"5 Months Make One Year—WAR EDITION" is a handbook on summer radio selling and listening which should be on the desk of every agency timebuyer and radio advertiser. It tells you briefly, helpfully, among other things, what war work, continuous college curriculums and backyard vacations will do to radio listening in the summer months of 1942. More specifically, it gives you ideas—to make more business with. It names sponsors who have used WOR successfully in the summer and how they've done it.

A copy may be had by writing or calling

WOR
at 1440 Broadway, in New York
"THE CHIEF'S GETTING TIRED OF PLAIN STEWS. HE SAYS TO TUNE IN MARTHA CRANE ON WLS."

W e have no cannibals out our way, but cooks all over the Middle West do listen to Martha Crane and Helen Joyce on the WLS "Feature Foods" program. They listen and respond. For instance:

WLS received the greatest number of returns at the lowest cost per inquiry for one advertiser. "Homemaker" type programs were used on WLS—and on 11 other stations. Twelve programs, with the same offer, were used on each station. WLS received 11,242 replies—almost twice as many as the next station! And our cost per inquiry ranged from 5c to 73c less than the other stations used!

What is true of the "Feature Foods" program is likewise true of many other WLS programs. We can show lots of further evidence that WLS Gets Results. Just write WLS, Chicago, and ask us . . . or ask any John Blair man.

890 Kilocycles
50,000 Watts
Blue Network

WLS

The Prairie Farmer Station

Represented by
John Blair & Company

CHICAGO

Management affiliated with KOY, Phoenix, and the Arizona Network — KOY Phoenix • KTUC Tucson • KSUN Bisbee-Lowell
PREFERRED BY ADCASTERS

The list of leading advertisers on WDRC—all experienced adcasters—reads like the “Who's Who” of broadcasting.

Their judgment in using WDRC has been proved over a period of years. Their experience with radio in Hartford has been uniquely successful.

Out of their knowledge has come this formula, which we can recommend to you: to sell Connecticut's 1st Market, get all 3 on WDRC! Use WDRC's winning combination of coverage, programs and rate.

BASIC CBS HARTFORD
WDRC
CONNECTICUT'S PIONEER BROADCASTER
Storage bin on Nebraska farms. Under the all-out farm production program, storage facilities are burdened to the hilt, with crops ready for sale at record prices.

Giant steel vehicles used for rolling thousands of tons of Nebraska grain to the mills, which pay Nebraska farmers premium rates for their grain.

Container which nowadays is filled largely by the efforts of sugar beet farmers, who are hard put to supply both civilian and industrial needs. Acreages are being expanded, with a consequent expansion of income.

Poured into Nebraska farmers' wallets and cash boxes, in trade for the contents of cribs, freight cars, and sugar sacks. Farm families are receiving more cash than ever. And they'll spend it with you, if you tell them what you sell. Contact these families over "their" station, KFAB. You need KFAB, to do a complete selling job throughout Nebraska and her neighboring states.
OUR PRICE CEILING IS 10 YEARS OLD...

It's a fact that WCAU is still selling a 1942 market at 1932 prices. Our new rate card #22 has been modernized. It looks different from its predecessors but its basic structure is just the same. That was fixed voluntarily a decade ago.

Today, WCAU's commodities—coverage and listeners in the rich Philadelphia Market—are more valuable than ever. For instance the number of radio homes in WCAU's primary area have increased 24.7% since 1932. Yet, you pay no more to reach them because—"Our Price Ceiling is 10 years old".

Philadelphia • WCAU Building, 1622 Chestnut Street • New York City • CBS Building, 485 Madison Avenue • Chicago, Ill. • Virgil Reifer, 400 N. Michigan Ave. • Boston, Mass • Bertha Bannon, 338 Little Building • Pacific Coast • Paul K. Raymer Co.
GEORGE W. NORTON, JR.

President, WAVE, Louisville

In March, 1942, when George Norton resigned from his highly-successful business and entered the U.S. Army Air Forces, he was simply continuing a life-long record of unselfish service to his city, his state and his nation. For in his quiet way, and without being in the least a sentimental "uplifter", George Norton is one of the most public-spirited young men we have ever known. Our hat is off to you, George, and long may you "WAVE"!

Speaking of service and public spirit, today all of us here at Free & Peters, like you yourself, are eager above anything else to serve our country wherever our experience can be of greatest use. Two of us—Arthur Barry and Ewart Blain—have decided their greatest usefulness is in the armed forces, and have therefore enlisted, on leave of absence from F&P for the duration. But much as we envy Art and Ewie, the rest of us feel that since radio is so vital to morale, communications and the war effort, our present greatest usefulness is in this industry. So here we'll stay, until our experience is needed more, elsewhere.

To take the places of those who are going into service, we of F&P are acquiring experienced older men, and are so organizing our efforts as to sustain and even broaden our old ideals of "Free & Peters service". And that's the way we'll continue to work in this group of pioneer radio-station representatives.
Proposed Pooling of Equipment Hits Snag

Inconsistency With Policy of WPB Seen

CREATION OF a broadcast equipment pool to stretch industry resources to the nth degree irrespective of present ownership is in the offing but its size, shape, scope and administration still are far from settled.

Nothing has happened in a tangible way since the War Production Board on May 21 received from the Defense Communications Board the ambitious and far-reaching plan evolved by the Domestic Broadcasting Committee of DCB for the creation of an overall pool, with the FCC doing the bookkeeping and policing.

Steps To Aid Stations

Last weekend the proposal didn’t get down to the WPB Communications Branch, headed by Leighton H. Peebles, or to the Radio Section, directed by Frank H. McIntosh, formerly technical supervisor of the FCC Interference Control stations. It is evident, however, that the plan as projected is not regarded as consistent with WPB policy, largely because of its mandatory rather than voluntary aspects.

Meanwhile, steps are being taken in the Communications Branch of WPB toward alleviating the plight of stations nearing or already down to their last tube, condenser or resistor. Nevertheless, the critical material situation grows tighter almost daily and use of copper in other than military production is practically foreclosed. Revision of WPB regulations, however, is being considered with a view to allocating sufficient critical materials to take care of minimum needs.

Precisely what will happen to the DCB committee plan, which would place the FCC in the driver’s seat on allocations of materials from the pool to stations in need, cannot be stated with certainty now. Official observers, however, see a number of glaring defects in the plan, inconsistent both with WPB policies and with availabilities of materials and possibly outside the authority vested in WPB, DCB or the FCC. There is no opposition, so far as can be ascertained, to a pooling plan as such. But the wisdom of necessity for so broad-gauged a plan as that projected by DCB, and so vigorously supported by DCB-FCC Chairman James Lawrence Fly, is questioned.

The only serious equipment bottlenecks are tubes, first and by far the most dangerous; condensers, secondarily; and then such items as resistors and miscellaneous parts. Therefore, it is argued that a pool covering every type of broadcast equipment and replacements is not necessary. Moreover, it is felt that it would excite broadcasters into extraordinary activity in attempting to procure 100% replacements up and down the line, which they don’t do even in normal times.

Plans Studied

Several plans have been under consideration at WPB, which thought about a pooling arrangement. It appears, however, that the matter was presented by Mr. Fly, who urged the Domestic Broadcast-

Advertising Tax Status Draws Morgenthau, Henderson Views

STATUS of advertising as a possible source of tax revenue remained unchanged last week although promotion expenditures were given much publicity by Secretary of the Treasury Morgenthau and Price Administrator Henderson. As reported [Broadcasting, May 25], the success of any attempt to tax such expense hinges on the definition of “ordinary and necessary”.

Must Be Reasonable

In a statement May 28 to the Joint Congressional Committee on Taxation, Secretary Morgenthau was chiefly concerned with the attempts of war-work plants to escape the burden of wartime taxation as well as with the limitation of individual incomes. Although his statement did not overlook the possible revenue to be derived from advertising it was more a recognition of a source than a specific directive.

This is instantly apparent in Secretary Morgenthau’s reference to advertising when he said, “The test of whether expenditures for advertising is deductible is whether they are ordinary and necessary and bear a reasonable relation to the business activities in which the enterprise is engaged.” He pointed out that he did not intend to “exclude institutional advertising in reasonable amounts.”

His only objection was to expenditures which are seemingly “extravagant” and not in direct proportion to the size of the company or comparable to a company’s advertising budget in the past. Such expenditures would be disallowed, however.

Price Administrator Henderson announced May 27 that the general maximum price regulation doesn’t require manufacturers to continue to grant the usual advertising allowances to distributors of their products. The announcement came with no explanation for its issuance but it was received with satisfaction by national advertisers. Retailers viewed this development with some concern, fearing manufacturers may take advantage of

(Continued on page 51)
Butcher Takes Post in Navy; CBS Considering Successor

HARRY C. BUTCHER, CBS vice-president in charge of Washington activities, has been called for active duty June 1 as a lieutenant commander in the Navy, discharging his CBS position for the duration. A naval reservist since 1938, Comdr. Butcher has received orders to report to the Office of the Director of Naval Communications, Washington, for duty at the headquarters office for the time being.

Designation of Comdr. Butcher's successor has not been announced by CBS, though the matter was discussed last week with President William S. Paley, Paul W. Kesten, CBS vice-president and general manager, is on leave and the appointment will await his return next week. It is expected a CBS executive either from New York or from the field will be assigned to the Washington post until Comdr. Butcher's discharge from active duty.

Wide Acquaintance

Comdr. Butcher earlier this year had served a brief tour of active duty in the Navy to familiarize himself with operations. Capt. Joseph E. Redman is Director of Naval Communications and Comdr. Butcher will be assigned to his Office. His precise assignment has not been announced.

Comdr. Butcher joined CBS in 1930 as its Washington director. Two years later when the network acquired WJGX under lease, he became its directing head also. Since 1934 he has been Washington vice-president. He is reputed to number among his intimate and personal friends more men high in Washington officialdom than perhaps any other man in radio.

While Comdr. Butcher is assigned to Washington headquarters, it is presumed he will be available for consultation by CBS. Melford R. Runyon, senior CBS vice-president in charge of stations, will take over Comdr. Butcher's duties as a member of the Domestic Broadcasting Committee of the Defense Communications Board, on which he has been an alternate.

SALES of B. T. Babbit's products on the West Coast have increased substantially since the recent start in the Pacific area of the company's radio program David Harum, also heard on both NBC and CBS five times weekly in the East, according to Duane Jones, president of the Duane Jones Co., New York, Babbit Agency.

Mr. Jones returned last week from a trip to Los Angeles with Alan Mendelson, executive vice-president and area of the company's radio program David Harum, during which they investigated production and packaging for Babbit's plant in Vernon, Calif., which manufactures Bab-O and other cleansing products for West Coast distribution.

Advertising for Babbit will continue without reduction, Mr. Jones stated, arrangements having been made at the Vernon plant to convert to cardboard packaging with metal tops and bottoms. In connection with new packages, a premium offer is now in preparation at the agency for promotion on the David Harum program on both coasts.

SCHUDT RETURNS TO CBS JUNE 8

WILLIAM A. SCHUDT Jr., for the last two years manager of the transcription division of Columbia Recording Corp., CBS subsidiary, will return to CBS network June 8 in an executive capacity. Robert J. Clarkson, who came to CBS from the WOR transcription department in 1940 and has worked with Mr. Schudt on sales and policy, takes over as manager of the division June 1.

Exact position Mr. Schudt will assume at CBS was not made public last week, but it was learned he will report to H. V. Akerberg, vice-president in charge of station relations. Move is believed to be part of a realignment plan now in the works at CBS and expected to be announced shortly.

Mr. Schudt is a CBS veteran, leaving his newspaper work to join the network, shortly after its formation as a news and public relations man. In 1940 he was made head of the CBS television department and after two years of experimenting with this infant art was sent to Charlotte as manager of the WBT, CBS M & O station in that city. In 1938 he transferred to another of the network's stations, WREK, Columbia, where under Mr. Schudt it sold it returned to New York.

Big Kellogg List

KELLOGG Co., Battle Creek, has placed one-minute transcribed announcements on 100 stations starting June 1 for 13 to 20 weeks and promoting Rice Krispies. Announcements are produced on a miniature program basis with 30 seconds of music and 30 seconds of commercials. We are in the Thompson Co., Chicago, is agency.

