WHAT'S WHAT AT
WWVA
WHEELING, WEST VA.

50,000 WATTS
that's What!

JUNE 1st WE GIVE YOU A POPULATION OF 4,860,716 IN
A 50,000 WATT 500-MICROVOLT MARKET AREA TEEMING WITH
INDUSTRIAL ACTIVITY AND GREATLY ACCELERATED PAY
ENVELOPES. THESE FOLKS ARE IN EASTERN OHIO, WESTERN
PENNSYLVANIA AND WEST VIRGINIA - - -
the Steel and Coal Belt of the Nation!
An audience is like a rose. It needs constant attention. During its 21 years of service to Northwestern Ohio and Southern Michigan, WSPD's program department (we do confess it) has cultivated audience. There has been sly design in our rotation of program crops, aimed toward developing maximum audience in one of America's great markets. Yes, an audience is like a rose, as any time buyer will tell you. In full bloom, it's something beautiful to behold.

Cultivation Makes It Grow

NBC RED

Represented Nationally by KATZ

WSPD

For 21 Years... The Voice of Toledo
I'm Advertising

I sell automobiles; or that is, I did sell automobiles. Right now I couldn't sell Midas a new coupe if he gave me Fort Knox as a down payment.

So I'm advertising.

Yes, I said I'm advertising. I'm advertising because I've got a real story to tell! Planes—tanks—jeeps—every day I'm turning them out now! The Army is depending on me, the Navy is depending on me, and 130,000,000 Americans are depending on me. You think I'm not going to tell them what we're doing?

You think I'm going to keep quiet about my 200 research men who are planning a post-war car better and cheaper than any we've ever built? You think I'm going to erase a name it took 20 years to write on the public's mind?

Not any quicker than I'd cancel my insurance because I'm not dead.

I'm advertising and I've chosen radio because my story is so good it ought to be dramatized. Because more people are listening to radio than ever before in history. Because events are changing and my story has to be told fast. Because every dollar counts and radio offers me more for my money ..... I'm advertising!

WSM, a part of the great Fifth Estate, is proud that as an industry, Radio, like so many other industries, makes this Pledge — "To keep everlastingly at it until Victory and Peace are won!"

HARRY L. STONE, Gen'l. Mgr.
NASHVILLE, TENNESSEE
Praise from Pasadena

Sales for you right here...

You get both with:

WWL
NEW ORLEANS

50,000 watts - clear channel

It's interesting to know that your Deep South programs over this 50,000-watt, clear-channel station will be heard and appreciated in the depths of the Canadian wilds and by long-distance fans everywhere.

But it's far more important to realize that through WWL you dominate New Orleans and a big slice of the prosperous Deep South.

The greatest selling POWER
in the South's greatest city

73% of the time... KOA has more evening listeners than all other stations in Denver!

That’s correct! 73% of the time... KOA has more evening listeners than the four other stations in Denver (according to a recent Hooper survey covering 55,956 homes in the Denver 5¢ telephone area).

In short, KOA is approximately...

*Three* times as popular as all other Denver stations combined!

*Four* times as popular as the second-ranking station!

*Eleven* times as popular as the average of the four other stations!

Need we translate those facts in terms of value to advertisers? Hardly! But, if you’d like to have all the facts on KOA’s tremendous margin of leadership, we’d be only too happy to oblige. Simply call any NBC Spot Sales Office, or write us direct.

**HERE’S THE RECORD—**
A survey of the 63 night-time half-hour periods per week (nine each evening from 6 to 10:30 p.m.) reveals the following percentage-wise ranking of the five Denver stations in audience leadership during each period:

- **KOA**... First—73% of the time
- Station B... First—only 19% of the time
- Station C... First—only 6% of the time
- Station D... First—only 2% of the time
- Station E... Failed to lead in any period

From Every Vantage Point

KOA is FIRST in DENVER!
Look who we landed! —

John A. Cory!

"It's an ill wind that blows nobody good." When the WPB clamped down its restrictions on metals, and blew John Cory's company out of business, it also blew a very talented and valuable man into radio advertising. Because for years we'd known about John's real business ability, and we grabbed him fast on the certainty that he would quickly become a very great asset to both you and us.

Yes, we really mean "to both you and us". From years of experience in serving agencies and advertisers (plus the fact that many of us were trained on your side of the desk) we know the daily beating that people like you have to take. We know the hours you have to waste with half-educated outsiders. We know the glad relief of finding a representative who understands your own needs from your own angle. And that's why our outfit is composed of business men who were tried and tested even before they came with us.

Radio today is a business and a science—not a promotion. We believe the best way to sell radio is to make available to every conceivable prospect a thorough, honest and accurate presentation of facts as they pertain to each particular case. If that's your idea, too, we've certainly got something for you, here in this group of pioneer radio-station representatives.

Free & Peters, Inc.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES: WGR-WKBW BUFFALO WGRY CINCINNATI KDAL DULUTH WDAY FARGO WISH INDIANAPOLIS WIXD KALAMAZOO-BRAND RAPIDS KMBC KANSAS CITY WAYE LOUISVILLE WTCN MINNEAPOLIS-ST. PAUL WINS NEW YORK WMID PEORIA WHLD ST. LOUIS WYBL GRAND RAPIDS ...IOWA... WHO DES MOINES WOC DAVENPORT KMA SHENANDOH ...SOUTHEAST... WSSC CHARLESTON WIS COLUMBIA WPTF SALEIIGH WDBJ ROANOKE ...SOUTHWEST... KOB AUBUQUE KOMA OKLAHOMA CITY KTUL TULSA ...PACIFIC COAST... KARM FRESNO KICKA LOS ANGELES KQH-KALE PORTLAND KILOW OAKLAND-SAN FRANCISCO KIRO SEATTLE and WRIGHT-SONOVOX, Inc.
Plan to Pool Equipment Is Sent to WPB

DCB Acts Quickly As Shortage Increases

REDOUBLED efforts to meet radio's most acute problem—maintenance of technical operation in the face of the critical shortage of equipment—were under way in Washington. Faced with possible silencing of some stations because of the serious shortage of spare broadcast equipment, the Defense Communications Board, President Roosevelt's advisory board on communications, last Thursday sent to Donald M. Nelson, War Production Board chief, a plan for pooling of all spare broadcast equipment, embracing an allocation procedure. The plan was drafted by the Domestic Broadcasting Committee of DCB and, since WPB controls all critical materials, the whole project was submitted to the WPB authorities.

Deemed Inevitable

In official circles, as well as in industry quarters, some sort of pooling arrangement is regarded as inevitable, if the nation's full quota of stations is to remain on the air. The problem now is being handled by individual priority preference ratings, but this is seen as only a temporary expedient, which cannot take care of industry requirements indefinitely. The keynote of the DCB plan, which has NAB endorsement in principle except as to administration, is the allocation of sufficient raw materials by WPB, when needed, to permit fabrication of tubes and other replacement and repair parts when the industry-wide inventory reaches a pre-determined level.

Heretofore, no assurances have been given to WPB, and more particularly from its Communications Branch headed by Leighton H. Beebeles, that such critical materials could be made available at given intervals. The situation changes almost daily, it was pointed out, and no long-range commitments can be made.

In making public the plan, DCB announced in a Sunday release it had recommended that the FCC be delegated authority to administer portions of the plan calling for centralized administration by the Government.

"Such a plan could operate only with the full cooperation of the broadcasters," the announcement said, and this cooperation is assured by the fact that it originated with the broadcasters themselves and was prepared and submitted to the DCB by the Domestic Broadcasting Committee of the Board.

The announcement said DCB believed the plan should go a long way to relieve the priorities problems now confronting the 860 odd stations in repair and maintenance materials. After pointing out there would be 17 regional districts, each to be administered by an administrator and two assistants, the announcement stated:

"Inventories will be kept in each district and at the FCC in Washington, the former for use within the regional areas, and the latter to be used as the basis of redistribution between districts on direction from the FCC. Regional administrators will operate under general supervision of the FCC, which in turn will be guided by rules, regulations, orders and policies of the War Production Board. Regional administrators will receive no compensation from the Federal Government, but for out-of-pocket expenses for travel and other incidentals connected with the 'pools' they will be reimbursed by the stations within the districts concerned.

"Meanwhile steps are being taken by the Communications Branch, the radio section of which is headed by Frank H. McIntosh, former technical supervisor of the Fort Industry stations in Ohio, West Virginia and Georgia, for at least temporary replenishment of inventories of certain types of tubes. WPB officials are being besieged by broadcasters for priorities which will reach these essential parts, unavailable in normal markets.

With broadcast assignments frozen for the duration, except those on which work was begun prior to the DCB-FCC recent freeze orders, the basic problem now is maintenance of operations. Until industry inventories are used up, irrespective of present ownership, it is unlikely that WPB will release any substantial quantities of new materials for such purposes, it was pointed out.

Mandatory Scheme

The DCB plan for conservation and pooling of broadcast equipment is not a voluntary one, in the broadest sense. Actually it is mandatory since any infractions would be punishable by WPB or DCB.

Implied objection to FCC participation in the project, which came from the NAB board of directors at its May 14 meeting in Cleveland, might have some bearing on the final plan which may be evolved. Moreover, there is no assurance that WPB will approve the plan as submitted. WPB has the final say, since the broad powers vested in Director Nelson will include all materials and commodities.

The NAB board, on motion of John J. Gillin Jr., WOW, Omaha, seconded by Paul W. Morency, WTIC, Hartford, resolved to offer its services to create a "distribution pool and to provide the personnel". The thought was that the industry, on a voluntary basis, should be given the opportunity to cooperate with WPB in evolving the plan and in that fashion eliminate the need for Government direction through the FCC. WPB officials have indicated a preference for voluntary, rather than mandatory action.

Under the conservation-pooling plan [see text on page 8] DCB would issue a directive, having the force of law, requiring all stations to supply detailed inventories of all tubes and other spare equipment on hand. These inventories, for record purposes, would be supplied to the FCC as the voluntary coordinating agency.

Stations in each of the 17 NAB districts, covering the entire country, would elect voluntary boards to administer the pools. On each board would be an administrator (broadcast executive), a technical

Proposed Advertising Limits Merely in Discussion Stage

WHILE THE Treasury, in its quest for more and more revenue to meet staggering war costs, is giving consideration to limitation of advertising and exploitation expenditures, there is no immediate plan of imposing such restrictions. Treasury sources, commenting on published reports that a campaign against "high advertising expenditures" is being outlined, said last week that all possible revenue sources are being studied to meet the need for increased tax income. In this all-inclusive survey the question of limiting advertising expenditures as deductible expense has arisen but nothing concrete yet has been done.

Freezing Plan

The Treasury survey coincides with one of the other Federal fronts looking toward restriction of advertising. Assistant Attorney General Thurman Arnold, while disclaiming any project to limit advertising expenditures, nevertheless has taken the position that it tends toward waste and monopoly. In the Office of Price Administration, the view has been advanced, although discredited by Price Administrator Leon Henderson, that advertising should not be computed as a legitimate cost item in the stabilization of prices.

Reports have been current that the Bureau of Internal Revenue has under consideration a preliminary plan to freeze advertising expenses at present levels. Presumably under such a policy, all advertising expenditures above the mean average of a specified period of years preceding would not be viewed as expense and therefore would not be deductible for tax purposes. This would be the same base projected under the salary limitation plan.

At the Internal Revenue Bureau it was stated that advertising is (Continued on page 54)
Text of DCB Broadcast Conservation Pooling Plan...

[As Recommended May 23 by DCB to WPB]

8. The administrator of each district shall, at the end of his assignment, if needed, will check the inventory, administer the distribution and redistri- bution of supplies in excess of the requirements and subject to the regulations in the Commission's Standards of Good Engineering Practice or to 100 per cent of the requirements of the previous practice at the station. In case of failure to standardize by January 1, 1942, tubes in excess of the requirements set out in the Commission's Standards of Good Engineering Practice or to 100 per cent of the requirements of the previous practice at the station. In case of failure to standardize by January 1, 1942, tubes in excess of the requirements set out in the Commission's Standards of Good Engineering Practice or to 100 per cent of the requirements of the previous practice at the station.

9. The administrator and assistants in each district will be selected at a War Production Board conference. An inspector or other Commis- sion representative would preclude unqualified personnel. At this time the duties of the administra- tor and his assistants will be clearly set out, as well as the responsibility of the station licensee, in order to complete the inventory and transfer surplus equipment as directed could be faced with penalties running fine up to $10,000 or 10 years in the Federal courts. These could be ordered by the DCB, which has broadest possible functions under its executive order, or ordering powers.

In effect, the plan as outlined would be the wartime operating law for radio. The FCC, of course, still is the licensing authority, but by virtue of the rigid freeze orders already invoked, its normal regulatory functions have been reduced to a minimum. For example, the WPB Radio Branch was working on final details of its broadcast equipment freeze order, pursuant to the April 16 recommendation of the DCB, that the FCC would release to the public all information involving the use of any materials to construct or change transmitting facilities of any standard, tele- vision, facsimile, relay or high-frequency stations.

This recommendation, which superseded all previous freeze orders, still was in effect in complete and unequivocal stoppage of new construction. The FCC on April 27 adopted its policy and pro- cedure, which in some quarters was viewed as an end in itself as well as an end in itself. Since then, however, there have been no authorities which were viewed as in conflict with the DCB recommendation.

WWW order, expected sometime this week will foreclose the al- location of any materials for new or modified construction projects already under way, however, will not necessarily put a stop to it if ratings have already been pro- cured. Otherwise, every conceivable type of construction will stop, except in vital cases.

IN ORDER to obtain maximum life from equipment now included in the freeze order, including vacuum tubes, to use fully re- replacements now in stock, and to re- serve for those who need them, the following regulations would be generally observed:

1. Make a detailed inventory of all equipment on hand at all domestic broadcast stations. The inventory will be allocated by the War Production Board in accordance with the recommendations of the administrator proposed governing the technical mainte- nance of standard broadcast stations and the operation of the war:

2. Obtain an allocation of the new material and necessary priorities from the War Production Board to satisfy current and future requirements.

3. Obtain a list of the technical performance of all domestic broadcast stations to establish that they are operating in a manner to give maximum life of equipment, including the vacuum tubes, consistent with good service and in keeping with the Commission's Rules and Regulations and the Standards of Good Engineering Practice. (The rules and standards governing the replacement of equipment has been shown that a worthwhile improvement in the life of equipment will be ac-

4. Divide the United States into districts, the proper supervisors to be as large as feasible and to control as many stations as possible, consistent with the requirements of communication and transportation and communication and transportation. Each station will be under the supervision of the administrator of the district. The number of supervisors to be appointed as required to handle all priorities matters.

5. The DCB will establish a central office in the capital city where each station will have control over all districts and of equipment on hand by the station by station. The office, subject, of course, to any action that may be required by the administrator of the district, the districts, subject, of course, to any action that may be required by the administrator of the station, will be under the supervision of the administrator of the district. The number of supervisors to be appointed as required to handle all priorities matters.

6. Each district will be controlled by a civilian administrator and two assistants who will be the technical ordering personnel in the respective districts.

The latest edict affecting radio to come from WPB was an order (M146) issued May 18 freezing quartz crystals. It provides that, in addition to the usual list of items that were frozen, quartz crystals may be used only for implementations of war or for Gov- ernment agencies; for use as oscil- lators and filters in radio systems operated by Federal agencies and commercial airlines, and for telephone resonators. This, in effect, freezes all manufacture of crystals for broadcast use, except by some specific authorizations.

In war work, Crystals are of use in the far-reaching order, with sufficient flexibility so that stations can procure replacements for crys- tals which may be damaged. More- over, practically all stations have spare crystals.

NAB Engineering Group Meets June 1; Applications Sought for Smeby's Post

WITH TECHNICAL worries of all stations increasing daily, the NAB Engineering Executive Committee meets in Washington June 1 for the purpose of considering the composite technical plight of the industry and of selecting a suc- cessor to Lynne C. Smeby, who re- signed as NAB technical director last November when he went to Signal Corps as a civilian consultant.

While the committee has a list of applicants for Mr. Smeby's post, it nevertheless is interested in ad- ditional applications. Qualified en- gineers interested are urged to con- tact NAB President Neville Miller.

The whole problem of conserva- tion of materials and manpower, and maintenance of peak pe- riod during the war, will be considered by the NAB committee. Members are Paul Loyd, WHO, Des Moines; W. C. Cohan, technical director of CBS; O. B. Hanson, NBC vice-president in charge of engineering; G. Porter Houston, WBEM, Baltimore.
Probe to Hear Chairman Fly in Early June

Hough, Thacher, Kaye Hit Press Rule; Sholts Attacks Clear Breakdown

WITH FCC Chairman James Lawrence Fly scheduled to appear the following day as principal witness, the House Interstate & Foreign Commerce Committee last Thursday suddenly postponed its hearings on the Sanders bill (HR-5497) until June 3, when it proposes to follow through until the proceedings are concluded.

Chairman Fly was scheduled to testify last Friday on the bill, which he has opposed, and which would reorganize the FCC, tighten up procedural provisions and spell out the precise functions of the Commission on practically all controverted matters.

Chairman Lea (R-Cal.) told Broadcasting that Mr. Fly had expressed his willingness to appear as scheduled but that the Commission desired to present other witnesses, particularly on technical aspects, and that several days would be required to prepare their testimony. He suggested the Committee might want to hear the Commission's case seriatim, and Chairman Lea agreed to the postponement until June 3.

MBS Will Be Next to Offer Testimony

The FCC itself, however, will not make its appearance on June 3 but will wind up the discussion of the MBS issue. Instead, MBS, which has requested an opportunity to testify, will appear that day, barring further postponements, with the Commission to follow. Alfred J. McCooker, chairman of the MBS board, Fred Weber, general manager, and Louis G. Caldwell, MBS counsel, will appear for that network largely to answer the previous testimony of NBC and CBS, dwelling mainly upon the Commission's chain-monopoly regulations, and its purported unauthorized arrogation of power.

In addition to Chairman Fly, who has been under fire before the Committee, Chairman Lea said that Commissioner T. A. M. Craven would be called. Chairman Fly and Commissioner Craven have represented opposing viewpoints on practically all fundamental issues on the FCC, including the network-monopoly regulations and newspaper ownership.

The sudden postponement came after the Committee last Tuesday had heard detailed testimony of representatives of the Newspaper-Radio Committee, who attacked the FCC's newspaper ownership Order (No. 79) but did not criticize the conduct of the proceedings before the Commission which began last July and are now about to end.

Harold V. Hough, radio head of WBAP-KGKO, Fort Worth, and chairman of the Newspaper-Radio Committee, former Judge Thomas D. Thacher, chief counsel for NBC, and Sydney M. Kaye, associate counsel, contended that while the law to them appeared to be entirely clear on the matter of discrimination between licensees, they nevertheless felt that if any doubt existed about the Commission's authority, it should be made crystal clear in the law that it cannot divorce newspapers or any other legal class of licensee from station ownership.

Admiral Hooper Not to Testify

The Committee last Thursday heard Victor Sholts, director of the Clear Channel Broadcasting Service, stoutly defend the service of independently-owned clear-channel stations and sharply criticize the FCC's whistling away at clear channels through duplicated operations.

Claiming that some 50 million rural and small-town listeners and some 80% of the countyside area depend upon clear-channel stations for night reception, Mr. Sholts asked that the remaining 4-A channels, totaling 25, be kept in the status quo until after the war and that a far-reaching study of the whole question of rural coverage be made before any standards are arrived at on future policy. He said that neither FM nor television will mean much to rural listeners after the war, and that better rural reception will have to come from clear channel stations "at least for any foreseeable future".

The Committee had expected to hear Rear Admiral S. C. Hooper, pioneer figure in radio regulation, at a hearing scheduled last Wednesday. Critic of the FCC, Admiral Hooper had asked to appear voluntarily, according to Chairman Lea. It later developed, however, that Adm. Hooper would not testify, though no formal reason was given. It was intimated that the Admiral, who had been critical of the FCC's handling of the Western Union Telephone merger, had been advised by Navy Department superiors not to testify in connection with the pending House legislation.

Hough Tells of Plans In Newspaper Order

Mr. Hough, as the first newspaper witness, was not critical of the FCC's procedure in its newspaper investigation but did attack the newspaper order which in effect classified newspaper owners in the same category as "aliens and felons". Punctuating his testimony with homespun philosophy, Mr. Hough said he doubted whether some newspaper editors had as much "vote-gathering influence as the local high school football coach". This was his answer to allegations that publisher-owners monopolize public opinion in communities where there is only one newspaper and one radio station.

Judge Thacher, in a detailed legal argument, contended the FCC was unauthorized by statute to discriminate against newspaper ownership. The FCC denied his plea that the jurisdictional question be decided before the protracted hearings got underway last year. Despite that, he said the manner in which the hearings were conducted was "imminently fair" and that the privilege of cross-examination was as broad as they allowed in any court.

He predicted that if the FCC decided to regulate ownership of stations by newspapers, "we will go through a long journey in the courts."

Mr. Kaye, final witness for the Newspaper-Radio Committee, didn't take his punches in attacking the FCC's practice of allowing all applications having to do with newspaper ownership in a suspense file. Some 65 such applications are now tied up with the result that there is "present injury".

He said that if the Commission has the power to investigate the ownership and business practices of newspaper stations, then it can probe into the operation of all businesses in which owners of stations are interested. These could include forays into merchandising and real estate, manufacturing practices of factories, conduct of schools and the content of sermons preached in church, as well as the practices of municipal or state radio stations.

Like his colleagues, Mr. Kaye said he felt the present language of the statute with respect to Commission power is abundantly clear but that if Congress feels there is need for spelling out of the FCC's functions, he would like to see a categorical statement that no applicant shall be denied a license under any rule of the Commission because of his status, occupation, religion, race, creed, or calling.

Hough Reviews History Of Proceedings

Appearing as first witness for the Newspaper-Radio Committee, Mr. Hough entertainingly traced the history of the proceedings. He said that newspaper publishers were "pretty much jarred" by Order 79 and that it never had occurred to him that publishers had any different rights than any other citizens. He said the order marked the first time in history that a distinction had been created "about us because of our occupation".

Describing the year-long hearings, not yet concluded, Mr. Hough said they have taken a lot of time and that any person could have devoted it to more useful purposes. They cost the Government as well as the newspaper-broadcasters a lot of money, he pointed out. Mr. Hough said, however, that the "affair maybe has not been a total waste", pointing out that the proceedings served to clear up one point—the number of newspaper-owned stations. For a long time, he said, there has been "a lot of loose talk about how many broadcasting stations were connected with newspapers". All available records were inaccurate or incomplete, he declared.

The Commission's very first exhibit listed 298 stations as news-

(Continued on page 50)
New Daytime Rate On Package Basis Is Offered by BLUE

Entire 127-Station Network Is Included in Schedule

BLUE Network is encouraging daytime advertisers to enlarge their bookings by a new package price for use of the complete 127-station Blue Network five or six times a week between 9 a.m. to 6 p.m.

The package price, which covers all BLUE stations in the United States, including WSAI but not WLW as the Cincinnati outlet, is based on 52 weeks continuous broadcasting. However, the package may be purchased in 13-week units, with one price for the first 13 weeks, a lesser rate for the second 13 weeks, a still lower rate for the third 13 and the lowest rate for the final 13 weeks.

How It Works Out

The total of the four 13-week units is the same as the 52-week basic rate. Package rates are subject to the regular agency commission but do not allow any of the volume or fixed group discounts given when the network is purchased at regular card rates.

While the rate for the complete network is somewhat less than if the stations were purchased individually, the result is that the advertiser uses more stations than he normally would (few advertisers ever use a full network) and for this increased coverage he spends more than he normally would for his smaller network.

The advertiser benefits, according to the BLUE argument, because he is buying coverage of the country as a whole at a specified rate, without regard for station additions or subtractions, since the price remains the same regardless of changes in network outlets during the term of the contract. Result is the same, the BLUE points out, as when a corporation or a department store stocks a full line of a product in a national magazine with a rising circulation, but pays only for the guaranteed minimum.

The package deal is good for affiliate stations, especially the members in the BLUE states, since it encourages the advertisers to use all the stations on the network, bringing them commercial billings and more independent sponsored programs which will build their audiences and so help them to get local sponsors.

Idea of selling a network as a single national advertising medium also is not as new as some individual stations was suggested eight or nine years ago when NBO first vamped its rates from those arbitrarily established in 1927 to new consolidated ones. The plan was reported. But the plan was not adopted at that time because of the necessity for working out a scale of rebates for stations which might not be available at the time desired by the sponsors.

Basic Clauses of Foreign Tongue Code Are Approved by Executive Committee

SEVERAL members of the executive committee of the Foreign Language Broadcasters War time Control (name chosen for the industry self-regulatory body set up during the NAB Convention) met at WOJ, New York, last Thursday with Lee Falk, head of the foreign language division of the Office of Facts & Figures, to consult on the code for the guidance of the approximately 200 stations within the United States which broadcast programs in languages other than English.

Code, which follows the plan adopted by the Cleveland meeting [BROADCASTING, May 18], was approved in essence by the committee members present, who also prepared a letter to be mailed with the code to all foreign language stations urging them to accept its provisions.

Identification Steps

Questionnaires to be filled out by all station employees engaged with the broadcasting of non-English programs, and instructions for fingerprinting such personnel, will also be sent to stations.

Arthur Simon, WPEN, Philadelphia, chosen as permanent chairman of the executive committee at the Cleveland meeting, presided at the meeting, which also attended by Griffith Thompson, WBYN, New York; Joseph Lang, WHOM, Jersey City, and head of the NAB foreign language committee, and Fred Coll, WHOM.

In the absence of a quorum, committee officers could not be elected, but James F. Hopkins, WJK, Detroit, was nominated as vice-chairman; Mr. Thompson as secretary-

treasurer and Mr. Lang as head of the public relations committee. Mr. Coll was named publicity director, to serve on a voluntary basis. Offices for the Foreign Language Broadcasters War time Control will shortly be established in the NAB headquarters in Washington.

Formation of the self-regulatory group was precipitated by a discussion at the Cleveland Convention breakfast session on foreign language broadcasting. It was then that comparisons by the broadcasting industry of Axis and anti-Axis propaganda tactics being used by Axis formations, a connection with this type of broadcasting caused the gathering to spiritually demand self-regulation.

Without further delay the new committee laid plans at a day-long session for the industry organization which is to work in cooperation with the Government, but without any Federal control.

Bamberger on WNEW

L. Bamberger & Co., Newark department store, and R. H. Macy interests, which also own WOR, has signed a 52-week contract with the network when it goes on the air on WNEW, New York, beginning May 25. Programs will be musical, with commercials largely of an institutional nature, according to Victor van der Linde Inc., New York, agency in charge. Store had announced that when the evening half-hour on WNEW to promote its department store's cash-and-carry department [BROADCASTING, Sept. 4, 1940].

May Store's Spots

May Co., Los Angeles department store, to promote its semi-annual special sale, which starts June 4, for two days prior will use a total of 92 announcements on KECA KHJ KFWB KNX. Firm for the third consecutive year, on May 16, reserved for 62 spots its five weekly 45-minute recorded musical program, May Time, on KNX, in the 12 to 1 session. Introduction program is conducted by Lou Marcella, Agency is Milton Weinberg Adv. Co., Los Angeles.

The NAB Gate

The Gate at the NAB Convention in Cleveland May 11-14 didn't eclipse last year's record but it still was imposing. For the time was marred by H. Reverbuck, NAB's auditor, who had 976 registrations in Cleveland, as against 1,093 the preceding year in St. Louis. NAB members registered at Cleveland aggregated 350 of the total membership of 522 stations, or 64.2%. In 1941, there were 372 active member registrations, out of 552 members, or 67.4%. In Cleveland there were 85 non-member stations registered, as against 66 the preceding year.

New York Baseball Is Shared by Macy

STORE JOINS GENERAL MILLS IN SPONSORSHIP OF HOME GAMES

SIGNING WITH General Mills, Minneapolis, as co-sponsor on WOR, New York, of home games played by the New York Giants and New York Yankees, R. H. Macy & Co., New York, on May 21 took special ads in New York newspapers to promote its sponsorship of the Giants-Chicago Cubs game that day.

The advertising campaign was purely institutional, and the account was placed direct. WOR and Macy's are under the same management, but this is the first time Macy's has used large scale advertising on the station.

An extra attraction for fans listening to the games was added May 22 when WOR started short dropout interviews with the players immediately before the game at 2:50 p.m. Connie Desmond, who assists Mel Allen, is handling the interviews.

Night Plans

The night baseball picture in the New York area will be on partially affected by the new war dim regulations, it was learned last week in New York, which received the contract from General Mills at the beginning of the season to carry the 29 home night games of the Giants and Yankees.

WNEW will not be able to schedule the 10 home games of the Giants, but to compensate for the loss, the station will broadcast four night road games of the Yankees, in Cleveland June 19 and 21, in Washington, Aug. 4, and from Philadelphia Aug. 14. This reduces the total number of 19 night baseball broadcasts on WNEW instead of the 29 originally announced.

