOLIS
WKZO-KALAMAZOO-GRADE RAPIDS
KMBC - KANSAS CITY
WAVE - LOUISVILLE
WTGN - MINNEAPOLIS-ST. PAUL
WINS - NEW YORK
WMBD - PEORIA
KSD - ST. LOUIS
WFBJ - SYRACUSE

IOWA:
WHO - DES MOINES
WOC - DAYTON
WOC - COLUMBUS
KMA - SHENANDOAH

SOUTHEAST:
WCSC - CHARLESTON
WIS - COLUMBIA
WPTF - RALEIGH
WDBJ - ROANOKE

SOUTHWEST:
KOBL - ALBUQUERQUE
KOMA - OKLAHOMA CITY
KTUL - TULSA

PACIFIC COAST:
KARM - FRESNO
KECA - LOS ANGELES
KQV - PORTLAND
KROW - OAKLAND-SAN FRANCISCO
KIRO - SEATTLE
and WRIGHT-SONOVOX, Inc.

Page 8 • May 4, 1942 • BROADCASTING • Broadcast Advertising
FCC Issues Freeze Order, With Leeway

**Two Stations Given Right to Boost Power**

FOLLOWING the recommendation of the Defense Communications Board for retention of the status quo on new or changed broadcast transmission facilities, the FCC last week adopted a memorandum opinion setting forth the new licensing policy but left the door ajar sufficiently to take care of emergency cases or those embracing "peculiar circumstances". The memorandum opinion, which on the record was adopted unanimously, superseded the previous "freezing order" which took into account the shortage of critical materials. Before its adoption, however, two cases involving power increases and one emergency case to replace a transmitter destroyed by fire were approved, with indications that probably as many as a dozen additional applications for improved or changed facilities may be authorized.

Some Openings

There were some misgivings in both FCC and industry circles over the precise language used in the memorandum opinion. It was felt in some quarters that the way is left open for "special treatment" in favored cases on improved facilities. Whereas the Feb. 23 order was designed to authorize new or improved facilities on technical grounds only, the new policy could be interpreted to permit authorizations without regard to such factors, it was pointed out.

The DCB recommendation, which specifically proposed that there be no future authorizations involving the use of any materials to construct or change transmitting facilities of any station in the broadcast field, has not yet been acted on by the War Production Board. Since WPB was largely responsible for the DCB recommendation, however, its formal order is expected to be issued shortly. Leighton H. Peebles, chief of the Communication Branch of WPB, was ill most of last week.

Meanwhile, plans were under consideration for some sort of pooling of all available broadcast equipment for ultimate allocation on an equitable basis to the industry. The serious shortage of transmitting tubes, it was learned, probably will necessitate some such action [BROADCASTING, April 27].

Both the Communications Branch of the WPB and Committee IV (broadcast) of DCB are considering plans for a pooling-conservation project. With only about a year's supply of tubes available for the broadcast structure, counting reserves held by all stations, this plan encompassed pooling of all equipment under a control system, with arrangements made by WPB for allocation of raw material when the supply of repair or replacement parts reach a predetermined minimum.

Some May Be Silenced

Unless something of this nature is done soon, it was thought, stations having no spare tubes may be forced off the air. The military branches now are taking 100% of the production of tube plants.

While the FCC's latest "freeze order" was viewed with mixed emotions, some justification was given for the "loophole" under which the FCC could authorize construction for changes in facilities on its own motion, or follow through on recommendations "by the head of a war agency of the Federal Government". There are several situations arising under the Havana Treaty, it was pointed out, which will require action if the facilities earmarked for this country are to be preserved.

FCC Chairman James Lawrence Fly, who also heads DCB, said last week that the provisions providing flexibility would give the Commission leeway in particular cases and an opportunity for "meeting vital needs without giving a special treatment". Such actions as destruction of stations by fire, as well as moves recommended in the interests of the war effort by Government services, he said, would fall into this category.

The prevailing view was that the strength or weakness of the order would be reflected in the actions of the FCC majority. Two of the three authorizations announced April 25, but which were dated April 24, were by split vote of the Commission. Commissioners Case and Payne dissented. In view of the DCB recommendation for retention of the status quo, while Commissioner Craven was absent from the city, KMA, Shenandoah, was granted an increase in power from 5,000 watts day, 1,000 night, to 5,000 watts fulltime, on 960 kc., with installation of a directional antenna. The majority pointed out that the station had been given paid allotment of substantially all of the necessary equipment to make the proposed changes. Under its Feb. 23 "freeze order policy", it held that the public interest would be served in granting the application.

**Birmingham Grant**

In the second power increase case, the Commission, by the same vote, authorized WSGN, Birmingham, (Continued on page 11)

**Policy and Procedure Fixed for Broadcast Cases**

FOLLOWING is the full text of the memorandum opinion adopted by the FCC April 27, outlining policy and procedure for the handling of broadcast related applications in pursuance of the recommendation of the Defense Communications Board:

Since the adoption of the Commission's Memorandum Opinion of Feb. 23, 1942, concerning policy and procedure for the handling of broadcast and related applications in pursuance of the recommendation of the Defense Communications Board:

Upon consideration of this recommendation, the Commission has adopted a policy to grant no application for an authorization involving the use of any materials to construct or change the transmitting facilities of any station, except those of standard, television, facsimile, relay, or high frequency (FM) broadcast stations. The Commission, however, has deferred action on the recommendation of the Defense Communications Board with respect to experimental high-frequency and non-commercial educational broadcast stations.

Applications filed to meet the requirements of authorizations herefore made in the form of conditional grants, and applications requesting an extension of time within which to complete construction under authorizations herefore made, will not be granted, unless it appears that the applicant (1) has made substantial expenditures in connection therewith or actually commenced construction prior to the date hereof, and (2) has on hand or available substantially all materials and equipment necessary to complete construction.

This policy shall not preclude the issuance of authorizations involving essential repairs or replacements for the purpose of maintaining existing services; nor shall it preclude the issuance of authorizations by the Commission for construction of, or changes in, facilities required by the Commission or recommended by the head of a war agency of the Federal Government.

For the purpose of carrying this policy into effect, the following procedure will govern applications now pending: Every applicant who desires to prosecute a pending application involving the use of materials to construct or change the transmitting facilities of any standard, television, facsimile, relay or high frequency (FM) broadcast station shall, on or before June 1, 1942, file with the Commission a formal petition embodying a statement of facts and circumstances as to be evidenced would warrant the granting of his application in the public interest. The filing of such petition will be construed as an indication of the desire of the applicant to prosecute his application, and, in the event the petition is denied, the application will be designated for hearing. Failure of any such applicant to file such formal petition on or before June 1, 1942, or such further time as the Commission may, upon satisfactory showing allow, will be deemed an abandonment of the application, and such application will be retired to the closed files of the Commission and dismissed without prejudice.

Includes all such applications filed prior to the date hereof irrespective of present status.
A YEAR of close collaboration between the NAB Sales Managers Division and the agency timebuyers who make up the Radio Executives Club of New York has reached its climax at the NAB convention in Cleveland May 11-14. Mr. Hynes, president of the Radio Executives Club and chief timebuyer for Lord & Thomas, has engineered a breakfast session for Tuesday, May 12, at 8:30 a.m., that is designed "to wake up the sleepiest radio man present".

"What Burns Us Up?" is the intriguing title of the agency show, but most of the burning, they claim, will be suffered by the sales managers.

Not a Speech—Definitely

When Gene Carr, WGAR, chairman of the NAB Sales Managers Executive Committee, invited the time buyers to put on a program of their own (the first at any NAB convention, by the way), many thought it would consist of a few well-chosen remarks by selected spokesmen. But these didn’t know Johnny Hynes and the REC’s flair for showmanship. Instead of following a stereotyped pattern, Hynes appointed a committee which invited all agencies to submit their “pet radio peeve”; the best of these were selected for dramatization, and an all-agency vote will let the quips fall where they may.

The radio industry is indebted to the REC president for other valuable service during the year besides his cooperation with the Sales Managers Division. A former CBS man before joining Lord & Thomas in 1934, Hynes is also chairman of the timebuyers committee of the AAAA, member of the radio committee of the National Advertising Council, and member of the radio advisory committee to the Coordinator of Inter-American Affairs. He is credited with originating and planning the Network Allocation Plan now used by OFF.

TENTATIVE PROGRAM OF 20TH ANNUAL NAB CONVENCION
Hotel Statler, Cleveland, May 10-14

SUNDAY, MAY 10
12 Noon—Sales Managers, Executive and General Committee, Parlor E.
12:30 p.m.—Broadcast Music Inc., board of directors, Luncheon, Parlor D.
2 p.m.—Research Committee, Parlor D.
Engineering Committee, Parlor F.
NAB Bureau of Copyrights, board of directors, Parlor B.
3 p.m.—Code Committee, Parlor D.
4 p.m.—Wages and Hours Committee, Parlor M.
Accounting Committee, Parlor H.
7 p.m.—NAB Board of Directors Dinner, Lattice Room.
8 p.m.—Ladies Committee, Tavern Room.

MONDAY, MAY 11
10:45 a.m.—Breakfast, the War,” Byron Price, Director, Office of Censorship.
Informational Clinic
J. Harold Ryan, Assistant Director, Office of Censorship.
Rear Admiral A. J. Hepburn, Director, Office of Public Relations, Navy Dept.
Earl J. Glade, Chairman, NAB Code Committee.
12:45 p.m.—Luncheon, Grand Ball Room.
Speaker: Archibald MacLeish, Director, Office of Facts & Figures.
2:30 p.m.—Department of Broadcast Advertising, Sales Managers, Pine-Euclid Room. "Radio Advertising for Department Stores."
3:30 p.m.—Network Affiliates, Inc., Salle Moderne.
4:30 p.m.—Independent Radio Network Affiliates, Parlor E.
7 p.m.—NAB War Committee.
8 p.m.—Labor Relations Clinic, Room 340.
Panel: Joseph L. Miller, NAB Labor Relations Director.
TUESDAY, MAY 12
NAB Department of Broadcast Advertising: Cleveland Ad Club, Dining Room.

Censorship Clinic Room 345
Panel: J. Harold Ryan, Assistant Director of Censorship.
Captain L. P. Lovette, Office of Public Relations, Navy Dept.
12:45 p.m.—Breakfast Round Table, Chairmen. Mrs. Dorothy Lewis, Coordinator of Broadcast Managers.
W. J. H. Neves, Coordinator, Broadcast Music Inc.
John Paine, General Manager, American Society of Composers, Authors & Publishers.
Leonard D. Callighan, General Counsel, SESAC.
Open Forum
Wartime Radio Advertising, Grand Hall Room.
Eugene Carr, Chairman, NAB Sales Managers Committee, Attractions.
"Selling With Surveys", Dr. Harry Dean Wolfe, Director, Bureau of Public Relations, Kent State University.
"Shoot the Works", Gene Flack, General Sales Dept., Lowe’s Hardware Co., Long Island City, N. Y.
Open Forum
4 p.m.—Clear Channel Broadcasting Service, Tavern Room.
Local Stations Stations, Room 345.
7 p.m.—Wartime Committee.

WEDNESDAY, MAY 13
Breakfast Sessions
8:30 a.m.—"Collective Bargaining", NAB Labor Relations Dept., Parlor D.
"Information Please on Spot Radio" Cleveland Ad Club Dinner Room.
Panel: Michael Tomsinski, BMI, Tavern Room.
10:30 a.m.—Business Session, Pine-Euclid Room; Neville Miller, presiding.
"The War, a Challenge to Broadcast Advertising", Eugene Carr, chairman, NAB Sales Managers’ Executive Committee.
12:45 p.m.—Luncheon, Grand Ball Room.
2:30 p.m.—NAB Business Session, Pine-Euclid Room, (Mobil Building). Taxation: Ellsworth C. Alvord, NAB Tax Counselor.
Adjournment
4:30 p.m.—Final Meeting, Network Affiliates, Inc, Salle Moderne.
7:30 p.m.—20th Annual Banquet, Rainbow Room, Hotel Carter.
THURSDAY, MAY 14
10 a.m.—Meeting of new NAB board of directors, Parlor C.
10 a.m.—Annual All American Golf Tournament, Mayfield Country Club, for the Broadcasting Magazine Trophy.
KLO Off Blue
KLO, BLUE affiliate in Ogden, Utah, on Aug. 31 will cease to operate as an outlet of the BLUE, according to Keith Kiggins, vice-president in charge of stations for the network, because of the increase in power May 1 of KUTA, Salt Lake City, which now covers the area served by KLO. The first part of May KUTA shifted its power from 250 to 5,000 watts day and night on 570 kc.
Navy Relief Discs
ONE-MINUTE transmissions appealing for funds on behalf of the Navy Relief Society have been distributed to 600 stations, according to NRS. Discs are messages by Admiral William D. Leahy, Mrs. Morgan Oberon, Lowell Thomas, Madeleine Carroll, Tyrome Power, Hedda Hopper, Frederic March, Gable, Fitzgerald, Clifton Fadiman and Com. Gene Tunney. The transmissions were recorded by NBC.

BROADCASTING • Broadcast Advertising
May 4, 1942 • Page 11
Favorable Summer Prospects For Networks Now Indicated

WAR CURTAILMENTS AND SOME CANCELLATIONS FAIL TO DARKEN OUTLOOK AS PLANS START TO JELL

THE NETWORK picture for this summer, despite the prospect of resultant cancellations in the past few months of some radio programs, looks generally optimistic, with several new sponsors lined up for shows and the usual number of replacements for the warm months.

April brought a favorable summer outlook for the BLUE network with announcement that General Mills, Minneapolis, and Pepsi-Cola Co., Long Island City, were starting programs May 4.

‘Ranger’ Shift

Sponsorship of The Lone Ranger by General Mills will include 65 BLUE stations, while Pepsi Cola has lined up 171 outlets for Ramona & The Tune Twisters. Thirto dog week, manufactured by Modern Food Process Co., Philadelphia, also returned to the BLUE in April and its dry pack is promoted on the Olio Santo program, formerly sponsored by Philadelphia Scrapple, forced to go off the air because of the tin shortage.

Two shows will leave the BLUE in June, Three Ring Time for Batallante beer on June 2, and True or False for Williams shaving cream on June 30, the latter reports unconfirmed by the network.

In September, the BLUE will start a second program for General Mills and is understood to be planning a third in a common period from 5-6 p.m. for special children’s programs, including Jack Armstrong, the General Mills show for Wheaties.

Mutual gained two new sponsors in April, including Whitehall Pharmacal Co., New York, which is using thrice-weekly news reports by Arthur Van Horn for Aspetarte; and the reorganized Peet Co., Jersey City, promoting its sheets and fabrics on 20 stations with Eleanor Early, Washington woman commentator. The General Mills shows moving to the BLUE are currently on Mutual.

Procter & Gamble Co., Cincinnati (Drene and Teel), is continuing for an additional period weeks through July 26 its NBC show Abie’s Irish Rose, while General Foods Corp., New York, will continue its Coffee Time program on NBC through the summer, switching products June 4 from Maxwell House coffee to Post Toasties.

Summer replacement for the Edie Cantor program, sponsored by Bristol-Myers Co., New York, will be Those We Love, as of July 1, same date that Station WLBZ, born coffee show with Edgar Bergen and Charlie McCarthy is rumored to be leaving NBC for its usual eight-weeks hiatus.

No summer replacement has been definitely set for the Jack Benny program, which General Foods understands that PepsiCoCo will replace Bob Hope for the summer with Date With Judy, program used last summer by the company on NBC for two Products, New York (Shinsola), may use a summer hiatus period for its NBC program Lincoln Highway, but this has not yet been settled.

Coca Cola Continues

The indefinite plans of Coca Cola Co., Atlanta, for its CBS show The Pause That Refreshes on the Air were settled last week with the announcement that the program will continue through the summer. Campana Sales Co., Batavia, Ill., may discontinue its First Nighter series on CBS for the summer, but has not definitely decided. PepsiCoCo, New York, is filling in the Sunday night period on CBS, while Fred Allen is on vacation, with a musical program starting July 5. Colgate-Peetlive-Peet Co., Jersey City, is expected to take over the Friday 10-10:30 p.m. period on CBS with a program as yet unselected. No summer replacement has been announced for Kate Smith’s Friday program for Grape-nuts, and General Foods may continue it through the summer. Although Campbell Soup Co., Camden, last week discontinued its sponsorship of Lanny Ross because of canning difficulties for its soup products, the 7:15 p.m. period on CBS will be filled thrice-weekly by the Glenn Miller program, which Liggett & Myers Tobacco Co., New York, is shifting May 5 from its 10-10:15 p.m. period on CBS.

P. Lorillard Co., New York, on April 15, renewed its rights to the Old Show from the BLUE network to CBS, Wednesdays 8-8:30 p.m. Also moving from the BLUE to CBS June 5 is the Welch Grape Juice Co. program Dear John, to be heard Fridays 7:15-7:30 p.m. American Oil Co. on May 22 cancel its seasonal sponsorship of Edwin C. Hill’s program.

Loose Wiles News

LOOSE WILES BISCUIT Co., St. Louis, is to air a new program of the ownership of Cedric Foster, Yankee Network news commentator, on seven stations of that network, including WNAC WTAG WEAN WICC WTIC WCSV WLZB, Monday through Friday, 1-45 p.m. Foster is expected to use his ready-to-use listeners on 10 stations of the Mutual network, five times weekly at 2 p.m. Agency for Loose Wiles is Newell-Emmett Co., New York.

CLAY MORGAN, assistant to the president of NBC, is in West Side Hospital, New York, under observation for an appendicitis operation following an attack last Tuesday.

Katz and Larson Acquiring WWDC

Agency Men To Get Capital Local for About $110,000

SALE of WWDC, Washington’s newest local, to Joseph E. Katz, president of the Baltimore advertising agency of the same name, and G. Bennett Larson, supervising producer of production of daytime program of radio Young & Rubicam, New York, for approximately $110,000 was consummated last week, subject to FCC approval, The application for transfer of ownership of the stock by Stanley H. Horner, automotive dealer; Dyke Cullum, former Texas automobile man, and Edwin M. Spence former manager of WBAL, Baltimore, will soon be filled with the FCC.

Under the transaction, Mr. Katz would acquire 196 shares of the 250 shares; Mr. Larson 50 shares or 20%., while Mr. Horner, financial aide to Mr. Katz, 5 shares. Mr. Larson would become manager and leave his New York agency post.

Stock Holdings

WWDC began operation about a year ago under Mr. Spence as general manager. It operates on 1450 kc., with 250 watts power at its main transmitter, plus a 100 - watt synchronized booster. Messrs. Horner and Cullum each owns 25% of the station and Mr. Spence 20%. Mr. Cullum had instilled a love of radio regarding the station operation and has not been active in its direction.

Mr. Katz, whose agency places a substantial amount of radio business, owns minority interests in WCAO and WFBF, Baltimore. Mr. Harrison also holds small interests in the same stations.
"Since 1940 the Gulden salesman in Baltimore has always been requesting the use of radio," states Mr. Donovan. "Finally a decision was reached to use WBAL on a test campaign of 13 weeks. The results, sales-wise, were so encouraging that for the 1941-42 campaign WBAL was again employed as a sales stimulus."

WBAL with its 50,000 Watts has proved itself to be an excellent sales help to Charles Gulden, Inc. It can be an important factor in strengthening your business in the Baltimore area, too.
Supply of Vinylite Put Entirely Under Allocation Control

THOUGH vital to the transcription industry, the plastic Vinylite is now entirely under direct allocation control of the War Production Board under an amendment issued April 29. In fact, all rubber substitutes, including rubber, vinyl chloride and miscellaneous civilian items as the shellac are subject to this restriction (Amendment No. 2 to Order M-10).

As reported in Broadcasting April 20, at the time of the amendment, Vinylite is a critical wartime material. As used in the production of transcription records, its properties resemble those of shellac. That is largely because its content of vinyl chloride is about 85% or less. But as the content of vinyl chloride is increased the substance takes on characteristics of rubber. Transferred by WPB.

At least for the next month, the status of the transcription industry’s supply will not be changed, according to the WPB. Although the industry’s present supply of Vinylite is expected, future military needs are beyond positive definition. WPB officials refused to comment on the future of Vinylite, but it was noted that Vinylite has been removed from the jurisdiction of the chemical section of the WPB and placed under control of the synthetic rubber section. This indicates the increasing critical position of substance in view of the admitted shortage in production, it was suggested.

Although it was first stated the phonograph record industry did not use Vinylite at all, it has been learned that some of the better records are made with the substance. While this use is admittedly small, it is problematical whether even this small supply will continue beyond the current month.

As originally issued in June, 1941, and amended in December, 1941, it included “only polymerized vinyl chloride and its co-polymer with vinyl acetate containing 90% or more of vinyl chloride.” This latest amendment brings under the restrictions “all copolymers of pol vinyl chloride and all co-polymers and polymers of vinyl chloride.” This restriction was imposed, according to the WPB, because the current demand for these types of rubber substitutes for essential uses exceeds the total production. This amendment seeks to prevent the use of these materials for such miscellaneous civilian items as raincoats, shower curtains, etc.

Under this amendment, priorities may be made except by specific direction of the director of priorities. Furthermore, no person may accept delivery of any item under this restriction without the notification of the violation of this restriction. At the start of each month, the director of priorities will issue to all producers specific directions covering deliveries of polivinyl chloride which they may make during that month. According to the WPB, these directions will be made primarily to insure defense needs and to provide an adequate supply for essential civilian services.

All such assignments are made at the discretion of the director of priorities without regard to any preference rating designed to particular contracts or orders.

Telegrams were sent to producers April 28 notifying them of the new definition of polivinyl chloride. Under the original terms of the order, M-10, all customers are supposed to be notified of the requirements, but the WPB notes it would give such notice does not excuse any person from the obligation of compliance.

RADIO SPEEDS TOOL OUTPUT

Industrial Firm Uses Program as ‘House Organ’ To Serve Employees and Families

UTILIZING radio as a “live house organ” in a general worker-morale program, the Independent Pneumatic Tool Co., Aurora, Ill., an industrial concern engaged entirely in war work, has embarked on a series of radio programs broadcast primarily to its employees and their families two evenings a week on WMRO, Aurora.

The programs consist of delayed-broadcast interviews with employees, transcribed in the shop and with their families transcribed in the home. In addition, interviews with former employees now in the armed forces are also broadcast. This was arranged by instructing the former employees to go to the radio station nearest their camp, and to transcribe an interview with the local announcer using questions provided by the company as a guide. “The stations have been extremely cooperative in this venture,” C. N. Kircher, advertising manager, said.

The series of broadcasts is designed to demonstrate the importance of the work of the individual employee in beating production goals, and the pride of his family in his contribution to the war effort.

The importance of the boys back in the shop giving production support to their co-workers now in the armed forces is also emphasized through the interviews with the former employees in the service.

The general program, called “Produce the Plus,” is patterned somewhat after the highly successful RCA “Beat the Promise” work-morale campaign, and suggests many similar possibilities by other industrial concerns.

United Vitamin Back

UNITED VITAMIN Co., Chicago (anti-gray hair vitamins), has resumed test campaigns with one-minute spot announcements on WBC, Indianapolis; KMA, Shenandoah; KWTO, Springfield, Mo. Agency is First United Broadcasters, Chicago.

Federal Aid Given Nutrition Program

Radio Exploitation Is Planned During Week Celebration

EXPECTED to spur radio food advertising, the more than 20 Government agencies and subagencies interested in the national nutrition program will continue plans for observance of May 24-30 of the President’s 1941 Nutrition Conference.

The Office of Defense Health & Welfare Services, coordinating agency in the nutrition program, expects food advertisers to take advantage of the observance for intensive promotion of their products.

Radio Exploitation

Tentative plans for the observance call for promotion of the nutrition program on many network shows with scripts being handed through the information division of the ODHW’s. Scripts will be sent to a number of the network shows have been completed.

In addition it was said that a majority of the ODHWS stations have returned questionnaires sent out by the ODHWS and its state and county committees asking for further information on the nutrition campaign and requesting appearance on their stations of nutrition experts working out of the ODHWS (Broadcasting, March 26).