Drop Damrosch Series

WALTER DAMROSCH's program, Music Appreciation Hour, BLUE educational program, which went off the air May 1, at the start of the school vacation period, will not be heard in the fall. One reason given is the difficulty of maintaining a full orchestra personnel.

Mr. Schudt will assume his new post as manager of the transcription division June 1.

Ten-B-Low Spots

TEN-B-Low Co., Columbus (ice cream concentrate), has placed one-minute announcements seven and 14 times weekly for 15 weeks on WBZ WCAU WLW WNAC WOKO WOR WTM.

Agency is Ralph H. Jones Co., Cincinnati.
**ASCAP Explains License Procedure Possibility of Justice Dept. Legal Action Is Foreseen**

POSSIBLE reopening of the litigation against ASCAP because of purported activity in violation of the consent decree entered into with the Dept. of Justice last year relating to performance licensing procedure was indicated last week unless ASCAP received allegations that permit members are issuing individual performance licenses to broadcasters.

This turn was reported following a conference among ASCAP officials with Holmes Baldridge, chief of the litigation section of the Dept. of Justice anti-trust division. John G. Paine, ASCAP general manager, and Herman Finkelstein, ASCAP counsel, conferred with Mr. Baldridge, chief aide to Thurman Arnold, Assistant Attorney General in charge of the anti-trust division, who last month had asked ASCAP for an explanation of charges of consent decree violation [Broadcasting, May 25].

While no formal word came from the department concerning the conference, it was learned that if the acts complained of actually had occurred, they would be construed as in violation of the consent decree since under which ASCAP definitely agreed to refrain from specified practices in regard to licensing and performance of work of its members.

**Refusal to Comment**

Mr. Baldridge left Washington immediately after the conference for an inspection of an anti-trust division branch offices.

Upon their return to New York, the ASCAP representatives declined to discuss details of the conference beyond saying that Mr. Finkelstein is preparing a memorandum for the Department, outlining ASCAP’s position on the matter. Mr. Paine asserted he “was pleased with the reception we received and with the sympathetic attention given by the Dept. of Justice to the problem.” He expressed the feeling, however, that any statement at this time should come from the Department officials.

It is presumed no decision will be made until Mr. Finkelstein submits his report and the matter is considered further by Assistant Attorney General Arnold and Mr. Baldridge. The Department’s contention is that group licensing of performance rights by ASCAP writers is specifically provided for under the consent decree. ASCAP, on the other hand, contended that under its consent decree, writers’ licenses cannot be issued directly or through competitive companies.

**Holland Furnace Dishes**

HOLLAND FURNACE Co., Holland, Mich., through its newly appointed general counsel, Road-Grobble & Co., announced that General and program director of WGN, Chicago, on June 8 will start "The Dealer & Dreams," transcribed quarterly starting the following week for 13 weeks on WGN, Chicago, KMOX, St. Louis; KDKA, Pittsburgh, and WMFR, High Point, N. C. Theme will be the "Merritt Minute Man" and the campaign will be held in selected radio stations in Florida, Virginia, South Carolina and Georgia.

**WPB Asks Information On Vinylite Requirement**

WPB Asks Information On Vinylite Requirement

AVAILABILITY of Vinylite for use by the transcription industry in the month of June remains the subject of questioning. It is predicted [Broadcasting, May 25] the supply earmarked for use by the phonograph record industry is due May 30. Although the Production Board officials declined to reveal the extent of this reduction, they explained that the reduction was necessary to prevent the use of the substance as a replacement for shellac.

It was stated at the WPB that while uncertainty resulting from the month-to-month allocation of the critical material has resulted in uncertainty over any way with the NAB, little representation of needs has been made to them. Since the men who supervise allocation are distant director of censorship, they make no pretense of their ignorance of industry needs and will be admitted they would like to have the complete picture of industry needs presented.

**The Foreign Tongue Code Group Heeds Fly And Refuses NAB Office Space Offer**

ANOTHER indication of the hopelessly strained relations between FCC Chairman James Lawrence Fly and the NAB came light last week in connection with efforts of the newly-formed Foreign Language Broadcasters War-Time Control Committee to establish headquarters in Washington.

At a meeting with Chairman Fly last Tuesday, it has been reported from several quarters that the FCC head served notice he would have nothing to do with the group if it became identified in any way with the NAB. Word had permeated radio circles in Washington that the chairman charged the NAB with being dominated by CBS and that if he would have hands of the whole project if the foreign group associated itself with NAB or any other association of broadcasters.

**From Two to One**

The chairman, long at loggerheads with the NAB and its president, Neville Miller, in the past has considered the association being dominated by “two New York corporations” and on occasions has mentioned them by name as NBC and CBS. His reference of CBS on this occasion was seen as a revision growing out of NCB’s refusal thus far to accept active membership in the NAB, pursuant to the Foreign Language Code adopted at the annual convention in Cleveland last month.

The foreign language group, interested in the welfare of some 200 stations which carry such programs, is preparing to send out to all stations a detailed questionnaire dealing with their operations, together with a code of practice designed to afford maximum protection against subservient activity or propagandizing in foreign tongues. The whole matter was discussed not only with Chairman Fly, but informally with J. Harold Ryan, assistant director of censorship.

Chairman Fly, it was reported, agreed to issue a statement or letter to foreign-language stations supporting the self-regulation move, but pointedly refused to discuss the whole code, which do not comply will the FCC’s wrath. He definitely said, however, that if the foreign-language group associated itself with the NAB or any other trade association, he would not collaborate, according to reliable sources.

**Reads Riot Act**

With Mr. Fly at the Tuesday conference was Nathan David, FCC attorney and head of the defense prepared for promulgation of its law department. Representing the foreign station committee were Arthur Simon, WPEN, Philadelphia, and Griffith Thompson, WBYN, New York, co-chairmen; and Lee Falk, radio chief of the foreign language division of the Office of Facts & Figures.

After the one-hour session, the group visited Mr. Ryan and consulted with him on censorship aspects. Mr. Ryan is interested in the matter but is awaiting completion of the impending revision of the voluntary broadcasters code expected within the next few weeks. The original code, promulgated Jan. 15, is due to be a part of the foreign language stations operations, and it is expected the revised document will be expanded considerably in that regard.

Both Broadcasters Victory Council and NAB, it is understood, offered office space and facilities to the foreign group. The BVC accommodations, however, were regarded as less desirable than NAB because of limited space and office facilities. NAB, on the other hand, had ample space and secretarial help. This was explained to Chairman Fly at the Tuesday conference. Then he loosed his condemnation, it was reported.

The interview would have lasted only a few minutes, it was said, if the committee co-chairmen had agreed to go to an office space independent of any industry trade group.

As Broadcasting went to press, the foreign group had not made final arrangements on any Washington office.

**MBS Files Reply In Damage Action**

Answers RCA-NCB Demands For Specific Information

LITIGATION against the major networks pending before the Federal District Court in Chicago in which both the Dept. of Justice, alleging violation of the anti-trust laws, and by MBS against RCA-NCB, seeking $10,000,000 in purported triple damages, has been in progress another week last week but with no immediate indication of trial. Thus far, only preliminary pleadings have been filed.

NBS, in its triple damage suit against RCA-NCB, submitted a brief last Monday in answer to the defendant’s request for a bill of particulars. The request, filed shortly after the Government, provided specific information as to which stations were allegedly damaged and “when and where and by whom” the allegations occurred.

The interlocutory order, RCA-NCB had contended, so a detailed answer can be drafted to the MBS charges. MBS, on the other had stated in its answer that the economic results or potential results from a complaint charging violations of the Sherman antitrust act have been fulfilled and that MBS allegations are open to proof upon trial.

**Further Delay Seen**

It is thought the MBS case will not come up for some time, particularly since it is premised upon the Dept. of Justice suit alleging anti-trust act violations.

NBC and CBS last Tuesday were granted a two-week extension to submit any Government charges or until June 9, in the light of the pendency of the jurisdictional case bearing on the FCC network-monopoly regulations in the Supreme Court. Both cases have been assigned to Judge John P. Barnes.

NBC has retained Edward H. Martin, Chicago attorney, in both the Government and MBS suits. John T. Cahill, chief counsel of RCA-NCB in New York, and Joseph A. McDonald, Chicago, are also active in both cases. Keith Masters, of the Chicago firm of Kirkland, Fleming, Green, Martin & Ellis, is MBS chief counsel.
Vast New Strides for Radio After War Foreseen by Trammell in DePauw Talk

"Radio IS FREE and must be kept that way," Niles Trammell, president of NBC, declared in delivering the commencement address to the 1942 graduating class of DePauw U. "Green-castle, Ind., May 31. THE school awarded Mr. Trammell an honorary Doctor of Laws degree.

Pointing out that "the first act of dictators, in beguiling their own peoples or conquering others, is to seize control of broadcasting stations," Mr. Trammell contrasted peace and of course in war, broadcasting with the government-owned, government-controlled or government-subsidized broadcasting in other parts of the world.

An Arm of Education

"We who are in positions of responsibility in broadcasting," he stated, "are keenly aware of the vital necessity for preserving our democratic rights of free discussion. We must guard with all zeal against those abuses of speech which incite discussion and endanger the national goal of victory. Broadcasting must not be used to stir up racial and religious bigotry, to drive a wedge between the races or the employer or to create distrust."

"Radio broadcasting in our country has justified itself fully as an instrument of common understanding in peace and of course in war. Radio is a great arm of education, adding much to man's ability to learn, to think, and to form his judgments. In the past, the truth has been perverted, where the lie spreads with incredible speed, our system of radio communication has served as a widespread and instantaneous forum for counter-propaganda, acting harmful enemy propaganda."

"Radio's job to a large extent is to help make people shockproof. The morale of the American listener must be such as will prepare him for any contingency. We are a people who can take it. The American public with every advantage of observation and information knows that it cannot cheer itself to victory. It knows that bombast is no substitute for bombers. Radio has the serious job not only of informing and inspiring but of awakening those whom apathy and complacency may have put to sleep."

"I am confident that with peace we shall enter new fields of radio transmission of sight and sound," Mr. Trammell continued. "I am confident that we shall make new strides in the use of radio devices which will make what has been done seem small by comparison. New products and services growing out of radio's wartime efforts not only will be of great benefit in themselves, but will provide

LOCATED BY RADIO

Canadian Station's Listeners
Trace Lost Plane

Radio rescue provides the plot of a real-life story from Canada. On May 24, RCAF officials in Ottawa learned that the DC-11 of the Royal Canadian Air Force was lost in the vicinity of Fort Smith, N.W.T. Approximately 500 miles from their base, the RCAF officials were informed that a light plane had landed near the flying post. After a thorough search, the RCAF officials learned that the pilot had landed near the flying post of the Pilots Bay, N.W.T.

The RCAF officials decided to launch an expedition to recover the plane and its occupants. After several days of searching, the expedition located the plane and its occupants. The pilot, a former Royal Canadian Air Force officer, was found to be alive and well.

Worthington Lent Made
Dr. Jolliffe's Assistant

WORTHINGTON C. LENT, director of development and research of NBC in Washington on June 1 becomes assistant to Dr. C. B. Jolliffe, vice-president. Prior to joining NBC, he conducted his own company, General Communications Labs, in Ridgfield Park, N. J., and before that was with Bell Telephone Labs.

Scirpps in Air Force Stationed in Washington

WILLIAM J. SCRIPPS, general manager of radio of the Detroit News, which operates WWJ at 980, will be stationed in Washington as assistant to the first lieutenant in the Air Army Force and ordered to radio duty in Washington. He will be assigned to the communications branch of the Air Army Force ground service.

WTAG Names Krueger
For Commercial Post

APPOINTMENT of Herbert L. Krueger as commercial manager of WTAG, Worcester, to succeed George H. Jaspert, was announced May 27 by E. E. H 11, managing editor of the station. Krueger has been sales promotion executive and market research director of the station and its affiliated newspapers, the Worchester Telegram and Gazette, and will assume his new position June 8.