The night game between the Brooklyn Dodgers and Giants, scheduled for broadcast May 22 on WHN, New York, under sponsor-ship of Standard Oil, was dropped for Old Gold, was cancelled because of the blackout regulations and shifted to 2:55 that afternoon from the Polo Grounds.

Donohue Named

JOSEPH C. DONOHUE, formerly of Wm. Esty & Co., New York, and previously with CBS, has been named radio director of Buchanan Enterprises Inc., New York, headed by Paul Munroe, who formerly headed the radio activities of the agency and has now been made account executive of the newly-acquired Bendix Aviation Corp. account.

Purina Dogfood Test

RALSTON PURINA Co., St. Louis Purina Chain, has gotten for its new Dogfood on Dogs, threeweekly five-minute transmitted program, on KNOC-TV, Indianapolis; WVTW; WHIP, Harrisburg; WBBM, Chicago. Agency is Gardner Adv. Co., St. Louis.

Page 10 • May 25, 1942

BROADCASTING • Broadcast Advertising
"GOSH, YOU'RE LUCKY TO GET A FARMER!"

THANKS to the economics of War (and Income Taxes!) the farm families of America are now unquestionably becoming the most prosperous people in the entire world.

Out here in Iowa, that picture is amazingly intensified. Even back in the 1940 Census, Iowa scored 24 firsts, 10 seconds, and 6 thirds among all the States, in agricultural classifications. Yet in 1941, Iowa's cash farm income rose more than $200,000,000 over 1940 figures—was the highest total farm income in the Nation. And as you without doubt already know, 1942 promises a still more spectacular advance.

This year you are unquestionably paying more attention to rural and small-town markets than ever before. In this new set-up, Iowa and WHO offer you the finest opportunity in the entire U.S.A.—a marvelously rich, concentrated market that is really covered by one (and only one) great central radio station. Let us send you all the facts—or just ask Free & Peters.

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives
SESAC to Contact Radio for Treasury
To Handle Station Relations For War Savings Drive
SERVICES of SESAC Inc. to act as liaison between the Treasury War Savings Staff and the broadcasting industry, offered by Paul Heinecke, president of the music licensing group, has been accepted by the Treasury. SESAC was recently extended to the Treasury by Leonard Callahan, general counsel for SESAC in a wire which said: "Confirming our conversation with the Treasury Dept. in promoting the sale of War Bonds through our Stations Relations staff as a liaison between the broadcasting industry and the War Bond Division of the U. S. Treasury."

An Extra Job
"As you are well aware our station relations staff has had a long background in the station and network operation and enjoy the respect and confidence of radio executives throughout the industry. We are proud to be of service in this vital job of getting money to buy the material to win the war."

According to the Treasury, weekly promotion pieces in NBC shows will be called on a station anywhere in the country he will, in addition to his own work, query station managers about speeches being done for the Treasury. He is working to increase cooperation between the stations and the Treasury. The SESAC representative, it was added, also will gather criticism of Treasury material servicing.

Authorization of SESAC representatives to carry on this work is by letter from Mr. Callahan, which read: "This letter is your authority to represent me when calling upon radio stations in the interest of solidifying the radio industry's war effort, which are doing for the Treasury, the effectiveness of War Bond copy and ways for increased cooperation between the stations and the Treasury. The SESAC representative, it was added, also will gather criticism of Treasury material servicing.

RED PROFESSOR
Tells Employes of NBC
What's Doing
TO KEEP NBC employes informed of network "good," by Ken Langlois, promotion department is releasing a weekly promotion piece in the form of a letter. The at- three-headed professor is drawn holding up a school slate and pointing to what the Red is doing. Together with salient facts, an CAB broad- NBC shows and increased business, the piece prints a short verse, issued by Permissions, the sales promotion department:

I'm the latest Yalee of NBC, Professor 'Red' with a PHD, A MA - MA - and TNT, A parcel wag of high degree, My job is to impart the runes, Of garnering Red-hot facts and figures, To get 'em to you while they are hot. So stand back, boys, look what I've got!

Thurman Arnold Asks ASCAP to Reply
To Charge of Direct License Pressure
COMPLAINTS received by the Dept. of Justice charging ASCAP with attempting to prevent its members from issuing direct licenses to commercial users of music are cited by Thurman Arnold, assistance general in charge of the anti-trust division, in a letter written to John G. Paine, general manager of ASCAP, May 16. Letter reads:

"Considerable confusion seems to prevail with respect to the right of your members to issue performing licenses under the terms of Section 2, Subsection 1 of the ASCAP consent decree. This confusion is em- plified by numerous complaints received by the Department to the effect that your organization is violating the terms thereof by:

1. Threatening disciplinary action against your members for issuing gratuitous licenses to commercial users of music;

2. Insisting that the amount charged by your respective mem- bers in the issuance of licenses be a substantial amount;

Other Complaints

3. Refusing to specify the amount which would be deemed substantial or reasonable by your organization, and

4. Notifying commercial users of music that they would be held to a strict account for the performance of music under gratuitous li- censes granted by your members.

"The Department deems all of the above activity, if true, viola- tive of the intent and terms of the consent decree. The courtesy of a prompt reply as to the position of ASCAP in this matter will be appreciated."

Last Thursday Mr. Paine told BROADCASTING he had not yet an- swered the letter and that he would probably try to make an appoint- ment to see Mr. Arnold instead of replying to the letter. It seems ev- ident from his inquiry that Mr. Arnold does not have all of the facts," Mr. Paine stated, adding that he believed an interview with Mr. Arnold would clear up the matter.

The subject of ASCAP's pur- ported unwillingness to permit its members to license the use of their music directly and not through the Society was brought to the atten- tion of the Dept. of Justice by C. O. Langlois, president of Lang- Worth Feature Programs, after his attempts to secure releases from individual ASCAP members for the performance of their musical works as recorded on Lang-Worth library transcriptions by the stations sub- scribed to this service are said to have been hindered by ASCAP.

In a recent report to Lang- Worth's station subscribers, Mr. Langlois explained the situation as follows:

We have been endeavoring, on your behalf, to obtain clearance at the source for certain current ASCAP music which has been offered to us by composers and their publishers for in- clusion in our Library Service. To this end we have entered into written agreements with several ASCAP writ- ers under which you, a Lang-Worth subscriber, have been granted exclusive public performance rights to the music which has been obtained. These agreements were prepared by counsel and we are advised that they are con- sistent with the letter and spirit of the Consent Decree under which AS- CAP is operating.

Our May shipment to you contains All Those Wonderful Years, A Robin Sings, and Don't Cry Sweetheart. These selections were recorded by us at the request of the ASCAP writers and following releases to you and us, of which copies were forwarded to ASCAP. ASCAP, however, has seen fit to interfere with these arrangements and has elected to make their own inter- pretation of the clear and unmistakable language of the consent decree. Upon receipt of the respective notices, AS- CAP wrote each of its members, ad- vising them that they were violating their "obligations to the Society."

The final summation paragraph of Mr. Paine's letter, dated April 25 to Russ Morgan, an ASCAP member, contains the following wording: "The Society does not and will not recognize your purported license to Lang-Worth Feature Pro- grams Inc., or to its subscribers or customers, and that the Society will hold you and said Lang-Worth Fea- sure Programs Inc. and any of its subsidiaries or purveyors to take advantage of said license, to a further action if necessary."

It is apparent, from the correspond- ence and from the several conversations I have had with Mr. Paine, and the authors and publishers in question, that ASCAP is doing everything in its power to obstruct. It is impossible, for their composer members to release their music directly for pub- lic performance under the consent de- cree."

We are advised that the Dept. of Justice considers such interference by ASCAP as contrary to the interpre- tations of the Consent Decree. It seems to us that the very purpose of the consent decree, and to that end all the benefits you therefrom are at stake. If ASCAP finds a loophole to defeat, clearance at the Source in this instance, they certainly will be encour- aged to find other and more important loopholes next year."

We are determined to follow this controversy through to a conclusion. Accordingly, three members of the Board of Directors of the NBC, J. Harrison Freedman, president, and the legal head of the board, James B. Belknap, president, and the legal head of the board, James B. Belknap, are working out a plan to have you file a suit. If this is not possible and we so decide, we will advise: If you have an ASCAP license, you may broadcast under that license. If you have an ASCAP license, then prudence suggests that you take the license to the courts and hope for a favorable decision. We are presently in touch with the Dept. of Justice and have a short time, and a reading on the matter.

N. Y. RADIO OFFICE IS OPENED BY NAVY
PLANS to establish a Branch Ra- dio Section of Navy Public Rela- tions in New York on May 25 were announced last week by Rear Ad- miral A. J. Hepburn, USN (Ret.), director of Public Relations, Navy Depart- ment, Washington. "Whole- hearted" cooperation on the part of advertisers and broadcasting companies and the ad- vertising agencies placing network programs. It was said that the new branch will eliminate a great deal of time-consuming correspondence between networks and advertisers in New York. Other complaints and settings up Navy programs, the Navy reported, inspired the move on the part of the Navy.

The office will be known as the Branch Radio Section, Office of Navy Public Relations, and will be located at Room 10, 580 Fifth Ave. Telephone is Bryant 9-1710.

Officers in charge will be Lt. Morgan S. A. Reichner and Ensign Arnold, Jr.

With opening of the new radio branch, Capt. Leland P. Lovette, assistant director, Office of Public Relations, and Lt. Commander, Capt. Leland P. Lovette, assistant director, Office of Public Relations, and Lt. Commander, is named as commander. Capt. J. H. Schoo, chief of the Navy Ra- dio Section, will meet with representatives of the advertising agencies and the Hotel Waldorf-Astoria Monday afternoon. It was said that the Navy's cooperation through the new branch will be outlined.

THREE applicants for new local sta- tions were scheduled for joint hearing this week—Broadcasters Inc., San Jose, Cal.; San Jose Broadcast- ing Co., San Jose; and Ben E. Gib- son, Vallejo, Cal., were granted petitions for dismissal of their applications by the FCC last Tuesday.
New York Stations Off Quickly As Army Issues a ‘Blue’ Alarm

Metropolis Has First Silencing Order; Public Alarmed by Dead Air; Rebates Planned

BROADCAST stations in and around New York City were silent for about 20 minutes last Tuesday morning in response to a “blue” alarm signal sent out at 11:06 a.m. by order of Maj. Gen. Pellett Bradley, commanding officer of the First Interceptor Command.

Acting promptly in their first actual silencing since the outbreak of the war, the stations’ performance was described as “damn well on the whole” by an officer on the Interceptor Command staff, who expressed the “purely personal” opinion that while there were some minor slips and confusion, in the main the broadcasters showed “reasonable goodwill and reasonable understanding” in their compliance with the Army orders.

Instructions Issued

Officially, the only statement made about the alarm was the following announcement issued by the Eastern Defense Command and First Army Headquarters: “A practice alert was held today, Tuesday, starting at 11:06 a.m. All radio stations went off the air at 11:17 a.m. and the alert was called off at 11:25 a.m. The blue warning was issued by the First Interceptor Command.”

The “blue” warning is the second in a series of four signals used in connection with air raids. First is the “yellow”, warning that distant enemy planes are approaching. The “red” alarm, third signal in the series, means that the enemy planes will be overhead at any moment and the final “white” is the all-clear, indicating that the raid is over.

Upon receipt of the “blue” alarm at their studios, “blue” records kept at the transmitter house master control rooms are immediately placed on the air, broadcast a record of the final section of that broadcast by the key stations, then signing off. Purpose of removing stations from the air is to prevent enemy aircraft from using their signals as “radio beacons”. Announcements were recorded to insure uniformity in the messages and to prevent the spreading of panic or confusion by a shocked or frightened announcer.

While the “blue” alarm is not intended for the general public, many New York housewives were disturbed by the interruption of their morning radio fare and rushed to their phones to call the broadcasting stations, completely swamping the switchboards in several cases, it was reported.

While the network outlets in New York, frequently the originating station for the programs then being broadcast across the country, were off the air for the 20-minute period, the rest of the country was unaffected, the programs continuing to go out to the networks as usual.

Queried as to how the daytime serials blacked out for New York listeners would be adjusted on the following day to get them back in step with listeners in other parts of the country who heard the Tuesday broadcast, the networks reported that on Wednesday the regular program went out to the entire network as usual, with no special provision for New York listeners beyond the normal opening synopsis aired each day to bring the whole audience up to date on the progress of the drama.

Queried by Broadcasting as to how the forced cancellations of commercial programs would be handled, a number of representatives of the broadcast companies reported that advertisers would receive rebates or make-up periods for the time lost, just as if the failure had been due to a mishap at the station and not a “war loss.”

Details of the test alert and of the cause of the delayed response of the station which did not sign off until 11 minutes after the alarm was first issued were not forthcoming, Army officials remaining silent except for the brief statement.

Promotion Chiefs At CBS Meeting

Coordinated Activity Formed

Basis of Discussions

SEVEN sales promotion managers of CBS owned and operated stations held a three-day meeting last week in New York, instead of Chicago as originally scheduled, to discuss their individual problems as well as coordinated sales promotion activities with Dr. Frank Stanton, CBS director of research, and George R. Dunham, supervisor of sales promotion of owned and operated stations.

Meeting at the Hotel Ambassador May 20-22, the group included, in addition to Dr. Stanton and Mr. Dunham, Jules Dunes, WABC; New York; King Park, WBWM, Washington; Sam H. Kaufman, WCCO, Minneapolis; Tom Mooney, KOMO, St. Louis; David S. Gar- land, WEZI, Boston, and George L. Moskovics, director of sales promotion of the CBS Pacific Network.

With Dr. Stanton leading the May 20 discussion, the morning session was devoted to the stations’ individual research problems. Charles Smith of the CBS research department assisted in the discussion, after which the group was entertained at the University Club at a luncheon given by Mefford R. Runyon, CBS vice-president.

Additional sessions, which were held during the afternoon, outlined the use of promotion by individual stations’ sales departments, and a talk on the preparation of presentations by Louis Hausmann, head of the presentation division of the CBS sales promotion department, concluded the meeting.

The Tuesday meetings were devoted to discussions of copy and media, as well as copy in wartime, campaigns, source material and production followed by a luncheon at the Hotel New Weston, attended by the sales promotion managers, Mr. Dunham and three members of the radio sales department, the Misses Thora McLeary, Mac Mas- terman, and Mary Valvo with whom the group discussed the organization and flow of sales promotion material through the radio sales department.

Time to Shift

TIME Inc., New York, last week announced its decision to shift the March of Time program from the Blue when its contract expires June 5, to NBC, effective June 9. With a month leeway, no decision has been announced as to what will follow in the case of the Blue. On Thursday, May 21, 10:00-11 p.m., Agency is Young and Rubicam, New York.

ATTENDING ‘CLINIC’ for sales promotion managers of all CBS owned and operated stations held in New York last week were (1 to r): John Andrews, assistant to George Dunham, supervisor of sales promotion of the owned and operated stations; John Heimy, WJSV; Jules Dunes, WABC; Sam Kauf- man, WCCO; Mr. Dunham; Charles Smith, the CBS Research Dept.; Dr. Frank Stanton, director of research and acting director of sales promotion; King Park, WBWM; George Moskovics, sales promotion manager of CBS Pacific Network; David S. Gar- land, WEZI.

WGL’S BLACKOUT ROLE

Station Facilities Used To Direct Test

EMPLOYING both its mobile transmitter and its main studios, WGL Fort Wayne, on May 24 joined with local civilian defense authorities in conducting one of the most extensive blackout tests ever held in that city.

Promptly at 10 p.m. Mayor Harry W. Baals gave the official order for the blackout from the WOWO-WGL studios immediately followed by Frederick Moore, WGL announcer, with detailed instructions for blackout procedure to citizens in the affected area.

Broadcast was then shifted to the mobile transmitter cruising the darkened streets where Fire Chief Carter Bowser, commander of the Fort Wayne Civilian Defense Control Center, aided by Carl Vanda, production director of WGL, broadcast direct personal instructions as to the location of lighted homes, stores, signs, etc., as well as other necessary orders. For the balance of the program the broadcast was alternated between the mobile unit and the studios for reports.

As the “blue” warning was announced, the network sent out its all-clear, removing the transmission of the warning to another station.

ATTENDANCE 'CLINIC' for sales promotion managers of all CBS owned and operated stations held in New York last week were (1 to r): John Andrews, assistant to George Dunham, supervisor of sales promotion of the owned and operated stations; John Heimy, WJSV; Jules Dunes, WABC; Sam Kaufman, WCCO; Mr. Dunham; Charles Smith, the CBS Research Dept.; Dr. Frank Stanton, director of research and acting director of sales promotion; King Park, WBWM; George Moskovics, sales promotion manager of CBS Pacific Network; David S. Garland, WEZI.

BROADCASTING • Broadcast Advertising

May 25, 1942 • Page 13
Reydel Is Elected Chairman AAAA At Skytop Meeting
Closed Session Devoted to War and Agency Problems

WILLIAM REYDEL, partner and radio director of Newell-Emmett Co., New York, has been elected chairman of the board of the American Assn. of Advertising Agencies for the coming year at the association's 25th annual meeting, held last Monday and Tuesday at Skytop Lodge, Skytop, Pa.

For the first time in years, the convention was closed to all but agency members, with no advertisers, media and other guests. It was also a "speechless meeting," the full two days being devoted to discussions of problems of copy, media and agency operation arising from the war and how advertising can best aid the Government war effort.

Other Officers

Other officers elected for one-year terms were: J. A. Brophy, president, Kenyon & Eckhardt, New York, vice-president; J. J. Hartigan, vice-president, Campbell-Ewald Co., Detroit, secretary; C. E. Ewald, treasurer, McCann-Erickson, New York, treasurer. President John Benson continues in office, having been elected for a four-year term in 1940. Frederic R. Gamble continues as managing director.

Mr. Benton announced last Thursday.

BUFFALO NEWS SELLS WEBR; WBNL KEPT

Courier - Express, Fitzpatrick Seek Authority to Purchase

APPLICATION was filed last week by the Buffalo Evening News for FCC authority to sell its BLUE outlet, WEBS, to the Buffalo Courier-Express and Paul E. Fitzpatrick for approximately $165,000, which includes cash assets of about $78,000 and accounts receivable of more than $110,000, plus real estate valued at $47,000.

WEBS operates with 250 watts on 1340 kc. The newspaper stated in its application that authority is so urgently needed before the expiration of its license that it may comply with FCC Order No. 84, which frowns upon control of two radio stations by the same interest in the same territory. The Newspaper association owns WBNB, NBC outlet, which it proposes to retain.

Although the order has been suspended temporarily, the Buffalo Evening News,作文ton, president, feels that "if the radio regulatory body feels that ownership of a second station is not desirable in the public interest, it wishes to carry out Commission policy."

The Courier-Express would acquire 75% in WEBS Inc. for approximately $124,000, and Mr. Fitzpatrick would receive 25% for $41,500. Mr. Fitzpatrick is a former Democratic chairman of Erie County. His father for a number of years was an outstanding Democratic leader in Erie County. It is understood that if the application is approved he will become president of the company.

The Buffalo Evening News acquired WEBS in 1936. Since then it has made numerous technical and program improvements, installing a complete studio setup and bringing the BLUE into Buffalo for the first time. President of the licensee company is Edward H. Butler, editor and publisher of the 34-year-old Evening News, with Alfred H. Kirchenhofer as vice-president in charge of operations. The station director is R. Robert Thompson and William E. Doerr Jr. is commercial manager.

With the cash assets and accounts receivable going into the purchase, the station is estimated that the actual cost of the transaction to the prospective buyers totaling about $10,000, would be about $90,000.

WILLIAMS IS NAMED UP BUSINESS HEAD

Assumes Position as Randau Leaves Due to Illness

EDWIN MOSS WILLIAMS, vice-president of United Press, has been appointed general business manager of UP succeeding Clem J. Randau, who has resigned as vice-president in charge of the business departments because of ill health, according to Hugh Baille, UP vice-president.

Active in the news and business departments of UP since 1927 when he joined the New York bureau as a reporter, Mr. Williams was largely responsible for establishment of UP's special news service for radio stations.

A graduate of the Missouri School of Journalism, of which his father, the late Walter Williams, was dean, he published newspapers in Mississippi and Texas, worked in the publishing department of the Japan Advertiser in Tokyo and served as secretary of the world press conference at Geneva, Switzerland, prior to joining UP.

After a year with the news service, he was transferred from the New York staff to Kansas City, after which he traveled extensively in the Southwest for the next two years as a business representative.

In 1931, he became manager of UP's southern division with headquaters in Atlanta. Four years later he was called to New York to become sales manager, and was made a vice-president in 1938. He has traveled extensively in the United States and abroad and has an unstocked wide acquaintance among newspaper publishers and radio executives.

In addition to his position with UP, Mr. Williams directs the British United Press, which operates in Canada, Great Britain and Australia. He was born in Columbia, Mo., Sept. 12, 1905. He is married and has one son, Edwin Moss, Jr.

Mr. Randau has announced no permanent plans following his resignation from UP, except that he expects to spend the summer on a ranch in the West with his family. His career with UP began in 1919 when he joined the San Francisco staff. The following year he transferred to Los Angeles as bureau manager and later to New York as business representative in the Eastern division. He was appointed sales manager in 1928 and became general business manager in 1932.

HENRY GLADSTONE, announcer of the WIN, New York, has completed a 13-week talk strip for Columbia Pictures, New York, and has done a series of transcripts at World Broadcasting System, New York, for Plough Inc., Memphis.
Men At Work
—In The Rich Tennessee Valley!

DEFENSE PLANT, in the rich Tennessee Valley, where thousands of men and machines are at work in industry, converting man hours and materials into war production and dollars... dollars that will be spent in "The Valley", too.

Get your share of this business over WLAC, the station of the Great Tennessee Valley.

WLAC TENNESSEE
NASHVILLE
Going soon to 50,000 WATTS

J. T. WARD, OWNER * F. C. SOWELL, MANAGER * PAUL H. RAYMER COMPANY, NATIONAL REPRESENTATIVES
This Is War’ Program

SELECTED by an almost unanimous vote as the radio program doing most "to help children understand their responsibilities in a democracy," This Is War, the Government program heard recently for 13 weeks on the four networks, won the annual radio award given by Youthbuilders Inc., New York, at its Forum Award Rally May 23 in Town Hall.

In presenting the scroll of honor to Norman Corwin, director of the series, a representative of the organization, Jerry Gregoros, stated that the program was chosen "because it showed us what we are fighting for, and how to fight...it united the greatest talents in radio...and was exciting and different every week. We don't see why it was taken off the air, for we consider it not only the program of the year, but the program of all time."

Transcription Industry Vinylite Supply
In June May Equal WPB May Allotment

ALTHOUGH the exact availability of critical Vinylite for use by the transcription industry during June is not yet known, it was indicated at the War Production Board last week that there would probably be no change from the May supply.

Outlook for the phonograph record industry was not as bright. It is definite that phonograph record makers will have their supply reduced but no indication of the extent of reduction was given.

This week, the WPB will draw up the allocation supply for industrial needs. This is the practice of the WPB in allocation matters. Toward the end of each month it studies the demands of the military carefully, as well as the needs of non-military industries. Then with a complete picture of military needs, non-military needs are rationed.

The transcription problem which might arise as military demands for Vinylite increase was recognized at the NAB convention in Cleveland. At an informal meeting, largely attended by transcription representatives, Neville Miller was designated to represent their needs to the WPB in the hope of removing the uncertainty arising from the amendment issued April 29 [BROADCASTING, May 4].

In view of the drastic reduction of phonograph records as a result of the shellac curtailment [BROADCASTING, April 29], the importance of transcription was emphasized, especially with relation to the small non-network stations. The general transcription needs of the broadcast industry were considered and the importance of transcriptions in spot advertising was pointed out.

Since returning to Washington, NAB representatives have been assembling a clear picture of the industry’s essential needs with a view to presenting them to the WPB. A report of the meeting is yet the study has not been completed.

The month-to-month supply practice employed by the WPB does not allow for long-range planning but WPB officials pointed out this is the only system possible where a critical material is affected by uncertain wartime needs.

POWER OF THE AIR
SHOWN BY SURVEY

RADIO is the best medium to reach the millions of potential new customers among the lower and middle economic groups, according to a study of “new directions in wartime advertising,” released last week by the BLUE Network. With charts on literacy and reading habits of this group, receiving increased income in 1942, the study points out that radio, besides its ability to reach all the American public, creates goodwill through entertainment, and speaks personally to listeners.

Characterizing radio as “best for the long haul”, the BLUE asserts that radio will not only protect markets, insure brand acceptance and maintain goodwill but also “reach an income group still unsold on ‘business’ but representing an ever-increasing volume of buying power.”

The presentation stresses how businessmen of today have an unprecedented opportunity to win public confidence and support through advertising with radio as the ideal medium in wartime. It concludes with a summary of the advantages of using the BLUE for “business insurance.”

CLARKE SEEKING
CONTROL OF WHIP

ACQUISITION of control of WHIP, Hammond, Ind., by John W. Clarke, now a minority stockholder, is proposed in an application pending before the FCC, filed jointly by Dr. George F. Courrier, present holder of 51% of the stock, and by Mr. Clarke.

The application revealed that Mr. Clarke on May 5 had purchased from Marshall Field, Chicago merchant and publisher, 620 shares of stock in WHIP at $5 a share, representing 30%. Together with his own stock, Mr. Clarke thus acquired 41% of the station. The new stockholders now offer to transfer 200 shares or 10% of the stock from Dr. Courrier to Mr. Clarke, which would give the latter 51%, control.

The application also revealed that Mr. Clarke has acquired an option to purchase the balance of Dr. Courrier’s stock—820 shares—at $50 a share, as against the par value of $100 per share.

Mr. Clarke last January purchased the 30% interest for $50,000, while Mr. Clarke had paid $25,000 for his 15% interest [BROADCASTING, May 11].

YES, we are actually blushing. By letter and by wire the broadcasters from coast to coast have acclaimed the ASCAP Radio Program Service.

You have made us very happy, and the many nice things you have said about the scripts and the presentation book have encouraged us to expand this service to broadcasters. More about that anon.

The first 13-weeks’ scripts have been mailed to the scores of stations requesting them. ASCAP-licensed stations which have not yet applied for this free service, are urged to wire or write, immediately, so that they may join the host of broadcasters who are changing music costs into music profits.

ASCAP RADIO PROGRAM SERVICE

30 Rockefeller Plaza, New York City

Page 16 • May 25, 1942
KLZ Aims Important Programs in Their Direction:

- KLZ’s sights are trained continuously on every farm home in the Denver-Rocky Mountain region.
- Under the direction of KLZ’s farm editor, many programs of specific interest and value to farmers are broadcast regularly — market and other vital agricultural news; releases of state and federal farm agencies; talks and discussions by experts, county agents, home demonstration agents and by farmers and ranchers themselves.
- Aim your message at the farm buyers of this region over the station that’s pointed their way.

KLZ Denver
5,000 WATTS—560 Kc.
Affiliated in Management With The Oklahoma Publishing Co. and WKY, Oklahoma City & Represented by The Katz Agency, Inc.
REALIGNMENT of the personnel of the Radio Branch, Bureau of Public Relations, of the Army, to clearly delineate functions was effected last Wednesday by Lt. Col. Edward M. Kirby, former public relations director of the NAB and chief of the branch. The realignment of the radio duties and procedures affects 32 employees in Washington headquarters and 7 attached to New York and Los Angeles.

Opening of a New York office with Robert C. Coleson in charge was the principal change. Mr. Coleson has been producing The Army Hour on NBC and will continue that function along with other executive duties in New York. Offices have been established at 521 Fifth Ave., in the Public Relations Branch.

Personnel appointments for the radio branch have been completed, Col. Kirby pointed out. There are approximately 2,400 applications on file for positions in the branch, with no jobs to be filled.

New Procedure

With the realignment, designed to relieve Col. Kirby and other top members of his staff of detail, the radio branch requested that telephone calls be made to the branch itself, rather than to an individual. The mission of the caller should be stated so that the inquiry can be directed to the party assigned to the particular function. Calls to Washington should be made to Republic 6700, Extensions 3887, 4787, or 4789. The New York telephone is Murray Hill 2-2870.

The whole plan is designed to expedite handling of inquiries and program clearances, with each desk handling a particular function and there will be a minimum of delay in handling the steadily increasing volume of work.

Mr. Coleson's function as administrative executive in Washington has been taken over by Brooks Watson, former assistant manager of WMBD, Peoria. Mr. Coleson, prior to joining the radio branch last year, was a West Coast producer and had been radio director of the San Francisco Fair. In his new post, Mr. Watson also will act as Army Hour coordinator in Washington.

Lt. Al Wharfel, formerly of C. E. Hooper, Inc., is designated as assistant to the administrative executive and is placed in charge of shortwave programming, which includes such programs as Command Performance and other features. He also is in charge of the continuing research on listening habits. A new function under the realignment is the program placement desk, to handle program clearances and commitments. Jack Harris, formerly of WSM, Nashville, is in charge of the radio branch; Mr. Watson, and Jack Joy, program and music director, are assigned to this desk. The radio branch also handles special events with Bill Bailey, formerly of WLW, Cincinnati, as news editor, and Lewis V. Gilpin, former staff member of Broadcasting, as writer.