At the ODHWS it was said that many of the stations had also requested scripts prepared by its information division and that these have been handed over to the networks under way to replace the show with any other governmental broadcast.

The series has been directed by Norman Corwin who produced by Hay McClintock, the latter on leave of absence from N. W. Ayer & Son. They have headquartered at NAB Washington offices. All costs have been borne by the networks, which undertook the production as a joint enterprise after it was suggested by the White House.

While the show has been subjected to considerable criticism, favorable and unfavorable, it has enjoyed a 20-25 Crossley rating and the Office of Facts & Figures, which produces the script, said it was the prime mover in projecting it, has expressed satisfaction with the job it has done.

CANADIAN VISITORS last week were 15 U. S. radio executives who were conducted on a 4-day tour of Canadian army camps, training schools, airplane and munitions plants and Government offices. At the Canadian Army Training Center, at Camp Borden, Ontario, the group were shown an entourage jammed a jeep for their picture: Front seat (l to r): H. R. Baulch and G. W. Johnstone, BLUE; Rear seat (l to r): Cesar Saerchinger and Clay Morgan, NBC; Larry Lowman, CBS; Standing behind tire, Comdr. A. A. M. Craven, WOR, behind Lowman, next to officer, is William Tyler, WRUL. Other members of the party were: Douglas Merserey, OFF; D. A. Schechter, and Easton C. Wooley, NBC; Daniel Russell, William Slocom Jr., CBS; Lester Gottlieb, MBS; David Driscoll, WOR; William Hessler, James Houshe, WLW; Peter Ayleen, Daniel McArthur, Ernest Bushnell, CBC.

JOINT WAR SERIES WILL CLOSE MAY 9

THE 13-week schedule of This Is Her...or... has been extended until Feb. 14 on a combined hookup of all four networks Saturdays, 7:30-8:30 p.m. (EST). This extension was concluded with the May 9 performance, but the time will be released after that date. No plans are under way to replace the show with any other governmental broadcast.

The series has been directed by Norman Corwin who produced by Hay McClintock, the latter on leave of absence from N. W. Ayer & Son. They have headquartered at NAB Washington offices. All costs have been borne by the networks, which undertook the production as a joint enterprise after it was suggested by the White House.

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WCBW Now WLBJ

WLJR, Brooklyn, formerly WCNW, assumed its new call letters May 1. Its shift to 1190 kc. will be effective the middle of this month, according to WLJR.
WFWM continues to stand out like a beacon in the rich central Indiana market, holding an influential hand on the purse-strings of almost 400,000 radio families. Advertisers are quick to realize the tremendous advantage that WFBM exerts over this important area, proving with survey after survey that listeners prefer WFBM by a wide margin!

PETROLEUM COMPANY SURVEY
One of the largest gasoline and oil companies operating in the central portion of Indiana, a consistent and long-time radio advertiser, proves by spot surveys at frequent intervals that WFBM is tops in their market area. Below is a typical unbiased survey taken by their advertising department:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Station</th>
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<tbody>
<tr>
<td>22.5%</td>
<td>WFBM</td>
</tr>
<tr>
<td>19.5%</td>
<td>Station-B</td>
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<tr>
<td>17.5%</td>
<td>Station-C</td>
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<tr>
<td>14%</td>
<td>Station-D</td>
</tr>
<tr>
<td>12.5%</td>
<td>Station-E</td>
</tr>
<tr>
<td>14%</td>
<td>Other Stations &amp; &quot;Don't Know&quot;</td>
</tr>
</tbody>
</table>

LOAN COMPANY SURVEY
Here again, one of the largest and most successful loan companies in Indianapolis finds that regular time over WFBM pays big dividends. Surveys taken by their own advertising department prove WFBM to be far out in front in preference rating. Here's the result of their most recent survey:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>28%</td>
<td>WFBM</td>
</tr>
<tr>
<td>20%</td>
<td>Station-B</td>
</tr>
<tr>
<td>15%</td>
<td>Station-E</td>
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<tr>
<td>15%</td>
<td>Station-D</td>
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<tr>
<td>14%</td>
<td>Station-C</td>
</tr>
<tr>
<td>8%</td>
<td>Other Stations &amp; &quot;Don't Know&quot;</td>
</tr>
</tbody>
</table>
Palo Alto Group Contracts to Buy KYA From Hearst
Price of $45,000 to $55,000
For Coast Outlet Reported

PROPOSING to identify the station not only with San Francisco but with nearby Palo Alto, home of Stanford University, the Palo Alto Radio Broadcasting Corp., has entered into a deal with Hearst Radio Inc. for the purchase of KYA, San Francisco, for a reported price of between $45,000 and $55,000. Application for transfer of ownership shortly will be filed with the FCC, with Grove J. Fink, Hearst attorney in San Francisco, handling the transaction for Hearst Radio and Bart ley C. Crum, for the Palo Alto group.

The Palo Alto company filed application several months ago for authority to erect a new station in that community, seeking 1,900 watts daytime on 1370 kc. While the present stock setup may be different, the president of the corporation is Wilfred Davis, former manager of the San Francisco Opera who at one time was associated with Sherman Clay & Co., large San Francisco music house.

Holders of Stock
Mr. Davis was listed as 20% stockholder. Other officers and stockholders listed were: O. H. Blackman, of Palo Alto, former president of the Blackman Co., New York advertising agency, vice president, 6%; Dr. Frederick E. Term an, Stanford U professor of engineering and former president of the Institute of Radio Engineers, vice-president, no stockholdings listed; John M. Kaar, of Memlo Park, Cal., owner of Kaar Engineering Co., secretary-treasurer, 4%. Other stockholders were: three Stanford professors—Dr. Harry E. Reynolds, 12%; Dr. George E. Gamble, 10%; Dr. E. F. Roth, 10%.

KYA operates with 1,000 watts night and 5,000 day on 1290 kc, and its manager is Harold H. Meyer, former manager of WWSN, St. Petersburg, Fla. Its transmitter is located on Candlestick Point at the southern end of San Francisco. It is proposed to retain the transmitter location and San Francisco studios but to install studios also in Palo Alto.

The station is one of five still held by Hearst Radio, which at one time owned a dozen stations but several years ago began to liquidate its radio holdings. The other stations in the Hearst group, none of which is listed to be on the market at present, are WINS, New York; WBAL, Baltimore; WCAE, Pittsburgh; WINS, Milwaukee.

AMERICAN RADIO AT ITS BEST was observed by Dr. Assis De Figuereido, assistant minister of press and propaganda of Brazil (seated by microphone) during his recent coast-to-coast inspection of American propaganda methods. In Hollywood he was interviewed by Charles Huntley, of the CBS Pacific Network special events staff, for Here's the Story. On the welcoming committee are (1 to r, standing) Fox Case, director of public relations for CBS Pacific; Vick Knight, producer of the War Department's Command Performances; and Donald W. Thornburgh, Pacific Coast vice-president of CBS. Huntley is at the "mill".

KFPL, in Dublin, Tex., Is First Station To Suspend Due to Lack of Technicians

THE FIRST station mortality resulting from shortage of qualified operators is KFPL, Dublin, Tex., local, which has been authorized by the FCC to suspend operations for 30 days pending determination of policy on such war-born emergencies.

C. C. Baxter, owner of the independent, asked the Commission for authority to suspend operation for the duration, Florida was unable to procure qualified operators. The Commission, however, issued a temporary authorization on April 20 for a 30-day suspension of operation. Another similar request now is pending, based on the same type of personnel difficulty as more and more operators are called into active service. It was expected a definite policy would be laid down by the Commission.

KFPL has operated on 1340 kc, 100 watts night and 250 watts day. Its present authorization to suspend operations runs until May 19, but prior to that time further action will be taken. Mr. Baxter has notified the Office of Emergency Management, and probably other Washington war bureaus, that he has suspended operation by permission of the FCC, because of the shortage of technicians. He asked OEM to "please cancel all programs booked for this station" and that other Government departments be advised of his station's status.

WCHV Ownership Realignment

ROUTINE reorganization of the ownership of WCHV, Charlottesville, Va., was authorized last Tuesday by the FCC which granted consent to the assignment of license and permit from Community Broadcasting Corp. Principals are the same, with Charles Barham, present owner of the station, dis solving the corporation and forming a partnership with Emmalou W. Barham, his wife, doing business as Barham & Barham.

‘Pluggers’ Restricted

TO ELIMINATE difficulties which could arise from the use of pay-plugging, C. L. Menser, NBC program manager, on May 4 has put into effect a set of rules on the daily clearance of musical numbers. All information on clearance of numbers of the NBC music library will be available between 2 and 4 p.m. by Thomas Belviso, NBC music division manager, to a group of specially designated members of the Music Publishers Contact Employes Union, Local 2212, I. L. The Library will be restricted, so it will be an illegal union concern, to this official representative. Also effective May 4, if there is excessive use of the music, in some cases more than duplication of numbers played—now three hours—will be put on the Fair Play Committee.

Toscanini To Return

ALTHOUGH NBC could offer no confirmation last week of a report that Arturo Toscanini would return next season as conductor of the NBC Symphony Orchestra, it is understood that arrangements have been completed between the conductor and that network. Toscanini conducted the New York Philharmonic Orchestra for the first two weeks of the 1942-43 season.

Religious Spots

CREW OF THE GOOD SHIP GRACE Inc., Los Angeles (religious), formerly a heavy user of network time, is sponsoring a thrice-weekly half-hour transcription of the program, Haven of Rest, on 21 stations and will expand, utilizing an extensive list in the Southwest. Current list, placed direct, includes KRNR KROY KFQ KFAS KNFL KFRE KGB KRO KXCE KVYD KORE KBOL KVIS KATX KOOS KIP KIM KMT KIT KFEL WMBI.

Dwight-Edwards Spots

Dwight-Edwards Co., San Francisco (Bob Hill coffee) recently started a spot campaign on 20 stations in key markets throughout the country, using 35 and 60-second announcements approximately 10 times weekly. Agency is McCann, Erickson, San Francisco.
A band plays... whistles scream... workmen cheer, and a Navy sub-chaser slides down the ways to the narrow Ohio, three hundred miles from the sea! What! An ocean-going fighting craft... built and launched but a rope's length from teeming, tumultuous Pittsburgh... 315 miles inland from its salt-water destination? Precisely!

KDKA, Westinghouse in Pittsburgh, was alert to the drama of the event, so important to the Nation's war-effort... aware of the opportunity to transmit the thrill of the launching to millions of listeners. So, KDKA was on deck to broadcast the ceremonies, including the award of the All-Navy "E" to the Dravo Corporation, which goes down to the sea in ships... via Pittsburgh!

Some call it "showmanship"... this reportorial sixth-sense that puts a man and a mike where things happen. Westinghouse Stations prefer to think of it as alertness, awareness... a chance to deliver a plus to audience and advertiser alike, whenever and wherever possible.
A Timebuyer Thinks of Radio Selling

And Wonders Why There Aren't More Department Stores on the Air

By LINNEA NELSON
Timebuyer, J. Walter Thompson Co.

MANY department stores have successfully used radio, and why there aren't more on the air is often a puzzle to the radio world. Personally, I've always thought that getting today's ad in tomorrow's newspaper left little time for the serious study and consideration of a new advertising medium.

The radio rapidly growing today is not the unknown factor it was several years ago. It can and does sell everything—it sells the very products that department stores provide from pincushions to testicles to clothing and household appliances.

National advertisers, who use radio year after year to promote such products, know exactly what to expect, and can frequently estimate the results of sales and offers in advance. They know from experience that radio moves merchandise, and they continue to use it as an essential part of their advertising campaigns.

Many department stores may have shied away from radio because it is an unfamiliar medium—to them at least—it used newspapers year after year. They are used to thinking in terms of mechanical layout, illustrations, display and cost-per-line.

What They Want

Yet a department store's experience in other forms of advertising may be easily applied to radio. In fact, many of today's best radio people gained their early experience in other forms of advertising, and achieved their success by combining sound advertising knowledge with a new and interesting medium of presentation.

The use of radio in various ways has taught advertisers what the people want—and what better time is there to advertise what you have to sell than when you have the people's attention. Today's attention to radio news programs and sales programs—a decision must be made as to whether everything will be "live" or "transcribed." Stations are prepared to develop, at a nominal cost, programs of transcriptions—plays and songs to which they subscribe, and to which these may be added the live commercials.

On announcements, when read by the local staff announcer, there is usually no additional charge; the station's overhead is included in the time rate. Some (but not all) news programs may be avoided for nothing more than the station's cost; but a charge is made for regular talent. If a live talent program is decided on, charges are dependent on the station supplying the talent. It is frequently the American Federation of Radio Artists and musicians' union rulings.

Purchasing a "package" unit including both time and talent from the station will keep you from getting involved in many details that the stations are well equipped to take off your hand. With live announcements or programs it is possible to have up-to-the-minute publicity on the day's special sales.

Type of Audience

A store desiring a special novelty theme might have electrical transcriptions made for use at the opening and close of each program. Or the instantaneous recordings might be made of the interviews or special voices that are not always available on a live basis. Prices vary from about $50 for a transcription that may be used many times to about $5 for an instantaneous recording that can be used only one or two times.

When some of the program ideas have been settled, the decision must be made as to the radio station to be used. You either now, or can learn quickly, the type of audiences to which the various stations in your city appeal. Therefore, if it is your first attempt at placing radio advertising, you will want to ask the representatives of the various stations to call on you and discuss with each of them enough of your problem to help give you the necessary information.

SHE KEEPS HOUSE AND BUYS TIME

A HOUSEWIFE whose hobbies are dressmaking and decorating, and yet whose brilliant business career has enabled her to buy more radio time than almost any other individual in the country, is Linnea Nelson, author of this article and timebuyer for the J. Walter Thompson Co., one of New York's largest advertising agencies.

Beginning a well-rounded advertising career in the publication field, she traveled many of the byways of retail advertising and printed media before joining JWT over 14 years ago. Since then she has placed the radio campaigns—both time and talent—for clients like Standard Brands, Lever Bros., Kraft Cheese, Kelloggs, Shell Oil and dozens of others, large and small, with a skill that has won the admiration of thousands of radio salesmen, coast to coast.

Since 1931 she has been Mrs. William H. Kleinman, a "typical consumer" who has perfected the art of shopping by telephone or mail by following carefully both printed and radio advertising. Long experience and a mastery of advertising fundamentals have enabled her to develop a technique that is disarmingly simple, direct, and resultsful.

In this article she sounds the keynote for the department store panel to be conducted at the NAB convention in Cleveland by the National Retail Dry Goods Assn.

It is necessary to study each station's programming, audience surveys, commercials, management and personnel. The power and position on the dial (wavelength) are important factors. Unless a station is so extremely popular that some waste circulation won't matter, you will want to use the one with the majority of its audience within the area you can serve profitably.

Cost-Per-Sale

Radio homes in the area covered by the stations (pared down to fit the territory in which you are particularly interested) lined up against the rates, can give you an approximate cost-per-thousand radio circulation—which again must be weighed carefully against the station's programming and general popularity. Total costs, while important as far as the advertising budget is concerned, should not be discussed until preliminary plans as to objective, program and station have been worked out. The campaign that seems at first most expensive may prove to work out at the lowest cost-per-sale.

Look over a list of the station's present advertisers and find out how long each has been on. This will help you decide whether you're with the right group.... and if radio sells for them why can't it sell for you?

Investigate thoroughly the history of each station's advertisers and their success. Find out what the station regularly does and can do for you in the way of publicity because if the station has the right publicity and merchandising division it won't take long for the public to know you're on the air.

Available time is then given thorough but fast study—"fast" because if it's too good it won't last long! And it's always better to find yourself on the number two station next to the public's number one program than on the number one station opposite that number one program!

Of course you can't sit down and work out all the preliminaries in one day.... but once you get the time bought and the series running, you can announce that new showing or special sale almost as soon as you think of it.

Most of your local radio station managers have the habit of keeping on the air for a long time, and their success in the community is the result of many years of satisfied advertisers. Don't expect radio to turn handsprings and produce astonishing results by the use of a few announcements or a short series of programs. Getting established on the right station, at the right times and with the right type of sales message, takes time—and keep in mind that if you get the taste of it, you'll stay forever!
NEW YORK'S STATION OF DISTINCTIVE FEATURES

Through its carefully selected, cultural, educational and entertainment features in English, Jewish and Italian, WEVD has become the first station of interest to millions of persons in the great New York Metropolitan Market. Leading New York newspapers regularly print WEVD's programs, and WEVD's programs consistently make the feature boxes.

Proof of the sales building power of WEVD is found in the long list of advertisers who use it consistently year after year. The roster of WEVD's advertisers reads like a list of "Who's Who" in national advertising—proof that those who wish to completely cover the metropolitan New York Market must include WEVD. "Who's Who on WEVD" will be sent on request.

Henry Greenfield, Managing Director,

WEVD, 117-119 West 46th St., New York, N. Y.
Broadcasting play-by-play
the games of the Pittsburgh Pirates
... every day to 276,000 radio homes in three states

Sponsors: Atlantic Refining; General Mills

WMBS
590 KILOCYCLES • UNIONTOWN, PA • CBS
REPRESENTED BY THE RADIO ADVERTISING CORPORATION
CBS to Inaugurate Latin Network in May 19 Ceremony

Officials of Nations Are to Participate in Dedication

FULL SCALE operation of the CBS Latin American network will begin May 12 with a dedication program to be broadcast to the entire CBS domestic network as well as to the 76 stations making up the CBS "Cadena de las Americas," according to William S. Paley, president of CBS.

Leading Government officials of the United States and other countries will participate, as well as Hollywood stars and artists who are to be featured in the regular schedules of CBS Latin American programs.

Delays Overcome

Although CBS had originally planned to open the network earlier in 1942, production delays due to the war caused unavoidable delays. The increasing strategic importance of Latin America's position in the world conflict and the unified spirit at the Rio de Janeiro conference hastened the network's decision to push the new system into quick operation.

During the first two months of this year, CBS completed work costing more than $500,000 on its three international stations, WCBL and WCR in New York, both on operating 50,000 watts, and WCRJ with 100,000 watts. Eight directional antennas capable of 19 different broadcasting combinations, or two to three frequencies for each antenna, also have been constructed to serve the Latin American chain. From early afternoon to midnight, the three CBS transmitters have been testing programs for affiliate stations of the new network, which are re-transmitting them to regional listeners in Latin America.

Fulltime staff assembled for the Latin American network is under the supervision of Edmund A. Chester, who resigned from AP to become CBS director of shortwave broadcasting and Latin American relations. Assisting him are Dr. Antonio C. Gonzales, former U. S. Minister to Panama, Ecuador and Venezuela, and William H. Finechbre, CBS music director now supervising shortwave programming to Latin America.

Hutcheson Returns

Tiberi Tucci, Argentine composer-conductor, is music chief of the new network, while artists to be regularly featured are Juan Ariza, Alfredo Antonini, Eva Garza, and Carlo Morelli. Roberto I. Unanue is Latin American news editor, assisted by Dr. Luis Jatoba of Rio de Janeiro, head of the Brazilian section.

Guy Hutchens, who served as radio engineer of Admiral Byrd's second expedition to the Antarctic, recently returned to New York after a 20,000-mile trip to consult with engineers of the 76 stations on reception and facilities to insure maximum radio conditions. Dan Russell is production director and plans to leave soon for Latin America as CBS field representative. Allen J. de Castro manages the sales division of the new network.

Join Keystone Net

KEYSTONE BROADCASTING System has added the following stations to its transmission network, making a total of 177 affiliates: ICHAL, Greenville, Miss.; WHLN, Harrison, Ky.; WLD, Jacksonville, Ill.; WPPA, Helen, Ark.; WSKL, Macon, Miss.; KFD, Ft. Dodge, Ia.; WBDB, Burlington, N. C.; KJBD, Globe, Ariz.

Pepsodent in Summer

PEPSODENT Co., Chicago (toothpaste), through Lord & Thomas, that city, for the second consecutive season effective June 23 will utilize the dramatic series, A Date With Judy, as summer replacement for the weekly half-hour NBC Bob Hope Show, Tuesday, 10-10:30 p.m. (EDT). Package deal was negotiated by James L. Saphier Agency, Hollywood program service, holding rights to the series. Cast is now being assembled. Tom McAvity, associated with the latter agency is slated to produce. The Bob Hope Show will be produced and the Hope Show will make a seven-week to 10 military camps and bases starting May 5.

LENIENCY POSSIBLE IN RATIONING OF GAS

Special Events Assignments To Get Consideration

ALTHOUGH there is no blanket provision guaranteeing an unlimited gasoline supply to meet all of the needs of the radio industry, local rationing offices will carefully consider the individual needs of each registrant, according to OPA officials in Washington.

This is stated in view of reports that station employees whose work necessitates operation of their own cars in the line of duty may automatically qualify for unlimited status. Special events trucks are in no way affected, being considered commercial vehicles and thus eligible for unlimited supply.

Special Cases

According to OPA officials each registrant, in States affected by the gasoline order, should present a fair statement of his needs. Officials already realize that engineers and announcers constantly engaged in special events remote features may not be able to approximate their needs completely but they suggest that local boards may be amenable to revision in case of need.

Official opinion stressed that the order is not intended to disrupt normal functions of business. Only "joyriding" is out for the present; that was the way one official put it.

Enough classifications have been provided to insure flexible supply based on the degree of need and there is no need for alarm in any quarter according to the OPA. The registration is set for May 12-14. Rationing is effective May 16 and ration books are supposed to last until July 1. Present plans don't extend beyond that date.

UNITED BUSINESS FORECAST MAP FOR MAY

This map, reproduced by courtesy of United Business Service, Boston, shows business conditions in all parts of the U. S. and Canada. The figures on each side of the map are percentage comparisons of business volumes with a year ago by States and Canadian provinces, based on check transactions for the latest complete month.
More than 10,000 miles were covered in three weeks by NBC executives on their War Clinic trip across the nation—the first of its kind in radio. Each clinic session lasted two days, the first given over to presentation of the Red Network’s plan of operation for 1942, the second to give-and-take discussion of station-network problems. Map shows location of regional clinic meetings and stations represented at each.

**RADIO’S FIRST WAR CLINIC IN ACTION**

“We must realize that the needs and necessity of our government come first, and that our needs are quite secondary. Most certainly ‘broadcasting as usual’ belongs to the same limbo as ‘business as usual.’”

So spoke keynoter Frank E. Mullen, NBC’s executive vice-president, in opening the NBC War Clinic on March 16th in New York—the first of a nationwide series of two-day meetings held to map out a long-range program of operation under wartime conditions.

The meetings, involving a 10,000-mile three-week trip by ten NBC department heads, were held in Cincinnati, Atlanta, Dallas, Chicago and San Francisco, and attended by operators of 120-odd affiliated NBC Red Network stations.

All phases of broadcasting were studied, with forum discussions on such vital subjects as “Government and Wartime Radio,” “Programming Problems of 1942,” “Radio and the Press” and “The Obligations of Radio to the Public in Time of War.” On the advertising side of the picture, discussions centered around the all-important subject of radio’s ability to solve the wartime problems of advertisers, and realistic plans were made for integrating the commercial network structure and the network’s war effort with a minimum of dislocation and a maximum of effectiveness.

Today, as a result of the Clinic meetings, the activities of NBC and the stations composing the Red Network are coordinated for fullest and most efficient service for the duration for all concerned—a service which insures even greater Red Network effectiveness for those who employ its facilities in the days ahead. National Broadcasting Co., A Radio Corporation of America Service.
Paul Morency, left, manager of WTIC, Hartford, chairman of the War Clinic meeting in New York, and William S. Hedges, NBC vice-president in charge of Stations, who, as chairman of all other meetings, gave station operators the overall picture of the operation of the Red Network under wartime conditions.

Roy C. Witmer, vice-president in charge of Red Network sales, speaking at the Dallas meeting, sees reason for "restrained optimism" in the 1941 outlook, citing fact that NBC's first quarter sales for 1942 showed an increase over the same period of last year.