He joined the organization in 1937 as an assistant in the business office in charge of research and sales promotion. Earlier he worked on various radio networks and worked with Dr. George Gal- lups from 1931 to 1935 on reader interest and public opinion studies.
WHN's FM Outlet Will Debut June 1

W63NY to Air Dodger Games For Old Gold Cigarettes

W63NY, new FM station of WHN, New York, begins operations June 1 as the fourth commercial FM station in the city, Operating on 463.6 mc. from 2 to 9 p.m. daily, the new station will devote most of its time on the air to classical and sponsored programs. However, it will also carry the daily broadcasts of the Brooklyn Dodger baseball games by Red Barber and Alan Hale. These baseball programs are broadcast on WHN, sponsored by the new W63NY.

Mr. Hunt had been in critical health for some time, necessitating a major operation at Rochester, Minn., last October. He went to Palm Springs to recuperate, but a second operation became necessary. He failed to rally.

He is survived by his widow and a son, Roger, active in the broadcasting business in Sacramento. Mrs. Hunt is the sister of Theodore Koorooman, manager of KALE.

Funeral rites took place May 27, at a service in Portland and interment in Salem. ORE. KOIN and KALE observed brief silent periods the day of Mr. Hunt’s death.

Tribute by Myers

One of the major builders of broadcasting development in the West, Roy Hunt joined KOIN in 1929 after having served as manager of KXL, Portland. Before that, he was with KLZ and KFXR in Denver. He also had been interested in the manufacture of radio equipment prior to his entry in the broadcasting field.

C. W. (Chuck) Myers, KOIN president and close associate of Mr. Hunt, through years said, "Roy Hunt is missed by thousands, both in and out of the radio industry. That's putting it mildly. His loss will be felt by all who knew him."

Mr. Myers largely attributed KOIN’s success to Mr. Hunt’s ability, personality and untiring devotion to radio. In 1939, KOIN operated with 1,600 watts as an independent. The station became affiliated with CBS in 1931, and Mr. Hunt shared in guiding it to its present status as a 5,000-watt, 24-hour-a-day operation.

A California native, born March 16, 1892, at San Miguel, Roy Hunt studied law at the U of California, but entered up a merchandising career upon completion of his schooling. A diligent worker all his life, he turned a few years ago to horses as a hobby and soon became a prominent figure in equestrian circles. Among several famous horses in the Hunt stables was The Dictator, which he rode to an international grand championship in the walk-trot class. When The Dictator was retired a year ago, both horse and trophy were presented by Mr. Hunt to his wife.

Mr. Hunt was a Mason and a member of the University Club of Portland and the Advertising Club.

Proposed Anti-Trust Law Suspension

Not to Halt Pending Government Suits

LEGISLATION to suspend the anti-trust laws for the duration and for six months after the war, if enacted, would have no automatic effect upon the pending anti-trust suits of the Government against RCA-NBC and CBS directed against network-affiliated contracts and other former and prevailing relationships, according to Senator Van Nuys (D.-Ind.), chairman of the Senate Judiciary Committee.

Hearings were begun last Thursday before a Senate subcommittee headed by Senator O’Mahoney (D. Wyo.) to suspend the anti-trust laws to help in the prosecution of the war. Senator Van Nuys asserted that practically all top Government officials identified are in favor of such legislation.

The Roosevelt Justice anti-trust suits filed at the turn of the year in Chicago, Senator Van Nuys said, would in no way be immediately affected, since the proposed statute would not be retroactive and would not affect any pending suits.

Answers to the suits, after a series of postponements, were due May 26 but Federal District Judge John P. Barnes allowed a postponement until June 9 because of the pendency of the litigation in the Supreme Court on the FCC’s chain-monopoly regulations.

The RCA-NBC and CBS answers in the Chicago suits—which have alleged violation of the Sherman anti-trust laws to divest networks of purported domination of broadcasting—largely will be premised upon the action of the highest tribunal, it was indicated. The court is expected to render its decision June 1 or June 6, presumably this summer recess. The appeal was from the three-judge court in New York purely on jurisdictional grounds. If the highest court decides the three-judge court erred in upholding the FCC’s contention that the networks had sought to litigate the war, then the whole case will be remanded to the New York tribunal for trial on the merits. If, on the other hand, the Supreme Court sustains the lower court’s decision, it is expected the networks will seek to litigate elsewhere.

Up to the WPB

The anti-trust legislation simply would formalize the exchange of memoranda between heads of Government agencies, informed of war production by Secretary of War and President Roosevelt, dealing with the same matter. Under this exchange, it was agreed that the head of the War, Navy, or the new Production Board, could certify to the Attorney General that a particular company was engaged in vital war production and that therefore anti-trust laws should be suspended to avoid impeding the war effort.

Senator Van Nuys said it would be up to President Roosevelt, as WPB head, to determine whether an industry is specifically engaged in war work and was essential to the war effort. If, in the case of the networks, the Administration would make such a determination, the proposed legislation would suspend any future litigation against the networks for the duration, plus six months.

Senator Van Nuys, appropos radio, said the Government was fully aware of the "mornie and propaganda value of radio." He declared, however, that the determination regarding future anti-trust legislation would rest entirely with Mr. Roosevelt, the heads of the Army and Navy.

Fitch to Switch

LISTENERS this summer to the NBC Fitch Bandwagon will have a chance to hear favorite radio racketeers as guests for the Sunday evening series with the inauguration of Tobe Reed, m.c., of the "Fitch Bandwagon" series. It is announced that 13 orchestras will be invited to appear on the series. Name bands are being picked on the basis of region—radio stations are excluded, and listeners are asked to send in votes for bands which are members of the local community. Agency for the show is L. W. Ramsey Co., Davenport, Ia.

New Clapper Series

RAYMOND CLAPPER, Scripps-Howard columnist and BLUE commentator, will start a series of broadcasts he has national build-up. Thursday, June 11, 8:45-9 p.m., occupying the spot held by Dorothy Thompson, BLUE commentator, who goes off the air two days later upon expiration of a contract by her sponsor, Tri-mount Clothing Co., New York. Clapper will discuss his "new Clothes, new Clapper" and his column. Sunday night commentaries heard at 9:45 p.m. on BLUE. His Friday night programs will be extended for two more broadcasts, June 5 and 12.
LYSOL ON THE AIR—AND QUICK
Decides at 11 a.m. to Use Spots in Flood Area, Gets Action in an Hour

By FRED SOUTLAND
Radio Department
Lennen & Mitchell, New York

Last week, when Lenn & Fink Products Co., for Lysol disinfec-
tant, ran a series of one-minute spot announcements over stations on the flood area, Eastern Pennsylvania, a timebuyer had a chance to see an example of how quickly a radio station can get an advertiser’s message to radio listeners.

People in radio are generally well aware of what a fast moving medium it is. On-the-spot news programs and special-event broadcasts have accustomed them to its light-
ing-like speed. However, in the more prosaic field of timebuying it is only rarely that an opportunity to feel radio’s fast-moving pulse is presented.

Everyone knows about the series of floods which swept across Eastern Pennsylvania early last week. They also know about the mud and germ-laden filth left by the reced-
ing waters in homes, stores, factories, and farms throughout the stricken areas. One of the most serious dangers of floods is the risk of infection and epidemic which may follow as a result of contami-
nated flood waters. And so Lysol de-
gid to go on the air over a two-
day period with announcements in-
structing listeners in the flood area to be on the lookout and to see against the dangers of infec-
tion and epidemic.

At 11 o’clock Tuesday morn-
ing the radio department of Lennen & Mitchell received word that Lysol wanted to run the announce-
tements starting immediately in the Scranton, Allentown and Easton areas. By 11:30 we had the spots selected from a list of availabilities and the copy was on the teletype.

Listeners in the flood areas heard the first one-minute announcements shortly after noon, less than an hour-and-a-half after we got the word to go ahead on the campaign.

BUFFALO PETITIONS SET FOR HEARING

TO INQUIRE INTO a purported breach of contract on the part of a syndicate of Buffalo and Western New York stations pending determination of the renewal.

The stations have been operated by BBC for more than a decade, having been acquired originally from the Churchill Evangelistic Ass’n, Inc., under a lease and pur-
chase arrangement. It is this trans-
action, it is understood, that the FCC proposed to look into; it hav-
ing been contended that there had not been disclosed to the Com-
mission the full terms of the contract under which one or both of the sta-
tions might revert to the original licensees under changed conditions.

The FCC for several years has held that contracts having clauses whereby former licensees could re-
acquire the facilities are not in-

compliance with the statute. Litiga-
tion involving both KSFO, San Francisco, and WAPI, Birming-
ham, were founded largely on re-
versionary clause provisions.

According to FCC records, WGR was assigned from Federal Radio Commission to WKBW in 1929, and to BBC in 1930. WKBW was assigned from the Churchill Ass’n in 1930 to WKBW Inc., and to BBC the fol-

More Bonds for WTCI

A TELEGRAM to Secretary of the Treasury Henry M. Morgenthau Jr. from Paul W. Morency, general manager of WTCI, Hartford, has an-
ounced that the entire station’s staff of 74 persons has pledged an average of more than 10% of their income to the purchase of War Bonds through salary deduction. This is in addition to the pur-
chase of one or more bonds which the members of the sta-
tion staff subscribed for in January.

QUAKER PLANNING SUMMER ACTIVITY

QUAKER Oats Co., Chicago, will be active in summer radio with tests of one-minute singing an-
nouncements for National forests. It will sponsor a week on WBNF, Buffalo; WCAE, Pittsburgh; KLZ, Denver; WEIE, NAC, Boston. The company will also place five-minute programmed for Aunt Jemima pan-
tries the next week on WEAF and WOR, New York; KNX, Los Angeles and once a week on KFI, Los Angeles.

For the remainder of the summer, Quaker is continuing its network radio throughout the country with That Weather Forecast, sponsored by the company, beginning Wednesday, at 7:30-8 p.m., pro-

Headliners to Select 1942 Series of Awards

PLANS are near completion for the ninth annual Headliners’ Frolic sponsored by the Press Club of At-
tlantic City for this year on June 26-29, with headquarters in the Claridge Hotel. The National Headliners’ Club will again honor achievements in the radio, newspaper, newsmagazine, cartoon, newsmagazine and allied fields by presenting plaques to the winners.

Agency for Muffets and Aunt Jemima pancake flour is Sherman K. Elia, Chicago, for Sparkles and Quaker Oats, Ruthrauff & Ryan, Chicago.

BOY COMMANDOS organized by the Buffalo Broadcasting Corp., oper-
ator of WGR and WKBW, are in the plans.

Blackett-Semple-Hummert, Chicago, which also handles Spuds, another Axton-Fisher product is agency for All Americans.

Page 12 • June 1, 1942

Broadcasting • Broadcast Advertising
Sterling Is Appointed to Head Intelligence Division of FCC

Comdr. Webster Called to Post With Coast Guards
Krebs Chief of Safety & Special Service Unit

As a SUMMER replacement for R. J. Krebs, who left for Winston-Salem, N. C. (Camels), on June 23 will start a new musical show built around Ed 'Vadn' Monroe' and his orchestra in the CBS Monday period 7:30-8 p.m. The program will originate in New York and will consist of a combination of both music and talk. It is expected to get considerable exposure. From 1937 until Jan. 1, Mr. Krebs was chief of the Marine Section, engineering department. On last Jan. 1, he was promoted to the post of assistant chief of the Safety and Special Services Division, to fill the vacancy created by departure of Lt. Col. E. L. White for duty in the Army.

Long Federal Careers

Comdr. Webster has been assistant chief engineer and chief of the Safety and Special Services Division of the engineering department in the Coast Guard, a position he has occupied for several years. His service in the Coast Guard has been longer than any other service man.

Don't Waste Time on Any Applications Contrary to Regulations, Fly Advises

SOUNDING another discouraging note for future station construction, FCC-DCB Chairman James Lawrence Fly at his press conference last Monday said he "strongly" advised that applicants should not waste time, energies and money of themselves or of the Government in endeavoring to pursue applications contrary to the rules. Regarding pending applications for construction permits, Mr. Fly said "a great many applicants directly or indirectly are continuing to press for permits which involve construction and use of materials."