Director of editorial supervision and educational liaison is Maj. Harold W. Kent former executive secretary of the Chicago School Broadcast Conference, who has taken over some of the duties of Capt. Edwin F. Curtin, formerly with the branch, who has returned to Camp Wheeler, Ga.

Chief script writer is Joseph L. Breechner, formerly of NBC. His associates are Bill Coleman, Stanley Field, and Paul S. Parnas, all former freelance writers. Carl Mann is shifted from the research staff as special assistant to Col. Kirby. He was formerly in the Bureau of Public Relations. Mrs. Peggy Petbone was transferred to the script section to become a member of the research staff.

Mr. Mann is program and production director, and is in charge of all radio music. His associate is Lt. Joe Thompson, formerly of NBC special events, New York.

FCC Given Authority Over Protection of Radio Properties Under New Order

DIRECTING the Office of Citizen's Defense to coordinate a new plan of attack against "potential facilities" as communications systems, highways, utilities and mines against sabotage, the President in an Executive Order last Tuesday named the FCC as one of the Federal agencies to cooperate in the OCD program.

Under the White House order, OCD will serve as a center for coordination of plans sponsored or operated by the agencies. These agencies are to take steps to secure cooperation of owners and operation of essential facilities and of State and local governments in developing and carrying out security measures.

Private Responsibility

"The order makes it clear that protective measures are the primary responsibility of owners and operators of essential facilities, including public as well as private," the White House said in a statement. It was added that "the purpose of the program is to assure that this responsibility is carried out, and it will be operated through nine already established agencies listed in the President's directive."

The order, as interpreted by the White House statement, makes it clear that broadcasters will be asked to establish protective measures for their facilities and that they will be responsible to the FCC for carrying out these measures. At the Commission it was said that the order formalizes previously informal cooperation on the part of the FCC with the OCD and it was indicated the order would permit the Commission permission to request additional funds for establishment of its program.

Dean Landis, OCD head, said the order will give the military the principal role in developing safety measures for the defense of essential facilities, including broadcasting. "Not only will the program be subject to the Secretary of War," he said, "but whenever the Army and Navy extends protection to any essential facilities the civilian program will be modified accordingly."

SORRELLS IS NAMED AS AIDE TO PRICE

TO RELEASE Director of Censorship Byron Price from the pressure of his daily duties, the Office of Censorship now has a second in command—John H. Sorrells, herefore in charge of the radio section under the head of the press division. Mr. Sorrells' appointment was announced May 6 by Mr. Howard, who announced that N. R. Howard has been appointed to take over Mr. Sorrells' former position. Mr. Sorrells newly-created title of deputy director.

Mr. Howard, who joined the Office of Censorship last year on leave from his position as editor-in-chief of the Cleveland News, has been assistant in the press division. He will supervise the newspaper and magazine code, his position paralleling that of Col. Harold Ryan, assistant director for radio.

The radio division in unaffected by the personnel appointment, except that Mr. Ryan will report to Mr. Sorrells in Mr. Price's absence. Latest addition to the radio staffs is Eugene Carr, formerly of WGAR, Cleveland, who reported for duty as an assistant last week.

Studebaker Renews

RENEWING an institutional campaign on WABC, New York, Studebaker, Ind., has again signed for Eric Sevareid, News, four times weekly quarter-hour program. Studebaker's service to the public is stressed. Roche, Williams & Cunyngham, Chicago, handles the account.

Treasury Spot Tally

ONE MINUTE TRANSACTIONS, Voices of the People, released three weeks ago by the Treasury to broadcast a total of 24,444 times according to Charles J. Gilchrist, chief of the radio department, "the people are talking by man-on-the-street telling how they voted for Uncle Sam, the War effort.

A new series is being made for later distribution, the Treasury reports.
I'm makin' more money now than I did BACK in '42!

NOW that the war's over, I hear it's pretty tough sleddin' for folks in some sections.

"Me, I wouldn't know. Back in '42 we were plenty busy up here in Syracuse. Almost every plant in town was 'all out' on war production, workin' three shifts regular. They even built sixty million bucks worth of new plants and brought in some fifteen thousand workers from outside. 'Course, now all these plants are back makin' peace-time stuff again—but by jiminy, we're workin' harder now than we did durin' the war.

"Heard some of the Front Office boys the other day talking about 'widely diversified industry and foresighted management make Central New York a stable, wealthy market under all economic conditions.' Holy cats—I'd hate to be a big shot if I had to sling a line like that. I'd rather stay like I am now. I got a wife, kids, a home and a good-payin' steady job. I got money in the bank and enough cash in my pocket to buy almost anything I set a fancy to.

"Times are tough? Mister, not for me they ain't."
**Nine Programs Are Honored By Women’s Radio Committee**

New York Philharmonic Leads Musical Series; Aldrich Family, Town Meeting Among Citations

Six commercial and three sustaining programs were awarded certificates Friday by the Women’s National Radio Committee at its annual awards luncheon, held May 19 at the Hotel Pierre, New York.

Awards based on the Committee’s evaluation of the year’s radio programs, listeners throughout the nation, were this year hand-lettered certificates instead of the medals given previously, in deference to the Government’s request that medals be reserved for war uses, the committee stated.

**Symphony Award**

Most popular musical program, according to the feminine vote, which also placed it first by the widest margin of votes in any division, was the Sunday afternoon series of broadcasts of the New York Philharmonic Symphony Society, concerts on CBS.

Honorable mention in this field went to Coca-Cola’s “Pause That Refreshes on the Air,” also on CBS, and Sundays, and to two BLUE series, the Saturday afternoon Metropolitan Opera broadcasts sponsored by the Texas Co. and Dr. Walter Damrosch’s Music Appreciation Hour.

First in Drama classification was the Aldrich Family, sponsored by General Foods on NBC on Thursday evenings, with Camp- pana’s First Nighter Friday series on CBS, and Fibber McGee & Molly, on NBC Tuesdays for Johnson’s Wax, as runners-up.

A BLUE sustaining series, America’s First Nighter “Pause That Refreshes on the Air,” heard Thursday evenings, was the winner in the forum class.

Honorable mention in this group went to two other sustaining programs, Mutual’s America’s Forum of the Air and NBC’s University of Chicago Round Table, both Sunday programs.

In the field of pure entertainment, Maxwell House Coffee Time, an NBC Thursday feature, won the award. Another General Foods pro- gram, Kate Smith Hour, broadcast Fridays on CBS, won an honorable mention in this classification, as did Standard Brands’ Chase & Sanborn Hour, broadcast Sundays on NBC.

The votes for the two leaders among the quiz programs were so nearly equal that awards were given to both Information Please, sponsored by American Tobacco Co. on CBS on Saturday mornings, and Quiz Kids broadcast on Wednesdays on the BLUE for Alka-Seltzer.

**Mutual’s Saturday morning juvenile program, Rainbow House, topped all other children’s pro- grams on the networks, according to the Committee, which also gave high commendation to Friendship Bridge on WMCA, New York, pointing out that this latter program was not eligible for an award since it is not heard nationally.

**Commentators Named**

H. V. Kaltenborn, sponsored by Pure Oil Corp. on NBC, and Walter Winchell, broadcasting for Jergens Lotion on the BLUE, divided honors in the “talks” classification, with an award for each. Elmo Davis, sponsored by Johns-Manville Corp., on CBS, was runner-up.

Although the programs of WQXR, New York, were ineligible for awards because of their local audience range, the station was praised for “the unusually high character of its music and news and for the general excellence of its programs.”

Special mention was also made of Mary Margaret McBride, who “by her charm, gracious personal- ity and ready wit has won a unique place in the air.”

In presenting the awards Mme. Yolanda Mero-Irion, founder and chairman of the WNRC, paid tribute to “the great power of a demo- cratic radio and the tremendous service it is equipped to render during this crisis in world affairs” and to the foreign radio correspondents. She sharply criticized soap operas.

**Methods by Which Radio Informs World Outlined by Analysts at WNRC Lunch**

FIRST - HAND accounts of how radio keeps the world informed were delineated by a group of popular radio reporters, comment- tators and analysts, speaking at the annual awards luncheon of the Women’s National Radio Commit- tee held in New York last Tuesday.

“Because of them,” said Mme. Yolanda Mero-Irion, WNRC chair- man, in her introduction, “we have been, if not spectators, at least auditors of the greatest drama in world history.”

Writing for B. Lewis, assistant di- rector of the Office of Facts & Figures, keynote speaker on “Radio’s War Job,” pointed out that “this is radio’s first war, but radio is so ineradicably a part of the war on so many fronts that it is hard today to conceive of a war without radio.”

“Think back,” he said, “to 1917-1918. There was no radio then except for experiments by amate- urs and by the Army and Navy.

There was no broadcasting; there were no networks. When the Con- gress declared the war, the American radio listener—the voice of the American people—heard the event. Millions of Am- ericans did not know the details for days. Never did the sounds or the fuel of war become real to the people at home. Remember the question so many returning soldiers were asked? ‘What do those big shells sound like when they pass overhead?’

Realism Added

“Twenty-five years later—on Dec. 7, 1941—it was different. When the first bomb dropped on Pearl Harbor, Americans at home knew what bombs sounded like; they had heard them hit London. The attack came at sunrise on Sun- day, and by sundown Americans not only had the news, they had already heard an eyewitness report from Hawaii. They knew the de- tails of the Japanese treachery in Washington, and they had be- come united in one mighty resolve. Two nights later 90% of them heard the President put that re- solve into words.”

“For three years radio had been training abroad for wartime service at home. From the capitals of Europe and from what used to be the far places of the earth a new voice was familiar long be- fore Dec. 7 to American radio listeners—the voice of the radio correspondent sending news home (Continued on page 87)
W63NY takes to the air, auguring another great career among radio stations. For to all that “FM” stands for in technical fineness, W63NY adds the “know-how” of America’s most successfully operated independent station . . . the showmanship engendered from the world’s largest entertainment organization . . . the cultural advancement . . . and the outstanding public service that the important New York radio audience expects. Seventy-five thousand homes in the New York area are already FM-equipped, already to enjoy the benefits of this better way of broadcasting.

And better broadcasting must mean a better medium for advertising. We invite your inquiry. Rates and data will be sent upon request.

W63NY • 46.3 Megacycles

THE FM SERVICE OF

WHN 50,000 WATTS • 1050 CLEAR CHANNEL

NEW YORK • 1540 Broadway • Bryant 9-7800
Chicago Office • 360 N. Michigan • Randolph 5254
CBS Opens New Latin Hookup; Radio Praised by High Officials

Sumner Welles Tribute Seen as ‘Bill of Rights’
For Radio; Shortwave Net Has 76 Stations

"IN THE FIELD of radio communication, the United States broadcasting companies have discharged their obligation with a full sense of their responsibility as potent factors in our democracy. Their broadcasts have been distinguished by their impartiality, their accuracy and their integrity."

This statement, made by Sumner Welles, Undersecretary of State, on the occasion of the inaugural of the CBS Network of the Americas May 18, highlighted the formal dedication ceremonies which brought together diplomats representing practically all of the Latin American countries in Washington.

High Praise for CBS

Columbia's 76-station Latin American network, fed by shortwaves from its newly established high-power plants in the American network, is another step in the Western Hemisphere's liberation. L. I. [BROADCASTING, May 18] and known as "La Cadena de las Americas", evoked the highest praise from the speakers who attended the ceremonies, besides Undersecretary Welles, Vice-President Henry A. Wallace; Nelson A. Rockefeller, Coordinator of Inter-American Affairs; Senor Don Manuel Prado, President of the Republic of Peru; General Anastasio Somoza, President of Nicaragua; Senor Don Juan Antonio Rios, President of Chile; General Isais Medina A., President of Venezuela; Senor Dr. Don Adrian Recinos, Minister of Guatemala; Senor Dr. Don Luis Quintanilla, Minister from Mexico. The presidents of Chile, Nicaragua and Venezuela spoke via shortwave from their respective capitals.

Their remarks were heard at a gathering in the Madison Park, Washington, presided over by William S. Paley, CBS president, and were broadcast for 90 minutes over both the Latin American network and over CBS. Artists participating at Washington were Roberto Unanue, Olga Coelho, Eva Garza and El Charrro Gil y sus Caras.

In the pickups from New York, Melvyn Douglas acted as master of ceremonies, introducing B i d u Sayao, Alfredo Antonini, Juan Arvizu, Howard Bingham and the Columbia Symphony. In Hollywood, Edward G. Robinson acted as master of ceremonies, introducing Ronald Colman, Jinx Falkenberg, Rita Hayworth, Rosita Moreno, Dick Powell and Leith Stevens and his Orchestra.

The addresses, all bearing an international flavor and all concentrated on the Good Neighbor Policy, were regarded as highly significant, though only Mr. Welles and Mr. Rockefeller devoted any appreciable time to the subject of radio itself. Vice-President Wallace reiterated much of his now-famous May 8 address, and his policy remarks were widely quoted in the press.

Mr. Welles opened his address by stating that he had been charged by President Roosevelt "to express to CBS and to all of those who are listening in, in our sister Republies and in our own land, his deep gratification with the development which has made possible this linking together of radio networks throughout the Americas, and his assurance that this new enterprise will meet with the success and joy which it so well merits.

Learning Via Radio

"It was only a short time ago," Mr. Welles continued, "that representatives of CBS discussed with me their plan for the improvement of the transmission of radio programs from the United States to our neighbors of the new world. Tonight, this plan has become a reality. These words I am speaking can be heard throughout the length and breadth of the American Republics. Radio stations in all the Americas are contributing their facilities so that this and subsequent programs may be rebroadcast for the benefit of millions."

After lauding American broadcasting companies for their "full sense of responsibility as potent factors in our democracy," and for their handling of news broadcasts, Mr. Welles declared, "Here in the Western Hemisphere we can learn from the radio at any day what is taking place in the world, whether that be good or bad, encouraging or disheartening. We can listen to news gathered from every corner of the globe, knowing that occurrences of the day are presented to us just as they have happened."

Seem as 'Bill of Rights'

"Within the Axis countries, and the nations which they have overrun, no man can know the truth from the radio broadcast to which he listens, or from the newspaper which he reads. All he obtains from those sources are the lies he is fed to prop up the Axis. The nations set up by the Axis leaders to keep him in ignorance of the truth."

And no one realizes more fully than these world outlaws themselves the everlasting significance of the ‘Bill of Rights': ‘We all know the truth, and the truth shall make you free'."

A virtual "Bill of Rights" for American radio was discerned in Mr. Welles next remarks: "We are free man in the Americas."

"That is why the United States has not needed, and does not need, to engage in propaganda in its dealings with its neighbors in the New World."

"You don't have to undertake propaganda in your relations with your friends and your equals, when the channels of free communication are open to you. And that, I think, is the American interpretation of the word, regarding the 21 American Republics."

"For that reason, I welcome, and I am grateful for, this new service to the cause of inter-American understanding which is provided by the ‘Network of the Americas.' It affords a clarion challenge to those who would enslave the souls of others. They are the men who will win the victory to ensure the freedom of the human spirit."

Mr. Rockefeller, whose agency utilizes a considerable portion of time of the new CBS Latin American Network, declared:

"We are, all of us, proud of the constructive energy which Bill Paley and his associates have displayed in the midst of the operating difficulties of wartime, in making this development possible."

"This new transmission center, by bringing its news and its information, frees us from the need to make our inspiration and its programs of music and entertainment into the homes of millions, will strengthen and make dynamic the common forces which...

Lies vs. Truth

"This is not merely a war of armies against armies, of navies against navies, and of resources against resources. It is also a war of lies against truth."

"And, in a period in which the diabolical forces of the so-called new order of anarchy are seeking to win wars and corrupt governments and enslave peoples by lies, this network is dedicated to the truth; the truth in news, and in information, and the truth of the ideals of human freedom and dignity for which this war is being fought, and in which the future fortunes of the men and women of the Americas are bound up."

"There is no deeper compliment I can pay the men of the CBS, and this is: that they have built, than to say that by enriching the circulation of truth, they are clearing the air for victory."

Masons Sell WMRN

FRANK E. MASON, NBC vice-president now on leave as special assistant to Secretary of the Navy Knox, has sold his controlling interest in WMRN, which he acquired in 1937, to that of his wife to his brother, Robert, and to other local Marion interests. Howard F. and Florence Gutherie Marion have joined with Robert Mason to purchase the 65% stock held by Mr. and Mrs. Frank E. Mason. Robert Mason previously owned 35% and is manager of the station.
RADIO TIME BUYERS!
How would you like to buy guest-chair reservations for your top salesmen in the living rooms of one hundred and eighty homes for half a cent? No foot-in-the-door peddling. Just forthright attention . . . from the family . . . in the home. That is the ticket you write for yourself when you buy WDAF, dominant broadcast station in the great Kansas City market.

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

WDAF offers super coverage on the frequency of 610 kilocycles.
WDAF sends forth its signal over a farflung area—out and beyond the boundaries of all other coverages in the vast Kansas City market.
WDAF primary coverage, the half-millivolt signal, reaches 189 counties, a million radio homes!
WDAF carries the topflight shows of the Basic Red Network and outstanding local productions.
WDAF is radio's bargain buy ... low rates coupled with tremendous coverage.

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

*Minimum quarter-hour day program rate.

EDW. PETRY & CO. NATIONAL REPRESENTATIVES

BASIC NBC NETWORK

KANSAS CITY

BROADCASTING • Broadcast Advertising  May 25, 1942 • Page 23
Shepard Removes His Stations From Membership in the NAB
Says Association Has Not Done Efficient Job; Objects to Active Membership by Networks

INDIGNANT over the failure of the NAB convention in Cleveland to reorganize the trade association, Joseph W. Shepard, president of the Yankee Network and chairman of Broadcasters Victory Council, last week announced upon the resignation of his four standard broadcast and two FM stations from NAB membership.

In a letter last Tuesday to Neville Miller, NAB president, Mr. Shepard said he had been considering resigning from the trade association for some time. He said that while NBC reasons were well known, he nevertheless wished to reiterate them so there may be no misunderstanding.

"The NAB should be representative of its members' interests. The NAB should be 100% of the industry, and under its recent change in-by-laws, I doubt if this can be accomplished," he wrote.

In the opinion, the NAB recently has not been doing an efficient job on many matters connected with the industry."

Status of Networks

Mr. Shepard had advocated that the NAB by-laws be amended to give national networks associate membership status. The membership, however, adopted recommended changes in the by-laws advanced by the board of directors, giving the major networks active membership with full voting and directorate privileges.

Thus far CBS is the only national network which has acquired active membership status. The NAB, according to a proposal, would like the NAB to continue to operate with its leadership at large. Mr. Shepard, prior to the vote, advocated the amendment, agreed with this proposal.

Whether ABC and its sister network, the BLUE, will take network membership has not been indicated. MBS is not a member and is not in sympathy with the present NAB direction.

No comment came from President Miller on the resignation of the Shepard stations. The view was expressed, however, by another NAB director, he thought Mr. Shepard's action not only tended toward disunity but was "undemocratic" in that the majority of the membership had out-voted him on his proposal.

Mr. Shepard, in addressing the convention prior to the vote on the by-law amendments, predicted there would be wholesale resignations if networks were admitted to active membership. Thus far, no other resignations have been reported to the NAB.

In his letter to Mr. Miller, Mr. Shepard said it had been his hope that steps would be taken at the Cleveland convention "which would have made it possible for us to feel we should continue membership in the organization". He added, however, that under the circumstances, his stations were resigning effective June 1. The stations are WNYC and WAAB, Boston; WJNL, Providence; WICC, Bridgeport; W43B (FM), Boston; W39B (FM), Mount Washington.

"I would like to add," Mr. Shepard wrote, "that it is our intention to remain a member in the NAB at some future date—of which I hope will not be too greatly delayed—when we feel that the organization can effectively carry out the objectives for which it was established."

Alfred I. duPont Awards Are Accepted For Industry by NAB President Miller

ACCEPTED on behalf of the broadcasting industry by NAB President Neville Miller, the Alfred I. duPont radio station and radio commentator awards, carrying annual cash prizes of $1,000 each and projected to hold the same place in radio that the Pulitzer Prizes hold in journalism [BROADCASTING, May 18], were formally announced in Washington last week on the occasion of the Alfred I. duPont of Jacksonville, Fla.

Mrs. du Pont, trustee of the estate of her husband, Florida financier and philanthropist, was represented at the luncheon meeting May 18 by W. T. Edwards, of Jacksonville, operating vice-president of the duPont interests which, it was indicated, would continue to move from all other interests which bear the duPont name and which are largely banking and real estate in Florida.

To Select Judges

Speaking at the luncheon were Senator Claude Pepper (D-Fla.), William H. Perry, owner of Florida newspapers and a director of the Associated Press; and H. R. Baulkhouse, president of the Radio Correspondents Assn. FCC Chairman James Lawrence Fly was present.

The awards will be judged by an impartial board of five judges, yet to be selected, and the first will be made in March, 1943 for 1942. The commentator award, to be known as the "Alfred I. duPont Radio Commentator Award", Mrs. du Pont stated, will be given to "one individual who shall be a citizen of the United States, in recognition of outstanding and distinguished performance of public service, by aggressive, consistently excellent and accurate gathering and reporting of news, and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative integrity, independence and public service through the medium of radio."

The Station Award

The "Alfred I. duPont Radio Station Award" will be granted each calendar year to one "radio station in the Continental United States for outstanding service and for glorious public service in encouraging, fostering, promoting and developing American ideals of freedom, and for loyal and devoted service to the national and to the community it serves." It is understood that nominations will be received from all industry sources, and that the judges will be convenes in Jacksonville in the early part of each year for the final decisions. The resolution of the Florida National Group of (Continued on page 44)

BROADCASTING • Broadcast Advertising

BVC to Continue, Shepard Declares

Problems of Council Will Be Discussed in Near Future

BROADCASTERS Victory Council, formed six months ago as a Washington-all-front wartime contact for the broadcasting industry, will continue its operations indefinitely, according to John B. Shepard, 3d, president of the Yankee Network and chairman of BVC.

Dissatisfied with the results of the NAB convention in Cleveland, Mr. Shepard said the council, until further notice, will continue functioning as in the past. Previously, it had been announced that if the NAB was reorganized consisting of a majority of BVC, the organization would be dissolved. It was set up originally as an interim operation, to handle matters in Washington which it felt were being inadequately cared for under the NAB, because of its policies.

Taylor Expected to Resume

Mr. Shepard came to Washington immediately following the convention to spend a fortnight at least, handling BVC affairs. O. L. (Ted) Taylor, executive secretary, returned last week. The resignation of Mrs. Shepard, vice-chairman of the organization of KGNC, Amarillo, and other stations of the Taylor-Howe Snowden group. He is expected back in Washington about June 1, however.

Members of the council, supported by contributions from upwards of 100 stations, in addition to Messrs. Shepard and Taylor, are George B. Robinson, president, Fort Industry Co. and of National Independent Broadcasters, BVC vice-chairman; James D. Shouse, WLNW, chairman of the clear-channel station; John E. Fetzler, WKZQ, Kalamazoo, NAB representative, as chairman of its War Committee; and Eugene C. Pullman, WRMQ, individual and president of Network Affiliates, Inc.

The future status of BVC, it was indicated, will be determined at a meeting of the council to be held in the near future. The council met in Cleveland May 14 and decided to continue "on the same basis" for the present [BROADCASTING, May 18].

List of Organizations

AS A GUIDE to broadcasters when asked for time by national organizations created during the past year, the National Council of YMCA Broadcasting, a group of groups, has compiled a list of the representative and legitimate groups as the result of a resolution passed by the council at its annual meeting for the promotion of Radio at Ohio U. The list will describe each organization, its functions, and it will be upon completion, to the networks and stations requesting it file purposes.

Page 24 • May 25, 1942
They call it a "VICTORY JOINT"

"We have told you of the army of 150,000 young women who 'man' the switchboards of the Bell System, and of the importance of their wartime work.

"How about the more than 175,000 men of the Bell System? Are they on their toes? Are they doing anything vital about supplying telephone service in these stirring times?

"Well, here's an example of something they did.

"For years telephone cables have been joined together by cable-splicers in a certain way—a very good way—but it took quite a bit of solder. Solder contains tin; it's 38 per cent tin. And you know how important tin is in this war.

"So a new way to make a cable-splice—'wipe-a-joint' the men call it—was worked out. Overnight, new instructions were written and sent all over the Bell System. Within two weeks the new way to wipe-a-joint was demonstrated to men from every System company. These men in turn went back and trained the cable-splicers in their own companies.

"Result: The thousands of cable-splicers in the System are now using the new method—a method that saves 600,000 pounds of tin, and an even greater amount of lead, every year.

"They call the new method the Victory Joint!

"There are, of course, hundreds of different kinds of jobs in the Bell System handled by men. Even to list them would take a lot of time. The point is that all of these jobs contribute to the one big job of giving America the best wartime telephone service in the world. This too is the telephone army. These men are well trained. They know their jobs. They work as a team. They are ready any time for emergencies.

"These men wear no uniforms. But wherever the men in uniform are—in camps, bases, fortresses, wherever—there you will find the telephone men and wires working for the Army and Navy. The country can depend on them to do their full part in winning this war."

This is a quotation from THE TELEPHONE HOUR, a regular program heard every Monday night over the N.B.C. Red Network. As network broadcasting has been growing into its important place in the nation—telephone engineers have worked hand-in-hand with the radio industry to improve the method and quality of sound transmission.
New Army Program

AS ONE of his first Army acts First Lt. Andre Baruch, Quartermaster Corps, a former network announcer, is m.c. of a new program, The Quartermaster Quarter-Hour which started May 20 over WINX, Washington. To be aired regularly each Wednesday, the program covers the general subject of the Army's emergency rations such as conservation and salvage, re- mount activities and the procurement of horses and mules, Quartermaster schools and other phases of the Quartermaster Corps' activity.

Trammell at Desk

BACK AT HIS desk after some three months recuperation from an appendectomy, Niles Trammell, president of NBC, is coming to his office for an hour or two each day.

"SMART ADVERTISERS ARE BOWLIN' 'EM OVER IN THE RICH RED RIVER VALLEY! HOW'S FER LETTIN' WDAY, AT FARGO, SET 'EM UP FER YOU?"

WDAY

FARGO, N. D.

5000 WATTS-NBC
AFFILIATED WITH THE
FARGO FORUM

FREE & PETERS, INC. NATIONAL REPRESENTATIVES

Page 26 • May 25, 1942

BROADCASTING • Broadcast Advertising

MAJOR networks and independent stations throughout the country are receiving a series of pro- grams, producers of syndicated shows, has prepared a 5 -page press book, containing material for a publicity and promotion campaign for the series, and for each single program. Included are stories on each program, instructions for broadcasting, advanced news releases, biographical and human interest stories on talent, as well as individual and group photographs for newspapers and display purposes.

To promote the program, a weekly half-hour adaptation of a literary classic, listeners are offered free of charge, a cloth-bound edition of the collected works of the author whose work is dramatized.

Free Flowers

SAN FRANCISCO Floral Industries, San Francisco, which recently started a series of programs in Listen to Letter, on KSFQ, San Francisco, distributed 200 window display cards to leading San Francisco retail florists advertising their participation in the program. Another 300 cards were distributed to other Bay area flower dealers. The industries arranged with KSFQ to deliver flowers to ladies appearing on station programs. Bouquets or corsages are delivered direct from a different florist each broadcast. Agency is Helso Norman Organization, San Francisco.

WOR Pix

FIVE MAJOR picture magazines—Life, Look, Spot, Click and Pic—carried stories on WOR, New York, during May. The treasure-hunt show, Go Get It, was covered in Life and Click. Don Dunphy, CBS sportscaster, has an article in Spot. Pictures of Martha Deane, who conducted a woman's program on WOR, and Charles Woods, in a black-out broadcast, appeared in Look. Pic devoted three pages to pictures showing "WOR at War".

Foot in the Door

A FILE FOLDER whose identification tab is marked "WOR, Local Programs for Sale", is being distributed to advertisers and agencies by the station's sales staff. Folder contains individual printed sheets on all WOR programs available for single or participating sponsorship, giving WOR salesmen an excuse to drop in frequently to bring in new material and to remove prices on programs that have been sold.

MERCHANDISING & PROMOTION

MANUFACTURERS, DISTRIBUTORS AND SELLERS

Conservation Discs—Placards & Posies—Sales Opener

Classic Guide—Military Jargon

No commercials are included, and the Texas Co. is distributing the transcriptions to any station requesting them free of charge. After the May 10 "tryout," the company sent copies to CBS stations, including the Fred Allen series, as well as to automotive and rubber companies, currently using radio. Agency handling the Texas account is Buchanan & Co., New York.

