more people listen more to WOR for news*

* Actually, Greater New York’s listeners devote more listening hours to WOR’s news programs each day than to all news programs on the 3 other major stations combined.
"ALL! DID WAS ASK FOR OUR WLS MAIL!"

More than one WLS advertiser has been floored by the avalanche of letters received from WLS listeners. One, for instance, received 79,048 proof-of-purchase contest entries in a 15-week period. His campaign was one-minute announcements seven days a week on a staggered schedule. The results—see figures above.

This is only one of many "case histories" that bears out our slogan: WLS Gets Results. We can show lots of further evidence.

Just ask us... or ask any John Blair man.
THE YANKEE NETWORK'S New England Audience


-- in the Palm of Your Hand

THE YANKEE NETWORK'S 20 hometown stations, in all key buying centers, deliver to advertisers a potential audience of 7,321,786 people in one of America's most populous, prosperous and responsive markets.

In numbers and buying power, this six-state market contains every element for any type of radio promotion... from spot announcements to live talent shows... from test campaigns to consistent, long-term schedules.

From the standpoint of coverage, check a map of New England. It will be convincingly obvious that no other combination of stations can give such complete impact where so many selling possibilities exist.

The Yankee Network, by years of service to and by these communities, has built the type of friendship and goodwill that makes a substantial foundation of acceptance on which to build radio sales in New England.
APPLES:
One of the first fruits known to mankind (see story of Adam and Eve). Nebraska apples far surpass Eden variety in size, taste, and market value. In this state, apple raising is Big Business!

SUGAR BEETS:
Vegetable, from which is refined a certain scarce commodity. Grows on tens of thousand Nebraska acres, Sold at a "sweet" profit.

HAYSTACK:
Fodder, cut and cured on farm at little or no expense. Livestock loves it, and fattens thereon—after which stockyard pays equally fat prices for same. More profit for farmer to enter in his CASH BOOK:
Ledger in which farmers keep track of all money they take in or put out. Nebraska farm families are taking in much more money for orchard products, sugar beets and livestock than they are putting out for overhead and maintenance. They've a banker's vault full of cash on hand. And they'll spend this cash with you, if you tell them what you want to sell.
Tell them over their station, KFAB. You need KFAB to do a complete job of selling the farm markets throughout Nebraska and her neighboring states.
A New Clear Channel
TO NEW YORK'S BUYING MILLIONS!

Announcing....

WLIL
1190 KILOCYCLES

The Coverage: WLIL transmits on a clear channel, with 1000 watts, in all directions... from the geographical center of the New York-Metropolitan area. The new RCA transmitter... its antenna embedded in salt water marshes, assures the maximum power output to reach 12,000,000 people in the richest and most responsive market in the world.

The Policy: "The Voice of Liberty" epitomizes a soundly progressive policy. WLIL is a sincere, democratically purposed enterprise, which will devote itself wholeheartedly in promoting the nation's war effort. Fresh, crisp, vital. WLIL programs are attuned to the needs of a people at war. Personalized newscasts on a regular schedule... discussions of dynamic current interest... well-balanced musical programs, accentuating the classics with a blend of the modern... styled to the Metropolitan taste and built to inform and entertain. All WLIL profits for the "duration" will be donated to the United States Army and Navy Relief Funds.

The Rate: WLIL has ONE rate—the lowest in New York City.

The Opportunity: To national and local advertisers, WLIL offers a unique opportunity for intensive, economical, profitable coverage of Greater New York and suburbs...

For full information, communicate with

WLIL
846 FLATBUSH AVENUE
BROOKLYN, NEW YORK

Phone: INgersoll 2-1300

THE VOICE OF LIBERTY
ONE OF A SERIES FEATURING THE MEN AND WOMEN WHO MAKE SONOVOX SERVICE

Introducing SALLY FRANKLIN, Sonovox Articulator

Whenever you hear Sonovox on any network show or spot-announcement recording that originated in New York, you’re hearing the work either of Sally Franklin, or of another articulator whom Sally trained. Because Sally Franklin was (and still is) our own First Lady in “Bagdad on the Subway”, and we think as much of her work as she does of Sonovox! Quoting her own words, “I like to articulate because I am strictly a bathroom soprano, and Sonovox lets me borrow dozens of voices. Also because, after a long time in radio, I am convinced that Sonovox is one of the most significant things that ever happened in the field of sound.”

Well spoken, lass—and some of the smartest men in radio agree with you. Hardly a day goes by but what some Sonovox user writes us a new letter of surprise and amazement at the results being achieved. Fan mail—even from one-minute spots—keeps pouring in. Kids and adults all over America are gleefully trying to imitate the Sonovox effects they hear on the radio. Sales of Sonovox-advertised products are jumping phenomenally!

Yes, Sonovox is certainly “one of the most significant things that ever happened in the field of sound”. If any of you agencies or advertisers don’t already have all the facts, drop us a line—today!

WRIGHT-SONOVOX, INC.

“Talking and Singing Sound”

CHICAGO . . . NEW YORK . . . HOLLYWOOD

FREE & PETERS, INC., Exclusive National Representatives

CHICAGO: 666 N. Michigan
Franklin 6378

NEW YORK: 347 Park Ave.
Plaza 2-4133

SAN FRANCISCO: 124 Sutter
Sutter 4153

HOLLYWOOD: 1512 N. Gordon
Gladsone 3949

ATLANTA: 323 Palmer Bldg.
Main 3667

Page 6 • May 18, 1942
War Convention Maps Plans for Future

Networks Are Voted Active Membership; Discord Laid Aside for Victory Task

RECOGNIZING radio's war mandate over all other problems, most of the nation's broadcasters who met in Cleveland last week at the 20th annual convention of the NAB unceremoniously tossed intra-industry discord out the window and settled down for the victory job ahead.

Long-simmering moves to reorganize the NAB from top to bottom disappeared even before the convention got under way Monday, May 11. The task of keeping the broadcast structure primed for maximum service during the war, involving technical as well as economic factors, was the impelling force in relegating personality and internal controversy to the background.

Neville Miller's stewardship as NAB president, under fire in certain quarters since the last convention, never was openly questioned during the proceedings. The convention by resolution approved his work and that of his staff.

FCC Chairman Absent

Nor did there arise on the floor any discussion of the attitude of FCC Chairman James Lawrence Fly toward the NAB or its chief executive. The St. Louis episode of a year ago, when Mr. Fly stormed out of the convention after an accusation leveled by a member with President Miller which set off most of the internal discord, likewise did not reach the discussion stage. Mr. Fly, although invited by President Miller, did not attend the convention or send any message to it.

From the start, the convention was pitched on an extraordinarily high plane. Leading figures in the nation's wartime activity, as well as captains of industry and commerce, addressed the some 1,000 broadcasters and their associates and bespoke their tribute to radio's swift, clear-headed, morale-building job since Pearl Harbor. These addresses set the tempo for the entire convention.

Following the die adjournment of the convention Wednesday, the new board of directors met all day Thursday, giving primary consideration to "streamlining" the association. The status of President Miller, however, was not the issue. Pre-convention rumblings had been that moves might be made for a sweeping reorganization, consistent with the recommendations of broadcasters at loggerheads with the present executive direction. This did not crystallize.

The board heard the report of its streamlined committee, headed by Don S. Elias, WWNC, Asheville, which was appointed last March to inquire into the whole matter of NAB personnel. This stemmed from the resolution adopted by the NAB Fourth District at Roanoke last March, which requested such a study.

The committee reiterated its previous recommendation that a strong public relations man be added to the staff, as second in command, and that a committee be named to continue the effort to secure "the important addition to the organization personnel". The board subsequently authorized Mr. Elias' committee to pursue this task.

Bad Feeling Abates

Much of the ill-feeling engendered over the reorganization issue appeared to have abated during the convention. Nevertheless, absence from NAB membership of a sizable group of important stations was regarded by the board as both undesirable and unnecessary.

The board at its Thursday meeting invited several leading non-members for a "detailed review and discussion of association activities". Included in the group, four of whom are on Broadcasters Victory Council, were John Shepard 3d, president, Yankee Network, and chairman of BVC; George B. Storer, president of Fort Industry Co. and of National Independent Broadcasters, BVC vice-chairman; Walter J. Damm, WTMJ, Mildred Moshee, president of FM Broadcasters Inc.; Eugene C. Pulliam, WIRE, Indianapolis, president of Network Affiliates Inc.; and H. K. Carpenter, vice-president of WHK-WCLE, Cleveland, and an MBS board member. All but Mr. Carpenter are on the six-man BVC board.

BVC, set up last December as a coalition of industry trade groups to function in Washington largely because of the strained relations existing between the NAB and Chairman Fly, had announced through Mr. Shepard it would serve only as an interim organization, or until the NAB was reorganized to its satisfaction.

BVC Will Remain

Chairman Shepard, after the conferences with the NAB board, called a meeting of BVC in Cleveland Thursday afternoon and it was evident the group was dissatisfied with the NAB action. Mr. Shepard's only comment was that the Council "will be continued on the same basis". There was the clear inference that it would not be dissolved, which might have been the case had the NAB been reorganized. Mr. Shepard will continue to spend a portion of his time in Washington directing BVC activities, with O. L. (Ted) Taylor, KGNJ, Amarillo, executive secretary of BVC, to serve when Mr. Shepard is away.

Equipment Pool Stand

Most important action of the new board at its Thursday meeting was adoption of a resolution proposing that the industry collaborate in the development of an equipment-pooling arrangement for the industry along broad lines already recommended by the Domestic Broadcasting Committee of the Defense Communications Board and by the War Production Board.

Implicit in the resolution, however, was the suggestion that the industry rather than the FCC administer the pooling of equipment looking toward maximum life of existing broadcast equipment and assignment of any equipment available in the industry to stations in need, with provisions for replenishing inventories made through the WPB.

Neta Voted Membership

Active membership for the major networks in the NAB, in lieu of associate status, was overwhelmingly voted 4 to 1 by the convention, settling on the floor the only controversial issue which developed. CBS immediately accepted active membership and Paul W. Kesten, vice-president and general manager, was designated the CBS director, pursuant to the revised by-laws.

This left NBC in a somewhat anomalous position, since Niles Trammell, its president, had urged amendments to the by-laws which would give the networks only associate status. He had proposed this move to set at rest charges of purported network domination of the trade association. NBC and its sister RCA subsidiary, the BLUE, are not NAB members by virtue of the action. They are eligible for active membership, however.

F. M. Russell, the NBC member on the board, retired from that post. Whether NBC or the BLUE will enter the NAB fold as active network members remains to be de-
When the War's Last Chapter Is Written—An Editorial

"WHEN THE LAST piece of copy is set in type for the page in history describing radio's contribution to our war effort, it may justly be captioned 'well done.'"

That tribute from Charles R. Hook, president of the American Rolling Mill Co., delivered in his address to the NAB convention last week, governed the thinking, planning and behavior of the majority of the nation's broadcasters. It epitomized the comments of the big parade of big names in the nation's war leadership, both Government and private, who left loaded desks and important missions to come to Cleveland and counsel with the men whose task it is to sell the people—dispassionately, calmly and accurately—on this war.

Radio men could ask no better treatment. It was recognition of a job well done. But broadcasters know they can't rest on their laurels; that the going will be tougher as the war grows older—tougher to keep operating because of equipment shortages; tougher to man their operations; tougher to realize a return with soaring costs, heavier taxes and an impending dislocated economy.

What a far cry a year ago? Then, in St. Louis, the nation was planning for defense. There came the open breach between FCC Chairman Lawrence Fly and NAB President Neville Miller, which hasn't yet been healed and which has kept alive a schism in the industry where none should exist.

A year ago the industry's concern was Government ownership or operation because of manifestations of the FCC and its majority. Today that is no longer the No. 1 worry. For however minded the FCC majority may be, there are infinitely more important segments of this wartime Government that would not be disposed to permit any civil, non-war Government agency to impede the work of a broadcasting industry at war. That was evident to all those who attended the NAB convention.

There still are dissidents, dissatisfied with the NAB or with the proposed plan for streamlining recommended to the board by its special reorganization committee. There are those active membership for the networks, which CBS alone thus far has accepted, and which cause it championed. Chairman Fly is unquestionably unhappy about the whole affair because he has only fostered a reorganization and has publicly deprecated purposed network domination of the NAB.

It is the right of any broadcaster or network to do what he likes about industry association activities. It was demonstrated in Cleveland that there is unity in one respect—the paramount thing—that the industry must deliver everything it can to the war effort. There was no controversy, no bitterness, during the business sessions over the purely internal organization questions. What developed came after the convention, and in the closed sessions of the NAB board, save for the network membership issue.

There were many revelations at the convention. The 4-to-1 vote in favor of network active membership, with representation on the board, should be proof sufficient that the rank and file of the industry does not feel that the NAB has been unduly "dominated" by the networks. Being an industry in a great democracy, broadcasters look to a democratic basis. That is the way of majority rule. Whether or not one agrees with all of the actions of the trade association, we think that, in these times particularly, the disposition should be to play ball for the sake of the broader issue. Whenever the majority feels changes are desirable, the way is open to make them.

No industry ever had any bigger job ahead than radio. It has conducted itself with dignity and decorum because it is conscious of the magnitude of its task. We are certain that the purely internal discord will be dispelled without disrupting the established order. The job is bigger than one man or group of men because radio is a combatant in this war of destiny.
board that it had held several meetings and lengthy discussions of the 4th district resolution requesting a study of the activities of the NAB. "Our study impresses us that in the main the work and accomplishments of the NAB have been well-directed, constructive and of the greatest value to the membership," it said. The committee added: "We are cognizant, however, that a number of the substantial members of the association have had criticisms to offer. We realize that it is difficult for them to present their views before a convention of more than 1,000; therefore the committee urgently recommends that the board of directors invite such members to the meeting of the board of directors to be held on Thursday, May 14, for a detailed review of association activities.

Constructive Meeting

"This committee sincerely feels that such a meeting, conducted with the real honesty of purpose which we know would obtain, would help measurably in clearing up the differences of opinion which must not exist if the industry is to do its full part in the war effort."

We now urge our previous recommendation that a strong public relations man be added to the personnel of the organization to carry on the work left unattended by the lenders of and ultimate release to the Army of Ed Kirby. To that end, we earnestly recommend that the board promptly appoint a committee to continue the effort to secure this important addition to the organization personnel."

The convention itself was hailed as the most successful in NAB annals. Speaker after speaker lauded radio for the job it had done. All sessions were well-attended and breakfast sessions for small group consideration of individual problems resulted in actions in several cases almost as important as the general convention action itself.

New Code to Come

Plans for conservation and pooling of broadcast equipment, under Government supervision, proposed by the Domestic Broadcasting Committee of the Defense Communications Board, were covered.

The composite brain of leading station representatives was granted by sales managers, who learned that while spot billings have been approximately 20% ahead for the first four months of this year as compared to last, this rate of increase cannot be expected to continue. But they thought spot billings would hold up quite well during the balance of the year.

Broadcasters learned that a new wartime censorship code, amplyfying that released last January, will be issued within a month by the Office of Censorship. They also received their instructions during the convention, by remote control from Byron Price, on what to do in an air raid.

At its afternoon session, the new...
L. Waters Milbourne and Don Stratton Split Honors in NAB Golf Tournament

CARDDING identical net scores of 66, L. Waters Milbourne, WCAO, Baltimore, and Don Stratton, WTAM, Cleveland, wound up with identical net scores as the NAB Golf Tournament for BROADCASTING'S annual trophy. The Clevelanders got possession of the cup shown, by consent, but the Bambino of Baltimore gets a duplicate this week. It's the second successive year that two cups have been awarded because of ties.

L. Waters Milbourne, vice-president and general manager of WCAO, Baltimore, and Don Stratton, WTAM, Cleveland, won the annual golf tournament held May 14 at the Mayfield Country Club, Cleveland.

For the second successive year, there were two winners. Last year the BROADCASTING trophies were won by Paul H. Raymer and Pierce Romaine.


Members of the NAB Golf Committee were Vernon Pribble, WTAM, chairman; Harry Camp, WGAR; Stanton (Petey) Kettler, WHIZ; K. K. Hackathorn, WHK-WCLE.

The following broadcasters entered the NAB tournament:

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<th>Player</th>
<th>Gross</th>
<th>Handicap</th>
<th>Net</th>
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<td>Hugh Pelise, NBC, New York</td>
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<td>Bud Stahl, KJR</td>
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<td>Mark Woods, BLUE, New York</td>
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<td>Sidney Scribner, NBC</td>
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<td>George Frey, NBC</td>
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<td>Ralph Ethlin, WLOH</td>
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<td>Glen Bannerman, Canadian Assn. of Broadcasters</td>
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<td>Carl Smith, WHK-WCLE</td>
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<td>Stuart Sprague, New York</td>
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<td>Charles Calvy, WMBD</td>
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<td>Russell Woodward, Free &amp; Peters</td>
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<td>Charles Phillips, WFBZ</td>
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<td>Morton Henkin, KBOO</td>
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<td>Sherman Gregory, WEF</td>
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<tr>
<td>Don Stratton, WTAM</td>
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Woolworths Plan Nationwide Drive

FIRST "full-fledged" national advertising campaign used by F. W. Woolworth Co., New York, for its retail stores, will start May 21 on 67 stations with a three-day May value festival and summer preview, theme of which is the "1942 Woolworths." All 11 districts in the United States where the company has outlets will take part, and a substantial portion of the chain's stores are affected.

On daily radio programs, in newspapers, and inside store displays, seasonable merchandise sold in the Woolworth stores will be featured, May 21 being "Homemakers' Day," May 22 "Fashion Dixon Day," and the final day designated as "Family Festival Day." Stations in 50 cities will carry the programs, which will be built for local audiences.

Details as to the time and type of show will be announced by Woolworths daily prior to the start of the campaign. Plans for the event were developed by the company's Radio Division, headed by the president of The American Network, veteran radio man and head of the company's radio and sales promotion department, and an advertising executive.

Two $1,000 Air Awards as Memorial to duPont

ESTABLISHMENT of the annual $1,000 award, one to the radio reporter or commentator adjudged having done the outstanding job of covering the year's major news story, and the other to the station performing the outstanding public service of the year, was announced shortly by the Alfred I. duPont Estate. The awards will be made in the name of the late-famed Florida financier, who died in 1935, and whose trustees have authorized the gift under a perpetual trust.

To be known as "Alfred I. duPont Memorial Awards," they will be granted each year by a jury to be selected. Details as to being worked out in cooperation with the Radio Correspondents Assns. of Washington, whose president, H. R. L. Brandt, vice-president of NBC, has called a meeting May 18 to discuss the project.

Williams to Return

J. B. WILLIAMS Co., Glastonbury, Conn., on June 29 will discontinue True or False, its BLUE program for Williams shaving cream, heard Mondays, 8:30-9 p.m., during the summer period, and has contracted with the BLUE Co. to return to that period Sept. 14. Whether the same program will be used has not been decided. It is said that original日常工作, the account handled by J. Walter Thompson Co., New York, might place a new program, meeting half-hour for the summer.

660 for 660

IT MAY have been only a coincidence, but Herman D. Gregory, newly appointed manager of WEAF, New York, is still wondering how it happened that he was signed Room 660 at the Statler. That's the frequency on which the NBC key station operates.
Industry Urged to Take Lead in War Job

By ARCHIBALD MacLEISH

Director, Office of Facts & Figures*

I AM SPEAKING for the Government agency which coordinates Government radio requirements—the agency, in other words, which negotiates between the Government and the radio industry in the touchy and ticklish business of Government requests for radio time. It is not, I think you will agree, a very comfortable place to stand.

It resembles nothing, in my experience, more than a permanent position in the middle of a swinging door. We get them coming and we get them going, and the harder they come the faster they swing.

Grateful for Aid

If we aren't dizzy yet, it is because Bill Lewis and Douglas Meservey who devised this revolving contraption have strong stomachs and nimble fingers, and also because you people in radio treated us with a consideration which would be hard to equal.

You have not only cooperated manfully and patriotically with your Government, but you have made it as easy as you could for those whom your Government employs, a rare quality, and we are grateful.

But, if our position in the swinging door is not exactly a spot you would pick for a quiet weekend, at least it is a superb point of observation. We see a lot, and we see it at close quarters, and we necessarily begin to think about the things we see.

What I want to talk about very briefly today is one of the things we think we have seen. I can sum it up by saying that in our opinion, for whatever our opinion is worth, the Government of the United States and the American radio industry still need to sit down together and talk things through—not to the point of mutual agreement, for the mutual agreement obviously exists, but to the point of an understanding of the basic principles underlying that agreement.

Who Carries the Ball?

It is our opinion, in other words, that the Government and the industry came to an understanding about the wartime situation a little too quickly, and we are reaching a strong opinion that we understand a little too easily, and do not, in consequence, altogether understand some of the bases of their mutual agreement.

Governments, by the industry agree, that is to say, that the Government in wartime has certain things to say to the people. We agree that radio is an excellent way of getting these things said. We conclude therefore that we will cooperate with the Government and do what needs to be done, and we proceed to work out the details of the cooperation—to work them out, thanks to you and thanks to the people who have come from your ranks into the Government's service—with very great technical skill and in a most satisfactory manner.

But the precise nature of the cooperation we do not examine, with the result that we are presented at the very outset with certain questions which no time allocation plan can possibly solve, basic questions, human questions, questions of responsibility.

Who is really carrying the ball? Is it up to Government to call signals when the Government wants the lessee of the ballpark? Who is supposed to blow the whistle? Who is supposed to think up the new plays? Who is on the field, and do what?

/To be specific: What do we mean when we agree that we are going to cooperate, to carry to the country the information it must have if the citizens of this democracy are to exercise the rights and perform the duties of the citizens of a democracy? Does cooperation mean men and brains and equipment and time and money? Or does it mean facilities? Are you giving the Government hours on the air or hours of your life? Is the Government going to give you a basket to carry or a job to do?

We haven't talked much about that question and it's a question we have to talk about. Even though we may believe we know the answers, we still must talk about the question, because we must agree explicitly and precisely as to what the answers are. If we don't, some other observers will object properly, that we in Government are expecting things we haven't asked for, and we in Government will complain that some of you are waiting for directions we have no intention of attempting to give.

A Job for Radio

What I would like to do, therefore, is to tell you as briefly as I can what I personally think we mean when we talk about cooperation between Government and radio. I don't think anything I say will be new to any of you, but I believe, notwithstanding, that we have to say needs to be said, if only to get the whole problem into the open at the beginning and let you shoot at it and me at it.

To begin with, I think that when we talk about cooperation, we mean not in terms of facilities, but in terms of men. We do not mean that the industry is going to make certain facilities available to the Government to enable the Government to do the job done. We mean that radio is going to do the job itself, that radio is going to apply to the doing of the job all of its skill, all of its experience, all of its tremendous resources of ingenuity and imagination, all the force and vigor and vitality of a young and dynamic industry.

We mean this because there is nothing else we can possibly mean. If it were simply a question of facilities, simply a question of hours on the air, the Government would do far better to provide its own facilities, its own hours, and you as citizens of the Republic would be the first to advise us to do just that.

Our decision to try it the other way around therefore involves necessarily the assumption that the industry can give the Government and will give the Government something more than facilities; that the industry, briefly, will give the Government what the Government cannot otherwise secure, or can secure only with long delays and at tremendous expense.

And what is it that the industry can give? Established audiences? Yes, established audiences. The Government of the United States does not need to bid for audiences, and it is not only loyal audiences that radio industry can supply.

What the industry can really give, that Government cannot readily and immediately supply, is the brains and the hearts and the energy of the men who run it. The men it has brought together and trained and taught over more than 20 years of its hard-working history.

Emotional Side

That is one reason for defining our cooperation in human rather than mechanical terms. But there are others. There are reasons which spring not from the logic of the situation, but from its emotions, from its heart.

Of all people on earth, you who have devoted your lives to radio would be least satisfied with an arrangement which gave you and your industry a mere mechanical job to do in the fighting of this war.

Of all groups I can recall to mind, yours is the most immediately, the most inevitably involved in the emotions of this struggle.

News of the fighting punctuates the lives of your studios; reactions of the youngsters, the telephone switchboards; suffering in the war, hope in the war, determination in the war, color the programs which go out over your transmitters. You are never, for one moment, free of the presence of the war, and you could no more conceive of yourselves as mere mechanical contrivances to be employed by your Government than you could conceive of yourselves as living in the world before radio was invented.

Duty to the People

There is much that you need to labor the point. If you disagree with my analysis of your attitudes and emotions you will tell me so, but if I am right, then certain consequences inevitably follow. Specifically, a responsibility is established and accepted. More specifically still, an affirmative responsibility is accepted by the radio industry for the effective communication to the people of this country, by every means of which radio is master, of the information the people must have.

I do not wish to be misunderstood. The basic responsibility in

ARCHIBALD MacLEISH

BROADCASTING • Broadcast Advertising

May 18, 1942 • Page 11
Revision of Censorship Code Will Not Be More Restrictive

Ryan Tells Convention Group Provisions Are Being Amplified on Basis of Experience Thus Far

A NEW WARTIME radio censorship code, amplying the release of last January and based on experience since then, will be issued within a month by the Office of Censorship.

This was disclosed by J. Harold Ryan, assistant director of censorship in charge of radio, last Tuesday at the NAB convention in Cleveland during a breakfast roundtable on the whole subject of censorship, presided over by Mr. Ryan and participated in by Capt. L. P. Lovette, assistant public relations director of the Navy; Lt. Col. Edward M. Kirby, chief of the Army Radio Branch; and Maj. Gen. F. C. Beaumont-Nesbitt, of the British Army staff.

Not ‘More Restrictive’

Answering questions of broadcasters and stations’ news editors at the session, Mr. Ryan said that the matter of issuance of a new code had been under discussion for some time. He emphasized, however, that the revised document would not be “more restrictive” but would simply amplify and explain provisions over which questions have been raised and spell out in more concrete fashion procedures suggested to stations in continuing their voluntary censorship. He echoed comments of his chief, Byron Price, in the keynote address before the convention, that broadcasters have cooperated admirably.

Because the existing code, promulgated on Jan. 16, as a “statement of policy” has worked so well, he said it was generally felt there was no need to make it more restrictive.

The war production clause of the code, for example, has brought complaints because it is too restrictive. He said this will be clarified and he thought that interpretations of other portions of the code will be helpfully amplified.

Behavior of stations during air raids was the subject of a “closed circuit” statement to all networks and stations last Wednesday by Mr. Price. Because of the imminence of “token air raids” and because of lessons learned since the war began, it was decided to give stations overall views of the Censorship Office as to their performance during raids or in reporting raids on home soil. Because of the confidential policy nature of such instructions, they have not been released for publication.

Numerous questions were asked at the breakfast roundtable regarding behavior of stations during air raids. Conflicting instructions received in the past in connection with blackouts gave rise to these questions, with the Interceptor Commands in certain instances ordering stations off the air, while the civilian defense authorities have asked that they remain on to instruct the public. It was pointed out that final instructions are issued by the Interceptor Command after consultation with other authorities.

Censors at Stations?

Asked whether there was any plan to place censors in broadcast stations Mr. Ryan said that there was no immediate prospect of this “unless the voluntary system doesn’t work.” That, he declared, is “the big stick in the closet”, but he again lauded radio for its fine work. He pointed out that censors are located in the international shortwave stations.

More frequent issuance of “di-lovettes” by the Censorship Office, to supply background and at the same time to instruct news editors on the more confidential developments, was advocated by several broadcasters. Press association stories, slugged “not for broadcast” but released in the press, also were discussed, and stations which have caused some infractions of the code were analyzed.

Mr. Ryan said that Gene Carr, assistant manager of WGAN, who has joined his office, will occupy the “radio desk” in the Office of Censorship for appraisal of stories earmarked for broadcast. He will be in a position to speed up clearance of such doubtful stories, Mr. Ryan said.

West Coast Problem

The West Coast problem of news clearance was raised by Arthur Westlund, KRE, Berkeley. Advo-cating a branch office on the Coast, he said that much time now is lost by checking with corps area or naval district offices, who in turn must get clearance through Washington.

Mr. Ryan said the whole question of establishing a branch office on the coast is under consideration, but that one of the dangers stems from possible conflicting interpretations. No two men will judge the same item alike, he said.

Capt. Lovette said that the Navy is designating men in each district for news clearance.

In the handling of directives to stations, Maj. Kirby pointed out that difficulties are encountered. Obviously, such directives are of a quasi-confidential nature since they are for the information of news editors. Because they go out over press association wires, they are seen generally. For example, he pointed out that one large New York newspaper has a printer on display in its lobby, with the full report hared to the public.

“Scoop” Is Secondary

Harold Safford, WLS, Chicago, observed that one thing all news editors must remember is that the “scoop” is secondary and that it is better to check whenever in doubt. He advised “when in doubt, don’t”.

Col. Kirby quoted Maj. Gen. A. D. Sueses, chief of the Army Public Relations Branch, on the war news problem. He said “we must have a well-informed public and an uninformed enemy”.

J. R. Lounberry, WGR-WKBW, Buffalo, raised the question of air raid instructions. He called it a real problem because of the apparent conflict between Interceptor Commands and civilian defense authorities.

Marines Accept Marches

THREE NEW MARCHES released by the Associated Music Publishers, New York, commemorating the heroes of Wake Island, have been selected as official tunes by the U. S. Marine Corps. The marches are titled by the Marine Corps: “The Devil-Dog Marines”, “Leathernecks on Parade”, and “March on! Marines!” Recordings have been distributed nationally to some 150 stations through Associated Recorded Program Service, radio division of AMP.

Radio's Own Censor
Radio’s Role in the Defense of Freedom

Censor Has Praise, But Warns of Dangers

By BYRON PRICE
Director of Censorship

FOR A century-and-a-half the American press has been a militant and successful guardian of constitutional freedom of speech. This defense has not been accomplished without sacrifice. Our history books record the stubborn determination of editors and publishers to maintain free speech, often at the expense of their own security, even at the expense of their lives.

Now, in this critical hour of our history, the American press has a new partner—radio, going into world battle for the first time. It is radio’s first major test. The nation’s broadcasting stations, whose contribution’s editors, are called upon to prove their capacity for defending freedom by appraising it properly and observing clearly its legitimate boundaries.

Radio Can Take It

The experience involves sacrifices; but you are a young and virile industry, and you have shown that you can take it. Day in and day out, your cooperation with the Office of Censorship has given us many reasons for satisfaction; and as the war goes on I know you will perform more and more effectively your allotted share of the common effort.

It is a very large share indeed. Some of us go back far enough to remember our first contact with radio through the medium of head-phones and a crystal set. In those dim days, by patience and determination and a little imagination, we could sort out of the spitting and cracking a foggy barber shop quartet, or perhaps a piano solo.

From such a beginning broadcasting has become the greatest form of mass communication known to man. Its responsibilities have increased accordingly.

To those who are trying to keep information from the enemy, the magnitude of radio as a facility of communication is appalling. Its scope can be measured only in terms of oceans and continents. We cannot forget that our stations number among their listeners the trained agents of our enemies. They sit attentively at loudspeakers both inside and outside the United States. Within a matter of hours, statements broadcast by American stations come rolling back, with characteristic distortion, over the shortwave facilities of the Axis propagandists.

These facts are not new. They are known to all of us. But they are repeated here because none of us can afford to forget for one moment the dangerous power of the instrumentality known as radio. They explain why the Office of Censorship is requesting constantly and repetitively that the interview program be rigidly supervised against last-minute insertions and thoughtless questions, and that every item of broadcast news be weighed with care before it is put into the lap of the enemy. They explain why we ask stations to process news before they broadcast it, and to recognize that responsibility for disclosing dangerous information cannot be passed on to the man on a news service desk, perhaps hundreds of miles away.

Heavy Responsibility

A great responsibility rests also upon commentators and news analysts, and that responsibility also extends—as in the case of news dispatches—to you who make available to commentators vast audiences here and abroad. There is no circumstance growing out of the war which cannot be so interpreted and appraised that its true significance is lost. Honest, constructive analysis of the war effort is one thing, but speculation and prediction which makes itself the vehicle for smuggling of dangerous information is another thing entirely. If you operate a station, I think it is only reasonable that you should bear the responsibility for the use to which that property is put. It will be our purpose in the Office of Censorship to deal with responsible management, not with individuals.

In fact, it is not too much to say that the success or failure of voluntary cooperation in broadcasting will depend upon the degree of control which patriotic broadcasters exercise over the operation of their stations. There will be errors of judgment; mistakes; such confusions are inevitable under any voluntary system. What we should be more deeply concerned about, however, is the error which results, not from faulty judgment, but from thoughtlessness or carelessness. We have now been at war for five months. Surely no broadcaster can any longer plead unpreparedness.

By the very nature of radio you are in the front line of combat, literally as well as figuratively. You are in actual contact with the enemy, whose submarines are listening near our shores. If you have careless employees, or employees who find clever means of evading the Broadcasters’ Code, then your own investment is being used against you. It is like cheating at solitaire.

National security is not an abstract term, used to signify something intangible and remote. National security means your security, and the national interest is your own interest.

Now you will begin to suspect that Censorship sees only the potential evil in radio. Far from it. This is not a cry of calumny, but rather a call for vigilance—vigilance as deliberate and studied and determined as that of American sailors scanning the waters for the periscope of a submarine. That is the price of victory.

Some of Each

If radio has a tremendous potentiality on the side of evil, it has an equal potentiality on the side of good. The affirmative aspects of your war contribution—and it has been a very great contribution—may not be the direct responsibility of censorship, but nevertheless censorship has a strong interest even in that. For one thing, the more militantly you take up the torch, the sooner the war will be over, and the job of censorship ended.

Of more immediate import, however, is your ability to both entertain and inform the American people. It would be a tragedy for all of us if, under the pressure of war requirements, radio resigned that facility for public entertainment which gave it birth. It would be a still greater tragedy if, in an overzealousness of self-censorship, radio ceased to be a positive instrument of public information.

The American people must be given comprehensive news about the war. Not only are they entitled to this news in their own right, but their leaders need it, and they would not be so likely to give the war their full support. From the standpoint of censorship it must be recognized that if the curtain is drawn too tightly, in the name of national security, all efforts to maintain voluntary cooperation by press or radio would be put to serious hazard. If the press and radio themselves carried their voluntary enterprise to the point of strangulation, the public would intercede.

Then it all becomes a question of where the line is to be drawn. On the one hand there are agencies of the Government which, because of the particular responsibilities assigned to them, are naturally skeptical of every disclosure. On the other hand are the press, the radio and the public, anxious for a maximum news.

Each of these groups is eager to help the other; in fact the consoling and encouraging element is that no one worthy of the name of American, be he broadcaster, newspaper editor, Navy officer, buck private, or plain citizen, wants to endanger a single life by discarding something which should be kept secret.

Rule of Reason

You can only resolve such situations by the rule of reason. Narcissism—which is the notion that self can lead only to ridiculous results and national harm. The fact is, for instance, that knowledge of almost everything which happens in the United States can only be of some value to the enemy. Anyone who desires to do so can find justification to withhold almost any piece of news whatever. It could even be argued with force that the broadcasting of time signals might give information to the enemy. All his clocks and watches might have stopped!

Such a conclusion would go very far afield. Yet in other instances it can be shown convincingly that real danger arises from disclosures which on their face appear perfectly harmless. For example, there is the subject of casualties.

Those who have expert knowledge tell us that casualties among officers in a naval engagement provide an excellent index, not only to information as to which ships were engaged and damaged, but in what part of these ships the damage occurred, and how serious it was. The battle stations of officers aboard

By BYRON PRICE, Director of Censorship, delivers momentous address at opening of 20th annual NAB convention as Maj. Gen. F. G. Beaumont-Nesbitt, of the British Army Staff (who once held a similar position with the British armed forces) and NAB President Neville Miller listen with rapt attention.