"It is a very natural tendency," he said, "for each applicant to stress his case as being particularly meritorious—possibly because he has some materials on hand, because of previous delays in handling his case, expenditures of the applicant, etc." Wartime Problems

"Needless to say," Mr. Fly continued, "the Commission would like to recognize these cases, get grants and get the stations going. But we are faced with the requirements of the War Production Board and the rules adopted to meet the wartime situation. These rules are deemed essential for war purposes." He concluded that "we have no alternative but to live by the rules" and that "we expect to make no exceptions except those provided for in the laws and regulations." Mr. Fly alluded to the FCC memorandum opinion adopted April 27 [BROADCASTING, May 4] which outlined policy and procedure for handling broadcast applications following DCB recommendations. The memorandum adopted the DCB recommendation that there be no future authorizations involving use of materials "to construct or change the transmitting facilities of any standard, television, facsimile or radio station. However, the Commission deferred action on FM and non-commercial educational stations."

Indicating that broadcasters high on other CBS program points would be upset by this decision, Mr. Fly said that "what we can do in the broadcasting field is to consolidate our position to endeavor to keep broadcasting on a firm, successful foundation for the period of the war." "In that endeavor," he added, "the industry will have the full cooperation of the FCC consistent with requirements of active war work." Camel Replacement

As a SUMMER replacement for R. J. Krebs, who left for Winston-Salem, N. C. (Camels), on June 23 will start a new musical show built around Ed 'Vadn' Monroe and his orchestra in the CBS Monday period 7:30-8 p.m. The program will originate in New York and will consist of a combination of both music and talk. It is expected to get considerable exposure. From 1937 until Jan. 1, Mr. Krebs was chief of the Marine Section, engineering department. On last Jan. 1, he was promoted to the post of assistant chief of the Safety and Special Services Division, to fill the vacancy created by departure of Lt. Col. E. L. White for duty in the Army.

Milwaukee Road Using Minute Announcements

CHICAGO, MILWAUKEE, St. Paul & Pacific Railroad, one of the largest railroad companies in the world, has placed one minute dramatized announcements, promoting passenger trains, on the Milwaukee Road, which runs from Chicago to the Pacific Coast. The program is called "The Story of the Olympian," and will run a total of 16 to 54 times weekly through June and July. The program is sponsored by WSAU WTAW WTCN KSTP KGIR KRBM KPGA KGLD KABR WKBA KRTN W194 NAL WHF K296 KSOO KELO KMO KIRO KOMO KFPPY KHQ KGVO KOBH. Agency is Rocky, Williams & Cunnyngham, Chicago. Campaign was planned by J. V. Gilmore, account executive, and George A. Gemmell, advertising agent of the railroad.

KYCA Petition Denied

PETITION of KYCA, Prescott, Ariz., to revive an application for transfer of control now in the pending file under Order No. 17, which deals with newspaper ownership, was denied last week by the FCC. Under the noon 's technical manager of KYCA, sought to transfer 66 of his 115 shares to the new owners, already a 48.4% stockholder in KYCA, thereby giving KTAR 74.4% control. KTAR Broadcasting Co. operates KTAR, Phoenix, which is 77.3% owned by the Arizona Publishing Co., publishers of the Phoenix Arizona Republic. Also Director of the Newt Courier, and is of the same ownership as KOVA, Tucson, and KYUM, Yuma, Ariz.

Hill for Macfadden

With THE cancellation last week by American Oil Co., Baltimore, of Edith Watson's contract, the network program thrice-weekly on CBS, Macfadden Publications, New York, took over the Wednesday night slot. Hillcast by Hill to promote Liberty Magazines, the series continues on CBS sustaining. Macfadden agency is Erwin, Wasey & Co., New York.
House Sanders Bill Hearing Near End

Fly, Craven, MBS and NAI Officials Slated to Appear Next

Hearings on the Sanders Bill (HR-5497) will conclude this week, or next, before the House Interstate & Foreign Commerce Committee, depending upon the length of FCC testimony and whether industry rebuttal will be allowed, if requested.

Resumption of the hearings on Tuesday, following a two-week deferment, will bring before the Committee spokesmen for MBS, as well as FCC Chairman James Lawrence Fly and Commissioner T. A. M. Craven, representing opposing regulatory viewpoints. At least one other Commission witness, probably an engineer to rebut some of the technical testimony previously offered the Committee, also may testify at Chairman Fly's request.

Hayes Appearing Tuesday

First witness at the Tuesday hearing, according to Committee plans, will be Arthur Garfield Hayes, general counsel of the American Civil Liberties Union, New York. The Union has opposed the FCC's newspaper-divorcement proceedings, on grounds of discrimination.

Network Affiliates Inc., regional station group opposed to high power, also is an eleventh hour participant, having requested opportunity to answer testimony of Victor Sholis, director of Clear Channel Broadcasting Service, who testified on May 21 against disintegration of clear channels. Paul D. P. Spearman, Washington attorney and counsel for NAI, will testify, to point out to the Committee that there are "two sides" to the clear channel story.

Following these appearances, MBS will present its testimony. It was stated at the Committee that they had requested the FCC by Thursday, with Chairman Fly as the first witness.

Need of Legislation

Both Chairman Lea (D-Cal.) and Rep. Sanders (D-La.), author of the bill, have stated that they desire to bring the hearings to an early close, with the hope of getting legislation through the House as quickly as possible. The latter, of course, is contingent upon a determination by the Committee that new legislation is needed—a fascinating implication that has appeared evident to most Committee members since the hearings got under way nearly two months ago.

While a number of members of the Committee have expressed satisfaction over the testimony thus far, several Congressmen have evinced concern over the failure of certain industry spokesmen to come forward with recommendations.

There is the general feeling, however, that a change in the Communications Act is necessary and that there should be a clearer specification of the FCC's functions, particularly in connection with such matters as newspaper-ownership, delving into purely business aspects of broadcast operation, and other regulatory reforms undertaken by the FCC majority.

The Sanders Bill itself proposes a rewriting of the Communications Act of 1934, which actually carried over the original 1927 provisions. Instead of a seven-man body handling all phases of wire, telephone and telegraph communications, Rep. Sanders would divide the Commission into two three-man autonomous divisions, one handling public communications, or broadcasting and related services, the other private communications, covering telephone, telegraph and record services. The chairman would become the executive officer, with no regular vote on either division.

Drastic changes in appellate and procedural provisions, to assure every applicant or licensee of his full day in court, also are proposed in the Sanders Bill, as well as in recommendations projected by the Federal Communications Bar Assn. and by the NAB, through President Neville Miller. Moreover, the Sanders Bill would spell out the precise functions of the FCC in regulating broadcasting to eliminate all ambiguities and doubts as to its functions.

MBS to Appear

A number of witnesses, notably those speaking for the Newspaper-Radio Committee and the Clear Channel Broadcasting Service, took the overall position that the law was sufficiently explicit as now written. Their approach was that the inequities have grown out of administration, rather than through the inadequacy of the statute itself. Most of the Committee members, however, judged by their questioning, do not go along with that concept.

Witnesses expected to testify for MBS, which has supported the FCC majority's regulatory contentions with respect to the network-monopoly issue, are Alfred J. McCooker, president of the MBS board; Fred Weber, MBS general manager; Louis G. Caldwell, Washington attorney and chief counsel for MBS.

Mr. Caldwell also has been in the forefront of the newspaper-divorcement issue, opposing vigorously the FCC's Order 79, which envisages ultimate separation of newspapers from station ownership. He likewise is counsel for several independently-owned clear-channel stations.

Following the MBS presentation, Chairman Fly is slated to appear. Indications are he will present prepared testimony, to answer all of the criticisms against FCC procedures voiced during the hearings. Chairman Fly, among other things, is expected to blast the recommendations for alteration of appellate and procedural provisions.

Commissioner Craven, an engineer, will be called by the Committee, it is indicated, to present the FCC minority viewpoint. Along with Gov. Norman S. Case, he has consistently opposed actions of the major issue, as importuning upon various business aspects of broadcasting. Likewise, they have steadfastly opposed the whole newspaper-divorcement proceeding. On occasions, other members have supported the Craven-Case viewpoints but they have seldom mustered a majority on any of the more controversial issues.

Upon completion of the testimony of Commission witnesses, Chairman Lea will determine whether rebuttal testimony is desired. Customary Committee procedure, it was pointed out, is to permit rebuttal, particularly in cases where conflicting claims have been made. Once the Committee members hear the rebuts, executive sessions will be held to determine whether new legislation should be recommended to the House (regarded as likely at this stage) or whether the matter should be dropped.

White Bill Pending

Assuming an affirmative vote, the Committee then would revise its bill and report the measure to the House. This would require anywhere from several weeks to several months, depending upon the magnitude of the rewriting task. Once acted on by the House, the legislation would go to the Senate. Whether hearings will be held before the Senate Interstate Commerce Committee, of which Senator Wheeler (D-Mont.) is chairman, would depend upon the legislative situation.

Pending before the Senate Committee is the White Bill (S-1806) proposing a somewhat similar reorganization of the FCC, as well as the resolution (S Res-115) by Senator White (R-Me.) to stop the FCC dead in its tracks on all of its regulatory reforms until such time as the Committee has completed rewriting the law. Hearings were held a year ago, but nothing has happened to the resolution.

Ultimately, if normal processes are followed, there may evolve the White-Sanders Bill, a compromise between the two measures, for FCC reorganization and revision of the 1934 Act. It was the White member of the Committee of the House Merchant Marine Committee when the original radio act was written, is regarded as the best-informed man in Congress.

Meanwhile, the Cox Resolution (HRes-426), introduced on Feb. 2, aimed at Chairman Fly, continues to slumber before the House Rules Committee. Rep. Cox (D-Ga.) has accused the FCC with attempting to "Federalize communications and broadcasting" and with "maladministration of a good law". Chairman Fly afterward countered with charges that the industry was being dominated by "two New York corporations".

There afterward developed the revelation that the Department of Justice was investigating charges that Rep. Cox improperly had accepted a retainer from WALB, Albany, Ga. Rep. Cox called this an "attempted smear" and promised to answer the charges on the floor of the House. Nothing has happened since, except for the Rules Committee to change the status of the Cox Resolution, though the Georgian insists the charges will not go unanswered and that his resolution will be reported.

Page 14 • June 1, 1942

BROADCASTING • Broadcast Advertising
Throughout WABC's vast Primary Listening Area (virtually all of it within the gasoline ration territory) summer in 1942 will be markedly different than ever before.

Home-sweet-home, and local beaches and lakes, are this year's Vacationlands for WABC's millions of families. Long trips — whether by car, train, or boat — will be absent from the itineraries of 1942's vacation schedules. (Item: for the first time in history, New York City's 35,000 school teachers will remain on active duty during the summer.)

So WABC's "regular listening families" (4,000,000 strong in the daytime; almost 5,000,000 at night) will turn to radio — and WABC — as frequently in July and August as they do in ten other months of the year. In this unusual summer of 1942, WABC will decisively outrank every other section of America as the country's largest, and first, market!

24-Hour Service to the World's Largest Market
Owned and operated by the Columbia Broadcasting System. Represented nationally by Radio Sales.
Dr. J. R. Brinkley, Border Operator, Claimed by Death

Storvny Career Ended After Amputation Complications

Dr. JOHN R. BRINKLEY, 56, onetime Kansas and Mexican border broadcaster, widely known as a "goat gland" rejuvenation specialist and twice candidate for Governor of Kansas, died May 26 in San Antonio. Present at his bedside were his wife, Mrs. Minnie Brinkley, and son, John R. 3d, 15. He is also survived by three daughters, Mrs. W. E. Shattuck and Mrs. Bennie H. Holcomb, both of Chicago, and Mrs. James Palmer, Ft. Worth.

Dr. Brinkley had suffered a series of heart attacks since the amputation of a leg several months ago and had been in ill health since last year when a Federal court had adjudged him bankrupt, listing debts of $1,118,064 and assets of $53,000. He remains in prison pending an indictment in Federal court in Little Rock for alleged misuse of the mails in offering sex-rejuvenating treatments in his hospital there.