Classes of the Air

FOR SPONSORS of its new series, Radio Theatre of Famous Classics, Kermit Raymond Radio Productions, producers of syndicated shows, has prepared a 5 -page press book, containing material for a publicity and promotion campaign for the series, and for each single program. Included are stories on each program, instructions for broadcasting, advanced news releases, biographical and human interest stories on talent, as well as individual and group photographs for newspapers and display purposes.

To promote the program, a weekly half-hour adaptation of a literary classic, listeners are offered free of charge, a cloth-bound edition of the collected works of the author whose work is dramatized.

Free Flowers

SAN FRANCISCO Floral Industries, San Francisco, which recently started a series of programs in Listen to Letter, on KSFQ, San Francisco, distributed 200 window display cards to leading San Francisco retail florists advertising their participation in the program. Another 300 cards were distributed to other Bay area flower dealers. The industries arranged with KSFQ to deliver flowers to ladies appearing on station programs. Bouquets or corsages are delivered direct from a different florist each broadcast. Agency is Helso Norman Organization, San Francisco.

WOR Pix

FIVE MAJOR picture magazines—Life, Look, Spot, Click and Pic—carried stories on WOR, New York, during May. The treasure-hunt show, Go Get It, was covered in Life and Click. Don Dunphy, CBS sportscaster, has an article in Spot. Pictures of Martha Deane, who conducted a woman's program on WOR, and Charles Woods, in a black-out broadcast, appeared in Look. Pic devoted three pages to pictures showing "WOR at War".

Foot in the Door

A FILE FOLDER whose identification tab is marked "WOR, Local Programs for Sale", is being distributed to advertisers and agencies by the station's sales staff. Folder contains individual printed sheets on all WOR programs available for single or participating sponsorship, giving WOR salesmen an excuse to drop in frequently to bring in new material and to remove prices on programs that have been sold.

PROMOTING LUX for Lever Bros., the first Fodor's, Tulsa, audience about Lux soap, with Chief Announcer Allan Page doing the job and E. Kenyon Brown, station sales representative, supervising. Miss Schaefer is on a current promotion tour for Lever Bros.

Faith Stamps

A MESSAGE of faith in America, received by "Martha Jackson", leading character in Woman of Courage, CBS drama, and read over the air, drew such response from listeners that the program now awards $5 in war stamps each day for the best expression of belief in America, written by one of America's women of courage. In the space of two weeks, more than 500 letters were received. The winning message is read on each program. Colgate-Palmolive-Perfume Co., Jersey City, sponsors the five times weekly consumers for Octagon products and Crystal White, placed by Ted Bates, New York.

New Edition of Guide

FOR USE in connection with summer broadcasts of Invitation to Learning, CBS weekly series featuring discussions of literary classics, a third edition of the Listener's Guide, is being written by Mark Van Doren, Pulitzer Prize poet and program chairman. The first guide for 1941-42 broadcasts sold more than 16,000 copies. Plans are also under way for a compilation of the discussions of the 1941-42 programs into Volume II of the book Invitation to Learning, to be published by Random House, New York, in August. The first volume sold over 16,000 copies at $3 per book.

Farm Program Schedules

ATTRACTIVE two-color placards listing times of all the station's market and news broadcasts and other farm programs are being distributed by WOWO, Fort Wayne, Ind., to feed dealers, county agents, offices, courthouse bulletin boards and other places where farmers congregate.

Grand Opening

KPO, San Francisco, is distributing the profusely illustrated 12-page special section of the April 26 Forbes, issued on the occasion of the grand opening of its magnificent new Radio City. The section contains no advertising matter.

Soldier Talk

SERIES of four promotion folders has just been produced by KDYL, Salt Lake City. Couched in military terms each folder promotes some specific piece of the sales strategy for using KDYL.
New Law Affects Wine, Beer Copy

Alcohol Mention by Percent Outlawed in Commercials

VIRTUALLY UNNOTICIED in the maze of wartime legislation being enacted, the House Bill (HR-5802) which was passed April 20 and made Public Law 626, will affect radio wine and beer advertising in that it prohibits advertisement of the alcoholic content of beverages.

The bill, which was originally intended to amend certain provisions of law regarding the fortification of wine by brandy was introduced into the House by Rep. Izac (D-Cal.). Later referred to the Senate Committee of Finance, the bill had a rider attached to it which amends Clause 2, section 5 of the Federal Alcohol Administration Act.

Little Affect on Radio

The amended section now will "provide the consumer with adequate information as to the identity and quality of the products advertised, the alcoholic content thereof (except the statements of, or statements likely to be considered as statements of, alcoholic content of malt beverages and the person responsible for the advertisement)."

At the Wine Institute, Washington, it was said that the new prohibition will not seriously affect radio advertising of wines since it will remove only a short tag line in commercials which "in most cases was considered a nuisance".

It was noted at the Wine Institute that the amended section of the Federal Alcohol Administration Act is a direct reversal of the former section which specifically demanded that mention of the alcoholic content of beverages be made in all advertising.

The public law, which includes the wine and beer advertising provision, will affect advertising in all media.

WQXR Music Honor

WQXR, New York, and its musical director, Eddy Brown, have received awards from the National Assn. for American Composers & Conductors for "outstanding service to American music". This is the first time the organization has made an award to a radio station. Elliott M. Sanger, executive vice-president of WQXR, received the award—embossed scrolls—at the Assn. annual reception, held recently at the Waldorf-Astoria in New York. The accompanying citation commended the station for its sincere interest in American music and paid tribute to Eddy Brown for a special series of all-American programs last season and for his encouragement to the American composer in introducing many American works.

KMA is "edited" for FARMERS—not bathing cuties!

○ Tune to KMA, and what do you hear? The pick of the Blue Network's top-notch entertainment, of course. But in addition, for 13½ hours per day, you hear a wonderful selection of special material for the KMA audience only—farm news, market reports, household helps, and such. And that's exactly why KMA consistently outpulsls most metropolitan stations, even the biggest, in mail-return.

You see, 66.4% of the 2,916,923 people in our primary area live on farms or in towns under 2500 population. If you'd like to see what KMA's special programming means in responsiveness, write for our latest market data brochure.

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

150 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC., Exclusive National Representatives

BROADCASTING • Broadcast Advertising

May 25, 1942 • Page 27
LABOR CITES KVOR IN BARGAINING SUIT

FINDING that the "out West Broadcasting Co., operator of KVOR, Colorado Springs, has "failed to bargain collectively in good faith" with its technicians, the National Labor Relations Board, nevertheless, in an action last Monday, ordered that the company cease alleged unfair labor practices in IBEW negotiations.

The union charged that KVOR refused to bargain collectively with its technicians but the formal charges were dismissed by the board. However, the NLRB stated that the management had attempted to discourage its technicians from joining the IBEW by anti-union statements and by settlement of overtime wage claims.

It was brought out by the board that KVOR subjected the "bargaining process" to an "extensive delay" but it was added that "scarcity of the negotiations themselves reveals the respondent as reluctant to make any concessions upon major issues but we cannot say that the respondent displayed an unwillingness to reach agreement."

Under the order the station must post a notice for 60 days that it will refrain from "coercing its employees in the exercise of the right to self-organization."

IN AN ARTICLE titled "Is College Training in Broadcasting Worth While?" in the May issue of Pick-Up, M. M. Board, assistant editor of the Western Electric House organ, reports on an inquiry into the subject conducted last fall which reached the conclusion that "although the question of radio training—its bearing on radio job opportunities and on broadcasting opportunities and on broadcasting's future—is still a controversial one among educators and broadcasters, information indicates that it is heading toward a satisfactory solution."

"Better planned curriculums—more efficiently operated workshops under the guidance of instructors with commercial broadcasting experience are being established in more colleges and universities."

"Educators are concentrating more on the practical problems of running broadcasting stations and less on the artistry of radio than they did a few years back. While broadcasters still feel too little is being done along the lines of management, advertising and selling, station managers are opening their doors a little wider to radio trained graduates."

"Both groups seem to agree that job competition is sharp and employment opportunities limited but that young people with real ability and interest in broadcasting stand a fair chance of finding a place in the industry. They also are in accord in advising applicants to seek positions in smaller stations where they will attain the broad view of radio so necessary for future success."

"Article analyzes in some detail the training the recipient of a B.A. degree in such fields as radio technology are curriculum and on broadcasting opportunities and on broadcasting's future."

"According to latest statistics, the article states, 383 colleges and universities out of approximately 1,000 in the country are offering courses in radio exclusive of engineering. Only three offer a B.A. in a combined liberal arts and radio course."

"Twelve list graduate courses which may be applied to an M.A. Also, 755 radio courses are being conducted in our halls of higher learning. Of these 230 deal with dramatics and speech, 120; general, 10; script writing, 9; program planning and production, 48; education by radio, 40; announcing, 40; advertising, 34; newscasting, 28; music, 7; management, 6; radio law; and 5 in radio sociology."

West Virginia University Awards Degree to Dr. Jolliffe

Dr. Charles Byron Jolliffe, assistant to the president of West Virginia, was appointed chief engineer of the Federal Radio Commission, going over to the FCC in the same capacity when it was established in 1934. He joined the engineering staff of the FCC in 1935.

Dr. Jolliffe has attended many international radio conventions as a delegate of the United States and as a technical adviser. Presently he is serving on several Government wartime committees that pertain to radio communications and research.
When the story of these days is told two words often will be spoken.

"Be Prepared" is the motto that boys remembered and men forgot.

Now the lesson is learned . . . slowly, painfully and well. Free peoples have their shoulders to the wheel and the momentum will be more than the aggressor nations have the fibre to withstand.

But the work is not yet done. The hard road lies ahead. Free Radio, the instrument of free peoples, understands this . . . demonstrates its understanding with such broadcasts as 'Report to the Nation', 'This Is War', 'They Live Forever', 'Keep 'em Rolling', 'The Army Hour'.

Thus Radio, inspiration of a nation, fights for VICTORY.
Add the "inland empire"

In this rich Northwest region:

1/4 of the nation's Gold
1/3 of the nation's Lead
1/3 of the nation's Lumber
1/7 of the nation's Wool
1/3 of the nation's Silver

Farm buying power 41% above national average
To Key Areas Now Served By Westinghouse Transmitters

Today, the Pacific Northwest takes on new strategic importance in the eyes of the nation. And in the richly productive "Inland Empire" about Spokane, KGA likewise takes on new importance—by reaching out to a broadened listening audience.

In choosing a Westinghouse 10 HV Transmitter, KGA made sure of fulfilling today's exacting responsibilities most efficiently and economically. For the 10 HV incorporates most of the distinctive advantages that have proved so successful in the Westinghouse 50 HG Transmitter—for such stations as KDKA, WBZ, WKBW, WBAL, and WPTF.

Operating economy is assured. The highly efficient circuit is specifically designed for low power consumption. Long-life, air-cooled tubes are conservatively operated. Metal rectifiers, used for all low-voltage plate supply, have practically unlimited life.

Simplified unit construction, with all parts easily accessible, makes this transmitter easy to put on the air and keep on the air with accurate transmission.

From Spokane to Boston, Westinghouse Transmitters are now on the job, helping key stations serve better, conserve more. That's why Westinghouse-equipped stations are good stations to keep an eye on in these times.

Westinghouse
Wanted: New Technique

WANTED: A wartime advertising formula. Must be consistent with the war effort.

That's the plea of national advertisers and their agencies. They want an idea or a technique that will justify continued advertising on a national basis and at the same time stem any Government move to rule out advertising exploitation as proper operating overhead.

Advertising, particularly that associated with war products, is confronted with a contradiction of objectives. The manufacturers want to keep the public brand-name conscious. The public, according to a recent survey, wants advertising continued. But the wartime economy appears to demand that people be discouraged from buying goods or from going on spending spree, as a means both of curbing inflation and of conserving vital materials.

What's wanted is still a nebulous, far-away thing. Intermingled in the problem is how much of the advertiser's dollar should go to purely war exploitation; how much should be institutional; how much should be direct sales effort. Accounts and their agencies are looking to all media, and particularly to radio, as the newest and most ingenious, for the answer.

Long before the war, the advertising fraternity detected a well-defined movement in Washington to cut into advertising budgets. There were the grade-labelling plan, Assistant Attorney General Arnold's gasoline brand-name diatribe and other forays initiated by bureaucrats who see advertising as an economic waste.

Since Pearl Harbor, however, the whole subject has taken on a different and more serious aspect. Many agencies of Government appreciate the value of advertising, because Uncle Sam today is the biggest user of time and space in promoting the war effort. Without ascribing any improper intent, it nevertheless is obvious that the war emergency provides a ripe opportunity for those crusaders who see only economic evils in advertising.

The latest development—and one that has been in the offing for some time—is the disclosure that the Treasury is surveying the whole question of advertising expenditures in its quest for new revenue sources to foot the multi-billion war bill. While there is said to be no cause for immediate alarm, as reported in this issue, the very fact that study is being given to advertising as a deductible expense item is significant.

There is talk of freeing advertising expenses at present levels, or even of "rolling back" advertising costs in cases where the manufacturers are devoting 100% of their facilities to war production and are out of the consumer field for the duration. It is admitted that the Internal Revenue Bureau has wide discretionality latitude in determining what constitutes "ordinary and necessary expenditures" which, under existing law, is the crux of the problem.

The Treasury, if it moves in, presumably will do so to check large increases in advertising and expenditures by companies seeking to avoid higher taxes. There will be involved the question of how much money a company may be entitled to spend to keep its name before the consumer through institutional advertising, particularly when he has nothing to sell.

Whatever the thinking in official Washington, it is clear that advertiser, agency and media alike must get their heads together and devise a formula or technique that will preserve advertising as an unfettered American institution so it can contribute its maximum in the war effort, and then be in a position to pick up with plenty of vigor in the post-war rehabilitation period.

Radio Gets a Lift

TO SAY that broadcasters got a moral lift out of the news that General Motors has decided to return to radio institutionally, would be putting it mildly. Despite the fact that its production is now entirely converted to war purposes, this great company knows it must keep its name and prestige alive against the day it will again be dealing in consumer goods.

Now we learn that the Assn. of American Railroads, which has been doing a big printed advertising job, is seriously considering a network campaign to promote public cooperation with the railroad war job [BROADCASTING, May 18]. This is the institutional type of advertising that radio can perform to great advantage. Bendix Aviation Corp., which sponsored The Treasury Hour last winter, also may come back with a new institutional show later this year [BROADCASTING, May 18].

On the consumer side, the Woolworth Stores, new to radio nationally, have already started using a large number of stations for their May "value festival". This, too, bodes well for radio despite the darkening clouds of scarcities and rationing. Indeed, though we can do nothing more than report on the short-term outlook, the advice received from stations by and large, with exceptions only in cases of unhappily placed local stations, is that business continues good with most stations. Canadians, longer at war, reports the same.

This is a fine commentary on the basic soundness of radio advertising. So far it has been the last of the media to be hit by the war. A few more accounts and prospects like General Motors and the railroads—perhaps the return of Ford to the air—and radio's uncasiness would be greatly dispelled.

The Data Will Tell

FIRST returns from the surveys indicate that annual spring swings to daylight time, with their mangling of radio schedules, were responsible for much of the listening decline in past summers. The Hooper reports, for example, show that May listening has held almost even with April, contrary to the trend in past seasons [BROADCASTING, May 18].

In another survey, H. J. Rowe, Cedar Rapids agency man, deduces from a study of kilocycle loads in rural areas that farmers are listening closer to radio and are trying to follow the clock despite the fact that animals and farm work go on as usual, daylight time or no daylight time [see page 46].

Of deep interest to all in radio is a survey just completed by the Bureau of Agricultural Economics. This Federal agency, in a nationwide study of war-production needs and the farmer, found that "usually farmers referred to the radio as their primary source of information in war-production needs".

The farmers are listening—and more than ever, too. City folk are listening more than they have in past years. And the lack of confusion usually resulting from a spring switch to daylight time in portions of the nation seems to be keeping more ears glued to the loudspeakers for more hours.

With autos going off the streets in the crowded east and with the rubber shortage keeping motorists elsewhere in their homes of an evening, future surveys perhaps may bring still better reports on radio listening.

Don't sell radio short!

At the Other End

AMERICA is discovering that it has a lot to learn about war. And apparently it has a lot to learn about fighting war via the shortwaves, judging by penetrating observations received from Ted Church and published in the May 18 issue.

Since last November, Ted has been America's advisor to the British Broadcasting Corp. for its North American service. From his vantage point at the other end of American shortwave programs, he has reached some important—if distressing—conclusions.

The old analogy about the chef being the best judge of his own cooking doesn't always apply. A reading of Mr. Church's comments on that issue will indicate. At considerable length he pointed out how inept and misguided are many of our programs now directed abroad.

Those who direct the destinies of this country's shortwave warfare would do well to digest these observations by an experienced radio man who has heard American propaganda as others hear it.
OVETA CULP HOBBY

TOUGH ARMY officers mar-veled at the calmness and poise of a strikingly good-looking Texas woman who faced a formidable battery of news-rewel cameras in a War Dept. conference room in Washington recently.

Secretary of War Stimson and Gen. George C. Marshall, who stood by her side, did not bear up so well under fire. They were visibly ner-

The woman from Texas stood in a glare of lights before a microphone, in a tangle of wiring, smil-
ing amiably at sweating camera-

With poise that is not exceeded on the best Hollywood movie lots, and in a clear, firm voice that de-lighted the sound technicians, she spoke these words:

"In this war effort there is room for every American woman, regardless of race, color or creed."

The woman was Oveta Culp Hob-

By, wife of a famous former gov-
ernor of Texas, mother of two chil-
dren, William P. Hobby Jr., 10, and

After a year as head of the Women's Interests Section of the War Department, she had just been sworn in as director of the Women's Army Auxiliary Corps—WAAC, as it is known to the man in the street.

Microphones did not frighten the head of the first women's army in American military history because one of the positions she held to help Uncle Sam sell his men's army to the mothers of America was an executive post with one of the oldest radio stations in the South, KPRC, NBC outlet of her husband's newspaper, the Houston Post.

As executive vice-president of the Post, Mrs. Hobby worked in close collaboration with Manager Kern Tips for a number of years. To-

gether they built KPRC into one of the South's strongest NBC out-

Light bricks, grinding newreel cameras and scores of reporters asking leading questions in an atmos-

phere tense with excitement, brought Mrs. Hobby back to the days when she was parlia-
mamentarian of the Texas House of Rep-

resentatives in Austin.

She was only 20 when she was hand-picked by the big Texas lawmakers what to do. She had followed in the footsteps of her father, the late J. C. Culp, brilli-
ant Texas lawyer, who served in the well of the same house where his daughter laid down the parlia-

mentary law.

Sitting beside the Speaker of the House, a slim girl with raven-black hair and flashing eyes, her rulings commanded respect, so much so that she held the job six years, through three sessions of the Legis-

ature that was from 1925 through 1931. And years later, after her marriage to former Gov. Hobby, she was called back to serve two more years.

In the heart of Texas, legis-

lators are not always gentlemanly in expressing disapproval of a parliamentary ruling. Sometimes cowboy yells ring through the house. Stamping of feet and cat-

calls frequently greet decisions the lawmakers do not like. But parlia-
mamentarian Hobby's rulings had a way of sticking. Speakers kept out of trouble by her firm decisions were filled with gratitude.

The head of the WAAC's, who told reporters she had no objection whatever to use of that term, was brought from the little Central Texas village of Killeen, near Temple, home of the famous political figure, Jim Ferguson, and hotbed of State politics. Into her 37 years she has packed a career which proves that in America

women as well as men can go places and do things if they have the brains and stamina.

She was educated in public schools and Mary Hardin Baylor College. At the U of Texas she obtained a law degree and later was granted a license to practice law.

She married former Gov. O. V. Culp in February, 1931, and quickly learned that making decisions for a legislative body is simple com-pared to running a metropolitan newspaper and a big radio station.

From book review editor, she rose to assistant editor and then, after seven years of varied experi-

ence in the Post's grimy plant in Houston, she was named executive vice-

president.

Between long hours at the office and house, which grew with an increasing family, she sand-

wiched a formidable program of work in civic and cultural move-
mements. These included raising money for the university, the sym-

phony orchestra and the Com-

munity Chest. She was a leader in arousing the citizenry and official-dom of her home city to the need for flood control, something two disastrous overflows had failed to do.

She wrote a book on parlia-

mentary law, Mr. Chairman, which is considered a classic of the kind in American politics.

ERNEST ANDERSON, former sales promotion manager of the CBS Latin American Network, has joined the sales promotion department of the BLUE to handle presentations. Also joining that department to work on program promotion is Mike Buffo, former copywriter at Mason Inc., New York.

ED EVANS, research manager of the BLUE, and Marion Ayers of the BLUE's New York office, have announced their engagement.

CLARENCE EVANS, salesman of WURI, Springfield, Ill., has enlisted in the Army Air Corps.

IAN SMITH, navigation officer of the Royal Air Force Perry Command, for-

merly on the Canadian Broadcasting Corp., production staff at Toronto, visited his former colleagues in Toronto recently.

HOWARD MCGHAN, eastern sales manager of CBS' Radio Sales, May 16 became the father of his first child, a girl.

P. A. LOUIS, formerly in charge of the radio division of Columbia Con-

cert Co., New York, has joined the Army Air Force as a first lieutenant. During his absence, radio bookings will be under the supervision of separate divisions of Columbia Concerts.

ABE HUIT, Western sales manager of MBS, recovering from an illness, is expected back at his Chicago office in July, Morris Mudge, of the Eastern sales staff, has taken his place.

STANLEY HAIGH, salesman of KNST, St. Paul, has joined the iron and steel branch of the War production Board.

CHARLES E. PHILLIPS, formerly of the BLUE sales department, left last week for North Dakota, where he will take a six-week course at the Naval Reserve School of Industrin-

al Management.

C. RALPH, W. KEELER, local sales manager of WYVS, Springfield, III., has been appointed civilian representa-

tive of the Naval aviation cadet selec-

tion board in Springfield to recruit 50 cadets.
George A. Provol has been named program manager of KSL, Salt Lake City, succeeding Emerson Smith, who has joined the Army Air Force at Hill Field, Utah. Alvin Frick has been named assistant program director, and Russell Stewart has joined the station as an announcer.

Hilton Hodges, announcer of WHW, Topeka, has been elected president of the Topeka Jr. Chamber of Commerce for the coming year. He has been a member of the board of directors for the past year.

Mark Kinsey, news writer of WHO, Des Moines, resigned last week to become office of national director of aviation cadet training for Veterans of Foreign Wars.

Dave Murphy, program director of WKNY, Kingston, N. Y., has resigned to join WGY, Schenectady.

Howard Rhines, announcer of KMPC, Beverly Hills, Cal., has been elevated to chief announcer.

Mary Elizabeth Fitzen has joined NBC Hollywood traffic department, succeeding Don Smith, who is being dispatched into the Army.

Lucien Dilutsch of Hollywood Blue traffic has been inducted into the Army.

Bill Vorhis, of the program department of WBBM, Chicago, is on leave as an aviation cadet.

Ruth Pater, formerly of KSRO, Nevada, Okla., will join KDKA, Pittsburgh, as traffic manager. Irwin Morrison, also from KSRO, has been assigned to the announcing staff of CHIC. Gordon Keelie has left CHIC to continue musical studies in Toronto.

Lucy Vincent G. DeRitis, Jr., of the Army Air Force, recently returned to Rochester on leave and did an announcing stint on WHOE, his former station.

Dick Carlson, newswoman at WJZ, New Haven, will leave shortly to join the Navy's V-5 ensign training course.

Warren Sweeney, CBS announcer who handled broadcasts of the recently-ended centennial season of the New York Philharmonic-Symphony Orchestra, will announce the concerts for the 1942-43 season.

Wm. R. Harshbarger, Chicago, has been appointed to handle publicity of WATI, Chicago. Account executive is Bob Sinker, formerly assistant promotion manager of Esquire.

Paul Price, assistant to Kenneth Thompson, chairman of the Hollywood Victory Committee, and Dorothy Crawford, Los Angeles radio singer, are to be married May 28.

Bill Day, assistant news editor of KOA, Denver, is a cadet in the Army Air Force and waiting for a call to duty. Vic Blanke has joined the announcing staff of KOA, Denver.

William Willis, publicity director of WRVA, Richmond, has been appointed an ensign in the Naval Reserve.

E. J. Tyson, sportscaster, and E. L. Winters, caption of WYTO, Detroit, are celebrating 20 years continuous service with the station.

Carl Sprinkle, of the NBC Washington news staff, is now a private in the Army.

Hugh Harper, continuity chief of WMM, Pittsburg, Mo., is to report to the Army early next month.

Honeycombers are Mr. and Mrs. Nathan Scott. He is the Hollywood Blue musical director. She is secretary to the network's production manager there. They were married May 9 in Las Vegas, Nev.

Ken Carpenter, Hollywood announcer, has been assigned to the weekly half-hour Blue program, "Rumba Rebelce, sponsored by R. J. Reynolds Tobacco Co., during its West Coast orientation.

Bill Heddleston, student of Wake Forest College, will join the summer announcing staff of WFNC, Fayetteville, N. C., about June 1.

Harlan Judkins, formerly of KIWW, Oklahoma City, has joined the announcing staff of KGOF, Coffeyville, Kans., replacing Hal Hough now in the armed forces.

Robert Freeman, head of the transcription department of WEEI, Boston, will go on a regular announcing schedule for the summer. His position will be filled by Stanley Mann, now his assistant.

Jacques Thivierge, French program director of CKRN, Roslyn, N. Y., was married early this month in a quiet ceremony.

Alan Meitner, formerly of CBS, and most recently publicity director for the Government four-network series "This Is It," last week became the father of a girl, his first child.

Red Foley, musician of WLS, Chicago, on leave of absence, is in business for himself looking talent and promoting a dude ranch near Peoria, Ill.

Joel Blake, formerly production manager of WINS, New York, has joined the announcing staff of WKVU, Poughkeepsie, N. Y., and staff announcer of WFPS, White Plains, N. Y., has joined the announcing staff of WPAT, Paterson, N. J.

Bill Day, assistant news editor of KOA, Denver, will take over the station's Sports Page of the Air during the summer while "Pops" Parsons is on leave. Denise Smith has joined the accounting staff of KOA, replacing Miss BooWheler who recently resigned.

Charles N. Dameron, of the Henderson hillbilly troupe of WCKY, Cincinnati, has joined the Navy in Class V-0, and will do public relations work. Bill Robbins, announcer, and June Ammon, WCKY secretary, have announced their engagement.

Dorothy McInlstock, in the continuity department, and Jim Telford, mail clerk, have been added to WOWO-WGL, Fort Wayne, Ind. Evelyn Magley, formerly in the continuity department, has become secretary to Ellen Campbell, program director.

Hing Gilmour, announcer of KOMA, Oklahoma City, has joined the Army Air Force at Kelly Field, Texas. He will be succeeded by Dan Bowers, formerly narrator and actor of Blue and CBS in Chicago.

John K. Chapel, news commentator of KROW, Idaho, left May 16 tenure on the evening tour through Mexico and Central America.

Florence Balloch, program director and publicity director of WCCO, Minneapolis, has been appointed statewide radio chairman for the Connecticut State Federation of Music Clubs.

Frank Shaffer, formerly a sportscenter of WBLS, Clarksville, Tenn., has joined the Navy.

Gene Rubena has left the announcing staff of WFIL, Philadelphia, to join WNEW, New York.

Allen Charles, announcer of WHW, Glenwood, and Jane Metzger, of Salem, Ore., have announced their engagement, and the wedding is being set for next month.

Wade Barnes, formerly of WTMG Cleveland, has joined the announcing staff of WCAU, Philadelphia.

Jack Steck, for the last six years a member of the announcing staff of WFIL, Philadelphia, has been appointed director of press relations and special events. He succeeds James Allen, who resigned to accept a lieutenancy in the Quartermaster Corps in Washington.

William Manns, graduate of Temple U., has joined the staff of WIP, Philadelphia, as summer relief announcer.

Kani Evan, announcer of KBAP, Phoenix, Ariz., has joined the Army Air Force.

Sam Carey, formerly of WBOC, Salisbury, Md., has joined the announcing staff of WYRA, Richmond, Va.
Walker, WSAU-WMAM, Commissioned by Army

WILLIAM E. WALKER, president of WSAU, Wausau, and WMAM, Marinette, Wis., as well as head of the advertising agency bearing his name in Madison, Wis., has been commissioned a captain in the Army.

Capt. Walker served as an ensign in the Navy during World War I and up to 1938 was a lieutenant (j.g.) in charge of naval intelligence in that area. He built WISJ, Madison, in 1930 and for 11 years was manager of WIBA, Madison, resigning a year ago.

Capt. Walker has announced that his agency will be closed for the duration and all the accounts transferred to Arthur Towell Inc., Madison.