C. L. Menser, program director, answers a question from the floor at the meeting in New York. Mr. Menser presented NBC's extensive plans for war-effort programs in the coming year.

Dr. James Rowland Angell, NBC educational counsellor, reporting on plans for gearing NBC's public service programs to the war effort.

The part that promotion must play in radio's overall war effort was outlined by Charles B. Brown, NBC sales promotion manager.
Kirby Takes Military Control Of Radio Branch in the Army

Commissioned a Lieutenant Colonel, He Announces Expansion Including Office in New York

COMMISSIONED a lieutenant colonel in the Army, Edward M. Kirby, former public relations director of the NAB, last Wednesday assumed military duty in lieu of civilian direction of the radio branch of the War Department's Bureau of Public Relations. His duties remain undiagnosed. The commissioned rank was requested by Maj. Gen. A. D. Surles, chief of public relations.

Col. Kirby has been on loan from the NAB since December 1940, at which time the Army requested him to organize its new radio branch. At Surles' request, the NAB board approved his severance from the trade association last March, effective with his commission. At 35, he is one of the youngest lieutenant colonels in the Army.

New York Office

Following his swearing in, Col. Kirby announced several expansions in radio branch activities. A New York office has been opened under Robert C. Coleson, administrative officer of the radio branch, to handle New York program clearances and productions for the Army. As chief of the New York office of the radio branch, Mr. Coleson will supervise production of The Army Hour, Command Performance, transcribed programs for the forces abroad, and advertising agency and network clearance of special programs.

Appointment of Ted Husing, CBS sports announcer, and Bill Stern, NBC sports specialist, as consultants to the radio branch, was announced. They will alternate weekly on a new 15-minute program, Grand Stand Seat, to be shortchanged to expediency. Private Bill Davidson, former NBC script writer, is handling scripts, as he did for Mr. Stern at NBC.

Another program innovation titled News From Home has been evolved as a 30-minute daily feature, to be carried over all international shortwave beams for forces in remote areas, Col. Kirby announced. Lou Cowan, owner of Quiz Kids, is the radio branch's consultant in production of this program, in cooperation with the Office of the Coordinator of Information, to which he has been loaned part-time.

Two new features on MBS also have been opened in collaboration with the War Department, to begin shortly. One will be the Chapel Hour, featuring religious services at Army encampments, to be produced by the Army and fed to the network; and the second an evening program, Passing the Revue, an illusory camp presentation featuring Army talent. Precise time has not yet been selected.

With the transfer of Mr. Coleson to New York, his post as administrative officer of the radio branch in Washington has been taken over by Brooks Watson, former assistant manager of WMWD, Peoria.

Col. Kirby, as a "dollar-a-year-man," was loaned to the Army officially in December, 1940, but continued his duties at the NAB on a part-time basis. He was instrumental in the development of a practical policy for Army-radio cooperation. In addition to several network and international shortwave programs, topped by The Army Hour and Command Performance, between 300 and 400 popular programs emanating from Army camps are carried locally or regionally, many of them without restraints on sponsorship.

Remote Services

With a staff of nearly 40, the radio branch is made up almost entirely of men experienced in all phases of broadcast operation. Last year, prior to this country's entry in the war, a number of the men in the radio branch were trained for war duty through active participation in Army maneuvers.

In addition to domestic programming, the Command Performance development, featuring outstanding artists on the air, is performed to Army units on four continents. This phase of the branch's work, it is predicted, will stimulate development of commercial shortwave broadcasting, since the presence of American troops in far-away places for months to come is bound to result in increased remote service.

Wage Status of Employees in Air Raids And Blackouts Is Clarified by Ruling

ANTICIPATING labor relations problems likely to arise with respect to blackouts, air raid alarm periods and after-hours watchman duties performed by regular employees, L. Metcalf Walling, administrator for Wage & Hour Division and the Division of Public Contracts of the Department of Labor, last Monday interpreted the Wage & Hour Division's position on these matters.

Though "war" and "defense plants" are consistently referred to throughout the statement it is understood that the Labor Department's position on civilian industry, including broadcasting, will be the same.

Pay for Protection

On the matter of employees volunteering to serve outside working hours as watchmen for protection of the plant, Mr. Walling said that if an employee volunteers his services "directly" to his employer, the time must be considered as hours worked for which compensation must be paid. Also, if the person doing watchman duty, replaces a regular watchman "he must be considered as working for the employer and must be compensated accordingly."

However, an exception was noted by Mr. Walling. "If the employee," he said, "volunteers his services to a Federal, State or local Governmental agency engaged in defense activities, and subsequently performs watchman or air raid protection services subject to the control and supervision of that defense agency at the plant where he usually works, the time spent in these services constitutes hours worked for the Governmental agency."

Since Government agencies are not subject to the Fair Labor Standards Act, anyone acting for the agencies would not come under the requirements set up for non-Government work, it was said.

Similarly, it was added that if an employee is a member of a committee of a plant which is composed of representatives of the employer and the employees, his time has been recognized by the appropriate governmental agency as having charge of defense activities in the plant, the time spent in watchmen duties will be considered as work for a governmental agency and the employee "need not be compensated under terms of the Fair Labor Standards act."

It was also pointed out that mere supervision by the employer in performance of the duties would not alter the situation, so long as the volunteer is responsible to the governmental agency or to the recognized committee for his appointment, hours of work, and such basic criteria of the employment relationship."

Paid or Free?

Two situations which might arise regarding blackouts and air raid alarms were considered by Mr. Walling. "First," he said, "in any case, the employee who must work during blackouts or air raid alarms, time spent by him on the premises of the employer must be considered hours worked for which the employer must make compensation."

It was clarified that an employee will be considered as "performing an activity for the employer" if he is required to be on duty in the event of a sand bucket, acting as a "spotted," or "watching" fires.

On the other hand, it was said, time spent during the blackout or alarm was not to be considered as hours worked if the employee is free to leave the plant or to go to shelters either on the premises or to a community air raid shelter.

Time spent by employees at air raid protection training programs, attended voluntarily, will not be considered as hours worked, Mr. Walling said. "This opinion," he said, "is limited to situations where there is a bona fide training program rather than the performance of a recruiting service for the employer."

Mr. Walling also dealt with situations where an employer may wish to donate time or proceeds to Red Cross or other welfare work, stating that the employer cannot contribute the employees' time or compensation. The employee must do this voluntarily, Mr. Walling said.

Payroll allotment plans for purchase of war bonds and stamps must also be contributed to "voluntarily" by employees, he stated.

Griffin Signing

GRIFFIN MFG. Co., Brooklyn (shoe polish), has signed new agreements with stations and has renewed its campaign on seven stations since April 11. The company handles for news programs on WGN, Chicago; its announcement on WWJ, Detroit, a quarter-hour transcription, Musical Clock on WOW, Omaha. Renewal contracts are: WGY, Schenectady; WGR, Buffalo; KMOX, St. Louis; WDAF, Kansas City; WHEC, Rochester; KXYZ, Houston, Texas; and KRIS, Corpus Christi. Tex. Agency is Birmingham, Castleman & Pierce, New York.
SELL IT WITH MUSIC ON

"SAY IT WITH MUSIC"
Here's a program that makes more of music than any other all-night show. Exclusively musical are time-signals, station-identifications, commercials. The only spoken words are the short but complete hourly news summaries.

"SAY IT THRIFTILY"
$400 buys 35 one-minute spots a week...five a night for seven nights! (Lesser frequencies are available.) You'll be reaching the world's richest market over WJZ's powerful signal for as little as $11.43 per spot...$11.43 never bought so much before!

"SAY IT NIFTILY"
That talented twosome—Kent-Johnson—will create your musical spot—at no extra cost (except charges for recording and talent). The team that made America musical-spot-conscious...that set long-remembered sales records with their easily-remembered musical jingles will SELL IT and "SAY IT WITH MUSIC"—for you!

Alan Kent and Ginger Johnson—creators of the famous Pepsi-Cola jingles, the Lucky Strike, Armour, Bond, and other famous musical spots—are available without extra charge to advertisers on "Say It With Music."

"SELL IT WITH MUSIC"
Yes, sell your product to an all-night audience that's bigger and richer than ever...an all-night audience that's growing every night as more and more war industries hit 24-hour operation.

WJZ
NEW YORK'S FIRST STATION
50,000 WATTS-770 KC

WJZ'S NEW ALL-NIGHT ALL-MUSICAL PROGRAM
Ruling Is Released On Minimum Hours
FCC Alters Requirements To Relieve Shortages

SPURRED by the shortage of trained personnel in the broadcast industry as well as the exacting exigencies under which war conditions have placed radio, the FCC took another step towards solving the problem by announcing last Tuesday that the minimum operating schedule requirements for stations would be relaxed.

The ruling waives Section 3.71 of its rules that heretofore had required a station to operate two-thirds of its authorized day hours between 9 a.m. and 6 p.m. and had required two-thirds of the authorized night hours between 6 p.m. and midnight. Now the rule has been changed so that operation is required two-thirds of the authorized hours anytime between 6 a.m. and midnight each day except Sunday.

Permits Adjusting

Thus the licencsee is allowed to adjust his operating schedule according to his requirements now that the two-third rule covers the entire broadcast day and is not specifically applicable to weekends and a day and a similar period at night. The FCC in announcing the relaxation cited its value in assisting stations to meet personnel problems, in extending personnel equipment and reducing maintenance requirements, but without reducing the operating schedule below a reasonable minimum.

This step follows the Commission's recent Order 91 and 91-A which had relaxed operator requirements [BROADCASTING, April 30], and which further indicates the government's desire to alleviate the industry's personnel short age.

The text of the operating schedule Order 94 follows:

In planning and realizing the objectives of the military services has increased the supply of trained personnel essential for operation of broadcast stations, and

In recognizing that there is a scarcity of qualified personnel required for the maintenance of broadcast stations, to the relief of broadcast stations of the exigencies of Section 3.71 of the Rules and Regulations with the respect to minimum operating schedule for broadcast stations which it is in the public interest to serve by the public interest to serve.

Nevertheless it is ordered that until further order of the Commission, the provisions of Sections 3.71 of the Rules and Regulations requiring the licensee of each standard broadcast station, except Sundays, to maintain a minimum operating schedule of two-thirds of the total hours it is authorized to operate between 8 a.m. and 5 p.m. and two-thirds of the total hours it is authorized to operate between 5 p.m. and midnight by standard time, be, and is hereby, suspended, and to this extent, except in the case of emergency, the minimum operating schedule for standard broadcast stations shall be that five-twelfths of the total hours it is authorized to operate between 8 a.m. and 5 p.m. and by standard time, provided, however, that Section 3.71 of the Rules and Regulations governing Standard Broadcast Stations shall remain in full force and effect as except in the case of emergency.

GMC TO SPONSOR CBS CAMP SERIES

FOLLOWING a favorable clearance by the radio branch of the War Department for a new series of programs, "Cheers From Camp," it was announced by the station's manager, William C. Proctor, that an hour-long program sponsored by General Motors Corp., Detroit, Tuesday, 9:30-10 p.m. (ETW), on an undisclosed number of CBS stations.

The hour program will emanate from various Army camps through cooperative arrangement with the War Department and USO. Formats will be aimed to link the men in training with their folks at home. Reports on production phases will be given the soldiers as well as reassurances of what was necessary for victory are being rushed to them.

In collaboration with the radio branch, General Motors will keep two production crews on the road in advance of each program. Crews will consist of writers and producers who will gather first-hand information each week on the camp to be featured prior to writing that camp's show.

GREGORY IS NAMED ASWEF MANAGER

SHERMAN D. GREGORY, manager of the radio station in New York key station of NBC, has been appointed manager of WEAF, New York key station of NBC, to succeed the late Mr. William S. Hedges, vice-president in charge of stations. Gregory will henceforth serve in the position of station manager. Cecil Carmichael, who recently left the WLW, Cincinnati, station, has been invited to join NBC as assistant manager of WEAF.

A native of South Dakota, Mr. Gregory got started in radio when he was a student of electrical engineering at the South Dakota school of Mines, working his way through school by operating the campus station and chauffeuring for the president. After graduation Mr. Gregory went to the Elgin Watch Mfg. Co. as an apprentice engineer and in 1927 was made chief engineer of KDKA, Westinghouse station in Pittsburgh.

In 1936 he was made assistant general manager of radio for all Westinghouse stations and in 1938 became general manager of KDKA. Two years later NBC brought him to New York to head up its M & O station department.

Canada Buys Time

A NEW SERIES of government-paid broadcasts has been started by Canadian Radio-Television, Prices & Trades Board, Ottawa. Transcribed announcements are now being used six days weekly on all Canadian stations except the Arctic Broadcasting campaign. Early in May the Wartime Prices & Trades Board will operate a national on-air advertisement to radios a quarter-hour transcribed serial drama, Monday through Friday, on wartime consumer purchases. The ads were worked out by the Wartime Advertising Agencies of Canada group.

NBC 'Domination' of the NAB Disclaimed in Trammell Letter

Says M&O Stations, However, Deserve Privileges Shepard Would Limit Rights of Networks

LASHING out at those who have made "the senseless charge that the NBC has ever dominated the NAB or that it seeks such domination," Mr. Trammell, assistant to the NBC executive, last week outlined in precise detail his views concerning future participation of NBC in activities of the trade association.

In a letter to H. M. Russell, NBC Washington vice-president and NAB board member, Mr. Trammell set forth for the first time the position officially taken by the network with respect to trade association membership and participation.

Rights of Network

Under instructions from his chief, Mr. Russell transmitted copies of the letter to all members of the NAB board for consideration prior to the convention in Cleveland May 11-14, at which several alternate proposals governing network membership in the network will be considered. Mr. Trammell now is in Florida recuperating from effects of an abdominal operation performed several months ago. He is not expected to attend the convention.

Mr. Trammell objected to active network membership in the NAB as such, but did not oppose associate membership on a nominal fee basis. Managed and operated stations of networks, he contended, should be entitled to the same privileges as any other member and should pay dues in like ratio. He opposed network membership on the board of directors as a matter of right, but insisted that M&O station officials should not be barred from nomination and election as directors both from the 17 districts and at large.

Appealing for unity, Mr. Trammell said the industry, now more than ever, needs a strong trade association. He declared he sought for NBC only that share in the industry affairs to which it is entitled. NBC's entire position in relation to the industry can be summed up in one word--"cooperation," he said.

Mr. Trammell's observations were regarded as timely in view of proposed changes in the by-laws to be voted on in Cleveland. The NAB Board of Directors, at its meeting in New York March 19-20, resolved in favor of active membership of networks as such, with dues to be paid in the income brackets into which they happen to fall. This would mean approximately $24,000 per year for NBC and CBS and about $9,000 for the BLUE. The way was left open for any national network, which would include MBS, to acquire membership. Mr. Shepard 3d, chairman of Broadcasters Victory Council, has proposed amendments which will, among other things, delegate network membership to associate stations and deprive any officer or employee of a network from election to the board of directors as members-at-large. There are six such members out of a present board of 26.

Other Proposals

Likewise, so-called "House of Lords" seats on the board, whereby each network as a matter of right names its own board member, would be eliminated under Mr. Shepard's proposal. Only network station managers who might be nominated from the districts in which they are domiciled would be eligible for the board, under Mr. Shepard's proposal.

Mr. Trammell, in his statement of position on the effect advised the board that he was in sympathy with the Shepard proposal, save the provision barring network of--

(Continued on page 44)
Amarillo
IS SHIFTING INTO
High Gear!

Things are happening in the Amarillo market. We can't tell you what, why or how ... but take it from us, retail sales here will double, and possibly triple, all previous records, effective immediately. We can tell you, too, that smart sales strategy calls for quick, thorough coverage of this expanding market ... calls for KGNC—the area's NBC outlet and most powerful sales medium.

- KGNC - AMARILLO
- KEYO - LUBBOCK
- KTSA - SAN ANTONIO
- KRGV - WESLACO

Get The Attractive Combination Rate on the
TAYLOR-HOWE-SNOWDEN GROUP
Central Sales Office
805-10 Tower Petroleum Bldg.
Dallas, Texas
Ken L. Sibson
General Sales Manager
Telephone Riverside 5663
Tobacco Network Added, Bringing MBS to 202 THREE STATIONS, which form the Tobacco Network of the South, have joined MBS, making a total of 202 Mutual affiliates. The 250-watt stations, all in North Carolina, are WGMT, Wilson, 1340 kc.; WGTC, Greenville, 1400 kc., and WGBR, Goldsboro, 1400 kc.

The stations were to start carrying MBS programs March 29, but plans were halted when WGBK was destroyed by fire shortly before this date [Broadcasting, April 27, 1942]. With repairs completed, the stations became full-fledged outlets May 1, WBTM, Danville, Va., also has become a fulltime MBS affiliate with the increase in its nighttime operating power from 100 watts to 250. The station remains on the same frequency, 1400 kc.

Listerine Series LAMBERT PHARMACAL Co., St. Louis, using its first spot radio in a number of years, is conducting a participation campaign three-weekly on the Make Believe Ballroom program on WNEW, New York. Promoting Listerine, announcements will probably run for about 13 weeks. Agency is Lambert & Feasley, New York.

ACCENT ON YOUTH is apparent at WJBC, Bloomington, Ill., where Mary E. Hoblit has just been promoted to commercial manager after three years with the station. Before joining WJBC, Miss Hoblit attended Illinois Wesleyan U.

Record Man FEATURING Richard Huey, Negro actor, restaurateur and theatrical booking agent, as moderator, WOR, New York, has started a weekly quarter-hour recorded program of jitterbug music and jive talk entitled The Lena Avenue Record Man.

Hopkins Lauds 'Meet Your Navy' Discs Since Reference to Gruen Is Omitted AMPLIFICATION of his protest against use of trade names on patriotic programs has been made by James P. Hopkins, manager of WJBK, Detroit, in a letter sent to Lt. Com. R. A. Brown, Ninth Naval District Public Relations Director. Summaries of Mr. Hopkins' protest and Lt. Com. Brown's statement of the Navy's position on the matter appeared in April 20 and 27 issues of Broadcasting.

"We notified the 'trade press'," Mr. Hopkins said in a letter dated April 27, "in the hope that our own protest, and others, might prevent the spread of a practice which we regard as an abuse. In his original protest Mr. Hopkins had directed attention to mention of Gruen watches on the Meet Your Navy program.

Answering Lt. Com. Brown's reference to the patriotism of the watch company in donating watch- es to naval men appearing on the program, Mr. Hopkins said, "I do not doubt that patriotism entered into the watch company's motives, any more than I doubt that it was not the sole consideration. Any business firm which would donate such fine gifts as those were more than eager from its action would be too naive to have reached the position which this company enjoys."

On the subject of "fairness", which Lt. Com. Brown brought out in his letter as the basis for allowing product mention on the Navy program, Mr. Hopkins said there was "a point where fairness to the donors leaves off and unfairness to other agencies begins". He added that "you will realize that radio and newspapers are constant provoking of free time and space, and you will be familiar already with our contention that there are limits beyond which we should not be asked to go."

He continued: "Our sale of time to advertisers seems to us to carry with it the obligation not to doate time to their competitors," Mr. Hopkins then indicated that if the practice were allowed to continue other watch companies and other firms would be "imposing on our good nature".

Mr. Hopkins stated that "we are glad" to contribute time to program material for service and war effort programs and pointed out that "we probably do average the equivalent of eight half-hours of victory material, a day."

He also praised Meet Your Navy as "among the finest programs we have had, since the deletion of the trade name, which we noted in Friday's new arrivals."

Meet Your Navy, transcription of weekly broadcasts from Great Lakes on WLS-BLUE, is donated by H. W. Kastor & Sons Co., Chicago, and distributed to stations throughout the Ninth Naval District.

KFAR, Fairbanks, Gets Power Increase to 5 kw. ITS APPLICATION rushed through in almost record time because of war requirements, KFAR, Fairbanks, Alaska, northernmost station on the Continent, will increase its power from 1,000 to 5,000 watts this spring on 610 kc. Authority was given the station by the FCC April 5 and a new 10,000-watt transmitter has been purchased from RCA in the event further power increase is necessary. Despite the WPB freeze on equipment, KFAR was declared vital to civilian and Army morale and emergency communications in the territory, according to the station. The Alaska Defense Command and the Civilian Aeronautical Authority supported the application since the station will be useful as a homing beam for Alaska's civilian and Army pilots.

WESCO CHEMICALS Ltd., Montreal (paints), has started spot announcements on most stations in the Maritime provinces, placed by J. J. Gibbons Ltd., Montreal.

Page 28 • May 4, 1942
Kit's for Dinah
TO BUILD audience for its Dinah Shore show, BLUE sent a promotion kit to the 105 affiliates carrying the series. Included in the packet were chain break announcements to be used before May 1, opening day for the program; two press releases; a spotlight mat; a photograph with two different size mats; a folder in which station manager is asked to insert evidence of audience promotion. Pedlar & Ryan, New York, is agency for the show which advertises Mum for Bristol-Myers Co., New York.

* * *

Service Tips:
A MULTI-COLORED folder offered listeners of WWR, New York, "Training Camps and Insignia," in cooperation with the American Express Co., includes a map of the U.S., showing the location of some of the larger Army, Navy and Marine stations. The center spread displays insignia and a rank identification chart. Folder is being distributed at service dances, and entertainments, etc.

Visible Newsroom
BORROWING the gold-find bowl idea to promote news broadcasts, the MBS affiliate, WGRC, Louisville, has opened a studio and newsroom in a store location on the sidewalk level of one of the town's busiest streets. Through a plate glass window, passersby can see a teletype machine in action and can follow the news as it is posted on a large bulletin board. A display featuring MBS commentators, news maps and other newscast promotion material occupies the center section of the window. News editors and announcers can be seen at work in the newsroom behind the displays.

Behind the newsroom, and facing the lobby of a newsreel theater, is the studio from which all WGRC newscasts originate. It contains the AP racing wire and ball ticker. Theater patrons in the lobby can watch local broadcasts or hear MBS broadcasts via loudspeaker. The theater may release special MBS features on its regular sound system, via wires connecting studio and projection booth.

Junket Awards
WAR SAVINGS stamp book holders are given free in exchange for a Junket Bennet package by cro- cers selling Junket products. Customers who also buy War Stamps in the stores are given a Junket souvenir button announcing their stamp purchase. Announcements of the service are being made on home making programs sponsored by WJZ, Little Labs, L. Hansen Labs, New Jersey, New York, Ohio, Pennsylvania, Indiana, Illinois, Wisconsin, Kansas, Missouri, St. Louis, Chicago, Detroit, Chicago, and Los Angeles.

In 600 Buses
POSTERS in 600 buses of the Public Service Corp. of New Jersey advertise the exclusive broadcasts by WOR, New York, of the home baseball games of the New York Yankees and the New York Giants.
WCKY's Night Signal is best of outside stations in
Cuba
Puerto Rico
Key West
Miami
Washington, D.C.
Detroit
Atlanta
and hundreds of other distant cities
Freeze or Slush?

SOME YEARS AGO the appellate court in Washington sustained the deletion of a station owned by a hell-raising broadcaster, who used it as his personal mouthpiece, with the sage observation: “By their fruits shall ye know them”.

We feel about the same way in appraising the FCC’s latest “freeze order” on broadcast assignments or changes designed to conserve critical materials. Strictly interpreted, it’s a freeze order that doesn’t freeze. But it could be a valid formalization of the recommendation of the Defense Communications Board if properly applied.

It can’t be said, unfortunately, that the FCC, or rather its majority, has adhered strictly to the letter and spirit of its multifarious policy edicts of the last few years. So, barring back to the court’s Biblical quotation, we can only judge the future by what has happened in the past.

The newest freeze order, as compared to the previous one of Feb. 23, actually is less rigid. The first was devised to condition future grants on technical and service factors. The new one can result in introduction of political rather than technical considerations in effecting grants of new or improved facilities. The FCC, upon its own motion, can authorize construction of or changes in station facilities. And the FCC can act upon recommendation by “the head of a war agency of the Federal Government.” The question arises whether FCC-DCB Chairman Fly is the “head of a war agency”.