Hectic Career

Death brought to a relatively obscure end a stormy career, centered largely around radio. In 1930 the old Federal Radio Commission refused to renew the license of Dr. Brinkley's station KKBX, Milford, Kan., where he also operated a hospital, on the grounds that his broadcasts were inimical to the public health and welfare. Appeals to the courts failed, and thereupon he established a hospital at Del Rio, Tex. and the 150,000-watt XERA, across the Rio Grande to Mexico.

From this station, highest-powered broadcasting outlet in North America, he continued to advertise his treatments and the specifics which were marketed through his Brinkley Pharmaceutical Assn., membership of which was extended to drug stores in mid-western States in which would appear the "medicines" he prescribed via the microphone to those writing to him and describing their ailments.

The Brinkley radio operations on the Mexican border were a constant cause of irritation between U. S. and Mexican radio officials, and the Mexican Government at one time seized the station and dismantled it. Later Dr. Brinkley continued operation through other border outlets, and also offered his talks to U. S. stations via transcriptions, but these were frowned upon by the Washington authorities and few stations accepted them.

Dr. Brinkley amassed an enormous fortune, cliparting his money and his radio-prescribed medicines, his arrangements with the druggists being that they should return to him 50% of their collections for bottles of "medicines."

(Continued on page 42)
Detroit has gone to war and Detroit will win it! Nowhere else in all the world has such a concentration of industrial might been swung unequivocally and unsparingly into the balance of the fight against the Axis powers.

Can there be any doubt as to who will win? Detroit is already ahead of production schedules and Detroit has just begun to fight. Let us repeat Detroit is at war and will win it.

And so is WWJ at war. For the duration, everything pertaining to the war effort takes precedence over all else.

Yes, WWJ will attempt to carry on as much normal broadcasting as the circumstances permit, but always, the war effort comes first. Therefore, time reservations should be made as far in advance and as flexible as possible so that broadcasts may be fitted into crowded schedules most advantageously.
EFFECT OF WAR ON PACKAGING
Radio, Advertiser, Marketing Viewpoints Are
Discussed at Luncheon Roundtable

BECAUSE 23% of the advertising on WOR, New York, is placed by manufacturers of food products, and 78% of the station's advertising is dependent on packaging, the station last Tuesday arranged a war luncheon in cooperation with Modern Packaging Magazine serving "Victory Vitals in Priority Packages" at the New York home of WOR's Woman Commentator, Bessie Beatty.

Present were members of advertising agencies and of the radio and packaging industries, as well as the Miss Beatty sponsoring. The figures quoted on WOR's advertising were used by Rufus Maddux, vice-president in charge of sales of the Station, to illustrate his introductory speech how important to radio advertising are all changes in packaging brought out by priorities.

All Packaged
To help the situation faced by food manufacturers, a station should do everything possible to keep advertising on the air, Mr. Maddux stated. He then introduced Miss Beatty to the guests.

In her talk, Miss Beatty pointed out that everything served at the luncheon was a packaged product except the salad, while honey served as a substitute for sugar. Among the national advertisers represented were R. B. Davis Co. (Coffee); Albert Ehlers Inc. (coffee); Frosted Foods Sales Corp. (chicken); Thomas J. Lipton (soup); Borden Co. (milk); Paton Corp. (honey); and Rockwood & Co. (cookies).

As a prelude to the round-table discussion on the effects of the war on food and packaging, Miss Beatty stated that the business man who can find substitutes for his products during the emergency are the men whose companies will survive the war.


The Wolf's Den
As much longer users of collapsible tubes could expect to obtain tin for Bristol-Myers products, Mr. Love reported that the tin content of the tubes had been cut April 1 to 7 1/2%, and that a possible development in the near future might be lead tubes with specially processed linings.

Lack of Machinery
Although the company had received as many as 100 ideas for all-paper tubes, Mr. Love said, the biggest problem was getting someone to fabricate such tubes in quantities sufficient to meet the needs of a national distributor. No new machines can be obtained to make and handle new packages, he reported.

A possible answer to this machinery problem might be found in the use of plastics, according to Mr. Breskin, who stated that existing machines can be used on plastic material without any serious conversion problem.

Another packaging problem caused by priorities—the paper shortage—was discussed by Mr. Malcolmson, who reported that the waste paper salvage campaign may last, in which radio was widely used, had proved extremely successful for food products, but that a similar drive might be necessary next fall.

Modern Packaging had also arranged an exhibit at Miss Beatty's show to help show how the packaging industry was cooperating with and aiding the war effort. Divided into four groups, the packages included those used by the Army and Navy for ship shells and guns; those used to send articles to forces abroad; a before-and-after group showing the changes in commercial product packaging, and a group devoted to new developments in the packaging field such as a paper lipstick container and a paper compact.

ASCAP Sued
OPERATORS of 14 Brooklyn theatres have filed suit in the New York Federal Court against ASCAP under the Sherman anti-trust act seeking for damages of $25,619 plus attorneys' fees of $25,000. Suit charges the theatre owners were forced to buy the entire ASCAP catalog although using but a small part of it and names the Society and two of its officers, Gene Buck and Gustave Schirmer, as defendants. Action follows that of a group of 157 eastern theatre operators, which on April 9 sued ASCAP, its directors and members for $806,794 damages and $50,000 legal fees [Broadcasting, April 13].
As gripping as it is grim, this poster won First Prize in a contest "to promote silence regarding the movement of military equipment and personnel"... sponsored by the U. S. Army and WBZ, Boston. Open to all art-students in Massachusetts, this contest was won by a 16-year-old girl against 269 competitors. The newspapers cooperated... the students brought their creative faculties to bear on the war-effort... the Army got a poster of terrific impact... and Westinghouse Radio Stations again demonstrated their ability to assume a leading role in the current scene, their power to deliver real public service.
FCC Operator Requirements Again Eased to Meet Shortage

Small Stations Especially to Benefit by Change In Rules to Permit Still More Laxity

BRINGING into the broadcast technical field a new operator's classification, the FCC last Tuesday further lowered its technical personnel requirements to grant operation permits to persons "certified by a station licensee as familiar with their respective broadcasting equipment," provided the certain person holds a restricted radiotelephone license. Previously the permit-holder needed FCC endorsement by a broadcast station, Board of Governors, to operate under restrictions. Under the new ruling the operator will be endorsed by the Commission upon certification of the station licensee. The FCC stated that it still takes cognizance of such facts as citizenship, background and other information requested on FCC operator-license applications.

The order, 91-B, follows recognition by the FCC of the acute operator shortages caused by the war, especially critical in cases of small stations.

Limited Functions

On April 21 the FCC, following recommendations of the DCB, ordered a relaxation of operator requirements to allow station operation by holders of a restricted radiotelephone permit only in the event the permit-holder had been endorsed by the Commission to show proficiency in radiotelephone theory, through examination [BROADCASTING, April 27].

This was a further relaxation of the order of Feb. 17 which permitted operation of stations by any class of holders of first or second-class licenses, provided one or more first-class operators were employed for the technical operation of the station.

Under the new order persons certified by station licensees as capable of handling their equipment would be limited to operations at a specified station and would be required to shut down the station in technical emergencies until some familiar with the emergency was on the job. Another requirement provides that persons obtaining such a restricted permit would have to pass an FCC examination on radio theory within six months to permit them to do similar work at any station.

According to the FCC, radio engineering experts have declared that women could easily meet the present requirements for restricted radiotelephone operator permits. The FCC also stated that it believes people of average intelligence should be able to pass the examination for the new restricted permit after eight or 10 hours' study of the FCC study course for this examination. The Study Guide and Reference Material for Commercial Radio Operator Examinations may be obtained from the Superintendent of Documents, Government Printing Office, Washington, for 15 cents.

Further indicating that its new order was aimed to relieve the smaller stations, the FCC said that "this latest action of the FCC war-time policy of coming to the aid of broadcast stations on the matter of operation and operation requirements is specifically directed to the problem of low-powered broadcast stations operating on frequencies assigned for local services."

Text of the Order

Full text of the order follows:

The Commission having under consideration its Orders No. 91 and 91-A and the request of the Defense Communications Board, and the Commission having considered further relaxation of its rules and regulations governing the requirements of holders of broadcast station licenses in the interest of the war effort, and the demand of the military services for radiotelephone and radiotelephone operators has increased to such an extent that such demand has decreased the number of operators qualified for operation of broadcast stations resulting in a shortage of such operators:

It is ordered, that until further order of the Commission, notwithstanding the provisions of Section 13.61 of the Commission's Rules & Regulations Governing Commercial Radio Operators, a broadcast station of any class, which by reason of actual inability to secure the services of an operator or operators of a higher class could not otherwise be operated, may be operated by holders of any class commercial operator license:

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

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

Provided, further, that a Class IV station on a local channel frequency may be operated by a holder of a restricted radiotelephone operator permit which has been endorsed by the Commission to show the operator's proficiency in the operation of the particular station concerned, as ascertained by certification of the first class radiotelephone operator in charge of the station, on condition that in a technical emergency such operator shall not attempt to make any adjustment, but shall immediately shut down the station, and on further condition that the restricted radiotelephone permit holder shall show proficiency in radiotelephone theory as ascertained by examination not later than 6 months after the date of the above endorsement:

Provided, further, that nothing contained herein shall be construed to relieve a station licensee of responsibility for the operation of the station in strict accordance with the Rules & Regulations of the Commission; and,

Provided, further, that Section 13.61 of the Commission's Rules & Regulations Governing Commercial Radio Operators shall remain in full force and effect except as modified by this order.

Columbia Baking Discs

COLUMBIA BAKING Co., Atlanta, will continue to be the sole sponsor for Over the Back Fence With Allen Prescott, NBC Radio-Recording transcription, which continues through the summer on 35 radio stations in the South. A total of 72 transcriptions have now been made for the program, which advertises Southern Bread and Redi-Cut Cake on the show. Agency for Columbia is Freitag Adv., Atlanta.
The smart radio buy in Chicago is

WENR

Costs less per thousand families
than any other major Chicago station

Our proof? The N B C all-county survey which measures all stations on the same basis. When you’re after the rich Chicago market, be sure to investigate the opportunity for intensive, economical coverage offered by WENR.

Basic Blue Network Station

50,000 WATTS ON A CLEAR CHANNEL—890 k. c.

WENR is represented nationally by these Blue Network Spot Sales Offices

New York    Chicago    San Francisco
GLASS MASTER DISCS
NOW READY FOR DELIVERY

Presto 17 1/4" Glass Base Master discs are now in stock awaiting your order. Transcription manufacturers have been processing samples of the Presto Glass Master for several months and report it perfect in every respect, easily adapted to their plating equipment, thick enough (135") for safe handling and having the exceptionally quiet surface characteristic of all Presto discs.

The Presto 17 1/4" Master is made in two styles. Type 917-D has a removable metal center insert to allow its use with overhead cutting mechanisms driven from the center of the turntable. The 917-E has a solid insert for tables having independent cutting head drive (Presto 8-C).

Priced only slightly higher than previous aluminum master discs. Sold by Graybar Electric Company and leading radio parts distributors throughout the United States and Canada.

RECORDING

tric aluminum master

the exceptionally quiet surface characteristic

in (Presto 55th

stock awaiting your

turntable. The

Company

ST.

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CORP.

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Other Cities,

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DETROIT,

ROCHESTER,

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HOLLYWOOD, Hit. 9133 KANSAS

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ATLANTA,

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Columbia roadcasline

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Wednesday evening

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it's a

BIG JOB

km. 4371 • BOSTON, Rol. 4310

CHICAGO, Rol. 4371 • CLEVELAND, Ma. 1663 • BALAAS, 27085 • DENVER,

Ch. 4379 • DETROIT, Uals. 10170 • HOLLYWOOD, Rol. 9133 • KANSAS

CITY, Rol. 4371 • MINNEAPOLIS, Atlnt. 4214 • MONTREAL, Rol. 4315

PHILADELPHIA, Penny. 5442 • ROCHESTER, Ch. 5344 • SAN FRANCIS-

co, Yo. 0721 • SEATTLE, Jan 2560 • WASHINGTON, Ch. 7473

World’s Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

PRESTO

RECORDING CORP.

242 WEST 55th ST. N. Y.

BROADCASTING • Broadcast Advertising
ALBANY'S SENDOFF TO DRAFTEES
Induction Day Turned Into Celebration
—For Servicemen by WOKO—

ENTERTAINMENT for draftees is the latest contribution of WOKO, Albany, to the uplifting of the morale of boys entering the service.