* Full text of address before the May 11 session of the NAB convention.
Foreign Language Stations Approve Self-Control Plan
Washington Office Planned To Aid War Cooperation

FORMATION of an industry group to impose further self-restric-
tion on foreign language broadcasting was announced last Tues-
day at the NAB Cleveland convention by operators of stations carry-
ing such programs at day-long sessions of the group.

Earlier in the morning the broadcasters had attended a break-
fast discussion conducted by Lee Falk, of the Office of Facts & Fig-
ures, who explained the Government's position and problems in
connection with foreign language broadcasting.

Code Is Adopted

Broadcasters compared notes on how enemy interests were attempting
to capitalize on foreign tongue programs, including broadcasters demanding that they,
themselfs, monitor their activities more carefully. To this end a temporary
committee was named to set up an organization of self-regula-
tion with Arthur Simon, WPFN, Philadelphia, as permanent chair-
man.

The organization committee con-
sisted of Joseph Lang, WHOM,
Jersey City; Harry Henshel, WOW,
New York; James Hopkins, WJBJ,
Detroit; Merwyn Dobyns, KGER,
Long Beach; John Reilly, KOY,
Phoenix; and William Wolsey, WSAH,
Fall River; Griffith Thompson,
WBYN, Brooklyn; Arnold B. Hart-
ley, WGES, Chicago; Dave Baylor,
WGAR, Cleveland. Within five min-
utes after its appointment the com-
mitte went into a three-minute huddle to draw up plans.

These plans were immediately accepted by the assembly upon re-
considering the language problem. The commission
headquarters are to be established soon in Washington, and the com-
mittee already is drawing up a code to impose on the 200-old sta-
tions carrying foreign language programs. While the committee has no
Government connection and will be purely an industry group, it will work with all Government agen-
cies concerned with the war effort.

Plans under the code were an-
nounced at follows:

"All personnel employed or used in the production and presenta-
tion of foreign language programs shall be cleared through the committee.
All personnel will have to fill out a questionnaire and be fingerprinted.
All questionnaires returned from the broadcasters cleared through Govern-
ment sources.

"All stations will adhere to the wartime code practices and will make all
necessary added precautions in addition to the already stringent
monitoring service now employed.

"The committee demands that offi-
cial action be taken against any
rectors for expenses incurred in

CBS Income Rises for First Quarter
But Net Drops Due to Heavy Expenses

CBS had a gross income during the first 13 weeks of 1942 of $11-
449,645, an increase of 10.3% in comparison to the gross of $10-
380,336 for the same period of 1941, according to a consolidated
filing by Frank K. White, CBS treasurer, following the network's annual meeting of
stockholders last Wednesday.

Expenses also increased by more than a million dollars during the
quarter, however, so the net profit before provision for Federal taxes was $2,061,062, down 12.2% from
last year's $2,346,848. After taxes, net for the first quarter of 1942
was $1,155,062, a loss of 8.8% when compared to the net of $1,261,248 for the like period of 1941. Earn-
ings per share this year are $0.67, compared with last year's $0.73.

Board Re-elected

The network's complete board of
directors representing Class
A stock and seven representing Class B stock was re-elected. Ly-
brand, Ross Bros. & Montgomery
were appointed as auditors, replac-
ing Price, Waterhouse & Co.

Stockholders voted to amend the
company's by-laws to provide for

PHILADELPHIA STORIES were poured into the ears of Larry Lowman
(center), CBS operations vice-president. By Isaac D. Levy (left), WCAU, Philadelphia, and Benedict Gimbel Jr., WIP, Philadelpia.

indemnification of officers and di-
rectors for expenses incurred in
legal actions in which they are
involved because of their positions with CBS.

William S. Paley, president of CBS, who presided at the meeting, reviewed briefly the network's rel-
ations with the FCC during the past year, from the Commission's issuance of its network regulatory
orders on May 2, 1941, through the ensuing negotiations and eventual
legal action which has thus far prevented the FCC from putting the
rules into effect.

A total of 279 CBS employees are
now engaged in war duties, Mr. Paley reported, 243 in the armed
services and 46 serving with other
Government agencies. The tech-
ical departments have been hard-
est hit, he said, but through an
arrangement with the union re-
placements have been secured, in-
cluding some women technicians.

Future of FM, Video

Queried about the development of FM broadcasting and its prob-
able eventual effect on the CBS
operations, Mr. Paley said that
while it is difficult to foresee what will happen, he is confident that CBS will survive and will maintain
as strong a position in FM—and in television when that develops—as it now has in longwave broad-
casting.

Paul W. Kesten, vice-president and
general manager, added that the
development of FM may prove to be an advantage rather than
the reverse, as by opening up ad-
ditional channels for use by broad-
casters it will upset the FCC's argument of monopoly of facilities by
CBS and NBC.

Meeting after the stockholders' session had adjourned, the CBS
board declared a cash dividend of 30c per share on present Class A
and Class B stock of $2.50 par value, payable June 5 to stockholders of record May 22.

Summer Declines Due to Time Shift
Hooper Finds May Listening This Year Close to April

DAYLIGHT war saving time and listener confusion that resulted
have caused substantial drops in summer listening, according to con-
clusions drawn by C. E. Hooper
Inc., New York, on the basis of its
May 1942 listening data.

For the first time in the eight years during which Hooper reports
(Continuous Comparative Index to Radio Use) have been compiled the
May figures do not record a sub-
stantial drop. This year the May
index was 28.3, practically un-
changed from April when it was 28.8. By contrast, May 1941 (25.5)
showed a drop of 7.3 from the pre-
ceding April (32.8).

Marked Increase

The net result is a 2.8 increase in the Radio Use Index this year over last—an actual listening
audience of over 11% compared with one year ago.

In the list of "First Fifteen" for the May broadcast, Bob Hope, with a rating of 32.9, is out in front for the first time since June, 1941.
Fibber McGee's 30.9 puts him sec-
ond, Jack Benny moves up to third place with 26.7.

All these Hooper Ratings and "Sets-in-Use" percentages are
based on the method which counts the audience during the broadcast (coincidence). The next scheduled
Evening Report will be dated May 30.

The followings is the list of the "First Fifteen" evening program with their Mid-May Ratings:

Bob Hope...22.0
Fibber McGee...30.9
Jack Benny...22.0
Aldrich Family...25.8
Chase & Sanborn...24.8
Radio Theater...23.3
Coffee Time...22.0
Waller Winchell...22.0
Mr. Peabody...21.1
Time to Smile...20.9
Kansas City...19.8
Bing Crosby...18.9
Ruby Valley...17.0
Fred Allen...16.1
Bandwagon...16.2

Red Skelton still leads the list of programs measured by partial
rather than full "national" inter-
viewing coverage, with a mid-May rating of 28.3.

No Power Action

ALTHOUGH there was some con-
cern expressed in broadcasting cir-
cles following the War Production
Board Power Order last week
[BROADCASTING, May 11] no pos-
tive action has resulted. The De-
fense Communications Board has
taken the matter under advisement and some conferences have been held in connection with this pro-
posed restriction on use of power in shortage emergencies. Official spokesmen have emphasized,
ever, that the measure is intended only for use in an emergency and that if it would consult the
DCB before taking any action. DCB conferences on the matter will continue.
Radio and Retailers Air Their Troubles

Sales Managers Get Lively Jibes From Stores But Return Them in Kind

RADIO as an advertising medium took a lambasting from department stores, and sales executives answered in kind, at a hot and heavy all-afternoon seminar put on by the NAB Sales Managers Committee, in collaboration with the National Retail Dry Goods Assn., last Monday afternoon at the NAB convention in Cleveland.

After the 24-hour session, it was generally agreed that the meeting was the healthiest annual as representatives of department

Toledo, who for 20 years was in the retail business and for the last nine years has been in radio; George W. Smith, WWVA, Wheeling, who disagreed with the contention that local talent can't compete with networks, as witness his own Wheeling Steel program; Red Cross, WMAZ, Macon, who denied the stance of the department store spokesmen at all and viewed the whole thing as hopeless; Bill Gillespie, KTUL and KOMA, Tulsa and Oklahoma, whose admission that he held out and sold department stores in his town to the tune of $75,000 a year, won the plaudits of the department store men themselves; Walter Noff, partner of Neff-Rowe Inc. and former commercial manager of WOR, who recommended that department store people should listen with an attentive ear, but only after the radio people conduct sufficient research to know what they have to sell.

Best Friends, Severest Critics

Mr. Carr, in opening the panel, explained that use of radio by department stores constitutes one of the most difficult problems of radio and pointed out that it was one of the first jobs undertaken by Frank Pellegrin, NAB director of broadcast advertising, in the quest for new sources of revenue for radio. He called the listed speakers the

"best friends but most severe critics of radio".

Mr. Meybohm set the pace when he pointed out that the retailer is anxious to know how radio can help him in his business but that he doesn't know about radio. The reverse is true, he declared, with the radio salesmen evidencing little knowledge of the department store operations. He urged that if "this powerful medium" is going to be used by department stores, the two groups had better get together.

Mr. Meybohm believed that, in collaboration with the NAB, questionnaires had been sent to about 1,200 retailers asking whether they used radio and how they used it. While there hasn't been time enough to analyze the entire group, he said there were a few facts that "stand out like a sore thumb", based on returns from some 250 of the stores. And they aren't a particular credit to radio.

Of the total, about 40% said they had tried radio and given up. Most of the remaining 60% were classified as "very doubtful" about the medium and only a few were willing to say it had been a real success.

Uncertain of Audience

The most disconcerting aspect, from the radio standpoint, was that of the average retailer's dollars; 80 cents goes into newspapers, 10 cents to radio and 10 cents for direct mail. There must be some reason for radio having so many "dissatisfied customers", the NRDGA official asserted. The effort is to try to find the cause and do something about it. He said he thought it boiled down to the fact that radio has tried to sell time and not an integrated overall effort. Newspapers sell established readership, while radio has not demonstrated that it can guarantee the type of audience required by department stores in the various strata, ranging from the low-grade bargain counter operations to the very highest grade high-price outlets.

"The real way to sell retail stores for keeps is to show them how to get audience to fit their individual needs," said Mr. Meybohm. Because a proper sales technique has not been developed, Mr. Meybohm declared that the station usually is licked before it starts. The station "contact man" does not enjoy the confidence of the stores in most cases, he said.

Turning to "the bright side," Mr. Meybohm said that a few stores responding to the survey praised radio. They have "either stumbled across the right formula" or have gotten the right slant, he declared. He added there is enough evidence to assume that radio can sell the right merchandise.

As the first panel speaker, Mr. Petty said the Pogue stores had dropped the use of radio and that as a result most of the Cincinnati radio people just nod when he passes, or some may even smile. It all boils down to the question whether radio can sell profitably for the department store. In the case of the manufacturer of a single line, he has only one product to sell, with a multiplicity of outlets ranging from the corner drugstore to the department store. The department store, however, he declared, has thousands of articles and therefore has a problem not comparable to the manufacturer.

Favors Newspaper

Favoring newspapers as opposed to radio all down the line, Mr. Petty said that space and production costs are overwhelmingly in favor of the national advertiser. He estimated that the department store spends from 10% to 20% of its budget for newspaper copy production, including type, cuts and copy. In radio, if the time costs $100, an expenditure of $10 or $20 for talent is ridiculous. He argued that a local program could not

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Union Technicians Eyes Chicago Discs

IBEW Indicates AFL Board May Make Final Ruling

FIRST ROUND in a move by union engineers to supplant union musicians playing records in Chicago radio stations is in progress since the May 9 meeting of control operators at WATI, Chicago, in moving turntables from studios into the control room of the station.

Describing the action as a test case for settlement by the executive board, now meeting in Washington, Arthur J. Maus, president of Local 1220 of the International Brotherhood of Electric Workers, pointed out that the move at WATI was in conformity with an arrangement with Local 1220.

May Go Over to July

While settlement of the dispute is hoped for during the current board meeting, Mr. Maus said a decision may not be reached until the July meeting of the board, which follows the national convention in Dallas of the American Federation of Musicians. The Chicago AFM is headed by the national president, James C. Petrillo.

Four staff musicians of WATI continued as usual on the station last week during the absence of Gene T. Dyer, president of WATI, attending the NAB convention, while five control operators merely supplemented them in operation of recordings.

According to New York AFM headquarters the fight is purely a local matter and the national office is taking no part in it. According to AFM officials the AFM rules in an edict signed by William Green, AFL president, that AFM has jurisdiction over the operation of turntables which the IBEW has jurisdiction over that installation, repair and maintenance.

However, IBEW sources said that the Green edict allowed for turntable operations by that union's members.

Radio Heroism Stories Feature of CBS Series

STORIES of courage and endurance of war correspondents, reenacted on last week's broadcast of This Is Life Forever, on CBS, included dramatizations of CBS correspondent Cecil Brown's rescue from the South China seas, following the sinking of HMS Repulse, and the escape of Leigh White, CBS correspondent who was machine-gunned by Nazi planes in the Balkans.

The program dramatized the death in line of duty of Melville H. Jacoby, correspondent of NBC and of Time and Life magazines, and presented re-enactments of the tragic ends met by Ralph Barnes, Herald-Tribune reporter killed in Yugoslavia, and Mrs. Lea Burdett, PM correspondent, killed by a band of Kurds in Persia.

Press-Radio, Clear Channel Witnesses Next to Appear at House Radio Probe

SPOKESMEN of the Clear Channel Broadcasting Service representing independently-owned Class I-A stations, are expected to follow witnesses of the Newspaper-Radio Committee before the House Interstate & Foreign Commerce Committee when hearings on the Sanders Bill (HR-5497) resume Tuesday, May 19.

It is expected that testimony of the Clear Channel operators will add to the measurably improved chances for enactment of new legislation by Congress to limit functions of the FCC and its predecessor and to eliminate all doubts as to its powers as advocated by the Sanders Bill and included in the weighty suggestions of the heavy roster of industry witnesses who have already appeared before the committee.

Witnesses Stated

It was reported by the Committee that a schedule of witnesses will be on a day-to-day basis and no definite word could be given on who would appear for the newspaper or clear channel group. However, for the newspaper committee it is expected that testimony will be advanced by Harold V. Hough, chairman; Judge Thomas D. Thaeher, chief counsel; Sidney Kaye, associate counsel, and probably several representative newspaper-station owners.

The tentative witness lineup, following the newspaper and clear channel groups, is:

Rear Admiral S. C. Hooper, communications expert of the Navy and pioneer figure in the development of communications regulations, at the Committee's request to comment on wartime functioning of the FCC in relation to military requirements.

Louis Caldwell, general counsel of MBS, who is expected to support the FCC position in favor of the network monopoly regulations and to oppose certain of the proposals in the Sanders Bill and in the Federal Communications Bar Ass'n presentation.

Fly to Appear

FCC Chairman James Lawrence Fly, who has opposed new legislation, is then expected to appear followed by Commissioner T. A. M. Craven, who has been in the minority on virtually all policy determinations of the FCC during Chairman Fly's term.

If necessary the Committee will also allot time for rebuttal testimony.

Meanwhile no action had been taken on the Cox Resolution in the past week. Still pending before the House Rules Committee the resolution, proposed by Rep. Cox (D-Ga.), calls for a select committee inquiry into the FCC. No action has been taken on the measure, it was said, due to the continued absence of Chairman Sabath (D-Ill.) who has not called a committee hearing in the past month.

At an emergency meeting of the Committee, held last Monday with

Shuebruk Is Appointed Fly's Legal Assistant

APPOINTMENT of Peter Shuebruk, of Hingham, Mass., as his legal assistant, was announced last week by FCC Chairman James Lawrence Fly. A graduate of Harvard in 1933, with highest honors, Mr. Shuebruk studied at Oxford, under a fellowship and received a Harvard law degree magna cum laude in 1937. He was editor of the Harvard Law Review that year and since that time has been with the Boston law firm of Ropes, Gray, Barbour & Burt.

Mr. Shuebruk succeeds Lt. (j.g.) Robert G. Seaks, who was called to active duty in the Navy two months ago. He will receive $5,600 per year.

Mr. Fly's term on the FCC expires June 30. No word has been given of appointment yet has come from the White House, though it is generally expected that he will be nominated. Mr. Fly became chairman of the FCC in 1939, filling the unexpired term of Frank R. McNinch.

Award to Ewald

FIRST AWARD in the field of advertising given by the U of Miss. Alumni Ass'n was presented last Thursday to Henry T. Ewald, president of Campbell-Ewald Co., Detroit, for publicized enterprises and services to the advancement of advertising. In his acceptance speech Mr. Ewald opposed Government-sponsored advertising and suggested as an alternate publishing of the war effort by manufacturers, retailers, banks and other organizations.

Rep. Cox presiding, the resolution was not brought out, presumably because Rep. Cox had been called to action on bills pertaining to military service pay. It was intimidated in Congressional circles, however, that a vote on the resolution might have been tardy to prevent any opinion being raised that Rep. Cox "had to speak the measure through." It was also indicated that a further witness, who would be called before the Committee but that a vote would be taken which, if passed, would send the measure to the floor of the House.

From Esquire

"They say their names are all Philip Morris and they want to know who's calling them."

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BROADCASTING • Broadcast Advertising
| **ALABAMA** | WHMA | WNSL | WALA | WSFA |
| **ARIZONA** | KSun | KGSI | KAJK | KFBC |
| **ARKANSAS** | KCHL | KFBS | KFTR | KMPF |
| **CALIFORNIA** | KFNC | KBCL | KFNN | KFNY |
| **COLORADO** | KQVR | KFRO | KETC | KFRA |
| **CONNECTICUT** | WICC | WTCN | WNLC | WBRY |
| **DELAWARE** | WDEL | WJDL | WILM | WJRH |
| **DISTRICT OF COLUMBIA** | WWINX | WMA | WRC | WWD |
| **FLORIDA** | WSJW | WOL | WJTL | WJUE |
| **GEORGIA** | WRG | WDBM | WLRV | WJLY |
| **ILLINOIS** | WBB | WHB | WBB | WBB |
| **INDIANA** | WBFU | WFRN | WFL | WFC |
| **IOWA** | KIDG | KIVR | KDIA | KIDK |
| **KANSAS** | KVAK | KGB | KSW | WyB |
| **KENTUCKY** | WCOM | WMS | WPA | WPR |
| **LOUISIANA** | WCL | WSC | WPS | WPT |
| **MARYLAND** | WBM | WBC | WBF | WBO |
| **MASSACHUSETTS** | WAB | WES | WYX | WYX |
| **MICHIGAN** | WKE | WDR | WJR | WJR |
| **MINNESOTA** | WFL | WCA | WCH | WCT |
| **MISSISSIPPI** | WCB | WFD | WGR | WGR |
| **MISSOURI** | KFV | WIB | WIB | WIB |
| **MONTANA** | KGH | WBC | WBC | WBC |
| **NEBRASKA** | KMMJ | KEF | KEF | KEF |
| **NEW HAMPSHIRE** | WNK | WHE | WHE | WHE |
| **NEW JERSEY** | WBA | WJB | WJS | WJS |
| **NEW MEXICO** | KUM | KUH | KUS | KUS |
| **NEW YORK** | WABA | WNY | WNY | WNY |
| **NORTH CAROLINA** | WIGC | WNYC | WNYC | WNYC |
| **OHIO** | WAD | WSR | WSR | WSR |
| **OKLAHOMA** | KVOS | KFG | KFG | KFG |
| **OREGON** | WKL | KMG | KMG | KMG |
| **PENNSYLVANIA** | WCB | WPF | WPF | WPF |
| **RHODE ISLAND** | WCBI | WEG | WEG | WEG |
| **SOUTH CAROLINA** | WAI | WHEC | WHEC | WHEC |
| **SOUTH DAKOTA** | WNO | WHE | WHE | WHE |
| **TENNESSEE** | WOP | WKL | WKL | WKL |
| **TEXAS** | WRL | WSG | WSG | WSG |
| **VERMONT** | WCAX | WCH | WCH | WCH |
| **WASHINGTON** | WCM | WKC | WKC | WKC |
| **WEST VIRGINIA** | WJLS | WKS | WKS | WKS |
| **WISCONSIN** | WMT | WLY | WLY | WLY |
| **WYOMING** | KDFN | KWY | KWY | KWY |
| **PUERTO RICO** | WKAQ | WIC | WIC | WIC |
| **ARIZONA BROADCASTING CO.** | | | | |
| **ARIZONA NETWORK** | | | | |
| **ATLANTIC COAST NETWORK** | | | | |
| **BLUE NETWORK** | | | | |
| **COLONIAL NETWORK** | | | | |
| **COLUMBUS BROADCASTING SYSTEM** | | | | |
| **DON LEE BROADCASTING SYSTEM** | | | | |
| **INERMOUNTAIN NETWORK** | | | | |
| **KOUN NETWORK** | | | | |
| **LONE STAR CHAIN** | | | | |
| **MICHIGAN NETWORK** | | | | |
| **MUTUAL BROADCASTING SYSTEM** | | | | |
| **NATIONAL BROADCASTING SYSTEM** | | | | |
| **RED NETWORK** | | | | |
| **PACIFIC COAST NETWORK** | | | | |
| **TEXAS QUALITY NETWORK** | | | | |
| **TEXAS STATE NETWORK** | | | | |
| **YMBR NETWORK** | | | | |
SECONDARY MARKET TERMED IMPORTANT

Franco, Nelson Discuss War And the Smaller Markets


Pointing out that the average American family income had increased from $1,443 in 1939 to $2,365 in 1941, Mr. Nelson said new buying habits are being created and that advertisers must integrate their advertising programs to get business in the smaller cities.

Mr. Franco stated that a survey by Dr. George Gallup, vice-president of Young & Rubiean, reported buying habits in the secondary markets were almost identical with those in the larger cities. The problem of the national advertiser has always been, he said, to reach these smaller markets on an economical basis.

Michael S. Silverman, president of Keystone, reviewed the progress of the network and stated that although certain advertisers had been forced to discontinue advertising because of the war, new war-born prospects were being created. Keystone, he added, was geared to a war-time operation.

CLEAR TO APPEAR IN HOUSE HEARING

REVERSING a former decision, the Clear Channel Broadcasting Service, representing independently-owned Class I-A stations, decided at a meeting in Cleveland last Tuesday to make an appearance before the House Interstate & Foreign Commerce Committee on the Sanders Bill to rewrite the Communications Act.

Committee hearings on the bill are scheduled to reopen next Tuesday. Representatives of the 16 stations in the group, organized nearly two years ago to protect clear channels against breakdowns, attended the session called by Edwin W. Craig, WGN, Nashville, chairman. Victor Sholits, director, reported on activities in Washington and steps taken by stations in the group to further the war effort. Plans for expanded service in connection with war programming were outlined.

The group was disposed to ridicule allegations attributed to the Cleveland local press to regional station representatives that a proposal had been advanced to the Government to silence all stations save those on clear channels as a means of perpetuating the larger stations and of more efficiently controlling operations.

WGN, Chicago, has added a half-hour to its early morning Farm News, now 5:30 to 6:30 a.m., in order to carry more market reports in the area. A new feature of the program is instruction in care of war gardens for both rural and urban areas.

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We believed WOWO to be the most-heard station in its rich, tri-state area. But we checked . . . and checked again, six days running. An independent, impartial, coincidental telephone survey in Fort Wayne by quarter-hours, from 8 A.M. to 1 P.M., showed a preponderance of listeners in 2406 calls completed out of 3684 attempted. WOWO led in 17 out of 20 periods in the first check.

In but two periods was WOWO topped . . . topped once and tied once by Westinghouse Station WGL, and topped once by a network program from another station—by a narrow margin. It looked too good to be true, so we checked again on three morning quarter-hours, and, in general, duplicated the findings.

We'd like you to see the actual figures, station by station and period by period. It will convince you, we feel sure, that WOWO is a prime mover in this thriving section of 62 counties and more than 2,000,000 people . . . this Typical America, half urban and half rural. Schedule WOWO, Westinghouse Station for the Midwest, and see what you've been missing.

WESTINGHOUSE RADIO STATIONS Inc
KDKA • KYW • WBZ • WBZA • WOWO • WGL • REPRESENTED NATIONALLY BY NBC SPOT SALES

BROADCASTING • Broadcast Advertising
May 18, 1942 • Page 21
War, Fire, Theft—and Transmitters

Engineers Told What To Do at Plants During Crisis

GRIMLY emphasizing that the world-wide struggle today has made it imperative for broadcasters to think of the consequences of war, fire and theft in relation to the physical operation of their stations, J. D’Agostino, of NBC, last Tuesday addressed more than three score station operators and engineers at an engineering breakfast discussion at the NAB convention in Cleveland.

Mr. D’Agostino warned that the broadcasters’ slogans of necessity should be to “make it last longer”, as there are no longer any new equipment, parts or replacements. The gravest problem now is the protection of the precious equipment on hand against possible sabotage, he said.

Precautionary Measures

Proper counter-sabotage measures should be practiced at all stations, he stated. Along this line, Mr. D’Agostino offered a list of suggestions that could be effectively used:

1. Installation of proper fences and gates at the transmitting site.
2. Erection of observation towers and floodlights for the area.
3. Barring all doors—and these doors should be of some solid material rather than of glass or other fragile construction.
4. Distribution of passes for employees and a permanent register of all people connected with the plant.
5. Definite places for personnel in case of an emergency and immediate alarm call.
6. Personnel and the instruction of the personnel in their proper use.
7. Visitor passes.
8. Careful checks on all new employees, their background and relations.
10. Caution in connection with telephone instructions received at the transmitter since they could be from an enemy agent.
11. Guarding carefully all circuits as an enemy could superimpose a hidden signal on certain transmissions.
12. Regulations against parking of cars near the transmitting and on the site. In case of theft the car should be locked securely.

In Case of Attack

Referring to actual attacks, Mr. D’Agostino stated that larger cities are particularly vulnerable to gas attacks since the war has caused great canyons and pockets for the gas. Accordingly, he said, a station should see to it that its ventilating systems and other gas precautions are perfected.

In this phase as well as fire, first aid and other exigencies, the staff should be trained, Mr. D’Agostino continued, saying that countless information is available and that classes are now available and the local authorities are only too willing to lend a hand in educating people on these subjects.

Mr. D’Agostino decried inadequate protection against fire. He pointed out that the mere placing of fire extinguishers about was not sufficient, especially if the personnel is not instructed in proper fire fighting.

WESTERN ELECTRIC-GRAYBAR turn out in force. Front row (l to r): Will Whitmore, George Davis, W. E. Jonker, J. W. LaMarque, H. F. Searr. Back row: J. H. Whitmire, George Davis, D. B. McKee. Second row: W. P. Mitchell, of WJR, Detroit, in the following open discussion conducted by Mr. D’Agostino, volunteered information about studies he made both from films of actual bombings and reported. He said that a 500-pound bomb hitting within 200 or 300 yards of a transmitter will smash all tubes by concussion as explained, he had set two additional racks of tubes in the basement on springs capable of floating six inches with each explosion. Mr. D’Agostino supplemented these remarks with a suggestion that it would be good practice to install separate racks in different parts of the plant so that not necessarily in the basement where there are possibilities of floods.

The Technician Shortage

Speaking on technician shortages of the industry and the government, especially as the Selective Service affects the former, Arthur Stringer, secretary of the NAB war committee, told how the original NAB estimate of 200,000 men necessary for the war effort had since doubled. He spoke further on the War Department’s Enlisted Reserve Corps for college work of the Signal Corps in attempting recruiting from EDMST classes; the Navy’s plan for training women operators. Mr. Stringer outlined costs involved in each station setting up its own training classes where the Government had not done so under EDMST. J. L. Howe, of the Triple City group, told the gathering how he had successfully instituted such courses.

The draft as it is affecting station technicians was discussed by Mr. Stringer, who said that it is now highly probable that Selective Service, through General Hershey, will soon issue a directive which will forestall station losses.

Smeby on Priorities

Lynne Smeby, NAB director of engineering, concluded the session with a short talk on priorities which he explained would be more deeply delved into at the Wednesday priority and rationing seminars of the convention [see story on this page]. Radio’s rise from A-10 to A-3 in priority rating was little improvement, he said, since every day another “nothing urgent”入侵ed into the priority ratings above the radio, thus relegating the new A-3 to the same location as the old A-10.

Whereas some materials might be sped up by the A-3, the all-important vacuum tube was still problematic, he said. Unfortunately, he continued, this vacuum tube unlike other parts has no substitute.

HOWARD H. WILSON Co. has been appointed exclusive national representative of WJBA, Madison, and KILO, Grand Forks, N. D., effective June 1.
KSD IN ST. LOUIS

KSD is the EXCLUSIVE OUTLET for NBC in the ST. LOUIS AREA

It Is 225 Miles From KSD to the Nearest NBC Station

KSD has carried the NBC programs leading in "Firsts" since 1935 in Nation-wide Star-program popularity polls.

A Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK  CHICAGO  ATLANTA  SAN FRANCISCO  HOLLYWOOD
Blue Grants 2% Cash Discount; Affiliates Praise Net Progress

Officials Tell of New Accounts Signed Recently And Outline Plans for Future Development

OPENING GUN in the long-brewing controversy over a 2% cash discount to advertising agencies by networks was fired last Sunday (May 10) at a meeting of BLUE Network affiliates in Cleveland when announcement was made of the allowance of the discount effective June 15.

Approval of the discount, which will be on an “earmark” basis and which was said not to affect directly either network or station revenue, came coincident with the approval of a new network rate card, effective June 15. The American Assn. of Advertising Agencies and the Assn. of National Advertisers long have clamored for the discount.

How It Works

Action came, according to BLUE President Mark Woods, only after commitments were held by NBC and CBS to the agency and advertiser groups that such a discount would be recognized. He pointed out that initially will cost the affiliated stations nothing, since it is simply a mark-off from frequency discounts allowed advertisers. The present maximum discount is 2%. This will become 2% if the agency or advertiser clears its account by the 12th of the month following rendition. The same “earmarked 2%” will be deductible on any other frequency discount earned, Mr. Woods pointed out.

Attending the BLUE meeting were representatives of approximately 100 of the BLUE’s 127 affiliates. He was on the record on the manner in which the BLUE has functioned since its separation from NBC at the turn of the year was voiced by affiliates after reports had been made by Messrs. Woods, Ed Kobak, executive vice-president; Keith Kiggins, vice-president in charge of station relations; Phillips Carlin, vice-president for programs; Fred Thrower, sales manager; E. P. H. James, promotion and publicity director, had given their reports.

President Woods told the affiliates about proposals for acquisition of the BLUE. He said some 16 different groups, including banking houses, originally had made preliminary offers but that these had sifted down to three.

He said that if and when a sale is effected, it is expected a group of the affiliates will participate in the acquisition, but with the primary finances probably coming from outside investors. He said nothing was imminent, however, and the BLUE had not gone out to seek prospects.

Instead, he declared every effort is being made to have the network a well-organized and functioning operation before any final steps are taken toward consummation of a sale. He emphasized that it was more than likely that a substantial number of BLUE affiliates would figure in the ultimate sale.

Lane Kept Posted

Howard Lane, of the McClatchy stations of California, chairman of the BLUE Network Advisory Committee as well as a group of BLUE advertisers interested in participating in the acquisition, has been kept posted on all offers made or under consideration, Mr. Woods declared.

A propos the 2% cash discount, it was explained that since the idea had been cast by NBC and CBS in commitments to the AAAA and ANA, the BLUE simply took the opportune time to announce it, coincident with the issuance of its new rate card June 15.

Curtis Publishing Co. and McGraw-Hill, which some time ago disallowed the 2% discount at a cash discount on weekly and annual agencies of approximately $2,000,000, recently have reinstated it, affiliates were told. Consequently, from the competitive standpoint, it was thought desirable to follow through.

Affiliates were told it was just a question of time before all networks also would authorize this discount, probably on the same “earmarked” deductible basis. As a matter of fact, Mr. Woods said, the formula accepted by the BLUE was similar to that originally worked out by Paul W. Kesten, CBS vice-president and general manager, with the AAAA and ANA. If the account does not pay by the 12th of the month following billing, it was stated, the cash discount will not apply.

Mr. Woods, in opening the session, emphasized that the BLUE’s primary efforts were geared toward “winning the war.” Everything hinges on that goal, he said, whether it is getting business, changing programs, or adding affiliates.

A proposit “Keep ‘Em Remembering” slogan was emphasized with the suggestion that affiliated stations tie in their promotion to the same theme. Despite the war, Sales Manager Thrower reported that the BLUE had made substantial progress and that since the separation 12 new commercial accounts had been added—more than that of any other network.

Three-Fold Program

Vice-president Kiggins said the BLUE campaign was three-fold, aside from the overall object of helping to win the war. Better programs, more sales and all-out promotion constituted the credo. Program Director Carlin said the BLUE had started 40 new programs per week since last February—25 half-hours and 17 in the 15-minute bracket. Every type of program was involved, but with emphasis on war programming earmarked for sponsorship.

Harold Hough, KGKO, Fort Worth, said what had been a “white elephant” a year ago now has become a “blue elephant.” He said he reflected the views of all affiliates with whom he had talked over the fine progress made by the network since its separation. Sam Rosenbaum, WFIL, Philadelphia, proposed that the BLUE affiliates send a “message of good will to one of our keenest competitors” Niles Trammell, chairman of the board of the BLUE and NBC president.

A fond “goodbye” was given John Shepard and his Yankee Network, which leaves the BLUE June 15 to join MBS. A welcome also was extended to new affiliates, primarily in New England, who join about the same time. Called upon to take bows were Ralph Matheson, WHDH, Boston; James Milne, WELI, New Haven; Harold Thomas, WNAB, Bridgeport; Quincy V. Brackett, WSPR, Springfield; Stephen R. Rintoul, WSRR, Stamford, Conn.; Joe Dumdum, KXEL, Waterloo; T. B. Landford, KRMD, Shreveport; J. C. Linner, KMLB Monroe, La.; Walter Allen, KalB, Alexandria, La.; L. P. Cashman WQBC, Vicksburg, Miss.; Walter C. Brown, WSPA, Spartanburg, S. C.

WSPA leaves CBS to join the BLUE shortly, with WORD, Spartanburg, now the BLUE outlet, switching to CBS. Both stations are owned by Spar-Pen Advertising Co., of which Mr. Brown is vice-president and manager.

Mr. Kobak, during his remarks, (Continued on page 49)

New Rate Card Issued by Blue Network
Covers 126 Affiliates, Has Cash Discount

FIRST network to issue a rate card incorporating a cash discount provision is the BLUE, which last week released Rate Card No. 30, June 15, 1942, its first rate card since it became an independent network in January of this year.

In the cash discount, which requires an entirely new discount structure for both weekly gross contracted value as well as annual rebates, has long been a problem under discussion by networks, advertisers and their agencies.

How It Works

The discount worked out by the BLUE in cooperation with the American Assn. of Advertising Agencies and the Assn. of National Advertisers, operates so that “the two points of benefit and annual rebates are contingent upon full payment of bills on or before the 12th day of the month following the month in which the broadcast occurred. No cash discount is allowable on talent, or special facilities.”

In commenting on the adoption of the cash discount by the BLUE, Frederick R. Gamble, managing director of the AAAA, stated that the move will “strengthen the advertising financial structure and provide a stimulus for the prompt collection of radio bills. “The method used, making two points of the present discounts contingent on prompt payment, involves no cost to the network or any of its affiliated stations,” Mr. Gamble stated. “This is in line with the position of the 4 A’s that its advocacy of cash discount is not intended to reduce any medium’s net revenue. It also involves no cost to either advertiser or agency, which certainly seems advisable in the present economic times. It was the move for the benefit of all concerned.”

“It’s not the regular method in use for many years by hundreds of media, but it is the only way to meet the complicated conditions involved in the relationship of affiliated stations, networks, agencies and advertisers.”