There has been a good deal of hysteria and an overdose of tugging and hauling in connection with the whole equipment freeze situation. WPB, by Presidential mandate, controls allocation of all materials. There appears to be a battle between the FCC and the DCB on who should have final say. There are several hundred transmitters in inventory which are frozen at a time when service could be improved by their release. There’s just too much confusion in the whole picture.

Obviously, there will be some “rationing” in radio because of the extremely serious transmitting tube shortage. There should be a conservation plan, cooperatively evolved, whereby all stations can be cared for and under which DCB would allow sufficient fabrication of raw materials to accommodate the industry’s minimum requirements, as a necessary war service. All this should be done in the war interest.

Functions should not be artificially created so that the FCC’s staff can be kept intact.

If it is necessary to have a freeze, let’s have it all the way. Let’s not have a few “fair-haired boys” who can muster political support, accommodated to the detriment of the rest of the industry. We don’t include treaty assignments that would be lost if not occupied by a given date. But we do feel that in the interest of the war effort and of good government, equitable treatment should be given all on an impartial basis.

Keep Them Working

IN NORMAL YEARS when 10 to 13 million radio sets are sold to the public, 4 to 6 million a drop out of service every year because they are inoperative or obsolete, the radio audience likely will shrink by many millions. On top of that, if the supply of repair and replacement parts is shut off, the number of properly operating sets will decline to a startling low point.

Equally simple is the position to be taken by the broadcasting industry, if it is to preserve its public: Every possible step must be taken by every station to encourage listeners to keep every set in as good working condition as wartime restrictions will permit.

At present 87 million receivers are in operation. To keep them operating will require double the servicing, double the tube replacements, double the testing of each set. We’re now under normal conditions of war that 50% of the replacements. All this plus frequent nudging by stations to listeners will treat their radios with the same solicitude they now bestow on tires.

Only a few million dollars’ worth of raw materials are required to furnish the necessary parts, according to Radio Retailing, Radio Today, which is edited by O. H. Caldwell, former Federal Radio Commissioner.

Compare this to the 500,000 freight cars required annually to supply print paper for America’s newspaper and magazine readers, which consume a billion dollars’ worth of paper a year.
CHESTER J. DOYLE, former time-buyer of McCann-Erickson, San Fran- cisco, has joined Salesman Service, manager of Radio Sales Inc., CBS network sales unit.

HARRY ELDRED, formerly sales-program coordinator of WBIM, Chi- cago, has been appointed assistant circulation director, and Stu- art Dawson, formerly assistant program director, has been placed in charge of sustaining programs.

BOB LESLIE, of the Montreal office of Northern Broadcasting & Publishing, Timmins, Ont., has been transferred to the Toronto sales office, replacing Gerry Tomlin who left re- cently to become manager of CFAR, Flin Flon, Man. Leslie was formerly manager of CKVD, Val d’Or, Que., and with the Timmins Daily Press.

D. VINCENT TUOHY, of the NBC station relations department, has re- ceived the commission as ensign in the Navy and will report for duty early this month.

GEORGE ADAIR, former assistant chief engineer on a temporary basis, to serve as chief of the Commission’s Broadcast Section of its Engineering Division. George is one of those fellows, only 38 years old, who already has qualified as a veteran in his field. He’s had a score of years of experience in varied fields of radio communica- tion, and his rise with the FCC has been steady in the last decade.

He’ll hear more from quiet, al- most bashful young Mr. Adair in the immediate future. As chief of the Commission’s broadcast engi- neering operations, working under Chief Engineer E. K. Jett, his load is increasing as the critical ma- terials situation becomes tighter. All signs point to a conservation-rat- ing program, which will involve tremendous engineering detail on allocations of equipment and tem- porary alteration of operating standards. All that will fall under his purview.

George, however, dotes on work. And it’s a reasonable bet that he’ll have the stuff running out of the right end of the funnel with a minimum of complaint from li- censees.

Born at Rancho, Tex., Dec. 8, 1919, George attended local schools, going on to graduation from Texas Agricultural & Mechanical College in 1948, with a Bachelor of Science degree in electrical engineering. Still in high school, he worked on electrical installation and repair and held an amateur operator’s license.

In college he specialized in com- munications engineering, taking special courses and serving, as cadet captain in charge of radio training. From 1921 to 1926 he regularly attended Signal Corps officers training camps and otherwise par- ticipated in mathematical and elec- trical instruction, work and study.

Graduating from college, George worked for about 3½ years with the radio engineering department of General Electric Co. During this period he traveled far and wide, developing, designing, testing and installing radio equipment of all kinds. In 1929 he became associated with Straus Bodenheimer, Texas electrical distributor. In this work he gained new experience in the problems of radio interference, service blanketing, cross modula- tion and static—all pretty tech- nical stuff.

With this background of prac- tical experience, in 1931 he joined the engineering-staff of the FCC. From April, 1936 until August, 1939 he served as acting assistant chief of the Broadcast Section, engineering division. On Aug. 1, 1939 he was promoted to assistant chief of the Broadcast Section.

In an official capacity George has made far-reaching studies of all phases of broadcast allocation, in- cluding recommendations and reports on applications, equipment, service and interference. He also was active in drafting the Com- mission’s Standards of Good En- gineering Practice and in a broadcast and other radio services.

For several months George has represented the FCC on the Na- tional Fire Protection Assn. elec- trical committee conserving radio equipment. He is also a member of Committee No. 4—Broadcasting—of the Defense Communications Board.

In February he was named an FCC representative on the Federal Radio Education Committee of the U. S. Office of Education. Recently he became an associate member of the Institute of Radio Engineers.

On Dec. 2, 1927 George married Evelyn Grey Ford, of San Antonio. They have two children, George Jr., 11, and Robin Ann, 9. His hobbies, he thinks, are gardening and radio experimentation. How- ever, he took up golf last year, and there is no telling how that pursuit may develop.

HORACE W. REMINGTON, general foreign sales manager of Colgate- Palmolive-Peet Co., Jersey City, and the broadcasting and toilet article sales manager, has been elected vice-presi- dent. Mr. Remington will have charge of foreign operations, and Mr. O’Con- nor the toilet-goods division.

CHESTER J. DOYLE, former time- buyer of McCann-Erickson, San Fran- cisco, has joined Salesman Service, manager of Radio Sales Inc., CBS network sales unit.

HARRY ELDRED, formerly sales- program coordinator of WBIM, Chi- cago, has been appointed assistant circulation director, and Stu- art Dawson, formerly assistant program director, has been placed in charge of sustaining programs.

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NATIONAL-Consistently Reached & Influences

the cream of your sales potentials

600 KC CBS Basic

Paul H. Raymer Co.
Nat'l Sales Representatives

Page 34 • May 4, 1942

BEHind the MIKE

CLIFF NAUGHTON, announcer, formerly of WJZ, Oakland, Calif., and prior to that with WJZ, has joined KGW, San Francisco, replacing Bob Edwards, who resigned to join the Navy.

PHIL WOODYAT, formerly with the New York Times and cleared, has joined the CBS news bureau in San Francisco.

GORDON O'NEIL, who conducted a participation spot show on KGW, is now program and publicity director at KGO, San Francisco, and is preparing Half-Hour Scrapbook Book "Montgomery Through Friday." Raymond Gathrid

VIVIAN LLOYD, who has joined the CBS publicity department, is impressed with the Philadelphia Daily News leaves for Army service May 23. Succeeding her as radio editor, and serving in the capacity behind the Mike columns will be his brother, Sydney Gathrid.

JACK NADEAU, sound effects and transcription librarian of WCCO, Minneapolis, will be replaced by Bill Souder. Of the booking department, but he is assuming Souder's former duties.

JERRY O'NEILL, who has joined the CBS sports department. has been announced by WJZ, New York, as the sports announcer for the network.

JOHN O'NEILL, former of WSM, Tri-State, Pa., and Jay Miller, former of WMJ, Norfolk, Va., have been added to the announcing staff of WKN, Youngstown, O.

BOB GEIS, former of WRC, Kansas City, now with WKV, Kansas City, Mo., has joined the announcing staff of WICI, Clearwater, Fla.

JACK DOTTIER, former of WVL, New Orleans, has joined the Navy Air Corps.

HAROLD BARKER, of NBC Hollywood News, has been transferred to the network's San Francisco station.

VIVIAN WERTZ, former of WPX, Bloomington, Ill., has joined the announcing staff of WICL, Chicago.

PHOEBE MINK, for 22 years with NBC's press department, has joined the public relations department of WMCA, New York.

EDDIE LONDON, formerly a radio writer and program writer of the CBS sports department, has joined the Office of the Coordinator of Information.

GABRIEL HETTER, MBS news analyst, is on a two-week vacation, and is reported to be spending most of his time in Washington, D.C., with the armed forces. Hetter is spending most of his time in Washington.

TERRY COWLING, formerly of WOR, Boston, was joined by the Army May 1.

NBC-Capital Loses Trio

GEORGE GUNN, announcer of WRC WMAL, Washington, for the last five years, has left to join the Blue Network in the same capacity. Other recent NBC Washington announcers to leave are Bill Crago, who has gone to Hollywood after receiving several movie offers, and Stuart Finley, who early last month enlisted in the Navy.

Herman Grizzard, announcer of WLAC, Nashville, known as "Old Colonel," has been named a sergeant in the Tennessee State Guard. Tom Sanders, WLAC special events director, has returned to the Marines as a first lieutenant.

Bill Hightower, announcer of WSPD, Toledo, has joined NBC New York, as studio announcer.

Bill Hightower, formerly of WDR, has joined the Marines.

BOB CLOUGH has been promoted to the position of announcer of KON, Portland, Ore.

JERRY PIVEN, formerly of WOR, New York, joined the announcing staff of WPEN, Philadelphia, on April 20.

GERARD CONWAY, of the mail room of WOR, New York, has resigned to join the Army Air Force.

WOODY LEAFER, formerly of WJHL, Johnson City, Tenn., has resigned as the announcing staff of WPAT, Patterson, N. J.

ALEXANDER A. HUNTER, formerly of the CBS news bureau in San Francisco and writer for William Winter, now with the Public Relations Department, has joined the public relations department of CBS, replacing Richard Krolaks, now in the communications division of the Army Air Force.

RALPH EDWARDS, m.c. of the Proctor & Gamble Co.'s Truth or Consequences on NBC, became the father of a girl April 19.

JERRY O'NEILL of the Forty Years' War, has joined the announcing staff of WOR, New York, as the sports announcer for the network.

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Power! Where Power Counts Most

WLAC
Nashville, Tenn.
soon going to 50,000 Watts

Represented by
Paul H. Raymer Co.
J. T. Ward, Owner
F. C. Sowell, Manager

Washington - The Great Tennessee Valley

WSFA DELIVERS
South Carolina's Top Market
TOPS IN PER CAPITA RETAIL SALES
(75% WHITE POPULATION)
5,000 W DAY 1,000 W NIGHT
950 KC AFFILIATE

Represented by George F. Hollingsbery Co.

BROADCASTING • Broadcast Advertising

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KENNEDY LUDLAM, former general manager of WONY, New York, has joined the announcing staff of WQL, Baltimore. Succeeding him at WQL is Joseph Bolby of the station's announcing division.

MAXINE KEITH, conductor of the 10 p.m. to midnight recorded program, "Follow the Leader," on WQV, New York, has been selected "radio voice" of the American Women Volunteer Service in the Great New York area.

PHIL ELLIS, announcer of WPTF, Raleigh, is the father of a baby boy. Mrs. Ellis, formerly Mary Lou Haywood, was employed in WPTF's production department.

MARIE ARNDT has joined the accounting staff of WGY, Schenectady, N. Y., in charge of all programs and announcements dealing with the war effort.

Oscar Junggren, formerly of the news staff of WQV, Schenectady, has been promoted to a captaincy in the Army.

RALPH GREER, traffic manager of KGW-KEX, Portland, ore., was inducted April 19 into the Army. He was succeeded by Wildred New ostat, formerly his assistant, with Helen Therzou, previously secretary to Program Director Ralph Walker, as Miss Lester's assistant.

Jack Swift, newscaster of KDKA, Pittsburgh, is the father of a baby girl, Susan Erin.

Harry Stewart, actor playing the role of Your Vanguard on Victory Matinee, on WBBM, Chicago, has joined WBBM as a producer.

Tobey Purnes, of Northwestern U., has joined the educational staff of WBBM, Chicago.

William H. Brennan, program director of WORC, Worcester, Mass., has joined the production department of CBS as an assistant director.

Robert Evans, former CBS mail room boy, has been promoted to a desk assistant, replacing Paul Chief, who has joined the merchant marine.

George Weiss, former announcer of WAG, Augusta, Ga., is now in the Air Force stationed at Miami Beach, Fla.

Janet Nichol, formerly of U. S. Gypsum Co., Chicago, has joined the program department of WBBM, Chicago.

Frank Fiege, formerly mail clerk of WBBM, Chicago, has been assigned to the engineering department as an apprentice.

Bess Lyman, formerly of KYSM, Birmingham, Ala., and CHZ, Ottumwa, lowa., has joined WLOL, Minneapolis, as continuity chief.

Tom Collins, former continuity chief of KCCY, Oklahoma City, has joined WTMM, Trenton.

Garfield G. Thatcher, announcer of WKBZ, Muskegon, Mich., has reported for duty as a second lieutenant in the Quartermaster Corps at Ft. Francis E. Warren, Wyo.

Philip Goulding has joined the news staff of WNL, Boston, coming from WLLI, Lowell, Mass.

Calvin Pepple, formerly of the public relations department of CKB, Winnipeg, has been commissioned a pilot officer in the Royal Canadian Air Force.

Sidney R. Tremble, program director of KSAL, Salina, Kan., has joined the Navy, being succeeded by Alfred M. Thompson who is also music director, Don Beice, announcer, is also in the Navy while George Sydman, newscaster, has joined the Kansas State Guard.

Anne Loretz has been appointed coordinator of the newly-formed war service division of WTAG, Worcester, and will be in charge of all publicity and announcements dealing with the war effort.

Fisher Honored

Sterling Fisher, who, as assistant to Dr. James Rowland Angell, NBC public service counselor, is organizing the NBC Inter-American University of the Air, has been chosen to receive this year's Pan American Citation by the 5,500 students of Evander Childs High School, New York, "in recognition of his outstanding work in behalf of inter-American understanding and friendship."

Wyatt Joins WCKY

Thomas W. Wyatt has been named public relations director of WCKY, Cincinnati, to coordinate the station's activities with Government agencies in the war effort. Wyatt will work with Federal, military and civil officials in carrying out their tasks, according to L. B. Wilson, WCKY president. He came to WCKY from Westheimer & Co., Cincinnati, where he had been for 11 years.

Power!

—in men it's muscles
—in broadcasting it's—Watts!

WWVA Joins the "Super Strong Men" of Radio June 1 with an R. C. A. Transmitter Bulging with 50,000 Watts

This super power will give to advertisers 4,860,716 50-microvolt area listeners in Eastern Ohio, Western Pennsylvania and West Virginia—the Steel and Coal Belt of the Nation.
Ohioans Elect Taft

HULBERT TAFT Jr., general manager of WKRC, Cincinnati, on April 24 was elected president of the Ohio Assn. of Broadcasters meeting in Columbus. Other officers elected were: Gene Carr, WGAN, Cleveland, vice-president; Laben Smith, WCOL, Columbus, secretary-treasurer. The officers form the executive committee.

Scripts issued by the Script Exchange several months ago has also been revised. A total of 92 transcriptions are listed as available on loan and 45 others may be purchased. All loan discs are on 16-inch recordings at 33 1/3 rpm, requiring special playback equipment for reproduction. This catalog is available without charge.

GLAMOUR IS OUT

Copy Accent Now on Sacrifice

and Morale

"GLAMOUR for its own sake is out for the duration," according to Mission Kemble, BLS Victory Catalog, continuity acceptance editor, who handles all scripts and commercials aired by the network. Watch radio dramas change from day to day since Pearl Harbor, Miss Kemble finds that the glamour girl has lost popularity and has even become the laughing stock in scripts. Taking her place as heroine is the woman who can maneuver up to the new standards set for women in wartime.

More and more emphasis is placed on morale, sacrifice and conservation, with each member of the family in the radio drama contributing his or her services to the war effort, with constant references to shortages and the evils of waste. Through all scripts runs the constant reminder that it is the duty of every citizen to keep well and strong, says Miss Kemble.

Guest editorial

(Continued from page 32)

on better ways of using machinery, timesaving methods that can be adopted, laborsaving efforts made possibly by new attachments or new operating tricks. Advertising agencies and trade papers can dig up scores of items of worth-while information, and the readers of advertisements will be grateful for having them passed along.

Doing this job successfully may call for the use of larger space than is ordinarily used for a selling campaign. It is a kind of advertising that would specialize in long copy—long enough to tell the complete story.

Four Objectives

The Advertising Federation of America has recently adopted four objectives which might well become keynotes for those who rely upon advertising to keep their products before the consumer; all of these can become an integral part of the advertising copy. The four objectives are:

1. To continue advertising's indispensable role in the process of distribution and in the maintenance of the business structure.
2. To guide consumer demand to items most readily available and away from scarce materials.
3. To assist the Government directly in its war effort appeals to the people.
4. To help maintain public morale.

There are other fields in which advertising, skillfully handled, can contribute to the war effort. We read and hear much about this being a war of machines—a battle between production lines. That is only a part of the picture. This war will be won and lost just where all other wars have been won or lost in the minds of men and women. The machines are only instruments. Minds must drive tired muscles on or production machinery stops—and the fighting forces lack the tools for winning. Too, the biggest tank is only a pile of unmoving steel unless the will of some soldier keeps on operating it. There is a big job for advertising.

MUSIC MAID is the nominee of KOA, Denver, for radio's sweater girl. She is Beverly Ward of the music clearance department who is an accomplished pianist and vocalist with an equal aptitude for both Bach and boogie woogie.

to do in keeping hope and courage and determination blazing in the minds of those on the production lines—and in the minds of those behind the production lines. Much of this can be done by the informative material which you can supply through your advertising. Much of this can be done by telling the story of the growing might of industry in war production, without giving aid or comfort to the enemy—in fact, by adding to his discomforts. Such a story can be told in percentages, perhaps. Tell America about it—until the people feel the surge of rising confidence that the achievements of industry can start...

GEORGE BRYAN, CBS newscaster and sailing enthusiast, awarded a War Bond prize to Morris Shields, 12, of Brooklyn, for the most perfect boat model to be submitted in Bryan's model sailboat contest, conducted since January for boys of 12 or under.

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ROANOKE WDBJ VIRGINIA
CBS Affiliate, 960 K.C. 5000 Watts Full Time
Owned and Operated by the TIMES-WORLD CORPORATION
FOREIGN LANGUAGE radio promotion of WBOU Halton sales and translation of OGD messages in Chicago have been put in charge of the following producers of WDRE Chicago: Michio Haseo, Greek; Hausn Leo Reich, German; Fred Wieliczki and Helen Majewski, Polish; Emil Margiotta and Anthony Fusiniti, Italian; Julius Melo Jewish; Karel Vratsa, Czech; Frank Schelenkreit, Slovak; John Koscian Lithuanian.

In honor of Brazilian Day, May 3, WNBR, New Bedford, Mass., broadcast a special program in Portuguese which was transmitted by point-to-point radio to Brazil for rebroadcast in that country. New Bedford has the largest concentration of Portuguese-speaking people in the United States.

WENY, Elmira, N.Y., in its quest to serve the community, has sent its women's commentator, Jane Beale, to more than 14 agencies which participated in the Community Chest. Miss Beale met with each of these agencies and spoke to them individually about the work they were doing.

WNAJ, Yankeetown, S.D., was awarded a testimonial of appreciation for patriotic service to the nation on a recent special broadcast by the Veterans of Foreign Wars.

KPAR, Fairbanks, Alaska, recently served in a successful war bond drive that is estimated to have purchased a $4 million bond. The program resulted in Fairbanks surpassing all other Alaskan cities in the bond sales.

WDRC, Hartford, is conducting a campaign for volunteers to donate a pint of blood to the Hartford County Red Cross blood plasma bank. A special program has been arranged with WNYC to have Ray Barrett, announcer, describe his feelings while undergoing the blood transfer.

WINX, Washington, D.C., just before the ban by the War Production Board on materials for recording, secured Lang-Worth transcription service.

WOTO, Fort Wayne, extending the scope of its service, has ordered permanent linemen in the southern division of Fort Wayne, to start a series of special morale-building programs designed for both soldiers and civilians.

WBTM, Danville, Va., reports its new transmitter system is a great asset to the station. The station is located just outside the city limits on the banks of the Dan River is in full operation.

WITC, Hartford, has called upon staff members to prepare a series of original manuscripts dealing with various phases of America's war effort. A prize of $5 for each script accepted has been offered and certain members of the program and production department will be judged. Books will also be printed on WSH, WTC's FM station.

WTOC, Worcester, backed up the war bond pledge campaign with a special program April 20 entitled Bonds for Liberty. The show presented a message from Mayor William A. Bennet; dramatic presentations of wartime America by Nazi-dominated countries by WYET workshop players; music by the station orchestra; visit to the office of William H. Nolet, chairman of the Worcester Minute Men of '42.

WGY, Schenectady, climaxd its bowling league season, with Kolin Hager, station manager, and Jack Mann, a WGY usher, winning the high-swing tournament. Howard Tupper, announcer, carried the season's high average.

WHK-WCLE, Cleveland, employees, numbering 125, have unanimously enrolled in the payroll deduction plan for war savings.

KWG-KEX, Portland, is aiding the local Victory Center, set up last week to promote war savings, with H. Quenten Cox, assistant manager of KWG-KEX, as assistant program director for the Center. Phil Irwin, announcer, has arranged for an AFRA member to act as m.c. there each day. KEX is also piping its noon newscast to the Center.

WOMJ, Ashland, Ky., in recognition of its public service rendered it to be honored May 2 by the Claremore Field Post of the American Legion who will present the station with an American flag. Flag-raising ceremonies will be broadcast.

EXTENDING its contract 13 weeks to carry its program, Hear the Orchestra through the school year, the Broadway House of Music, Milwaukee, will continue to present prominent musical instructors and studio demonstrations of instruments on WSMI, Milwaukee Journal FM affiliate.

SERVICE MEN as far away as Iceland are listening to programs from WKCY, Cincinnati, it has been reported by Ernest Dassers, former WKCY engineer, now of WEBC, Chicago, who said he listened to Rex Davis' WKCY newscasts regularly while with the Army in the polar region.

GOLD MAGIC—not one but says Howard L. Chernenoff, managing director of WCHS, Charleston, and radio's only discovered magician. He maintains it's just as easy to pull a bowl of goldfish from a silk scarf, which he demonstrates here with Alvin Snyder, brother magician of Charleston, as it is to sell WCHS to a prospective account. He's a member by invitation of the Brotherhood of Magicians.

An air raid warning signal has been placed in the reception room of WIT, Charlotte. It is connected with a Western Union signal operated direct from the filter station.

WWJ, Detroit, in a recent two-hour variety program given night club entertainers, cafe orchestras and station talent, reports that it obtained more than $8,000 in pledges for United China Relief's campaign for $2,500,000 as Detroit's quota of the $7,000,000 national figure. During the broadcast a statement was received from August Schoepe, head of the Michigan IAW- CIO, pledging that members of his union would contribute an hour's pay per month to Chinese, British, Russian and American war relief "until Fascism is crushed."

DON'S was presented to employees of WBNX, Utica, last week by order of Mrs. Margaret Potter Bowen, presi- dent. She explained that the bonus was to take care of increased costs of living.

WGL, Fort Wayne, has sold its remote broadcasts from the city traffic court to Lupke & O'Brien, local insurance agency. Program is on 30 minutes Wednesday mornings.

KOA, Denver, has acquired a new sound truck built by NBC, New York.

KWG-KEX, Portland, Ore., has added PA, radio station of AP, to its news services.

How a copy director proved you could create a sensation with a message in Printers' Ink.