Accordingly, starting May 13 and every induction day thereafter, the new soldiers were marched down the street with band and all to the Radio Centre studios. There at 2:30 p.m., a full hour of entertainment was provided by WOKO talent as well as volunteers from hotels, night spots, etc. Smokes and refreshments for the occasion were provided gratis by interested individuals and business concerns.

At 3:15 p.m., the draftees broadcast their own show on the air. Program includes group singing, roll call of the recruits, swearing into the service and the playing of the Star Spangled Banner. Later in the afternoon with the same band and colors, the draftees march down to the station.

Permission for the induction broadcast was readily given Mr. Smith by Maj. Gustave Ericson, commander of the Northeastern New York District. To date five such parties have been given for men in the districts and WOKO announces that they will continue each day the induction station is operating in Albany.

New Song Lists
REVIEW COPIES of the newly-published Finding List of Songs & Choruses have been released by Hall & McCreary Co., Chicago publishers. The company reports copies of the list are being sent to all stations and it is claimed an aid to program builders in clearing numbers for broadcasting. Hall & McCreary is associated with SESAC Inc. and all copyright numbers of the company are available to SESAC-licensed stations.

Simple and Easy
SIMPLE ANALYSIS of news on rationing, priorities and other wartime regulations touching consumers is given by Donald McGibney, news analyst of WBBM, Chicago, on Facts for Freedom, new quarterhour twice weekly. The program is produced in cooperation with various Federal wartime agencies.

Victory Varieties
DRAMATIZING the war effort in music and plays as well as handling the various requests for war aids by the federal and local war agencies, KSG-KRT, Des Moines, is presenting Victory Varieties.

Propaganda Analysis
AXIS PROPAGANDA is analyzed from a psychological standpoint by Lawrence Gould, consulting psychologist, clergyman, journalist and radio interpreter, in a weekly series on WINS, New York, titled Axing the Axis.
A NOVEL method was used to stimulate interest in the five-weekly quarter-hour Sperry News by Sam Hayes, starting June 1 under sponsorship of General Mills (Sperry Flour), on six CBS Pacific Coast stations (KNX KARM KQW KROY KOIN KFPPY), Monday through Friday, 1:16-1:30 p.m. (PDT).

To inform them of details Hayes, prior to start of the series, delivered a personal telephone call to each company salesman in cities where program is released.

So there would be no slip-up, the commentator made a special personally addressed telephone call to each salesman. Delivered to a central point, it was released over the telephone for contact was made. Detailed information on the program and why it was chosen, and other data of the salesman was given. Merchandising and promotion details to support the radio series also were revealed by Hayes during the telephone call.

**Flags To Kiddies**

SETS of three American flags in rubber suction holders are being awarded boys and girls sending in correct questions to be used on the Junior Genius kids' quiz of KQA, Denver.

**SOMETIMES the OLD WAY IS BEST!**

We decided on a new show the other day—and fancy stuff was out.

No garrulous m. c.'s...no escapist drama...nothing but the good old-fashioned entertainment that gave Radio its start—NEWS and MUSIC.

It's on the air now—1 to 5 P.M. across the board. On the hour, top-flight MBS commentators. On the half-hour, world wide news flashes. And in between—MUSIC!

We think there's something about war time that calls for this old-fashioned kind of program. And preliminary surveys tend to bear us out.

At any rate, we're giving war-occupied Pittsburgh what busy people will take time to hear.

And right now, Pittsburghers are busy!

**Merchandising & Promotion**

Personal Calls—Schubert Display—Quiz Cards
News Windows—Newspaper Plug

All for Schubert RADIO activities of Paul Schubert, news analyst of WOR, New York, are represented in a window display at Sclerenger's Fifth Ave. Book Shop, New York, featuring his book Sea Power in Conflict, published by Coward-McCann, New York. The exhibit includes a large world map, a photograph of Schubert, a microphone, and copies of his most recent scripts, in addition to a blow-up of a statement by Schubert in behalf of the Navy Emergency Relief Fund.

Swing on Cards
RAYMOND GRAM SWING, MBS news analyst, is the subject of a new edition of Foto-Clues cards, question-and-answer displays prepared by the New York Subways Adv Co. A photo of Swing over the caption "Who is this watcher of events?" appears on the card, with the answer given in small type in one corner, being carried in all New York subway lines for one month, ending June 15.

News on Display
TELETYPPE machines kicking out war bulletins identical with those received in the news room of WGN, Chicago, attracted thousands of spectators to window displays in the Fair store and Bond Clothing store. Chicago's loop in two recent weeks. Station and advertiser tie-ins along with late war pictures make up the background display.

**Quizz Followers**

TO TEST the size of the audience listening to Kitchen Quiz, sponsored by MBS, New York, by Seeman Bros., New York, on behalf of White Rose tea, a booklet of 10 cents was offered for 10 cents on a sustaining broadcast of the show by Ed East, who conducts the program.

**Easy Recipes**

RECIPE BOOKLETS containing more than 70 easy recipes for breads, rolls, and desserts are currently being offered to listeners of Mildred Bailey's The Modern Kitchen over WTAG, Worcester.

**Request Stunt**

TO FACILITATE requests for recordings, Pep Boys, auto accessory chain, has gotten up a monthly Parade of Hits for its all-night Dawn Patrol record show conducted by Mort Lawrence on WIP, Philadelphia. The top 40 recordings are listed in a folding piece sent to the program's entire mailing list each month. In the form of a card to be detached, enables the listener to enter a request for one of the listed recordings by sending in a number.

**Window Flashes**

STATION-ADVERTISER promotion tie-ins at KBBM, Chicago, and Carson Pirie Scott & Co., sponsors of Wishing Well, half-hour program Monday through Friday, on WBBM, is a show window new-room at the corner of State and Madison, Chicago. War bulletins identical with those broadcast on the station are received on a tele-type in the window and pasted on the glass by a CBS page girl.

**Book of Gilbert**

IN A booklet of pictures and stories, released by WHN, New York, the station promotes Dick Gilbert, who conducts a daily record session. The presentation outlines Gilbert's background as an entertainer and features his ability to harmonize vocally with the records he plays. Included are time and talent costs for participating sponsorship.

**Wartime Kitchens**

IN CONNECTION with its Defense in the Kitchen program, KMBG, Kansas City, has organized a Food Front Volunteers group, consisting of homemakers in the area who take a three-week training course in wartime cooking, meal planning, and nutrition. Classes are conducted by Nancy Goode, director of the program.

**Station Time**

TIME SIGNALS by telephone are a service of WCBS, Springfield, Ill., associated with the Illinois State Journal. The newspaper is running a daily front page box calling attention to the service.

*Army Hour* Plug
BOOSTING the Army Hour which is regularly heard over NBC each Sunday, WIP, Warren, prepared a full page ad which was run in the Baltimore Sunday American on May 24.
FOURTH ANNIVERSARY of Dr. Kate, NBC coast show, was held recently in new NBC Radio City, San Francisco. Radio hosts for the party were the “Sherwood Family” on Hawthorne House, John W. Elwood (center), new NBC-KPO manager, holding cake assisted by E. A. Parker, sales manager of Sperry Flour Co., sponsors of Dr. Kate (left) and John Dawson, sales manager, western division, Wesson Oil and Snowdrift Co., sponsors of Hawthorne House.

‘TOWN HALL’ PICKED
Will Launch OCD Series
Of War Talks

THE OCD has selected the June 4 broadcast of America’s Town Meeting of the Air on the BLUE to launch a project for a series of “Town Meetings for War”, for discussion of war problems in towns and cities throughout the country under auspices of the 9,000 local defense councils. The Town Hall broadcast was selected as the first of the series, to set the pattern for discussion of current issues. Later discussions will not be broadcast.

“What Can I Do to Help Win the War?” will be the topic of the June 4 broadcast, to originate from WWVA, Wheeling, W. Va. Speakers will be James M. Landis, director of OCD; Leon Henderson, administrator of OPA; William P. Withrow, president, NAM, and president, Blaw-Know Co., and Helen Hest, reporter and commentator of BLUE.
Hollywood to Clarify Film-Radio War Issues

TO CLARIFY the position of radio in relation to motion picture talent and that industry's broadcast efforts for war purposes, the Hollywood Victory Committee's coordinating committee, headed by Don E. Gilman, BLUE western division vice-president, will meet with Nat Wolf, West Coast liaison officer of the Radio Division of the Office of Facts & Figures in a session tentatively set for June 3.

On the committee with Mr. Gilman are Sidney Strotz, NBC Western division vice-president; Lewis Allen Wesu, vice-president, Don Lee Broadcasting System; Donald W. Thornburgh, CBS West Coast vice-president; Charles Feldman, president of Feldman-Blum Corp., talent agency, and HVC talent committee chairman; Bert Allenberg, vice-president of Phil Berg, Bert Allenberg Inc., talent service, and Fred Beets, executive vice-president, Assn. of Motion Picture Producers Inc.

RADIO EMBLEMS NOW AVAILABLE

Industry Offered Chance to Buy Symbolic Shield—
at Cost; First Shown at Convention

The radio service emblem which made its appearance at the NAB Cleveland convention as a gift of WJR and WGAR made such a hit that at the suggestion of those stations BROADCASTING has agreed to receive all requests for additional pins and make them available to the industry at cost in whatever quantities desired [see advertisement on page 49].

From the radio response accorded the emblem at the opening luncheon addressed by Archibald MacLeish, it is apparent that the radio industry has discovered a shield which is symbolic of the service which radio broadcasting is rendering in the war effort on both the home front and the fighting front.

This simple medallion showing a striped shield across which flashes the lightning bolt of radio surmounted by an eagle with wings spread, carries the slogan, "In Service of Home and Nation".

Sought in Quantities

Many broadcasters have been so taken with the idea of the pins they have wanted to know if they can have quantities of these made up for each member of their organizations. BROADCASTING, impressed by the timeliness of the promotion for the entire industry and with the idea that it will give broadcasters a symbol of their service in the war effort, has agreed to aid in the distribution of the pins.

Fuller & Smith & Ross, Cleveland advertising agency which designed the shield, has also arranged to furnish reproductions of the art work and full permission for the use of the shield in advertising or promotion which any American radio station may want to do.

John F. Patt, vice-president of WGAR, who coined the phrase "Radio—in Service of Home and Nation," asked BROADCASTING to take over the project as an industry matter rather than as a station promotion.

"We are receiving so many requests from radio stations to supply radio service pins that we are reordering in a fairly large quantity at once," he said. "The cost, including excise tax, with silver pins hand-tinted in the three colors, red, white and blue, is 60 cents each, although if the order is large enough, this may reduce slightly.

Industry Unity

"We are glad that several stations have decided to adopt the shield in their advertising and promotion because we feel something is needed to express the service which radio broadcasting is rendering in the war effort, on both the home front and the fighting front; and if this little emblem does it as well or better than anything else, it will serve a great purpose and will help to unify the great broadcasting industry.

"We do not want or seek any special credit for either the emblem or the pins, and we would like to see some aggressive, impartial organization like Broadcasting Magazine take over this project as an industry matter rather than as a station promotion.

BROADCASTING therefore will accept orders for any number from one to several dozen that stations may desire. These orders will be forwarded to Cleveland and filled by WGAR and its agency at no profit to themselves or to Broadcasting.

Sunday Morn Sponsor

In ITS FIRST major radio venture, Lorstan Studios, Newark (photographs), will sponsor Coast to Coast on a Bus, half-hour children's program on WJZ, New York, every Sunday, 10:10-10:30 a.m.

With 33 portrait studios in the Middle East, and with an expanded advertising budget, the company will aim its promotion at families with growing youngsters, launching a personality child photo contest on the first broadcast, May 31.

Children up to 14 will be invited to have their pictures taken free at a Lorstan studio, and will receive 53 prizes in war savings bonds. Contest will last two months. Contract is for 52 weeks. Coast to Coast on a Bus, has been on the air ten years, and is currently heard on BLUE as a sustainer. United Adv., Newark, handles the account.