Harvey Rejoins KDKA

E. D. HARVEY, who was connected with KDKA, Pittsburgh, in 1929-31, has returned to that station as program director, according to James B. Rock, general manager. Mr. Harvey replaces Franklin Tooke, now serving in the Navy. Mr. Harvey started in 1927 with NBC Chicago before going to KDKA. Later he served as program manager of WCAE, Pittsburg, in 1931 and subsequently went to New York as general program manager for all the Hearst stations.

Simon Aids Treasury

AL SIMON, publicity director of WHN, New York, has been granted a short leave by the station at the request of the Treasury to help organize a radio campaign for promotion of war savings stamps and bonds. He will join the New York War Savings Staff, and will work out of the New York headquarters of the War Bond Pledge Campaign.

Bob Patt, sales promotion manager of WHN, will temporarily take over Mr. Simon's work, with Vivian Brown and Roland Hamel of the publicity staff continuing regular publicity activities for the station.

'This Is Our Enemy'

REPLACING the Keep 'Em Rolling program, This Is Your Enemy, written and produced by the radio staff of the Office for Emergency Management and designed to dis- close the nature of the Axis rulers, started May 24 on MBS as a weekly half-hour program. The first show was written by Bernard Schoenberg, O.E.M. radio director, and produced by Frank Telford, who writes the You Can't Do Business With Hitler series used on transcriptions on most U. S. stations. First program dealt with women in Nazi-held territory and featured Wally Dale, former WAEX, Chicago, as commentator. Following this were special segments on the war in the Pacific and the war in Europe, and interviews with various experts. The second program, which took place May 31, was a series of dramatic vignettes dealing with the Axis war effort. The third program, which went on the air June 7, was a series of dramatic vignettes dealing with the Axis war effort. The fourth program, which went on the air June 14, was a series of dramatic vignettes dealing with the Axis war effort. The fifth program, which went on the air June 21, was a series of dramatic vignettes dealing with the Axis war effort. The sixth program, which went on the air June 28, was a series of dramatic vignettes dealing with the Axis war effort.

How you can make $24,393,000

IT'S EASY! Raise sheep! They eat grass and brush . . . raise more sheep, and you have a bonus of high priced wool. (Or haven't you bought a suit lately?) The 678,400 farm homes in our primary area consider this $24,393,000 1/2' pin money' from a fifth or sixth place crop.

Even if you can't raise sheep you can still get yourself a good-sized chunk of OUR FAMILY'S income by using WIBW. When it comes to following the leader these farm families fall right into line behind the friendly, neighborly buying suggestions they hear over WIBW.

Ford to Manage WWPG

FRED H. FORD, formerly commercial manager of WJNO, West Palm Beach, Fla., has been named general manager of WWPG, Lake Worth, Fla. Mr. Ford has been with WJNO for four years and has a background of newspaper experience as well.

MacARTHUR'S THANKS

American Hero Grateful For
Rochester Pledge

FOREMOST in the minds of those at WHEC, Rochester, was the desire to lend impetus to the city's war production program. Accordingly, the station on April 2 presented Production for Victory, a program dedicated to the industries and workers prosecuting the war effort at home. Simultaneously, Gunnar O. Wiig, WHRC general manager, called Gen. MacArthur at his headquarters in Australia:

"Bausch & Lomb Employees starting 'Make More For MacArthur' month. All Rochester war industries are blasting away 100% plus for the synonymous words, Mac-Arthur and victory. Rochester is with you!"

On April 11, the surprised Mr. Wiig received the following cable from the busiest man in the armed forces: "Appreciate greatly your fine message of April 2 which was delayed in delivery—MacArthur."

G. Albert Henderson

G. ALBERT HENDERSON, assistant to the president of AFM, has been resigned May 28. He was responsible for the day while attending a meeting of the union's Pennsylvania-Delaware council at Chester, Pa. Born in Canada, Henderson was a pianist in his youth, becoming president of Toronto Local No. 149 of AFM of U. S. and Canada and a member of the executive board of the international union. For 11 years he held the job as assistant to the president of the international union.

Fulton Lewis Awards

AMATEUR newscasters from all New Orleans high schools received 'Fulton Lewis Certificates of Merit' from the WNOE Washington march last week. The student newscasters, 300 in number, have been selected during the past school year from WNOE, weekly broadcasts on WNOE, WIBA, WNOE New Orleans outlet, conducted by the station's educational director, Beverly Brown. For the occasion, Fulton Lewis jr., who has been designated by the students as their favorite commentator, recorded a 20-minute speech.

WIBW IN "The Voice of Kansas"

How you can make $24,393,000

WIBW IN "The Voice of Kansas"

COLUMBIA OUTLET FOR KANSAS

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPERS PUBLICATIONS, INC.

NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

BROADCASTING  •  Broadcast Advertising

May 25, 1942  •  Page 35
War Changes Suggested As Theme of Advertising

WAR advertising should help customers informed of changes made necessary by the war effort—how to take care of goods available, how waste is sinful and hoarding is treason, lowering the standard of living, what we can do without—according to Hugh MacKenzie, director of the Wartime Prices & Trade Board's Division of Simplified Practices in a recent speech before the Advertising & Sales Executives Club of Montreal.

"Tell your customers," Mr. MacKenzie stated, "that they must not expect service, that they must do things for themselves. They these things from a national viewpoint and not from the narrow concept of one unit in one industry, and develop on a nationwide basis these underlying themes in your advertising. Finally, give a salute to Mrs. Consumer who is helping in the struggle against inflation. If you give her the credit she deserves, she will extend her help and she will repay you with her good-will."

DON BASSETT

BECUSE a man who was about to open a broadcasting station heard Don Bassett's voice from an amateur station one Saturday evening. Don today is timebuyer for one of Canada's oldest advertising agencies—A. McKim Ltd., Toronto.

Back in 1935 Don was on the air from a friend's station. At the other end of the two-way phone talk the operator said he liked Don's voice; would he be interested in an announcing job at CJCS, Stratford, Ont.? Don took the job, his first in radio. Then Roy Thomson, now of Northern Broadcasting & Publishing Co., Timmins, Ont., bought the station, Don remained, later was moved to CRGB, Timmins, as salesman-announcer, then to develop merchandising and sales promotion in connection with national business. By Christmas of 1936 he was manager of Northern Broadcasting's Toronto office and in 1938 he moved to Montreal to open a similar office for the firm. The next year he moved back to Timmins to reorganize for the entire Northern Broadcasting group of stations in Ontario and Quebec their merchandising and sales promotion setup.

Late in 1939 he became radio director of James Fisher Adv. Co., Toronto. Last year an opportunity came to take charge of a transcription and recording company, Radio Center Ltd., Toronto, and from there he was offered the post of radio director and timebuyer of A. McKim Ltd.

Don Bassett was born at Barrie, Ont., Aug. 6, 1910. At an early age he moved with his family to Winnipeg where he went to school, later moving to Toronto, where he completed his education.

In his present post he handles national beverage and drug accounts, has done a considerable amount of work on Government wartime programs. He knows most Canadian station managers and commercial managers personally, is known to many advertising agency men in New York and Chicago through his former connections with Northern Broadcasting. When he gets time off from the work at the agency he likes to ski in winter, play golf in summer. Only recently, March 7, 1942, he married Margaret Burris, of Toronto.

More Sperry News

GENERAL MILLS, Minneapolis (Sperry flour), on June 1 starts a five-weeks quarter-hour news- cast, Sperry News by Sam Hayes, on 6 CBS Pacific Coast stations (KKNX KARM KROY KW KOIO KQOI), Monday through Friday, 1:15-1:30 p.m. (PWT). Contract is for 52 weeks. Firm, in the interest of Wheaties, will continue to sponsor Breakfast News by Sam Hayes on 6 NBC West Coast stations (KPO KFI KJZ KGW KOMO KHQ), Monday through Saturday, 7:45-8 a.m. (PWT). Agency is Westco Adv. Co.

Trommer on 10

JOHN F. TROMMER Inc., Brooklyn (beer), in early May started a campaign of three to five-weekly transcribed announcements on four eastern stations, using the theme of “two-way lightness”. Running through the summer in conjunction with a newspaper campaign, the spots will be placed on about 10 stations. Agency is Federal Adv. Agency, New York.
GRANT to WSAM, Saginaw, Mich., of a frequency shift from 1230 kc. to 1400 kc. with an increase to 250 watts and fulltime operation was proposed last week by the FCC. WSAM at present is using 100 watts night and 250 day, specified hours, sharing time with WMPC, a non-commercial church station at Lapeer, Mich.

In announcing its proposed action last Tuesday, the Commission stated that while the shift would result in certain coverage losses to WSAM as well as WJLB, Detroit, these affected areas were still serviced by at least four other stations.

Also, the announcement said, a population now receiving only a parttime service would be benefited by fulltime service. The proposed grant also stipulated WSAM would deliver one set of the crystals in its possession to a recognized manufacturer or distributor and notify the Commission of the disposition thereof.

The hearing on this application had been held prior to the announcement of the FCC’s policy on April 27 with regard to use of materials for construction or changing of facades. No question was raised under that policy. The Commission also revealed that two sets of crystals were owned by WSAM prior to Feb. 23 and that one set “may and should be made available for other uses.”

Colin, Dickson Slated To Return From Lisbon

DAVID COLIN, former NBC correspondent in Rome, and John Paul Dickson, former MBS correspondent in Berlin, both of whom have been interned as aliens since the United States declared war on Italy and Germany, are among the newspapermen in Lisbon who will be exchanged for Italian and German newspapermen held in this country.

Details of the actual exchange are secret, but it is assumed by both networks that Colin and Dickson will come to America on the Swedish ship Drottningholm, which has sailed for Lisbon, Portugal, with the foreign newspapermen aboard.

JEROME LAWRENCE, Hollywood writer, is author of the dramatic series, A Date With Judy, which starts June 23 under sponsorship of Pen- dent Co., on NBC stations, Tuesday, 10-10-30 p.m. (EST), as a summer replacement for the weekly Bob Hope Show. MGM just recently bought film rights to Lawrence’s Columbia Work- shop radio drama, Now We Are Twenty-One.

WNRC’s Awards

(Continued from page 20)

with a speed faster even than the speed of modern warfare.

“Radio’s news standards were set so high that a majority of the American people voted radio its most dependable source of accurate, unbiased news. When war came, American radio was prepared and joined its country’s service with the first news of Pearl Harbor.”

Some of the difficulties of a few years ago in broadcasting from Europe at war to an America that was still at peace were described by Helen Heitt of the Blue Network, whose exclusive broadcast of the bombing of Gibraltar made her the only woman winner of the National Headliners award.

Advocate of Truth

Max Jordan, who formerly represented NBC in Central Europe, declared that “thanks to radio, the Nazi blackout of truth is not complete. In Italy and Germany, as well as in all the occupied countries, millions continue to ‘play death,’ but they put it, by listening to newscasts which reach them over foreign airwaves that are verboten. Millions hope for messages of encouragement and for a real challenge of their oppressors.”

This thought was echoed by Rosemary Sareck, Scandinavian member of the CBS shortwave staff, who said that when she is asked what she is trying to do with her broadcasts to Sweden, her answer has been: “To tell the truth.”

Elizabeth Wayne, MBS correspondent in Java until a few weeks ago, described the outbreak of war in the Pacific as seen from Batavia, capital of the Netherlands East Indies. Alex Drier, NBC representative in Berlin who got out of Germany just 36 hours before the Jap attack on Pearl Harbor, told of conditions in Germany at that time. Maj. George Fielding Eliot, CBS military expert, and H. Y. Kaltenborn, NBC news analyst, spoke briefly on their tasks in interpreting and explaining the news from abroad to their listeners at home.

Lisa Sergio, commentator of WQXR, New York, in a tribute to the foreign correspondents of radio, pointed out that Hitler’s dreaded secret weapon had turned out to be “not a machine, not a gun, not a plane or a seagoing vessel, but plainly and simply the human word”.

WGN Softball Team

UNDEFEATED softball team of WGN, Chicago, and the Chicago Tribune, has been challenged by teams in Lafayette, Ind., Sterling and Barrington, Ill., since winning from the Regimental champions of Midshipmen’s school and two teams from Navy Pier, Chicago. Team members of WGN are: Bob Elson, announcer, pitcher who holds the batting lead; Stan Kramer and Milt Heidrich, publicity writers; Leroy Oliver, sound effects engineer; Dick McNeely, newscaster.
Servicemen Salute Is Planned by GE
Newspapers and Stations Join In New Shortwave Series

ARRANGED by various newspapers throughout the country, many of them station operated, and directed to the “Men in Service” through General Electric’s three powerful shortwave stations, a new series of programs will be inaugurated June 6, 11:30 p.m. (EWT), and continue weekly for the next year or more. So that the men in service may be able to receive them, no matter in what part of the world they may be stationed, each program will be broadcast three times daily from KGEI, San Francisco; twice from WGEA, and once from WGEW, all in Schenectady.

The initial program, of one-half hour, will originate in Washington, and will be arranged by the Washington Star (WMAI). It will be broadcast locally in that city and then recordings will be rushed to both Schenectady and San Francisco for rebroadcasting over short-wave one week from the date of the longwave program. Thus the program in Washington on June 6 will not be shortwaved until June 13.

Shortwave Schedule

The schedule of the shortwave broadcasts which will be the same every week as follows:

KGEI — Saturdays, 1:30 a.m. (PWT), for Alaska, Hawaii, the islands of the Pacific and the Antipodes; 8 a.m. (PWT), for China, Burma, India etc.; 7 p.m. (PWT), to the Canal Zone and South America.

WGEA — Saturdays, 6:30 p.m. (EWT), for Australia, South America, Newfoundland and Iceland; Sundays, 12:30 p.m. (EWT), for Ireland and England.

WGEW — Saturdays, 6:30 p.m. (EWT), for Australia South America and Newfoundland.

The programs will consist of entertainment, including music, songs, greetings from the chief executive of the city in which the program originates and from the editor or publisher of the newspaper sponsoring the program. It is also planned to have personal greetings sent from any of the mothers and sweethearts of the men in service.

Among newspapers which have agreed to sponsor programs are: New York Sun, St. Louis Post-Dispatch (KSD), Knoxville News-Sentinel (WNOX), Albany Times-Union (WABY-WOKO), Minneapolis Star-Journal, Indianapolis Star, Buffalo News (WBEN), Atlanta Journal (WSB), Richmond News-Leader (WRNL), Kansas City Star (WDAF), Memphis Commercial-Appeal (WMC), Boston Traveler, Rochester Times-Union (WHBC), New Bedford Standard-Times (WNBH), Manchester Union, Jamestown Post-Journal, Hartford Times (WTIC), Syracuse Post-Standard, Elmira, etc.

ANOTHER Announcerette, Evelyn Fulwiler, takes her place behind the mike to become the first woman announcer of KRBC, Abilene, Tex. Only 20, Miss Fulwiler, joined the station last fall as a typist, later was placed in charge of traffic, and finally was assigned to announcing chores.

New Amplifier

ENGINEERING department of KSFO, San Francisco, has designed and installed a new type limiting amplifier, popularly known as the compressor type of amplifier, said to increase the station’s power. It was supervised by Allan A. Kees, audio engineer of KSFO. The new amplifier will allow a 20% increase in signal availability for receivers over the present commercial type, it is claimed. In addition, it is said to supply a cleaner audio channel to the transmitter. The equipment is compact in size, being encased behind the standard 19 x 10½-inch relay panel. The front of the amplifier is of the modern design. The panel indicator and dials are calibrated in decibels with complete indication of the degree of compression.

Star-Gazette (WEGS), Niagara Falls Gazette (WHID), Water- town Times (WWNY), Worcester Telegram (WTAG), Waterbury Republican (WBRY), Portland Press-Herald (WGAN), Battle Creek Enquirer & News (WELL), Pembroke Eagle-News, Springfield (O.) News & Sun, Columbus Dispatch (WBNS).

LOCAL LOYALTY BUILDS SALES RESULTS
TO GET THAT LOYALTY PLACE YOUR ADVERTISING

The DAYTON, O. Station
5000 Watts Day and Night
The Blue and NBC Nets

Page 38 • May 25, 1942
FAMOUS SCRIPTS are revived and new shows are presented on a weekly series heard on WMC, New York, titled Previews & Encore Theater. Works by Norman Corwin, Ted Key, M. Bentover, Ronald MacDougall, Ed Byron and Joel O'Brien are scheduled. Producer is Mr. O'Brien, formerly production assistant on the 8:30 by Corwin programs on CBS, and currently writing We the People, sponsored on CBS by Gulf Oil Corp.

Purely Propaganda

FRANKLY admitting that it is propaganda, KSTP, St. Paul, has launched a new series which goes into the origins of wartime intelligence and traces developments to the present day. First of the broadcasts was titled Propaganda. Broadcast. Bill Murphy produces and talent is drawn from the little theatre movement at the U of Minnesota.

Oklahoma Morale

DESIGNED to keep high the morale of Oklahomans, Listen Mr. Smith, has started on KOMA, Oklahoma City. Station reports the program was instituted at the suggestion of ODF Director Archibald MacLeish. Scripts are handled by John Woodworth while dramatization is done by Mac Fuller, Dave Hudson and Amzie Strickland.

Price Control

INFLATION is the subject of a new weekly series of forum broadcasts presented by the General Corp. network starting May 25. Planned to explain and criticize anti-inflationary measures of the Government, the programs will be aired weekly as a Farm & Labor Forum, will deal with the how and why of price control. Workers and farmers will have their say in this educational series and listeners' questions will be answered by speakers familiar with the problems of industry and agriculture.

Victory Is the Goal

AS PART of its "Win the War" campaign, the Greater New York Industrial Union Council of the CIO has started a weekly series on WQXR, New York, designed to "promote decisive victory over the Axis". Win the War presents 20-minute dramatizations of "the war effort of all the people" with scripts prepared by members of the Council's constituent unions, in cooperation with the Newspaper Guild of New York. Professional coaching for the writing is provided by Peter Lyon, writer of such network shows as Are You a Missing Heir, on CBS; Cavalcade of America, on NBC, Paul Stewart, formerly movie director, now free-lance radio producer, is supervising production.

Nearby Resorts

INFORMING listeners of nearby vacation spots within easy access of St. Louis, WEW is conducting a special program aired by Charles Stradley, the roving reporter of weekend tours. Stradley has made a coverage of all available vacation spots that can be reached, enjoyed and returned from in one day without abusive use of the car, gas or tires. From this welter of information he prepares his thrice-weekly broadcasts.

Yankee Lore

MARY JANVRIN, Sunday Songstress of WHEB, Portsmouth, N. H., has become the station's Miss Mary Melody. Her Story Book Time, a new series, is broadcast every Wednesday afternoon at 5:15 p.m. presenting a quarter-hour of true stories based on New England lore and tradition illustrated with her own songs. The program is essentially for children, but adult lovers of provincial history have received it with much enthusiasm, according to fan mail.

For Women's Morale

TO UPLIFT morale of war workers' wives, WGY, Schenectady, is offering the weekly program, Women's War Forum. Each week women whose husbands are engaged in war work appear with leading women writers. Speakers on the program have included Katherine Fisher, director of Good Housekeeping Institute; Clara Savage Littledale, editor of Parents Magazine; Inez Robb, INS feature writer and Carmel Snow, editor of Harper's Bazaar. Program is produced by Charles Kebbe.

Free Bonds

DEFENSE Bond giveaway of $1,050 each week, sponsored by 50 independent movie houses in Philadelphia as the Bonds for Victory Radio Theatre Co. will begin May 28 on WIP, Philadelphia. The giveaway was originally scheduled to start last month over WIPEN, Philadelphia, but it is understood that the program was held up over lottery objections raised by postal authorities. From a registration list gotten up by the sponsoring theatres, three calls are made by telephone, with two $25 bonds for the first two completed calls and the $1,000 bond for the third call. Bond money on any uncompleted call is turned over to a war charity. Placed through H. M. Dittman Agency, Philadelphia.

Choice of Records

CUING listeners to young men's tastes, Indiana State Teachers College has developed a novel program over WBOW, Terre Haute. Each student brought his favorite phonograph record and a portion of each record was played over the air and discussed by the students assembled with a view to including each disc in a package to be sent to Army & Navy camps. Listeners are urged to form similar groups and donate records for similar packages, being advised to follow the tastes indicated by the student participants in the program. Dr. Clarence M. Morgan, Hoosier Schoolmaster of the Air, directs the program.

DISMISSAL of application for a new local station in Alice, Tex., originally submitted by the Walmac Co., operator of KMAC, San Antonio, was granted last Tuesday by the FCC.
Price Ceiling in Canada Reduces Premium Offer

SOME PREMIUM offers are due to go off the air in Canada as the result of price ceiling regulations. First indication of this development came to CCA, Edmonton, Alta., when it received a letter from the Vancouver office of the Wartime Price & Trade Board pointing out that under price ceiling regulations premium offers on commodities under ceiling regulations may not be made.

CCA was carrying the quiz show Dollars for Scholars for a local baker through Cockfield Brown & Co.'s Vancouver branch office. The regulation also does not allow the giving of war saving stamps as prizes in lieu of cash. A similar order from the Wartime Price & Trade Board is understood to have been given CFCN, Calgary, carrying the same program.

NEWs Schedule at WSAI

WHEBB, Portsmouth, N. H., has instituted a servicemen's studio in the local USO building which features the personnel of five harbor defense camps, a marine barracks and the Portsmouth Naval Yard. Programs will feature soldiers, sailors and marines along with station talent bringing out the spirit and visual talent. Already several programs have originated from the studio featuring the voice of a drafted Pvt. Dave Thomas, the Singing Soldier.

WSM, Nashville, recently broadcast a 30-minute program from the historic "Hermitage" on the occasion of the annual "Dark Horse" event held there. Theme of the program was Food in Defense.

KBRS, Harlingen, Tex., opened May 10 its Hidalgo County Studios in the Casa de Palmas Hotel.

WJKO, Cape, Ill., reports that nearly a quarter of a million was raised for the sale of war bonds and stamps on the eve of the station's pledge campaign when the station conducted its two-hour radio rally for the drive. Listeners phoned pledges and requests for bond purchases direct to the studios.

WSGN, Birmingham, featured four direct broadcasts during the first annual Northern Alabama Fat Stock Show May 8-9. Interviews of 4-H Club and PFA boys and girls whose calves participated were broadcast.

WSGN provided the talent for a floor show which accompanied the Show's banquet. WSGN is also sponsoring the appearance of the winning calf and its owner at the International Livestock Show and the 4-H Club Congress, scheduled this year for Chicago.

WEIM, Fitchburg, Mass., in cooperation with the Fitchburg State Teachers College is airing a weekly civilian morale series, Rally Round the Flag. Program features two speakers from local organizations telling what their group is doing for the cause with music furnished by the school's ensemble and double quartet.

KOIN, Portland, was recently honored when its chorus was flown to Vancouver, B. C., for a three-day engagement before a district convention. The invitation came as a result of a performance by the singers in the gathering in Portland two years ago, attended by British Columbia delegates.

MOTHER'S DAY provided the theme for a recent program over KBWD, Bremerton, Wash. 50 soldiers, flown from Camp Bowie, developed the material for listening mothers. The soldiers were interviewed by KBWD announcers and Sgt. George Jacobson of Minneapolis, acted as m.c. Feature of the broadcast was a talk by Sgt. Rudolph Feller, an Austrian refugee, who spoke to the mothers as an aliens whose last news of his mother came from a concentration camp in Austria. Music for the program was alternately furnished by two service bands and production handled by A. D. Whisenhunt, KBWD program director.

A PLAN is being worked out to broadcast shows which will be given at the Stage Door Canteen which will be opened in Philadelphia June 15 in the basement of the Academy of Music. To help defray expenses of the servicemen's rendezvous, the programs will be sponsored, with investors interested in becoming the sponsors and it is understood Bonwit Teller & Co., department store, will be the sponsor for a weekly half-hour broadcast on WCAU.

KOIN, Portland, Ore., is sending "From WKO to You!" Tuesday through Saturday at 3 a.m., to servicemen in far flung posts. Program is in the nature of an open letter and is conducted by Bob Harris.

Page 40 • May 25, 1942

BROADCASTING • Broadcast Advertising
RUMOR BOX is the contribution of Jack Laffer, WJR, Detroit, and he suggests that radio stations will find it an instrument of value. The inside of the rumor box is heavily lined with felt as is the mouthpiece and any word spoken into it is immediately killed. Laffer advises announcers to have one handy for use in stifling military secrets, false rumors, gossip, criticism based on ignorance, thoughtless statements and loose talk of all kinds.

HISTORY is being made at the mike of WWVA, Wheeling. In a novel broadcast May 17 they carried the presentation of an honorary degree by Bethany College to Maj. Gen. Richard E. Shubert, chief of staff to Gen. Douglas MacArthur. Then when officials of the Navy recently arrived by water in Wheeling, for what is claimed to be the first time in naval history, WWVA was again on hand with its mike. The occasion marked the presentation of an "E" award to the Wheeling division of the Continental Roll and Steel Foundry Co.

MORT LAWRENCE, who conducts the all-night recorded Dawn Patrol for the Pep Boys on WIP, Philadelphia, has now geared his program for national defense and has designed it to reach all-night workers in defense plants by offering mental relaxation and off-time entertainment. In addition to the recorded music, the Dawn Patrol now includes many rebroadcasts of popular Government programs heard during early evening hours.

WSR, Stamford, Conn., has started a new series for the local Civilian Defense Volunteers Office. Built around a forum of volunteers headed by Stanley High, the forum discusses problems of local defense, how they will be met, and how each citizen of the city can find a place in the organization. The program is produced by Bill Yoe, program director of WSR.

claimed the first broadcast from the Federal courtroom in Macon, WBNL, Macon, on May 1 aired the naturalization of more than 50 aliens through permission of Judge Bascom S. Dower, judge of the Middle District Court of Georgia. Program was arranged by WBNL and the Americanization Committee of the American Legion. It was also claimed that this was probably the first broadcast of such ceremonies in this country.

MILITARY MARRIAGE was on the air over KDYL, Salt Lake City, when Mamie Mott Lane of Salt Lake City, became the bride of Sgt. Albert Scheu- bech, Reedsburg, Wisc. Before an audience of 400 fellow soldiers, the groom and his bride were married by Lt. Col. Clarence Neslen, post chaplain. The marriage was part of the station's weekly program, You're In the Army Now.

FROM 3,000 to 5,000 messages are handled daily by NBC's "network within a network" — the telephone division of the traffic department, which is in direct telephone contact with 210 radio stations, as well as with the Army, Navy, press associations, newspapers, advertising agencies and other points. The messages consist mainly of program details, schedules, cues, publicity and occasionally entire scripts. The system operates on a monthly budget of $20,000, excluding salaries, and is headed by H. A. Woodman.

WIBW, Topeka, which has been conducting Aria Auditions, produced under auspices of the Cincinnati Opera Co. to discover new talent, reports that auditions have been completed. Minerva Davis, mezzo-soprano, was declared winner and is to have her voice transcribed for competition in the zone finals at Kansas City, May 23. Miss Davis will be sent in place to Cincinnati to compete with 17 other zone winners. Four winners are to be selected and will be given professional opera roles this summer. Maudie Schreiber, music director of WIBW, conducted and supervised auditions.

THREE MBS programs which have been shifted to new time will be Fulton Lewis Jr.'s Production for Victory, from Thursday to Wednesday, 9-15-0:30; Mystery Hall, from Sunday, 0:30-7 p.m. to 7-30-8 p.m.; Nobody's Children, from Sunday, 7-30-8 p.m. to 8-0-30.

KTSF, San Antonio, on May 12 sponsored a personal appearance of Cecil Brown, CHS foreign correspondent, at the San Antonio Municipal Auditorium. Station reports that about 1,000 seats were sold for the event with net proceeds donated to the Medical Fund for Civilian Defense. An open forum followed the talk.

ED MASON, farm program director of WLW, Cincinnati, attended a meeting in Chicago last week of AAA chairman from the 48 states. Purpose of the conference which lasted three days was to map the nation's 1943 farm program and make an inventory of the 1942 food stocks.

WMAQ is the station most Chicagoans listen to most.

WMAQ is the station which carries 7 of the 8 most popular programs on the air.

WMAQ is the station most people in 33 important trading centers listen to most.

WMAQ is the Chicago station listened to most in 9 metropolitan centers.

WMAQ is the station that most people in 123 counties of Illinois, Indiana, Michigan, Iowa and Wisconsin listen to most.