Sometime in the future, it may be possible to take another step and establish the cash discount in the regular way. In the meantime, all concerned will view this move by the BLUE as a constructive action (Continued on page 59)
The Texas counties in the KRLD Coverage area represent: 68% of Texas Population, 68% of the Radio Homes, 68% of Texas Retail Sales. PLUS coverage in Oklahoma, Louisiana and Arkansas!

CBS AFFILIATE
- THE BRANHAM CO.
Exclusive Representatives
BERKELEY IS NAMED BY BLUE IN CAPITAL; TO MANAGE WMAL WILL ASSUME DUTIES BY JULY; NET TO SET UP OFFICES

APPOINTMENT of Kenneth H. Berkeley, general manager of WRC and WMAL, Washington, as joint general manager of WMAL and Washington representative of the Blue Network, was announced last week by Mark Woods, Blue president and Samuel H. Kauff- man, president of the Evening Star Broadcasting Co., and assistant business manager of the Circle Network.

Mr. Berkeley will not formally take over his new duties until about July 1 when WMAL moves out of the NBC offices in the Trans-Lux Bldg. It will occupy the mezzanine floor, displacing RCA Washington headquarters, which removes to the new Commonwealth Bldg. on 16th and E Sts., across the street from NAB headquarters.

Double Duties

As Washington representative for the Blue, Mr. Berkeley takes over duties heretofore performed largely by Frank M. Russell, NBC vice-president. When the Blue was formally separated from NBC last February, the Washington operations temporarily were permitted to continue on a dual basis. Mr. Berkeley will take over from Mark Woods and to Edgar Kobuk, Blue executive vice-president, on Blue operations, and to Mr. Kauffman on WMAL operations. Mr. Russell, in addition to his NBC duties, which include general direction of WRC, also will handle certain Washington affairs for the parent RCA, as in the past.

It also was announced by the Star that Ben McKeelway, managing editor, has been named to the board of directors of its radio subsidiary to succeed the late Newbold Noyes.

Selection of Mr. Berkeley, a charter employe of NBC, to head WMAL for the Blue, was rumored. Coincident with the separation of Red and the Blue early this year, WMAL ended its operating arrangement with NBC and Mr. Berkeley's appointment was regarded as likely. He will function in two entirely separate capacities, one on the WMAL payroll for the Star corporation, and on another as the Washington head of the Blue.

Other staff appointments on WMAL have not yet been announced. They will be, however, by the time the station occupies its new offices. Present WBC studios in the Trans-Lux Bldg. will be divided between the two stations. The operations will be separated and entirely automatic, it was stated.

A native Washingtonian, Mr. Berkeley has been with NBC since its formation in 1926. He joined RCA in 1923, at which time it owned and operated WRC, and later became its assistant manager. When NBC was formed and took over operation of WRC, Mr. Berkeley continued in his capacity as assistant manager. He has been manager of the station since 1927, and acted in a dual capacity as manager of both WRC and WMAL when the latter was acquired under operating lease several years later.

KENNETH H. BERKELEY

Ed Codel Appointed As General Manager Of Atlantic Network; Jasperst To WPAT

APPOINTMENT of Edward Codel, formerly manager of WPAT, Patterson, N. J., as manager of the Atlantic Coast Network, newly-formed regional chain which will operate from Boston to Washington [Broadcasting, May 11,] was announced last week by Harold A. La- fount, president of the American Broadcasting Co., which will operate the network, due to start on June 15. Succeeding Mr. Codel at WPAT will be George Jasperst, formerly commercial manager of WTAG, Worcester.

Operational plans, according to Mr. La- fount, as well as the complete lineup of stations, will not be announced until Mr. Codel assumes his new duties within the next ten days. He revealed, however, that plans for an extensive schedule of public service programs as well as those which cooperate with various governmental departments in Washington are under way. These will undoubtedly be fed to the network by its Washington outlet, which is expected to be WWDC.

Stations on the chain thus far announced include WNEW, New York, which will act as the key outlet; WCPW, Boston; WNBC, New Britain; WELI, New Haven; and WPEN, Philadelphia. In addition to the Washington outlet, there will also be one in Baltimore, as yet unselected.

Headquarters of ACN will be at 501 Madison Ave., New York, where the entire 25th floor will be operation of WRC. Mr. Berkeley continued in his capacity as assistant manager. He has been manager of the station since 1927, and acted in a dual capacity as manager of both WRC and WMAL when the latter was acquired under operating lease several years later.

PENN BUYING

PENN TOBACCO Co., Wilkes- Barre, Pa., former user of network time, most recently Vox Pop on CBS, has been buying individual markets for Julep cigarettes and Willoughby Taylor Smokin' to- bacco for the last few months, and is now using 16 markets on a na- tionwide basis. Programs are limited to news and sportscasts and will be placed in a new market weekly throughout the year. On May 25 Penn starts in New York on WABC with 10-minute news- casts by Mark Hawley on a three-weekly schedule. Agency is H. M. Kiesewetter, New York.

YOUTHBUILDERS Inc., New York, has announced that its annual Forum Award Rally will be held May 28 at New York's Town Hall, at which time members of the group will announce winners in radio and other classifications.

CARR COMMENDED AT SALES SESSION

A RESOLUTION, signed by all members of the Sales Managers' Committee and executive commit- tee, extending gratitude and thanks to Eugene Carr for his work during the last year as chairman of the NAB committee, was presented to the broadcaster last Wednesday in Cleveland during the NAB convention. Mr. Carr has resigned from WGR to join the Office of Censorship in Washington as an assistant to J. Harold Ryan, as- sistant director in charge of radio.

Signing the petition were Dietzick Diets, KTRI; E. Y. Flan- niar, KCOA, Chicago; Rex Cutler, WSB; Arthur Hays, WABC; Linus Travers, WAAB; George Frey, WRUX, WAB; and William Malo, WOR.

Mr. Carr has been active in the NAB's Washington State, Central, and New England regions, and has contributed materially to the fostering of the salesman's profession of broadcasting.

OMAR'S LIST

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Signing the petition were Dietzick Diets, KTRI; E. Y. Flan- niar, KCOA, Chicago; Rex Cutler, WSB; Arthur Hays, WABC; Linus Travers, WAAB; George Frey, WRUX, WAB; and William Malo, WOR.

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UNTIL Hans died for the glory of the Fuehrer, somewhere on the Russian front two months ago, Frau Holtz knew very little of America... and what little she knew was wrong. Herr Goebbels saw to that.

But when her last son went the way of his two brothers, there were some things she had to know. One night she turned a knob, and did a terrible thing. She brought an American visitor into her home, and listened. She turned down his voice to the barest whisper, but she listened all the same. And there came to light within her a dawning realization—a bitter sense of betrayal.

Tonight in Germany, in France, in Czechoslovakia, a thousand Frau Holtzes will listen to the verboten voice of RCA-NBC International Shortwave Stations WNBI and WRCA... even though whip and bludgeon and axe await them in the dungeons of the Gestapo, if they are discovered.

Even today, perhaps, they are not quite sure what to believe. The ways of truth are strange; but in the end truth always prevails. And truth hurled from RCA transmitters across the sea—the truth about America, the truth about the world—that truth is a flood no tyranny can dam.

Of all the uses to which RCA Radio Equipment has been put—in this, the greatest battle between freedom and tyranny that the world has ever seen—we are not least proud of this use. For RCA Equipment today is not only helping to overwhelm the physical might of our enemies in war, but is helping, too, to prepare the minds of the world for a just and lasting peace—telling Frau Holtz that her enemies are not here, but at home.
Present Mass Market Biggest
In History, Salesmen Are Told

Flack Advises Them to Take Advantage of It;
Wolfe Tells How to Use Radio Surveys

STATION sales managers were administered a mental transfusion by Gene Flack, sales promotion director of Loose-Wiles Biscuit Co., Long Island City, at a stimulating session of "Wartime Radio Advertising." Last Tuesday afternoon at the NAB convention. Dr. Harry D. Wolfe, economist of Keatinge & U, also addressed the group on "Selling Through Surveys".

Colorful Mr. Flack, pungently punctuating his remarks with sound effects of hand-in-mouth wholes, co-ops and they could voice, exhorted the sales group "to get in there and pitch instead of staring hell out of prospects".

"You can't make footprints in the sand of time by being still and inactive," he said. "Private payrolls will reach about 10 billion dollars this year, farm income 2 1/2 billion. Now is the time to take advantage of the greatest mass market in the history.

Let's Go To Work

"The companies that are on their toes are making readjustments to take care of this market," Mr. Flack added as he interjected pointed humorous anecdotes "to get it across". They were appreciated by 200-old present.

"Some companies have stopped singing the blues, and gone to work. Look at Van Camp's. Overnight, they put a cold stove on a cold floor, started canning in tin cans, the company's largest seller. What did they do? They went out and bought a macaroni factory in Joliet, Illinois, and started marketing Tenderoni. After six months, the sales of Tenderoni exceeded $1,000,000 the semi-annual sales of potatoes and beans in the greatest year.

"Lipton's is another example. When the supply lines to the Far East presented transportation problems, Lipton's bought the Continental Soup Co., which made a dehydrated soup mix. Today, the company is 180,000 cases behind in deliveries.

"Hormel was forced to stop packaging a number of its products. However, this year they will pack one billion cases of Spam. The company has never had an export market but, through lend-lease, Spam is being sampled in China, England, Russia, Ireland and other countries all over the world.

Loose-Wiles Promotes

"Loose-Wiles has had to change formulas, change merchandising, change packaging. But it's happy to say that we are enjoying the greatest sales this year, and that we are backing it up with the largest advertising appropriation in the history of the company.

"A salesman can take any point of view he wants to," Mr. Flack continued. "He can go around solving all kinds of weighty world problems about which he knows nothing, or he can go out and stick to his guns. He can become pessi- mistic and paralyze himself with fear or can meet the challenge of unprecedented difficulties with unprecedented courage."

Dr. Wolfe's Observations

"According to the American Institute of Food Distributors, 100 million persons are today enjoying 40% more income than a year ago. America's food bill alone this year will be about 20 billion dollars. And sales managers should be habitually, eternally, consistently optimistic, on their toes to take every advantage of sales opportunities."

Dr. Wolfe told the group that

Vice-Presidential wives at the convention were (left) Mrs. Sidney N. Strotes, wife of the NAB Pacific v. p.; Mrs. Frank M. Russell, wife of NBC Washington v. p. Standing (1 to r.): Mr. Russell; William S. Hedges, NBC stations v. p.; Mr. Strotz.

radio understates its circulation through coincidental surveys that do not sample a representative cross section of the audience. The time will undoubtedly come when radio, he said, will have an organization similar to the Audit Bureau of Circulations.

"It is an established fact that listeners buy more advertised products than non-listeners," Dr. Wolfe stated. "Therefore, the station has to prove listenable, and

War Has Little Effect on Spot Activity

Billings Up Yet Future Is Uncertain, NAB Clinic Reveals

ANSWERS to pertinent radio sales problems and personal business forecasts highlighted the national representatives' panel of the NAB Department of Broadcast Advertising May 13, with Joseph Weed, president of Weed & Co.; John Blair, president John Blair & Co.; H. Preston Peters, president of Free & Peters, and Edward Petry, president of Edward Petry & Co., performing in an informal question and answer session titled "Information Please on Spot Radio". The war's influence on spot radio, new lines of potential revenue, the trend of types of spot business, package prices and other allied spot problems were introduced on behalf of the broadcasters by John Outlier, WSB, Atlanta, of the NAB Sales Managers Committee, and briefly discussed by the station representative executives.

Questions and Answers

Humorous prizes were good-naturedly presented to the representatives for their discussions, with Mr. Blair receiving a genuine smuggled-in Peruvian backscratcher" to use on hard-to-handle agency people. Mr. Petry received a can of imported high-viscosity oil for his organization to keep the tones of sales solicitations on the usual high standard.

Mr. Peters was given a 24-karat gold English door-knocker, to knock down the doors of timebuyers who have 100-word announcements. Mr. Wagner was given a nylon bristle brush to enable him to give the brush-off to station managers who want to know what is being done for them.

The following is a line-up of the questions submitted by station managers and the answers given by the station representatives:

Q—What effect has war had on national spot business?
A—To date there has been practically no effect, with spot billings approximately the same as in the similar period of four months last year. As far as the fall is concerned, the percentage of increase is conjectural.

Q—What are the representatives doing to solicit new business to replace war casualties in national spot?
A—The national field is being explored and solicited, particularly that segment of advertiser who is not radio-minded but who has products that have been dormant as far as radio is concerned. One example is Sen-Sen, of the American Chicle Co. It is hoped that those national advertisers will start promoting those products again, then refreshed with reference to promotion these last few years.

Freezing of Prices

Q—What effect will the freezing of commodity prices have on spot business?
A—It is generally thought that spot business will not be curtailed

(Continued on page 44)

NEW ORLEANS GOES ALL OUT in its bid for the 1943 convention, staging one of the most colorful parties at the convention. Standing (1 to r.): James Gordon, WNOE; Mrs. P. K. Ewing, WDSU; Harold Wheelerhan, WSMB; Mrs. Wheelerhan; P. K. Ewing; Larry Baird WWJ. Girls in erinicle are (1 to r.): Jane Talman, Dorothy Hart, Dana Duray, Marilyn Ladd.
This is the

Keystone Broadcasting System

- Many major wired network stations are beyond the reach of numerous areas in the United States. (See FCC report on chain broadcasting in Keystone’s Brochure.)

- 170 affiliated stations on the Keystone transcribed network reach these areas at lowest per capita cost in radio history.

- KBS reaches small-town and rural consumers who now buy-at-home because of war-time driving and delivery restrictions.

- Programs now-on-the-air may be put on Keystone network, as is. (Large advertisers are now doing that.)

- In nearly all instances the KBS station is the only station in town.

- For the first time, a network operation has intensively penetrated the secondary markets of America.


- Cost of reaching potential Keystone market, 7 cents per thousand radio homes—the lowest cost in radio history.

- One contact, one package, one contract—enables the agency to service and handle this broadcasting, in the place of 170 separate negotiations and 170 daily or weekly dealings and shipments.

- Above is but a quick digest for executives. (Ask Keystone for outline of history, purpose, methods, statistics and 84 sustaining programs furnished per week without charge to KBS affiliates).

- Ask more questions, if you have any. Address Keystone Broadcasting System, 580 Fifth Avenue, New York City, LOngcrae 3-2221 • 134 North LaSalle Street, Chicago, STAte 4590 • 6331 Hollywood Boulevard, Hollywood, HEmpstead 0460.
CBS JOINED WITH IT&T in expanding this plant at Brentwood, Long Island, for joint operation of Mackay Radio & Telegraph's point-to-point transmitter and the new international shortwave stations of CBS (WCRC, WCX and WCDA) which feed the “Network of the Americas,” Federal Telegraph Co., an IT&T subsidiary, built the two 50 kw. and the one 10 kw. shortwave broadcast transmitters for CBS, and Mackay designed and installed the antennas and extension of the building. Nearby are two 220-foot steel towers with auxiliary wooden poles which support the CBS 6 mc. antennas which use 50 kw. and which are used simultaneously for Mackay circuits. The plant is one of the most complete and modern known.

CBS to Dedicate New Latin Network

Welles, Other Notables Will Be Heard on First Program

WITH a full hour dedicatory program featuring Undersecretary of State Sumner Welles, President Anastasio Somoza of Nicaragua and other Latin American statesmen, as well as stars of opera, stage, screen and radio, CBS on May 19 will dedicate its new Latin American network, Cadena de las Americas.

Program, broadcast on the full domestic CBS network and on the 76 stations in the Latin American chain, will inaugurate a full program service to these stations and their listeners south of the Rio Grande.

The service of seven hours a day of news and entertainment, is to be short-waved from three CBS international transmitters in New York to the affiliate stations in 20 republics of Central and South America for rebroadcasting locally.

Two-Way Street

Conceived by William S. Paley, CBS president, as a “two-way street” of radio for interchange of information between American nations, the new network “was created on the very simple philosophy that strangers become friends only through the exchange of intelligence,” Mr. Paley stated. “Continental solidarity,” he said, “must be built on a foundation of understanding and genuine friendship. It is impossible for strangers to be friends; to be good neighbors means to be friendly neighbors.”

With this idea taking shape in his mind, Mr. Paley in the fall of 1940 made a seven-week air tour of Latin American countries, talking to broadcasters and Government officials whom he found willing to cooperate. On his return to New York, he announced his trip had demonstrated that shortwave broadcasting alone to take North American programs to Latin-American audiences, since people there, as here, prefer to listen to their local stations.

Work was immediately begun on the erection of three new shortwave transmitters near Brentwood, Long Island; WCX and WCRC, each operating with 50 kw. power, and WCDA, with 10 kw., which were completed early this year at a cost of more than $500,000.

While this work was in progress, Guy C. Hutcheson, CBS engineer, traveled for five months, nearly 25,000 miles, to visit each of the 76 CBS Latin-American affiliates, to consult with their technicians.

Meanwhile, Edmund Chester, who had resigned as head of the Latin-American division of AP to become CBS director of shortwave broadcasts and Latin-American affairs, was building up a staff of announcers, newsmen and artists with experience in reaching the Latin-American public.

Dr. Antonio C. Gonzalez, former United States Minister to Panama, Ecuador and Venezuela, was appointed assistant director of Latin-American relations. Robert Unanue, formerly an editor of La Nacion, Argentine newspaper, became CBS Latin-American news editor.

Talent Roundup

Program chief of the “network of the Americas” is William H. Finshibber Jr., former music director for CBS’ domestic network, who is attempting to provide a varied program schedule slanted to the Latin-American taste. With Terig Tucci, Argentina composer and conductor, now music chief of the new network, Mr. Finshibber has assembled a staff of entertainers including Jose Crespo, former dramatic star of Spanish language movies; Juan Arvizu, Mexican tenor, whose recordings top the best selling record list in Latin-America; Olga Coelho, Brazilian folk singer and one of the most successful artists in Latin-America, and other headliners of Central and South America.

True to Mr. Paley’s ideal, a half-hour program, Calling Pan America, is broadcast each Saturday on the CBS domestic network, bringing to United States listeners programs of Latin-American music and culture, originating in a different city each week and produced and broadcast from one of the CBS Latin-American stations. In addition to this regular series, many special programs from the Central and South American outlets are picked up and transmitted to the United States for re-broadcast.

Only requirement set by CBS for its Latin-American stations is that they carry a minimum of 20 hours a week of the programs shortwave to them. For the present, programs on the new network are sustaining only. When conditions permit, however, it is anticipated that United States advertisers will use the network for export advertising.

To Continental Solidarity

“The prime purpose of our Network of the Americas is to contribute to continental solidarity,” Mr. Chester stated, “and we believe that commercial programs have definite value toward this end, even without considering their financial phase. The system of commercial programs sustaining program service was the way network broadcasting was built up in the United States and we think it will work just as well in Latin-America.

“There are no commercial programs on the Axis shortwave radio,” he continued, “and Latin-American listeners have long realized that this activity must be financed by the Axis governments and is therefore primarily a propaganda operation.

“We are proceeding mindful of the fact that lack of shipping facilities and other obstacles created by the war have curtailed both means and markets. Therefore, this operation does not open on the ground that it must have a commercial angle, but we expect that will have a natural development later on.”

Program Arranged For AFA Meeting

Beck, Barton, Mc Clintock Are Among Speakers Scheduled

PLANS are advancing for the 38th annual convention and advertising exposition of the Advertising Federation of America, to be held June 21-24 at the Hotel Commodore, New York, with the announcement of several speakers to be heard at the general sessions.

Thomas H. Beck, president of Crowell-Collier Publishing Co., New York, will speak at the opening general session, Monday, June 22, following Bruce Barton, president, Century B.M.C. yeast, Inc., who will deliver the convention keynote speech. Mr. Barton is chairman of the program committee.

Retailer Problems

Speaking at a quiz panel on “How We Are Solving Our Own Advertising and Selling Problems in Wartime” at the general session will be Dr. Miller Mc Clintock, director of the Advertising Council. Also participating in this discussion will be a well-known retailer, manufacturer, Ad Council officer and a representative of advertising media.

Carroll B. Larrabee, president, Printer’s Ink, will serve as chairman of a clinic on packaging problems.

Sessions will be held on direct advertising, outdoor advertising, radio, house organs, premium advertising, marketing and merchandising, packaging, public utilities advertising and activities of the Advertising Club.

An innovation at this year’s convention will be a Club President’s Dinner Tuesday, June 23, with presidents of advertising clubs and of national groups affiliated with the Federation as guests of the Federation. Others are invited.

Yeast Fall Spots

NORTHEASTERN YEAST Co., New York, is conducting the schedule of stations carrying Songs of a Dreamer, transcribed quarter-hour [Broadcasting, Oct. 13]. Program has been repeated for 35 weeks on the following stations and will be broadcast twice-weekly for 25 weeks and three-weekly beginning Sept. 14 for 15 weeks: WJR WIBA WMYD WCCO WMT WIBA WIBCO WABC WIBQ WIBK KQ WIBQ KOMO VD WWAB KQ KOM WAAA WWY KOIN. Agency is MacFarland-Aveyard & Co., Chicago.

Express Series

AMERICAN EXPRESS Co., New York, is conducting an announcement campaign on WBNX, Brooklyn, WWRL and WEVD, New York, urging American listeners who are publishing Co., Britain and Eire to send money orders by American Express drafts for goods ordered. Slogan is placed on Irish programs on those stations at varying times per week. Agency is Caples Co., New York.
Dear Sol:

Remember the old slogan, "In time of peace prepare for war"? We believe that the reverse ought to be good.

Accordingly, we are now working on a series of six or more half-page or larger ads to start sometime in June, which will feature the Charleston market at war and at peace. For example, maybe in one ad we will plug the Navy Yard and the American Tobacco Company, and in another we might plug the West Virginia Paper Mill and the Stork General Hospital, to bring out that in war or peace we can offer purchasing power for an advertiser.

We have therefore concluded to use Broadcasting exclusively on this series, and inasmuch as we have definite plans in mind for a sustained effort, I am discontinuing all other promotion for the time being.

Yours very truly,

John W. Rivers
President
1. Payment

(a) The agency agrees to pay, and the station shall hold the agency solely liable for payment, for the broadcasting covered by this contract, at the rates per minute or portion thereof as hereinafter specified, unless otherwise stipulated in writing.

(b) The agency in writing agrees to pay for broadcasting covered by this contract, at the rates per minute or any extension thereof, at the station upon which the contract is based shall apply in advance, either weekly, semi-monthly, or monthly, as the case may be.

(c) The agency shall hold the station harmless against any claim or liability on account of the broadcasting covered by this contract, and the station shall indemnify the agency and hold it harmless against any such claim or liability.

2. Approval of Schedule

(a) The agency shall have the right to approve the broadcast schedule so far as respects the time of the broadcast, and the station shall not change such broadcast schedule, except in accordance with the written approval of the agency.

(b) The agency, in writing, shall have the right to cancel any broadcast, or any extension thereof, at its own discretion.

3. Substitution of Broadcasts

(a) Should the station, due to public emergency or necessity, legal restrictions, Act of God, or for any other reason other than the control of the station, be unable to broadcast one or a part of any of the station's programs, the station shall be relieved of responsibility for such broadcast from the time of the cancellation until the station shall be able to resume broadcasting.

(b) The station shall be relieved of responsibility for any broadcast which shall be interrupted by any cause beyond the control of the station, and the station shall be held harmless against any claim or liability on account of such interruption.

4. Termination and Renewal

(a) This contract may be terminated by either party by giving the other party ninety (90) days' notice in writing; provided that such notice shall not be given less than thirty (30) days after the effective date of the contract.

(b) The station reserves the right to cancel the contract at any time upon thirty (30) days' written notice to the agency, and the agency shall have the same right to cancel the contract at any time upon thirty (30) days' written notice to the station.

5. Rates

(a) The station shall have the right to cancel any broadcast, or any extension thereof, at the station upon which the contract is based shall apply in advance, either weekly, semi-monthly, or monthly, as the case may be.

(b) The station shall be relieved of responsibility for any broadcast which shall be interrupted by any cause beyond the control of the station, and the station shall be held harmless against any claim or liability on account of such interruption.

6. Switch

(a) The station shall have the right to cancel any broadcast, or any extension thereof, at the station upon which the contract is based shall apply in advance, either weekly, semi-monthly, or monthly, as the case may be.

(b) The station shall be relieved of responsibility for any broadcast which shall be interrupted by any cause beyond the control of the station, and the station shall be held harmless against any claim or liability on account of such interruption.

7. Indemnity

(a) Should the station, due to public emergency or necessity, legal restrictions, Act of God, or for any other reason other than the control of the station, be unable to broadcast one or a part of any of the station's programs, the station shall have the right to cancel the contract at any time upon thirty (30) days' written notice to the agency, and the station shall be relieved of responsibility for any broadcast which shall be interrupted by any cause beyond the control of the station, and the station shall be held harmless against any claim or liability on account of such interruption.

(b) The station shall be relieved of responsibility for any broadcast which shall be interrupted by any cause beyond the control of the station, and the station shall be held harmless against any claim or liability on account of such interruption.

8. Termination

(a) This contract may be terminated by either party by giving the other party ninety (90) days' notice in writing, provided that such notice shall not be given less than thirty (30) days after the effective date of the contract.

(b) The station reserves the right to cancel the contract at any time upon thirty (30) days' written notice to the agency, and the agency shall have the same right to cancel the contract at any time upon thirty (30) days' written notice to the station.

9. Renewal

(a) This contract may be renewed by either party by giving the other party thirty (30) days' written notice in writing, provided that such notice shall not be given less than thirty (30) days after the effective date of the contract.

(b) The station reserves the right to renew the contract at any time upon thirty (30) days' written notice to the agency, and the agency shall have the same right to renew the contract at any time upon thirty (30) days' written notice to the station.

10. Termination and Renewal

(a) This contract may be terminated by either party by giving the other party ninety (90) days' notice in writing, provided that such notice shall not be given less than thirty (30) days after the effective date of the contract.

(b) The station reserves the right to cancel the contract at any time upon thirty (30) days' written notice to the agency, and the agency shall have the same right to cancel the contract at any time upon thirty (30) days' written notice to the station.

11. Renewal

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(b) The station reserves the right to renew the contract at any time upon thirty (30) days' written notice to the agency, and the agency shall have the same right to renew the contract at any time upon thirty (30) days' written notice to the station.
may be handled in some other way. The indemnity upon receipt shall keep the indemnitee fully advised with respect thereto and confer with the indemnitee or its counsel.

(e) Programs prepared by the agency are subject to the approval of the station management both as to artists and to program content.

(f) The provisions of this paragraph shall survive any cancellation or termination of this contract.

7. General

(a) This contract is subject to the terms of licenses held by the parties hereto and is also subject to all Federal, State and Municipal laws and regulations now in force, or which may be enacted in the future.

(b) The rights under this contract shall not be transferable to any other advertiser than one specified in this contract unless the consent of the station has been obtained.

(c) In dealing with agencies, the station shall follow a uniform policy to avoid discrimination.

(d) The agency agrees that it will not rebate to its client any part of the commission allowed by the station.

(e) All requests by agency for station to handle audience mail must be submitted to station in advance and approved by station.

(f) The failure of the station or of the agency to enforce any of the provisions herein listed with respect to a breach thereof in any one instance shall not be construed as a general relinquishment or waiver under this agreement and the same shall nevertheless be and remain in full force and effect.

NAM-Blue Series

HOW the American people work for victory will be told in a weekly series This Nation at War, starting on the BLUE May 26 in cooperation with the National Assn. of Manufacturers. From the lumber camps of Oregon to the oil fields of Southern California, from ship-building yards on the Atlantic seaboard to the wheat country of Kansas, the programs will present “on the scene” factual reports on what the nation is doing to win the war, with first-hand descriptions by BLUE correspondents and by war workers themselves.

Named to School Group

NEW MEMBERS of the advisory committee for the sixth annual School Broadcast Conference to be held at the Morrison Hotel, Chicago, Nov. 11-13, have been announced by George Jennings, director, as follows: E. B. Summers, public service program director of the BLUE; Luke Roberts, KGIN, Portland, Ore.; Kathleen Lardie, Detroit public schools; Laurence Hopkins, New York U; John Gunstream, state department of education, Austin, Tex.; Phil Cohen, OFF; Lyman Bryson, CBS.

Pa. Hookup for Wine

BISCEGLIA BROS. Corp., Philadelphia, will start May 25 a new radio campaign in Pennsylvania on three stations for its Greystone Wines. John B. Kennedy, news commentator, will do his broadcasts for the sponsor in New York, and they will be carried by direct line to WCAU, Philadelphia, and broadcast as well by WGBI, Scranton, and KQV, Pittsburgh. WCAU will broadcast Monday, Wednesday and Fridays, 6-6:10 p.m. Contract is for 52 weeks. Agency is J. M. Korn & Co., Philadelphia.

SATISFIED SEPTET, but beaming faced executives in close harmony scrutinizing a signed 52-week contract which made Seaside Oil Co., Santa Barbara, Cal., sponsor of a thrice-weekly quarter-hour newscast on 12 BLUE western stations, starting May 18. Beavers are (l. to r.), Kevin Sweeney, BLUE Western division sales promotion manager; Myron Eiges, Hollywood account executive of that network; F. E. McLaren, vice-president and general manager of Seaside; Tracy Moore, BLUE West Coast sales manager; G. B. Tucker and William Frogge, advertising manager and Los Angeles sales manager, respectively of the petroleum firm.

Another by Cooper

KENT COOPER, general manager of AP, and song writer, composed both music and lyrics of “Love Is”, which had its premiere on the NBC Cities Service Concert May 10. Cooper never thought of offering his songs to the public until Niles Trammell, NBC president, heard him play “Dixie Girl” and suggested it for broadcast. The song—his first published work—was heard exactly a year ago on the same NBC program. Seven Cooper songs have been heard on the air to date.

Keeping the Home Fires Burning

WHIZ serves one of America’s richest coal mining areas—Southeastern Ohio. Thousands of WHIZ listeners mine the fuel that feeds America’s production plants. Reach them through the medium they depend upon for news and top entertainment.
Pure Oil Expands Kaltenborn's Time; Marling Tells Why

To Maintain Dealer Morale In Gas Rationing and Tire Bans

STARTING May 11, news analyst H. V. Kaltenborn began a new wartime radio schedule. The veteran commentator broadcasts five times a week on 38 NBC stations for Pure Oil Co., Chicago.

"By expanding our radio time from three to five quarter-hours a week," F. H. Marling, Pure Oil's advertising manager, said in an interview, "we are building. The account is placed through Leo Burnett Co., Chicago.

The Company's Aims

"The program fits our advertising requirement," Mr. Marling said. "We want a consistent and uniform advertising schedule to build prestige for our company—as well as to do a straight selling job. The elimination of the recurring governmental restrictions and goodwill accomplishments of the radio program can be gauged by the thousands of commendatory letters our company has received direct from listeners. Mr. Kaltenborn himself has recently been receiving 3,000 letters and telegrams a week."

The tangible evidence of the sales impact of the program is indicated by the public response to offers made and promoted on the broadcasts. In three years, more than 38,000,000 men and women have been distributed to listeners who had to call at Pure Oil dealers to get them. These offers tied in with the program, enhancing the prestige value of the broadcasts. Dealers were convinced of the effectiveness of radio when motorists drove into their stations, asking for maps offered on the Kaltenborn program only a few minutes before. More than that, a large percentage of these motorists were introduced to Pure Oil products at the same time, according to dealers.

Considerable planning and inten-
Purley Programs

A NOTHER espionage series to be heard on BLUE, since the network abandoned its policy of barring espionage and sabotage themes [Broadcasting, May 11, 1942], features a character who works against professional paid enemy spies in this country. Titled Counter-Spy, the series consists of weekly half-hour dramatic programs, starting this week [May 18].

Ma's Tales

MEMORIES of 30 years derived from a collection of clippings of human interest stories and poetry provide the basis of Ma Bigham's Scrap Book, aired each Saturday morning over KOH, Nevada. Ma Bigham is 68 years old and she draws from her clipping collection of the last 30 years interspersed with a musical background.

** **

Russian Exploits

EXPLOITS of Russia's soldiers, guerrillas and civilians in their war against the Nazis will be dramatized in a series of authenticated playlets, starting on WNEW, New York, this week. Program is presented under the auspices of the Russian War Relief Society to promote a spring campaign to raise funds to help the Russians.

** **

Service Tunes

SOLDIER CHORUSES provide music for a quarter-hour of The National Barn Dance on WLS, Chicago. Cash awards are given to servicemen who volunteer as soloists during the quarter-hour of canteen harmony from the old Chicago Custom house. A representative of the 6th Corps Area gives a brief talk on each Saturday evening broadcast.

** **

Airmen Antics

FEATURING talent from the local Army air base, KEX, Portland, is presenting a new air show, Air Base Hi Jinks. The program is presented from the auditorium of the city's new George White Service Men's center. Written by Edward Anthony, continuity chief, the show is produced by Homer Welsh, production director.

** **

British Contact

TO ESTABLISH a closer contact between American servicemen in the British Isles and their homes in this country, MBS now broadcasts weekly meetings of the "American Eagle Club" direct from London. The club, composed of American servicemen on duty in England, meets every Saturday evening.

** **

Place in the Service

TO HELP DRAFT-AGE men find a post in the military services best suited to their previous training and the wartime needs of the nation, representatives of each branch of the armed forces have started a weekly panel discussion titled Today's War & You on WBBM, Chicago.

All About Aviation

A CAVALCADE of aviation, dramatizing exploits of American airmen from the first flight of the Wright Brothers to our modern air forces, is presented on MBS in a weekly series Americans at the Ramparts, formerly heard locally only on WGN, Chicago Mutual outlet. Each week the program will salute a branch of the armed forces.

Prior to Slumber

BEDTIME STORIES for sophisticates fill the five-minute period just before Say It With Music, all-night all-music program, goes on WJZ, New York at 11 p.m. Terming an experiment by WJZ, the program is titled Peter Haywood, Yankee Fabulist and occupies a former news period.

NEWSPAPER COLUMN AIRED

RADIO GOSSIP in the Wheeling, W. Va. Listenin' In newspaper columns is now being aired once weekly by writer Paul J. Miller, production manager of WWVA, Wheeling. Radio personalities are interviewed and each show ends with a series of "best bet" programs for each night of the coming week.

** **

Travel Facilities

TO PROMOTE transportation conservation WCAR, Pontiac, daily features Let's Ride Together. Pontiac Plan, basis for the program, is scheduled to be the model for national adoption according to an announcement by Joseph B. Eastman, director of the Office of Defense Transportation.

Novice Songs

AMATEUR songwriters are given a chance to bring their tunes before the public, and well-known songwriters tell how to crash "Tin Pan Alley" and play their own hits on Songwriters on Parade on WWRL, New York.

In Chicago you can still get the best in radio — WGN

The war has forced the use of many substitutes, but in Chicago, you can still get the best in radio — W-G-N.

That W-G-N is the best buy in Chicago is attested to by those who give the Chicago market closest study — buyers of spot time. For W-G-N carries more local and national spot time than any two major Chicago stations combined.

A Clear Channel Station

MUTUAL BROADCASTING SYSTEM

WGN

50,000 Watts 720 Kilocycles

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y.

PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.

Send Off

LAST MINUTE words of inducements from all over Connecticut are being broadcast from the Hartford Army induction center over WDRC, WTIC, WHTT and WNBC. Originated by Franklin M. Doolittle, WDRC general manager, the plan has won the approval of Army authorities, as well as city and state officials. It consists of interviews, entertainment and talks which gives the boys a lift as they leave for grimmer jobs.

HEPP POLESIE, Hollywood radio writer-producer, will produce a golfing film short subject built around Bing Crosby and titled "Don't Hook Now". John Scott Trotter, musical director of the weekly NBC Kraft Music Hall, sponsored by Kraft Cheese Co., is writing the musical score.