Walt Weir was sick of bluebirds... of passive war psychology... of plaintive tunes. He wanted action... not to Remember Pearl Harbor but to take Tokio, to bomb Berlin, to rave Rome. Inspired, Weir and his typewriter swung into action... produced a stirring challenge that campaigned for vultures over Berchtesgaden instead of bluebirds over Dover, for stiff uppercuts instead of stiff upper lips, for the experience of being made to feel fighting mad.

Printers' Ink published it. And, then the deluge. First, the jangling of telephones at Lord & Thomas where Walt Weir is copy director and vice-president. Readers calling to say it filled them with excitement.

The New York World-Telegram reprinted it on its editorial page. On the Columbia Pacific Network a movie star read it to an estimated audience of one million. Western Newspaper Union was granted permission to have it appear in two hundred member newspapers. Station WQXR invited Mr. Weir to read it over the air. The response was so enthusiastic it was repeated by transcription.

The Dayton Journal published it on its first page. An important national weekly requested its editors to reflect the attitude expressed by Weir. Sales of "Bluebirds Over the White Cliffs of Dover" have plummeted, we hear. The song has been hosed in night-clubs and greeted with, "To hell with bluebirds!"

Nearly one hundred requests for permission to reprint have been granted. And, repercussions are still coming in, confirming again and again the high readership of Printers' Ink in influential quarters.

It is this kind of responsiveness that will build sales volume for you when your promotion ap- ears in Printers' Ink.

FREE REPORT ON WARTIME ADVERTISING 41 different examples of constructive wartime advertising. Every one an idea to help you hold accounts that are threatening to cancel. One advertising media executive found twenty ideas here for his salesmen. Write now for your free copy of "WARTIME ADVERTISING." Addlerton Advertising Dept., Printers' Ink, 185 Madison Ave., N.Y.

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Printers' Ink
The Weekly Magazine of Advertising, Management and Sales
185 Madison Avenue • New York, N.Y.

BROADCASTING • Broadcast Advertising
May 4, 1942 • Page 37
For Hitler?

CONTRIBUTING to the war effort, KFXM, San Bernardino, Cal., has made a series of one-minute transcribed dramatizations built around the punch line... ARE YOU working for Hitler?" which are being spotted throughout the broadcast day. The "shock-copy" is directed to gossip mongers, work slower-downers, business as-usual contenders and unbelievers who doubt that the all-out effort is as serious as it seems. Gene Harkey is script writer, with Lowell Smith, station promotion manager, producing. In addition KFXM is putting on the even hour... the correct time — o'clock. Another hour closer to Victory.

Quiz and Comments

FEATURE of a half-hour series started on WMCA, New York, May 2 titled Wingo From Washington, with Otis T. Wingo, commentator, speaking from the Nation's Capital, is "Voice of the Audience" during which the audience will interrupt the commentaries with questions on the day's news, in Washington. In addition, Wingo will conduct a "Poll of the Air," presenting two speakers for and against a pressing question of the day, and inviting listeners to express their opinions, the results to be broadcast the following week.

Post News

SERVICEMEN from six posts in the Chicago area, furnish talent for On Parade, studio program of WJJD, Chicago, six days a week sponsored by Goebel Brewing Co., Detroit. The program conveys news of personnel and activities of each post. Brooke, Smith, French & Dorrance, Detroit, is agency.

LADY WELDER is Ruth Lyon, conductor of the Women's Hour of WKRG, Cincinnati, who dropped by the Cooperative Training Assn., donned a pair of gloves and joined the students in learning the trade.

Music for Work

MUSIC TO WORK BY is the keynote of a program incorporated into Moonlight Saving Time, six weekly all-night shows on WOR, New York. In an experiment to aid wartime production, a special program of "sweet" and "swing" music for workers in war plants on the midnight to 7 a.m. shift is heard from 5-00-6-30 a.m., said to be the "flag" period of the shift. WOR is administering "shots" of music at this time to help step up production, on the theory that such music can be more stimulating in small doses than when it is played without interruption. "Jitterbug jazz" will be excluded. Each session is dedicated to workers of various war plants in the WOR listening area.

Orchids On Time

SYNCHRONIZATION of the minutes is affected on An Orchid To You by CKAC, Montreal, which each week presents an orchid to an outstanding Montreal woman in the war effort. Though the featured woman does not appear on the broadcast, the narrator knows the exact moment the orchid will be presented to the woman and accordingly interrupts the program for a few timely remarks.

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BROADCASTING • Broadcast Advertising
Anti-Sabotage Bill Offered in House
Celler Plan Provides Probes Of Radio Communications

DESIGNED to discover and prevent attempts at sabotage and treason, a joint resolution (H.J.Res. 304), was introduced recently by Rep. Celler (D-N. Y.) which would require that copies or records of radio communications be delivered to designated Government agencies in any case of suspicion.

Under the resolution, which was referred to the House Judiciary Committee, the Federal Bureau of Investigation, Military Intelligence Division of the War Department and the Office of Naval Intelligence of the Navy Department would be allowed to conduct investigations concerning "telegrams, cables, radiograms, or other wire or radio communications".

Revises 1934 Act

The resolution would set aside the limitations contained in section 605 of the Communications Act of 1934 which restricts sources to which information may be divulged, received by interstate or foreign wire or radio. The agencies named in Rep. Celler's resolution are not included in this section of the Act.

Evidently aiming to prevent indiscriminate requests for investigations under the resolution, it is also provided that "no interception of any message by wire or radio and no delivery of telegrams, cables, radiograms, or other wire or radio communications, or copies or records thereof, shall be made by any agency specified in this section unless and until such agency has received the approval of the head of the Federal Bureau of Investigation of the Department of Justice, the head of the Military Intelligence Division of the War Department, and the head of the Office of Naval Intelligence of the Navy Department, as the case may be, or by such officer or official as may be designated by one of them."

"Such approval," the resolution adds, "shall only be given when there is reasonable ground to believe that a violation of a law described in this section may have been committed, is being committed, or may be about to be committed."

The resolution provides that any information obtained can be used only for investigation and cannot be admitted in evidence except in connection with prosecution of any of the offenses described. These were: Treason, sabotage, espionage, seditionary conspiracy, violations of neutrality laws and violations of the act requiring registration of foreign principals. Violations under the resolution would be punishable by fines of $10,000 or imprisonment not more than two years, or both.

EDWARD L. BERNAYS, public relations counsel, have leased new quarters at 9 Rockefeller Plaza, New York.

OEM DRAMATIZES THE ENEMY
New Broadcast Series to Be Based on Nature Of Foe Opposing United Nations

A NEW SHOW, tentatively titled Beware the Enemy, a dramatic series based on the nature of the foe opposed by the United Nations, is in preparation by the radio section of the Office for Emergency Management, headed by Bernard C. Schoenfeld, former Broadway playwright who wrote the famed Johnny Appleseed adaptation. The show will soon be placed sustaining on one of the networks.

Mr. Schoenfeld's section, a unit of the OEM information division headed by Robert W. Horton, acts as the radio agency for War Production Board, Office of Price Administration, Office of Defense Transportation, National War Labor Board and Lend-Lease Administration. It now has a staff of about 30, including those functioning in New York.

Assistant chief of the section is William Spire, former radio director of McCann-Erickson, and production director is William N. Robinson, former CBS producer of the Columbia Workshop. Frank K. Telford, who writes the You Can't Do Business With Hitler transcriptions now carried on 750 stations in this country, is assistant production director. William B. Greenwald, former owner of KDBG, Hutchinson, Kan. (now KWBW) is chief of field operations.

The scriptwriting staff includes William McMorrow and Joel Hamill, formerly with Blackett-Sample-Hummert; Elwood C. Hoffman, former radio director of the Michigan State Unemployment Compensation Commission; Dorothy J. Lewis, former radio director of the National Park Service; Ben Kagan, author of The Parker Family and other shows. Tom Fizdale acts as consultant on publicity.

Professional actors are used in the shows produced by the OEM radio unit, some of which, like the You Can't Do Business With Hitler transcriptions, may be sponsored locally. OEM also stages the Keep 'Em Rolling variety show now in its 26th week on MBS, Sundays, 10:30 p.m.; Three Thursdays of the Nation, produced in Hollywood for the BLUE, Wednesdays, 10 p.m.; and The Home Front, a script show with local tie-ins produced in cooperation with the Women's Auxiliary of the American Legion for local production, primarily in small towns.

THE NBC Summer Symphony Orchestra will shift from its present spot on BLKE, Tuesday, 9:30-10:30 p.m. to Saturday, 9:45 p.m. starting May 9.
REVIVAL OF WIBO DENIED BY NELSON

AL NELSON, assistant to the president of NBC and manager of San Francisco operations, has no intention of seeking reinstatement of WIBO, Chicago, deleted a decade ago, upon his retirement from his San Francisco post May 1. Mr. Nelson has been succeeded by John Elwood, director of international programs for NBC.

Regarding a story current in trade papers to the effect that I have filed a petition for relicensing of WIBO, Mr. Nelson advised Broadcasting: "I have filed no such petition and do not know where the story originated."

So far as I know, it has no factual basis. I am leaving NBC May 1 and have made no plans for the future beyond a few weeks of vacation."

WOV Sues Insurer

DAMAGE SUIT for $36,758 has been filed in New York Supreme Court by WOV, New York, against the Norwich Union Fire Insurance Society, seeking reimbursement for damages to the WOV plant incurred at the time of the engine strike Nov. 3, 1940. The plaintiff, filing suit under its former owner name, Greater New York Broadcasting Corp., alleges failure on the part of the insurance company to insure the station against civil commotions, riots, strikes, etc.

WHN Names Dr. Eddy

Dr. WALTER H. EDDY, former director of the Good Housekeeping Bureau, and currently expert consultant on food and nutrition to the Quatermaster General, on May 4 takes over the position left vacant by the recent death of Dr. Shirley Wynn as conductor of the six times weekly Food Forum on WHN, New York. The program is sponsored by the American Institute of Food Products, of which Dr. Eddy now becomes head. Current sponsors include Ehrer's Grade A coffee and tea, Van Camp's pork and beans, Smith's Puritan Brand peas, Mrs. Grass' vegetable noodle soup, Hellmann's Mayonnaise, Broadcast Brand Redi-Meat, Aristo- cat and Barilene ice cream.

AAA Closed Sessions Planned for May 18-19

CLOSED Sessions of the American Ass'n of Advertising Agencies will be held May 18-19 at Skytop Lodge, Skytop, Pa., to discuss industry-wide problems. As individual exigencies. The AAAA meeting for members only will exclude outsiders for the first time in several years.

In keeping with the times, the association has announced that all organized sport events, formal meals, including the traditional annual banquet, will not be held. Convention will include the first meeting of the executive board of the AAAA which will be elected at that time.

McCreery Joins OCM

WALTER K. McCREEERY, vice-president and general manager of the American Ass'n of Advertising Agencies, Los Angeles, has been appointed regional radio director for the Information Division of the Office for Emergency Management and the War Production Board. His appointment was announced by Dean Jennings, regional director of the Information Division. McCreeery has taken an indefinite leave-of-absence from Allied Adv. and the agencies of which he is a partner. He will coordinate station cooperation on behalf of the war effort in the seven western states, headquartered in the Western Pacific Bldg., Los Angeles.

Dunkle Joins Agency

DICK DUNKLE, creator of the Dunkle Sports Research Service, a football results syndication service for local stations, has returned to the agency held as space and time buyer of Donahue & Coe, New York. Formerly with Benton & Bowles, New York, working on the General Foods account, Mr. Dunkle resigned from that agency in 1953 to devote himself exclusively to his football forecasts.

Named to NIAA Board


The Voice of Mississippi

Lamar Life Insurance Company

Jackson, Mississippi

Owned and Operated by

Milner, Inc.

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THAYER RIDGEWAY, formerly account executive of McCann-Erickson, New York, has been appointed account executive of Leinen & Mitchell, New York. Before joining McCann-Erickson he was general sales manager of the Mutual-Don Lee Broadcasting Co., Los Angeles.

BILLY BUTCHER, radio producer and timeliner of Leinen & Mitchell, New York, is on the West Coast to supervise production of the May 16 and 17 broadcasts by Walter Winchell from Hollywood and San Francisco, sponsored by the BNC by Andrew Jergens Co., Cincinnati.

JOHN NELSON, radio director of Raymond R. Morgan Co., Hollywood, and Arnelie Olson of that agency, were married April 24 in Santa Barbara, Cal.

JOHN E. McMILLIN, New York vice-president in charge of radio for Compton Adv., accompanied by W. L. Langle, Cincinnati executive of Prater & Gamble Co., was in Hollywood during late April.

LEONARD M. MASHUS, vice-president and manager of Lord & Thomas' New York office, has been elected executive vice-president, and not vice-president, as stated in the April 27 BROADCASTING.

PHYLLIS CUNNINGHAM, formerly of the advertising department of Gimbel's Dept. Store, New York, has joined Dunne Jones Co., New York, as head of the premium department, replacing Woodrow Sporn, who has entered the Marine Corps.

HANS LEO REICH, producer of United Broadcasting Co., Chicago, has been appointed to handle German translating of radio announcements of the Chicago OCD and the Cook County War Savings Staff, and to promote War Bonds among German-Americans of Chicago.

CHARLES H. GARDNER account executive, Gardner Adv. Co., St. Louis, has been commissioned a lieutenant in the Navy assigned to Quonset, R. I.


ED KNEASS, Bob Thurmond, Bob Shiley and Harry Lee, all of J. Walter Thompson's San Francisco office, have entered the Navy with commissions.

WILLIAM H. SANDESON, formerly in the market research department of Raymond R. Morgan Co., Hollywood, has joined Eugene F. House Co., Los Angeles, as account executive.

BRUCE POWELL, formerly with Columbia Artists, recently purchased by Music Center of America, has joined Myron Selnick Agency as head of the radio department.

NORMAN R. THAI, radio director of Century Adv. Agency, Detroit, has resigned to join his father's business, Inashield Pressers, Toledo.

GEORGE BAYARD, vice-president of Russell M. Seeds Co., Chicago, has been appointed by the Treasury as Chicago director of the continuity writers division of the War Savings Staff.

JOHN J. LOUIS, vice-president of Noremberg, Louis Bros, Chicago, has been appointed consultant to the Information Division of the Office of Emergency Management. Mr. Louis will divide his time between Washington and Chicago.

REDFIELD JOHNSTONE Adv., New York, has moved from 247 Park Ave. to 420 Madison Ave.

Lawrence to Coast
BILL LAWRENCE, after several months in New York, has returned to the West Coast and reopened Pedlar & Ryan's Hollywood offices at 1680 N. Vine St. In addition to managerial duties, he is producing the weekly quarter-hour Songs by Dinah Shore, sponsored by Bristol-Myers Co. on 104 BLUE stations, Friday, 9:36-9:45 p.m. (ETW). Formerly advertising Mint-Rub and Sal Hepatica, the series on May 1 was shifted to the West Coast, taking a new network time and promoting Mint. Lawrence will also be in charge of production of the weekly CBS Fred Martin orchestra series, sponsored by Lady Esther when that program shifts to the West Coast in late May.

USE OF motion pictures in television will be discussed and demonstrated among other technical subjects at the semi-annual convention of the Society of Motion Picture Engineers to be held May 5-5 at the Hollywood-Roosevelt Hotel, Hollywood.

Closes Chicago Office
CECIL & PRESBERRY, New York, has closed its Chicago service office, opened in 1937. Edwin C. Olson, formerly Chicago manager, has joined Roche, Williams & Cummington, Chicago, as account executive, and Henry Nathan, formerly account executive, has joined George H. Hartman Co., Chicago.

Stauffer to R and R
DON STAUFFER, formerly radio director of Young & Rubicam and recently with A. & S. Lyons, New York theatrical agent, has joined Ruthrauff & Ryan, New York, as vice-president and director of radio, with Heagan Bayles, vice-president, and director, as associate director. Lawton Campbell, who has been in charge of radio for 4½ years, plans to enter the U. S. service. Bill Tuttle, former director and supervisor of radio of Ruthrauff & Ryan, New York, who joined A. & S. Lyons, New York agents, last fall, has taken over Stauffer's duties.

McCann-Erickson Names Cottington Radio Head
CHARLES H. COTTINGTON, formerly vice-president of N. W. Ayer & Son in charge of radio plans and station contracts, has been appointed radio director of McCann-Erickson, New York, succeeding William Spire, who has joined the Office for Emergency Management in Washington as assistant chief of the radio section.

Mr. Spire is working under Bernard C. Schoenfeld, who in turn reports to Robert W. Horton, OEM information director. The OEM radio section also functions for the War Production Board, Office of Price Administration, Office of Defense Transportation, National War Labor Board and Lend-Lease Administration.

JOHN K. CHAPEL, news commentator of KROW, Oakland, will leave soon on a lecture tour through Mexico and Central America.

"Mr. Pottsby can't believe it—
TODAY IS TODAY!"

NO, it's not a line from Gerty Stein. It's just the sweet delirium of realizing that, after weeks of trying, Mr. Pottsby has finally gotten through all the items on his calendar pad. Today is today, and not the remnants of yesterday.

We're not delirious enough to take all the credit, but Mr. Pottsby is saving time, effort and the budget by letting WGY do his whole radio-advertising job in central and eastern New York and western New England. He's found that it's not necessary to deal with unpteen stations bither, thither and yon. One station—one big station whose voice carries clearly throughout this broad aires—can give him 38 per cent more listeners than any other station in this region.

This is not surprising, for WGY started along with crystal sets, back at a time when it was the only radio voice around these parts. And today it's:

★ the area's only 50,000-watt station.
★ the area's only NBC Red station.
★ the area's must station for radio advertisers.
Governors Rescind Canada Disc Rule
General Policy Considered As An Aid to Broadcasters

As a result of the meeting of the board of governors of the Canadian Broadcasters Corp., it was decided that the executives of the Canadian Assn. of Broadcasters, the board has rescinded regulations pertaining to restricted use of transcription time. The board will attempt to submit the CBC Board of Relations Department at Toronto, which has full jurisdiction as to what evening hours each station may be allowed to use for transcriptions. Some general policy is under consideration, which will eliminate the numerous applications which will follow the board's decision and yet enable a wider use of evening transcription use.

Price Mentions

On the question of price mention, the board has made no decision. Canadian stations may not mention prices on commercials, despite the fact that newspapers in Australia, England, New Zealand and New Zealand as well as American stations. Canadian broadcasters have pointed out that such announcements are too frequently made to people living in rural communities who do not regularly receive newspapers, and directly aid the war effort in cutting down deliveries and lowered production. There have also been shown as a result of surveys and public opinion polls that the majority of Canadians have no objection to price mention on radio commercials.

No decision has been made either as to the use of sponsored or sustaining commentators. The ban on the use of such commentators, or the requirement that they be wholly Canadian and not materially sponsored news analysts. Only exception made on the ban recently was the case of the Window-Detroit, which was allowed to be in two sponsored MBS commentators. It is expected the ban on sponsored commentators will be lifted to meet current requirements. Decision of the direct sponsorship of newscasts has not yet been reached, but is also expected to be decided at an early date.

WEAF Lifts Spot Ban

WEAF, New York, has dropped its rule against announcements and is now permitting one-minute units, whether live or transmitted, during three periods daily: Studio X, 8:05-8:30 a.m.; Studio Y, 12:50-1 p.m.; FBM, 5-6:15 p.m. Rates are $90 daytime or $150 nighttime for one announcement, decreasing at the rate of $12.50 per day. If $12.50 evening per announcement if 300 are used in a year.

FOREMAN Co. has been appointed exclusive representative of KLIN, Blytheville, Ark., operating on 900 kc. with 1,000 watts.
LEVER BROS., Cambridge, Mass., has started Carolee Kitchen, quarter-hour weekly series on WGBH, Boston, for Blue Barrel soap. Agency is Sidney Garfinkel Adv., San Francisco.


ROSEFIELD PACKING Co., Almeda, Calif. (Skinny peanut butter), recently added KFI, Los Angeles, to the list of stations carrying Skinny Hollywood Theatre, half-hour transcribed dramatic program.

SANTA FE TRANSPORTATION Co., Los Angeles, has signed for the transcribed series of five-minute stories, over The Book, by Sam Beller, on 46 stations for Champagne Velvet beer. Transcriptions are produced by Free W. N. Inc., Cincinnati, and account agency is William Polfrema Adv., Agency, Cincinnati.

ROSEFIELD PACKING Co., Almeda, Calif. (Skinny peanut butter), recently added KFI, Los Angeles, to the list of stations carrying Skinny Hollywood Theatre, half-hour transcribed dramatic program. In addition to KFI, program is released weekly on KWJ KEX KROY KUTA KARM. Agency is Sidney Garfinkel Adv., San Francisco.

GREAT WESTERN LAUNDRY Co., Chicago, on May 25 will start sponsorship of Musical Clock, three-quarter-hour weekly program on WBBM, Chicago, for 52 weeks. Agency is Fryer-Hanley Co., Los Angeles.

LOWE BROS., Toronto (which has started three-weekly Wife Preserves on CFRB, Toronto. Account was placed by MacLaren Adv. Co., Toronto.


CORD - MEYER DEVELOPMENT Co., Forest Hills, N. Y. (real estate), on April 28, started sponsoring a weekly five-minute transcribed music program on WJZ, New York, for 13 weeks to attract families to apartments in Forest Hills. This is the firm’s first consistent radio campaign. Furman-Feiler, New York, is agency.

FIRST FEDERAL Savings & Loan Assn., Chicago, on May 8 will start sponsorship of Donald McAllister, weekly quarter-hour summary of world affairs on WBBM, Chicago, Agency is J. W. F. Stevens Co., Chicago.
WGN Names MacGregor

KENNETH W. MACGREGOR, producer of MBS Chicago Theatre of the Air, formerly producer of NBC and Benton & Bowles, New York, has been appointed production director of WGN, Chicago, by Frank P. Schreiber, manager. A graduate of the U of Maine, Mr. MacGregor started in radio as a radio columnist of Brockton (Mass.) Enterprise. In 1928, he joined WBEZ, Boston, as announcer, later became program director of WBZA, Springfield, and a year later joined NBC, producing Cities Service Program, General Electric Hour, Maxwell House Show Boat, and a number of daytime serials. He was appointed senior producer of Benton & Bowles in 1934. He has been in Chicago since February producing MBS Chicago Theater of the Air, and the summer replacement America Loves A Melody.

Finally an Engineer

WHEN Arthur W. Kelly joined WFAA, Dallas, in 1942, N. Y., seven years ago he had ambitions of being an engineer. However his voice was so pleasing he was assigned immediately to announcing, graduating later to publicity and promotion director. Then when the personnel shortage began to be felt at WHAM, Kelly was named as an announcer pro tem and at last attained his engineering objective by moving into that department when that section became pressed.

Trammell Letter

(Continued from page 86)

Trammell Letter

Mr. Trammell's letter follows in full text:

In connection with the forthcoming Convention of the NAB, I believe it may be advisable for you, just as much as you are a member of the Board of Directors, to transmit to the other members of the Board my views concerning future participation in Association activities by the NBC.

In order to eliminate any possible misunderstanding, I am setting forth clearly my position:

1. As operators of broadcasting stations, we have been members and have contributed to the NAB in the past, and shall willingly do so in the future believing that the broadcasting industry needs a strong trade organization, now more than ever, to meet the problems that concern us all.

2. I see no valid need for the NAB as a concern other than to become a member of the NAB or to be given, arbitrarily, a position on the Board of Directors or any other governing body.

3. I have no objection to the network companies becoming associate members of the NAB, if it is the opinion that the association deems that type of membership advisable, but such membership should be only on a nominal fee basis, such as characterizes such membership in other organizations, and most certainly should not carry with it any mandatory position on the governing body.

4. As station members of the NAB, we should be entitled to the same privileges as any other member and should pay dues in like ratio. Most companies having station offices should not be barred from nomination and election as director or as other officers of the Association to which other members have similar rights.