And as a consequence, it is the best vehicle for your sales message in the Nation's second market.
American Chicke Co., New York, as weekly, thru Badger, Brownings & Hesser, N. Y. American Cigarette & Cigar Co. New York (Pall Mall), as weekly, thru Ruth- 
rauff & Bunn, N. Y. American Institute of Food Products, New 
York, & Chicago, as weekly, thru Adams, Chicago, Agency, 
Newark, N. J. Bramwell, Durham, N. C., as weekly, thru 
Chat, W. Hoyt Co., N. Y. American Tobacco Co. New York (Lucky 
Strike), as weekly, thru Lord & Thomas, N. Y. Beemam Pills Inc., New York, as weekly, thru Atherton Drugs Inc., N. H. Beechunck Packing Co., Cananasahich, N. Y. (Beechum, Nat.,) as weekly, thru 
& Pierce, N. Y. Hecker Products Corp., New York (Force), 5 sp weekly, thru 
Roth & Ryan, N. Y. Thos. Leoming & Co., New York (Sume 
Bengal), as weekly, thru J. R. & Edc- 
hardt, N. Y. Newell-Emmett Co., New York, as weekly, thru 
Newell-Emmett Co., N. Y. New York Co., New York (shoe polish), weekly, thru 
J. Walter Thompson Co., N. Y. KFRC, San Francisco Van Camp's, Inc., San Francisco (Tenderloin), 75 sp, thru 
San Francisco, 3 sp weekly, thru Leon 
H. Long, San Francisco. Ligetti & Myers Tobacco Co., New York (Chesterfield), 42 sp weekly, thru 
Newell-Emmett Co., N. Y. Standard Beverage Co., San Francisco (Par 
-T-Fak), 5 sp weekly, thru Emil 
Richardson & Co., San Francisco. 
Petri Wine Co., San Francisco, 5 sp weekly, thru 
Erwin, Waesner & Co., N. Y. Safeway Stores, San Francisco (Nu Made 
Mayonnaise), 1 sp weekly, thru 
Lord & Thomas, San Francisco. 
Hecker Products Corp., New York (Shinda 
Jet Oil), 50 sp weekly, thru 
Andrew, Buchanan & 
Co., N. Y. Proctor & Gamble Co., New York (Lava soap), 1 sp weekly, thru 
Bow Co., N. Y. Park Co., New York, 5 sp weekly, thru 
Wischmmer, Davis & Staff, 
San Francisco. Pacific Brewing & Malting Co., San Jose, 
Cal. (Welland's beer), 1 sp weekly, thru 
Lever Bros. Co., New York (Saw's soap), 10 sp weekly, thru 
Young & Rubicam, N. Y. KJH, Los Angeles 
Procter & Gamble Co., Cincinnati (Lava soap), 3 to weekly, thru 
Bow Co., N. Y. A. Lora Linda Food Co., Arlington, Cal. (food products), as weekly, thru 
Van Camp's Inc., Los Angeles. A. Hope, Los Angeles (Harmony 
Vitamins), 2 sp weekly, thru 
J. Walter Thompson Co., Los Angeles. Van Camp's Inc., Indianapolis (Tenderloin), 5 sp weekly, thru 
Calkins & Holden, N. Y. Coast Federal Savages & Loan Co., Los Angeles (finance), 3 sp weekly, thru 
Robert F. Dennis, Los Angeles. WMAI, Washington Ford Dealer Adv. Fund, New York, as weekly, thru 
Brown, N. Y. Larnys Co., Bro. Co. Chicago (Edgewood 
tobacco), 10 sp weekly, thru 
War-Kirk & Lebanon Co., N. Y. Plough Inc., Memphis (proprietary), 6 weekly or 
42 weeks, thru Lake-Sprout 
Shurman, Memphis. KMPC, Beverly Hills Pan-American Coffee Bureau, New York (coffee), 25 to weekly, thru 
(Tobacco), 6 sp weekly, thru Emil Reinh- 
hardt, Oakland. Anglo Calloio National Bank, San Fran 
sisco (Banking), 10 sp weekly, thru 
Roth & Ryan, San Francisco. Golden State Co., San Francisco (crownery 
products), 3 sp weekly, thru 
Roth & Ryan, San Francisco. 
Petro Wine Co., San Francisco (wine), 18 sp weekly, thru 
Erwin, Weis & Co., San Francisco. Wineman & Co., San Francisco (wholesale 
proctor), 5 sp weekly, thru Bofet 
dorf, San Francisco. Hollywood Film Studios, Hollywood, 5 sp 
weekly, thru Raymond E. Morgan Co., 
Hollywood. Lyon & Storage Co., San Francisco (moving), 5 sp weekly, thru 
BBD&O, Los Angeles. San Francisco Floral Industries, San 
Francisco, 6 sp weekly, thru Keno Norman, 
San Francisco. A. B. Boyle Co., San Francisco (San) 6 sp, thru 
J. Walter Thompson Co., San Francisco. National Funding Corp., San Francisco (loans), 40 sp weekly, thru Smith 
& Bull, Los Angeles. Colonial Dances, Los Angeles (cosmetics), 3 sp weekly, thru 
Glasser-Galloy & Co., 
Los Angeles. Bank of America, San Francisco (banking 
chain), 50 sp, thru. WYZQ, Tuscola, III. Berghoff Brewing Corp., Fort Wayne, Ind. 
6 weeks, 13 sp, thru J. W. Ramser Co., 
In Indianapolis. Old Ben Usai Corp., Chicago, 10 sp weekly, thru 
Walter Hamilton Adv., 
Chicago. Geer Brewing Co., Detroit, 5 sp weekly, 
13 sp weekly, thru Brooke, Smith. 
Fenimore & Dorrance, New York, 50 sp weekly, thru 
wick & Legler, N. Y. N. 5 sp weekly, thru 
Calkins & Holden, N. Y. Chicago (Tenderloin), 3 sp weekly, thru 
Roth & Ryan, Chi 
icago. WOW-WGL, Ft. Wayne 
Lehn & Fink Corp., New York (Hinds 
& Food Cream), 5 sp weekly, thru 
William Eady & Co., N. Y. Del 
phar-Mercury, Detroit (Philip Cigars), 30 sp thru 
Century Ad 
Agency, Detroit. KMAQ, Chicago 
Walgren Drug Co., Chicago, 5 sp weekly, thru 
Swimmer & Scotti. 
Ward Baking Co., Chicago, 75 to 
W. E. Long, Chicago. WRC, Washington 
Breyer Ice Cream Co., Philadelphia, 50 to weekly, thru 
Mikie & Al 
bright, Philadelphia. WJZ, New York 
Drake Bakers, New York (Drake's Cakes), 5 to weekly, thru 
Young & Rubicam, N. Y. WKKW, Wheeling 
Pittsburgh Brewing Corp., Pittsburgh, 3 sp 
weekly, thru Smith, Taylor, 
Breed), 12 to daily, 18 weeks, thru 
Tate Bates Inc., N. Y. Beech Nut Packing Co., Cananasahich, N. Y. (Beechum gum), 6 sp weekly, thru 
Newell-Emmett Co., N. Y. 
Martin & Pine Co., Cleveland (Day's Pine 
Gleemor), 5 sp weekly, 10 weeks, 
direct. Breuning Corp. of America, Cleveland 
(Spangle) 10 sp weekly, thru 
10 weeks, direct. Stanback Co., Salisbury, N. C. (biscade 
powders), 21 to weekly, 12 weeks, direct. WEEQ, Boston 
Charles Golden Inc., New York (mustard), 5 to weekly, thru 
Charles W. Hoyt Co., 
Richard Hudnut, New York (DuBarry Suc 
cess Course), 5 sp weekly, thru 
G. Lynn Summer Co., N. Y. 
Oakland Chemical Co., New York (Dixo 
en Cream), 6 sp weekly, thru Worm 
Barton & Co., N. Y. 
Young Bros. & Bailey Circus, weekly, thru 
KFI, Los Angeles Hecker Products Corp., New York (Sphinx, 
set-0il), 5 to weekly, thru 
Benton & Bow, New York. 
Chr. Hansen Labs., Little Falls, N. Y. (Set-0il), 3 sp weekly, thru 
Mitchell- 
Laster & Black, Evansom, Ill. (toner), 4 sp weekly, thru 
Pedlar & Ryan, N. Y. 
Mc's Super Glass Co., Los Angeles (talcoph), 3 sp weekly, thru 
Elwood J. 
Robinson Adv., Los Angeles. Schutter Candy Co., Chicago, 6 sp weekly, thru 
Robers & Smith, Chicago. ‘Perfect Crime’ Back 
RETURNING to the Johnny 
Presente show on NBC, after a year's 
absence, Philip Morris the Perfect 
Crime will be heard on the program 
next each week, starting May 26, replac 
ing Tallulah Bankhead's series of 
playlets, which went off the air 
May 19. The Perfect Crime, a 
series of Detective episodes, with 
action centering around a changing 
lineup at police headquarters, made 
its debut September, 1938 and ran 
through March, 1941. Listeners are 
given time to figure out the correct 
solution of the crime towards the end of the program before the case 
will be explained. The 'Perfect Crime' 
Agency is Blauw Co., New York. 
JOHN E. PEARSON Co., has been 
appointed national representative of 
KRAI, Salina, Kan., and KGGF, 
Coffeyville, Kan., effective May 15.
PEP BOYS of California, Los Angeles (auto supplies), on May 10 started sponsoring a seven-weekly quarter-hour newscast on KFOX, Long Beach. Contact for 22 weeks.

Firm also sponsors a five-weekly newscast on KECO, Los Angeles, and utilizes an average of 28 spot announcements per week for KGB, San Diego, and KFST, San Bernardino. Agency is Milton Weinberg Adv. Co., Los Angeles.

MID-TOWN CATERING Co., Los Angeles (restaurant chain), on May 18 started for 52 weeks sponsoring a six-weekly quarter-hour newscast on KFIF, that city. Firm on a 22-week contract which started May 17 also sponsors six-weekly 15-minute newscasts on KECA, Milton Weinberg Adv. Co., Los Angeles, has the account.

WELLMAN PECK & Co., San Francisco (Weinman Brand food), has started a 52-week announcement campaign on 5 California stations: KIEM KSFO KFBK KMJ KFSD. The firm is using 35 and 100-word spots for six weekly, day and night. The advertiser formerly sponsored Hero of the Week on KFI radio, San Francisco. Agency is Botsford, Constam & Gardner, San Francisco.

WEINSTEIN Co., San Francisco (department store chain), sporadic use of radio, will conduct an announcement campaign on practically all San Francisco stations starting May 31 to call attention to its June sale days. A large number of spots will be used daily. Agency is Botsford, Constam & Gardner, San Francisco.

BANK OF AMERICA, National Trust and Savings Assn., San Francisco (banking chain), sponsored a half-hour on the spot program from the Solano County Fair May 15 on KSFO, San Francisco.

REMAR BAKING Co., Oakland (bread), large user of radio on the Coast, on May 15 started Ranger Rally's weekly half-hour variety program, on KGO, San Francisco. Broadcast originates in Oakland. The daytime broadcast was a radio salute to metropolitan Oakland. Agency is Sidney Garfinkel Adv., San Francisco.


ACME BREWING Co., San Francisco, on May 15 started a weekly quarter-hour participation for 13 weeks in Jack Kirkwood’s Breakfast Club on San Francisco (KFBK KIEM KFRC KVOV KMON KYOC KFRE). In addition Acme is using participation five times weekly on the Emily Barton Victory Food Reporter on KFSC, San Francisco. Agency is Brischer, Davis & Staff, San Francisco.

NO MATTER HOW YOU LOOK AT IT... THERE’S A REASON WHY KTSA’s THE FAVORITE WITH LOCAL ACCOUNTS

CARRIES ALL LOCAL ARMY PROGRAMS

MEMBER
Taylor-Howe-Shawden Group

KGNK KFYO

KTSA KRGV

Represented Nationally by John Blair & Co.

A Great Radio Station in the Great Southwest

SAN ANTONIO 550K C T E X A S

On Your Dial

No wonder KTSA carries more local advertising than any other network station in San Antonio!

The local boys know from first hand experience that KTSA really pulls the sales in the great southwest Texas market; and when the Army wants something done in this area, it comes to KTSA!

Right now, all the programs originated by or from local army posts are broadcast by KTSA exclusively.

They know that ‘community-minded’ KTSA’s great combination of 550 kc. and 5000-1000 watts means greater audience acceptance and more intensive coverage.

To brand your “hard-to-sell” promotions deep in the heart of Texas—buy KTSA!
NORMAN WEBSTER IN DEFENSE WORK

NORMAN B. WEBSTER, technical supervisor of the McClatchy Broadcasting Co., on May 18 joined the National Defense Research Council as research engineer and will be stationed in New York. The precise nature of his work, pursuant to policy, was not revealed.

Mr. Webster joined McClatchy in 1925 as an operator on KMJ, Fresno. Previously, he had been in the Coast Guard. He was born in Los Angeles. He became technical supervisor in 1939, transferring to headquarters in Sacramento under Guy C. Hamilton, vice-president and general manager of McClatchy newspaper and radio interests.

No successor has been named. Executive direction of the technical activities, however, will be taken over by Howard Lane, manager of McClatchy radio operations. Mr. Lane has supervised business operations of the McClatchy stations, while Mr. Webster directed all technical activities.

Plenty of Talent

A RESERVOIR of more than 10,000 volunteer screen, stage and radio actors can be tapped for casting Three Thuds of the Nation, morale-building program presented on BLUE each week by WPR. The series is produced in cooperation with the Hollywood Victory Committee, clearing house for wartime appearances of the Associated Actors & Actresses of America.

Blackout

UTILIZING an automatic radio device tuned to WTAG, Worcester, the school system has developed what is believed to be the city's first air raid warning device, according to E. E. Hill, manager-director of the station. When the station goes off the air in a raid, a relay will be activated and a gong at the top of the instrument panel will sound a warning. Therefore school authorities may notify schools throughout the city; a switch on the receiver will also black out school lights automatically and turn them on with the resumption of broadcasting. It was designed by Murray W. Edinburg, of the Worcester Electronic Supply Co.

Standard Converts

WITH its June musical releases, Standard Radio will have converted its program library service into 100% orthacoustic recording, according to Managing Director J. C. cousins. The orthacoustic process, introduced in the Standard Library in late 1939, is a method which pre-emphasizes high frequencies. By use of suitable equalizers with the playback, noise or scratch level is said to be almost eliminated. Since the inception of orthacoustic, Standard has been releasing its new 100 selections a month on the new orthacoustic discs, supplanting entirely the older type transcriptions.

JINGLE CHATTER went on when Walter S. Mack Jr. (left), president of Pepsi-Cola Co., New York, met with the Pepsi-Cola Tune Twisters Trio and Pianist Ramona, who are heard five times weekly on the Pepsi-Cola Jingle program on 171 BLUE stations, 9:55 to 10 p.m. Radio audience compiles lyrics for the famous "nickel-nickel" melody and to each of four winners nightly goes a $25 war bond. Newell-Emmitt Co., New York, is agency.

duPont Awards

(Continued from page 21)

Banks, duPont owned, which will pay out the cash prizes, sets forth the details as follows:

Whereas radio as mediums for the dissemination of news and informed opinion, and radio stations and radio commentators as instruments of that medium are performing an essential and patriotic service for the American public, and

Whereas, since Pearl Harbor, the great value of these services has been dramatically demonstrated in the broadcasting of accurate, constructive and instructive information and opinion which has served not only to educate the people of America but also to sustain national morale, and

Whereas, despite general recognition and appreciation of the services of radio stations and radio commentators, radio as a medium of public information and education has no tangible and concrete awards of merit comparable with the Pulitzer prizes which are given as rewards for excellence in the written word, it is hereby appropriate to recognize in the broadcasting field.

Therefore be it resolved that the Florida National Bank of Jacksonville join with other banks of the Florida National Group in establishing two annual awards, each for the sum of $1,000 for each calendar year, to be known as the Alfred I. duPont Radio Commentator Award and the Alfred I. duPont Radio Station Award, to be conferred in accordance with the following provisions:

1. The Alfred I. duPont Radio Commentator Award shall be given in each calendar year to one individual who shall be a citizen of the United States in recognition of distinguished and meritorious performance of public service by a creative, consistently excellent and accurate gathering and reporting of news and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio.

2. The Alfred I. duPont Radio Station Award will be given in each calendar year to one radio station in the United States for outstanding and meritorious public service in information, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the community it serves.

Board of Five

3. The individual and radio station selected each year for the Alfred I. duPont Awards shall be chosen by a Board which shall be composed of five members as follows:

One representative of a nationwide women's organization.

One non-commercial, non-political affiliate of radio and broadcasting industry.

One nationally prominent educator.

One nationally prominent expert on public opinion and national affairs.

One representative of the Florida National Group of Banks.

4. The awards shall be made during the first two years of the preceding calendar year and shall continue annually until further notice. The initial award shall be made during the first week of March, 1943, for the year 1942.

5. Announcement of the membership of the Board which will select the recipients of the 1943 recipients of the Alfred I. duPont Awards will be made in the near future.

MacArthur Discs

A RECORDING of Gen. MacArthur's first, and so far only radio address to the United Nations, went on sale for first time at Gimbel's Department Store, New York, last week. MacArthur on his arrival at Melbourne, Australia, March 21, was picked up from the Australian Broadcasting Commission by WOR, New York, recorded, and rebroadcast on the Mutual Division of WOR, makers of the record, is stimulating that all profits from the sale of the records go to the USO.


WSAI IDENTIFIED

CINCINNATI'S OWN STATION

WSAI'S SALES AIDS

1. Street card and box cards
2. Neon Signs
3. Display Cards
4. Newspaper Ads
5. House-organ
6. "Meet the Sponsor" Broadcast

Page 44 • May 25, 1942

BROADCASTING • Broadcast Advertising
Fly Points to Need For Wider Federal Use of Broadcasts
But Insists Facilities Should Remain in Private Hands

REITERATING previous statements that he is against Government control of radio, FCC-DCB Chairman James Lawrence Fly, participating May 17 on NBC's "U of Chicago Round Table," said he believes the Government should make greater use of private broadcasting facilities but "radio stations should remain in private hands."

Discussing the question "How can radio be more effectively used in the War Effort?" with William H. Benton, former partner of Benton & Bowles and now U of Chicago vice-president, and Harold D. Lasswell, director of war communications research, Library of Congress, Mr. Fly emphasized that broadcasters are "really the men who can tell whether it is the right time to broadcast 'Bluebirds over the White Cliffs of Dover.'"

Ready to Help

In stating that the broadcasting industry was eager to cooperate in giving authoritative Government messages as well as entertainment to listeners in war time, Mr. Fly drew attention to the fact that "you have in this industry a great group of writers, authors, composers and artists who are ready to stand here and do an instructive job of putting over those messages that we must have a chance to hear about as part of the programs."

He pointed out that in releasing Government messages by radio such factors as listeners fatigue and need of the public for diversion must be considered and indicated that broadcasters should be the final authority on these matters.

Discussing the shortwave situation, the FCC chairman said there are some "inadequacies" in our system and brought out that two major problems are to be considered in our transmission of short-wave programs, namely that there are only about six powerful shortwave transmitters in this country and that reception of these programs in foreign countries is indeterminate.

Responding to Mr. Benton's statement that "shortwave stations are commercially owned in this country" and the intimation that this fact would have a bearing on the kind of programs released by the stations, Mr. Fly said that "I'm sure they never made a cent of profit. All outgo and no income.

He added that "you have the operation by these American concerns for a purely national purpose."

Following reflections by Messrs. Benton and Lasswell on the matter of putting the use of free speech in the hands of "irresponsible", in which the Father Coughlin case was cited, Mr. Fly said "it is unthinkible that persons who are favored by allocations of frequencies will sell their own personal policies and ideas to the public."

News Sponsorship

He added that "the broadcaster has a greater element of duty than a right. The real basic problem is to inform the people, and it doesn't involve in any comprehensive sense the personal ideas of the broadcaster himself."

Returning to the matter of issuance of "authoritative" Government reports through radio, Mr. Fly asked, "Suppose the Government turns authoritative reports to such men as Lowell Thomas, Raymond Gram Swing and Elmer Davis?" Mr. Benton replied that he thought the Government "will head in that direction." It was then indicated by Mr. Benton and Mr. Lasswell that they favored divorce of commentators from sponsorship if they were to handle Government reports.

FM Pleas Dismissed

FEDERATED Publications Inc., operator of WELL, Battle Creek, Mich., was granted a motion by the FCC last week to discontinue its applications for new FM stations in Grand Rapids, Battle Creek and Lansing. Simultaneously petitions for dismissal by the Radio Voice of New Hampshire, licensee of WMUR, which had applied for a new FM station on 43.5 mc., and W6SH, FM adjunct of WDRC, Hartford, seeking modification of its license to request 43.5 mc., were granted by the Commission.

NATIONAL LABOR Relations Board dismissed the charge of company domination made by Local 40, IBEW, against management of KFI-KBEC, Los Angeles, as being without merit.

JANET ROSS

A FRIEND with a talent for mathematics recently figured out that if Janet Ross had been writing novels instead of copy for her radio programs during that past three years she would have turned out over 200 of them. Her actual output during the period was 2,156,444 words, exclusive of ad-libs which the friend couldn't count. That's at the rate of 2,912 a day, and beats Edgar Wallace, E. Phillips Oppenheim and Margaret Mitchell by a comfortable margin.

Miss Ross, who conducts the KDKA Shopping Circle, has been with the pioneer Pittsburgh station since 1932 and has built up a following of thousands of regular listeners. Besides her prodigious output of copy for her commercial programs, she finds time for numerous interviews with visiting celebrities, and to serve as president of the Women's Advertising Club of Pittsburgh. In private life, she is Mrs. Craig H. Grugan. Her favorite diversions are horseback riding and Florida vacations.

The Northwest's Most Popular Radio Station

Specializes in Entertaining and Informing Every Member of the Family

A Profitable Investment for Anybody's Advertising Dollars

WTCN . . . BLUE NETWORK

FREE & PETERS, INC.
National Representatives
NEW YORK CHICAGO DETROIT
ATLANTA LOS ANGELES SAN FRANCISCO

May 25, 1942 • Page 45
War Time and Rural Listening Habits

Farmers Are Found to Be Affected by the Change in Clocks

H. J. ROWE
President, Ambro Adv. Agency
Cedar Rapids, Ia.

For years a discussion has raged as to what time the farmer gets up and what time he goes to bed, and advertisers who are buying early morning or late evening radio time have a very vital interest in this question. Recently, the whole discussion has been tremendously complicated by the introduction of War Time. Farmers are traditionally opposed to Daylight Saving Time, advancing the usual argument that the stock gets up with the sun regardless of what the legislature does with the clock. Another saying refers to the early morning dew which interferes with field work.

So no one has been really sure just what the farmer had done to the new War Time. In an effort to answer some of these questions, a study was made covering a typical Iowa county, placing a finger on the pulse of the electrical demands. When a farmer gets up he turns on his lights; when he goes to bed, he turns them off. If we can find out when he performs these operations, we shall have taken a peek behind his closed doors and found out something about his private life.

A Typical Farm County

For the purpose of this study Benton County, Iowa, was selected. It is a typical agricultural county, having no large towns, and almost the entire county is served by an REA system. Census figures show there are 2,507 farms in Benton County, and the REA serves 1,252 customers, almost exactly 50%. The system comprises 495 miles of transmission line, and since the current for the system is purchased at one point from a utility company, it was possible, by means of a recording demand meter, to get a picture of life on the farm as it is recorded by the varying demands for electric current.

Our study was started on Sunday, April 5, 1942, and continued for a period of one full week. Obviously, the habits of the farmer in April are not necessarily the same as they would be in July or October. Not only is the farmer influenced by the varying time of sunrise, but the different farm operations at different seasons of the year somewhat affect his living habits.

To carry our 1,252 farm homes through a typical week in April, let us start in the middle of the night with our farm friends in bed. During the night hours the electrical loads remain remarkably constant, running in the neighborhood of 120 kw. Obviously, this is mostly the constant load on the system caused by the transformer losses and line leakages. At 5 a.m., however, the farmers start getting up, and they get up rapidly. There are 110 electric ranges on the system, and apparently the break in the morning peak occurs when the breakfast cooking is finished. On some days this seems to be at about 6:30 a.m., and on other days about 7:30 a.m. It is perhaps unwarranted to assume that this early morning peak is due entirely to cooking.

There is probably an overlap with the early rising farmers getting their feed grinders and water pumping operations going so that about the only assumption warranted from the load figures is that the farmers start getting up at 6 a.m.; that practically all of them are up by 6 a.m.; and that farm operations are pretty well underway by 7 a.m.

The question of whether or not farmers are operating on "Sun Time" or War Time seems to be answered by the break in electrical load promptly at 12. The morning work and the cooking load seem to drop sharply a few minutes before 12 noon, so apparently our farm friends are operating on War Time.

After the day's work, the load rises somewhat due to cooking the evening meal, to a minor peak at 6 p.m.; drops off until 7 p.m., when the evening lighting and radio load comes on; and it comes on rapidly, rising to a very sharp peak at 8:30 p.m. This seems to occur almost every evening. After 8:30, our farm friends apparently start going to bed in great numbers, and by 10 more than half of them have called it a day.

Some peculiarities in farm life are brought out by the study, which had not been fully appreciated. For one thing, the Sunday load follows very closely the pattern of the average week day except that the maximum peak for the week occurred on Sunday evening at 8:30, indicating that more people are up listening to their radios at that time than at any other time in the week. Another interesting sidelight is that Saturday is the low point on the farm, as the load for Saturday, for the entire day, is substantially less than on any other day of the week. Apparently Saturday is the time farmers go to town, and the Saturday night hillbilly shows aimed at farm consumption must find a lot of their potential listeners in town attending the movies.

Another interesting point is that Friday night is the late night up. The Friday night curve showed considerable more use at midnight than any other night of the week. It seems that Friday is the night for school entertainments and various social gatherings in farm communities, and this is thought to account for the fact that Friday finds the farmer staying up later than usual.

Benton County is a rich prosperous farming community in the very heart of the Iowa Corn Belt. It has no metropolitan cities and the REA system, on which the study was taken, serves no towns of any kind, so that the sample is a 100% farm performance. Benton County REA started operation in 1938, and the average use of customers on the line the first year amounted to 43.7 kilowatt hours per month. This has increased every year, and the average use in February, 1942, amounted to 82.1 kwh. per customer. A survey made...
in August, 1941, disclosed that 96% of the farm homes had radios. There were approximately 1,300 radio sets on the system, some homes having more than one.

They're Up Early
From the foregoing study, a few conclusions might reasonably be drawn. In early April, Iowa farmers get up at 5 a.m., or approximately half of them do, and the other half get up at 6 a.m., or at least that's when they start turning on their lights, stoves, and presumably, radios.

Another conclusion is that they are operating on War Time or at least the great majority is and finally, the inescapable fact that the farm audience starts diminishing at an alarming rate immediately after 8:30 p.m. From an 8:30 p.m. peak of approximately 400 kw, the load by 10:30 p.m. has dropped to about 180 kw. Since there is a constant during the night of about 120, the actual load in use was, in effect, 280 kw. at 8:30 and 60 at 10:30. In other words, all but 22% of your audience is in bed at 10:30 p.m.

It has been argued that many farmers sit up and wait for the late evening news broadcasts, which in Iowa occur mostly at 10 and 10:15 p.m. There is nothing on the chart to indicate that this is true. The farmers start turning off their radios and lights at 8:30 p.m. and continue to turn them off at a very constant rate. Many city people turn their radios off following the late evening news broadcasts; apparently the farmers pay little attention to them.

On Saturday
One other conclusion which is more of a guess because there are many complicating factors which influence the use of electricity, is that since from the general picture of the activities of the farms are so much lower on Saturday than any other weekday, the value of Saturday radio programs aimed exclusively at the farm trade should, at least, be the subject of further study. There are many high grade farm programs on Saturday night, and undoubtedly they have a tremendous following. The question arises whether or not a better following could have been built for some other night when more farmers are at home.

Referring to the evening peak which occurs every night between 8 and 9 p.m., it will be noted from the chart that the highest peak occurred on Sunday night and the lowest peak on Saturday night, with the exception that a slightly lower peak was registered on Friday, although Friday showed the highest load at midnight. This would seem to confirm the theory that farmers are largely away from home at school and social gatherings on Friday evening. The obvious conclusion from the study is that Sunday is the best radio night, and that Friday and Saturday are the poorest.

Would perhaps be informative

BROADCASTING • Broadcast Advertising

May 25, 1942 • Page 47
**Agencies**

MILTON SCHWARTZ, account executive of Lord & Thomas Chicago, has been appointed director of continuity editing, and William Murphy, continuity editor of NBC Chicago, been named radio copy director of the Chicago radio section of the war savings staff. The radio staff is headed by Walter Schwimmer, of Schwimmer & Scott, Chicago.

RALPH S. REUBIN, has merged the agency bearing his name with Sterling Ad., New York, and is now an account executive.

RICHARD H. BURBANK, formerly with the McGuire Ad. Agency, St. Paul, has joined the staff of the M-Cord Co., Minneapolis, as an account executive. He is a director and former president of the St. Paul Advertising Club.

NORMAN STROUSE, executive of the San Francisco office of J. Walter Thompson Co., was elected a director of the San Francisco Ad Club at its recent election of officers. R. G. (Bud) Landis, advertising manager of the Shell Oil Co., was elected president.

THOMAS F. COLLISON, former assistant director of public relations for Eastern Air Lines, has joined the public relations department of N. W. Ayer & Son, New York.

THEODORE A. NEWHOFF Adv. Agency, Baltimore, has moved to new offices in that city at 1113 North Charles Street.