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CLEVELAND GROUP TOLD ABOUT RADIO

RADIO is performing a great public service "and will continue to perform it as long as the American system of broadcasting prevails," Jennings Pierce, public service director of WJR, told an assembly of 200 members of the Radio Council of Greater Cleveland and delegates to the NAB Cleveland convention last Tuesday. Mr. Pierce, speaking with several others in a panel sponsored by the RGCC, a woman's listener interest group, declared that although radio was beset by war conditions, music wars and FCC attempts for rigid regulation, its programs and functions had survived unscathed.

Others speaking at the session, conducted by Mrs. Walter V. Maggee, president of the local group, were Neville Miller, NAB president, who delivered a brief welcome talk; B. S. Berzocvici, news commentator of MBS and WJW, Akron, comparing American newscasts with those of our enemies; Guy Hood, director of the Office of Public Relationsoordinator of Inter-American Affairs, outlining the shortwave job being performed by our international stations; John Karol, of the CBS market research staff, speaking on CBS program policies.

Fred Weber, MBS general manager, was to have addressed the gathering, but was called to Washington at the last moment and his place was taken by Robert Schmid, MBS sales promotion director.

What Govt. Asks
(Continued from page 11)

this matter is the Government's. The Government of a democratic country in time of peace as well as in time of war but particularly in time of war, has a basic duty to see to it that the people are adequately informed, a duty it cannot transfer, a duty of which it cannot relieve itself.

The fact that in ordinary times the labor of informing the people is skillfully and effectively performed by the commercial channels of communication, the fact that in the United States rely habitually upon a press and radio which have never been surpassed in any country, a press and radio which have produced between them the best-informed nation in the world—that fact does not relieve the Government of its duty to the people.

A democratic society cannot function unless the people are fully and promptly and accurately informed of the activities of their government, and of the problems with which their Government is faced. If they are not thus informed, the fault is Government's however justifiably Government may have relied on other channels in the past.

But though the basic obligation and the basic responsibility is Government's, it is nevertheless possible as between the Government and the commercial channels to establish another responsibility, and that responsibility, as I see it, has been established as between you and ourselves, as between the radio industry and the Government, by the nature of our cooperation.

We have not asked for the partial loan of your facilities. We have asked for the performance of a job, and you on your part have agreed to perform it.

We have not asked for the privilege of telling you what to do so many minutes or so many hours a day. We have asked you to decide for yourselves what needs to be done, to secure the result you and we agree must be accomplished.

No Begging

We, in other words, will tell you what our information policies are. We will tell you what information, what messages, what instructions the various departments of the Government, the armed services, the Treasury, the Office of Price Administration, the War Production Board, want delivered to the people. We will keep you informed of the statements of the leaders of the Government on the nature and progress of the war. We will tell you how and in what form the people can communicate with the Government.

We will, of course, answer your questions when we can, but we will beg you not to wait on Washington, not to turn to us for instructions, but to do the job.

Let me repeat: It is not your antennae, your electrical installations or your control rooms, your microphones, your programs or your audiences we want. It is you—your brains and hearts and minds and experiences and your ingenuity.

It is not the time of your stations we ask for, but your own; the time you live by, the best time of the best hours of your best and most productive working days.

You have something to give this war which no other body of men could possibly give it. You have the echo by which the mass of American radio what it is. You have the inventiveness, and the courage and the imagination which have made American radio one of the great forces of enlightenment in the world.

We ask you to mobilize these qualities at this time of war. We ask you to conceive and perform yourselves to put into effective operation yourselves the methods by which these people may be reminded of its cause, warned against its enemies, foreign and domestic, informed of the sacrifices it must make and the labors it must perform in order to achieve the ultimate and final victory to which we all are pledged.

They Want the Truth

The American people do not need exhortation; they do not need and do not want the promises and threats which the Nazi radios pour upon the German people; they do not need and will not abide the hysteria, the false heroes, the brassy rhetoric of the Italian loudspeakers.

They need, and want, and are entitled to the truth; the truth and want are entitled to what is expected of them, what they are required to do. Once they have the truth the rest will be accomplished.

The cooperation of radio and Government can mean that the American people will be given what they have a right to have, insofar as it lies within the power of radio and Government to give it. You have met here in a convention devoted to the problems of radio and the war.

Many questions, great and small, will arise in this convention, but surely no question will arise of greater or more searching importance than the question posed by your relation to the Government in this common undertaking.

Surely radio has never accepted from the beginnings of its history, an assignment equal in significance to the assignment this war has imposed upon it. An assignment, the significance of which will increase rather than diminish if gas shortages and rubber shortages restrict the coverage of those channels of communication which depend on wheels and motors.

Radio may be compelled by force beyond the control of any man to accept burdens it has never so much as imagined until now.

I know you will not think me presumptuous if I express the hope that this convention will devote its principal efforts to preparing now to meet the greatest challenge your industry, for the comparable industry, has ever faced.

For Polish Listeners

THE foreign language division of WJBK, Detroit, has translated Dibe and Caw into radio; the station is also distributing among its Polish-speaking listeners. The station was done in cooperation with Bare Bones, publishers who printed the booklet without profit. Reprint was given with permission of the Office of Facts & Figures who originally prepared the booklet.

HOW TO GET THE MOST OUT OF YOUR RADIO DOLLAR IN CENTRAL NEW YORK

Use the station that consistently produces for the most advertisers. WFBL carries 35.6% more sponsored time than any other Syracuse station. Join the more than 100 advertisers who know how to get the most out of their Central New York radio dollar. Use . . . .

WFBL
SYRACUSE, N.Y.

MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
FREE & PETERS, Inc., Exclusive National Representatives
Stations Favor War Theme Plan
Indicate Approval. Ask at Session With OFF Chiefs

HOW THE NETWORK Allocation Plan works, and the American flag but this year's Flag emphasis on war themes, were explained to a breakfast session of the OFF last Tuesday, staged as an OFF roundtable at which officials of the Office of Facts & Figures discussed their problems informally with station staffmen. Participating were William B. Lewis, associate director and manager of the OFF; Seymour Morris, OFF advertising agency liaison; Anthony Hyde, of the OFF campaigns division.

That a confusion of ideas still exists in Washington informational circles, was manifest from the colloquies, with the station men wondering just what to do with material still pouring in from individual Federal agencies. All showed intense interest in the allocations and priorities plan. [BROADCASTING, April 20.] It was virtually unanimously endorsed in principle, though it was admitted on all hands particularly by the OFF officials, that many kinks remain to be ironed out.

Help Local Committees

Stations were urged to adapt the periodically suggested themes to local war committee efforts. The Network Allocation Plan chart, Mr. Lewis said, will not be issued regularly, but the Radio War Guides sent to stations will go out as often as deemed necessary. For the week of May 25, for example, AA priority emphasis will be suggested on the need for nurses, and radio will be asked to bend its efforts to get the most for the war services and to urge those in retirement to volunteer their services.

The stations indicated they were eager to get the same facts, on which they can base their own "war commercials," that are being sent to the agencies and advertisers on network accounts. This was promised them. Also some stations indicated a desire to get pre-fabricated announcements and blurbs from OFF, ready to go on the air. Need for these among smaller stations without adequate continuity personnel was particularly emphasized.

Flag Day Plans

OFF in cooperation with the Office of Civilian Defense will shortly send out a manual to be used as the basis for Flag Day observances. President Roosevelt has asked that this year's Flag Day, June 14, should be dedicated not merely to the American flag but to those of all the United Nations.

Mr. Hyde, formerly with Lord & Thomas, told the gathering that four basic themes should be emphasized in war broadcasts: (1) Make the people conscious of the term while WQXR will carry the complete proceedings from 1:30 to 3:15 p.m.

Guests of honor will be Neville Miller, president of the NAB; Niles Trammell, president of NBC; Alfred J. McCloskey, chairman of the board of MBS; Mark Woods, president of the BLUE; William S. Paley, president of CBS; George V. Denny Jr., moderator of the BLUE program America's Town Meeting of the Air; H. V. Kaltenborn, NBC news analyst; Paul Schubert, MBS naval expert, and Gabriel Heather, MBS news commentator.

WILLIAM B. LEWIS

Lewis Is Keynote At Award Meeting

WILLIAM B. LEWIS, former CBS vice-president in charge of broadcasts, now serving as assistant director of the OFF, will be the keynote speaker on "Radio's War Job" at the eighth annual award luncheon May 19 at the Hotel Pierre, New York, by the Women's National Radio Committee.

Presiding will be Mme. Yolanda Mero-Iron, founder and chairman of the WNBC, who will announce the committee's radio highlights for the coming year to cover music, drama, entertainment and talks, including quizzes, speakers and forums.

One of the highlights will be first hand accounts of "Broadcasting Under Fire" by six network correspondents, including Max Jordan, NBC's former European representative; Fred Erie, former NBC representative in London; Elizabeth Wayne, MBS correspondent recently returned from Java; Major George Fielding Eliot, CBS military expert; Helen Hiett, BLUE commentator noted for her broadcast on the bombing of Gibraltar, and Alex Dreier, former NBC correspondent in Berlin.

Other talks at the luncheon will be given by Mrs. Lytle Hull, vice-chairman of the New York State War Savings Staff, on "How radio sells War Bonds," by Rosemary Barck, Swedish member of the CBS shortwave staff, "On the Shortwave Radio Front!", and by Lisa Serio, commentator of WQXR, New York, "An Accolade to the Overseas Broadcasters." Mutual will broadcast the announcements of the awards and introduction of guests of honor, 2:30-2:45 p.m.

"United Nations": (2) Counteract enemy propaganda; (3) urge that united action through the United Nations is the only way we can win not only the war but the peace; (4) tell the public to work together always to win the war, talk about victories, avoid defeatist talk.

Radio Paris Wrecked

RADIO PARIS, major outlet for Nazi propaganda, was silenced by saboteurs last Monday, according to a United Press report from Vichy. Story said that the transmitting towers, located near Bourges, 150 miles south of Paris, were felled by dynamiting their bases, disrupting longwave transmission for Radio Paris and shortwave broadcasts of Radio Mondial and Radio Coloniale. "Destruction of the Paris transmitting facilities was so thorough that the station is expected to be silent on its normal wavelength for many weeks," UP stated.

CKTR, St. Catherine's, Ont., is now represented in Ontario and Quebec by Jack Alexander.

NATIONAL ADVERTISERS and New York's in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION OF GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000 foreign-language-speaking audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

Your Best National Spot Buy . . .

BROADCASTING • Broadcast Advertising

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Culligan Describes Radio Draft Status
Has Praise for Industry Part
In Selective Service

AT A SELECTIVE Service roundtable held during the NAB Convention in Cleveland last Wednesday, Maj. Ernest M. Culligan of Selective Service, Washington, told the broadcasters it was their patriotic duty to apply for deferment of employees who are essential to the efficient station maintenance and who are impossible or difficult to replace.

At the same time, he said, station executives have a parallel responsibility to train replacement any man on the staff, regardless of dependency, who is physically fit to fight.

Guide Sought

In a discussion period that followed some of the broadcasters related their individual problems, with local draft boards on deferment of essential employees, and suggested that a guide be issued by Selective Service in Washington to be used in determining deferments requested by stations.

Although individual cases of deferment are not only justified by every interpretation, Maj. Culligan cautioned radio to guard against public resentment, pointing out that public psychology is a great determining factor of further use of an individual to an organization after he has been deferred.

Harry Butcher, CBS vice-presi-
dent, said that out of 1,700 male employees classified by the network, CBS has listed less than 100 who are almost certain to be deferred, and whom the network considers eligible for deferment. These men are primarily technicians, news writers and a few program builders with highly specialized talent.

Col. Harry Wilder, owner of the WSYR, Syracuse; WTRY, Troy; and WKNE, Keene, N. H., stated the Wilder stations had lost 15% of its personnel, and two of the three chief engineers within the last few weeks.

The current problem of the smaller stations who are losing their technicians to stations in the larger markets at higher salaries was also mentioned. Major Culligan said the problem was serious in view of the fact that many areas are serviced by a single small station, important from a communications standpoint.

FOLLOWING the announcement recently that WJZ, New York, had decided to go on the air for station breaks of 25 words, Procter & Gamble Co., Cincinnati, contracted to start seven announcements weekly on May 18 for a 52-week period. Compton Adv., New York, is the agency.

PRESS-RADIO GROUP
NAMES KIRCHOFER

APPOINTMENT of A. H. Kirchhofe, managing editor of the Buffalo Evening News and director of WBEN and WEBR, to the Steering Committee of the Newspaper-Radio Committee was announced last Monday in Cleveland following a meeting of the group.

Mr. Kirchhofer succeeds Nelson P. Poynter, publisher of the St. Petersburg Times and owner of WTSP, Government service with the Coordinator of Information motivated his voluntary retirement. The committee at a meeting in New York last month elected H. Dean Fitter, Kansas City Star (WDAF) as treasurer, succeeding Tennant Bryan, of the Richmond News-Leader, now or active duty with the Navy.

Present were Chairman Harold V. Hough, WBAK-KGKO, Fort Worth; Walter J. Damm, WTMJ, Milwaukee; John Person, WRAK, Williamsport; Howard Lane, KFBK, Sacramento; Jack Howard, Scripps-Howard Radio Inc.; Mr. Fitter, and Sydney M. Kaye and Abe Herman, counsel.

TROUSING through Western Missouri and Eastern Kansas, KMBC's Victory Caravan has an announced goal of a "Hundred Grand for Uncle Sam". In its first three stops the group has already raised $30,000. The troups are 25 members of the KMBC staff who contribute their time and talent each Thursday, whose Government's performance. Admission is a 25-cent stamp and bonds are sold during the illustrations.

SLUGGERS Ted Williams and Jimmy Foxx of the Boston Red Sox were honored May 8 with bronze plaques and a trip by the Yankee Network—Williams for his .406 batting average of last season and Foxx for driving in more than 100 runs for each of 13 consecutive years. They are (l to r) Fred McLaughlin, special services director of the Yankee Network, Foxx, Williams and Jim Britt, network sportscaster.

Equipment Pool

Commands in the various areas so that stations will not be taken off the air needlessly, handling of the technical personnel shortage, insure protection against sabotage of transmitters and plans for salvaging, repairing and revitalizing of the tube. Lack of coordination among Intercepter Commands should be corrected, he urged.

Mr. Ring, in explaining the broad conservation plan, said that a serious tube shortage exists. But WPB feels that many stations have spare tubes and that these should be used up before allocation of materials for new production is authorized. Several plans have been discussed, he said, with the DCB committee finally recommending the conservation plan.

The plan embraces setting up of 17 conservation areas, with an inventory to be made in each area on all available equipment, and provisions to be made for interchange of equipment among stations in each area and in other areas where necessary. While the plan will be administered by the Government, there will be set up in each district three administrators, one of whom would be a station executive, the second a technical man who knows broadcast operation and who would undertake inspection of all stations in the area to insure peak operation to lengthen the life of equipment, and the third a general station executive.

The whole plan hinges upon procuring replacement material from WPB when the overall inventory approaches exhaustion, Mr. Ring explained. Thus, a complete inventory of new equipment could be made available at one time with an adequate check on the supply for the entire industry, rather than the existing piece-meal basis.

The industry should get together on a concentrated effort to learn just what it has in the way of reserves and to show just how little material is needed to keep radio going full-blaze. This project calls for careful study, he declared.

J. A. Berman, of Shure Bros., Chicago, pointed out that radio parts distributors have a somewhat similar project in mind and that the whole matter was going to be discussed at a meeting of parts distributors in New York, June 9. The task is that of keeping radio jobbers alive, he said. President Miller said the NAB would be glad to cooperate in this activity, to the mutual good of both industries.

Under the plan, there would be a perpetual inventory on a national scale covering every phase of broadcast equipment, it was pointed out. A recent survey indicated that less than 30% of the stations had a full complement of spare tubes.
KGO and Grocers

MAJOR promotional tip effected by BLUE station KGO, San Francisco, since its divestiture from NBC, was that consummated between Manager William Ryan and William D. Hadeler, state secretary of the California Retail Grocers & Merchandise Assn. They have linked objectives in a one-year program of activities. KGO on May 8 launched a weekly production, Charlie Harper, Grocer, a studio audience program with tickets distributed by the California Retail Grocers Association. In turn the grocer organization is publicizing more than 5,000 radio news flash posters—24 x 36 inches—in red, white and blue, which feature illustrations of the grocer radio program and other KGO-Blue programs. Distribution is throughout Northern California.

Radio in the War

RADIO'S varied war activities are depicted in a four-page spread of photos in the May issue of Pickups, Western Electric Co. house organ. Included are pictures of Charlie McCarthy and Bob Hope entertaining camp audiences; of President Roosevelt, Prime Minister Churchill, General MacArthur and Donald M. Nelson as they broadcast history while millions listen; of network newsmen and network correspondents covering the war for the radio audience, and of radio's war promotion activities, including Grocers Associations of war themes, television presentation of OCD instruction, broadcasting the reactions of a blood donor, etc.

AP History

A DRAMATIZED HISTORY of the AP is being distributed in transcription form on request to stations affiliated with the special AP radio wire by Press Assn., New York. A quarter-hour continuity, with allowance for station introduction and signature, the transcription is designed to acquaint listeners with the AP background, and to build prestige for both station and wire service.

Contest Club

HOBBY of Helen King, promotion director of WBBR, Buffalo, in charge of box tops and creating slogans has resulted in formation of the Buffalo Contest Club. Station carries evening and afternoon programs plugging network contests and reports high percentage of winners in the club.

School Lectures

KSL, Salt Lake City, is sponsoring a series of lectures conducted by Ralph W. Hardy, traffic manager, in Utah and Idaho high schools on use of radio in modern living. Mr. Hardy is accompanied by Dr. Irving Hall, KSL educational advisor who meets with faculty groups to show how radio can be used as a classroom aid.

WTAR Torpedo Discs

SURVIVORS of the torpedoing of a medium-sized American ship sunk April 19 off the Virginia coast, were interviewed and transcribed by WTAR, Norfolk, three days before the sinking was announced by the Navy Dept. Acting on permission who were aboard the Fifth Naval District public relations office, the discs were then the official announcement was made in Washington and then re-broadcast a few hours later.

Cosmetic Series

COLONIAL DAMES Corp., Los Angeles (cosmetics), in a three-way spring campaign ending May 30 is sponsoring a seven-week quarter-hour newscast on KFVY, that, with a similar type of ten-minute program three times per week on KIEV, Glendale, Cal. Firm also is utilizing three-weeks, ten to fifteen-minute, on KFOR, San Francisco, and 14 spot announcements per week on KRSC, Seattle. Schedule supplements an earlier five-minute program, Find the Woman, sponsored on 8 CBS West Coast stations (including KGLO KOY KOY KTUC), Friday, 9:55-10 p.m. (PWT). Agency is Glasser-Galiley & Co., Los Angeles.

Sealstays

NATIONAL DAIRY PRODUCTS Corp., New York (Sealstays), will continue the weekly half-hour NBC Rudy Vallee Show, Thursday, 10:30-11 p.m. (PWT). Decision was reached following conference between James A. McFadden, New York vice-president of McKea & Albright, agency servicing the account, and Dick Mack, Hollywood producer of the series. Besides Vallee, featured on the show are John Barrymore, Joan Davis, Eddie Paul's orchestra and the Sportsmen, vocal quartet. Tom Hudson announces. Ned Tolleridge is the NBC production representative.

Curtis Quits Texas Assn.

MANPOWER PROBLEMS have caused James R. Curtis, president of KFRO, Longview, Texas, to tender his resignation as secretary-treasurer of the Texas Broadcasters Association. He informed O. L. Taylor, president of the Association, that he will have to leave the post he has held since the beginning of the organization in 1936.

BROCHURES

CBS—Booklet entitled “fifteen minutes March 5, 1942” description of what goes on in the office of Paul W. White, CBS news chief, during a world news roundup.

KPO, San Francisco—Describing the engineering perfection in design of new KPO headquarters.


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Radio Stands Ready

SOME WHO HEARD him at Cleveland professed to detect in OPF Director Archibald MacLeish a speech a you-try-half-with-us-or-else attitude. Such an attitude, if it were struck at all, certainly would stand out in contrast to the thanks-for-your-swell-cooperation and the keep-it-up tenor of the speeches by Byron Price, Director of Censorship, and by the Army, Navy, Marine Corps and other Government officials who appeared before the convention and before its various sub-sessions.

But we don't think Mr. MacLeish meant to talk down to the broadcasters, and a re-reading of his address [see page 11] convinces us that he has no thought of wield ing or threatening to wield the big stick. On the contrary, in asking for cooperation "not in terms of facilities but in terms of men," he sought from the broadcasters just what they are most willing to give. In as king for "the brains and the hearts and the energy" of the men who run the American broadcasting industry, he struck a chord to which the industry has already shown it is eagerly responsive.

There isn't a man jack in radio who wouldn't give his all toward winning the war. The Office of Facts & Figures, intent upon the psychological front in this war, should know this from the wholehearted support its propaganda plans are getting from every segment of the industry—sponsor, agency, station, network. So do the military forces, whose public relations chiefs thus far have had nothing but praise for the way radio is playing its part in their plans.

Of course, there still remains a gigantic task for radio, but Mr. MacLeish may rest assured that radio stands ready, to use his own words, "to apply to the doing of the job all of its skill, all of its experience, all of its tremendous resources of ingenuity and imagination, all of the force and verve and vitality of a young and dynamic industry."

But the job of coordinating the effort is OPF's, not the industry's. So far it is being well done in the face of terrific technical, political and economic stresses and strains, and in the face of the fact that when it comes to radio each and every citizen, let alone each and every war worker in Washington, has his own individual ideas how to do it.

So far the OPF itself, the Office of Censor ship, the military establishments and the Rockefeller and Donovan Committees have had little trouble in drawing upon the best minds in the industry for manpower and for ideas.

If they want more, they are there for the asking—and, more often than not, without the asking.

Mr. MacLeish is a poet, who also happens to be a good administrator. He has a fine sense of words, and it is possible his speech, hastily prepared, may have been just a little too ethereal in parts for some of the hard-headed and practical broadcasters present. He probably doesn't know much about the technical and economic workings of radio, but fortunately the men around him do. We have heard and read and re-read his remarks; we can say for the industry, we think, that it has already met his challenge and stands ready to meet any more. From the sidelines, however, we do think that, like his colleagues in the other branches of the Government war service, he might have let out at least a wee cheer for radio's ball team.

The NRDGA Challenge

NOW WE'RE GETTING somewhere on this business of radio advertising by department stores. The sales managers session at the NAB convention in Cleveland last week was just about the healthiest development that could have occurred in the retail advertising field.

It was a hair-lifting-down session of the first magnitude. Representatives of retail stores, under the aegis of the National Retail Dry Goods Asso., in plain King's English, told broadcasters that their selling methods stink. They charged radio stations with trying to sell "blue sky" in the form of time, and with palming off whatever is unsold in the way of program or talent.

Anyway, that's the story of the department stores' composition advertising managers.

Not to be outdone, spokesmen from the stations more or less answered in kind. The affinity of the department store to display space in the newspapers was castigated as "the easy way out", a hidebound tradition.

There were a couple of exceptions. Bill Gillespie, of KTUL, told how his station had managed to get half of its local advertising revenue from department stores. He had studied the field, hired a department store merchant, and didn't sell time alone. He sold scientifically and, he reported, everybody's happy.

Walter Neff, ex-major station sales chief, now an agency executive, told both sides they could do the job if they got to understand each other better and knew what they were buying and selling.

The Cleveland session, arranged by the NAB sales managers committee, despite the harsh words presented a challenge to radio. It's up to radio to sell its customers, not for the customers to come in hat-in-hand. In these times, honeymooning goes out the window. The local account is vitally important.

Let's do the job scientifically! Let's get a real research job done, and appropriate the money necessary to do it. Let's have a committee-sit regularly with a committee representing sales managers (with Bill Gillespie on it by all means) and show them that the ear is as good as (or better than) the eye in moving goods in every aisle from bargain basement to the fur department!

Radio hasn't been bothered about tradition in other fields. With the job done right, department stores will be using radio . . . and loving it.

ASCAP's Wedding

IMAGINE a convention of broadcasters with no controversy over music copyright! That happened at the 29th annual convention of the NAB in Cleveland last week. Substantially more than a quorum of the delegates attended the overall copyright session, but the attend ance was a far cry from the jammed-to-the rafters sessions of past years.

Sitting on the same rostrum were the adversaries in the music copyright fight settled just a few months ago. ASCAP, admittedly vanquished and sweeping reorganized since, through its general manager, John G. Paine, bespoke cooperation and teamwork with the broadcasters—its best customer. Neville Miller, NAB-BMI president, who was told when he was retained in 1938 that licking ASCAP was his job, didn't gloat. In introducing Mr. Paine he said simply that it had been a hard fight but that it had been fought "fair and clean."

There must have paralleled before the eyes of the broadcasters scenes of other years; of Gene Buck and Claude Mills; of millions of dollars in infringement suits against broadcasters brought by ASCAP; of the Warner Bros. walkout; of alleged "selling down the river" episodes and separate deals; of the refusal of ASCAP executives even to talk to Mr. Miller; of hopeless negotiations; of BMI's birth, and the withdrawal of ASCAP music from the air; of criminal suits against ASCAP by the Dept. of Justice; of consent decrees accepted both by ASCAP and BMI; of the St. Louis nightmare a year ago; and finally of the truce that brought ASCAP music back on the air, with the combined cost of ASCAP and BMI licenses some 30% less than that of ASCAP alone in 1940.

There are other music problems, to be sure. The mushrooming of the "payola" racket, of bribing performances over sustaining programs, must be checked. Some stations are still having trouble with union musicians. And a wave of read-in of selected network copy, on copyright, lest it again get out of hand.

Cleveland probably will go down as radio's first convention without a copyright crisis. It was simply wonderful!
O N THE MORNING of Dec. 7, 1941, the citizens of Honolu-
lu were electrified to hear a voice calm and clear, but
fighting mad, come on the air with the words:

"Ladies and Gentlemen, we ask you to be calm and listen carefully.
This island, Oahu, is under attack by enemy planes. The Rising Sun has been seen on the wings of these planes and we believe them to be Japanese. We will keep you advised. Stay under cover, keep off the streets, do not use the telephone; telephone facilities are needed for other very important matters. All automobiles get off the highways immediately. We are not asking you to do these things, we are telling you.

"Some of you people think this is a maneuver. This is no maneuver. This is the real McCoy. Keep calm, and do as you are told to do. Thank you."

Thereafter, all through that hectic Sunday morning, that voice was on the air, summoning the Army and Navy personnel to their posts, calling for reserve police, firemen and medical workers, asking for volunteer blood donors, trucks for emergency ambulances—until the station went off the air along toward noon for safety measures, and stayed off for a full week.

The voice belonged to Webley Elgin Edwards, station manager of KGMB, Honolulu, and vice-president of the Hawaiian Broadcasting System Ltd., which operates both KGMB and KHBC in Hilo.

It was typical of the man that his history-making announcement, even while bombers were dropping their lethal eggs, should have started with "Ladies and Gentlemen," and wound up with "Thank you."

He has been using those terms in radio for more than 15 years. They are ingrained.

It was typical of him that he should have said "This is the real McCoy." People later said that one phrase convinced them, more than anything else, that it was a real attack and not another of the many maneuvers that Honolulu was always having before the war.

Web Edwards started his radio career as a sports announcer, and he still knows the value of the pungent, punchy phrase.

He started in radio in 1925, with news broadcasts over KOAC, Corvallis, Ore., later doing sports over KGW, Portland. In 1928 he went to Honolulu to play semi-pro football with the Honolulu town team. He got back into radio there. He returned to the mainland for part of one year, 1934, and did a series of football broadcasts over KNX, Los Angeles. He came back to Honolulu in 1934 and has managed KGMB ever since. In 1935 he originated the Hawaii Calls broadcasts over CBS and emceed that program over CBS and MBS until the war forced it off the air.

Hawaii Calls, the company's present president, Edwards worked long hours to bring a small station up from nowhere to its present potent position in the Hawaiian Islands. From two rooms atop a downtown building, he has seen it grow to its present location in a modern air-conditioned building, designed for radio and equipped with the latest modern broadcasting equipment, and manned by a staff of 40.

Webley Edwards was born in Corvallis, Nov. 11, 1902, son of a college professor who later became an industrial chemist. He spent the first 20 years of his life in California, living in San Luis Obispo, San Jose and Berkeley.

He returned to Oregon for his senior high school year in his old home town of Corvallis and went on to Oregon State College for four years, where he played football, was associate editor of his school newspaper, news correspondent for the Portland Oregon Journal and the Seattle Times.

During his last two years in college he helped Wallace Kad- dery, now radio chief in the Department of Agriculture in Wash-
ington, run the college radio station, KOAC. At the same time he kept up his writing and for a year after college he stayed on as back- up man for the football team under Paul Schiesser.

Today Web Edwards is one of the busiest men in Honolulu. He is not only station manager of KGMB but also President. He and Howard Worrall direct the policies of KHBC, Hilo, where Al Green is resident manager. He is the CBS war correspondent from Hawaii, and he is also the head of a news agen-
tator over that network regularly. He also conducts a five-a-week local radio news commentary, full of salty philosophy and clear-cut background of the "news behind the news." With all this he finds time to be a reserve officer in the Honolulu police department, serv-
ing with no pay, but going on an active beat one night each week in his radio-equipped car.

Running a radio station in Ha-
waai is no bed of roses these days but amazingly, KGMB has kept its local and national business pretty well intact. As Edwards puts it, "It takes a lot of letter-writing, calling, and waiting, but we have to convince radio advertisers that radio is still going strong in the Islands."

It's long hours and hard work for Web Edwards these days, but he seems to thrive on it. As he puts it, "I thrive on hard work when you get into the radio business. In spite of our problems, I can sincerely say I've never had so much real pleasure or such a feeling of really accomplishing things these days as in keeping KGMB "on the beam" during these war days."

WEBLEY ELGIN EDWARDS

BROADCASTING • Broadcast Advertising

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LIEUT. BARRY BINGHAM, USNR, publisher of the Louisville Courier-Journal, operating WHAS, has returned to Washington from Europe where for the last three months he has been stationed at the American Embassy as representative of the Office of Civilian Defense. He is now attached to the legislative staff of the Office of Facts & Figures.

EUGENE C. PULLIAM, president of WIRE, Indianapolis, on June 1 will tender his resignation, in Indianapolis, in honor of Niles Trammell, president of NBC; Gov. Harry F. Schrieker, of Indiana, and Kenneth Houghton, publisher of the Wall Street Journal, who will be given honorary degrees at De Pauw U the preceding evening. Mr. Pulliam is a trustee of the university.

BILL JOHNSTON formerly assistant to George Fry, general sales manager of NBC, recently accepted an offer from Pan American Airways to manage a field "somewhere pungent." Johnston took up aviation while serving as an NBC boy page some years ago.

EUGENE S. THOMAS, sales manager of CBS Broadcasting Service, New York, has been elected a director of the Advertising Club of New York.

MORRIS S. NOVIK, director of WNYC, New York municipal station, has been appointed to the special ad-
visory committee of the Foreign Language Advisory Council of the Office of War Information, which is headed by Lee Falk.

GERALD C. GROSS, assistant chief engineer of the FCC, on May 9 mar-
rried Sue Bramlage Crosby at Fredericksburg, Va.

JOHN ANDREWS, former member of the sales promotion staff of Liberty Magazine, has joined the sales promo-
tion department of CBS as assistant to George Dunham, supervisor of promo-
tion for CBS stations.

DALE PHARES of the sales staff of WFRB, Rock Island, Ill., has entered the Army in Evanston, Ill.

ADRIAN MURPHY, executive direc-
tor of the television department of CBS, resigned last week to become the first lieutenant in the Signal Corps. With CBS since 1935, Mr. Murphy was formerly manager of television operations. Leonard Hone, who holds that position at CBS, will succeed Mr. Murphy.

FRANK J. REED Jr., assistant sales traffic manager of NBC, starts active duty as a first lieutenant in the Ordi-
nance Corps, May 25.

JOSEPH E. KELLER, radio at-
torney associated with the firm of Davis & Johnston, Washington, has been appointed consultant on state barriers for the Office of Ordnance Transportation. It was said he will handle problems affecting the interstate movement of petroleum and other liquids needed in the war effort.

M. TILFORD JONES, chief owner of NNYY, Honolulu, for Reserve Corps, has returned after a 30-day convalescence in the Veterinary Hospital at Alexan-
dria, Va.

COURT ONET, formerly of the sales staff of WOY, New York, and at one time field representative for the Tone Hearing Service, New York, has joined the sales staff of WOBS, New York.

T. R. PUTNAM, commercial manager of WNF, Philadelphia, has re-
turned after a 30-day convalescence in the Veterinary Hospital at Alexan-
dria, La.

H. RUSSELL HOLT, manager of WOLS, Florence, S. C., is the father of a baby girl.

LINDY W. MATHENY, salesman of WFBH, Indianapolis, leaves May 18 for Officers Training School.

LAWRENCE J. HUBBARD has been named director of circulation of Crosley Inc., New York and Princeton, N. J.

Jackson Heads WBOW

GEORGE JACKSON, has been named manager of WBOW, Terre Hu-
te, replacing Martin L. Leich, who has joined the Air Force as an en-
sign. Leich is presently stationed in Washington in the communica-
tions branch.
Ralph Fallert, announcer of WCAE, Pittsburgh, has been called to active service in the Navy as a second class yeoman and is stationed at the Great Lakes Naval Training Center, Lt. Herbert Q. Morrison, former member of the WCAE staff and famous for his description of the Hindenburg crash while with WLS, Chicago, is now stationed at the Will Rogers Airport, Oklahoma City.

Leo Bolley, sportscaster of WFBI, Syracuse, has joined the Army Air Force as a first lieutenant.

Betty Riopelle, CKLW, Windsor-Detroit, was married recently to Marshall Morse of the Army Air Force. She will continue her duties in the Detroit office of CKLW.

Fred Foster, formerly of WLW, Cincinnati, has joined the announcing staff of WKW, St. Louis.

Lucille Wilson has joined the announcing staff of WTOC, Savannah, and is heard three times weekly as Lucille Wilson Speaking.

Eric Bodien, announcer of KYA, San Francisco and previous to that with stations in Ireland, has resigned.

Kay Sherry has been appointed staff announcer of KROW, Oakland, succeeding Ed Royal, resigned.

Ken Burkhard, announcer, has resigned from KRE, Berkeley, Cal. to join KLS, Philadelphia, Pa.

Marilyn MacLean, traffic manager of KROW, Oakland, Cal., is to join KRE, Berkeley.

Tom Casey, newscaster and dance band announcer of the BLUE-Chicago, will cover for the Army Air Corps as a cadet at Ft. Thomas, Ky., in June.

Fred Kasper, announcer, has been stationed at Lowry Field, Denver, since March 1, as a student bombardier. Robert Merkle, formerly clerk of an announcing staff, is now in the Medical Corps, Ft. Sill, Okla.

Ted MacMurray, freelance producer of the Howard Woods and Mervyn LeRoy, and former announcer, on May 15 will join the BLUE-Chicago as a director.

Virginia Reimer, Hollywood sound effects man on NBC's Prairie Flower, sponsored by R. W. Reynolds Tobacco Co. (Camels) and Muragert Heinlart, formerly vocalist on that program, are to be married June 15.

Walt Dennis, sales promotion manager of KYVO, San Diego, has been named publicity director in addition to his present duties of All Page who is now chief announcer.

Fred Wieting, formerly of WDEY, Waterbury, Vt., has joined WRGB, Pittsfield, Mass.

Fred Briggs, announcer, formerly of KSFO, San Francisco, has joined KQW, San Francisco.

J. Clinton Stanley, producer of NBC and blue, currently directing Quiz Kids, Flying Patrol and Bats in the Belfry, has been appointed assistant to Maurer Wetzel, production manager of the Blue.