5. I want to refute as strongly as possible the senseless charge that the NAB has ever dominated the NAB or that it seeks such domination. I do not care whether or not we are represented on the board of Directors. I have every confidence in the present Board of Directors which was elected in a thoroughly democratic manner, completely responsive to the wishes of the membership and representative of the best interests of the industry. The individual I want is as it should be, and it is the kind of an organization which we all support.

6. In representing us at the Convention it is no theory that you inform both the directors and the membership that we recognize the right of the board to draft the type organization of the relatively small, the majority of the members desires. We cannot, however, we can make either arbitrary representation on the Board of Directors, or a disproportionate share of membership costs.

I trust the foregoing points are sufficiently clear to guide you in representing us. I am hopeful that the broadcasting industry may compose its character to settle down to the hard job ahead of us, particularly in our war effort. I seek for NBC only that share in industry affairs to which it is entitled. In the past we have carried a heavy expense in connection with NAB activities and this has caused some change in the character of network domination. I wish to avoid this in the future. It is for this reason also that I do not care whether or not we are represented on the Board of Directors. Our entire position in relation to the industry can be summed up in one word—"Cooperation."

World's Finest Deep Sea Fisheries

At early as 1530 records show that 500 sall, English, French and Portuguese, with a few Dutch and Spanish, carrying 6,000 men, annually visited "Bacallos" in the Spring, returning home with their cargoes in the fall. "Bacallos" was the Basque word for "cod-land," given to Nova Scotia in those early days.

And ever since, generation after generation of Nova Scotians have gotten their living from the sea. Nova Scotia is closest to several of the world's most productive fishing "banks". She also has valuable inshore fisheries—hering, mackerel, oysters—and has the world's largest lobster and scallops production.

NOVA SCOTIA

Radio Broadcasting Station

CHNS

HALIFAX, NOVA SCOTIA

CANADA

U.S.A. Rep.: Joe Weed & Co.—New York City

KFQD

Anchorage, Alaska

The Station That Entertains

Alaska's Armed Forces

Unh Rs Regional Channel

Low Rates

Direct Representation

W. J. Wagner, Managing Owner

Meet the LADIES

FRANKIE BASCH

RED-HAIRED, dynamic, persevering, Frances Scott, or Frankie Basch as she is better known in the industry, celebrated 10 years in radio on June 15, 1941. She started out as one of the first woman commentators on the Eastern Seaboard, and since then has written and conducted almost every type of show on the air, and has covered such news assignments as the Hindenburg disaster and the first Hines trial.

Last year, she was elected an honorary member of the Women's National Press Club as "an expression of goodwill for her work on behalf of women everywhere".

At that time she was m.c. on the Yankee Network feature What Burns You Up?, half-hour audience participation show, sponsored by Norwich Pharmaceutical Co., and this is the program she plans to produce at the NAB convention in Cleveland according to the 1941 SOURCES.

Three years ago, Frankie left her position in the special events department of WMCA, New York, where she had been handling all network shows, both on the air and outsidethe studios, to go into the program production end of the business with her husband, Charles Basch, who was forming Basch Radio Productions, New York.

In addition to supplying the voice for many of the company's transcribed features, Frankie is heard on It Takes A Woman, a series of stories on the average woman, sponsored on WABC, New York, and KXOK, St. Louis, by West Disinfecting Co., and presented by local advertisers on WTMG, Ocala, Fla., and KQV, Pittsburgh. After all the experience she's had, however, in interviewing people and covering stories, Frankie is happiest when she's conducting an audience participation program and giving the contestants and studio audience a grand time.

And she'll have an expert audience to play to as she demonstrates her art before the Cleveland delegates.

BROADCASTING • Broadcast Advertising
I.A. Meeting of AFRA

ANNUAL convention of American Federation of Radio Artists will be held in Los Angeles, Aug. 7-9, the talent union has announced. AFRA has negotiated renewal contracts with KJBS, San Francisco, and WEVD, New York, the talent union announced, adding that a new contract with WNEW, New York, which recently gained fulltime and increased its power to 10 kw., is about agreed upon. Other contracts are about the same as their predecessors, but call for wage increases for staff artists and announcers. Union is also negotiating new contracts with other New York stations and with NBC for its sound effects men.

Union Contract For WPEN

FOR the fifth consecutive year a union contract with engineers of WPEN, Philadelphia, has been signed, according to Arthur Simon, general manager. The new contract is to run two years.

FRANK U. FLETCHER JOINS ALIEN PROPERTY BRANCH

FRANK U. FLETCHER, Washington radio attorney formerly on the FCC staff, was sworn in last Monday as a principal attorney in the office of the Alien Property Custodian. He has been associated with the law firm of Spearman, Sikes & Roberson since 1939, having joined the firm upon his resignation from the FCC, with which he had been associated the preceding five years.

Mr. Fletcher in August, 1940, was commissioned a first lieutenant in ordnance. A back injury resulting from a fall, however, kept him from active duty. Subsequently he was placed in the inactive reserve, his present Army status.

Mr. Fletcher is the son of A. J. Fletcher, president of WRAL, Raleigh.

Diaries for Soldiers

KERMIT-RAYMOND Radio Production New York, has appointed Harold Lambert of the Everett N. Crosby talent agency as national sales representative, and Lillian Schoen, formerly of Radio Subsidiaries, Pittsburgh, to handle sales promotion for the company. Kermit-Raymond during the next 30 days plans to offer agencies a series of live programs, titled Victory Plays, profits from which will go to the USO. Listeners will be urged to send in 50 cents and the name and address of a boy in the armed forces, who will then receive a copy of the diary-type book "My Life in the Service."
LaGuardia Pleds for Fulltime Grant
For WNYC; Fly Cites Treaty Clause

THE VIGOROUS personality of New York City's mayor, Fiorello H. LaGuardia, again was thrust into the fight for fulltime operation of WNYC, the city's municipal station, which is heard on this island every Wednesday before the FCC, sitting in banc.

Opposing the 6-1 proposed decision to deny WNYC fulltime on 880 kc., the clear channel on which WCCO, Minneapolis, is the dominant station, the mayor disclaimed any intention of attacking CBS, owner of WCCO. Then he contended there were too many stations using CBS in the Minneapolis area "to be wholesome", and charged that "CBS cannot hog the air".

Denies Interference

"I maintain that a publicly-owned station, operated solely for a public service, does not have to beg because a private corporation, organized for profit, doesn't approve," the mayor said.

Mayor LaGuardia amplified the contentions of his counsel John D. J. Moore Jr., that fulltime operation of WNYC would not constitute a breakdown of clear-channel operation. He said that no evidence had been shown that WNYC's operation would interfere with WCCO, adding that Congress, in approving the Communications Act of 1934, "did not intend that a municipal station would first have to ask CBS or any other network for this privilege (fulltime operation)."

"We need the service for the public good," the mayor said. "We need it not only for the 7,000,000 people in New York but the more than 10,000,000 people in Greater New York as well."

Mr. Moore, preceding Mayor LaGuardia on the witness stand, said that the contention raised by FCC Chairman James Lawrence Fly that fulltime operation of WNYC would cause a rush of other stations to clear channels, was analogous to the popular belief that "the power to tax was the power to destroy". He quoted former Chief Justice Holmes of the Supreme Court as saying that "the power to tax was not the power to destroy so long as this court is in existence."

For the FCC to hold to its proposed findings of facts and conclusions, Mr. Moore said, the Commission would have to find that no benefit whatever would be conferred upon New York City's people by fulltime operation of WNYC, that there was interference in the primary area of WCCO and that there was loss of service in the secondary service area of WCCO by operation of WNYC.

Chairman Fly then said that complying with WNYC's request for an application for use of the clear channel in the Havana Treaty with regard to clear-channel operation. Mr. Moore replied that if WNYC were to cause interference with operation of the clear channel, it would not be a violation of the Havana Treaty, since it would affect a domestic station.

Position of CBS

Duke M. Patrick, appearing for CBS, criticized WNYC's application as a move to take advantage of people who receive secondary service". He said that in its consideration of the case the Commission would "have to weigh the benefits to one area by its action in contrast to harm to another."

Referring to the map submitted by WNYC counsel relating to distribution of CBS stations in the Minnesota area, Mr. Patrick said that the map failed to show a breakdown of the stations' time operation which would "reveal the percentage of time on the stations consumed by the network".

Contradicting WNYC testimony he said that the Commission's findings based on technical considerations, were that WNYC fulltime operation would interfere with operation of WCCO.

He then said that he could "appreciate" the value of WNYC to New York's people but argued that if New York decided to maintain its municipal station it should file an application for use of a frequency being used by a New York station and "take up the issue there".

A. W. Bowen, special counsel appearing for the State of Minnesota, was quizzed by Chairman Fly and Commissioner Payne, (who cast the lone vote for WNYC), on his authority for stating that he was appearing for people of Minnesota and people in surrounding fifty-mile area of WCCO. Mr. Bowen answered that he did not "officially" represent these people but had been requested by some of them to appear in their behalf against any interference of their reception of WCCO programs.

Mr. Bowen also said that his appearance had the sponsorship of Minnesota members of Congress. He introduced three members of Congress who were in the audience, Representatives Gale, Youngdahl and Andresen.

Responding to the question of Chairman Fly as to whether or not he knew if WNYC's operation had ever interfered with the operation of WCCO, Mr. Bowen said he knew of no evidence of actual interference but had been advised there would be if WNYC extended its service.

He said his appearance was prompted by a desire to protect Minnesota listeners' right to exist; and he went on to attack the findings of WNYC as based on their "belief that an existing rule was not proper".
**RETAIL STORE NEWS**

Big New York Outlets Join in Feature on WJZ

As A SERVICE to both the retail trade and consumers, WJZ, New York, has started a service entitled "Department Store News" in cooperation with New York department stores, the National Retail Dry Goods Assn., furnishing institutionally typed reports. The program, aimed to give the retail trade means of getting across information on how to conserve goods and the reasons for restrictions on deliveries.

In addition to the next ten days 10 best values, the program will acquaint listeners with retail policies regarding regulations, conservation practices and merchandise status. The program, heard every day except Saturdays, 11:05-11:15 p.m., is handled by the station's new retail program division, headed by Ken Patterson, former radio director of M. M. Horton & Co., New York, advertising agency.

**WOW SEeks Stay of Grant to WZKO**

Reiterating previous charges that it has included 900-watt fulltime grant to WZKO, Kalamazoo, Mich., would seriously infringe on its service area, WOW, Omaha, has filed a petition in the U.S. Court of Appeals for the District of Columbia seeking a stay order against the Federal Communications Commission. Petition was through Segal, Smith & Hennessy, WOW's Washington attorneys.

Both WOW and WZKO operate on 590 kc., the former with 5,000 watts fulltime and the latter holding a construction permit granted last Nov. 25 to increase its power from 5,000 watts day and 1,000 night to 5,000 watts unlimited. The Nov. 25 grant had been appealed by WOW but was later denied by the Commission which on April 17 made the WZKO grant final.

WOW in its notice of appeal alleges that a substantially greater portion of its service area would be curtailed than would be further gained by WZKO through its increased power. WOW also contends that the additional network service that would result in the section added to WZKO's service area, is available from WBBM, Chicago, and WJR, Detroit.

WZKO had answered the petition by saying that WOW would not be affected unreasonably since WZKO was receiving protection more than adequate for a Class III-A station.

The situation is comparable to a similar controversy several years back when WZKO, then a daytime station, had been authorized for fulltime, 250 watts night and 1,000 day. That issue was finally settled in 1937 in favor of WZKO after two and one-half years of litigation.

Whitehall Denies Charges

WHITEHALL PHARMACAL Inc., Jersey City, N.J., has filed denial of allegations by the Federal Trade Commission that it made misrepresentations in the sale of "Apsartine." Allegations were made that Whitehall's claims regarding content of the preparation were untrue because of certain conditions that might be produced by excessive use.

**WOV Will Appeal City Court Ruling**

WOV, New York, will appeal the decision of City Court Judge Frank J. Carlin, awarding overtime pay for an hour a day for a five-month period in June-October to members of the American Communications Assn. then employed at WOV as engineers and announcers. Decision was handed down last Tuesday after a hearing at which Leonard Boudin, attorney for ACA, had charged that the station had required these employees to work an hour more than was called for in the union's contract with WOV. Refusal of the station to pay the workers for this time is said to have been one of the causes of the ACA strike against WOV early in November, 1940.

In stating WOV's intention to file an appeal with the Appellate Term of the New York Supreme Court against Judge Carlin's decision, Sanford Cord, representing WOV, explained that the contract in question had called for an eight-hour workday which the union had interpreted to mean eight hours including the workers' lunch hour. The latter had taken as meaning eight hours exclusive of the lunch hour. The matter was brought to arbitration, as provided in the contract and the arbitrator had upheld the union's demand back pay for the five-month period.

Whole Case Technical

WOV contended that the back pay issue had been submitted to the arbitrator and that since this was not done, ACA was precluded from obtaining a judgment for those extra hours because judgment was entered on the arbitrator's award which was therefore "res adjudicata" of the matter, according to Mr. Cord, who said the whole case is a technical legal matter. About a dozen ACA members are concerned, he stated, and the amount involved is less than $3,000.

Trial examiner of the National Labor Relations Board on Thursday reported on the results of the hearing of the ACA action against WOV before the NLRB, recommending that the company reinstate the ACA members with back pay from the time of the strike to the present (minus income from other employment during this period), even if the dismissal of discharging subsequently employed persons, according to a union spokesman, who said that the WOV management is allowed 20 days in which to notify the NLRB whether or not the will comply with the recommendations, following which the board will issue an order.

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**Stoyn and Wright**

**Radio Station Representatives**

**Offices**

MONTREAL • WINNIPEG • TORONTO

ROY COLE, assistant news editor of KWK, St. Louis, in the interest of paper conservation has evolved a system said to save 25% of the paper used on his station's United Press dispatches. According to Cole feels the paper back into the machines so that both sides are used.
Pooling of Patents Attacked by Bauer

FCC Attorney Tells Senate Probe of Radio Picture

PATENT POOLING and cross-licensing in the communications field, tested in Congress and the courts numerous times during the last two decades, cropped up again last week before the Senate Patents Committee during testimony of William H. Bauer, FCC principal attorney and patent specialist, who attests to such arrangements entered into by leading radio telephone and telegraph companies.

Appearing in connection with a bill (S2303) jointly proposed by Senators Trump (D-Wash.), O'Mahoney (D-Wyo.) and LaFollette (Prog.-Wis.), which would give the President authority to license any patents to manufacturers of products for use in military work, Mr. Bauer went over much of the ground heretofore covered in connection with patent licensing pools of AT&T, RCA and other companies.

Effects of Pooling

Approprios broadcasting development, Mr. Bauer said Congress has never urged that investigations be made of patents peculiar to broadcasting and that therefore the FCC had never made any legislative recommendations along that line. He said, however, that the Commission kept itself informed on the broadcast patent picture.

He said he would reveal to the Committee the manner in which "private control of radio broadcast patents, at times, may interfere with the Commission's duties in bringing about a larger and more effective use of radio equipment by licensees." He charged that patent pooling prevented more extensive development of broadcasting following the last war. "The manufacturer of radio equipment, particularly tubes," he said, "by any company may have more or less blocked because of infringement of patent rights held by other companies."

Mr. Bauer reviewed the history of the 1920 and 1926 cross-licensing agreements entered into by the so-called "Radio Group," including AT&T, RCA, General Electric, Western Union and other companies. Describing RCA as holding a "very strong patent position in the radio broadcast receiver field," Mr. Bauer said this company also has the exclusive right to manufacture and sell broadcast transmitters under the patents of all the contracting companies and the right to sublicense others under its own patents as well as the patents of General Electric and Westinghouse.

"It is clear from what I have said," he declared, "that the RCA has a dominant patent position in the broadcast receiver field. It also has," he said, "a very strong patent position in the transmitter field."

Mr. Bauer brought up the subject of FM only once and this in an effort to establish that the FCC attempts to establish new broadcast services are sometimes hampered.

FM Patents, Too

"This was definitely illustrated," he said, "in the case of high-frequency broadcast stations, commonly known as 'FM' broadcasts."

He contended that legislation proposed by the Commission for common carrier patents were extended in radiobroadcasting patents this patent interference would be eliminated.

Creekmore Fath, special counsel for the Senate Patents Committee, last week said that other representatives of the FCC would be called before the Committee for amplification of the report submitted by Mr. Bauer. The Committee also will consider the bill (S2491) proposed by Senators O'Mahoney, Bone and LaFollett last Tuesday to amend the patent laws, to prevent suppression of inventions, to promote the progress of science and the useful arts, and for other purposes. It is expected this bill will be considered jointly with the Senators' previous bill.

CONTACT WITH THE FOLKS back home will be established by the USO mobile recording unit No. 1, which will make recordings of service men's voices to be broadcast on local radio stations in their hometowns. These units are one of the activities of the National Catholic Community Service which operates the Star-Spangled Network. President was present at ceremonies were: (1 to r) Martin H. Work, NCCS radio consultant and originator of the Star Spangled Network; Jesse Butcher, USO national publicity director; and Arthur S. Sterling, NAB.

Henry E. Purcell

HENRY E. PURCELL, 59, plant superintendent of Allied Record Mfg. Co., Hollywood, and one of the founders of the station, died April 25 of a heart attack. He had conducted his radio program on KFWB KMTR and other Los Angeles area stations for several years.

William McIntosh

WILLIAM (Burr) McINTOSH, 79, known as The Cheerful Physician, died on April 25 from heart attack. He had conducted his radio program on Columbia Phonograph Co. at Bridgeport, Conn. For many years when he held the firm established an Oakland, Cal. plant in 1928, he was transferred to that city, later going to Hollywood. When Allied Record Mfg. Co. was established in 1934, he aided in its formation.

Radio Is Criticized

For Raucous Music

Advertisers Also Blamed for 'Boogie-Woogie' Prevalence

RADIO'S alleged emphasis on "boogie-woogie" music instead of the classics was condemned by the New Jersey Federation of Music Clubs at its annual convention in Atlantic City April 25. Guy Mariner, of the U of Pennsylvania and music lecturer at Franklin Institute of Philadelphia, addressing the convention on "Musical Trends—Past and Present," asserted that "young people must have concerts in halls to offset the radio."
Portable Radio-Phonograph-Library Kit
Is Developed for Army Troops Abroad

BRIDGING the gap between home and military duty for the AEF around the globe, a portable radio-phonograph-library kit has been specially designed by the Army. To furnish these kits with the best in commercial entertainment, the Special Service Branch of the Services of Supply of the Army is arranging for pressings of the leading sponsored programs through the cooperation of the radio advisory committee of the Advertising Council.

Through the efforts of Maj. Gordon Hittenmark, sponsors of the major programs are furnishing free transcriptions of their current programs. In this way the soldiers may hear their favorite programs at times when they are free to listen. Permission to employ artists' services and copyrighted materials without compensation has been given by AFRA, the American Federation of Musicians, ASCAP and BMI.

All Types of Programs

Each of these discs will record a half-hour show, with 15 minutes on each side. In addition there will be a brief introductory message from personalities of each program especially directed to the troops.

To bring variety to each set of discs an attempt is being made to include representative types of drama, comedy, variety, and music. Once a month the plan is to enlarge the collection of each kit with more current recordings.

Wherever American troops are stationed these kits are sent. Resistant to any climate, each kit contains a long and shortwave receiver, a phonograph turntable, 50 phonograph records, and 25 half-hour broadcast transcriptions. The operating mechanism of the phonograph unit is spring-driven and runs for 15 minutes at one winding. It can also be amplified with or without electrical power and has both electrical and acoustical pickups.

The kits also contain a collection of song books, several harmonicas, 100 paper-bound volumes of current fiction and a set of spare batteries and tubes. Each kit weighs only 250 pounds and is contained in a wooden cabinet.

Through special dispensation of the Army, Maj. Hittenmark has continued his broadcasting activities with the station at WRC, Washington, where he was associated as a civilian.

September 1940 he was called to active duty under his status as a captain in the National Guard and in March 1941 was promoted to the rank of major.

Maj. Hittenmark first conceived of this plan for kits last fall and some kits were already being shipped abroad before Pearl Harbor. The impetus of war led to expansion of the program in its present form. In fact offices are being opened in Chicago, New York and Los Angeles to facilitate handling of program transcriptions.

Irvin Fogel, Fogel Productions, Hollywood, is serving as a civilian advisor on transcriptions. Others associated with the project are Maj. Arthur Farlow, formerly of J. Walter Thompson Co., San Francisco; Frederick Wile Jr., Young & Rubicam, New York; Hagan Bayles, Ruthrauff & Ryan, Los Angeles; Bert Davis, BBDO, New York; Jack Scott, Schwimmer & Scott, Chicago.

KNX Run by Lads
TO ACQUAINT AMBITIOUS youngsters with actual duties and operation problems encountered in a typical day at a major station, CBS, is keeping with National Boys Week, on April 29 turned over facilities of KNX, Hollywood, to 15 specially selected Los Angeles school boys.

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WINNERS SELECTED IN KIRO'S CONTEST

PRIZES ARE ANNOUNCED DURING CONVENTION AT COLUMBUS

SABRA HOLBROOK, executive director of Youthbuilders, Inc., New York, was awarded first prize of $150 in the educational contest sponsored by KIRO, Seattle, for the best statement of 100 words or less completing the sentence, "If I had a radio station one of the things I would do . . . " Her contest was established this year by Saul Haas, KIRO vice-president, and winners were announced May 4 in Columbus, of the Institute for Education by Radio.

Holders of Stock

Miss Holbrook's winning entry was: "If I had a radio station one of the things that I would do would be to use children's radio to develop among post war voters a devotion to Democracy as activating the devotion to Totalitarianism which the dictators have developed among the young. . . . I would notify my public service department that children's entertainments must be broadcast for children . . . not for the Federal Communications Commission. . . . I would notify sponsors that commercial shows should be broadcast for lively youngsters . . . not for the ghosts of the sponsors' childhood. For lessons in grammar, literature, fairytales, baby talk and Superman, I would substitute realism. . . . vivid, dynamic drama, capturing the challenge of America's present and future."

Second prize of $100 was given Olla B. Hiller, father of Pontiac, Mich. Five winners of $50 each are: Ruth Slonin, Minneapolis; Paul Lee Brock, WATL, Atlanta; Luther Weaver of Luther Weaver & Assoc., St. Paul; Marguerite F. Melcher, Montclair, N. J.; C. Wilbert Fettgeweg, WOSU, Columbus. Honorable mention was given: Miles Heberer, radio speech instructor of Kansas State College, Manhattan, Kan.; and Raymond W. Tyson, State College, Pa.

Committee of judges consisted of: Major Harold W. Kent, radio division of the War Department;

WOMEN as well as men who can qualify in radio engineering or any branch of the electronics field, will be hired for civilian positions with the Army Signal Corps, Col. Fred G. Miller, heading a recruiting mission of that branch of the Army service, told approximately 1,000 persons at a meeting staged in NBC Hollywood studios April 25. He reiterated that the following evening at a similar meeting 170 radio and telephone technicians signed up and were accepted for civilian service. Accompanying the group is a representative from Civil Service Commission, who is working directly with the Signal Corps personnel, arranging for the immediate employment of all accepted applicants.

"We need thousands of engineers and technicians immediately," Col. Miller said. "The Signal Corps needs personnel to operate radio, telephone and other equipment now being turned out in large quantities. We must obtain the highest skill available in research, development, engineering, production, installation, maintenance, repair and operation."

"We are not soliciting employes of firms engaged in the war effort. We are trying to interest those who would find the Government service attractive either because this employment would increase the value of their contributions to the war effort or because production dislocations growing out of the change from peace to war conditions makes a change of duties desirable."

"Positions offered are on a temporary civil service status. There is no authority, at this time, to grant selective service deferment, or exemption. Most of the positions are in the Army Communications,Territorial limits of the United States. They are in laboratories, plants, offices and repair shops. Some are close to home. Some are in other sections of the United States, while others are in Alaska, the Hawaiian Islands and other places where we have military activities."