WAR NEWS programs, commentators and newscasters heard in Michigan and a calendar of world events of 1931-1941 are listed in a pocket digest recently compiled by Leo U. Jille, lawyer of Grand Haven, Mich.
WASTE TABOO at WOR is increasing efficiency besides saving supplies. Here are before and after desks. At work are (1 to r) Emaline Lyman of the press department and Edyth Meserand of special features.

By J. R., POPPELE,
Chief Engineer, WOR, New York

TO LEAVE a motor idling, a faucet dripping, to throw away cans and toothpaste tubes and tinfoil—all this was commonplace. In fact before Dec. 7 conservation was chiefly a theory, rarely a practice. But now, within a very few months, nearly everyone has found a way to aid the country's war effort. Here at WOR the change was swift and noteworthy. From the moment of our entry into war, WOR's Suggestion Committee began receiving countless ideas from the station's employes on how to save, how to conserve essential materials. The executives, embodying many of the staff suggestions, decided to go further, and a station-wide campaign started to save supplies and materials. With such slogans as "Don't Throw it Away—Stow it Away" and "Waste Saved is Victory Gained", WOR has declared war on waste.

The first step was the organization of our staff. As Chief Waste Warden, a committee, composed of a member from each department, was selected to serve with me. We then hit upon a method to graphically illustrate what was being wasted in day-to-day activities, and how we proposed to eliminate this waste. It was essential to conserve if we were to continue to use what we had on hand.

With the cooperation of the porters and page boys we collected discarded material, and sorted the daily contents of the waste baskets. We found countless rubber bands when we emptied vacuum cleaners; we found pencils only two-thirds used; we found hundreds of large sheets of paper on which only a few words had been written; we found many sheets of carbon paper which had been used only a few times, and hundreds of clips which were apparently serving no purpose, but which were still usable.

Put on Exhibit

The waste material that was collected in one day was put on exhibit in one of our studios. It dramatized our story, and gave the staff a better understanding of what we were trying to do. Two desks were brought into the exhibit. One was untidy and contained a vast quantity of supplies in helter-skelter fashion; the second desk was neat and orderly. The two desks contained exactly the same amount of material yet one looked crammed full, the other half empty. The story was evident. The sloppy desk owner ruins many of his or her possessions, and re-orders supplies unnecessarily.

Two files were also on display. One was neat and properly used, the other contained rubbers in the rear compartment, an old hat, maps and telephone books from years gone by. If this file had been cleaned out and the useless (Continued on page 40)

WSGN
Alabama

SYNONYMOUS...now more than ever with its mate to 5,000 watts day...more than ever, it's Birmingham's best buy yet!

610 Kc.
BIRMINGHAM
Healey-Seed Company, Reps.
BLUE NETWORK and Mutual

BROADCASTING • Broadcast Advertising

June 1, 1942 • Page 27
BASEBALL EDITOR CINCINNATI ENQUIRER; OFFICIAL SCORER CINCINNATI REDS; SIGNED FOR YEARS! EXCLUSIVELY AS SPORTS COMMENTATOR OVER . . .

WCKY

J. B. Wilson

50,000 WATTS

VERAGE STATION C B S
Now or Never

IF NOTHING MORE comes of the Sanders Bill, designed to rewrite the antiquated Communications Act so as clearly to define and delimit the FCC's functions, the hearings thus far held will have served a useful purpose. But we predict that something more will happen to clear the atmosphere of uncertainty and to rid the industry of constant harassment at the hands of a power-hungry administrative agency.

The hearings enter their final phase this week before the House Interstate & Foreign Commerce Committee. Final direct testimony will come from members of the FCC, including Chairman Fleck, speaking for the ax-wielding majority, and from Commissioner Craven, who has opposed every move to usurp power that clearly is not delegated by statute.

The committee, ably directed by Chairman Lea, veteran California Democrat, has uncovered much that is wayward in the FCC's activities relating to broadcasting. Members have evinced surprise that Congress has let radio regulation run riot so long. That is because, till now, all the activity has been before the Senate Committee, where the leadership hardly has been sympathetic to radio's case.

To say the hearings have already had a salutary effect doesn't mean, however, that the committee is elated over the industry's case. We would judge that most of its members are puzzled over the failure of certain strong industry segments to speak their minds, as they have done in private or in public pronouncements before the war put a quietus on all save war legislation.

Disappointment is indicated, too, over the absence of specific legislative recommendations to curb the FCC's powers. It is no secret that several committee members wonder whether there have been pressures exerted that have resulted in pulling of punches. The only concrete legislative recommendations came from the Federal Communications Bar Assn. and NAB President Neville Miller, when the hearings first got under way, and later from CBS, whose witnesses unburdened themselves under the barrage of questioning from the bench.

Others have wondered too, about the over-all showing. The Newspaper Radio Committee, for example, while it presented a potent and effective argument against the FCC's order discriminating against newspaper ownership, nevertheless bent over backward in salaming the Commission for its fair treatment and courtesy during the year-long investigation, which still isn't concluded. Yet we recall charges of Governmental secrecy and rifling of newspaper-station files in the selfsame proceedings.

Similarly, the Clear Channel Broadcasting Service presented a powerful argument in defense of 1-A channels for the perpetuation of rural and small-town service. But there was an all-out attack upon the FCC majority, which has fostered a general clear-channel breakdown, and was stopped only by the war-dictated freeze of allocations. There was no explanation that CCBS was formed for the very purpose of protecting clear channels from disintegration.

It isn't our purpose to expose or to advocate or defend any particular industry viewpoint, other than that of preservation of a free, American system of broadcasting capable of maximum effectiveness in the war effort and in the rehabilitation following the war. Just a few weeks ago the whole industry, with a few glaring exceptions, was protesting the FCC's bureaucratic rule as a life and death matter. Now, because of some hidden assurances from undisclosed places, that ardor has cooled.

There's a far more important job on radio's hands than the evolution of new legislation. But Congress has given radio its day in court after more than a decade of pleading. The FCC, except where it was forced to move by higher authorities, hasn't suspended its civil regulation of radio or its crusading tactics.

Congress is calling the play. Radio owes to its public and itself presentation of its most effective case for a sound and proper statute that will hold now and endure after the war. It's now or perhaps never!

Rationing and Radio

BEFORE THE END of this year there will be more rationing—of that we may be assured from the hints dropped by key officials in Washington. More than likely, the new rationing will cover foods and clothing as present inventories become scarce. These are among the most important items in national and local sponsorship, so the broadcasters must gear themselves accordingly. Also affecting business, especially locally in view of the decentralization of distribution to the suburbs in so many big cities, will be the practically inevitable extension of gasoline rationing, now in effect in the Eastern States, to the rest of the country.

Between the war taxes and the heightened costs of operation, radio can pretty well resign itself to the fact that profits will dip to new lows for the duration. There is some comfort in the reassurances that come from key Government officials generally setting at rest the rumors that they are anti-advertising, as reported elsewhere in this issue. They could hardly take any other attitude considering the fine job radio and all other advertising media are doing for their Government. Their words certainly will be remembered after the war.

Fundamentally, the broadcaster, as manifest at the recent NAB convention, is now concerned not so much with profits as (1) with an abiding desire to do all in his power to help win this war, and (2) with the necessity of keeping his plant, his staff and his business together during these commodity-draining, manpower-drafting and belt-tightening days. One is corollary to the other, for radio is now definitely established as an industry necessary and vital to the prosecution of the war.

Though the Government hasn't yet said so formally, every statement uttered by key radio officials since Pearl Harbor and every action taken with respect to industry operations, notably the freeze orders and the projected equipment pooling plan, indicate they realize the basic structure of broadcasting must be kept intact.
THOMAS HOWARD LEWIS

That he was definitely not cut out to be an organization man, was the one-time conviction of Thomas Howard Lewis, who last week left the vice-presidency in charge of radio for Young & Rubicam and manager-ship of its Hollywood production office to become a major in the Army. He reports to Washington next week for assignment to the mind-numbing Special Services, formerly known as the Morale Branch.

Asked what caused a change of attitude toward organizational activity, of which he will have plenty in the Army, Tom insists that no decision was involved. He had been so impressed by the spirit of the agency that becoming one of the staff seemed a natural occurrence. Thus, his idea of being an independent freelance radio producer wore thin.

Graduated from Union College, Schenectady, in 1926, he sold insurance, but without brilliant success, he says. Then one day in early 1928 he joined WGY, Schenectady, and set to work turning out continuity for a radio comedy act known as Joe & Eddy.

Tom worked up a personal appearance stunt for the team and this experience launched the Artists Service Bureau at WGY. During six years affiliation with WGY he tried his hand at all station duties with exception of selling and engineering. In November, 1934, young Lewis made a fast trip to Cleveland to arrange a commercial audition.

While there WTYM offered him a job as producer-writer and he signed a year's contract. As producer he was also in charge of commercial auditions and handled special event assignments. When the 12 month's expired, Bill Hedric, then manager of NBC-operated stations, offered him the post of program manager of the network's Cleveland division. John Royal, then NBC vice-president in charge of programs, advised Tom to consider the offer, as a managerial experience would round out his capabilities. Taking counsel, he assumed responsibility for one year.

Determined to establish himself in New York, he resigned at the close of 1935 and, fairly well fortified financially, went to the "Big City" and turned in his resignation. Tom thereby became acquainted with the commercial personnel. So solid had Lewis become on the Young & Rubicam operation that, when a few months later Mr. LaRoche said, in effect, "Look, there's an empty desk down the hall, why don't you do something about it?", Tom forgot his theories about wanting to be an independent producer. So on Feb. 22, 1936, he joined Young & Rubicam.

First assignment was producer of the weekly Storymag & Budd show, sponsored by General Foods Corp. He also presented Jane Froman, vocalist, as star of the weekly NBC Jello-O Show when Jack Benny's program went on vacation that summer. He subsequently produced the CBS "Kraft Music Hall" when General Foods took over sponsorship in fall of 1936, in addition to many other programs.

Beneath the quiet dignity and unassuming manner of this broad-shouldered, likeable fellow, is a showman's sense of what appeals to the average Mr. & Mrs. Buyer.
ROBERT C. MARVIN, advertising manager of WICA, Ashland, O., has resigned to join Grant Adv. Agency as manager of the Dallas office.

C. POWELL ADAMS has resigned from the sales staff of WSIX, Nashville, to join WLAK, Lakeland, Fla.

L. O. FITZGERALDS, commercial manager of WOGC, Davenport, has been elected president of the Advertisers Club of Davenport.

AL ROBINSON has joined the sales force of WRDW, Augusta, Ga.

HAL DAVIS, a partner in the New York publicity firm of Davis-Lieber, has enlisted in the Navy and is now on active duty as a third class yeoman, currently based in New York. Lee Lieber, who left the firm at the same time as Davis to go into defense work, has returned from Cuba and is in New York for the present. Davis-Lieber continues in business under the direction of Leo Miller.


RICHARD PUFF, for two years in charge of radio statistics for reports of the Cooperative Analysis of Broadcasting, has joined the sales promotion department of MHS as chief statistician. Puff has been active in radio survey work with the Crosley research organization for three years.

Graves Taylor in Army

For Ordnance Publicity

ASSIGNMENT of Capt. Graves Taylor to the Cleveland Ordnance District as public relations officer was announced last week by Col. H. M. Reed as deputy district chief. Capt. Taylor has operated Graves Taylor & Associates, public relations counsel, for the last four years.

Born at Ewell, Md., Capt. Taylor was graduated from Washington College and has been identified with Cleveland activities since 1929, first as advertising and promotion manager of R-K-O theatres, then as program and public relations director of WGAR. He resigned the radio post in 1938 to establish Graves Taylor & Associates. In his position at Cleveland Ordnance District Capt. Taylor will carry out specialized work in the industrial production field.

W47NY Appoints Keim Manager, Chief Engineer

NEW TO FM broadcasting, Llewellyn Bates Keim has been named general manager and chief engineer of W47NY, New York, licensed to Muzak Corp. As an amateur, Keim has operated W2IKV which was publicized for its contacts as Archbold Holland expedition of 1928 and 1929 and also with the American group on Pitcairn Island.