Tom Downing, staff announcer of WAGA, on April 29 married Lillian Reynolds, Owensville, Ky.

Vebe Kneeland who handles most of the women's programs at KQW, Portland, Oregon, is currently touring the East largely for the purpose of research work for a book she proposes to write this fall. En route she attended the Ohio State University in Education by Radio.

Nan Sherry, a new continuity writer at KGW-KEK, Portland, OR., recently launched her own program shortly with a five-minute spot, Becoming the Legend, to be heard Monday through Friday.

Floyd Marion, radio, stage and vaudeville veteran, has joined the announce staff of WQD, Toledo.

Johnnie Myers, staff announcer and copywriter of WALB, Albany, Ga., was recently named publicity director for WSGA, Atlanta, and also the announcing staff of WALB.

Berry Long, account executive of KOA, Denver, will leave shortly to join the Navy as a chief petty officer.

Chris Ford, formerly continuity director of WIRE, Indianapolis, and Russell W. Wolf, for the last 10 years with WRRM, Milwaukee, have the continuity department of the BLUE-Chicago.

Walter Paschal, news chief of WJW, Cleveland, recently received appointment to the Board of Directors, Atlantic branch, Foreign Policy Assn. and its Advisory Council, Atlantic Camp Fire Girls.

Joel Lawhon, formerly chief announcer of WFBG, Greensville, S. C., has joined the announcing staff of WPTF, Raleigh.

M. D. (Babe) Cohn, former district manager for Public theatre in the Kansas City territory and presently with Monarch Theatres Inc., New York, has been named head of the artists' bureau of WIB, Kansas City.

Meet the LADIES

Frances Farmer Wilder

Rich and Varied is the experience Frances Farmer Wilder brings to her position as CBS Pacific Coast network educational director, California born and a graduate of the U of California, she spent seven years in the Orient with her husband who mastered the Chinese and French languages. Upon her return to New York she started a career that began to roll radiowards.

It was Mrs. Wilder who organized the Courier Service, a guide service for visitors in that city which is still successfully operating. She carried on similar activity for the Rockefeller Institute in 1934, and then in 1938 went to CBS Hollywood where her faculty for organization was utilized.

Before assuming her present post, she was CBS Hollywood personnel director, a position she still fills. Always intensely interested in education, Mrs. Wilder has taken special work at Columbia U and the U of Chicago, and currently produces a weekly half-hour program of events, What's All About? on CBS Pacific Coast stations.

Lou Kemper, announcer for Brush Creek Follies and Down Brush Creek Way on KMBC, Kansas City, Kansas is to join the Marines June 13. Ray Young, announcer, has been inducted into the Army. Fred Scott has joined the KMBC announcing staff.

Bill Malone, formerly of WLW, Cincinnati, has joined the promotion department of WOWO-WGL, Fort Wayne. Other staff additions include Don Ross, formerly of WOSH, Rochester, Minn., announcer, and Elaine Heimes, auditing office.

Kenneth Pettus, formerly continuity and news writer of KGW and the Portland Ledger, Portland, Ore., and Victor Reed, former press association correspondent of the U of Michigan, have joined the special events department of NBC-Chicago.

Larry Gallaway, free lance announcer, who handles all programs of the Treasury Department, replaces Andre Blanch as announcer on The American Melody Hour, CBS program by Bayer Co., New York, for Bayer Anacin.

Radcliffe Hall, NBC announcer and newscaster, is the father of a baby girl.

John Dunham, formerly of KMOX, St. Louis, has joined the announcing staff of WIBH, Chicago.

John J. Hughes, Hollywood news analyst of Mutual-Don Lee network, continuing his regular broadcasts, on May 18 started a six-week lecture tour.

Nathan Scott, Hollywood Blue musical director, and Marjorie Wright, production secretary, were married May 9 at Las Vegas, Nev.

David Kent, production manager and chief announcer of WAIR, Washington, D.C., has resigned to join WDBJ, Roanoke, Va.

Martin Weinstein, publicity director of WSKI, plans to resume radio script writing in Hollywood.

Milton J. Morey, treasurer of WNLIC, New London, Conn., is to resign shortly to enter the Army.

William Farris, former chief announcer of WBNY, Brooklyn, has been named program director of WCP, Boston.

Maurice Hazan, formerly an announcer at KGER, Long Beach, Cal., has joined the Inter-American Affairs Division of the Office of Emergency Management. He has been assigned to handle news copy on the new shortwave station KW1D, San Francisco.

Paul Douglas has been appointed official Hollywood announcer on the weekly War Production Board shortwave program, Command Performance.

David Starling, announcer at KFPI-KECA, Los Angeles, has resigned to join the Army. Nelson McNichol joined the staff, after summer vacation. He was formerly announcer of KDYI, Salt Lake City.

Carolyn Caro, was recently announced program director of KFJF, Los Angeles.
THURL YORK, formerly of WGRM, Greenwood, Mass., has joined the announcing staff of KFKO, Longview, Tex. WOULD Oliphant has resigned from the KFKO announcing staff to join the American Broadcasting Company special events staff. R. T. BOWMAN, York to announce the special NBC events.

DICK HATTON, formerly of WRRN, Warren, Ohio, and John Powell, a recent radio graduate of State U., have joined WJW, Akron. Wayne Eyres has been named chief announcer of WJW.

WAYNE NELSON, formerly of WJJD, Chicago, has joined the announcing staff of KMKO, St. Louis, replacing John Dunham, who transferred to WBBM, Chicago.

CARL SCHAELE, Jack Shnell and Carroll Freeland of NBC Hollywood page staff, have been promoted to the sound effects department, working under Harry Sax, manager.

CAROL DAVIS of Tom Findale Inc., Hollywood staff, on May 24 joins NBC Hollywood publicity department as fashion and fan magazine contact. She succeeds Martha Sherlock, resigned.

JACK DAVIES announcer of KSL, Salt Lake City, has joined the Army, Werner Groening has passed his preliminary examination for the Army Air Corps.

LARRY CROWLEY, formerly copywriter of Ruthrauff & Ryan, Chicago, has joined the news staff of WGN, Chicago.

FLOYD MARION former Earl Carroll's Vanities and also with KFI, KGO, WLS, WMC, New York, has joined the announcing staff of WSPD, Toledo.

LORNE GREENE, chief announcer at the Canadian Broadcasting Corporation, Toronto regional studios, was in New York to announce the special NBC and CBS Celebrity Red Cross all-star shows on May 11-12.

R. T. BOWMAN, Canadian Broadcasting Corp. special events chief, is back in Great Britain to dig up and broadcast the weekly news commentary for Canadians at home.

ANDREW COWAN, talks producer for the Canadian Broadcasting Corporation, at Winnipeg, has recently been transferred to the staff for the western CBC region with offices at Vancouver.

DORIAN ST. GEORGE, formerly an announcer of WMBC-WRO, Washing- ton, has joined the BLUE-New York. Don Gardner and George Gunn have also gone to the BLUE-New York in recent weeks.

DAVE MILLIGAN, continuity writer of WBBM, Indianapolis, is back at his desk after an appendectomy.

JACK STARR has joined the announcing staff of KXOK, St. Louis, as a sportscaster, replacing Cy Casper, who is doing special work for the Army.

KEITH HETHERINGTON, formerly of KPHO, Phoenix, has joined KFAS, Pasadena, Cal., as announcer.

Ream Is Named by CBS

TO ADMINISTRATIVE POST

JOSEPH H. REAM, secretary and general attorney of CBS, has been appointed to the NBC special events staff, joining Paul W. Kesten, CBS vice-president and general manager; Merford Runyon, vice-president and director of sales and administration. K. White, treasurer, in the management and administration of the network.

Prior to joining CBS as a general attorney in 1954, Mr. Ream was associated for seven years with the law firm of Gravath, de Seldsroth, Swaine & Wood, New York. Born in Bedford, Pa., in 1903, he received his A.B. from the U of Kansas and his LL.B. from Yale. Julius Braun- er, a CBS attorney, will take over Mr. Ream's previous responsibilities as head of the CBS legal department and general attorney.

WSJS Changes

MORE CHANGES IN THE STAFF OF WSJS-W41MM, Winston Salem, have been announced by Harold Essex, director of operations. Ray B. Daniel, night manager and chief announcer, has been named program director. John E. Miller, formerly program manager, is now head of the newly created department of sports and special events. Harry B. Shaw, assistant sales manager, has been promoted to manager of local sales. Schallert & Fols has been added to the sales staff. Isabel Shaffer, formerly music director of WIOD, Miami, has been added to the staff. WSJS announcer, will be production manager of W41MM when it takes the air later this month. Its programs will come from the studios of WSJS in Winston-Salem via beam transmitter to the FM transmitter atop Clingman's Peak, adjacent to Mt. Mitchell, in Western North Carolina.

WOR Staff Changes

WOR, New York, announces several changes in personnel. Helen Dunlop, of the publicity department has joined the OEN in California, and is replaced by Virginia Cornish, formerly of the station's engineering office. Elaine Boss joins the program department, replacing Jane Aberlin, who has resigned due to illness. George Vanatta has joined the announcing staff, while Joe Riley, temporarily production supervisor, has returned to the announcing and production staff. Charles Godwin is now production supervisor. William Taylor, formerly on the announcing staff, has joined the engineering department, replacing Dan Ehrenreich, now in the U.S. Signal Corps.

Hill Joins CBS

FRANK ERNEST HILL, writer and lecturer on adult education, literature and radio, and for the last five years field representative of the American Assn. for Publ. Education, has joined the staff of CBS' education department, where he will write and act as moderator and narrator on the Friday current events program of School of the Air of the Americas. Hill conducted a survey for the Federal Radio Education Committee which resulted in the publication Radio's Listening Groups in 1941. He has been active in journalism and publishing.

WMCA Post to Carley

WILLIAM F. CARLEY, formerly director of promotion and publicity of WMCA, succeeding Maxwell Jane, now an account executive in the stations sales division. Carley was at one time in charge of promotion for all managed and operated NBC stations in New York, and also handled J. W. Thompson Co., San Francisco, and Addison Vars, Buffalo. In addition, he has been advertising manager for the Fabric Division of Du Pont, Wilmington, Del., and editor of the house organs of Tide Water Oil Co., New York.

Baruch and Allan Join

Radio Section of Army

ANNOUNCER Andre Baruch, freelance, and James Allan, assistant manager of WEFIL, Phipps- delphia, will leave their civilian work shortly to receive commissions as first lieutenants in the Army, according to Lee Chadwick, chief, radio section, Office of the Quartermaster General. Each will be attached to the Quartermaster Corps and assigned to duty in the Public Relations branch office of the Quartermaster General in Washington.

The addition of Baruch and Allan will bring to five the total of radio men in this branch, which is headed by John S. Hayes, formerly assistant program director of WOR, New York. Lee Chadwick is chief of the radio section and Ben Miller, formerly with Young & Rubicam, New York, is doing liaison radio work with the field.

WIND Staff Changes

RECENT personal additions to WIND, Gary, Ind., are Hubert Marhoff, engineer, formerly of the credit manager of Montgomery Ward & Co., Chicago, and Howard Morgan, formerly WIND-WBBM, Chicago, and prior to that an engineer of WBBM, Chicago; John Conner, formerly network freelance announcer of Chicago and New York, and Harvey Garly, formerly of KOIL, Omaha.

Order From Central New England's Radio Bill of Fare

When You Buy Time—Buy An Audience

Nbc Basic Red Network

Edward Petry & Company, National Representative

Owned and Operated by The Worcester Telegram Gazette

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War and Spot
(Continued from page 28)

in the same proportion as other forms of national advertising, mainly because of its flexibility. In fact, it is thought the business will hold up moderately well despite freezing.

Q—What is the forecast for the balance of the year in national spot business?
A—It is felt that since the bulk of spot business is in the food, drug and cosmetic fields, the outlook for the rest of the year is optimistic because these advertisers more and more are invading more and more markets that they have not adequately covered before.

Q—Is the trend toward announcements or programs in the national spot field?
A—The trend is toward announcements rather than programs, with about 60% of the 1942 spot business to date consisting of spot announcements. Emphasis is being placed more and more on the one-minute spot with dramatized transcriptions and jingles getting the biggest play at this time.

Q—Is the trend toward minute spots or chain breaks?
A—Chain breaks are heavily requested, but in view of the popularity of this type of announcement it is impossible to submit many availabilitys at the present. Minute spots now are being heavily emphasized.

Q—Is it effective for a station manager to call on New York and Chicago and other major center timebuyers?
A—The sales manager should come to major centers at least twice a year to get better acquainted with the agency men and their problems.

Across the Desk
Q—Should the sales manager call on the agencies alone, or should he be with the representative?
A—He should always go with the representative, who naturally can pick up new individual station selling ideas from the sales manager's presentation.

Q—Are station representatives able to counsel with the agency, timebuyer or account executive in the planning of a campaign?
A—The larger agencies, with their extensive market research and experienced radio men, do not often ask the representative's advice in the planning of a campaign. They merely receive the representative's story to assist them in selecting these markets. On the other hand, the smaller agencies often ask for assistance.

Q—Some agencies are demanding that stations advise them when program adjacencies are changed from the original purchase. Should this be the station's function or the representative's function?
A—It is a clear responsibility of the station to report to its rep on such matters, so that the rep can keep the agency informed daily.

Q—Should all correspondence with agencies and advertisers, no matter how trivial, clear through the representative?
A—By all means—either directly or through carbon copies of such correspondence. This should be kept up to date and the rep should not receive letters on such actions weeks after the correspondence period.

Errors of Omission
Q—How should errors of omission be transmitted to the advertiser?
A—The representative should be immediately advised on any omissions. He then can advise the agency or advertiser at once as to the reason. If the station manager deals directly with the agency, there is bound to be a certain amount of confusion which might eventually jeopardize the account.

Q—What is usually the policy on demands made by agencies for complete lineups of daily availabilitys with reference to holding these for sales, subject to the client's okay?
A—It is unfair to the rep and the station to hold any time subject to the client's decision. The consensus is to offer the availability on a "first come, first served" basis.

Q—When is a package price justified?
A—There is a very definite place for package prices, it is generally considered, particularly when there is a service angle involved, providing the price is given to all advertisers. There are other angles, of course, which time does not permit us to take up. The rate card absolutely must be adhered to.

The Direct Field
Q—What do national reps do with respect to soliciting advertisers who do not have agencies?
A—A very small percentage of the national rep's time is spent on this problem. Those advertisers not having agencies now tend to present a credit problem, and since the bulk of national spot is placed through agencies, it is not considered a good business policy to devote much time to the direct field.

Q—What are some of the glaring weaknesses of information omitted by station managers to the rep?
A—Lack of audience information, failure to submit local shows and their local popularities, failure of traffic managers to present a clear picture of availabilitys. Often the local show has a higher rating than a national network show, but the rep will not know this unless the sales manager advises accordingly.

ZEIMER IS INJURED IN AUTO ACCIDENT

GREGOR ZEIMER, European news analyst of WLW, Cincinnati, was critically injured May 18 when his automobile collided with another car on the road between Hamilton and Cincinnati. Before crashing into Zeimer's car the machine which caused the accident sideswiped the auto of Dave Conlon, WLW engineer, who was driving his own car just ahead of Zeimer's.

Zeimer is reported to have suffered a compound fracture of his lower jaw and possible basal skull fracture, in addition to numerous cuts and bruises. His car was demolished. Conlon was severely cut and bruised. The left side of his auto was torn away.

The two were returning to Cincinnati after Zeimer had delivered a lecture at Portland, Ind. His regular newscast also originated from there that evening. Eight months ago Zeimer joined the WLW staff. Previously he had been head of the American School in Berlin for 11 years, until war broke out. He is the author of Education for Death, which describes life in Germany under Nazi rule.

BEN HADFIELD, Yankee Network announcer, was awarded the honorary degree of Doctor of the Art of Oratory recently at the 42nd commencement exercises at the Staley College of the Spoken Word.
SCHIFF'S SHOES SHIFT TO RADIO

Chain Store Starts by Using 15 Spots

Daily With Excellent Results

By ROBERT WASDON
Sales Manager
WGKV, Charleston, W. Va.

"Only a very small portion of our advertising appropriation went to newspapers. We figured that announcements in quantity with the right type copy were capable of putting Schiff's over in Charleston. We chose WGKV because it is a local station, and yet has the benefit of a network affiliation, and I must mention here that the cooperation of its staff contributed much to the success of the campaign.

Radio Can Sell!

"I think the success of our radio advertising is indicative that we can successfully sell shoes in any market. And the cost of radio advertising per pair of shoes sold is also a convincing factor.

"I was asked by WGKV to give an outline of the factors which make radio advertising successfully sell shoes. Five factors figured in the success of our campaign: (1) the right kind of copy; (2) a consistent schedule; (3) dominating the station being used; (4) intelligent selection of time periods; (5) being aware of the valuable assistance the radio station can give you, and taking advantage of its cooperation.

"The ability of radio advertising to sell shoes is demonstrated by the fact that we have signed this year's agreement with WGKV."

That should be proof enough to other shoe merchants.

Of course, we modified our announcement schedule to five announcements a day after the first 30 days promotion. We have found that this more frequent representation, for not once have we failed to get results when one particular style or type shoe was featured."

JOHNS HONORED

In honor of his 50th year in the advertising business William H. Johns, chairman of the board of BBDO, New York, and first president and one of the three founders of the 4 A's, was guest of honor May 14 at a luncheon at the Hotel Roosevelt, New York. Mr. Johns first entered advertising in 1892 with the George Batten Co., where he later served as both vice-president and president. When that agency merged with Barton, Durstine & Osborn to form BBDO, Mr. Johns became president, a position he held until 1938.

Royal Scarlet Spots

R. C. WILLIAMS, New York, is currently running a two-week sales campaign on New York stations on behalf of Royal Scarlet Food Products. In addition to spot announcements on WOR, WJZ and WEAF, the company sponsors Zachary Manners of His Gang seven times weekly on WNEW, and Odd Side of the News three-weekly on WABC. Campaign started May 14. Alley & Richards, New York, handles the account.

Strubing and Dyckhoff

Given Posts at Compton

In a realignment of executive positions at Compton Adv., New York, John O. Strubing, account executive, has been named a vice-president of the agency. Felix H. Bal, assistant general manager, has been named secretary, duties formerly handled by Leonad T. Bush, vice-president and treasurer, who recently returned to his desk after an illness.

Frederick Bell, former actor, writer, announcer and director, has joined Compton as a program supervisor, succeeding Walter Gorman, resigned, in charge of the agency's program and advertising departments. He has been associated with the agency since 1932, and has had a long experience in radio and television. He has been responsible for the development of many of the agency's programs.

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Graham McNamee, 53, veteran radio announcer, m.c., sports and newsreel commentator, died May 9 in St. Luke's Hospital, New York, of a brain embolism following a heart ailment of six months duration. Despite this, Mr. McNamee had continued his radio commitments, and was last heard as the announcer April 24 on Elsa Maxwell's Party Line program on the BLUE.

One of the first radio announcers, McNamee joined WEF, New York, in 1923, as an announcer-singer. His first big assignment was coverage of the Democratic National Convention in the old Madison Square Garden in 1923, a kind of broadcasting requiring continuous ad-libbing, at which he later became famous. He then pioneered in sports announcing and became versatile enough to cover as many as ten different sports broadcasts at a moment's notice. Among the "greatest" moments in American sports which he covered for radio are the "long count" of the Gun- pay-Tunney fight in 1929; Babe Ruth's early days in the World Series games; Earle Sande's third Kentucky Derby victory in 1930; Glenn Cunningham's record-breaking mile at Princeton in 1934; and numerous high points in football games between the major colleges and universities.

In the early 1930's when variety shows became popular on the air, McNamee appeared as m.c. on many of NBC's commercial programs, including the Texaco show with Ed Wynn, the Rudy Vallee show for Standard Brands, Voot Pop, and most recently he had been handling the sustaining show "Behind the Mike on NBC since its inception in September, 1940 and the Elsa Maxwell program for Ralston-Purina Co., St. Louis.


Funeral services were held May 12 at the Funeral Church in New York, with seven of his former radio associates as honorary pallbearers. They included Phillips Carlin, BLUE vice-president in charge of programs; Leslie Jovan, manager of KYW, Philadelphia; Samuel Ross, secretary of National Concerts and Artists Corp.; G. W. Johnstone, director of news and special events of the BLUE; Thomas Cowan, announcer of New York's Municipal station; Milton Cross, BLUE announcer, and Tom Manning, sports announcer of WTAM, Cleveland.

The Heartly Greeting—"How do you do, ladies and gentlemen of the radio audience; this is Graham McNamee speaking"—has been heard for the last time. The owner of the best-known voice in America during the short pants era of broadcasting is dead, and news of his passing will bring to millions of Americans a moment of nostalgia for the days when radio was taking its first breathless look at the American scene andreporting what it saw in a tone of open-mouthed excitement.

In those days, Graham McNamee was Mr. Radio himself. No event of national importance was completed without the voice of the great McNamee. He gave most Americans their first intimate glimpse of national political conventions, of presidential inaugurations, of world series and big-time football games and of world's champion prize fights. It did not matter that McNamee knew little more about the technicalities of what he reported than those who merely listened to him. It was not to interpret but to transmit with the solicitude of the ring side and the cheerers to the fireside and the corner store. He said, "He's down, he's up, no he's down!" a national phrase. He described a 70-yard run or a three-bagger with the single word: "Whee!"

That is what is left of the voice of the expert, when the radio public began to demand to know what was happening on the five-yard line instead of the grand stand's emotions. After the expert arrived, Graham McNamee became just another announcer.

We are glad radio and the radio audience have put on long pants and gained something of adult sophistication. But we wouldn't want to have missed the Graham McNamee period of radio any more than we would want to have skipped over our own childhood.
**Studio Notes**

WNIC, New London, now carries a weekly round-up of Army camp programs, Friday 8:30-9 p.m., led by Army headquarters, Boston. The programs are announced by Ted Hodge. May 5, War Department briefs and signatures broadcast for messages from President Roosevelt as he enters World War II. The program was broadcast in English, which was carried simultaneously in Spanish.

**MARKING THE FIRST** time it has stayed on the air all night, KXJ, Overland Park, recently started the Cigar Box Revue, broadcast daily from 8 to 11 a.m. Beryl Campbell is in charge.

WLAG, Nashville, has selected Charles Helton as winner of Nashville in the contest to send information for how the auditions were carried on. The auditions are being sponsored in conjunction with the Cincinnati Opera Assn., to further promising operatic talent for use in the coming summer season.

WSUN, St. Petersburg, now operates around the clock.

**WAIT, Chicago**, has appointed Wm. H. Harris, C standing counselor, as assistant editor of Esquire, in charge of general.

**WOAM, Miami**, upon recent arrival of President Manuel Prado of Peru to be president, President Roosevelt, had Les Harris cover the arrival of the South American chief executive. Les succeeded in arranging Prado to translate his prepared remarks into English, which was broadcast over WOAM, and the NBC Pan-American network.

**WFAS, White Plains, N. Y.,** covered the Conference of High School Youths in War and Reconstruction held May 8 at Tarrytown. N. Y. A two-hour program was broadcast featuring speakers on education, government and military matters. Proceedings were transmitted at the request of Sterling Fisher, NBC educational counselor, and will be used for further study.

**WOSH, Osboshaw, Wis.,** presented records of music by the local 127th Infantry Regiment, mothers of hand members on a recent 45-minute broadcast. The program is now in service overseas. The program consisted of interviews of parents and music recorded by the band before leaving for war duty.

**KZJ, Denver,** with its mobile unit in the field, recently announced it has conditions in the Platte River Valley. Coverage included broadcast from river banks, and information for lowland families leaving their homes for higher ground.

**HONOR ROLL OF NBC-Chicago** men in the armed forces rose to 30 last week with the addition of Burton L. Pierce, studio engineer, who joined the Army Signal Corps as a second lieutenant, and J. Clinton Yonle, of the special events staff, now in the Army.

**Book-Record Stories**

**MADGE TUCKER** on NBC, artist, has collaborated with Molly Donaldson, composer and NBC orchestr, on two book-and-record combinations for children, to be published by Mussie Publishers, New York, this fall. Following the radio series, in the books, the records tell the story of the lives of George Washington and Benjamin Franklin in music and verse. With Milton Cross doing the narrations, Enoch Walkway has written the scripts. Early copies of the books have been published by the Donaldson-Tucker team.

**HOUSECLEANING IN NBC-Chicago** script and program department garnered $20 tons of old papers that sold for a tidy sum which Edward J. McCauley, receiving the Navy Relief Fund in a check presented by John Whalley, business manager of NBC-Chicago, has Pat Dunlap, staff assistant, and cornet in background look on.

**NAI to Continue**

(Continued from page 20) and operated stations and non-network locals were excluded. Does will be a maximum of $250 per year, or four times the highest quarter hour rate, whichever is larger, and a maximum of $1,000 per year.

Paul D. P. Spearman, Washington attorney and former general counsel of the FCC was general counsel for NAI.

The new executive head, probably to be known as general manager, will be paid $12,000 to $15,000 a year, it was stated. The appointment will be announced shortly, according to Mr. Pulliam. Headquarters will be in Washington. A publicity director also will be named, and it is presumed a bulletin will be issued to members.

The NAI board met Sunday, May 10, preparatory to the station meeting. In addition to President Pulliam, other members present included Hubert Taft, WKRC, Cincinnati, vice-president; William J. Scripps, WJW, Cleveland, secretary, and an NBC director; Ed Craney, KGIN, Butte; BLUE directors Ronald Woodyard, WING, Dayton; and H. J. Brennen, KQV, Pittsburgh; CBS directors Hoyt Wooten, WREC, Memphis, John A. Kennedy, WCHS, Charleston, and Edgar Bill, WMED, Peoria; MBS directors Donald Davis, WIB, Kansas City, and Leonard H. Kaplan, WCAE, Pittsburgh; Maj. Luther L. Hill, KSO-KRNT, Des Moines, and an NBC director, was absent because of his active Army duty in Florida.

Mr. Craney had announced he would not attend the Cleveland convention of the NAB (Broadcasting, May 11). He came to Cleveland for the NAI sessions, and left for Washington Tuesday night.

... CONSIDERABLE stir was caused among conventioners with the dispatch of a telegram by William J. Scripps, WWJ, Detroit, secretary of NAI, calling the meeting, and informing that local and regional stations are faced with enforced silence as a war measure. The telegram read:

"If you are interested in keeping your station on the air as a community broadcast service and preventing adoption of the proposal to have all except clear channel stations silenced for the duration of the war, and if you are interested in cooperating to prevent Musicians Union from using your network contract to force you to accept musicians' contract, don't fail to attend special network affiliates meeting in the Advertising Clubroom, second floor, Statler, at 4 p.m., Tuesday. This is more important to your station than any other meeting being held Tuesday."

The allegation that any proposal had been made by clear channel stations to take over the entire war broadcasting job promptly was denied by broadcasters in this group. The Clear Channel Broadcasting Service, through Victor Sholis, its director, said there was no factual basis whatever for the allegation.

**TED HUSING, CBS sportscaster,** will cover the three remaining major stake horse races at Belmont Park. Coverage was continued May 18, 19, 20 and June 7 on CBS.

**KIRBY AND MASON CITE WAR ANGLES**

**ADDRESS** by Lt. Col. Edward M. Kirby, chief of the radio branch, Bureau of Public Relations, War Department, a memorial Mass, assistant to the Secretary of Navy; Glen Bannerman, president of the Canadian Assn. of Broadcasters, featured a day-long program of listener activity at the NAB convention in Cleveland last Wednesday.

Lt. Col. Kirby spoke on the service that radio is rendering the Army, while Mr. Mason talked on the Navy at home and abroad. Mr. Bannerman's address gave a picture of how wartime radio is functioning in Canada.

Other speakers included Earl J. Glade, KSL, Salt Lake City, speaking on the broadcasters' code; Dr. Keith Tyler, director of the Evaluation of School Broadcasts, Ohio State U.; Dr. Winfred C. Cal- lis, U. of London; Dorothy Lewis, coordinator of listener activities, NAB. The program was prefaced by a breakfast round-table discussion on the part women's radio programs can play in war America, with Jane Weaver, of WTM, Cleveland, presiding.

**INVESTMENT** house sponsorship of Music Lovers' Hour, full-hour of recorded classical music on WCP, Chicago, every week, started May 11 when Strauss Securities Co., Chicago replaced the Service Drug Stores as sponsor. The program was judged "best local program" last year by the Chicago Federated Advertising Club.
Sponsors for Lewis

FEDERAL SAVINGS & LOAN Institute, Los Angeles, on May 19 starts for 62 weeks sponsoring the Alexandria commentary, Franklin Lewis Jr., on KJH, that city, Tuesday, Thursday, 4:45 p.m. (PTW), and in early June will add others: Southern California Don Lee network stations. Elwood J. Robinson, Los Angeles, is agency. Associated Dental Supply Co., San Francisco (Painless Parker tooth powder, pads), through McCann-Erickson, that city, sponsors the afternoon program on KJH three-weekly, Monday, Wednesday, Friday. A. A. Boezio Co., Los Angeles (Harmony victorines), in a 13-week campaign ending July 24 is sponsored by Allied Tobacco, (PTW) broadcast of Fulton Lewis Jr. on KJH three-weekly, Thursday, Monday, Friday, July, Walter Thompson Co., Los Angeles.

LAST WEEK Fulton Lewis Jr. was off the air for the second time in five years being hospitalized by a car-buncle on his chin. Lewis was expected to return to the air this week. Frank Blair, conductor of the MHS program Y.I., a soloist, express in.

Time Limit Placed By AFM on Discs

ACTION TAKEN IN ANTICIPATION OF FINE-CUTTING METHODS

REVISING its rules for recordings, the American Federation of Musicians has included in its new instructions to members a limitation on the playing time of phonograph records.

Formerly the musicians were told how many records they could make during a regular three-hour session, but now they are told that the session may not exceed four 10-inch or three 12-inch discs in that time but that the playing time of a 10-inch record shall not exceed 3½ minutes and a 12-inch shall not exceed 5 minutes.

Time-Cutting Expected

These time limitations are more than ample for the usual phonograph record, it was stated at AFM national headquarters in New York. Reason for the new rule was explained as a question of the use of modern fine-cutting equipment such as is used for transcriptions to put two or three tunes on one side of a record, which might then have a playing time of as long as 15 or 20 minutes.

No recording company has made any such attempt, but the shortage in shellac available for recordings makes it a distinct possibility, hence the AFM's prohibitory action.

Base rate of $30 a man for a three-hour session remains unchanged, but the overtime payment was altered from a charge of $7.50 for each 10-inch side or $10 for each 12-inch side cut after the three hours was over to a straight double-time-for-overtime basis of $10 a half-hour.

Labor Relations Issues Discussed at Convention

LABOR PROBLEMS were given an airing at three NAB roundtable parleys at the Cleveland convention. At a labor session Monday, Lawerence Wimblerly, business representative of the Associated Broadcast Technicians Unit of the International Brotherhood of Electrical Workers, answered questions and explained the policy of the union in regard to women operators, who are being admitted into the union in some cities. The union stipulates that the women technicians be discontinued six weeks after the U. S. wins the war.

On Tuesday morning a breakfast meeting discussed deckages and hours, and an exchange views on the best methods of keeping overtime records. The shortage of technicians was discussed. Small stations stated they had lost more technicians to stations in large cities than the factory. The present drive of the American Newspaper Guild to organize horizontally all radio station personnel unaffiliated with the union was also mentioned. On the following morning individual experiences on collective bargaining were exchanged.
Radio

Advertisers

DR. BEAUCHAMP Dental Service, Los Angeles. (Southern California credit dentist), on July 1 starts sponsoring a five-weekly quarter-hour news commentary featuring Carroll Lunt on KKKD, that city. KMPC, Beverly Hills and KHJ, Los Angeles. Contracts are for 32 weeks. Firm currently sponsors a five-weekly 25-minute newscast on KFJM, San Pedro, with a similar type of program broadcast nightly on KFMB, San Diego. The quarter-hour Strollin' Tom is used six times weekly on KFAC, Los Angeles, and KCMP, with a nightly 15-minutes of recorded music on KKKD. A word from the PTA nine times weekly per week is maintained on KIEV, Glendale, with a scattered schedule on KGB, San Diego; KJH and KMTR, Hollywood. Placement is through Charles N. Stahl Adv. Agency, Hollywood.

FUNK JEWELRY Co. Phoenix, has started a weekly quarter hour program. Air on the Army, on KVO, that city. Conducted by Paul Charles Brunck, the series features current stories of Army life, with prizes awarded to soldiers submitting suitable ideas.


BATEMAN-EICHLER & Co. Los Angeles (stocks, bonds), new to radio, on May 14 started a thirty-minute quarter-hour news-cast on KEOA, that city. Contract is for 13 weeks. EICHLER HOME SERVICE, Agency, Los Angeles, has the account.

COAST CIGAR Co., San Francisco (Nativity Cigars), recently started a spot announcement campaign on four California stations, using one-minute time slots. The campaign runs three-weekly on KKJS KQW KKW KGW. Agency is Briaascher, Davis & Staff, San Francisco.

BORDEN Co. Bordell-Weiland Division, Chicago (dairy products), on May 25 will enter a three-week promotional campaign through John T. Holbrook, newscaster, on 6 quarter-hours weekly on WGN. Chicago. Agency is Young & Rubicam, Chicago.

WONDER BAKERIES, Toronto, has started spot announcements six days weekly on a number of Canadian stations. Account was placed with J. J. Gibbons Ltd., Toronto.

CHURCH OF THE OPEN DOOR, Los Angeles, in addition to 2½ hours of Sunday services, on May 18 starts a five-weekly half-hour religious program on KFAS. Pasadena. Contract is for 32 weeks, with placement through Smith & Bull Adv., Los Angeles.

DENVER & RIO GRANDE Western Railroad is sponsoring a series of announcements on KOA, Denver. Agency is Cusack Agency; account is D. A. McColl.

CHICAGO AIR COLLEGE, Chicago, on May 9 started a Career in Aircraft, quarter-hour of recorded music on WGN Chicago, for eight weeks. Agency is M. A. Ring Co. Chicago.

HENRY C. LYTTON & SONS, Chicago (The Hub department store), has started Hub Personalities, quarter-hour program of piano music and singing, Monday through Friday on WIND, Gary. Ind. Account was placed direct.

Cash Discount

(Continued from page 24)

"apologized" to the BLUE affiliates for not giving them more than five days notice of clearance for the new Lone Ranger program, sponsored by General Mills. He also alluded to the short time given stations for clearance of the new five-week Pegac-Cains program, but said affiliates had cooperated beautifully.

Following is a list of stations and their officials represented at the meeting:


Nuts to Blue

BIG BLUE ELEPHANT starring in BLUE's current institutional ad campaign, received a suitable dosage last week in the form of a large peanut (cardboard) containing a generous helping of "Planters" salted peanuts. Joseph Katz, of the Baltimore agency, sent the offering to Edgar Roik, executive vice-president, and E. P. H. James, director of publicity, promotion and research of BLUE, for the "ad" elephant, symbol of the network's current advertising campaign to "Keep 'Em Remembering," in which radio is stressed as the prime medium for advertisers to keep the public interested. Instructions received with Katz's gift read, "Feed 'em to that elephant of yours."

GRAB TRICK

JOHN BLAI & CO. National Station Representatives

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

WMT

The Voice of Agriculture

Located in the Heart of the Richest Farm Area in the World

IF YOU want to reach the largest concentration of high-income farmers at the lowest cost you must use WMT in Iowa.

WMT has the greatest daytime coverage, both in primary and secondary, of any station in Iowa, regardless of power, and the rates—lowest in the State per farmer's family.

Make extra profits by placing your selling message on WMT, The Voice of the Iowa Farmer.