"We require 2,330 radio, telephone and electrical engineers and physicists throughout the country; 290 radio and telephone engineers for Panama and Island bases; and 380 telephone, radio and electrical engineers for duty in Washington. In addition, we need 15,000 radio repairmen and 1,200 telephone repairmen."

"Positions available carry pay ratings of $1,800 a year and up, depending upon the individual's education, experience and nature of the job for which he is accepted, it was explained."

A similar recruiting meeting was held in San Francisco on May 3. Other cities on the itinerary and dates of meetings are as follows: Denver, May 10; Dallas, May 13; New Orleans, May 18; Atlanta, May 21; Cincinnati, May 24; Pittsburgh, May 28; Philadelphia, May 31; New York, June 3; Boston, June 8.

GAMS ARE USED here to denote the redecoration of CBS headquarters in San Francisco. CBS redecorated its plant to receive the executives and staff of KQW, new affiliate, which began operations April 15. Receptionists Dorothy Beckwith (left) and Bernie Coates borrowed a couple of brushes and painters' accoutrements just for the occasion.

WAR SHORTWAVES

WITH addition May 8 of "Take It or Leave It," a total of 10 CBS sponsored programs will be shortwaved abroad. Eversharp, Chicago (pens and pencils), is sponsor and Blow Co., New York, is agency for the program, which will be rebroadcast Friday, 1:7:30 a.m. (EWT). Philip Morris & Co., New York, has added "The Philip Morris Playhouse and The Crime Doctor" to the list of seven commercial programs now broadcast by CBS via shortwave to U.S. service men abroad. The Crime Doctor will be rebroadcast every Saturday, beginning May 9; 7:30 a.m. and the Philip Morris Playhouse will be transmitted on the same basis beginning May 6, in the same period. Blow Co., New York, is agency.

"Why play blindman's buff?"

"Some people waste a whole evening trying to find a 'nice,' cheap place to stay. Not me! I pick out a good hotel and my worries are over. Everything I need is right at my elbow."

J. D. Findlay, Raleigh, N. C.

AmerIcan Hotel Association

FOR A FRESH START
STOP AT A HOTEL

BROADCASTING • Broadcast Advertising

Page 50 • May 4, 1942

34,607,000.00

$34,607,000.00

Last year's sales of eggs only in our ½-millivolt area. WIBW dominates this diversified, steady-income market. Let us prove it to YOU!

WIBW The Voice of Kansas in TOPEKA
ham, to increase its daytime power from 1,000 to 5,000 watts against its present authorization for 1,000 watts fulltime on 610 kc. In this opinion, also, it held that the equipment proposed to be used is already available to the applicant, having been procured from another station where a change in equipment heretofore had been authorized.

In the third instance, involving WGBR, Goldsboro, the Commission brought out that the entire station, with the exception of its antenna and ground system, had been completely destroyed by fire March 24. Restoration of the station, the Commission stated, would demand the use of materials for which priority ratings are required and have been obtained. All necessary equipment is available, however, and will be delivered within 30 days, with the exception of frequency monitors, which would be available in four to six weeks.

300 Pending CPs
What disposition will be made of other cases selected from the batch of some 300 pending construction permits remains to be seen. Chairman Fly said about 25 cases were selected from the docket which seem to present problems of "great emergency" or whose needs arose from "peculiar circumstances". It was indicated that a number, if not all, of these cases would be considered under the proviso permitting special consideration.

The memorandum opinion of the FCC stated that pursuant to the DBC recommendation, the Commission had adopted the policy to grant no application for an authorization involving the use of any materials to construct or change the transmittin some subsequent date which the Commission may allow "will be deemed an abandonment of the application and such application will be returned to the closed files of the Commission and dismissed without prejudice," the opinion recited.

All or Nothing?
Comment from both within the FCC and industry sources with respect to the latest "freeze" was that it straddled the issue presented by DBC. The view was that the FCC either should freeze all the way or not at all, granting or the job of allocation of critical materials to WPB, which is set up for that function.

At least two important authorizations stemming from Treaty considerations are regarded as likely. These relate to 1220 kc., a Mexican Class I-A channel originally earmarked for duplicated operation in the Michigan area and the situation surrounding 1070 kc., on which WAPI, Birmingham, operates. The 1220 kc. channel has been classified by agreement with Mexico and Canada, it is intended for such use, and an application is pending for assistance of the Commission.

Cut by Duck
A POWER DIVE by an unidentified duck into high tension wires serving EPB in Sacramento, on April 27 put the station off the air for five hours. The bird landed on two power wires and caused an arc which severed one line.

The Commission provided procedure under which applications now on file could be considered. This specifies that every applicant who desires to prosecute an application involving critical materials by June 1 shall file a formal petition setting forth facts and circumstances he believes would justify the permitting of the application. The filing of the petition will be construed as an indication of the desire of the applicant to prosecute his application and, in the event the petition is denied, the application will be designated for hearing. Failure to file such a petition by June 1 or some subsequent date which the Commission may allow "will be deemed an abandonment of the application and such application will be returned to the closed files of the Commission and dismissed without prejudice," the opinion recited.

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FLORIDA STATIONS ASK ASCAP STUDY

FLORIDA Assn. of Broadcasters, meeting last week in Orlando, re-elected L. S. Mitchell, general manager of WDAE, Tampa, as president. Other officers chosen were: John T. Hopkins III, WJAX, Jacksonville, first vice-president; Gary Hafner, WTLA, Tallahassee, second vice-president; Fred Mizer, WQAM, Miami, secretary-treasurer; Col. George C. Johnson, WDBO, Orlando, director; Charles E. Davis, WWPG, Lake Worth, director.

John Paine, ASCAP representative, presented to the gathering documents which that music licensing group proposed filing in Tallahassee to comply with the Florida copyright law. The broadcasters then went on record by adopting a resolution that the attorney general of Florida be advised that they wished the 1937-39 acts applying to copyright enforced, but directed the president to appoint a committee to develop suitable legislation to be introduced at the Legislature April, 1943, which would modify Florida law so that legal contracts could be entered into between Florida broadcasters and ASCAP.

Carl Haverlin, attending the session on behalf of BMI, was advised by the entire membership that BMI contracts would be taken.

NU-TONE LABS. (radio equipment), Chicago, has been ordered by the Federal Trade Commission to discontinue certain representations in the sale of products designated as "aerial eliminators" and "line noise eliminators".

Skirmish*
In the skirmish for sales, advertisers are sometimes wont to overlook an important factor—merchandising. Merchandising makes your advertising familiar to dealer and prospect alike; helps make the sale today, the impression for tomorrow. WCHS offers you that kind of cooperation in addition to complete coverage of one of the great industrial areas of the United States.

WCHS 5000 on S90 CBS-4WN
Charleston, WEST VA.
represented by
THE BRANHAM CO.
*SKIRMISH, vi.—To fight in a preliminary or desultory way; also used figuratively.

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Paine Given Full Direction by ASCAP; Buck Is Given 15-Year Advisory Position

CONTINUING the reorganization of the management setup of ASCAP, begun in the week before with election of Deems Taylor as president of the Society [Broadcasting, April 27], the ASCAP board of directors last Wednesday vested in General Manager John G. Paine full authority to conduct the affairs of the Society, subject only to the control of the board itself. Board also approved a 15-year contract with Gene Buck, who served as ASCAP's president from 1923 until last week, under which he will act in a consulting and advisory capacity to ASCAP at an annual salary of $25,000. As president, Mr. Buck's salary was $35,000 a year. It had formerly been $50,000, but he took a voluntary cut of $15,000 when ASCAP's income was reduced during the radio war last year.

Honorary Post

Explaining the "streamlining" process, an ASCAP spokesman said that Mr. Taylor, who will serve without salary, restoring the Society's presidency to the honorary position it was in the days of ASCAP, will in effect be chairman of the board. All the details of the actual management of ASCAP will be handled by Mr. Paine, permitting a coordinated plan of operations in place of the previous division of authority under which some functions were directed by Mr. Buck, others by Mr. Paine and still others by E. C. Mills as chairman of the administrative committee.

Future status of Mr. Mills, a present vice president in connection with Latin American copyrights, was not acted upon by the board, which postponed any action until after his return. The board also tabled a resolution concerning counsel. Schwartz & Frohlich currently act in that capacity, but special counsel has been engaged on various occasions. Board elected Archibald MacLeish, director of the Office of Facts & Figures, to ASCAP membership on the basis of several of his poems which have been set to music in the past.

Robert L. Murray, director of public relations for the Society, has been granted a leave of absence for several months and has gone to his Vermont farm on doctor's orders to recuperate from his illness of last winter.

ASCAP Ruling Upheld

APPELLATE Division of the New York Supreme Court last Friday upheld the ruling of Supreme Court Justice Louis A. Valente which denied ASCAP's motion to dismiss the suit of BMI and Edward B. Marks Music Corp. against ASCAP. Court gave ASCAP ten days in which to file its answer to the suit, which is a test case designed to determine whether the performance rights in a piece of music belong to the composer or to the publisher.

Political Speaker Names

WMCA in Libel Action

LIBEL SUIT, which may establish an important precedent for the still incomplete radio libel statutes, has been filed in New York Supreme Court against WMCA, New York, by Dr. Emanuel M. Josephson, of New York. Seeking $100,000 damages for "criminal defamation of character", the plaintiff charges that WMCA, through its station LaGuardia, of New York, in a speech broadcast on WMCA during the city election campaign last fall, referred to him disparagingly. Dr. Josephson is suing WMCA only and has not named the mayor as a defendant.

The suit brings up the unsettled question as to whether a broadcasting station or broadcaster is liable for defamatory or libelous remarks made by an individual or organization using its facilities. Similar libel charges, amounting to another $500,000 have been brought by Dr. Josephson against the New York Times, Herald-Tribune and World-Telegram.

Cigar Breaks

WEBSTER - EISENLOHR, New York, on April 27 started its annual Spring campaign of chain-break announcements to run 13 weeks on ten stations for its cigar products. Seven announcements weekly are heard on WJSV, Washington, for Henrietta Populaires, and five-weekly for Tom Moore cigars on KFWA, Des Moines, and WFAA, Dallas; KNOW, Austin, WACO, Waco; KRIS, Corpus Christi; KGHS, Harlingen, Tex.; and KMBZ, Kansas City; KFH, Wichita. Agency is N. W. Ayer & Son, New York.

Congress Holds Up Salary for Watson

Senate Follows House Lead In Action on Analyst

ENCLOSED over the failure of the FCC to release Dr. Goodwin Watson, chief analyst of its Foreign Broadcast Monitoring Service, Congress last week itself took action by finally voting to discontinue the $5,000 salary for the official, who has been charged with alleged Communist Front activities. Following the lead of the House, the Senate last Thursday specified that none of the FCC appropriation for the next fiscal year shall be used to pay Dr. Watson's salary.

The Senate, voting last Thursday on the Independent Offices Appropriation Bill, agreed to the amendment of the Senate Appropriations Committee that $312,460 be cut from the House-approved FCC 1943 appropriation of $469,215, which included the salary of Dr. Watson.

Unprecedented Action

In agreeing to the amendment the Senate followed the almost unprecedented ruling of the House Committee which prohibited use of appropriated funds of the Commission for payment of Dr. Goodwin Watson's salary though approving all other allotments.

During Senate hearings on the bill, FCC Chairman James Lawrence Fly and Commissioner Clifford D. Jurr testified on behalf of Dr. Watson and were subjected to intense questioning by Dr. Watson's alleged affiliations with Communist-front activities, the accusations against Dr. Watson having arisen from investigations made by the Dies Committee.

Chairman Fly took the initiative at Committee hearings and explained that the attacks on the FBI's methods had been based on "deductions" from a "limited number of writings of Mr. Watson, or I might say, limited extracts from writings of Mr. Watson indicative of a view of the Russian system with some degree of favor."

Tantamount to firing Dr. Watson, the ruling of the Senate means that after June 30, expiration of his appointment, no funds will be available for payment of his salary.

687 Sign With BMI

A TOTAL of 687 radio stations and 6 networks, national and regional, have signed the new BMI eight-year contacts, Carl Haverlin, BMI vice-president in charge of stations, said last Friday. These stations account for well over 90% of the industry dollar volume, he said.
**MAIL WEIGHT RULE BRINGS PROTESTS**

POST OFFICE ruling (Order 17471) prohibiting packages exceeding 11 pounds in weight from being sent out of continental limits of the United States has aroused protests of broadcasters who point out that the order will prevent transcriptions being sent to Alaska, Hawaii, Canal Zone, Puerto Rico and island possessions.

It is understood that NBC has protested the ruling on the basis that it will prevent shipment of transcriptions to Hawaii, Alaska, and the countries which the company states are contributing greatly to the upkeep of civilian and military morale.

Post Office officials in Washington told BROADCASTING last Friday that exceptions to the ruling will be considered in conjunction with the Army and Navy which recommended the Post Office order.

John E. Lamied Postmaster General John E. Lamiell said protests against the ruling should be directed to the Second Assistant Postmaster General, Smith W. Purdom, who will consider each protest on its individual merits and then direct it to the Army and Navy officials.

Mr. Lamiell said he felt filing of transcriptions would be excepted in view of its morale value but added that such exception would be entirely up to the discretion of Army and Navy officials.

**Young & Rubicam Plans Coast Staff Transfers**

WITH SEASONAL tapering off of its West Coast program origina-
tions, Young & Rubicam, is trans-
ferring several Hollywood produc-
ters to the agency's New York head-
quarters for the summer. Hendrik Borraem Jr., producer of the CBS Screen Guild Theatre, sponsored by Gulf Oil Corp., will move with close of the current season, was first to be shifted to New York for other assign-
ments.

Anton (Tony) Harch, assistant producer of the western CBS Silver Theatre, sponsored by International Silver Co., will follow. Ted Sherde-
man, head producer that show, that remains in Hollywood for other assign-
ments. He is now preparing the drama series, that we love as a summer substitute, effective July 1, for the NBC Time to Smile, sponsored by Bristol-Myers Co. (Pipas, Sal Hepatica), Wednesday, 9-9:30 p.m. (ETW). Carroll Nye, assistant West Coast publicity di-
rector, was transferred to New York a few weeks ago to do re-
search for the half-hour program, "The Late Show," that started April 26 on CBS for Gulf Oil Co. as a summer substitute. Other shifts from Hollywood will be made in the next few weeks.

United's List of Accounts

IN A FORM letter sent to stations throughout the country, United Adv. Cos., Chicago, through N. J. McNamah, president, reminded each mail order accounts which the agency is offering to stations. The accounts include knives, slippers, razor blades, bunion treatment, house numbers, knitting needles, rugs, mattresses, telescopes, flags, piano courses, color camouflages, and iden-
tification bracelets, fountain pens and memorials.

**Blue Network Exploits Its Sales Story As Industry Nears First War Summer**

AS A GUIDE for its sales force and for the information of interest-
ed advertisers, the BLUE has issued a 22-page booklet titled *How About Selling in Our First War Summer* which predicts that this summer will be one of radio's most successful seasons.

Reason for the prediction is threefold: Wages are at the high-
est level since 1929; with fewer commodities to buy, millions of di-
verted dollars will be spent on merchandise that can still be bought; with added war interest, millions more will listen this sum-
ter to their radios.

Spending Power

Using the Department of Com-
merce estimate that the national income has increased 22.6% over 1940, the BLUE analysis states: "There will be allowance for an in-
crease in living costs (estimated at 12% for 1942) plus purchases of war savings bonds and new direct and indirect taxe, there will be still be a vast untapped reservoir of spending power. Money that bought new cars, gasoline, refriger-
ers, will be spent—but only on the things for which advertisers create the desire."

Charts and figures from the NAB's survey in 1939 of Urban Listeners in the United States are used by the BLUE to illustrate even in 1939 the drop in listening during the summer was only 6% below the annual average. "In 1942," the booklet states, "the normal audience will probably decrease even less, if the radio buying of 1941 is any guide."

The study concludes with points in favor of summer advertising in any year, and a discussion of the 12% rebate on gross billings for an advertiser using a 52-time con-
tact, which makes the cost of a summer week of radio advertising 66.6% less than the cost per week of advertising placed on a 39-week basis.

**Texaco Summer Plans**

TEXAS Co., New York, about July 5 has decided to substitute a straight musical show for Fred Allen in the Sunday evening 9-10 period on CBS. While Allen takes a vacation, the summer replace-
ment program will continue to feature Al Goodman's orchestra and other features are currently under consideration, according to Buchanan & Co., New York, the agency.

**Ruppert Adding**

JACOB RUPPERT BREWERY, New York, on April 20 added four New York stations -- WNYW, WHN WMCA WQXR--to the list carrying one-half minute and one-
minute advertisements and live an-
councements for Ruppert beer and ale. The list of stations now totals 20, each varying as to number and length of announcements, according to Ruthrauff & Ryan, New York, agency in charge.

**High Court Upholds Order on Marmola**

Sustains FTC in Directing Company to Cease Claims

THE Supreme Court in a uninoris-
ious decision last Monday affirmed an order of the Federal Trade Com-
mision against the Raladam Co., Detroit, directing the company to cease and desist from certain representations concerning efficacy or safety of its Marmola product.

A previous order against the company had been set aside by the Supreme Court in 1929 on the ground that the FTC had not found competition with the company's preparation in the interstate market, ground upon which the FTC had issued its order. The Supreme Court, at that time, however, stated that "if the necessity of protecting the public against danger-
ous misleading advertisements of a remedy sold in interstate com-
merce were all that is necessary to give the Commission jurisdiction, the order could not successfully be assailed."

Present proceedings were instituted May, 1935, and after extended hearings before the FTC, the Commission issued an order find-
ing that 26 products competed with Marmola in interstate commerce. The record further showed that Marmola sales were made through wholesalers and retailers out-
through the country who also sold numerous fat-removing remedies.

This order was set aside by the Circuit Court of Appeals for the Sixth District (Cincinnati) on grounds that no evidence supported the FCT's finding that Raladam's alleged unfair methods of competi-
tion "substantially injure or tend to injure the business of any com-
petitor."

The Supreme Court, however, ruled that the findings of the FTC were an adequate basis for its order.
A Radio Clinic for Department Stores

Frank Probe of Retailer Problems Planned By NAB

BY FRANK E. PELLEGRIN
Director, NAB Dept. of Broadcast Advertising

IF THE RADIO industry made a concerted effort to sell radio advertising to department stores—what would be the potential?

Consider: In 1940, total newspaper advertising amounted to $645,000,000; of this, retail advertising amounted to $385,000,000. By comparison radio's total was $208,000,000, and retail advertising in radio amounted to $59,000,000.

How much of the newspaper's terrific retail billing came from department stores? There are two answers to that question. One is that the department stores themselves accounted for 42.3% of total retail advertising space in newspapers, but only for 8.4% of radio's total retail time.

Thus the department stores might be somewhere in the neighborhood of $150,000,000, while it is less than $5,000,000 in radio.

Getting Their Cues

The other answer is that department store advertising directly influences nearly all other retail advertising. Specialty shops, stores featuring women's and men's wear, milliners, shoe stores—all look to the department stores for their cue in local advertising. Thus it may be urged that far more than 42.3% of newspaper retail line is involved when one speaks of department store influence on local advertising billing.

As radio salesmen tighten their belts for the battle to maintain radio revenue during this emergency, and look for a major source of replacement income, it's no wonder that department stores are looked at as large as a transmitter on a prairie skyline.

Six months ago at a now-historic meeting in New York of the NAB Sales Managers Executive Committee, plans were laid to win for radio a respectable percentage of the department store—and consequently the entire retail—advertising budget. Basically it was agreed that if, after 29 years of individual effort, radio stations had been able to secure only 8.4% of their local billing from department stores, a new approach to the problem was probably indicated. Any such approach, it was felt, should be based on a thorough study that could provide the framework for a general, industry-wide campaign.

Representing most of the leading department stores in the country is the National Retail Dry Goods Assn., whose Sales Promotion Department, managed by Richard G. Meybohn, is primarily concerned with advertising and other forms of store promotion. To the NRDGA, then, went the NAB. The first stage in the program was a panel discussion on "Radio Advertising for Department Stores," conducted by the NAB Sales Managers Executive Committee at the national NRDGA convention last January in New York. Simultaneously, an invitation was issued for the NRDGA to conduct a similar clinic at the national NAB convention May 11 at Cleveland.

Meantime, a national study was instituted by Mr. Meybohn. A detailed, nine-page questionnaire, billed as "a radio survey to end all radio surveys," was sent to 1,500 NRDGA members coast to coast, searching for the inside, inside, and often confidential, low-down on what's good and what's bad about radio for department stores.

As the questionnaires came back the work of analysis and tabulation was begun by the NRDGA. At least several months will be required for a full study, but even a casual review of the replies has already indicated the major trend that the radio industry should follow in its approach to the rich and promising department store market.

Salesmen Blamed

In a sentence, the overwhelming majority of department store advertising managers have declared that radio salesmen generally know too little about department store merchandising problems, to do an intelligent and effective job of radio interpretation, sales and service.

Notable exceptions and partial exceptions, detailed in some of the replies, serve to clinch the point. Isolated stations here and there have done a remarkable job, and this testimony serves as a double-check for the main thesis.

That this survey provides an exhaustive analysis may be seen by the fact that each questionnaire requires 242 separate tabulations, exclusive of key-indexing. In the wealth of detail yet to be uncovered is the meat, bone and sinew with which the Sales Managers Division of the NAB hopes at last to be able to construct, a sales campaign that will develop a source of revenue greater than any now known to radio.

Highlights of the study will be brought out at the NAB convention in Cleveland May 11 when Mr. Meybohn and his panel of department store experts take the floor at 2:30 p.m. Because of the preliminary analysis, the early plans for this clinic were scrapped, and new plans were laid on diametrically opposite lines. Instead of assembling a committee of men who had used radio with unusual and extraordinary results, those whose contribution to the NAB Sales Managers would therefore sum up to a "you've-got-something-there" accolade, the NRDGA clinicians will be experts in department store problems—and they will hew to that line.

What had started out to be a familiar discussion of radio techniques has developed into an intensive course on what makes a department store tick, for the very sound reason that department store executives have said that's what the matter with radio selling.

A Program of Action

As soon as possible thereafter the survey analysis will be completed and the result may be, the NRDGA in a series of constructive, informative, pull-no-punches articles. The questionnaires will also be turned over to the NAB Department of Broadcast Advertising, for further study from the particular point of view of the time salesman. Again the findings will see print, in Broadcast Advertising, as a supplement to the NAB "Manual of Radio Advertising," and in other forms.

A concrete program of action will get under way as soon as possible. Exactly what form it will take is still up in the air, but the broad outlines should come from the Cleveland clinic. Many suggestions have already been made and more will undoubtedly come piling in. At this writing, the sky is the limit and every proposal will get consideration.

While most phases of the campaign will no doubt revolve around the problems and solutions hinted at in the hearing and routine work, some may be spectacular. Eugene Carr, chairman of the NAB Sales Managers Executive Committee, who has made this department store activity one of the chief topics of importance during his term, has proposed, for example, that an annual "Radio Institute" might profitably be financed by the radio industry where department store executives could be sent at nominal cost to spend their holidays in some secluded resort, with a staff of radio experts on hand to conduct courses and give practical demonstrations on how to get the most out of radio space.

The NRDGA has countered with a suggestion for a similar "Institute" for radio men, to be staged by merchandising experts. For any such undertaking, making America's commercial war chest would be needed; several station managers who were tentatively approached on the subject have indicated they would gladly support an undertaking that gave promise of such a rich return.

Mr. Carr and his committee point out that there are many other bridges to cross before this latter scheme can be undertaken. What are the story road and perhaps the jackpot.

There should be some pulse quickening in radio arteries at Cleveland May 11. Mr. Meybohn and his experts, albeit sympathetic and understanding, are nevertheless loaded for bear. They intend to render a real servie to the broadcasters, and consequently to their own NRDGA members.

The process may hurt a little—but looking at another that $950,000,- 000 annual bill for newspaper space—the results may be delightful.