CAROL BULKLEY, formerly secretary to William N. Robson, when he was radio director of Leneman & Mitchell, New York, has joined CBS in her old job as Mr. Robson’s secretary, now that he has become a producer-director with the network.

**Colby Joins Cairns**


Mr. Colby served on the Cotton Textile Advertising Committee, and helped organize National Cotton Week.

**All-Negro Town Meeting**

FIRST ALL-NEGRO participation on America’s Town Meeting of the Air will take place May 28 when the program will go to Howard U, Washington, Dr. Mordecai W. Johnson, Howard U president, will be heard and other participants will be Doxey Alfonso Wilkerson, assistant professor of education at Howard; Leon A. Thompson, acting dean and professor of law; Alain Locke, professor of philosophy. George V. Denny Jr., Town Meeting’s moderator, will direct the program which will be broadcast from WMAL, Washington, and the BLUE, 9-10 p.m. (EWT).

**WALA**

WALA, Mobile, Ala., has appointed Headley-Read Co. exclusive national sales representative. Station previously had been represented by John H. Perry Assoc. Headley-Read has also announced that it has ceased representation of WSIX, Nashville.

**Ivy Halls and the Gaspipes**

**Collegiate Stations Provide Fun for Students**

By LOUIS M. BLOCH

Business Manager

Intercollegiate Broadcasting System

CAMPUS broadcasting stations, now in operation in scores of American colleges, had their origin in 1936 in a single wireline connecting the dormitory rooms of George Abraham and David Borst, Brown U freshmen.

Today these collegiate transmitters, operated on the principle of wired wireless and broadcasting exclusively to the student body, have assumed a most important role in the lives of thousands of undergraduates at colleges throughout the nation.

At last an extra-curricular activity has been developed which combines almost every existing campus interest, with announcers and technicians, swing bands and debating societies, script writers and business men, all participating in the operation and maintenance of the college station.

**Collegiate Radio Stations Offer a New Type of Entertainment for the College Resident. By turning to the correct frequency on his standard radio receiver, the student can tune in to programs directed exclusively to him.**

By far the largest extra-curricular activity on any campus—Cornell has had as many as 300 students connected with ORG, its campus station—these college stations have enlisted not only tremendous student interest, but staunch faculty support. Alabama U has incorporated its station into the collegiate course in radio instruction under the direction of Dr. John Carlson, CURC, the Columbia U station, is used as a laboratory for Eric Barnouw’s courses in scriptwriting and radio production. The Columbia School of Journalism presents a nightly news summary over CURC.

**IBS Services**

The campus broadcasting stations are banded together into a non-profit organization known as the Intercollegiate Broadcasting System. Among the services which the IBS offers its members are: program exchange, distribution of technical information, publication of a monthly bulletin, national advertising representation. Colleges wishing to start stations are given free technical information by the IBS Schenectady offices under the supervision of David Borst, IBS technical manager.

The IBS is now developing collegiate exchange facilities. Very shortly the best programs of each
Beechnut Packing throughout other leading cities of FM broadcast its programs. Union students are being used in a new program under the supervision of Shirley Leiser, KDKA program director, and Edith Flanagan, secretary to WCAE's manager.

War Service
With our nation at war, the college stations are performing their greatest service. Lines are installed to the offices of college administrators to enable the officials to communicate directly with the student body in case of emergency. College students have been called, for the most part, to keep their radios tuned to their campus stations for instructions during air raids and blackouts, and a system of warning signals has been set up by the OCD with college officials.

First large women's college to set up its own broadcasting station and join the other 36 associate members of the Intercollegiate Broadcasting System, is Wellesley College, Wellesley, Mass., which recently announced it is now transmitting programs on 730 kc. to the college dormitories, sorority houses and faculty homes on the campus. Financial backing for the Wellesley Broadcasting System is provided by Hill Blackett, vice president of Blackett-Sample-Hummert, Chicago.

Gaspipe outlets are:

CRC, Cornell University, Ithaca, N. Y.; WCR, Carnegie Institute of Technology, Pittsburgh, Pa.; WUSB, Union College, Schenectady; WMS, Williams, Northampton, Mass; Crimson Network, Harvard University, Cambridge, Mass.; RIS, Boston University, Providence, R. I.; WME, State College, Kingston, R. I.; WCSS, University of Connecticut, Storrs, Conn.; WNCW, West Virginia University-Middletown, Conn.; WOOD, Yale University.

FUN FOR SOLDIERS
Pittsburgh Stations Combine To Offer Talent

Radio was instrumental in bringing fun to the soldiers of the Pittsburgh area at their weekly dance in the Logan Armony, Pittsburgh, through the rotation of live talent from every station in the city. This practice grew from these plans, and the new WEDU program titled Connecticutt Calling, the program may set a precedent for similar broadcasts from other states.

AD CLUB PROPOSES 'PRIORITY' BUYING

As part of its war effort program, the Advertising Club of New York last week presented to its members a plan worked out by the Marketing Research Group of its War Work Committee as a means of injecting new life into the sale of war bonds as well as the purchase of such durable goods as automobiles or refrigerators for future delivery.

Formulated to benefit the consumer, dealer, manufacturer, bank and government, the plan provides for "priority" buying now with promise of future delivery after the war. In this way, "regular monthly installments could be paid into war savings bonds held in trust for the purchaser," the plan suggests.

"Interest accruing on the bonds will be applied to the purchaser's account until the transaction is concluded, with an approximate price governing, subject to adjustment at time of delivery.

These advance payments by consumers will achieve the siphoning off of excess buying power during the war and, at the same time, furnish the industries now engaged in the manufacture of war materials, a paid-in-advance back-log of orders with which to cushion the changeover of their plants at the end of the war."

The Marketing Research Group is working out details of the plan, all material to be available to the Government and other interested parties.

"BETWEEN THE LINES"
10 MINUTE NEWS SUMMARY
ASSOCIATED PRESS FEATURE
Daily Monday through Friday

AVAILABLE FOR 13 WEEKS
On New England's best frequency (750 kc) at the lowest per radio home rate in Central New England...$78.75 per week—less than 1c for each 210 radio homes in an area where the average family income is only $53.45 per week—presented with WINSLOW BETTISON.

(Wire transcribed on show request)

"Free & Peters", Inc., National Representatives

BROADCASTING • Broadcast Advertising

May 25, 1942 • Page 49
Dependent on Radio
Farmers Found to Get News of War Mainly by Air

RURAL America gets its news about war production needs mainly through radio, according to a recent nationwide survey conducted by the Bureau of Agricultural Economics, Dept. of Agriculture.

In asking that farmers usually refer to radio as their primary source of information on war needs, BAE suggested greater use of local stations. In getting to farmers localized information on production goals and Governmental plans for assisting them to obtain the production needed. BAE found that "news-flash" types of announcements were most favored by these farmers.

responsibility of operation of a station cannot be judged by any group which owns less than 51%. He suggested that such stations should be stricken from the list, along with the "ousted 49".

Describing the 32 out-of-town stations, he contended they likewise should be dropped, since newspaper papers are run like other broadcasting stations and do not "editorialize". He cited his ownership of KTKO in Oklahoma City, where he resides in Fort Worth. Mr. Hough said he has no connection whatever with the newspapers in Oklahoma City and probably would be "lucky to even get in their building". Mr. Hough contended that the Communications Act does not authorize the FCC to discriminate against a newspaper owner. He said that the FCC's act in classing newspaper people in the same category as aliens and felons, who are specifically denied licenses, "doesn't make any or us very happy". While the Commission does not say "we are such", he said that nevertheless they are at least looking over us to see if we might be in the same class.

Certainly, to the contrary, in the legal arguments, the NRC chairman said that discrimination because of occupation doesn't fit in with American democracy. Asserting he did not think the Commission has the power to so discriminate, he said it would not only violate the Constitution, but that it seemed perfectly clear the Congress never intended to grant the Commission any such power.

Scouring Charges Involving "1-1" Cities

Discussing the so-called "1-1" situation, or cities wherein one newspaper and one radio station are owned by the same proprietor, Mr. Hough said that if one is so inclined he can work up "quite a bit of lather" about this. He added that the whole argument fades away with analysis. There are 74 of these communities, practically all of them small towns. But he contended that in the first place the folks listen to other stations and read other newspapers from larger communities.

For every 100 copies of the local daily circulated in such small towns, he said there is a circulation of 35 copies of out-of-town papers. Moreover, he said there were one or more weeklies in the community in nearly every instance.

Countering the argument that these editors want to control everything on the reservation, Mr. Hough said he doubted some of them "have as much vote-getting influence as the local high school football coach".

Asserting that he was not an expert and had "never written a book", Mr. Hough said those experts the Committee had employed had told him these little stations which have caused so much discussion all have "only about 1% of the broadcasting power used in the United States". All of the experts who appeared in support of the Newspaper-Radio Committee's position contended that the American way required that every applicant should be judged on his own individual merits and should not be judged by reason of an arbitrary occupational classification. He said that newspapermen are not asking for any special privilege, but simply want to be measured "by the same tape as everybody else".

He added that his group did not think it fair or right to be grouped into a class which would have different rights than other people, any more than it would be considered right to group churches or schools or insurance companies or department stores into a class. They all operate broadcasting stations, he said.

Adequate Protection Under Present Law

As for the law itself, Mr. Hough said his group felt there was adequate protection under the present act and that the law is completely clear on the fact that the Commission has no right to place any discriminatory brand on newspaper people. Pointing out that the case before the FCC is still open, he said that he would just as soon "stand pat on the present law".

If, on the other hand, the Committee feels new legislation should be enacted and that there is danger that the Commission might get over into the legislative field, then his group would welcome the inclusion in the new law of any language "even in capital letters, which may be necessary to make it specifically clear that there shall be no discrimination on account of occupation or class".

Mr. Hough did not criticize the FCC, but, on the other hand, held that the Committee had been treated courteously and that he felt sure the Commission has on their minds the question. "They have not boxed us around," he said.

Rep. Halleck (R-Ind.) asked Mr. Hough regarding the FCC procedure, "even if it was the Commission was acting both as prosecutor and judge. The questions, however, were referred to Judge Thacher, who took up the "jurisdictional argument."

Interrogated by Rep. South (D-Tex.) about service in small towns having "1-1" ownership situations, Mr. Hough said there were perhaps not more than a half-dozen instances in the country in which any adequate service is given by outside stations.

Thacher Reviews Conduct of Proceedings

Taking up the legal argument, Judge Thacher said the manner in which the hearings were conducted was eminently fair and that the privilege of cross-examination was quite as broad as that allowed in

...and 12 million bucks ain't hay, mister!

You'll agree, MR. TIME BUYER, THAT kind of money is ALWAYS welcome.

The government has just granted a shell loading plant to Charlotte at a cost of $10,000,000.00, which means a million dollars a month added payroll. That's a nice PLUS you get when you buy WSOC.

WSOC is the most economical way to reach the millions of spendable income in the Charlotte market. WHY? BECAUSE WE KEEP 'EM LISTENING!

WSOC
Charlotte, North Carolina
NBC • RED
National Representative
HEADLEY-REED COMPANY
New York • Detroit • Chicago • Atlanta • San Francisco
any court of justice. At the very outset of the proceedings before the Commission last July, Judge Thacher said he felt the whole subject was unauthorized by the statute and asked leave to urge this point in preparation to taking up testimony.

This was denied him, he said, and a second proposal that the Commission general counsel be called upon to state his opinion likewise was ruled out when Telford Taylor, general counsel, observed that he could not render such an opinion until after testimony had been taken.

Even as to that, Judge Thacher said, he had no complaint. He said he thought it would have been fine if the Commission could have been persuaded at the outset that no hearing was necessary. Judge Thacher afterward gave the Committee his detailed argument supporting the contention that the FCC was without jurisdiction to discriminate against newspaper owners.

In questioning members of the Committee, Judge Thacher pointed out that Marco Morrow, executive head of the Capper Publication stations and stations in Topeka, who had been called as a witness, developed one of the most effective witnesses in opposition to the FCC's order. There were two or three other witnesses called by the Commission who likewise testified against the Commission's proposed divestiture order.

The newspapers sensed that it was a newspaper owner proceeding almost from the start, Judge Thacher said. He did not think it was fair to criticize the Commission staff, declaring that the attorneys who handled the case were "good" and that they developed their side. He concluded that he did not believe it fair to criticize the hearings from the procedural standpoint.

Cites Decision In Sanders Case

Rep. Halleck, however, disagreed with this view, asserting that a newspaper owner or an owner who was involved and the question had to do with the separation of the prosecuting from the administrative function of a Government agency.

Taking up his legal argument, Judge Thacher said that if newspapers are discriminated against under the existing statute, then other broadcasting licenses could be the subject of a proceeding involving the question whether

without the separation of the prosecution from the administrative function of a Government agency.

Citing the Supreme Court's opinion in the Sanders case, in which the court held that broadcasting facilities are open to any qualified and responsible, with an alien or felon, and that the FCC has no discretion over economic aspects of stations, Judge Thacher said this was of importance because during the newspaper injunction the whole question of competition was gone into. The FCC, he said, brought in every witness it could to testify on the point of unfair competition.

After reciting the legal precedent to support his position, Judge Thacher argued that the limitations upon the powers of the Commission are as clearly stated as they could be by the courts and in administrative performance of the FCC itself. He said that he was confident the FCC would give his argument consideration, but that if the Commission decided adversely, "we will go through a long journey in the courts".

Supporting the Howh argument that no new law was necessary, Judge Thacher said he felt the law was so well settled that it might be a mistake for Congress to go any further with regard to interpretation of public interest. Answering Rep. Halleck, he said he felt there was ample basis on which to procure a review, after the FCC denied the application of a newspaper applicant, assuming it decides it has the power.

Kaye Tells of Delay In Applications

As the final Newspaper-Radio Committee witness, Mr. Kaye pointed out that "present injury" is existent, since the Commission has placed in a suspense file all applications having to do with newspaper ownership. It has not acted upon 65 applications from newspaper stations which cover not only new construction but also transfers and improved facilities. The FCC, in effect, has given applicants the choice of the newspaper or the radio business, he said, so that not only the basic principle of newspaper ownership is involved, but also the matter of "present injury".

These actions have been suspended for the past year, or since the onset of Order No. 79. Asked by Rep. Sanders whether there should be a change in the law, Mr. Kaye said that while the law appears to have been "transparently clear", it nevertheless apparently has not been viewed that way by the Commission. He thought it might be wise to include "a categorical demand" eliminating all doubt as to the Commission's power. Asserting it was the first time in history that any Government agency had essayed to hold that newspapermen shall have less rights than any other men, Mr. Kaye said there was some confusion as to just what the FCC regarded as newspaper ownership.

Mr. Fly had stated during the hearing, he said, that the regulations would apply only to future ownership by newspapermen. In this connection, he said it would be double discrimination, since the law specifies that all renewal applications shall be considered on the same footing as original applications.

Pointing out that the hearings were begun last July, Mr. Kaye said two-thirds of the record and some 90% of the exhibits introduced by the FCC related to newspaper practices rather than radio practices. About one-third of the testimony related to press associations, he said, adding that there isn't the slightest indication that stations have had any influence on newspaper and press association practices.

Joint Rates Found To Be a Rarity

Alluding to the detailed questionnaire sent out by the FCC in advance of the hearings, which lead into economic and competitive phases, Mr. Kaye said that on the question of joint rates of newspaper-owned stations and newspapers, this practice appeared non-existent. The questionnaires revealed a most harmonious relationship generally between newspapers and stations, whether or not jointly owned, he declared.

One of the FCC's principal witnesses testified after this survey that there was "no distinguishable difference between the economic operation of a newspaper-owned station or a non-newspaper-owned station, he said.

If the Commission has the power to investigate the ownership and business practices of newspaper stations, he said, then it would have the power to determine the operation of all businesses in which owners of stations are interested, and could go into the merchandising practices of department stores, the manufacturing practices of factories, the conduct of educational institutions, the content of sermons preached in church, and the government of municipalities, to name but a few.

The testimony adduced during the protracted hearings was not germane, he contended. In all likelihood, Halleck whether there was any suggestion made that the Commission would make its recommendations to Congress on the question of newspaper ownership, Mr. Kaye said that there was none in the formal notice, but that there was reference to it in a press release. He agreed that the newspaper person has been subjected to a sort of "temporary restraining order", if something that has lasted a year can be called temporary.

Social Objective Cited by Kaye

Alluding to the confusion over what constitutes newspaper ownership, Mr. Kaye said that Charles E. Fly in a statement before the House Rules Committee last March asserted that he construed the issue to be the ownership of majority stock in a station by the principal owner of a newspaper. Mr. Kaye said no such interpretation of control had been given prior to or during the FCC proceedings.

The question is whether the one-way discrimination is his own, Mr. Kaye said. He said the issue was the social objective, which has been described as the theory of monopoly stock in a newspaper "a monopoly of the marketplace of thought". He said apprehension had been expressed that some communities are in danger of being deprived of the truth, by virtue of "1-1" ownership, asserting that there was no basis whatever for such a conclusion, he declared that to discriminate against newspaper ownership would be the first destructive blow at the first amendment of the Constitution.

He agreed with Rep. Youngdahl (R-Minn.) that while the hearings before the FCC are not yet over, the rule of effecting change in newspapers under the power of the Commission is not ambiguous, he nevertheless felt that if Congress believes clarification would be useful, he would like to see a categorical statement that "no applicant shall be denied a-

CENTENARY CELEBRATION of French-Bauer, Cincinnati milk distributor, was aired by WCKY, Cincinnati. Snapped at the broadcast (1 to r): L. B. Wilson, general manager of WCKY; Myers Y. Cooper, Cincinnati realtor and former Governor of Ohio; Allen S. French, vice-president and general manager of French-Bauer; Fred Palmer, WCKY sales manager. Two programs were broadcast.

BROADCASTING • Broadcast Advertising

May 25, 1942 • Page 51
Sholis Explains Rural Coverage

Appearing as the only witness for clear-channel stations, Victor Sholis, director of the Clear Channel Broadcasting Service, occupied the stand Thursday morning. He explained that his group represents 16 independently-owned clear channel stations, excluding those owned or operated by NBC and CBS. Only KSL, Salt Lake City, among the independently-owned stations, is not a member of his group, he said, and that station is in thorough agreement with the aims of CCBS.

In a detailed prepared statement, illustrated by graphs and charts showing local and regional coverage as against clear-channel service, Mr. Sholis in lay language outlined the problem of rural coverage and the dependence of some 50,000,000 rural and remote listeners upon clear-channel stations for service.

He made no legislative recommendations but urged that the Commission should not be permitted to "nibble away" at the allocations structure and duplicate clear channels on a piecemeal basis. His concrete recommendation was that the remaining 1-A channels, totaling 23, be kept in the status quo until after the war and that a far-reaching solution of the whole question of rural coverage be made before any standards are arrived at on provision of rural coverage.

"Generally speaking," Mr. Sholis said, "it is upon clear-channel stations that over 50,000,000 Americans living across 80% of our country's area depend chiefly for radio reception at night." A former newspaper correspondent and Government information executive, Mr. Sholis explained he was neither lawyer nor engineer and that he proposed only to give in lay language the story of rural radio service and the dangers threatening it.

"The challenge confronting Congress, the FCC and the radio industry in the post-war development of American broadcasting," Mr. Sholis asserted, "will involve atoning for the failure to spread the pleasures of radio equitably among all our people."

Forgotten Listeners In Rural Areas

Though the allocations structure is frozen for the moment, I feel it is still mandatory upon us to think of the future. It is ironic that although American genius has created the finest system of broadcasting in the world, we have failed to spread the pleasures of that broadcasting equitably among all our people. There still are too many forgotten men, as far as radio listening is concerned, among rural and small-town Americans."

Mr. Sholis was frequently quizzed by Committee members regarding means of providing satisfactory service to rural America. He explained the clear-channel provides the only answer and said that even after the war, when FM and television are destined to come into their own, they "won't mean much to rural listeners, at least for a long time". Building better radio reception for rural listeners will have to be done upon clear channels "at least for any foreseeable future", he said.

After defining the mandate of Congress that there be an equitable distribution of broadcasting facilities so every home should receive at least one program service and more if possible, Mr. Sholis said the technical problem of spreading radio service to all homes still stands unsolved. To the extent that large segments of the population are barred from good radio reception, he said, to that extent has the broadcasting industry and the Government's regulatory body "failed in their duties and responsibilities to the public".

CCBS as a group is not interested in and is not taking a position on other aspects of the Sanders Bill, Mr. Sholis declared. Under cross-examination, however, he asserted that he felt a detailed technical study is necessary and that the FCC's procedure should be modified to require its to permit parties in interest to intervene in proceedings having to do with changed facilities.

Mr. Sholis, in non-technical fashion, described to the Committee interference encountered by stations operating on duplicated channels, as well as non-man-made interference. When two or more stations operate simultaneously on a channel, he said, the sky-wave changes from the "Dr. Jekyll of service to the Mr. Hyde of interference." He used the six-station structure in Washington as an example of limitations in station coverage resulting from duplicated operation. Reasons why all of Washington's stations cannot be heard even in near-by suburbs was explained, to the interest of committee members who are regular listeners.

While power in the United States is limited to 50,000 watts, he pointed out that Mexico has stations using several times that output while Germany, about the size of Texas, also has several such stations. In Russia, there are stations "10 times our limit", he said.

Radio's Molly Pitcher is for Commentator-Husband—Seriously Injured

Mrs. Gregor Zeimer who carries on for her husband, critically injured May 13, Mr. Zeimer, news analyst of WLW, Cincinnati, was riding in the automobile of Dave Conlon, WLW engineer, which was sidewise on the road between Hamilton, O. and Cincinnati. Mr. Conlon was severely cut and bruised [BROADCASTING, May 18].

Mrs. Zeimer put on her first broadcast May 16 on the same 7:15 p.m. Saturday spot occupied by her husband, interviewing Elizabeth Bemus, news commentator.

Program plans call for frequent appearances of the Zeimer's 14-year-old daughter, Patsy, who was co-author with her father of Two Thousand and One Days of Hitler.

While power in the United States is limited to 50,000 watts, he pointed out that Mexico has stations using several times that output while Germany, about the size of Texas, also has several such stations. In Russia, there are stations "10 times our limit", he said.

Tells How Radio Churches Operate

Because of clear-channel service, Mr. Sholis asserted American farmers are still the best-informed people in the world. If clear-channel stations did not do more than keep these 50,000,000 Americans the best-informed people in the world, "they would be indispensable to a democracy at peace or at war." He pointed out that in a nationwide survey last year, rural Americans voted radio their favorite form of entertainment by wider margins than any other group in the country.

He reviewed public service aspects of clear-channel programs, including cooperation with farm marketing reports and data which stations in the clear-channel group have contributed in the war effort. When Mr. Sholis pointed out that in cooperation with Rev. E. Howard Cadle, of Indianapolis, WLW had reopened 502 country and mountain churches in Kentucky, West Virginia, North Carolina, Tennessee, Virginia and Arkansas, because the tiny pastors could not support individual pastors, several...
eral Committee members asked for lists of the churches. Radio sets were installed in these remote spots, Mr. Sholis declared, and to
today more than 30,000 men, women and children assembled on Sundays to hear the sermon over WLW by Rev. Cadle. Mr. Sholis promised to submit documentary proof and “pictures of the churches” to the Committee.

Declaring it was pointless to “simply howl criticism at the FCC,” Mr. Sholis asserted the Commission had been plagued by a constant turn-over that had left its members
ship hardly the same for any three successive years. Also, many members have come into radio regulation without previous knowledge or experience, so therefore it was not strange that they had not fully grasped the scientific and technical factors of broadcasting, he said.

Basic Challenge
Awarded by FCC

Contending the Commission had fallen down on its most important job, Mr. Sholis said that ever since 1928 it had done nothing about “insuring a fair distribution of service to the rural population and of improving that service in areas where it is now unsatisfactory or nonexistent.” Formerly, he may not have intended that the Commission go on and regulate the radio industry with respect to competition, monopoly, newspaper ownership of program types, but he insisted that Congress “certainly intended that the fundamental technical challenge be faced squarely and met”.

Asserting there are millions of Americans living in rural and small-town areas getting far less service than they should and could easily have, Mr. Sholis said that beyond that, the Commission has not stood fast against the trend to reduce even this service merely to provide more and more stations in cities already well supplied with them. To give stations already enjoying adequate service more stations at the expense of rural listeners “is violently in conflict with the broad public good, and certainly contrary to the objectives of Congress”.

Attacking the FCC’s breakdown of clear channels in recent years, which he said was contrary to the recommendation of every chief engineer the Commission has had, Mr. Sholis charged that every time such a breakdown occurred, the action was “sugar-coated in the language of subterfuge by using such expressions as ‘experimental’ or ‘special authorization’ on licenses and the Commission’s records.”

The original number of 40 clear channels decreed in 1928, as against 50 recommended by the engineers, was whittled down to 25 Class I-A stations under the Havana Treaty, which became effective a year ago, Mr. Sholis pointed out. Every time a clear channel is broken down, under the terms of the Havana Treaty, it becomes available to other nations on the Continent, proved an opportunity to intervene, Rep. Sanders interposed that it was precisely such procedure that his bill proposed to correct.

Mr. Sholis called Boston a “lush advertising market” which already had the nighttime service of seven stations. With the breakdown of the KOA channel, an eighth night service was provided—“at the expense of rural listeners who have no such plentiful service”. After the FCC had given the assurance that if amendment of the clear-channel rules should come up, the clear-channel stations and NBC would be given an opportunity to interven, Mr. Sholis said the “big surprise came”. The Commission issued its proposed findings to grant the WHDH application and break down the clear channel. When efforts were made to intervene and be heard, he said the Commission flatly rejected them and the application was finally granted.

This decision encouraged the filing of a flock of petitions to break down other clear channels, with city station owners anxious to improve their position swooping down with attempts to invade seven other clear channels. “I dread to think of the situation this flood of applications would have produced but for the freezing orders arising from war needs,” he said.

Several months ago, Mr. Sholis said, the Commission placed WJW, Akron, on 850 kc. without holding a hearing at all. Located hundreds of miles closer to Denver, he said

TIN PAN ALLEY’S coming rival, Kent Cooper, head of Associated Press, plays his latest song “Love Is!” while Dr. Frank Black, music director of NBC points out theme passages. The AF chief, with one song already to his credit, heard “Love Is!” aired May 15 on

NOW 5000 WATTS

5000 WATTS

E V D

1330 K I L O

NEW YORK'S STATION OF DISTINCTION FEATURES

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

1. The feature boxes of newspaper radio programme pages.

2. The large number of famous advertisers on the station continuously year after year.

Ask for "Who's Who on WEVD"—sent on request.

W E V D 117-119 West 46th St., New York
Kellog for Pep

KELLOG Co., Battle Creek, on June 1 starts a 17-week campaign for Pep, using 15 transcribed one-minute announcements weekly at special morning and afternoon periods. Agency is Kenyon & Eckhardt, New York.

fishermen like to hear on the air. But I don't believe the network, whose programs now will be heard at night over the station that broke down the Denver clear channel, regards its schedule as of interest solely to fishermen."

Asks About CBS Claims for Signal

Rep. Brown (R-O.) called attention to Mr. Sholis' observation that some 50,000,000 people are dependent upon clear-channel stations for service and that many areas are now not receiving service at all. He alluded to a previous statement by a CBS witness that network reaches some 98% of the country's area with a listenable signal. Mr. Sholis said he was puzzled by the CBS statement and did not know upon what data it was based.

Rep. Sanders, in seeking specific recommendations on how to correct the situation, pointed out that he felt there was not adequate rural coverage and that was one of the reasons for the introduction of his bill.

Rep. Youngdahl (R-Minn.), as subject to taxation under Section 23-A of the law, which provides that taxes may be levied on all expenses which are not considered "ordinary and necessary." Expenditures falling within the latter definition are deductible. It is logically assumed that increased expenditures for advertising would fall outside the "ordinary and necessary" category.

Nevertheless, it was stated there is no cause for immediate alarm in spite of the publicity. It was thought that a statement might be forthcoming through Secretary

Proposed Tax on Advertising

(Continued from page 7)

Morgenthau to clarify the whole situation. In some Government quarters, expenditures for institutional advertising by companies engaged in the all-out war effort and who are entirely outside the consumer field, have been raised. There have been proposals in Congress that money paid such private concerns under Government contract be not used for advertising or general promotion.

Individual Cases

It is entirely possible, according to best available word, that there may be a limitation on the amount of money which a private plant given over 100% to Government work shall be permitted to spend to keep its name before the consumer on an institutional basis.

But it is thought that each case would have to be considered separately because no categorical definition is possible.

In the past the Treasury has been represented as sympathetic to advertising in recognition of modern marketing practice, which has brought the consumer more goods for less money. Moreover, the Treasury has profited through increased revenues accruing from mass production sales stimulated by advertising.