Cedar Rapids - Waterloo

WMT A Cowles Station

Basic Columbia Network • 5000 Watts...600 Kc.

Represented by the Katz Agency

BROADCASTING • Broadcast Advertising

May 18, 1942 • Page 49
Radio and Retailers Air Their Woes

Sales Managers Given Lively Jibes, But Reply in Kind

(Continued from page 15)

It boils down, he said, that when you buy a radio program you buy "nails", and when you buy newspaper space you buy "brains". He characterized the latter as lot cheaper.

Mr. Petty deprecated institutional advertising as simply "the icing on the cake". "It's the results that make the two, three, or four-layer cake." The Chinese proverb that "a picture is worth a thousand words" was quoted by Mr. Petty as applicable to use of newspapers for department stores. He insisted a comparable job couldn't be done in a "100-word announcement".

Asserting that stores had never been properly sold on radio, Mr. Petty suggested that stations should get experienced retail advertisers or merchandisers on their staffs and learn the inside of department store merchandising. He branded radio at this stage as "an unsuccessful medium". Mr. Petty was critical of sales efforts by stations, on the ground that dollars spent for radio promotion actually come out of profit anyway, and won't be noticed by the store by virtue of increased taxes. He denounced that type of selling. Moreover, he said stores as well as business generally are faced with the law of diminishing returns by virtue of war-born Government embargos. He used the phrase for his "bad humcr" and "disparaging remarks about your bread and butter".

Mr. Rice, who also shot plenty of barbs at radio, nevertheless revealed that his paper—Polsky's of Akron—does use radio advertising, but only as a secondary medium and only because of the "personality angle" and the civic status of his store and its owners. He said the problem of a medium-sized store is that of a limited budget. They have to do a "riple-type job and not a 'laid em in the aisles'" with a series of quips and stories having nothing to do with radio advertising. But when he got to the meat of his argument, he lined up solidly with his predecessors against the job radio was doing although he admitted he personally felt radio could perform a function. Finally, under the cross-fire, he admitted that perhaps if stores had sufficient courage to spend enough money in experimenting with the medium, they probably would get real results. Mr. Newell's thesis was that radio is of tremendous value but that radio people "are too dumb to know how to sell it" and department store people are "too dumb to know how to buy it".

Asserting that radio has not hit upon the right integrated selling technique, Mr. Newell said that despite all the success stories about radio, newspaper advertising "will continue to be the backbone for department stores." He advised radio to recognize this and endeavor to show where its fits into the picture as a secondary medium.

The Clevelandan, in his animated way, charged that broadcasters were trying to get department stores to take a ride on a vehicle rather than sell a project. There was a lack of understanding as to the part radio should play in retail merchandising, he said.

The trouble is that salesmen try to sell radio in a flamboyant manner. They ask retailers to "try out" or experiment, instead of having the sale "built into the program".

Mr. Newell favored newspapers on the ground there is no "time competition" and that the reader can stop at an ad any time he likes and pick up "small bits of knowledge." In a radio performance, he must give his undivided attention to the entire program to catch the sales mention.

While he said he knew there was a definite place for radio in the retail field, he said he had never been sold on it. "We will not get anywhere until the department stores and radio reach an understanding," Mr. Newell declared. He urged that department stores create radio divisions in an effort to do this job.

Opening the questioning, Mr. Shannon pointed out that his experience of two decades in retailing and nine years in radio selling gave him a background in both fields. He didn't agree with the views of the department store spokesmen. He said he had seen many newspaper ads that didn't pull, and he knew of surveys which indicated that as few as 2% of newspaper readers get to see department store ads, while in other cases as many as 60% may see them.

Radio's Value

He said he did not try particularly to sell department stores because he did not need to and was making a pretty good living without them. He branded most department stores as buyers "who want to cut prices and get other advantages." The Toledano described department stores as made up of "small units", and the smaller individual stores do very well by use of radio. He insisted that department stores have not given radio a fair test and that they take the easiest way in using newspapers.

Mr. Smith observed he had enjoyed the "undressing very much", but said he couldn't agree with the conclusions. He asserted that local talent, if properly selected, can compare favorably with network talent for audience appeal and cited the case of Wheeling Steel, New York, and WWV and now is running on a nationwide network. In this instance, the advertiser hired away personnel from the station and started his own radio department. He recommended similar action by department stores.

Answering this, Mr. Petty declared that it was true that most of the retail population grew up in newspaper offices and that their chief interest was the newspaper field. But he argued that this did not detract from the fact that broadcasters had not done a smart selling job. He said it would only require presentation of what he regarded as a worthwhile job on the air, and that few stores had the "guts" to gamble that way.

Hung Panel

Mr. Cross took the panel speakers to task, holding that there was no sense in asking any further questions in view of the attitudes indicated. He said the panel was "nothing to get together on".

Sharply condemning the spokesmen, Mr. Cross said it appeared these men did not have strength enough to lead a "double life", including both newspapers and radio. Evidently they all felt that they had been sold "a piece of blue sky by radio".

Mr. Gillespie practically took the meeting by storm when he related how KTUL had sold $50,500 worth of broadcast department store ads, representing one-half of its local audience.
revenue. He said he learned how to break the tradition by taking off his coat and going to work (he literally took off his coat to demonstrate).

Mr. Gillespie said he first subscribed to all the lists of the retail magazines and hired a "gal" away from one of the stores. She was sent to the buying centers with the department store buyers and knew the inside of the operation. The upshot is that there are 21 programs a week on KTUL for department stores. Hooper surveys are made so that the stores know about competitive programs and they are not sold periods where the competition is too heavy.

Servicing Accounts

He said his whole thesis was to "give em service". Mr. Newell complimented "that Tulsa man," asserting that it was "one of the finest things that has been done in the field." He said he felt that what he had done should be emulated by more stations.

Winding up the session, Mr. Neff asserted that there was no lots to be said on both sides of the issue. He observed that perhaps too much "blue sky" had been sold by stations and that not enough knowledge of the results had been acquired.

Pointing to the success of his agency in handling retail advertising including Bond clothes, Mr. Neff said that retailers do not know what they buy in radio. They can select audience via radio just as they do in newspapers, he declared. He wound up with the suggestion, roundly applauded, that the department store people should listen with an attentive ear, but before that the radio people should undertake surveys and research so they would know what they have to sell.

WARREN HULL, actor, announcer, musician, song and script writer, is the new permanent co-interviewer with Paris Johnson on You Pop, CBS audience-participation program sponsored by Emerson Drug Co., Baltimore, for Ronne-Seiber.

BROADCASTING • Broadcast Advertising

May 18, 1942 • Page 51
A Long-Range Look at the Shortwaves

Those on the Other End Find Americans Still Have a Lot to Learn

By TED CHURCH

WELLS (Ted) CHURCH, in London since last November, has been serving as American Advisor to the British Broadcasting Corp. for its North American Service. Ted joined radio from the ranks of Washington newspaper correspondents in 1931, serving CBS in a variety of posts followed by his appointment as radio director of the GOP campaign in 1936. He worked for NBC on commercial programs in New York until 1938 and then returned to Washington. His observations, in short, are that although American standard broadcasts are far superior to British, our shortwave programming and coordination falls below the British in like proportion. Ted is due back before the summer is over, his London mission completed.

I HAVE been wanting to write to you for weeks, but the job here has been so demanding—I have lost 12 pounds—that I have had to put it off.

The difference, so far as shortwave work is concerned, is that the BBC thinks internationally and speaks with one voice whereas American radio broadcast is with half a dozen voices and thinks in terms, largely, of the holding of a license. (It sounds pretty silly in London to hear an American shortwave program in which the announcer speaks of breakfast and WPRO, Providence. In the first place, it’s along toward tea time here and in the second place nothing as such in 600 ever heard of Providence. All it means to the London listener is that America certainly is thoughtless—to broadcast breakfast programs to them in the afternoon and speak of towns they never heard of.

Some Unity Needed

I realize I tread on honeycomb when I discuss the needs of American shortwave radio. I can almost feel the ugly stares headed my way when I say first and foremost that the primary need of American shortwave radio is a plan under which all stations operate as a single American voice under single direction with unified programming.

As a war measure I back that statement to the limit. As one of the primary steps in post war opinion reconstruction, I do the same. That baby lies smack in the center of the laps of American radio executives and no amount of twisting, turning, pulling and hawling will stop the husky squawks of the peaky广播 terribles.

Even as I say that, I hasten to add that the job can be done best by the very men and women who are now holding up the parade—American private enterprise radio executives. It will be like having an aspirin tablet melted in your mouth instead of going down immediately, but if one can just get it down the hangover will go. I’m no flagwaver, but there’s a war on and its on in the air as well as everywhere else.

Briefly, here is what suggests itself: Shortwave ownership in America should get around the table, pool facilities and plan a real world broadcasting system, around the clock to all parts of the world. Program planning should take the same lofty target to produce a layout of shows which will project America to the world—and I mean the world at the right time of day—as simply and clearly as Don Wilson does Jello to the nation.

You think that’s being done? Just go home and spend 48 hours listening to American shortwave efforts with a map of the world in front of you. The fantastic silliness (to outside ears, of course) that fans out from radio shows will do more to show you what I mean than 10,000 words in a letter.

Types of Fun

Here are a few items: From one station I heard a program summary of foreign language news broadcasts to come on the station. It was done entirely in English (the summary) and was in terms of EWT. It listed at least six languages and by the time the announcer got to No. 5 I certainly was unsure of where the Arabic show was to come on. I don’t want to start a course in international broadcasting but you will see what I mean when I tell you that whereas the BBC has a large world-wide English speaking audience, the USA will have a majority of non-English speaking listeners creating a special problem in itself.

One American station identifies itself simply by the call letters and the one word Szechentady (you spell it). I was asked a point of asking dozens of Englishmen in an off hand way where that town was. You’d be amazed to see the puzzled expressions I have seen.

One program I heard said it was going to present a program contrasting American and British humor. The first third of the show was one side of a “Two Black Crows” recording. The announcer and his stooge roared with a cackily kind of laughter. The second third was one side of a Lancashire Lad recording. All the announcer said was “And that is a sample of British humor.” The third was the other side of the Crow record. Again the announcer and his studio stooge roared fearfully.

I crawled under the table in complete embarrassment. My English friends listening with me—and much thought had been given by one of them to the very problem of explaining English humor to Americans—looked at me as though I were from a mighty strange land. I knew it wasn’t strange, just thoughtless of the size of the world.

A Few Loose Ends

Do you know that the BBC has to edit recorded American shows they receive before putting them on the air? For security reasons? No. Because they always have some such crack as, perhaps, calling Chinese “Chinks” or “Chinamen” and the BBC, by thoughtful examination of the world, has found out that Chinese like to be called Chinese and not either of the other appellations. You see, the BBC making friends for America out of their own experience.

I’ll be reminded that such shows as the Benny, Fibber McGee, etc. American shows are put on shortwave for the American exile audience. That’s fine. But you must realize that there are millions of other “over the shoulder” listeners.

Do you know that the percentage of so-called “Home” shows of the BBC used in the “Overseas” services is so small that it hardly need be mentioned? And it’s not because there is no interest and something else abroad. It’s because what is funny at home is not so funny to a foreigner; what is vitally interesting at home is non-sense abroad; what is accepted as proper and in good taste at home might be fearfully bad manners in some other country. It’s a large problem and Americans have barely scratched the surface—and not very deeply at that.

A number of times I have gotten a station and been sure, because I have become a professional international listener, that it was an American station—make up of the band, featured instruments, studio acoustics, etc.—and had to listen hard to find out what the announcer and listeners were saying. Sometimes we find out exactly what America was saying.

A half-hour of band music without an announcement! Why, the BBC puts a sentence announcement in the middle of every 15-minute newscast saying “You are listening to a news broadcast from London.” I can tell what station I am listening to but the average listener can’t. I can think of nothing at the moment which proves more conclusively that our short wave stuff is considered ‘just something on the air” rather than a selling of America than that situation.

Englishmen have asked me on

The only station of regional or greater power offering complete radio coverage of the rich Appalachian Area . . . and at one low cost.

1000 WATTS - 910 KC - BLUE NET

SPOT SALES, Inc.
Representatives
W. Hanes Lancaster
Manager
Rate Card Revised By Blue Network
(Continued from page 24)

for the long-haul welfare of radio and the whole advertising industry.

Paul B. West, president of the ANA, in his statement, remarked: "Advertisers applaud the adoption by the BLUE of the cash discount. The principle of a cash discount is a fundamental business practice and is necessary for the establishment of sound credit relations in the advertising industry. It has long been needed in the radio field.

"It is hoped that NBC and CBS, both of which are considered in previous discussions with advertisers and agencies their acceptance of the same principle, will soon be in a position to follow the constructive lead of the BLUE.'"

Rebate Provisions
Under the new card rates, weekly discounts for 13 or more consecutive weeks range from 2 1/4% for an advertiser using the split basic network and spending $1,000-$5,000 to 2% for advertisers spending more than $15,000 a week if he uses the full basic network in addition to the six regional station groups. Although most stations are individually available to the network's advertisers, each group must be ordered in its entirety with the complete Basic BLUE, the card being in order to reach the group discount.

An advertiser using BLUE facilities for 52 consecutive weeks can earn a rebate of 12 1/4% of the gross billing, the card providing, while an advertiser spending more than $1,000,000 during the fiscal year can earn discounts ranging from 27 1/2% to 45%, which are allowed in place of the weekly and annual rebates. An advertising agency commission of 15% is allowed on gross billings less applicable rebate and discounts and less the cash discount whether earned or not.

Only change in the rate classifications is for time used on Sundays. The hours from 12 noon to 4 p.m. now cost two-thirds of the evening rate instead of the former three-quarters, which rate continues for the time from 4:15 to 6 p.m. Sundays.

Since May 15, 1941, when the BLUE issued its last rate card, 28 new stations have joined the network, making a total of 126 affiliates, including 8 stations replacing former BLUE outlets in certain markets.

Rates and data also are given on 82 stations which may be purchased with the BLUE. Also recorded in the new card are power increases and other improvements such as new transmitters or frequency changes, for 23 BLUE stations since last May. In several cities, rates have been adjusted up or down, but the great majority remain unchanged.

GOING STRONG at 73, Dr. James Rowland Angell, NBC public service counselor and president emeritus of Yale U, was honored on the occasion May 9 with a birthday party by members of his staff. Dr. Angell is receiving a birthday cake from Judith Waller, NBC public relations head in Chicago. Max Jordan, special assistant to Dr. Angell, is exhibiting the birthday scroll which the staff gave Dr. Angell.

Byron Price
(Continued from page 18)

any ship are well known to the navies of the world and thus, it is maintained, the enemy would know what happened to a ship if he had prompt access to the lists of the wounded.

Public Reaction
We receive in the Office of Censorship many letters from radio listeners. A large proportion of them complain that too much detail is disclosed in broadcasts. Some point out that broadcasts in enemy countries make no similar disclosures; that in fact such broadcasts disclose nothing at all about many subjects which are freely discussed by the American radio. The corollary of that is, of course, that in totalitarian countries the people themselves are kept in ignorance and must be kept in ignorance if dictatorships are to be maintained. I believe that many of those who make these criticisms would be the last to object if similar philosophy were followed here and if they themselves were deprived of essential information.

Some listeners are concerned particularly about disclosures of progress in war production. They feel that broadcasters have gone too far, not only in indicating the location and character of production plants, but in programming some of the actual operations of these plants. That is a large question, about which it would be difficult ever to arrive at general agreement. The practices of foreign governments who have had longer experience in the war differ greatly. In England, for instance, only the most cautious disclosures are made, but in Canada war production is put in the show window as an encouragement to morale. No other question has been more continuously or more carefully considered by the Office of Censorship.

We have sought to follow a reasonable middle course but I suppose no one can say with certainty whether it has always been the wise course.

Another subject which agitates many listeners is the continuing availability on the dial of foreign language broadcasts emanating from American stations. Not being able to understand the broadcasts, some have reached the conclusion that things said in a foreign tongue have no place in wartime radio.

Owned by Americans
It is not always realized that these programs all come from stations owned and controlled by American citizens and operating under license of the FCC. Many likewise do not understand that the programs are carefully supervised and that they constitute in some cases the only means of reaching by radio large groups of loyal Americans, so that they may be informed of what their Government is doing and encouraged to help in such ways as purchase of war bonds. Sedulous broadcasts, naturally will not be permitted to continue, whatever the language; but there is no disposition to interfere with any broadcast merely because it is not an English-language broadcast.

About all of this we must be practical and reasonable, remembering that often when the enemy is kept ignorant, so inevitably are our own people. The question of relative importance between these two considerations deserves, in every case, the most earnest and patriotic attention.

Code Sets Guideposts
The Code of Wartime Practices for American Broadcasters attempted to set up certain guideposts, somewhere between the extremes of viewpoint, somewhere along the pathway of common sense. It is by no means a complete solution of the problem, but we hope it will help. We in the Office of Censorship stand ready always to give such additional help that can and if you would come to us more often with your specific problems, we might both contribute more fully to the end that all of us desire.

There is only so much, however, that the Office of Censorship can do. We are extremely fortunate in having your colleague, Harold Ryan, as administrator of the Broadcasting Code. He and his assistants are doing a patient and painstaking job, but their most earnest efforts will accomplish nothing without your continuing cooperation, your willingness to endure sacrifice, and your constant vigilance.

In the language of the Code: "The American broadcasting industry's greatest contribution to victory will be the use of good common sense ... Radio is one of the greatest liaison officers between the fighting front and the people. Its voice will speak the news first. It should speak wisely and calmly."
Dizzy Dollars!

There's a constant spending spree in Winston-Salem. Dizzy Dollars by the tub full get locked up by happy retailers every night. Get your share.
defending freedom by appraising it properly and observing clearly its legitimate boundaries.” In an address that kept the convention on edge, he outlined the pitfalls inherent in broadcasting during wartime if utmost vigilance is not exercised. He called for an exercise of “common sense” as the cardinal requisite.

J. Harold Ryan, vice-president and general manager of the Fort Industry Co., NAB director and chairman of its finance committee and general chairman of the convention committee, next appeared in his capacity as assistant director of censorship in charge of radio. Mr. Miller commented that the industry was proud of Mr. Price’s selection of a practical broadcaster for this post and asserted that the last five months have proved the wisdom of the appointment.

Thanking broadcasters for the cooperation given the Office of Censorship in this “trying experiment”, Mr. Ryan said the whole operation has been unique since no other country has ever tried to operate its radio on a voluntary censorship basis. While a great many mistakes may have been made, he said he was satisfied with the results thus far attained.

Mr. Ryan recited some of the problems that have cropped up in radio since the war. He emphasized that his office will clear questions in a friendly way and not lay down any blanket edicts covering particular types of programs. This is because there are so many variables to be taken into account. He admonished broadcasters to ask the censorship office whenever they are in doubt on any matter relating to war coverage.

There have been examples where stations have been asked to pass up stories which have been cleared for newspapers. This has been done without exception in the sort of “shoulder-to-shoulder” cooperation that has exemplified the performance of the industry since the war. He congratulated radio on its apparent ability to take it with a smile.

Gen. Denig Voices Appreciation of Radio

A previously unscheduled speaker was Brig. Gen. Robert A. Denig, swashbuckling Marine Corps officer in charge of its public relations office. Before his introduction, President Miller announced that all subsequent talks would be off the record, but the “censorship ban” was lifted for portions of the addresses.

Gen. Denig also expressed his gratitude to radio for its cooperation. He didn’t have a complaint to make. He told a “whopper” about his days in Nicaragua and immeasurably helped Marine Corps public relations with broadcasters.

Speaking for Maj. Gen. A. D. Surles, Army public relations director who was detained in Washington, Col. R. Ernest Dupuy, assistant chief of public relations, told the audience of radio’s powerful impact on war operations. He said the hard-hitting address brought salvoes of applause. He made an impression upon broadcasters, and whatever complacency might have existed in radio ranks about radio’s potency as a military weapon perceptibly melted [see abstract of address on page 18].

Capt. E. P. Lovette, veteran of Pearl Harbor, one of the Navy’s outstanding writers and publicists, and assistant director of public relations, who substituted for Rear Admiral A. J. Hepburn, who was ill, told of the manner in which Navy public relations must function because of war requirements. All possible information is made available to radio and the press, he said, and he added that no news had been suppressed since the war started. But he admonished the industry that radio silence “must be preserved at sea and until our ships touch port.” The manner in which the enemy can determine size, location and makeup of our Naval units by a simple phrase here or there is known to Naval Intelligence and therefore every precaution must be exercised as to ship movements, he pointed out.

Background Meetings Are Held by Navy

The Navy’s bureau of public relations does not embrace a “creative department to write script” or even special writers to handle magazine articles, or the like. “We take them by the hand and show them around,” he said, declaring that is “the American way of journalism.” A seminar also is held once a week in Washington for news and radio men to acquaint them with Naval activities but in an entirely off-the-record fashion. This background work has proved valuable, he declared.

High praise for the work of Mr. Price’s office was voiced by Capt. Lovette. He said the Army, Navy and the Office of Censorship are all playing ball and we hope you will play ball with us!

Maj. Gen. F. G. Beaumont-Nesbitt, of the British Army staff, was given rising applause preparatory to his off-the-record address. He expressed thanks for the tribute not to himself, but to his country. Gen. Nesbitt outlined what England is doing and has done in the way of military intelligence, drawing on his experience as director of military intelligence for two years.

Earl J. Glad, KSL, Salt Lake City, chairman of the NAB Code Committee, commended the industry for its voluntary regulation up to and since Pearl Harbor. The wisdom of the self-regulation code, he said, has been reflected in events since our entry into the war. Recent action of the Post Office Department in banning Father Coughlin’s Social Justice from the mail as subversive was cited by Mr. Glad as an example of the foresight and judgment of the industry, which three years ago wrote into the code a ban against commercialized religion or discussion of unorthodox issues except by accredited candidates or their qualified spokesmen.

“We are now only beginning to appreciate the values of self-regulation,” he pointed to radio’s tremendous provocative influence and urged the industry to use it wisely.

Radio in this war has only two basic assignments, General Glade explained, “One, to win the war; two, to win the peace.”

MacLeish Revenues Industry’s Position

Mr. MacLeish was the principal speaker at the Monday luncheon, attended by approximately 1,000 broadcasters, representatives of related groups and their guests.

Reassuring words came from the director of AF of the Government, in its mobilization of media for dissemination of the war story, does not look to radio for cooperation “in terms of facilities, but in terms of men”.

“If it were simply a question of facilities, simply a question of hours on the air, the Government would do far better to provide its own facilities. It has its own hours, and you as citizens of the Republic would be the first to advise us to do just that,” he said.

Describing what is expected in the work being done by AF and the Government and radio, Mr. MacLeish asserted that radio is going to do the job itself and is going to apply to the doing all of its skill, experience, resources of ingenuity and imagination and “all the force and verve and vitality of a young and dynamic industry.” Seeking to clear up all misunderstandings, Mr. MacLeish said that the Government has not asked radio to do anything but for performance of a job.

“The Government,” he said, “has...
not specified that it wants so many minutes or so many hours of the day, but simply has asked broadcasters to decide for themselves what needs to be done to secure the results which must be accomplished." [For text of Mac-Leish address see page 11.]

Monday afternoon was given over to group meetings, highlighted by a department store panel which was characterized as "an undressing session" on the part of both groups. Retailers' failure to give what broadcasters construed a fair trial and the inability, on the other hand, to sell such outlets on the medium, highlighted the 2½-hour session [see separate story on page 15].

Opening the Tuesday morning session, President Miller reported that Paul V. McNutt, Federal Security Administrator and chairman of the War Manpower Commission, scheduled as the luncheon speaker on Wednesday, would be unable to appear because of a special assignment given him by President Roosevelt.

**General Hershey Cites War's Manpower Demands**

Emphasizing the importance of priorities of both men and material in wartime, Mr. Miller introduced Gen. Hershey. The Selective Service head gave radio men no assurance of overall deferments, but pointed to the necessity of maintaining essential manpower outside the armed forces in pursuits identified with the war effort.

In a thumping address, during which he apparently anticipated most of the questions in the minds of broadcasters, Gen. Hershey told of the manpower problems involved in modern warfare. The session was thrown open to question- ing, but not a solitary broad- caster raised his voice to inquire about deferments.

Alluding specifically to radio and the question of how to defer essential men in the field, Gen. Hershey pointed out that unfortunately "you're a young industry" and there are few cases who would be automatically exempt.

The overall question, he said, is how we are going to do the things that should be done at home and leave behind the essential people. He emphasized that selective service "lives only by public opinion".

Asking broadcasters for their suggestions, he said the Government did not want to make a mistake because of public reaction. He alluded to one profession with reiterating by name (journalism), where Selective Service headquarters had observed that it was an essential wartime pursuit, only to have that industry react unfavorably. It was obvious that public reaction was such that the industry decided it did not want special treatment.

**Asks Broadcasters To State Industry's Wishes**

Gen. Hershey said he did not want to make the same mistake in the case of radio and called upon broadcasters to post him on the industry's wishes.

Gen. Hershey covered all aspects of the selective service problem before specifically mentioning radio personnel. He gave radio abundant praise for its work in selective service and in informing the people of what is being done.

Gen. Hershey said we look forward to the day that every able-bodied man will either be in the armed forces or working behind those men in some essential pursuits which will be commensurate with or give a return greater than armed service. With 65% of the population in some fashion involved in dependency situations, he said it had become necessary for Selective Service headquarters to reclassify such cases. The right of dependency is being denied automatically to those men who acquired dependents after the Selective Service Act, he declared.

Moreover, because of the tremendous manpower requirements, persons heretofore regarded as unfit for military service are being accepted. They might not make ideal soldiers, he said, but in modern warfare the requirements are not so strict.

**Price Chief on Problem of Rationing**

Pointing to radio's job as a medium, Gen. Hershey said that, insofar as personnel mobilization is concerned, it transcends the job of procurement of commodities. Rationing is also a tremendous task of maintaining "the physical, mental and emotional help of the people". He called this one of radio's most important tasks.

Substituting for Joel Dean, chief of the fuel rationing division of the Office of Price Administration, John G. Neukom, chief of OPA operations section, outlined to the convention the job of rationing of commodities ahead. He discussed primarily the gasoline rationing situation and in his preliminary comments covered the whole field.

The solitary purpose of rationing is to distribute vital materials to accommodate essential war needs and to see that the remainder is equitably distributed to the public. He said rationing is the handmaid of priorities. There will be other commodities rationed before long, supplementing tires, gasoline and sugar. The card rationing system has been devised as the fairest but not the simplest means.

Assuming there is nothing new about rationing, Mr. Neukom pointed out that we had it during the last war and that we were on the verge of drastic commodity rationing when it ended. In that case, all rations are on civil rationing systems, he declared. America is still a rich country but a big one, said Mr. Neukom. Transportation is the bottleneck. Gasoline rationing stems from the diversion of tankers to supply our armed forces. While a big capacity has been built up to carry oil to the East, there still is a serious shortage. He said there was no attempt to restrict automobile use arbitrarily, but that the May 15 plan has been in the works for many months.

**X' Cards to Cover Special Classifications**

He explained that until July 1 gas rationing will be effected under a temporary card system. There will be five types of cards issued. All commercial vehicles, whatever their nature, will procure all the gas they need, as in the past, without restriction. Similarly, doctors and nurses and other professional people identified with the public health will not be restricted, under "X" cards.

The "A" cards, containing seven squares, a covering sheet and a card, will be issued to non-essential use. Then there will be "B" cards issued to those who use vehicles for vocational purposes and entitle them to varied units, depending upon requirements.

Since the war, both pleasure and business mileage has dropped perceptibly, Mr. Neukom declared. The amount of gas to be allowed is not specified. Restrictions classes will be determined later and then readjusted in July, he said.

President Miller, following the addresses, said there was a rumor current in Washington, it that there will soon be rationing rationing cards.

**Canadian Statesman On the Dominion's War**

Luncheon speaker on Tuesday was Hon. Humphrey Mitchell, Minister of Labor of Canada, who, in an inspiring address discussed war and labor. He talked about the tremendous sacrifices already made by the people of Canada, rich man and poor man alike, citing examples valuable to the American wartime economy.

United action, not alone by Canada and the United States but by all of the allied nations, to subjugate the Nazi and Japanese juggernauts, was called for by the Canadian statesman. A member of the American Federation of Labor and of its International Brotherhood of Electrical Workers, Mr. Mitchell also is director of selective service of Canada and head of its Manpower Mobilization Board.

"This war," he said, "is going to be won on the industrial structure of North America. The North American continent has a rendezvous with destiny. We are in the twilight of civilization unless we measure up to our responsibilities."

Mr. Mitchell was given thunderous rising applause following his address. Like the observations of his countryman, it served to bring home the impact of total war and impressed broadcasters with the relative triviality of their own problems.

**Little Interest in Copyright Meeting**

That copyright no longer is regarded as a serious problem by broadcasters was indicated at the Tuesday afternoon session, when fewer than 200 broadcasters showed up for the discussion. That, in contrast to events during past years when the copyright issue nearly always highlighted the agenda and proved the turning
point on several occasions in industry affairs. Mr. Miller, brought into the NAB in 1938 primarily to beat the copyright problem, observed that the industry had gone a long way since those warring days. He won an ovation when Sydney M. Kaye, vice-president and general counsel of BMI, alluded to the job he had done.

A new music performance problem, however, was thrown into the fray—"payola", the bribing of performers and orchestra leaders to plug numbers on sustaining programs and thereby popularize them and boost music and record sales. It was estimated that the "payola kitty" runs a half-million dollars. Responsible networks, both national and regional, were outraged by the practice and their vision of the "pernicious practices whereby payola, and its 'related' forms," was estimated by BMI director of station relations Mr. Kaye as a "festerous, 'present tense' evil, the most insidious kind of bribery in the industry that has ever been known." That the NAB direct that all possible efforts be made to terminate the practice and take appropriate steps.

Haverlin Tells of Industry Response

Carl Haverlin, station relations director of BMI, first speaker on the copyright forum, revealed that 728 of the industry's 888 commercial stations already have signed 8-year BMI licenses, along with 17 networks, both national and regional. This is against the high figure of 782 BMI station members under contracts which terminated last March.

Savings accruing to the industry as a result of the BMI victory over ASCAP will be monthly rather than annual, even with stations taking both BMI and ASCAP licenses, he said. In 1940, the industry paid ASCAP an estimated $5,200,000 on performing rights. If the old basis of a 5% royalty on receipts had prevailed during 1941, based on business that year, he said some $6,600,000 would have been paid ASCAP. Under the ASCAP proposals, which resulted in the show-down, the industry would have paid approximately $800,000.

Mr. Haverlin estimated that the maximum which can be paid to ASCAP under present contract requirements is $3,400,000. This would mean a substantial saving in excess of $4,000,000 over the 8-year period, as against what ASCAP first asked.

Based on contracts already signed, ASCAP estimates that its members will make $2,500,000 from radio, with BMI receiving about $1,500,000. This aggregate will be 30% less than the industry paid for ASCAP alone in 1940 and 43% less than the estimated 1941 tribute.

MINIATURE CONVENTION at the Statler, Front row (1 to r): Steve Rintoul, WSBE, Stamford, Conn.; Glenn Z. Snyder, WLS, Chicago; Leonard Nasman, WFMJ, Youngstown. Rear row (1 to r): Hal Hayden, Eggleston, WMC, Memphis; Walter Rothschild, WTAD, Quincy, Ill.; Ted Enns, Iowa Broadcasting Co.; J. C. Linner Sr., KMLB, Monroe, Ia.; Henry Slavick, WMC; Guy Herbert, All-Canada Radio Facilities; C. E. Longus, New York.

Tomkins Advises Protection of Interests

M. E. Tomkins, vice-president and general manager of BMI, painted a bright picture for BMI, but urged stations to protect their interests in their performing rights society. Because of the "magnificent support" of the industry, he said that BMI had been able to succeed in its task. It has more than 300 affiliated publishers who have combined catalogues well in excess of a half-million titles. After reciting many BMI hit tunes, Mr. Tomkins brought out that two-thirds of the music now performed is non-ASCAP, being Bess Association, New York; Joe Miller, ASCAP; and other individual publishers. BMI has many new tunes coming up, particularly motion picture production music, including Walt Disney's "Snow White," to be released in New York several weeks hence. The preview, expenses for which were paid by Mr. Disney, including the hiring of the theme, was witnessed by the convention Wednesday night.

Mr. Kaye said there are two "healthy symbols" at the meeting the great number of empty chairs, signifying that movements no longer regard copyright as a number one problem; and, the presence of ASCAP General Manager John G. Paine on the rostrum as an invited guest and speaker and not an interloper. Mr. Kaye referred to the picture on page 95 of the Convention Issue of Broadcasting, displaying the NAB's founding fathers in 1923, who met to "break the music monopoly of ASCAP." That was the beginning of the NAB, he pointed out, and music was its headache. Mr. Kaye referred to the "great success story" of BMI told by his colleagues. While BMI could say it has "justified its existence," he declared, nevertheless the organization instead of becoming smug, lax and complacent, is following through. He observed it was well "we haven't got a minor league war" now, with the nation in all-out conflict. The only purpose of music today is to "help build the national morale," he commented.

Payola' Described As Serious Problem

The "payola" development was described by Mr. Kaye as a "festerous, 'present tense' evil, the most insidious kind of bribery in the industry that has ever been known." That the NAB direct that all possible efforts be made to terminate the practice and take appropriate steps.

Paine Appreciative, Recalls St. Louis Meeting

Mr. Paine said the fight with radio was "seared deeply into my memory." He described a deep sense of gratitude and appreciation for the opportunity to appear, recalling that last year at St. Louis he did not succeed. Mr. Paine reported ASCAP has 850 commercial contracts from broadcasters, in addition to 32 non-commercial contracts. Of the aggregate, 102 are per-program contracts, as against only 8 by BMI. In many instances, stations have taken blanket sustaining and commercials, and in others they have taken per-program commercial and blanket sustaining or other combinations.

Many broadcasters do not know what the current contracts mean, he declared. The 98 chain contracts may be increased to a thousand in a year by virtue of the consent decree definition of chain service, which is two or more stations tied together, he said. The clearance at the source requirement makes it necessary to issue a chain license for that service, he added.

Because of this requirement, ASCAP has decentralized its radio activities and has established offices in key areas throughout the country. Stations can call these offices for contract rates, which will result in substantial savings in long-distance telephone calls, he

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WFBM: RATES FIRST!

WFBM 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.

LISTENER SURVEYS AND SALES RESULTS TELL THE STORY

(Results of Typical Surveys Available on Request)

WFBM THE HOOSIER STATION INDIANAPOLIS

REPRESENTED BY THE KATZ AGENCY
said, and estimated this would amount to a savings of $15,000 a year. These offices are equipped to render overnight or even hourly service on clearance at the source.

The greatest problem in connection with per-program contract is that of handling, Mr. Paine revealed. This arises largely from the need to furnish information under the per-program license, which runs into detail. He said he hoped the industry would be able to go back to the situation that prevailed prior to 1940, with uniform percentage payments, rather than per-use or compensation contracts. So many problems not contemplated have arisen under the consent decree requirements that he was confident all concerned would welcome the old percentage basis.

**Reviews Society’s New Program Service**

Mr. Paine outlined to the convention ASCAP’s new program service, which he predicted would prove a boon both to the industry and to the Society in its dealing with broadcasters. ASCAP’s new procedure will help stations merchandise ASCAP music. (Broadcasting, May 11)

Many stations do not know how to use ASCAP’s “rich repertoire”, he revealed, and even those who do use music do not realize its full value, ASCAP feels.

The Society’s new service will aid stations and any member of the industry to get the most out of the ASCAP music market. ASCAP has been especially active in the past few months, in efforts to help its members.