LISTENING HABITS SURVEYED BY NBC

REPEATING its all-county survey of two years ago, NBC has again mailed out return postcards to more than 2,000,000 families in every one of the nation's 225 counties. The survey is designed to show how listening is distributed among stations, the cards say.

How to fill in the blanks: 1. What radio stations do you and your family listen to regularly at night after dark? 2. Which one of these stations do you listen to most at night after dark? 3. What radio stations do you and your family listen to regularly during daylight hours? 4. Which one of these stations do you listen to most during daylight hours? 5. Identify "impressionist" in any instance of the survey is concealed. Reply cards are addressed to "Census of Wartime Radio Listening" at the New York address of International Business Machines Co., which is tabulating the returns for NBC. The returns will be ready in June at about 20% of the mailing, well above the 15% return produced by the first NBC postwar survey conducted in February, 1940.

Roma Names Agency

ROMA WINE Co., Fresno, has appointed McCann-Erickson, New York, to handle its advertising nationally, discontinuing its previous policy of dividing placement between two agencies: Beemar, Castlemore & Pierce, New York, for the East; Robert Kahn & Associates, Cleveland, for the West; and Cesana & Associates, San Francisco, for the West Coast.

RICHARD G. MEYBOHN
Msr. Sales Promotion Division National Retail Dry Goods Assn.

BROADCASTING • Broadcast Advertising
Long Litigation on Net Rules Seen After High Court Hearing

Government Arguments Are Briskly Questioned by Justices During Four-Hour Session

PROLONGED litigation over the FCC's chain broadcasting regulations, either through instructions to the statutory three-judge court in New York to hear the NBC-CBS appeals on their merits or through initiation of new litigation, was forestalled last week following oral arguments to the U.S. Supreme Court by the three major networks and the FCC, pursuant to jurisdictional appeals taken by the NBC and CBS.

While the only question posed was whether the NBC and CBS appeals were premature, on the ground that the chain-monopoly regulations actually are not invoked under the FCC's "order," the highest court, through its questions, went deeply into the facts surrounding 'observation' of the new network and station affiliation and the indispensability of time options.

Counsel Quizzed

The questioning from the bench was construed to indicate that at least a majority of the court was impatient with the argument of the Government, propounded by Telford Taylor, FCC general counsel, and supported by Louis G. Caldwell, MBS chief counsel, that the regulations are not final and that the administrative process has not been completed. Associate Justice Felix Frankfurter, however, interrogated counsel repeatedly on the question of "finality" of the regulations.

Half of the four-hour argument was split between John T. Cahill, counsel for NBC, and Charles Evans Hughes Jr., CBS chief counsel, both of whom participated in proceedings before the New York court, which in February sustained the Commission's contention of lack of jurisdiction. General Counsel Taylor argued the Government case in two installments, consuming an hour-and-a-half, with Mr. Caldwell closing the argument in a half-hour appearance.

Chief Justice Harlan F. Stone, who, with Associate Justice Frankfurter carried the burden of the court's interrogation, repeatedly sought to ascertain whether network service, as it is known today, would be disrupted by "going out the window" with the enforcement of the regulations. He, along with Associate Justices Owen J. Roberts, Stanley F. Reed and Robert H. Jackson, inquired of all counsel whether the issuance of the order was not in fact tantamount to its ultimate application.

Should the Supreme Court decide that the order is in effect a "final action," in that its enforcement promptly would injure network interests, the court was disposed to remand the case to the three-judge court for hearing on the merits. That will go to whether or not the FCC regulations are arbitrary and capricious and whether it has exceeded its authority by essaying to regulate contractual relations between networks and their affiliates.

Other Appeals

Alternatively, should the court uphold the decision of the three-judge tribunal, that the NBC-CBS appeals are premature, it is expected the networks will seek to restrain the FCC in proceedings before some other tribunal under another section of the Act—possibly the U.S. Court of Appeals for the District of Columbia.

The Government-MBS contention in essence was that the networks had an adequate remedy under Section 402 (b), rather than Section 402 (a) of the Act. Networks, they argued, are not licensees as such. If the FCC refused to renew a station license because of a contract with a network contravening the regulations, it was contended, that action would be appealable.

The Supreme Court is expected to act quickly and probably will decide the case prior to its summer recess about June 1. A date, it was indicated by court attache could be May 11 or 18, and not later than May 25.

A motion by CBS, made by Mr. Hughes at the outset of his arguments for a temporary restraining order, was received by the court, with the observation by the Chief Justice that it would be acted on quickly. Pointing out that the FCC rules were in suspension only until May 1, or until the court acted on the appeals, Mr. Hughes explained that the networks sought an order suspending and restraining the operation, enforcement or execution of the chain-monopoly regulations until 10 days after the filing in the New York District Court of the mandate in the case. There was no opposition.

Factual aspects of the regulations were covered by Mr. Cahill in opening arguments, on the ground that they were vital in the court's consideration of the jurisdictional question. He said that affiliates valued their network contracts as second only to their station licenses. He argued that network broadcasting cannot be conducted without firm option time.

"The regulations, he said, provide for what the FCC calls "non-exclusive option time," but he contended it amounted to no option at all. "What you mean to say is that a non-exclusive option time on a first, first served basis," Chief Justice Stone interjected. NBC Counsel Cahill replied affirmatively.

Arguing that the order, after its promulgation a year ago, caused immediate and drastic injury to NBC, Mr. Cahill said that between May 2 and Oct. 30, 48 stations served notice on NBC of their decision to cancel existing contracts. Moreover, he said, during that time NBC was unable to renew or enter into new contracts with 15 stations on the ground that the FCC rules would be contravened. Only MBS, he declared, is "advantaged" by the rules.

Answering NBC, Mr. Taylor described various types of network service, including network, local, national spot and transcription. The rules, he said, were drafted by the FCC in the belief that stations should be available for various types of programs and not anchored down contractually to an individual network.

The Chief Justice interrupted to observe that his argument "goes to the merits" and not to the

(Continued on page 28)
Decisions... APRIL 25
WGBR, Goldsboro, N. C.—Granted construction permit to rebuild station at new location.
WSGN, Birmingham, Ala.—Granted CP installation date of April 5, 1942.
KMA, Shemandoah, Ia.—Granted CP to install directional antenna.
APRIL 26
WIGA, Rome, Ga.—Granted CP to change antenna system and move transmitter.
WCHV, Charlottesville, Va.—Granted construction permit to move transmitter to Charles Barham Jr. and Emmalou Bar- rhart.
WBAX, Wilkes-Barre, Pa.—Granted permit to move transmitter and directional antenna to same location and to change name to WBAX.
WCA, New York City.—Granted modification of license to add frequency 16,190 kc.
WNBV, New York City.—Same.
APRIL 29
NEW, Herman Radner, Dearborn, Mich.—Granted motion to take positions and continue hearing to June 17-19.
WICA, Ashataba, O.,—Granted motion for further hearing on branch matters.
WICA,东莞市, C.—1/2 CP for extension of date to May 2-4.
WCAX, Burlington, Vt.—Granted modification of license to move from Chittenden to WCA.
WTKM, Charleston, S. C.—Granted modification of license to change to WTKM and for extension of date to May 2-4.

Applications... APRIL 28
WKAQ, San Juan P. R.—CP to move transmitter and studio locations.
WQRT, Petersburg, Va.—Transfer of control from R. G. LeTourneau to The LeTourneau Foundation for Roth, pursuant to sale of 75% of stock.
WBON, Boston.—Modification of CP for extension of date to May 3-4.
WGN, New York City.—Modification of license to move transmitter and studio.
WORK, York, Pa.—Modification of CP installation of directional antenna for nighttime use, requesting authority to install new transmitter and extension of completion and commencement dates to May 3-4 after grant and 30 days thereafter.
WJW, Akron.—Modification of CP requiring changes in directional antenna, change transmitter location and extension of commencement and completion dates to 30 days after grant and 180 days thereafter.
KXIC, Houston, Tex.—Modification of CP for renewal of license.
KXIC, Tampa, Fla.—Increase to 5 kw. and make directional change.
WGBR, Goldsboro, N. C.—Rebuild station after destruction by fire and move station.
KOB, Albuquerque, N. M.—Modification of CP, requesting extension of completion date to May 3-4.
WAN, Portland, Me.—CP to install new transmitter.

Tentative Calendar... NEW, Beaumont, H. Jester, individually and as WCN, Tex., CP new station 1250 kc., 250 w., unl. NEW, Roy Bransford, Albach, same (consolidated hearing, May 4).
WICA, Ashataba, O.,—1 kc., 1 kw., aural directional antenna N.
WJW, Pittsburg, Pa.,—CP 970 kc., 3 kw., directional antenna A.
WKBW, Buffalo, N. Y.,—CP 1540 kc., 100 w., unl. (further hearing, May 5).
NEW, Scripps-Howard Radio Inc., Houston, Tex.,—CP new station 1390 kc., 250 w., unl.; NEW, Texas Star Broadcasting, Co., Houston, same; NEW, Greater Houston Broadcasting, Co., Houston, same (further consolidated hearing, May 6).
KMBL, Monroe, La.,—CP 1410 kc., 50 w., unl. directional antenna N (further hearing, May 7).
WSON, Henderson, Ky.—Modification of CP for 1600 kc., 5000 w. D (further hearing, May 8).
NEW, KNOE Inc., Monroe, La.,—CP new station 1340 kc., 3 kw., unl. (further hearing, May 8).

Rev. Shuler to Run REV ROBERT P. (Fighting Bob) SHULER, pastor of Trinity Methodist Church, Los Angeles, and occasional center of a broadcast row with Federal authorities in late April, was reinstated by the Republican and perhaps Democratic tickets. His twice-weekly broadcast shows, "The Kingdom of Heaven," were recently cancelled on official orders from Washington [Broadcasting, April 20].

Dutch Invasion Discs OFFICIALS of the Dutch Government in London have announced that broadcasts transmitted in this country have commenced WAGA, Broadcasting System, New York, to produce and transcribe a program commemorating the Nazi invasion of Holland. It will be offered to stations for broadcast preferably May 10, second anniversary of the invasion. Entitled Thumps Up, the transcription includes a message from Prince Bernhard, consort of Crown Princess Juliana of the Netherlands, and anthers and folk songs of Holland by a chorus of 40 voices.

Baldwin Commissioned Major by Signal Corps JAMES W. BALDWIN, former NAB managing director and ex-owner of WGR, Newport News, last week was commissioned a major in the Signal Corps. He continues his duties in the Office of the Chief Signal Officer, and Maj. Baldwin is serving as his chief assistant. Maj. Baldwin came to the Signal Corps as civilian administrative assistant from Finch Telecommunications Labs., where he was plant manager. He was secretary of the Old Radio Commission and in 1935 became managing director of NAB, serving until 1938.

ESSO TO SPONSOR ON WJZ AT NIGHT FIRST SPONSOR for Say It With Music, all-night, all-music program on WJZ, New York 1-7 a.m., is Standard Oil Co. of New Jersey (Esso Marketers), which on May 4 takes over news periods seven nights weekly, every hour on the hour, as the only spoken words on the all-night recorded show. Currently the sponsor of the five-minute-news period The Ezzo Reporter, four times daily on WJZ, with 80% of the time given to commercials used to supply helpful information to car owners, Esso Marketers is increasing its institutional advertising by the addition of the night period show, on the theory that "advertising in wartime need not sell merchandise but must render helpful service," Agency for Esso is Marschall & Pratt.

FOR LIFE-LIKE MONITORING GET THIS NEW G-E LOUD-SPEAKER (Type JCP-10) Perfectly matched to the G-E FM station monitor with monitoring amplifier Usually fine response from 30 to 15,000 cycles, with G-E monitoring amplifier Single-unit construction Special onico permanent magnet for field *50-hm voice coil, 20-watts input *Can be furnished with 18-inch high boss of metal venner, which provides ample space for mounting high-fidelity sound crystals *An excellent speaker for audience and sponsor rooms PRICE $55.00, plus f.a.o. factory (como, if desired, $20.00 additional)
ORDER NOW through the nearest G-E office or direct to Electric Radio and Television Dept., Section 160-26, Schenectady, N. Y.

GENERAL ELECTRIC

Network Accounts All Line Eastern wartime unless indicated.

Renewal Accounts


COCA COLA Co., Atlanta (beverage), on June 1 renewed The Pause That Refreshes on 112 CBS stations, Sun., 3:45-5 p.m. Agency: D'Arcy Adv. Co., N. Y.


Network Changes

GENERAL M.I.L.S., Minneapolis (Kix), on May 4 shifts The Lone Ranger from 37 MBS stations, Mon., Wed., Fri., 7-8 p.m. to 9-10 blue stations, Mon., Wed., Fri., 7:30-8 p.m. (some stations, 6-6:30 p.m. and repeat 10-11:30 p.m. for Pacific Coast. Agency: Blackett-Sample-Hummert, Chicago.

GENERAL M.I.L.S., Minneapolis (Wheaties), on Sept. 14 shifts Jack Armstrong from 35 MBS stations, Mon., Wed., Fri., 6-7 p.m. to 5 blue stations, Mon., thru Fri., 5-6:30 p.m. Agency: Knox-Reeves, Minneapolis.


BRISTOL-MYERS Co., New York (Pepsi), on May 5 shifts Time to Smile on 86 NBC stations, Sat., 9-10 p.m. Agency: Peabody. NBC.

B. BALLANTINE & SONS, Newark, N. J. (beer), on June 2 discontinues for the summer Three Ring Time, on blue stations, Tues., 9-10 p.m. (replaces 4:30-5:30 p.m.) Agency: James & Watson, Chicago.

INTERNATIONAL CELLOUTTON Press, Chicago, (Kienez), on May 20 discontinues for the summer Columbia Blue, on 54 CBS stations, Fridays, 9:30-10 p.m. Agency: Levy & Thomas, Chicago.

HECKER PRODUCTS CORP., New York (Shinola, 2-In-1, Bixby's Jet Oil), on June 6 discontinues the Jimmie Rodgers Highway on 72 NBC stations, Sat., 11-11:30 p.m. Agency: Benton & Bowles, N. Y.

Fifth Largest Audience Hears President's Talk FIFTH biggest radio audience to hear one of President Roosevelt's radio messages was recorded by C. E. Hooper Inc. for his April 29 report to the nation on America's wartime economy. An estimated total of 13,000,000 persons heard the talk, bringing the Hoover rating to 61.8. It was carried on all major networks, many independent stations, and many countries and was repeated by CBS, for whom Hoover made the survey.

The President had his largest radio audience Dec. 9, 1941, when he gave his first address as wartime chief executive two days after the Japanese attacked Pearl Harbor, at which time his Hoover rating was 79.
Help Wanted

Operator—With radio telephone first or second class license, first class preferred. Experience necessary. Working conditions good. Address reply to WICA Inc., Ashland, Ohio.

BROADCASTING: Engineer—Announcer—Immediate openings, minimum $1.00. Please refer to Box 451, BROADCASTING.

TECHNICIAN—Studio or Transmitter experience. Register Box 437, BROADCASTING.

ANNOUNCER WANTED—By 250 watt independent station on Gulf Coast. Primarily news, some music. Must have all-round commercial man. Salary $35.00 week. You get complete experience. In reply give complete information about yourself including marital status, draft status, complete employment history, education and any other data you would like to have if you were in our position. All replies held in strict confidence. Our staff know which ad. Address Box 446, BROADCASTING.

ANNOUNCER—With minimum three years news and ad lib experience for aggressive network station, must be competent all round man. Give complete experience first letter. Box 466, BROADCASTING.

ENGINEER—College graduate; announcing ability; first class license; draft exempt; experienced. Must own car, $40.00 per week for forty hours. KGVO, Mission, Montana.

ENGINEER—Immediate employment. State salary and experience. KPAB, Lake Charles, La.

SALARIES—Experienced, with car; salary and commission—excellent opportunity. Station WHEI, Eau Claire, Wisconsin.

WANTED—Experienced announcers, transmitter engineers and announcer-operators. Register in New York City positions only. COLUMBUS PLACEMENT BUREAU, Suite 401, 49 South Michigan Avenue, Chicago, Ill.

ENGINEER—Capable of computing and adjusting directive antenna. State education, experience, salary desired. Box 436, BROADCASTING.

COMMERCIAL DIRECTOR—Draft deferred result getter for Virginia station. Sober, non-pressure type preferred. Give references, salary expected and date available. Box 458, BROADCASTING.

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

Hecker Products, New York (Force cereal), has changed the format of its five-weekly quarter-hour show on WIN, New York, from a juvenile attraction titled Captain Tim Healy's Adventure Club to a new commentary by Healy titled The Story Behind the News. The program has been discontinuised in transcription form on these six stations: WFL, WZB, WBA, WTRY, WGR. Agency is Duane Jones Co., New York.

Ferris Aids Treasury
PUBLICITE for the Treasury's radio programs will be handled by Earl Ferris, president of Radio Feature Service, New York, according to an announcement last week by Vincent F. Callahan, director of radio and the press for the Treasury's war savings. Working as a dollar-a-year man he will handle the current Treasury Star Parade series, America Preferred and the projected programs, The American Opera series and the Tommy Dorsey nine-week set.

McNary & Wrathall
CONSULTING RADIO ENGINEERS
National Press Bldg. D. C.

John Barron
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone National 7757

Hector R. Skifer
Consulting Radio Engineer

George C. Davis
Consulting Radio Engineer

A. Earl Cullum, Jr.
Consulting Radio Engineers
Highland Park Village
Dallas, Texas

Raymond M. Wilmotte
Consulting Radio Engineer

Ring & Clark
Consulting Radio Engineers
Washin., D. C.

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Vynilite on Hand Is Declared Adequate for Present Needs

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The consensus of the group was that transmissions are as necessary as network wire lines in distributing programs, both commercial and sustaining, to individual stations throughout the country.

There is no immediate problem, as each company reported enough Vynilite on hand to take care of immediate needs.

Supreme Court

(Continued from page 55)

"jurisdictional issue". He contended that further networks waited until a station license came up for renewal, that they might be damaged. He asked whether if such a course were followed it would not in many instances result in the "end of the present system of broadcasting". Mr. Taylor said this would not be the case.

Associate Justice Jackson questioned the practical good that could come from a postponement of the hearing "until the damage is done". He asked why the views should not come beforehand.

Asked by Justice Frankfurter whether the Commission could certify to any court the abstract question of power, Mr. Taylor replied in the negative. Then Justice Roberts observed that "it's a 100-to-1 shot" that the FCC would not renew licenses of stations which violated the regulations.

CBS Argument

Mr. Hughes declared the FCC regulations strike at the foundation of CBS. While ostensibly directed at affiliates, he said they actually hit CBS and other networks. He argued that CBS was threatened with "absolute disintegration of network operation" if it followed the FCC course and waited until renewal proceedings came up in due course.

If option time is eliminated, Mr. Hughes said, every network will seek the best station in a given market and there will be such a "scramble" that other stations will be relegated to positions of unimportance. Stations, he said, might not want to incur the displeasure of the Commission by engaging in litigation over the regulations.

PROGRAMS SHIFTED BY GENERAL MILLS

GENERAL MILLS, Minneapolis, has shifted both The Lone Ranger (Kix), and Jack Armstrong—The All-American Boy (Beaver), from MBS to the BLUE. The Lone Ranger, heard on 42 MBS stations at 7:30-8 p.m. on Mondays, Wednesdays and Fridays, with repeat 8:30-9, starting May 4 will be broadcast the same days on approximately 71 BLUE stations at 6:30 with repeat at 7:30-8 p.m.

On the Pacific Coast where other sponsors have exclusive on The Lone Ranger, a half-hour transcribed western drama Lightning Jim, will be broadcast for Kix on 12 BLUE stations on Mondays at 7 p.m. and Wednesdays and Fridays at 7:30.

Jack Armstrong, discontinued on May 2 for the summer on 83 MBS stations Monday through Friday at 5:30-5:45 p.m. with repeat at 6:30-6:45, will be resumed on the BLUE in the fall in the late afternoon period. Blackett-Sample-Hummer, Chicago (Kix) and Knox-Rooves Adv., Minneapolis (Wheaties), are the agencies.

Montana, Idaho Census Shows 86% Have Radios

TWO MORE of the Second Series Housing Reports, containing censuses of radio homes among other data, were issued by the U.S. Census Bureau last week, bringing to six the number of State reports thus far released. The new reports cover the States of Montana and Idaho.

The Idaho report shows that 134,503 of the 156,024 reported homes, or 86.2%, had radios in 1944. In 1934, 118,824 out of 137,561 reported homes, or 86.4%, had radios. Detailed breakdowns of the reports will be published in an early edition of Broadcasting in the same style as the reports previously published for Nevada, New Hampshire and Vermont [Broadcasting, May 16], and Wyoming [Broadcasting, April 13].

Taking up rebuttal, Mr. Taylor answered the "death knell" contention. He insisted that the regulations can be tested once there is a "final" action, without any jeopardy whatsoever to stations. He pointed out the FCC had agreed to this procedure when it was obvious that networks properly could intervene.

Chief Justice Stone, however, questioned the "incentive" on the part of stations to protect affiliated networks. Mr. Taylor observed that NBC Counsel Cahill had argued that an affiliate regarded its network affiliation as second only in his heart and that NBC agreed to the value to his license, and that therefore he assumed there would be that "incentive".

Answering Judge Jackson, Mr. Taylor said the Commission would not take punitive action against stations testing the regulations as a "matter of good faith".

Winning up the argument, MBS Counsel Caldwell asked the court not to be unduly impressed by figures given about the size of the various networks, and MBS in particular. The network with the biggest size was made up mainly of small stations, pointing out that the forty-six 50,000-watt stations only two were affiliated the MBS. Justice Jackson asked "what is Mutual's interest" in the light of these contentions. Mr. Caldwell alluded to the difficulty experienced by MBS in breaking into the "exclusive club" resulting from exclusive affiliation contracts. He denied that the regulations would ruin the older networks and declared that the altered option time provision would still permit particular networks to have first call on given stations.

With Mr. Caldwell, in describing the time option setup, pointed out that in such cities as Cleveland and Des Moines MBS cannot clear adequate time, Justice Roberts interposed that MBS apparently sought was "to have a chance to get into Cleveland". He inquired about the value of that to him, observing that it made little difference whether the advertiser got his program into a city over a particular network.

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"'We gotta do what we gotta do' says the picturesque and central character in one of the widely read recent novels. And 'we gotta' remember that war times are abnormal times; that no matter how grim and discouraging they may appear at the moment, normal times, peace times, will come again some time.

'Many, perhaps all, successful businesses in America have been built by letting the buying public know what those businesses had to sell, the excellency of their products, the reasonableness of their prices. They have let them know through the media of advertising. Huge sums and great effort have been expended on advertising. Advertising has created a huge asset called good-will which never appears in a balance sheet.

"But good-will, hard to get, slow to create, precious when acquired, can dissolve into thin air all too easily.

"What 'we gotta' remember is that normal times, peace times, will return; that against those times we must preserve our assets; that among our priceless assets, not purchasable over night, is good-will; good-will created and retained largely through advertising.

"Advertising geared to war times should be continued until peace times come again.'
WKY LISTENERS
IN OKLAHOMA CITY
EAT MORE GROCERIES
than listeners of
ALL THREE OTHER STATIONS COMBINED

WKY

2nd Sta.

3rd Sta.

4th Sta.

Pictograph at left is based on Hooper Station Listening Index for Oklahoma City from 8:00 a.m. to 10:30 p.m. for the months of February and March, 1942. The Total Index for WKY was 56.6; for the second station, 19.9; for the third station, 11.5; and for the fourth station, 9.8.

- There are more persons in Oklahoma City listening to WKY morning, afternoon, and evening than to all three other stations put together.
- WKY listeners are greater in number, greater in consuming power, greater in buying power ... greater prospects for sellers of food products, or any product.
- WKY’s greater audience eats more groceries, uses more soap, smokes more cigarettes and tobacco, buys more drugs, toiletries, and cosmetics. WKY’s greater audience is, in fact, Oklahoma’s biggest, most essential mass market, the largest single segment of morning, afternoon, or evening listening which any one station can deliver to advertisers in Oklahoma.