At this writing all that could be gleaned from official sources was that the whole question of limiting advertising expenditures as a means of raising more revenue is under consideration. It is appreciated that the Internal Revenue Bureau, by virtue of the latitude allowed it under the statute, could limit or control advertising expenditures in a dozen ways. Moreover, it is recognized that in several Government agencies advertising is regarded as a "social waste" and that grade labeling, rather than brand name identity is being fostered. But thus far, the latter school hasn't made much progress.

KTKC, Visalia, Cal., has appointed William G. Rambeau as sales representative, though not nationally as enthusiastically in Broadcasting May 11. W. S. Grant Co. continues as Pacific Coast representative of KTKC. The Grant company also reports representation of KHJ, Klamath Falls, Ore.; KDON, Monterey, Calif.; KTRB, Modesto, Calif.

CHNS

Halifax, N. S.

Holds the key to the large radio audience in Nova Scotia

Ask JOE WEED

"... special tribute to a radio commentator who, by her charm, gracious personality and ready wit, has won a unique position on the air . . . Mary Margaret McBride."

* Excerpt from speech of Radio Awards Luncheon, May 18, 1942, New York City by Yolando Mero Irion, Chairman of the Women's National Radio Committee (representing a constituency of 20,000,000 women).
Radio Executives Club Elects Lynch President; ‘Gripe’ Show Repeated

THOMAS H. LYNCH, timebuyer of Wm. Esty & Co., New York, was elected president by a vote of members of the Radio Executives Club of New York to succeed John Hynes, timebuyer of Lord & Thomas, New York, retiring president, at the May 20 meeting. Executive vice-president for 1942-23 is Linneanus Nelson, timebuyer of J. Walter Thompson Co., New York, and secretary is Bevo Middleton, Radio Sales, New York.

Besides the election results, the May 20 meeting featured a report of the performance of “What Burns Us Up,” given at the REC Breakfast Session May 12 at the NAB convention in Cleveland, as recorded by NBC Radio-Recording Division. Also played was the recording made by Columbia Recording Corp. in New York featuring timebuyers unable to attend the convention. This week the club will announce its final session of the season, when the new officers will take over.

Out-of-town guests attending last week were C. P. MacGregor, Montreal; Carlston Smith, WRC, Washington; Alex MacDonald, WGY, Schenectady; Clarence Broder, radio director, Lake-Stero, Sheffield, Memphist; Howard Dahl, WKBH, LaCrosse, Wis.; George B. Jaspert, WIP, Easton; Eugene J. Belcher, KONO, San Antonio; Jim Hanrahan, WMPS, Memphis; Mortimer C. Walther, WCPO, Cincinnati; Edward Codel, Atlantic Coast Net.

AFM SIGNS SEVEN NEW YORK STATIONS

LOCAL 802 of the American Federation of Musicians has concluded negotiations with seven New York stations for renewal contracts covering staff musicians. Renewals, renegotiated in a period of six months, range in effect from April 1, 1942, to February 1, 1944, or for a two-year period, have been signed with WHN, WNEW, WNYC, WFFA, WNYF, WBNX, and WNYE, with a one-year renewal in each case negotiated with WHNY, Brooklyn.

The local pact with WHOM, Jersey City, will not expire until March 31, 1943, and further details remain to be worked out on contracts with WINS, New York, and WLIR, Brooklyn, now in organization. No negotiations have been started as yet with WNY, New York, and a new agreement must be worked out with WOV, New York, the present agreement having been frozen pending PAC action on the proposed change in management.

Most extensive increase was secured at WHN. The staff band has been increased from 10 to 15 men, and salaries raised a total of $20 per man on terms of $10 after the first year and $10 next. WNEW and WMCA pacts were the same as before, while at WNYT, the salary has been increased by $5. WQXN has received the same with a $5 increase next year. WBNX adds $2.50 per man this year and a similar sum next year.

PETITIONS for leave to dismiss the renewal applications for 1942 were granted last week by the FCC to WQXN, Minneapolis, and WYMN, St. Paul.

NEW OFFICERS of the Radio Executives Club of New York (1 to 7):

THOMAS H. LYNCH, William Esty, New York, elected president succeeding John Hynes, Lord & Thomas; Peggy Stone, Spot Sales Inc., treasurer; Bevo Middleton, Radio Sales, secretary. Miss Linneanus Nelson, J. Walter Thompson, new executive vice-president, was not present.

Air Training Disc Is Made Available

Series of 26 Programs Now Offered in United States

RESULTING from an idea by NBC Radio-Recording Division submitted to authorities in Washington for approval over a year ago, a series of 26 half-hour recordings covering the life of a flyer in the Royal Canadian Air Force is now ready for distribution to stations in this country and Canada.

Local advertisers wishing to carry the series must be approved by the RCA Co., and Imperial Tobacco Co., Montreal, has already signed for the recordings on the CBC.

Although the idea received the approval of the RCAF a year ago as well as the Canadian Government, it was turned down in Washington because the United States was not then at war.

Lives the Life

Hubert Chain, of the NBC division, had written a test script to illustrate the proposed series, and after Pearl Harbor when NBC received the “go-ahead,” he returned to Canada to a manning depot where all new members of the RCAF are first received. With the help of Ral Furd, former CBC producer, Chain lived the life of a flyer from rookie days to battlefront, using the material he gathered for the 26 complete episodes.

One of the recordings, as an illustration, deals with a bombing sortie into Germany by an American-built Flying Fortress. The record starts with the instruction of the pilots—to destroy such targets as an oil tank or a railroad. On the return trip the Fortress spots a flight of five Heinkel bombers a mile below, and giving chase, accounts for four of the planes.

Two of its engines are put out of action by antiaircraft fire, however, and the plane is forced to land in the sea near Yarmouth, England. The pilot has radioed his plight to the base field, and the record ends with the welcome voice coming to them from England “Rescue boats are on the way.”

First radio station in the United States to sign for the recorded program series of life in the Royal Canadian Air Force, titled Flying For Freedom, is KGNC, Amarillo. The 26 half-hour programs will be sponsored by WGN, white & Kirk, department store which has never used radio before.

Grocers to Convene

WARTIME problems of retail food industries will be the theme of the 40th annual convention of the National Association of Retail Grocers in the Palmer House, Chicago, June 7-8. Among the speakers will be A. C. Hoffman, price executive, food section, OPA; Wm. R. Williamson, special assistant to the attorney general; Carroll D. Alcott, chief of the news staff of WGN, Chicago; Dr. M. L. Wilson, chief of the nutrition division, OMB. Presidents of the grocery manufacturers, wholesale grocers, canners and retail grocers national associations will be heard on CBS, June 8 at 2:30:00. (CWT)

Ration Aids Audience

PROOF of increased listening audience in the 15 Eastern states where gasoline rationing is in effect since May 15 is furnished by N. J. McMahan, special United Ad. Co., Chicago, which currently has 10 mail accounts on over 500 stations. Mr. McMahan reports that the mail results from stations in those States almost doubled the first weekend that rationing went into effect.

Influencing Sales

FAR Beyond Pontiac

In cities—villages—towns for miles and miles around—WBNX is heard over WACR’s 1000 station watts.

FOR OFFENSE FOR DEFENSE

BROADCASTING • Broadcast Advertising
**FEDERAL COMMUNICATIONS COMMISSION**

**MAY 16 TO MAY 22 INCLUSIVE**

**Decisions...**

**MAY 19**

KBD, Santa Barbara, Calif.—Granted consent to assign station to Associated Broadcasting Co., Ltd., to Dan Lee Broadcasting System, for $10,000.

WBNY, Buffalo.—Granted modification of license to change hours to unlimited time. WFIG, Utica, N. Y.—Granted consent to change antenna at WFIG from mast to pole. KFEO, St. Joseph, Mo.—Granted consent to change antenna at KFEO from mast to pole.

**MAY 21**

WLOL, Minneapolis.—Granted petition to leave to dispose of entire station.

**APPLICATIONS...**

**MAY 16**

WBYN, Brooklyn.—Modification of license to assign WBYN to the New York Broadcasting Co., Inc., for $30,000.

WNAC, Boston.—Modification of CP ruling changing stations to directional antenna.

**MAY 19**

WHIP, Hammond, Ind.—Transfer of control thru sale of 200 shares (39%) of stock by Culver Mfg. Co., for $2,000.

WEBR, Buffalo.—Transfer of control thru sale of 1400 shares preferred and 100 shares of common stock (100%) of station to Robert H. Butler, individual, Marlerie Mitchell Baldwin, individual, and Joseph W. Clarke, individual, for $31,500.

WARR, Inc., Kalamazoo, Mich.—Granted petition to change CP ruling and station to directional antenna.

**MAY 21**

WMAZ, Macon, Ga.—Modification of CP as modified for extension of completion date to 10-14.

WKEA, St. Joseph, Mo.—Modification of CP as modified for extension of completion date to 10-14.

WISH, Indianapolis—CP to increase to 5 kw: Chicago—Dun Wilson, announcer, and Vera Vague, radio actress.

**WOMEN are even taking over transmission equipment.** Anna Petitlete of WSTV, Steinville, O., offers proof. Getting her first class operator's license April 9, Anna was granted a restricted permit, formerly operated radio facilities of the Sheriff's office, Jefferson County, O.

**Late Personals**

**JOHN C. YOUNG,** advertising manager of Green Watch Co., Cincinnati, extensive radio user, has joined the armed forces. Advertising for the company, as placed through McCann-Erickson, New York, will be supervised by Benjamin S. Katz, present Green's assistant, until a successor has been named.

**HARLAN B. OAKES,** of the Chicago office of Howard Wilson Co., station representatives, has been commissioned second lieutenant in the Army Air Force. He will be replaced in the Chicago office by Mr. Wilson's son, who has been sales manager of WOSH, Osbosh, Wis., and previous to that was assistant manager of the Kansas City office of the company.

**MURRY BROMPHY,** former CBS artist, whose residence is at the coast, now associated with the Office of the Coordinator of Information (Bureau of Information) in a technical capacity, has gone to Honolulu on a special mission.

**TILFORD TAYLOR,** FOX's general counsel, and Mrs. Taylor are parents of a daughter, their second child, born May 10.

**HERBERT A. CARLBORI,** for nine years in the sales department of CBS in Detroit, has joined the radio sales division of the network's New York office. Carlborgi served an account executive in the Philadelphia and Detroit branches of N. W. Ayer & Son for four years and was with the sales department of Trotier & Gamble in Cincinnati, for three years.

**GEORGE GUNN,** formerly of WMAL, Washington, has joined the BLUES announcing staff in New York, and has been assigned to Blue Barron's show of Yesterday & Today. Gunn's appointment is in line with the network's policy to give first opportunities to fill staff vacancies, to announcers of affiliated stations.

**FRANK J. REED Jr.** assistant sales traffic manager of NBC, on May 20 leaves the network to go on active duty as a first lieutenant in the Ordinance Corps.

**WALTER GORMAN,** formerly producer with Compton Adv., New York, has joined the radio production department of Young & Rubicam, New York.

**Col. Oliver S. Ferson**

**MAY 25, 1942**

**NEW BUSINESS**

**WARTIME PRICES & TRADE BOARD, Ottawa (price ceilings) on May 18 started 45-day English and French Canadian Broadcasting Co. stations, Mon., thru Fri. 10:00-11:00 a.m.: with western Canada to Canada from Sun., 11:00-12:00 a.m., for English program: MacLaren Adv. Co., Toronto; for French program: Canadiens Adv. Agency, Montreal.

**PILLSBURY FLOUR MILLS Co., Minn.—** June 8 will start Clara Lu & Em on 14 CBS stations in the Northwest. Mon., thru Mon. 7:30-9:00 a.m.: Agency: McCann-Erickson, Chicago.

**SPERRY FLOUR Co., San Francisco,** on June 1 starts for 12 weeks Sam Jones, actor, on 14 CBS stations, Mon., thru Fri. 1:15-1:30 p.m.: Agency: Westco Adv. Agency, San Francisco.

**PHOTO-DEVELOPING Inc., Los Angeles** (film developing), on May 6 started five-color, entry into the 9 a.m. slot of Breakfast at Sarat's on 12 Blue Pacific stations, Mon., Wed., and Fri., 9:00-9:15 a.m.: Agency: Mavers Co., Los Angeles.

**RENEWAL ACCOUNTS**

**U. S. TOBACCO Co., New York,** (Dill's and Dill's White Horse), has renewed its May 25 renewes Gay Nineties Revue on 65 CBS stations, Mon., 8:00-8:15 p.m. (rebroadcast 11:00 p.m.): Agency: Arthur Kuder, N. Y.

**Frank Figgins**, NBC Hollywood engineering maintenance supervisor, rejoined the Signal Corp to assume the position of chief engineer at WJW, Dayton, Ohio, on May 16. John F. Morris, engineer, has also joined the Signal Corps, assuming the position of assistant chief engineer, under R. P. Adams. Figgins, a 17-year veteran of the Signal Corps, was a former engineer aboard the Liberty ship Capt. N. K. Davis, which was lost in the English Channel in a collision.

**LEVER BROS., Ltd., Toronto (Lux soap)** (new soap), entered into an agreement March 1 between Lever Bros., Ltd., Toronto, and Canadian Broadcasting Co., Ltd., Toronto, for the renewal of its sales agreement.

**EDWARD LEECH**, former head of the advertising of the engineering staff of WPTF, Raleigh, has rejoined the network.

**WILLIAM L. PARKER**, formerly a engineer, has rejoined WSOB, Los Angeles.

**W. D. MOYER** and J. R. DeGrazio, Los Angeles engineers, have been assigned to WSOB, Los Angeles.

**PHILIP K. BUNDY**, chief engineer at WEIL, Boston, is now a engineer, has joined WGO, Wofford, Pa., where he will be in charge of the WEIL transmitter in addition to his other duties.

**LLOYD JONES**, KFI-KKCA, Los Angeles engineer, has been assigned to WWGO, Fort Wayne, Ind.

**ED R. STENZEL**, radio engineer in Philadelphia for 20 years, has returned to the staff of W3W, Philadelphia.

**A. WILSON SIGAFOOS**, staff engineer of W3W, Philadelphia, has received a lieutenant's commission in the Navy.

**RAY BAIRD**, formerly of WJW, Akron, has been named chief engineer at W3W, DeLallo, Pa., taking over the position of George P. Davis, who also has joined the station as a sales assistant.

**FRANK GRICHER**, new to radio has joined the engineering staff of KYW, Philadelphia.

**Network Accounts**

**ALL LINE EASTERN WARTIME UNLESS INDICATED**

**NEW BUSINESS**

**WARTIME PRICES & TRADE BOARD, Ottawa (price ceilings) on May 18 started 45-day English and French Canadian Broadcasting Co. stations, Mon., thru Fri. 10:00-11:00 a.m.: with western Canada to Canada from Sun., 11:00-12:00 a.m., for English program: MacLaren Adv. Co., Toronto; for French program: Canadiens Adv. Agency, Montreal.

**PILLSBURY FLOUR MILLS Co., Minn.—** June 8 will start Clara Lu & Em on 14 CBS stations in the Northwest. Mon., thru Mon. 7:30-9:00 a.m.: Agency: McCann-Erickson, Chicago.

**SPERRY FLOUR Co., San Francisco,** on June 1 starts for 12 weeks Sam Jones, actor, on 14 CBS stations, Mon., thru Fri. 1:15-1:30 p.m.: Agency: Westco Adv. Agency, San Francisco.

**PHOTO-DEVELOPING Inc., Los Angeles** (film developing), on May 6 started five-color, entry into the 9 a.m. slot of Breakfast at Sarat's on 12 Blue Pacific stations, Mon., Wed., and Fri., 9:00-9:15 a.m.: Agency: Mavers Co., Los Angeles.

**RENEWAL ACCOUNTS**

**U. S. TOBACCO Co., New York,** (Dill's and Dill's White Horse), has renewed its May 25 renewes Gay Nineties Revue on 65 CBS stations, Mon., 8:00-8:15 p.m. (rebroadcast 11:00 p.m.): Agency: Arthur Kuder, N. Y.
Leon Cieciuch Killed; WHOM Polish Director
LEON CIECIUCH, director of the Polish department of WHOM, Jersey City, and a 15-year radio veteran as a Polish announcer, on May 20 was killed instantly in an automobile accident near the Newark Airport in a head-on collision with a truck. A leader in Polish-American circles in New York for many years, Mr. Cieciuch was a personal friend of the late Ignace Paderewski.

A concert singer at one time, Mr. Cieciuch was heard at one time on operatic programs on NBC, and also conducted Polish concerts near the Waat, Jersey City, before joining WHOM two and a half years ago. In his tribute, May 20, Joseph Lang, general manager of WHOM, cancelled all commercially sponsored Polish broadcasts for a four-hour period, during which memorial music was played. The station also broadcast the funeral services held May 29 at St. Anthony’s Church in Jersey City. A wife and three children survive.

KEITH KIGGINS, vice-president in charge of stations of BLUE, left New York last week for six-weeks of the network’s West Coast stations.

Join Shortwave List
PRUDENTIAL INSURANCE Co., Newport, will add The Family Hour, Sunday program on CBS, and General Motors Corp., Detroit (institutional) will add Cheers From The Camps, starting on CBS June 9, to the list of CBS commercial programs shortwave America will hear.

Starting May 29, The Family Hour will be rebroadcast overseas Friday, 6:45-7:30 a.m. and Cheers From The Camps will be heard aboard beginning June 13, Saturday, 7-8 a.m.

Benton & Bowles, New York, handles the General Motors account.

RWW Chicago Deals
NEGOTIATIONS have been opened between the Chicago council of the Radio Writers Guild of the Authors League of America, and representatives of NBC, CBS and BLUE Chicago, on behalf of news writers of WHBM, WENR and WMAQ. Trata- tive scales for pay and vacations have been presented to the writers through Fred Kress, president of the Guild in Chicago, and W. S. Savage, attorney. Registering in May was J. L. Van Volkenburg, assistant to the vice-president, and John Moser, legal representatives.

TO INCREASE war bond sales WBW, Toledo, Ohio, is giving this month, bold face listings, double BOLD FACE CAPS triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the SERVICE OF BROADCASTING

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

McNary & Wrathall
Consulting Radio Engineers
National Press Bldg., Dl. 1205
Washington, D. C.

Paul F. Godley
Consulting Radio Engineers
Montclair, New Jersey
MO 2-7959

George C. Davis
Consulting Radio Engineer
Munsey Bldg., District 8456
Washington, D. C.

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

Coffee Bureau Places Drive in Five Markets
ICED COFFEE will be promoted by Pan-American Coffee Bureau, New York, on a national basis, in an eight-week campaign starting in five markets June 15. Spot announcements will be used. Details are not yet available as to the nature of the spots or as to whether the spots will be live or transcribed. Agency is Buchanan & Co., N. Y. Markets and stations to be used are: New York—WHN WMU WNEW WQXR; Jersey City— WAT; Chicago—WCLF WJJD,WIND; Boston—WJFK WORI WMEY; Detroit—CKLW WJLB; Los Angeles—KFNB KMPC KMTR.

In addition to this institutional campaign, the Bureau is offering other special transcribed announcements to local coffee roasters to advertise individual brands throughout the country, except in the five cities mentioned above.

BROADCASTING • Broadcast Advertising

CLASSIFIED ADVERTISEMENTS

Situations Wanted

Help Wanted
Texas Independent Station—Desires competent announcer. Tell all. Box 502, BROADCASTING.

Situations Wanted


Production Manager—Diversified experience on small station. Top-flight continuity writer. Reliable, Cooperative. College, married, Box 504, BROADCASTING.

Experienced announcer—Voice, appearance, ability, sincerity; prefers Manhattan of Philadelphia area. Box 505, BROADCASTING.

Program-production director-newsreader—16 years experience wants to make change. Job must be permanent. Box 506, BROADCASTING.

Money secondary to draft-exempt young announcer—Live anywhere. Box 510, BROADCASTING.

ANNOUNCER—Can handle all shows: continuity, news, disc jockey, permanent. College degree. Box 509, BROADCASTING.

COMMERCIAL MANAGER—Excellent record of personal sales and programming. Married, draft exempt. Splendid references. Presently employed. Will go anywhere as salesman or Commercial Manager. Box 505, BROADCASTING.

Manager radio department—Nationally known midwest agency. Would like sales position with prominent station having national advertising accounts. Box 498, BROADCASTING.

Girl, 23, A.B.—Two years radio writing, shorthand, asparagus work. Now training for operator’s license. A. B. preferred. Anywhere. Box 507, BROADCASTING.

WANTED TO BUY


Two 240 to 300 foot vertical radiators—Write immediately giving best price and description. Box 500, BROADCASTING.

For Sale

1 KW Broadcast Transmitter—Western Electric 106-b, including tubes, etc. Good condition. Reasonably priced. Box 501, BROADCASTING.

Will Trade—9-A Western Electric Reproducer Kit in good condition for RCA Universal Pickup Kit. WLVA, Lynchburg, Va.

Collins 3,480 Watt Transmitter—Used since February this year. Station increasing power. King, K.PAS, Pasadena.

Steek in West Va. Station—Must have $5,000.00 cash and managerial experience. For particulars write Box 499, BROADCASTING.

Coffee Bureau Places Drive in Five Markets ICED COFFEE will be promoted by Pan-American Coffee Bureau, New York, on a national basis, in an eight-week campaign starting in five markets June 15. Spot announcements will be used. Details are not yet available as to the nature of the spots or as to whether the spots will be live or transcribed. Agency is Buchanan & Co., N. Y. Markets and stations to be used are: New York—WHN WMU WNEW WQXR; Jersey City— WAT; Chicago—WCLF WJJD,WIND; Boston—WJFK WORI WMEY; Detroit—CKLW WJLB; Los Angeles—KFNB KMPC KMTR.

In addition to this institutional campaign, the Bureau is offering other special transcribed announcements to local coffee roasters to advertise individual brands throughout the country, except in the five cities mentioned above.

BROADCASTING • Broadcast Advertising

May 25, 1942 • Page 57
NetSponsorsPlanningActiveSummer

Many Top Programs to Stay; Others List Substitutes

ALTHOUGH advertisers and their agencies in several cases last week were still in the throes of deciding whether to continue current network shows through the summer, resolve the question with lighter summer fare or take them off the air entirely because of the war situation, the disposition of the majority of programs scheduled to return the BLUE and Mutual had been decided.

Many to Stay

Most of the popular variety shows on NBC are remaining on the air for the summer months, while the few that are vacationing will have their spots filled by other sponsored or sustaining programs until they return in the fall.

Among the broadcasts definitely set to continue are American Tobacco Co.'s Information Please, and Kay Kyser's College of Musical Knowledge; Sealtest Rudy Vallee program; Bell Telephone Hour; Firestone Tire & Rubber Co.'s Voice of Firestone; Cities Service Concert; Liggert & Myers Tobacco Co.'s Fred Waring Pleasure Time; General Electric's Hour of Charm; Philip Morris & Co.'s Johnnieプレゼンツ; the Fitch Bandwagon; Bristol-Myers Mr. District Attorney; Emerson Drug Co.'s Ellery Queen; Procter & Gamble's Abe's Inside Story; and Standard Brands One Man's Family.

Bristol-Myers is replacing Eddie Cantor with Those We Love June 24, Cantor to resume his Time to Smile show Sept. 30 on NBC. Similarly Pepsocond will start a Date With Judy on June 16 in the Bob Hope time, Hope to return to return to his nightly personal spot with William-son Tobacco Co. replaces Red Shelton June 16 with Tommy Dorsey's Orchestra, and Bob Crosby will replace his brother Bing Crosby on the Kraft Music Hall for a 13-week period, probably in July.

Standard Brands has reached no decision as yet on the Chase & Sanborn Hour on NBC; it may leave the network June 28, or may continue through the summer for another Standard Brands product, handled by a different agency. Maxwell House Coffee Time, with Fanny Brice and Frank Morgan, goes on as usual on NBC, both stars taking separate summer vacations.

Shifting products June 24, General Foods will change the name of the show to Post Toasties Time. Another NBC General Foods show The Aldrich Family has a four-week vacation, probably from July 2 to Aug. 6, while the Jack Benny show goes off May 31, returning Oct. 4. Still unsettled last week was the report that the Ato of American Railroads, Washington, might take over the Jack Benny period on NBC during Benny's vacation with an institutional program [Broadcasting, May 18].

Fibber Uncertain

S. C. Johnson & Sons, Racine, had not reached a decision last week on whether the Fibber McGee & Molly program would take its usual nine-week vacation from NBC, and other shows on the indefinite list were Truth or Consequences, sponsored by Procter & Gamble Co.; Cavalcade of America, by DuPont; The Great Gildersleeve, by Kraft Cheese Co., and R. J. Reynolds Tobacco Co. At Pearce & Haas Group, all on NBC.

On July 7, Lever Bros. Co., Cambridge (Swan soap), will replace Burns & Allen on NBC with Tommy Riggins & Betty Lou for the summer months.

Of the variety, quiz type, and dramatic shows on CBS, the following are definitely set to continue this summer: Bowery's Inc., Stars Over Hollywood; Celanese Corp. of America, Great Moments in Music; American Tobacco Co., Your Hit Parade; Chrysler Corp., Major Bowes' Amateurs; Coca Cola Co., The Pause That Refreshes on the Air; Emerson Drug Co., Vos Pop; Eversharp Inc., Take It or Leave It; Ironized Yeast Co., Are You a Missing Heir?; Philip Morris & Co., The Philip Morris Playhouse and The Crime Doctor; Prudential Insurance Co. of America, Pruden-tial Family Hour, and U. S. Tobacco Co., Gay Nineties Revue.

'Theatre' Off Eight Weeks

Lever Bros. Co. will take the Lux Radio Theatre off CBS for an eight-week hiatus during July and August, and the Texas Co., on July 5 will replace the Fred Allen show with a musical program starring Al Goodman's Orchestra while Allen takes his usual vacation. General Foods Corp. will set no replacement for the Kate Smith Hour, heard Fridays on CBS, while Kate Smith takes an 11 weeks vacation starting July 3.

Still undecided for the summer is the status of the Big Town program, which Lever Bros. may take off in July for rest. No decision had been made last week on The Bob Hope Quiz which R. J. Reynolds Tobacco Co. sponsors on CBS for Camel cigarettes. Campbell Soup Co. is giving the Bob Burns show on CBS a 13-week vacation, effective June 9.

In June, CBS will gain a new sponsor when Pillsbury Flour Mills Co., Minneapolis, brings back to the air on June 8 the three-weekly Clara, Lu 'n' Em, popular some years ago. Details as to number of stations are not set, but the series will probably be 11 a.m. (CWT), Agency is McCann-Erickson, Chicago. General Motors Corp., Detroit, starts its institutional program Cheers From the Camps June 2 on CBS, and on June 8 Welch Grape Juice moves Dear John to CBS from the BLUE, Fridays, 7:15-7:30 p.m.

Cancelling The World Today, five-times weekly news roundup show on CBS, United Fruit Co., New York, is forced to give up the program June 26 because of the difficulty in transporting bananas from Central America to this country under war conditions.

Blue Lineup

Only two BLUE programs were indefinitely on summer plans last week. Standard Brands determined about I Love a Mystery going off June 29, and the Wheeling Steel Corp. planning to discontinue the Wheeling Steelmakers early in June for the summer. P. Ballantine & Sons on June 2 will discontinue Three Ring Time on the BLUE and the following advertisers are not renewing their BLUE contracts upon their June expiration dates:

BROADCASTING • Broadcast Advertising
"GOOD BUSINESS CITIZENS WILL CONTINUE TO ADVERTISE"

says CHARLES E. WILSON, President, THE GENERAL ELECTRIC COMPANY

"Advertising is a responsibility of business citizenship. Through advertising every business exercises the individual's right to freedom of expression. This right is a duty as well as a privilege. The individual enjoys his freedoms as a privilege. He upholds them as a duty. In time of war the duties of citizenship are not suspended. During the war good citizens will continue to attend their town meetings, will continue to vote, and by discussion assist in the formulation of public opinion. Good business citizens will continue to advertise."

☆ To the great names in American business whose continued advertising is a flaming symbol of faith in America's future . . . whose fortitude in total war adds another shout of defiance to the enemies of free American enterprise and democracy . . . this space is dedicated by The Nation's Station.
TOO TOUGH A JOB FOR A MAN!

In making radio tubes, vital to the war effort, it is not a question of training women to do men's work. Assembly of the delicate, lace-like grids and tiny filaments needs the feminine touch! It's something like threading a needle a thousand times a day—and a mere man just can't compete!

Slim, swift fingers are what it takes to fashion the sensitive mechanisms that detect feeble radio waves and amplify them into sharp, clear signals. So go ahead, men, with your rivet-hammers and punch-presses. But when radio, with split-second precision, delivers an urgent message or a broadcast program—or safely guides ship and plane—give thanks to a woman's skillful fingers!

Of the many thousands of workers in the RCA services, nearly two-thirds are women. Most of them do work essential to the war effort, and more efficiently than a man could do it.

Radio Corporation of America
PIONEER IN RADIO • ELECTRONICS • TELEVISION
Radio City, New York