**Callahan Tells of SESAC Service**

In addition to the regular service, ASCAP will produce special day and holiday scripts, tying into its catalogues. He said experiments have been made for about a year and have worked well.

Leonard D. Callahan, general counsel of SESAC, who had been licensing stations at a nominal flat rate for 15 years. The license covers unrestricted use of its catalogues and AMP has kept pace with the growing demands of radio and adding new catalogues and by supplying some popular music, in addition to its symphonic, concert and solemn catalogues, he said. Without referring specifically to other licensing groups, Mr. Keller said AMP had never “busted the horizon with a contract in each hand”.

In a question-answer session, Plez Clark, KFV, Wichita, a per-program licensees, asked Mr. Paine whether ASCAP could not simplify its program logs. The ASCAP executive said that everyone wanted to accomplish this, but certain basic information had to be procured. The logs supplied by a single station for one month, he said, entail a tremendous amount of clerical and auditing work.

**Logs Are Necessary, According to Paine**

Mr. Clark asked if it would be possible for ASCAP to allow stations to pay on their per-program licenses without furnishing the logs. The latter could be available for ASCAP auditors to check at any time. Mr. Paine said this was the basis of most of his comments, about three weeks to audit the accounts of a single station. ASCAP does not regard broadcasters as “cheats”, he said, but as responsible businessmen.

While Mr. Paine had deprecated the per-program license, he said he personally liked the theory of it because it was the only hope ASCAP had of getting more money from radio. Experience already has shown, he declared, that some per-program stations are paying ASCAP more than they did under a blanket license.

Fred Fletcher, WRAL, Raleigh, said he had heard comments that BMI “is dying a slow death” and that it will simply be employed as “a loaded shotgun” to be used when necessary. Mr. Raye said the BMI “fall-off” had not been such as to justify such stories; that it had suffered somewhat during the transition period, but that BMI and public domain music still constitute 50% of all performances.

High tribute to the work of the NAB Sales Managers Committee, headed by Eugene Carr, assistant manager of WGAZ, Cleveland, who this week becomes an assistant to J. Harold Ryan, assistant director of censorship, was paid by Pres- ident Miller in opening the Wednes- day morning business session. Mr. Carr said most favorable comments had been received from delegates as well as agency men on the sales managers’ activities during the convention.

Opening his address, Mr. Carr said that many broadcasters had asked him what he was going to do after the war was over and his censorship job terminated. He said he had told them the same thing he has been preaching since the war began—that he was going to conduct such advertising and publicity campaign that he would be well remembered when the war is over.

Mr. Carr said that when he took over the office of the Sales Managers Committee, the group decided to settle down to the job of making it easy for more advertisers to buy more time on more stations. The committee worked with the AAAA in developing a new contract form. It went after program checking services and issued its manual of advertising.

Then came Pearl Harbor. Everything changed from defense to war and radio for the first time in his history was called upon to operate. Mr. Carr felt the pressure of the war economy, he said. Unified action was called for if the time salesman was not to become the forgotten man of radio.

**Sees Rough Days Ahead for Industry**

The committee began working with timebuyers and national representation to tackle the problem on every front. The new order form has been approved and he predicted that the checking service is “on its way out”. We market and solve our problems, Mr. Carr said. “Many of our fears were dispelled when we got in and did a ‘shirt-sleeve job’.”

Pointing out that during the next few years the going will be tough, Mr. Carr said that it will take “shirt-sleeve operation” by managers, sales managers and every member of the staff. Finally, Mr. Carr paid tribute to that man Frank Pellegrin. He commended his aggressive thinking, planning and expediting of the association’s work.

An inspiring address, “The Bridge to a New Democracy”, was delivered by Arthur Horrock, counsel, public relations department, Goodyear Tire & Rubber Co., at the Wednesday morning session. Pointing to the United States as the “have” nation, while the rest of the world constitutes the “have nots”, Mr. Horrock enumerated
the monetary, production and mechanized advantages of this country as opposed to the rest of the world. The difficulty of making the American people "hate their enemies" is one of the obstacles to be overcome in the road toward victory, he said.

With Pearl Harbor, he said, there came the end of our "mass production" era. Broadcasters can do much in the war by telling the public that it shouldn't point the finger of scorn or derision at the seeming slowness of our production transition.

"We're slipping from second gear into high gear," he said.

Asserting that the United States has taken leadership in the war's prosecution, he said this was inevitable because of the swift development in this country. Because of the development of communications and transportation, we are able to save so much time that "we can live two lifetimes in the allotted three-score and ten."

**McClintock Outlines Work of Council**

In introducing Dr. Miller McClintock, executive director of the Advertising Council, formed two months ago to correlate all advertising in the war effort, President Miller alluded to rumors and rumblings in Washington about the future of advertising. The Council was set up to do a constructive job, and in selecting Dr. McClintock picked the "best possible man for the undertaking."

In an extemporaneous talk, Dr. McClintock outlined to broadcasters what already has been done in the media's collaboration with the Government and some of the things that are in prospect. He paid high tribute to radio for using its "potent voice" to accomplish the many unprecedented things which must be done in the war. Every man has any understanding of the character of this struggle "salutes radio," he asserted. Pointing out that early in the war advertising leaders saw the necessity for teamwork, Dr. McClintock said the Council was set up voluntarily to collaborate with Government in every possible way and to use the "skill and hard-hitting capacity" that unity of the media could provide.

During the last war, he pointed out, four-minute speakers were employed to sell liberty bonds, which was that era's counterpart of radio. It was a slow, difficult system of contacting the people.

The Council dedicated itself to the single purpose of marshalling all of the forces of advertising in the common war interest. There were no conditions or qualifications, he said. By so doing, the greatest of all propaganda skills and mechanism could be put to work in the proper moulding of public opinion.

The goal is to influence and direct the hearts and the minds and the hands of all people in the war effort.

Dr. McClintock pointed out that in 1938 Hitler sent a mission of advertising men to this country, ostensibly to learn our propaganda methods. He said that Goebbels' propaganda machinery used in a dictatorship unquestionably is based on knowledge gained by that mission.

The Council's work in Washington during the last two months has tended to eliminate some of the confusion in dealing with wartime Government, he pointed out, recalling there is nothing so pathetic as the sight of a great democracy trying to go to war. But he called this very shortcoming a safeguard of our fundamental liberties.

**Pays Tribute to Work of W. B. Lewis**

The Council has contacted Governmental agencies and provided channels through which each medium could go to quickly learn that which is most needed in the war activity. He revealed there are 20 great projects being developed touching on every aspect of advertising media operation. Thus far, he said, no medium has felt the impact of war more than radio. Governments rely on radio to get their messages to the people speedily. If stations had devoted 60 hours per week to Government programming, it would not have absorbed all of the demands first made, he said.

Radio was bombarded to the point where "war fatigue" was getting into programs, according to Dr. McClintock. He paid tribute to William B. Lewis, associate director, for the time-pool and allocations plan worked out for Government purposes which was enforced during the last fortnight.

The ready cooperation of advertisers as well as media in this work has been demonstrated, he said. Of 183 commercial advertisers who were asked to provide time for a particular project, he added, 180 responded affirmatively and immediately.

Looking to the future of war advertising, Dr. McClintock pointed out that heavy industries making durable goods constitute a new segment of accounts. They want to tell their story as active participants in the war in this "greatest of social struggles," he said, and at the same time keep alive their identity. Such fields as rubber, automotive and petroleum, which make up a large part of consumer advertising, have shown an eager desire to tell the public about their participation in the war effort and how to conserve materials, even though they have nothing to sell.

Dr. McClintock mentioned the gigantic new material salvage plan, which, through advertising in reverse and which will entail some $3,000,000 in advertising expenditures. More than $2,000,000 of that already has been allocated and the other million is in sight. He went on stating that the vital job is to convince the people to bring back goods which they have already purchased, and to buy war bonds. All of this $3,000,000 will be new money and not taken from existing appropriations, he pointed out.

The story of the new war bond selling campaign, drafted through the Council three weeks ago, was related briefly by Dr. McClintock. Secretary Morgenthau, he said, wants voluntary purchase of bonds, in the face of lagging sales. If this is not accomplished, there will be regulation of wages and salaries, with a fixed portion of pay going to purchase of bonds. The plan produced through the council was accepted immediately upon presentation. It encompasses the job of selling the war to the people.

Mr. Miller pledged cooperation of the broadcasting industry all down the line in the Advertising Council's work.

**Radio's Vital Role Commended by Hook**

As one of the two luncheon speakers Wednesday, Charles R. Hook, president, American Rollin Mill Co. and former president of the National Assn. of Manufacturers, discussed industry's role in the war offensive. But he took time out to commend radio in glowing terms for the confidence it has built up among all Americans.

"When the last piece of copy is set in type for the page in history describing this phase of radio's contribution to the war effort, it may justly be captioned 'well-done.'"

After reviewing the transition of industry to war production, along with the obstacles which have been overcome, Mr. Hook said that our men now are being supplied with an abundance of the world's best armament by free men in a free country. Calling this combination unbelievable, he said industry has demonstrated again and again its determination to let nothing interfere with the all-out production effort that victory may be achieved at the earliest possible moment.

Radio's job in reaching into every home and in instilling the understanding, faith and confidence in the capacity of free enterprises needed to "get over the hump" was lauded by Mr. Hook. No industry nor association of industries could do that job, but radio "could and did."

Subsequently, he said, radio has given aid and encouragement to every collateral phase of the war effort.

"Hitler is a louse," Pierre J. Harr, former Berlin correspondent of International News Service, told the luncheon session as second speaker. Recently returned from eight years as a Berlin correspondent, Mr. Huss laid out Nazis and Nazidom, but warned against clever fifth column and other incursions in the western hemisphere. He pointed out that in Germany no such luncheon session (attended by about 600) could be held. "Goebbels tells you how you should sleep, act and think," he said, after having "Gosh, I hope she listens to the news on WDFD Flint Michigan after this attack!!"

**BROADCASTING • Broadcast Advertising**

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FROM HITHER AND YON came (1 to r): Harold Shepard, WTVN, Buffalo; Michael Hanna, WHCU, Ithaca, N. Y.; Harry Burdick, KAGM, Albuquerque, N. M.; J. Short, WHCU, Ithaca; Leonard Callahan, SESAC. Mr. Brown came over from the MBS meeting.

WINS, New York; Gordon Brown, WSYT, Rochester; Roy Albertson, WBNY, Chicago; Edward Klauber, chairman of the NAB Executive Committee, was re-elected, while Mr. Hollier, who had retired as a district director, replaced John Elmer, WCBM, Baltimore, as a director-at-large.

Election of directors-at-large took place. Mr. Elias was re-elected without opposition as one of the two regional directors, while Gene O’Fallon, KFEL, Denver, who was to retire as a district director, was re-elected without opposition as a director-at-large for regional stations.

There were contests in both the big station and the local station fields. Electric station directors were Edwin W. Craig, WSM, Nashville, and Joseph O. Maland, WHO, Des Moines both of whom served on the preceding board. Mr. Craig had retired as district director and succeeded James D. Shouse, WLBW, Cincinnati as a director-at-large. Others nominated for large station directors were Martin Campbell, WRFA-WRAP, Dallas-Fort Worth; C. T. Lucy, WRVA, Richmond, and John McCormack, KWKH, Shreveport.

Herb Hollier, KANS, Wichita, and James W. Woodruff, Jr., WRBL, Columbus Ga., were elected local station directors, continuing on the board. Mr. Woodruff was re-elected, while Mr. Hollier, who had retired as a district director, replaced John Elmer, WCBM, Baltimore, as a director-at-large.

Status of Networks In NAB Discussed

At the concluding session Wednesday afternoon, the meeting was restricted to active members only, with non-members associated and the press excluded.

Ellsworth C. Alford, Washington, the attorney retained by the NAB to fight discriminatory taxes against the industry last year and told, this to consider the convention's what to expect in increased taxes under the new wartime revenue measure pending in Congress. He assured broadcasters there was no immediate danger of any special imports against radio such as that stopped last year by John B. Haggerty, of the Allied Printing Trades Union, and proposed again last month before the House Ways & Means Committee.

Coming to the issue of active versus associate membership for the major networks—the only controversial question to arise during the convention—several pro and con addresses were made from the floor.

John Shepard, president of the Yankee Network and chairman of the Broadcasters Victory Council, gave a factual outline of his series of amendments, which in effect would deprive the networks as such of membership on the board of directors, except through district elections in which their managed and operated stations might participate.

He said there had been charges of network domination of the NAB and that in these times industry unity was necessary. He contended, however, that the networks as such are not station licensees but are in effect programming and sales organizations.

Need for Unity In Industry Stressed

Asserting that the NAB had lost a lot of members since the convention last year, largely because of purported network domination, he predicted that if they were admitted to active membership the NAB would be wholesale resignations. Mr. Shepard referred to the letter of Niles Trammell, NBC president, advocating associate membership for the networks at a nominal fee (BROADCASTING, May 4).

F. M. Russell, NBC vice-president and an NAB director, told the convention that Mr. Trammell's views had not changed. Afterward he read the letter to the convention and urged approval of the Trammell proposal, which would permit network executives to qualify for election as directors-at-large but would give no posts as a “matter of right.”

Don S. Elias, WWNC, Asheville, chairman of the NAB board's streaming committee, called for a united industry and asserted that he felt that since the networks are essential to the industry, they should be elected to active membership.

Edward Klauber, chairman of the CBS Executive Committee, was reported to have clinched the sentiment with his address. He pointed out that the NAB during the last two years has asked the networks to contribute money in addition to dues of their managed and operated stations for various enter-

work Affiliates Inc., told the convention there was nothing to the reports that this organization was anti-NAB. Calling for unity in the industry, he said NAI is pledged only to work in the best interest of network affiliated stations. He pointed out that of 94 NAI members, only 5 are non-members of NAB.

Winding up the convention, the board in quick succession adopted a series of resolutions. These included the customary formal conveyances of thanks to the guest speakers, the hotel and the local arrangements committee.

Expression of thanks also was extended to Neville Miller and to his staff for the work performed during the preceding year and to the chairman of committees.

Resolutions also were adopted solemnly dedicating the industry to the preservation of the unity and morale of the American people; expressing appreciation of the confidence in broadcast advertising of General Motors in inaugurating its advertising campaign "Cheers From the Camps," and to the War Dept. for its good offices in helping bring about this; commending its War Committee, headed by John E. Petzer, WKZO, Kalamazoo, for its work in the war effort; endorsing the proposals made by President Miller before the House Interstate & Foreign Commerce Committee on the Sanders Bill.

The fair treatment which has been accorded to the broadcasting industry by the press generally in its effort to keep radio free, was likewise commended by resolution.

The board adopted a resolution approving the Code Committee's declaration that the broadcasting of race results, race by race, constitutes "bad radio". This was aimed at sponsorship in several cities of all-afternoon sports programs giving such detailed accounts, which have been condemned as borderline if not in violation of law. It did not condemn the broadcasting of race results at the end of a day's races, or condemn the broadcasting of descriptions of outstanding horse races such as the Kentucky Derby.

A resolution deprecating contingent, guaranteed or per-inquiry business, or other efforts to persuade broadcasters to relax their standards of ethics was adopted. Another commended the work of Frank Pellegrin, director of the Department of Broadcast Advertising, for his Manual of Radio Advertising.

Finally, the convention adopted a resolution, originally proposed by Tom Sharp, KFSD, San Diego, condemning "payola" or the exercise of influence over the selection of music performed over the air by music publishers, terming it a "pernicious practice" and "bribery".

The retiring NAB Board held its closing session Wednesday afternoon, but took no final action.

PREXY BILL PALEY attends his first NAB convention in a decade. From front row (1 to r): Lee J. Fitzpatrick, WJR, Detroit; William S. Paley, CBS president; John F. Patt, WGR, Cleveland. Back row (1 to r): Meford R. Runyon, stations vice-president; Edward Klauber, executive committee chairman; Isaac D. Levy, who is managing WCAU, Philadelphia, while his brother Lieut. Leon Levy is serving in the Navy; Eugene Carr, recently appointed aide in the Office of Censorship, Washington.

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Major Resolutions Adopted by NAB Convention

ALL-OUT SUPPORT OF WAR
The NAB resolution of sentiment expressed at the time of its 1940 and 1941 conventions with reference to its declared and expressed intent to cooperate in every manner possible with the Federal Government in the prosecution of the war and front in the defense of our free institutions, and pledges its all-out support of the nation's war effort.

PLEDGE TO AMERICAN WAY
The NAB does solemnly reiterate the American way of life, by whose freedom it is entrusted to the advancement of the American way of life, and to unification of the unity and morale of the American people.

TRIBUTE TO McNAMEE
WHEREAS, the broadcasting industry lost one of its outstanding pioneers and the radio public lost one of its best known and best beloved voices last week in the death of Graham McNamee.

THEREFORE, Be It Resolved: That the NAB extends deep and sincere condolences to Mr. McNamee's family.

TECHNICAL TRAINING PROGRAM
The NAB expresses its appreciation to John Petzer, the chairman of the War Committee and to those broadcasters who have served with that committee, who have given the industry Wartime Guides for Station Operation in those critical times and for bringing together the people who organized the current technical training program. The association also wishes to extend its thanks to the Office of Education and to the Signal Corps of the Army for their splendid cooperation in furtherance of this program.

ENDORSES SANDERS BILL
The NAB endorses the proposals made by its President before the House Committee on Interstate & Foreign Commerce by having on the Sanders Bill (H.R. 5497) with a view to the enactment of new radio law and urges favorable consideration thereof by that committee.

TO THE BUYERS
The NAB is deeply appreciative of the increasing recognition of the mutual problems of agency and station executives and exhibits by the attendance at this convention of the largest number of buyers in the association's history.

HORSE RACE PROGRAMS
WHEREAS, a scattered few broadcasting stations have been conducting horse race results, race by race, along with "off time," horse racing, betting odds, and similar information of interest principally to bookmakers and their customers;

WHEREAS, this practice has been called to the attention of the NAB as one which is of interest and value principally to listeners participating in illegal activity; and

WHEREAS, the Code Compliance Committee of the NAB has declared such horse race results and betting results to be prohibited by the NAB's rules and regulations and that its contemplated broadcasting to constitute "bad radio";

THEREFORE, Be It Resolved, that the NAB approves the Code Committee's declaration that horse racing results and betting results and activities shall be prohibited by the NAB.

Appreciation of Pellegrin
WHEREAS, the radio industry was greatly in need of a single source of information on radio as an advertising medium; and

WHEREAS, this need was more especially felt on the part of sales managers and salesmen of radio stations throughout the country, and

WHEREAS, such a source of information was developed and launched earlier in this year under the title Manual of Radio Advertising;

THEREFORE, Be It Resolved, that the NAB meeting in convention in Cleveland, May 18, 1942, express its genuine appreciation for the efforts of The J. B. Pellegrin, Director of the Department of Broadcast Advertising of the association.

Praise for Miller and Staff
The NAB hereby expresses its thanks to its President, Neville Miller, and to the members of his staff for their unflagging efforts in successfully scheduling and carrying out this convention and for their extremely effective work done during the year just completed.

Felicitates General Motors
The NAB is deeply appreciative of the confidence in broadcast advertising expressed by General Motors in inaugurating its institutional advertising campaign, CHEERS FROM THE OAPES, and to the War Department for its good offices in helping to bring this about.

Pernicious Music Practices
WHEREAS, there has grown up in the radio broadcasting and the music publishing industries pernicious practices whereby bribery and other corrupt and illegal means are used to foster the performance by radio of musical compositions regardless of their merit or popular appeal; and

WHEREAS these practices have recently become so intensified that it is the subject of common knowledge and open admission; and

WHEREAS such practices have been condemned by legitimate authors, public enterprise and labor, and are contrary to the best interests of radio broadcasting and to the public it serves;

THEREFORE, be it hereby resolved:

That it is the duty of all broadcasters to exercise and maintain proper supervision of radio programs and do all in their power to prevent the exercise of any influence over the selection of music used on such programs other than that of merit, public interest and availability; and

THEREFORE, further resolved:

That the NAB is hereby directed to make all possible efforts to terminate said pernicious practices, and to make such recommendations to its members for the elimination of said pernicious practices as may be considered necessary and/or advisable in the premises.

Eight delegates representing many phases of the industry (1 to r): Frank Chizzini, NBC Thesaurus, Chicago; George Dunham, sales manager, CBS managed and operated stations; Harold Ensign, WBJS, Winston-Salem, N. C.; Maj. E. M. Stoer, Hearst Radio; Gunnar Wieg, WHEC, Rochester; Ronald Woodward, WING, Dayton; Ray Linton, KFBi, Wichita; Oliver Gramling, Press Assn. Inc., New York.

Deep in Conference are (1 to r) Frank E. Mullen, NBC vice-president and general manager; Vernon Pribble, WTAM, Cleveland; Warren K. Williamson, WRB, Youngstown.
BROADCASTING Sample Hummert, Chicago; Ray OVER THE J. Badger, WJR, Midgeley, J. CBS Jr., EXECUTIVE Gallagher, WHBY, Appleton, Wis.; (Jap) TURNED WCLO, Racine, Wis.; WRBL, Columbus, Ga.; sales service. STATERS row, TEACUPS J. Jr., Gude, Detroit; Janesville, Wis.; John Fetzer, away from the camera were these L. W. to and station relations; r) dominate this group M. Mills; Red Cowden, WCAO, Melbourne, WCAO, Baltimore; row and lockouts -president; Herbert V. Akron, CBS vice-president; M. Rudford, R. Runyon, vice-president; Dr. Frank Stanton, director of research and sales promotion.

BADGER STATERS dominate this group (1 to r): H. H. Born, WHBL, Sheboygan, Wis.; L. W. Melbourne, WCAO, Baltimore; H. R. Lepodevin, WEJN, Racine, Wis.; Red Cross Crowther, WMAZ, Macon, Ga.; James Kyler, WCLO, Janesville, Wis.; John Petzer, WKZO, Kalamazoo, Mich.; J. L. Gallagher, WHBY, Appleton, Wis.; H. D. Roberts, WEMP, Milwaukee.

EYES TURNED away from the camera were these (1 to r): James Woodruff Jr., WRBL, Columbus, Ga.; Carroll Newton, BBDO, New York; C. C. Jones Jr., WGPC, Albany, Ga.; Ralph Powell, Presto Recording.

ARMY HOUR RIDES JAMMING BY AXIS
IN ANOTHER attempt by the Axis to jam American broadcasts, a German radio station, believed to be located along the east coast of Europe, in Belgium, Holland or France, tried to drop out a May 10 pickup from Curacao, Dutch Guiana, during the Army Hour on NBC.

Tuning in on the same frequency as the Curacao station, the Nazi-controlled station released a seven-minute blast of piano music, which did not completely jam the broadcast, although it was difficult for NBC listeners to hear the Army and Navy officials, speaking from a U. S. Army post in the Dutch West Indies.

Similar attempts have been made to jam every one of the pickups from remote Army posts, featured on the Army Hour, since the series started over a month ago—the first occurring when the Japs successfully jammed a pick-up from Chungking.

Fly's View on Monopoly Aired at Senate Probe
IN HIS ADVOCACY of the telegraph merger legislation before the Senate Interstate Commerce subcommittee May 12, FCC Chairman James Lawrence Fly answered the charge that the Commission was departing from its "trust-busting" course to create monopolies by differentiating between broadcasting and communications. Chairman Fly told the Senate body the FCC in its broadcasting regulations was trying to break up "the control of the nation's radio stations throughout the country by a few people in New York," but in the case of the telegraph and telephone services, they were considered "natural monopolies" in the rendering of service under strict regulation, he said.

BILL KENNEDY, formerly announcer of KJI, Hollywood, recently signed to a Warner Bros. contract, has been assigned a major role in the film "Now, Voyager".

WSM, Nashville, has its staff band see the boys off at Nashville's Union Station every time they leave to join the armed forces. Local Musician's Union 257, has cooperated with the move and donates services.

Thanks to KGEI
GRATEFUL for the broadcasts of General Electric's KGEI, San Francisco, to our forces in the Far East, members of the officers' mess of one American warship, since sunk, solemnly pledged that the first of their group to reach San Francisco would personally thank KGEI. True to the promise the commander of the ship recently appeared at KGEI in khaki fatigue clothes and naval officer's cap explaining he was fulfilling his mission on landing without even taking time to change his clothes.

Kansas City Pacts
AGREEMENT covering technicians employed at KCMO, KHBC and WDAF, Kansas City, was signed last week by the stations and the Radio Broadcast Technicians Union 1250 of the International Brotherhood of Electrical Workers. The agreement, standard IBEW contracts, provide wage adjustments, vacation, and military service leave. Strike and lockouts are banned. Two other Kansas City stations, KCNS and WBB, signed IBEW contracts a few months ago.

WATA, San Antonio, in the interest of Pan-American good will installed lines and sent a special events crew 70 miles to pick up the recent Pan-American Fiesta at Gonzales, Mexico.

WEBG
ALTOONA, PA.
- NBC RED
- BLUE NETWORK
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE
WEBG provides the only full coverage of the Altoona trading area.

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Auld Lang Syne

Damon and Pythias friendship of Merrill Mitchell, chief engineer, and Neal Tomly, publicity man and conductor of Uncle Neal shows on the air. He and Tomly observed with a 20th anniversary celebration May 4. Merrill and Neal in 1925 opened WCO, the first station in the city. The station was absorbed 13 years ago, then came to WJR.

ARRL Re-elects Bailey

George L. Bailey, executive assistant of Har- vard U who is chairman of the National Defense Research Committee aiding the military services in securing communications and radio personnel, was re-elected president of the American Radio Relay League, amateur radio operators' group, for a two-year term at a meeting recently of the League's council. Continuing as executive secretary is Kenneth E. Warner who is also editor of the League's publication, QST. Paul M. Segal, Washington attorney, now on active Navy duty, was re-elected general counsel of the League.

Television Operators Granted Respite Allowing Four Hours Minimum Weekly

Giving television operators the respite they sought April 9 at the special television conference held by the FCC, the Commission last Tuesday amended its rules to require a minimum of four hours program service per week instead of the 15 hours required heretofore.

The step was taken, the FCC said, "to prevent a recession of this purely experimental or laboratory stage and to keep it alive, ready to flourish as a public service after the war emergency."

The consensus of the more than two-score representatives of television licensees and permittees who attended the April 9 conference was understood to have favored reduction of the regulation and it was said at the Commission that its move was based on a can- vass of television permits to construction progress reports and the reports given at the conference.

Vitaly Affected

That television would be seriously affected by the war was a fore- gone conclusion of industry representatives and it was pointed out at the conference, sitting en banc at the conference, that restrictions on materials, loss of technical man- power to the military services and the virtual stoppage of receiver production had combined to bog down public and industry interest.

Several spokesmen at the confer- ence indicated a desire to suspend operations during the war because of inability to procure necessary materials. Television, under War Production Board ruling, was not given a higher priority rating than standard broadcasting which until April 24 had an A-10 rating. On April 24 the WPB granted all radio an A-1 priority rating, for replacement and repair, which gave broadcasters some access to certain critical materials such as steel and copper.

Many Precede A-3

However, the A-3 rating given radio has been said by industry manufacturers to have "lost its punch" since there have been so many other industries given ratings above A-3 which, it is said, brings radio to the rear of the list. It was further said that the FCC moved in this direction to clear in the next criteria, the recent A-3 preference rating does not break the tube bottleneck, felt all down the line. Some tubes are understood to be available, but it is in greater demand since these are being abs- orbed by the Army and Navy as soon as they roll off the line.

Some indication was given by the FCC that television operators may resort to program pooling to conserve their facilities. The FCC said that "licensors serving the same geographical area are forced to arrange and alternate their program schedules so as to increase the number of programs available to the public in their communities."

The FCC, in its statement, con- cluded that "no change in the Commission's standards for television transmissions is necessary at this time."

Navy Cites Cottrell

In a letter from the Chief of the Bureau of Ships, Navy Department, Edward Coles, field engineer for Western Electric's specialty products, has been cited for unusual "diligence and zeal" in "connection with serving the installation of Western Electric equipment aboard naval vessels at Pearl Harbor following the Dec. 7 attack. Mr. Cottrell, who joined the Electrical Research Products laboratory of Western Electric in 1929, is a graduate of the U of Arizona and holds a master of science degree from Massachusetts Institute of Technology.

WATP, Pittsburgh, FM affiliate of WWSW, announced it will broadcast three hours a day according to Frank B. Smith, Jr., general manager of WATP-WWSW. Since May 11, FM broadcasts have been heard from 6 a.m. to 1 a.m.

Taking Time off from his sports description France Laux, KXXO, St. Louis sportscaster, turned to sports narration and won the first annual newspaper-radio bowling sweepstakes conducted among the stations and papers of the city.

The Selling Power in the Buying Market

A Shreveport News Shreveport, La.

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Broadcasting • Broadcast Advertising
CBS Promotion Clinic

A TWO-DAY clinic for sales promotion managers of CBS AM&FM stations will be held May 18-19 in Chicago under the direction of George R. Dunham, CBS supervisor of promotion for those stations. The discussion will deal with individual stations' sales promotion activities and problems as related to the network. Among those present will be Dr. Frank Stanton, CBS director of research; George Mosokievsky, CBS West Coast director of sales promotion, and the sales promotion managers, David S. Garlock, WELI, Boston; Keith Haas, WWJ, Detroit; and Tom Rooney, KMOX, St. Louis; Sam Kaufman, WCCO, Minneapolis, and John Heiney, WJSV, Washington.

Bendix Names Buchanan

Considers Radio Return

BENDIX AVIATION Corp., South Bend, Ind., which last fall and winter for a 13-week period sponsored the Treasury Hour, is donating the program to WWRL, New York, which will air it on Sundays at 7:30 p.m. in New York, and on Sunday afternoons in the network.

Mike to Alleys

DIFFICULTLY was encountered when John Koury, veteran sports writer and sportscaster of WHAT, Philadelphia, became manager and promoter of the chain of bowling alleys. His new duties required his presence at a certain bowling alley at the time he should be conducting his nightly sports feature, Milton Laughlin, WHAT manager, solved the problem by bringing the mountain to Mohamed, i.e., originating the programs from the ten pin plant.

MARGARET WYLIE

DISPELLING the fiction that a woman or an artist could never succeed in a business career, Margaret Wylie, timebuyer of J. Walter Thompson Co., Chicago, has succeeded so well that she has little time to devote to her art—music. Dark haired, attractive Peggy Wylie started in the business with the Texas Blue, Tuesdays 8-9 p.m. on CBS, five years ago as an interviewer of radio talent. Modestly, she says her work consisted principally of holding hands of nervous opera singers and consoling rejected talent. The journey from interviewer to timebuyer, while not a logical one, is an indication of Miss Wylie's unusual success.

Through her approach and conscientious in her follow up, Miss Wylie handles all phases of network and spot buying from preliminary estimates to the signed contracts. When lining up stations for a spot campaign, such as the current, extensive list for Kellogg's Corn Flakes, Miss Wylie can be found at her desk working into the evening hours.

During her rise to the position as one of the country's leading time-buyers (over $3,000,000 spot and network in 1941), Miss Wylie has maintained that cordiality that has earned for her the respect of the entire midwestern radio fraternity.

She currently buys time for Swift, Kraft, Kellogg, Bowman Dairy, Cole Milling, and Libby, McNeil & Libby.

Her hobby, and her sole connection with her old muse, is collecting symphonic records.

ADAM HAT STORES, New York, will sponsor the broadcast of the heavyweight bout between Johnny Cole and Anton Christoforidis from the Chicago Stadium over 165 BLUE stations, May 20. Account is handled by Ogleman Adv, N. Y.

BROADCASTING • Broadcast Advertising

TESTING?

Reach a big chunk of ILLINOIS . . . do your testing thru the DECATUR station

250 W. 1340. Full Time. Sears & Ayer, Reps. How can we help you?

CENSUS PROCEDURE

ON RADIO REVISED

STATISTICS covering radio homes in each individual State will hereafter be issued in advance of the printed Second Series Housing Reports, in which the information is recorded along with other census data based on the 1940 decennial census. The Census Bureau announced May 16. On that date it issued a special housing bulletin covering radio homes in the State of Maine, and showing that 184,348 homes reported radios, 28,886 reported radios and problems, and 6,764 failed to report on the radio questionnaire.

Up to then the Census Bureau had issued six of its printed Second Series Housing Reports, covering data on Nevada, New Hampshire, Vermont, Wyoming, Montana and Idaho. Breakdowns and interpretations for the first three States were published in the March 16 BROADCASTING; for Wyoming, April 13; for Montana and Idaho, May 11.

The Maine report does not give percentage breakdowns, but shows total dwelling units with and without radios by counties and in the three cities of 25,000 or more population, namely, Bangor, Lewiston and Portland. The radio figures are also broken down by rural-nonfarm dwelling units and rural-farm dwelling units. Copies of the report are obtainable without cost from the Bureau of the Census.

The detailed Second Series Housing Report for Maine will be issued later, and will be interpreted in a later issue of BROADCASTING.

WWRL Adds 37 Hours, Preparing for Fulltime

WWRL, New York, which has been sharing time with WCNW, Brooklyn, on 1600 kc, has been granted permission by the FCC to operate full-time on that wavelength, now that WCNW, becoming WWLB, has been assigned to 1190 kc.

Effective May 13, WWRL added another 37 hours to its previous schedule of 7-7, but has heard no hours a day, 8 a.m. to 12 midnight. The station also has received FCC permission to increase its power from 250 to 5,000 watts, and is currently installing a new Western Electric transmitter to be ready for operation this fall.

Where But

WICUR

SYRACUSE

Can You Get a Basic NBC Red Station covering Central New York?

May 18, 1942 • Page 67
A Wife Goes to the NAB Convention

But Cleveland Session Wasn’t Quite What She’d Expected

Editor’s Note: These impressions by the wife of a prominent New York executive who accompanied her husband to the Cleveland convention will serve to reassure non-attending wives that this was no jinx; that their spouses somehow managed their enormous war responsibilities, that attending a convention is business—and nothing else.

By MRS. WALTER J. NEFF

BOYS! It’s a dirty trick! You’ve disillusioned me so completely, that never again can I complain when my lord and master leaves his happy home to attend one of your conventions. As a matter of fact, hereafter, if I don’t urge him to attend, I’ll be lax in my duties as an encouraging, progressive spouse. Boys! you just HADN’T ought to have done this to me!

Through a series of circumstances, which I don’t think I’ll explain right here, I was taken along to your NAB convention in Cleveland. I must admit the idea tickled me pink. Here was my chance to see a convention in action—to watch it operate from a ringside seat, and to find out for other wives the mystery behind these frequent gatherings of business men in cities distant from home.

We’ve always thought—wives who are usually left behind—that an ulterior motive lay hidden underneath the word “convention”, and that the little notes served to shroud in the cloak of decency a mass misbehavior. In other words, we’ve secretly believed that a convention was nothing better than a big brawl.

Did They Raise Hell?

But what did I find in Cleveland? A bunch of drunken bums, playing fascinating games in the duties of both office and home! A bunch of overgrown boys out for a good time, cavorting at night clubs and staggering down the corridors of a hotel? A series of rowdy parties with champagne flowing freely, and loose women a dime a dozen? No—I found not even one of those things. Here’s what I saw.

I saw over 1,000 business men, and perhaps a hundred or more business women, gathered together at a mutually convenient hotel, for one purpose—a purpose which was carried out effectively and determinedly.

They met to discuss with one another the complexities of a business which is beginning to grow up; they met to solve the problems created in that business, as in most others today, by an America at war, and an America with victory as its goal; they met to find a way for the radio industry to do its part toward attaining that victory; and they met to exchange ideas, good or bad, with others in the same line of work. It was the most inspiring thing imaginable.

These men and women worked harder and longer than they could possibly work at their offices. There were breakfast sessions at 8:30 in the morning, with speakers who had time to brush the fog of sleep from their eyes before addressing their audiences. There were sessions throughout each entire day, and even luncheon and dinner were served to the tune of the “Star-Spangled Banner”, followed by informative talks by qualified speakers.

Small groups, which usually grew larger as the evening progressed, gathered in various spots after dinner each night, to discuss, pro and con, many questions relating to their work. Business meetings were held in abundance, with resolutions adopted, or sometimes turned down, affecting the greatest good for the greatest number.

Breakfast Sessions

Some of these meetings had to be held in the wee hours of the morning, after the full day’s schedule was completed. But with only a few hours sleep under their belts, these conventionists attended the early breakfasts en masse.

Yes, there was some drinking—quite a lot, I suppose—but it was done quietly and decently, as one would do it in one’s own home, and I had not even the satisfaction of seeing a single “drunk”. And the women, who attended left behind them the glamour and feminine wiles that bespeak their sex—they were in Cleveland, as were their male associates, to share their radio ideas with their brother-men, and to glean important new ideas to guide them in future operations—and that’s exactly what they did!

I left Cleveland, convinced more than ever before, that the American way is definitely the right way, but I’ll never go to another convention. They ain’t any fun!

LAW GNAWS the news at KSO-KRT, Des Moines. Gunning the drop copy is 8-month-old David Winston Law, son of Glen who is news editor of the two stations.

Gory Galluses

APPARENTLY determined to see that its affiliates are not caught with their pants down, NBC handed out to broadcasters at the NAB convention in Cleveland last week some 200 pairs of bright red suspenders, and it walked away with the mythical station relations promotional award. To take care of the above—the belt department, Sheldon Hickox, NBC’s station relations director, had a bright red rose placed at every plate at the NAB banquet Wednesday night.

was sent to Jamestown by Col. Harry Wilder as commercial manager. He later returned for a brief period to WSYR, but went back again to Jamestown where he has remained. When Col. Wilder sold WJT, Mr. Goldman was retained as station manager.

Mr. Martin, after two years experience at WSYR as news editor and staff announcer, went to WIBX in Utica where he branched into special events and some radio production. Later he went on to WGY, Schenectady, working for NBC as continuity director, production man and newscaster. He organized and directed the WGY Junior Players and handled the WGY Saturday morning children’s program.

In December, 1940, Martin went to WIS, NBC outlet in Columbia, S. C., as announcer, sportscaster, special events man, news editor and continuity writer. In March, 1941, he was engaged as station manager of WWNY, owned and operated by the Watertown Daily Times.

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BROADCASTING • Broadcast Advertising
32,145 Firms With Over 17,700,000 Employees Have Installed the . . . Pay-Roll Savings Plan

Have YOU Started the Pay-Roll Savings Plan in YOUR Company?

Like a strong, healthy wind, the Pay-Roll Savings Plan is sweeping America! Already more than 32,000 firms, large and small, have adopted the Plan, with a total of over seventeen million employees—and the number is swelling hourly.

But time is short! More and more billions are needed, and needed fast, to help buy the guns, tanks, planes, and ships America's fighting forces must have. The best and quickest way to raise this money is by giving every American wage earner a chance to participate in the regular, systematic purchase of Defense Bonds. The Plan provides the one perfect means of sluicing a part of ALL America's income into the Defense Bond channel regularly every payday in an ever-rising flood.

Do your part by installing the Pay-Roll Savings Plan now. For truly, in this war, this people's war, VICTORY BEGINS AT THE PAY WINDOW.

Plan Easy to Install

Like all efficient systems, the Pay-Roll Savings Plan is amazingly easy to install, whether your employees number three or ten thousand.

For full facts and samples of free literature, send the coupon below—today! Or write, Treasury Department, Section C, 709 Twelfth Street NW., Washington, D. C.

MAIL THIS COUPON NOW

Treasury Department, Section C
709-12th St., NW.
Washington, D. C.

We want to do our part. Please rush full information regarding the Pay-Roll Savings Plan.

Name: ........................................

Position: ......................................

Company Name: .................................

Address: ........................................

Number of Employees: ........................

This space is a contribution to NATIONAL Defense by BROADCASTING Magazine
**FCC Diathermy Registration Will Cover 100,000 Machines**

REGISTRATION of diathermy apparatus must be completed by June 5, according to announcement by the FCC last Saturday. The order followed the demonstration before the Defense Communications Board for registration of every piece of apparatus capable of generating radiofrequency energy whether through the agency of electrodes or tubes, thus including diathermy apparatus.

Thousands of physicians, osteopaths and physiotherapists who use diathermy apparatus will be affected by the order which is designed to prevent use of any equipment capable of being transformed into long-range transmitters for illicit purposes.

The FCC reports that more than 100,000 diathermy machines are in operation throughout the country and it was pointed out that an "appreciable" proportion of them are owned by individuals for private use.

**Vital to War**

The DBC in issuing its order last month said it had determined that the necessity for national security and defense and the successful conduct of the war "demanded that the Government have knowledge of all persons who possess apparatus equlipped for transmission of radio frequency energy." [Broadcasting, April 20]

Under the order the FCC was designated as the registration agency and the Commission's order establishes that registration will be made on separate forms which it will furnish in Washington and through its field offices. It was noted that the registration forms must be returned to the Secretary, FCC, Washington, and not to field offices.

FCC was also in the FCC order for confiscation of diathermy apparatus for which there is no valid registration certificate outstanding, and any apparatus for which the name of the manufacturer and serial number shall have been obliterated, removed or altered after the date of this order.

The order states that such apparatus "shall be subject to closure and removal in such manner as shall be prescribed at the time by the Commission."

Specifications of the order include apparatus which is in the possession of the Government, its officers and agents or apparatus under contract for delivery to the Government.

Following registration of the diathermy units, the FCC will issue a non-transferable certificate of registration to the applicant, the order states, but stipulates that such certificates will be issued only "if the Commission finds that sufficient and reliable information has been furnished."

The order also provides for theft or destruction of apparatus by demand that the FCC be notified within five days of any such contingency.

Many instances have been reported of diathermy and other radiofrequency apparatus, other than broadcast equipment, being transformed and used illicitly for signalling purposes, and it is believed the DBC’s-FCC orders were promulgated to prevent any such use in this country.

**MILITARY BONUSES AMENDED BY CBS**

REVISING its plan of bonus payments to employees entering the country’s armed services CBS now is paying such bonuses to all regular employees of six months or longer standing, excluding only those who go into service as officers.

Each employee at the time of induction will now receive an amount equal to the difference between his CBS and his Army earnings, for periods ranging from two weeks for men who have been with CBS for less than a year up to four months for those who have been with CBS for more than six years.

The network also continues to contribute to the cost of insurance coverage for employees injured under the CBS cooperative life insurance plan, and will continue to make available to employees called into active service under the terms of the Selective Service Act an opportunity to re-enter the employ of CBS at the termination of their period of service. The benefits of the plan apply not only to CBS employees but also to employees of its subsidiary, Columbia Recording Co.

Both NBC and the blue have similar policies whereby their employees receive special compensation whether they enlist or are drafted. In both cases the employee is paid his first month’s pay in the armed forces and that of his last month in the employ of the network, together with two weeks vacation pay. Both networks also carry payments on an employee’s life insurance for a year’s period, if he is insured under the NBC or Blue cooperative insurance plan.

**RATING PROCEDURE AMENDED BY WPB**

MOVING to simplify priority procedure, the War Production Board has amended its policy of application for priority assistance under the Production Requirements Plan for the third quarter of 1942, according to Acting Director, Building and Housing Division, Peter D. Staley.

Beginning July 1, start of the third quarter of the limited white blanket ratings under which preferences have been assigned on an individual basis will be converted by a formula to be applied on a group basis and companies which have been using the blanket ratings will be required to apply for them on a group basis.

Under the new program, assignment of ratings will depend increasingly on the amount of increase in the ratings of significant products and less on the pattern of preference ratings on the orders which are on the books.

The War Production Board has established departures from that of the limited blanket ratings in that ratings assigned on the basis of the firm’s priorities bid may be applied only to a specified amount of materials or products to be consumed in the current quarter’s production plan.

Thus in some instances applicants may obtain a higher rating for limited quantities of specific kinds of materials than they would have been entitled to use for all of their requirements under a "P" order.

**IT&T Grants, Free Use Of Patents During War**

PLANS for the consolidation of International Telephone & Telegraph Mfg. Co. and the Federal Telegraph Co., both subsidiaries of IT&T, of which the annual report for 1941 released by Col. Sosthenes Behn, president of IT&T, the two companies at present are engaged in research and the production of communications equipment, mostly for war purposes.

Simultaneously, it was announced that IT&T has offered the use of all of its communications patents and those of its subsidiaries, both here and abroad, for the duration of the war.

In addition, Col. Behn said, such patents are being made available to non-manufacturers and engineers engaged in production of war equipment.

IT&T is currently exporting 25% of its output to countries of the Western Hemisphere, the balance going to the armed and related services of the United Nations. The system holds 9,200 patents and more than 450 trademarks in 81 countries.

**Forbes Joins RAF**

DON FORBES, for about three years a team member of the six-weeks "West Coast to England" Richfield Reporter, sponsored by Richfield Oil Co. on NBC West Coast stations, has transferred to the RAF. John Wald, second half of the newcasters team, has taken over the entire broadcast, with Franklin Bingman continuing as commentator and announcer.

WGY, Schenectady, recently was forced to cut down its power by adding an auxiliary turbine for 30 minutes when its steam turbine* 15,000 lb. of steam per hour and was struck by a lightning bolt in a pre-summer shower. A fire in the operation horizon later was extinguished by the operation crew, headed by Kenneth Hol~

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Bolstering Sales Boosting Morale

War Plants Scene of Local Disc Show In Cleveland

By LLOYD H. ROSENBLUM
Advertising Manager, Rosenblum's Inc., Cleveland

"HOW can we give 'em a civic program without being stuffy? How can we help the country by telling people what's going on at home? How can we boost sales by bolstering morale? How can we be different?"

The three of us—Leroy Lustig, head of the advertising agency bearing his name, Carl Mark, WHK-WCLE producer and myself asked each other those questions some months ago at a conference to find a new program idea for Rosenblum's, the Cleveland department store. Well, we hit on the idea. And it clicked!

It Builds Sales

Actual work served to make the show more timely. Three reasons for its success are: The program is entertaining; it boosts morale of war plant workers and civilians; it is very merchandiseable, thus builds sales and goodwill.

Carl Mark, a staff of engineers and myself contact and make transcriptions at pre-arranged war plants and places around town. We get all the data we need, then go to work and record about 20 minutes. We use the WCLE Mobile Unit. We strive for one thing: Get an unusual but factually "sound" story about what goes on behind the scenes, what the workers think about the broadcasts, how the American way of life operates, and get the plant fits into the national effort.

We build the show around the idea of a "friendly, homey" visit. Once recorded, we edit the transcriptions, cut out any meaningless statements or uninteresting portions and put them on the air...five different broadcasts per week at noon time.

We're concentrating more and more on war plants because we get mighty interesting shows without divulging any secrets, names or anything that goes on in the plant that is censorable. The programs get a lot of fun out of hearing the broadcasts played back to them on their lunch-hour. It makes good listening to hear these employees tell, while at work, how they and their plant are speeding up production, what they are personally doing to help the country, what their bosses are doing to help them keep healthy, happy, fit and productive.

On other days we visit various manufacturing firms or interesting places. On these programs we tell an actual "sound" story of how a business operates, how a product is made from start to finish, and how that business is affected by national restrictions. We told listeners how coffee was roasted, they heard it being roasted on the air. They heard beer being brewed, musical instruments being actually manufactured.

We visited a pretzel maker, sausage maker, baker, cigar maker, laundry, overall manufacturer, beekeeper, lumber plant, the street-car company, a dancing studio, children's nursery, flower man, the theatre, photographic agent, garbage hauling agency, bus line, cab company, bowling alley, etc.

A food manufacturer tells how food can help. Willians keep up pep and vitality...and each company shows what is its share in the national effort. The all important thing is the "sound"...for they bound the sound pictures and stories together to tell the story. We keep the programs lively.

Cooperation Tremendous

Cooperation from participating firms has been tremendous. We knew people take pride in their own business, but we had no notion they would help us and them get so much publicity in every way. We don't allow profuse commercialism of a product but owners and employees do enjoy hearing their voices and telling unusual facts about their businesses. Consequently the goodwill from employes has been amazing. For each place we visited employers and others held special broadcasts of their program or learn about the regular broadcast through a meeting, bulletin and cards.

We furnish the latter. Each firm publicizes its participation through its regular channels...a restaurant on their menu, an ad in the newspaper that carries its deliveries to its customers, a photo finisher inside packages of prints, a theatre by a trailer, etc. We plug each firm in a newspaper ad. Funny accidents have occurred that brought publicity in the papers, such as the time Carl Mark fell from a tree while broadcasting a coin chase before a crowd at the Spartans' Show. Show.

People Are Talking

Yes, we applied the "sizzle" to these shows by making them fast-moving, chock full of human-interest stories, chatter and sound, and void of speeches and statistics. At a bowling alley we talked to the pin boy while working, at a food terminal, we caught the chant of the auctioneer. While we do promote other companies, it merely complements the value of the program to us. People have started to talk favorably and often about our store. That's what we want.

Above all, by telling listeners what goes on the industries of this city and by giving them an inside tip of what the workers are doing and thinking about, we've succeeded in bolstering the morale of these workers and other civilians who tune in. We're getting results by educating and entertaining those of us fighting on the home front.

While this idea has already proved and honest-to-goodness sales and goodwill builder for Rosenblum's, it seems to me it might easily be adapted for Government use as a morale builder on a national scale. What better way than through an intimate radio program such as "Let's Go Places!" can be found to wake people up, urge them on to work harder, stay healthy and "live" only for victory?

HONORED for "distinguished services to the cause of Inter-American Friendship through education," Sterling Fisher, radio educator and organizer of the NBC Inter-American University of the Air, is shown receiving a citation from Mario Avallon, student body president of Evander Childs High School, New York, terminal.

Evans Heads WSAZ

FLEM EVANS, formerly of WFAI, Parkersburg, W. Va., has been named station manager of WSAZ, Huntington, W. Va. He replaces Mike Layman who has enlisted in the Navy. Mr. Evans first broke into radio in 1934 with WSAZ.

DON WILSON, Hollywood announcer on the NBC Jack Benny Show sponsored by General Foods Corp., for Jell-O, has been given a featured role in the Republic picture, "Hi, Neighbor!

BOB GARRETT, Hollywood newscast-announcer, has been signed as announcer for the weekly CBS "Yeux Edith," which is produced by P. Lohfeld Co., (Old Gold).
Fly's 'Buddy'

WERE FCG Chairman James Lawrence Fly, and Soviet Commissar Voroshilov at the NAB convention in Cleveland last week? If one believed the convention badges worn on the labels of a pair of broadcasters, who were constant companions, the answer would be “yes”. One broadcaster wore a badge reading: “James Lawrence Fly, FCC, Washington”. His companion’s read: “Voroshilov, Moscow, USSR”.

Carl Smith Gets Award For Radio Wave Device

THE HICKOK award for the best paper in the Cleveland section competition of the American Institute of Electrical Engineering will be given to Carl E. Smith, chief engineer of WHK and WCLE, Cleveland, it was announced last week.

Mr. Smith’s paper, which was submitted in competition with other members on new technical developments in the radio field, was a treatise on “An Electro-Mechanical Antenna Pattern Calculator,” outlaying details of the construction and operation of a machine he has invented to mechanically calculate the direction and distance radio waves go after leaving the transmitting antennas.

The machine, said to be the only one of its kind in the world, is now in operation at WHK-WCLE. It was said that the machine’s calculation is as accurate as the mathematical method of computing antenna patterns and cuts the time required from days to a few minutes.

Robert D. Hickok, Sr., president of the Hickok Electric Instrument Co., Cleveland, for whom the award is named, will make the presentation May 21.

OPERATORS OF FM REFLECT OPTIMISM

PROMINENCE OF FM on the military communications front promises advancement and general spread of knowledge of high-frequency radio, according to replies to a survey just completed of all FM broadcasters, by N. H. Terveiliger, sales promotion manager of Zenith Radio Corp., Chicago.

Optimism, despite prospects of reduction in schedules because of shortages of personnel and equipment, is prevalent among the 64 broadcasters who replied. Questionnaires were sent 100 FM licensees and applicants.

Answers show 41% of the operators favor developments of FM, 8% favor the “average station” or more than half of those who answered, is licensed to use 13,190 watts and is actually using 5,650 while it broadcasts 11½ hours a day. Location for most FM stations was found to be on a tall building or transmitter tower. Unusual distances from transmitter to studio were W41.M, Winston-Salem, 116 miles, and W39B, Boston, 100 miles, both using relay setups.

New Lumber Order

DELIVERIES OF SOFTWOOD “construction lumber” was frozen for a period of 60 days, May 13, under an order of the War Production Board. The only exceptions are the needs of the War, Navy, and the Maritime Commission. This order particularly applies to wood materials commonly used in building construction. And it leaves factory shop and lumber free for normal trade channels. However, all persons are prohibited from accepting deliveries of softwood.

Col. Browning Moved

LIEUT. COL. HARRY T. BROWNING, head of the Army Communications Branch under Brig. Gen. Frank E. Stump, who was assigned to the 8th Corps Area as signal officer with headquarters in San Antonio, Tex, and serving with the Southwestern Bell Co., before he entered the Army in World War I, had been signal officer in the Canal Zone until he was given the Washington post last fall. He is succeeded by Maj. Carl H. Hatch, formerly of the Wisconsin Bell Telephone Co.

NEW CLARIFIES NETWORK POSITION

ROLE OF WNEW as an independent station in New York will remain unaltered by its participation in the Atlantic Coast Network’s new regional chain [see page 26], according to announcement May 13 by the WNEW management.

“The arrangement contemplated is for WNEW to remain an independent outlet and all time presently on WNEW will remain its firm,” said the statement. “However, where time is available on WNEW and the Network is in a position to sell it, such time will be available to the network at WNEW’s card rate. WNEW will, of course, continue to sell its own time and no options have been granted, nor will any be granted, to the network.”

“WNEW will give its best efforts towards aiding the new network insofar as such efforts are not inconsistent with its own activities. As an opportunity to provide expanded public service, WNEW welcomes cooperation in the new facilities which will provide, the management stated.”

CLARENCE G. ALEXANDER, NBC television program operations manager, is leaving this week for duty as a First Lieutenant in the Army Air Force.
Help Wanted

ENGINEER—For Southern NBC station. Permanent position. Salary expected and good references. Box 465, BROADCASTING.

Operator—With third class license or better, FCC approved equipment to operate transmitter. Permanent position to right party. KELD, El Dorado, Arkansas.

Chief Engineer—$500 watt station. Works, giving full details first letter. No drudgs or drunks. WRLG, Toccoa, Georgia.

Operator—Splendid permanent opportunity. Will assist with station installation and transmission line, antenna resistance and field strength measurements, etc. Good man can earn and learn. Your chance to grow with station. WSNY, Schenectady, N. Y.

Technician—Combination man preferred. Salary $45.00, 40 hours weekly. West Coast Station. State full qualifications and draft status first letter. Box 487, BROADCASTING.

Operator—Any license qualifying for broadcast station operation. Give full details first letter. WRLC, Toccoa, Georgia.


If you want to sell time that sells merchandise for the man who bought it, and think you can handle the book of local accounts on one of the finest Eastern local Network stations and earn more than a $40 weekly drawing account, write full details of your experience, record draft status, enclosed photo. Our staff knows of this ad. Box 477, BROADCASTING.

Two Combination Men—One first class, one hundred forty month. One second class, one hundred twenty-five month. Location Southwest. Regional Columbia affiliation. Box 491, BROADCASTING.

Engineer Wanted—For studio and transmitter work. Pleasant working conditions. Positions available. One-time first-class information, including draft status, to Station WCGO, Charleston, South Carolina.

Engineer—For 250 watt, full time station. Western Electric equipment. State qualifications and draft standing. Box 488, BROADCASTING.

Situations Wanted

SALESMAN—Give references, salary, experience first letter. Box 482, BROADCASTING.

Operator—Desirous of change, first class license, draft exempt, previously employed. Box 480, BROADCASTING.

NEED AN ANNOUNCER?—Two available—both terrific. Caucasian, classical, 6’2”, 180 lbs. High, squeaky voices, irritate personalities. Edison Gramophone record available. (WILL?) WE’ll take sight unseen. $60.00 weekly—better hurry. Local board hot. Any trail. Both illustrate but what can you expect in these times? Added attraction: ten pounds of sugar—spare tire and chrome bumper thrown in FREE. Wire immediately. Box 484, BROADCASTING.

Program Director—Draft exempt, age 24. Over ten years experience. Reliable, irreplaceable, with above average executive background. College background. Several years in present position. Only inquiry considered. References. Box 495, BROADCASTING.

Urgently Needed—Approved Broadcast modulation monitor. State type, condition, cash price. Box 496, BROADCASTING.

Help Wanted

Chiefs Wanted

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Two Combination Men—One first class, one hundred forty month. One second class, one hundred twenty-five month. Location Southwest. Regional Columbia affiliation. Box 491, BROADCASTING.

Engineer Wanted—For studio and transmitter work. Pleasant working conditions. Positions available. One-time first-class information, including draft status, to Station WCGO, Charleston, South Carolina.

Engineer—For 250 watt, full time station. Western Electric equipment. State qualifications and draft standing. Box 488, BROADCASTING.

Situations Wanted

SALESMAN—Give references, salary, experience first letter. Box 482, BROADCASTING.

Operator—Desirous of change, first class license, draft exempt, previously employed. Box 480, BROADCASTING.

NEED AN ANNOUNCER?—Two available—both terrific. Caucasian, classical, 6’2”, 180 lbs. High, squeaky voices, irritate personalities. Edison Gramophone record available. (WILL?) WE’ll take sight unseen. $60.00 weekly—better hurry. Local board hot. Any trail. Both illustrate but what can you expect in these times? Added attraction: ten pounds of sugar—spare tire andchrome bumper thrown in FREE. Wire immediately. Box 484, BROADCASTING.

Program Director—Draft exempt, age 24. Over ten years experience. Reliable, irreplaceable, with above average executive background. College background. Several years in present position. Only inquiry considered. References. Box 495, BROADCASTING.

Urgently Needed—Approved Broadcast modulation monitor. State type, condition, cash price. Box 496, BROADCASTING.

Shortwaves

(Continued from page 52)

one or two occasions why the great American radio organizations ask for money on the air. I was stumped and replied rather angrily that they must have been listening to some other country. Later I got to thinking about it and decided some station probably had an international account supported by contributions. I have not caught such a program but I suppose my English friends did.

Since then I have been disturbed at the thought of the reactions of someone less kindly disposed towards America than an Englishman hearing such a program. They probably assume that that rich America is not so rich after all—so why believe anything their radio stations say. A bit complicated, isn’t it? Not quite as simple as just keeping the air alive with, perhaps, half an hour of military band records.

To wrap this thing up, the job has to be done. It can be done—as cheaply as the cost of the stupid broadcasting that is now being done. The small items I have mentioned as symptoms. There are many larger questions which I would rather not discuss at this time—questions of the handling of news and news interpretations, questions of jamming and interference, questions of cooperation with friendly nations, etc.—but which must ultimately enter the picture.

I came over here as a plain good American broadcaster. I’ve learned much from this job—very much.
54 Hours a Day for Latin Listeners

Rockefeller Group to Expand Busy Radio Schedule

By DON FRANCISCO
Director, Radio Division
Office of Coordination of Inter-American Affairs

THE INCREASING interest of the other American republics in the United States, its problems and its people is reflected in the growing number of radio programs now beamed southward by United States shortwave broadcasting stations.

Shortwave stations now broadcast a total of 54 hours each day to Central and South America, 15 hours of which are devoted to news programs. In the last year, these news broadcasts have increased from 30 to 63 periods daily and shortwave stations have stepped up their transmitting power from around 50 to 25 kw. One station has tripled its staff within a year and another has doubled its personnel in the last month.

The OCIAA has reports indicating that programs originating in the other republics are being heard increasingly in the United States. The other American republics can be heard each week which are based on inter-American subjects, and 15 of these are carried on major national networks.

Commercial Cooperation

Since its inception, the policy of the Radio Division of the OCIAA has been to help commercial broadcasting companies stimulate interest between the republics of the hemisphere as much as possible. The OCIAA has continually acted in an advisory capacity on program selection and has supplied many suggestions and much material. Since the declaration of war, the Radio Division has been called upon more and more in the actual production of programs keyed to the United States war effort.

As an example, the program, This Is War! written for United States audiences under auspices of the Office of Facts & Figures, was broadcast also in Spanish and Portuguese by the Radio Division of the OCIAA.

The script for each program was released to the division upon final clearance, re-written in Spanish and Portuguese and broadcast shortwave at approximately the same time that the United States program went on the air. Owing to the audience differences, the script must often be revised to preserve the same meaning and different sound effects substituted, as well as using new voices and actors. This was done entirely by writers of the Radio Division.

A program prepared for news magazines and afternoon audiences and broadcast at 8:15 and brings to the microphones prominent men and women of all the American republics, discussing problems of common interest to the hemisphere. In recent months, listeners in the southern republics have heard Henry A. Wallace, Mexican Foreign Minister Ezequiel Padilla, Bolivian Ambassador Luis F. Guachalla, Brazilian Ambassador Sousa Acesta, Costa Rica's Minister of Finance Carlos M. Escalante and many others.

News Programs

Two news commentary programs also are prepared under the supervision of the Radio Division. One of these is a Brazilian program, broadcast from New York six nights a week over the Brazilian Government network under the direction of, and with comment by, four noted Brazilian journalists: Senhores Julio Barata, Originsse Lessa, Raymundo Magalhaes, Pomeu de Souze. The other program is a news commentary sent by point-to-point communication to Argentina, Uruguay and Bolivia, with Roberto Unanue acting as commentator.

Sports enthusiasts throughout Central and South America may listen each Sunday night to a transcribed sports program of weekly events, tied in with the war effort, and broadcast by Luis Alcivar, Ecuadoran swimming champion.

Still another program produced for shortwave stations is written by the Radio Division, a dramatic presentation entitled Salute to Our Heroes. This program is on the air Sunday evenings between 8:30 and 8:45 and dramatizes deeds of bravery in the war, such as General MacArthur's defense of Bataan.

The Radio Division helps in other ways. One of these is the recording, for transcribed programs of background material on the cultural and economic life of the United States as it is geared to the war effort. Such recordings are distributed to local stations throughout the other American republics, many of them musical recordings of famous symphonies and programs of celebrated artists of the entertainment world.

The Radio Division also has encouraged networks to establish affiliates throughout the southern republics which will pick up and rebroadcast their shortwave programs. As an example, the Argentine news period is sent out locally over 12 Argentine and Uruguayan stations and one Bolivian station, while 89 local Brazilian stations rebroadcast the Brazilian shortwave news commentary.

More in the Works

In addition, special feature programs are arranged for South and Central American audiences. On April 14, Pan American Day was celebrated with an especially transcribed half-hour program, incorporating the speech which Mexican Foreign Minister Ezequiel Padilla made at the Rio de Janeiro Conference of Foreign Ministers. Nearly 30 other important events have been the subject of special broadcasts.

The Radio Division is now planning many more features to augment those programs now beamed at the other republics of the hemisphere. For example a project tentatively entitled The United States and Industry involves the production of 26 transcribed programs in Spanish and Portuguese and is modeled after the program Defense of America, recently broadcast by one of the United States networks.

Another series of 300 transcriptions of musical programs also will be released for local usage in the other American republics. These include music by United States Army, Navy and Marine bands, Negro spirituals and symphonic music and talks on current affairs.

RAIL GROUP PLANS NETWORK CAMPAIGN

ASSN. of American Railroads, which has not used radio before, is understood to be starting a network show in June to promote the cooperation and assistance railroads are giving to the war effort.

It is feared that the association might start its program June 7 on NBC in the 7:30 Sunday evening spot vacated May 31 by Jack Benny, who resumes the General Foods Jello-O series Oct. 4. No confirmation has been made last week, however, and no name of the program had been definitely selected. Also uncertain was the general format for the show, although members of the association have been listening to various recorded programs for the past few weeks.

Raymond Gram Swing, MBS news analyst, has been suggested as a possible commentator for the series. Agency handling the account is Arthur Rubenstein, New York, which stated that no decision on the program would be made for at least a week.

U. S. Aiding Free French Build Station in Africa

THE United States, through the office of the Coordinator of Inter-American Information (Donovan Committee), is assisting the Free French in establishing a powerful shortwave broadcasting station in Brazzaville, French Equatorial Africa, the United Press reported last week. The station, the report stated, will be used to "bombard" African Gauls with United Nations news and propaganda broadcasts, beaming particularly to India.

It was said that COI representatives will be sent to Brazzaville to arrange for broadcasts by the Free French; additional efforts to secure verification from the Washington offices of the Donovan Committee were unavailing due to an apparent policy of secrecy shrouding practically all of its radio operations since the departure of Nelson Poynter, radio chief, for Hollywood on a special mission for the Office of Government Reports [Broadcasting, April 20].

Patriotic Series

COOPERATING in the celebration of "I Am an American Day" May 17, MBS broadcast a half-hour of the New York ceremonies in Central America, which were carried for their full two hours by WNYC, city's municipal station; Texas Co. turned over the last half of its Fred Allen broadcast for a patriotic program presented by the Treasury Department, and various local stations prepared special programs. WBNX, New York, featured talks by nationalized citizens whose sons are fighting with the United States armed forces, and the special program it prepared with its Ukrainian, German, Greek, Italian and French periodicals and also with a special salute program in the evening presenting Polish, Spanish, Armenian and Lithuanian parents.

"It's O.K. Now...I Fixed It With a Hairpin!"
What makes Boston's Brahmins BOOMPS-A-DAISY

THEY'RE UNBENDING. Letting down their hair. From behind those ancestral brick fronts have come hints of rug cutting as the radios of all music connoisseurs are tuned to the magnetic W O R L number on the dial. Into the aristocratic locale of Boston has stolen a refreshing new influence... the "920 Club," a program that is becoming as popular with Back Bay intellectuals and Beacon Hill socialites as with all the varying strata that goes to make up America's fourth largest market. Universal in its appeal, presenting a distinct personality, it is perhaps the most unique local radio program in America, with a class and mass following which guarantees active response to products of all types and all price ranges. Both national and local advertisers who participate in the "920 Club" recognize it as the short cut to major results with a minor advertising appropriation.

W O R L
BOSTON, MASS.

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**Weber Sees Stronger Position For Mutual by Next Autumn**

Claims Network Is Victim of Unfair Practices; Affiliates Endorse Stand on FCC Rules

**NAI Decides On Permanent Setup, Fights Superpower Opens Ranks to Locals, Plans Executive in Washington**

Establishment of Network Affiliates Inc. as a permanent organization working apart from but not against the NAB, was voted at a meeting in Cleveland last Tuesday of some 80 network affiliated stations. Retention of a paid executive and of a publicity director, to be headquartered in Washington, was authorized, with an estimated annual budget of $60,000 to be contributed by member stations.

Will Oppose Superpower

Eugene C. Pulliam, WRE, Indianopolis, president of NAI, announced following the session that the organization would militantly pursue its opposition to superpower, and would seek to collaborate with the nationwide networks in furtherance of program, business and operating policies.

Originally established last year largely on the so-called superpower issue, the organization had an anti-NAB flavor. This, it was said, has been entirely dispelled, save for the views of three or four members who have been outspoken in their opposition.

Permanent organization of NAI came almost coincident with the dissolution of Independent Radio Network Affiliates, formed in 1937, and which has been relatively dormant during the last year. NAI’S dissolution was announced Monday in Cleveland.

Locals May Join

It also was agreed to revise membership requirements to allow local stations having network affiliation to qualify for membership. Here-tofore locals, along with clear channel outlets, network managed... (Continued on page 47)

**IRNA Is Dissolved, Its Goals Achieved**

Calls for Unity in Passing Resolution of Dissolution

FORMAL dissolution of Independent Radio Network Affiliates, created several years ago primarily to meet the music-copyright situation, was announced in Cleveland last Monday along many of the hosting of directors and affiliates of the group.

Relatively dormant during the last year, IRNA announced it believed it had served its purpose. Chairman of the group was Samuel R. Rosenbaum, president of WFIL, Philadelphia, who, along with Mark Ethridge, WHAS, Louisville, carried the organization through the bitter 1937-38 controversies. IRNA was largely instrumental in effecting reorganization of NAB in 1938.

A resolution was adopted at the Cleveland session, formally dissolving the organization. It follows:

"IRNA believes it has served the purpose for which it was created. The impact of war calls increasingly for unity among us. The time has come for fractional organizations in the broadcasting industry to terminate for the sake of unity and to strengthen one organization, the NAB, which should act for all broadcasters. IRNA has therefore voted to dissolve."

Yet They Came

CONSPICUOUS in the halls and at the meetings of the NAB Cleveland convention were many of the hosting directors who during recent intra-industry squabbles resigned from the association, including some who had indicated they wouldn't be present. Several registered and were accorded full convention privileges, except voting. Most notable absentees from the radio convention were the equipment exhibits.

**KLO Joins MBS**

KLO, Ogden, Utah, 5,000-watt day and night station, operating on 1450 kc, on Sept. 1 becomes a fulltime exclusive affiliate of Mutual. Station is currently also a BLUE affiliate.

**HOST TO MUTUAL**

executives and ladies at Hotel Cleveland, was H. K. Carpenter, manager of WHK-WCLE. First row (1 to r): Mrs. C. M. Hunter, WHK-WCLE; Ed Wood, MBS sales manager; Mr. Carpenter; Fred Weber, MBS general manager; Mrs. K. K. Hackathorn, wife of commercial manager of WHK-WCLE.

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**BROADCASTING** • Broadcast Advertising
Here are a few suggestions for prolonging the life of pure-tungsten-filament tubes. Specific installation and operating instructions are available for every General Electric tube, as well as general instructions for water-cooled and air-cooled types. Send us a list of the G-E tubes you use. We shall be glad to furnish you with complete service information. A brief review of these instruction sheets will enable you in many cases to get thousands of extra hours from hard-to-get tubes. General Electric, Schenectady, N. Y.

1. Keep filament voltage as low as possible consistent with output and permissible distortion.
2. Minimize anode dissipation by careful tuning of transmitter.
3. Be sure there is plenty of water flowing on water-cooled anodes and plenty of air on air-cooled anodes to prevent hot-spotting and gassing.
4. Keep plenty of air on the glass bulb—particularly on the seals where glass joins metal or leads go through—to reduce electrolysis and gas evolution from glass.
5. Switch leads every 500 hours, preferably once a week, when filaments operate on d-c.
6. During starting cycle be sure the instantaneous current does not exceed 150 per cent of normal current.
7. Raise plate voltage in easy steps when starting.
8. Prevent damage caused by overloading the plate circuit. Use protective devices such as a fuse or relay.
9. Hard water (over 10 grains per gallon) should not be used for water-cooling. Distilled water will reduce scale formation on anode.
MORE persons listen to WKY morning, afternoon and evening in Oklahoma City than to all three other stations combined. For the February-March, 1942, period measured by C. E. Hooper, Inc., WKY had 55.6% of the morning listeners, 55.7% of the afternoon listeners, and 57.4% of the evening listeners, or a total index of 56.6% for the period from 8:00 a.m. to 10:30 p.m.

With more persons listening regularly to WKY, more consumers—consumers of everything—listen to WKY. More smokers, more users of drugs and toiletries, more consumers of food comprise WKY's regular audience.

Selling messages, therefore, have more chance to make more sales, make more customers for any good product whether it be cigarettes, soap or salad oil. Is YOUR radio advertising reaching enough persons in Oklahoma City... in Oklahoma? It is, if it's on WKY!