Graduating from Harvard in 1929, Mr. Keim spent eight years in the mercantile field before joining the radio field professionally. During the past four years he has served as a consultant in the field of radio and electronics with WSRR, Stamford, and as assistant secretary of the Institute of Radio Engineers.

Hemingway to FCC

LESTER HEMINGWAY, brother of the famous author, has joined the Foreign Broadcast Monitoring Service of the FCC as an assistant editor, it was learned last week. Born April 1, 1915, in Oak Park, Ill., Mr. Hemingway has had a varied newspaper and advertising career, having worked successively as a reporter for the Chicago Daily News, a feature writer for Reader's Digest, survey analyst for Ruth & Ryan, writer for the newspaper PM and picture editor of Country Home. Before joining the FCC he was an information specialist for the Office of Emergency Management.

McCarthy to WKRC

APPOINTMENT of Tom McCarthy, formerly of WCPO, Cincinnati, head of the Iowa department of WKRC, Cincinnati, was announced last Tuesday by Hulbert Taft Jr., station's general manager. Mr. McCarthy, who attended Georgetown U., also was a columnist with the Washington Post and the Washington Times-Herald and worked for NBC in the Capital.

WAR brings NEW PROBLEMS

We have been solving problems in the complex New York market for 25 years. We are helping manufacturers and their advertising agencies through our specialized technique to protect their franchises and maintain good-will for their products.

What are your problems? Perhaps we can help you solve them!

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Quebec Province To Have New Net
Northwestern Area Is Center Of Three-Station Hookup

AUTHORIZATION for what is understood to be a private network in Quebec Province was granted recently by the board of governors of the Canadian Broadcasting Corp. Word of the establishment of such a network had been rumored in the industry for some weeks.

That a network is to be established, was intimated by National War Services Minister J. Thorson at Ottawa last week when he told the first session of the Parliamentary Committee on Radio Broadcasting that a new station had been authorized at Amos, Que., and that CKRN, Rouyn, and CKVD, Val d'Or, Que., have been added to the CBC network. The network is to service the Abitibi region of Northwestern Quebec with French and English programs, and will function as soon as technical arrangements can be completed.

From the operating organization of CKRN and CKVD, Northwestern Broadcasting & Publishing Co., Timmins, Ont., it is learned that call letters of the Amos station will be CHAD, and that both the new station and CKVD will operate with 250 watts power, using Canadian Marconi equipment.

The network will be known as the Northern Quebec Broadcasting System. Jean Legault, manager of CKRN, will be the three stations, and Dan Carr, manager at CKVD, will be the commercial manager. Roy H. Thomas is named as chief owner of CKRN and CKVD and is president of Northern. Operating details of the three stations as a network are not yet available.

12 SCHOLARSHIPS AWARDED BY WATL

SCHOLARSHIPS amounting to $1,250 were awarded to the 12 winners in the fifth annual scholarship contest of WATL, Atlanta. The contest is based on the writing of original radio plays and is open only to high school seniors in the Atlanta area.

Winners may use the scholarship at any college in the United States and in the past four years the station has seen winners enter eight Georgia colleges and colleges in eight other states as well. In addition each school whose pupils enter the scholarship contest is eligible to elect one of its juniors for a WATL Travel Scholarship. The fourteen current winners and their two chaperones will be sent to Denver in June to attend the National Association of Student Officers. The stations pay for transportation, hotel bills, registration.

College and travel scholarship contests are sponsored by J. W. Woodruff, owner and president of WATL and conducted by Vera Lee Brock, educational director of the station.

Nesbitt Nationally

NESBITT FRUIT PRODUCTS, Los Angeles, in a 13-week summer campaign starting June 2, will sponsor twice-weekly the quarter-hour transcribed commentary series Passing Parade with John Nesbitt on eight stations nationally. It includes KTSW KFRC KOH WWOC WHO WMBD WBNR. Other stations will be added. Firm in addition sponsors Bob Gared Reporting on 6 CBS Pacific Coast stations (KNX KW KARM KROY KOIN KIRO). Saturday, 5:45-5:56 p.m. (FPT). Kelsio Ad Agency, Los Angeles, has the account.

NAVY RECRUITING drive for 10,000 Chicago men in June is being promoted with spot announcements on nearly every Chicago station and special programs produced by the Navy. Chairman of the radio committee of the Chicago area is Will Bluckett, vice-president of Bluckett-Staple-Humber, Chicago.

KFUO Marks Opening Of New $120,000 Plant

COMMEMORATING its 18th birthday May 31, KFUO, Concordia Seminary, St. Louis, opened its new $120,000 studio-transmitter project, Radio Mission House. Official ceremonies celebrating the event were highlighted with an address by Rev. Dr. John W. Behnken, president of the Lutheran Church, Missouri synod, which operates the station non-commercially.

KFUO originates the international broadcast, Bringing Christ to the Nations, heard in English and Spanish on 300 MBS affiliates and independent stations. Local service was recently improved by FCC decisions which put the station on 850 kc., increased its power from 1,000 to 5,000 watts and granted fulltime.

HOWARD H. WILSON Co. has been appointed exclusive national representative of KFMB, San Diego.
FRANK SMOTHERS, veteran foreign correspondent of the Chicago Daily News, is substituting for Gregory Zeiger, recently seriously injured, on the View on the News, half-hour Saturday afternoon news discussion by WLW commentators Carroll D. Alcott, William H. Hebler, Jay Sims and Gerald litres. Zeiger will return to the air on seven NBC Midwestern stations through WLW by Ohio Oil Co. Findlay, Ohio. Mr. Zeiger is recovering from injuries sustained in an automobile crash, and will be back on the program for several weeks.

HELEN COMPTON, formerly stenographer in the sales department of WGN, Chicago, has joined WAAF, Chicago, as a record turner. Veronica Ducey, formerly of WJJD, Chicago, succeeds her.

DAVID PENN, news analyst, recently on the staff in Central Ohio, has joined WOVY, New York, to handle five-minute evening newscasts.

ROBERT E. GROSS, new to radio, has joined the program staff of WMJ, Marion, O. Bert Stille, former WMJ editor, has resigned to enter defense work in Columbus.

SAM WOODALL has been added to the announcing staff of WEDW, Augusta, Ga. Gil Evans has been appointed WRDW musical director, replacing Paul Roel who resigned to study engineering.

DERBY SPOLH, production manager of KZL, Denver, now serving in the Air Force, has been promoted to a captain.

LEE PHILLIPS, announcer of WCAE, Pittsburgh, has enlisted in the Army Air Force as an aviation cadet.

VIRGINIA MAIDEN, formerly of KNX, Hollywood, has joined KROW, Oakland, as announcer and commentator on the Barbara Lee program, succeeding Mary Dorr, who recently went to Washington, D. C.

HELEN STENSON, formerly of the KPO, San Francisco, sales department, has been appointed assistant in charge of NBC-KPO sales traffic. Alice Mcnairan succeeds her.

LORRAINE BRUNSWICK, formerly of the KFMB staff of Broadcasting, has joined the network sales department of NBC San Francisco, as secretary.

TOL WARE, freelance announcer, San Francisco, recently was inducted into the Army.

WALLACE RUGGLES, producer, recently resigned from NBC San Francisco, to join the radio department of the Coordinator of Information in San Francisco.

MONROE UPTON, Hollywood writer, having joined the U. S. Merchant Marine as wireless operator, Sun Davis and Marvin Fisher are now writing the weekly NBC Air Peace Shoe, sponsored by J. R. Reynolds Tobacco Co.

RUSS JOHNSTON, CBS West Coast program director, will be principal speaker June 13 at the annual Los Angeles City College radio broadcasting and news luncheon. He will discuss the radio industry’s part in the war effort.

PHIL HARRIS, Hollywood musical director of the weekly NBC Jack Benny Program, sponsored by General Foods Corp. (Jell-O), is the father of a 19 lb. girl born May 15. Mrs. Harris is the film actress known professionally as Alice Faye.
HARLAN WARE, Hollywood script writer of the five-weekly quarter-hour NBC serial, The Barons, sponsored by Procter & Gamble Co., (Dublin), is the father of a girl born May 22.

ARNOLD MAGUIRE, Saturday morning writer-producer of the weekly half-hour Pacific Blue amateur program, Tune Out Time, has taken on the additional assignment of managing editor.

FLEETWOOD LATHON, news analyst of KFJ-KBCA Los Angeles, on May 24 started a four-week writing and announcing quarter-hour commentary on NBC Pacific Coast station.

LIEUT. GEORGE THAIN ENGLE, former public relations assistant at WBAI-KGO, Fort Worth, has received his commission as a second lieutenant in the Army Signal Corps and has been assigned to Harvard U.

LONNY STARR, former free-lance in Philadelphia, has been named chief announcer of WBOC, Salisbury, Md. Michael Morris, who did radio work in New York, has joined the announcing staff and will also do script writing.

JACK KERRIGAN, production manager-announcer at WHO, Des Moines, was recently elected publisher and chairman of the local advertising club.

BILL BROWN, sports editor at WHO, Des Moines, has resigned to become a partner in Radio Distributing Co., radio sales organization.

BILL RATCLIFF, program director of WOR, Spartanburg, S. C., as the result of his handling of a J. B. Williams Co., Army camp show, True or False from Camp Croft, S. C., was requested by that company to handle another show from Fort Benning, N. C.

FENTON FORD, formerly in the public relations department of the Farm Security Administration, and Bob Franklin, from KSLM, Salem, Ore., have been added to the announcing staff of KGW-KKNX, Portland, Ore.

RAY SANTER, assistant production director of KSL, Salt Lake City, May 10, became the father of a boy, Craig Raymond.

LOUIS JULIAN, night supervisor of blue announcers, has joined the Army and is now stationed at Fort Dix, N. J.

WALT BODINE, formerly of KVAK, Atchison, Kan., and Bob Fleming, new to radio, have joined the announcing staff of KCKN, Kansas City.

BOB WALDROP, formerly on the blue announcer staff, is now on the public relations staff at Camp Lee, Va., and is acting as announcer on broadcasts from the camp.

JACK WAGES has joined KKY, Phoenix, Ariz., as announcer-producer. He also continues as male lead on the morning show, Love Story Time, sponsored by Torrey Packing Co., on Arizona network.

MARVIN YOUNG, formerly NBC Hollywood writer-producer, now assigned to the Service Division of the Army, has been promoted to lieutenant-colonel. He is stationed in Washington.

RAYMOND KATZ, traffic manager of WHN, New York, has joined the Navy, and is succeeded by Arthur Weil, formerly of the accounting department.

BOB BRUNER, from WSOY, Decatur, Ill., now in the Army, has gone to officer's training school in Florida. Marty Mueller, also from WSOY, is now a radio instructor at Scott Field, III.

HARRY BOYLE, formerly of CKKN, Wingham, Ont., and the Stratford (Ont.) Beacon-Herald, has been appointed Ontario farm broadcast commentator for the Canadian Broadcasting Corp. He succeeds Don Painistina, now with the Royal Canadian Air Force.

JOHN FRIEBEN, formerly with the Mutual Canadian Broadcasting Corp., regional farm broadcasts, is now in the Royal Canadian Air Force.

HARRY WOOD, formerly of WNEW, New York, has joined the announcing staff of WFIL, Philadelphia, replacing Gene Rubens, who joined WNEW.

JOE NOVENSON, announcer of WFIL, Philadelphia, has been accepted as an aviation cadet by the Army Air Force.

TED CORDAY, NBC staff director, has been inducted into the Army and reported last week at Ft. Dix, N. J. Mr. Corday's marriage May 11 also was revealed last week. The bride is Betty Stuy, NBC production assistant and audition director who is continuing with the network.

DOUG EDWARDS, assistant news editor and announcer of WBB, Atlanta, was one of six Atlanta news men elected to professional membership in Sigma Delta Chi, professional journalism fraternity. Invitations were extended by the Emory 17th chapter and initiation was May 23.

ALAN MITCHELL, artist of the sales promotion department of NBC-Chicago, has entered the Army at Camp Grant, III.

SHIRLEY PRUSS, new to radio, has joined the NBC Hollywood publicity department.

JERRY STONE, director of publicity of WDAS, Philadelphia, leaves June 3 to enter the Army.

JESSIE YOUNG, Kitchen Counselor heard on midwest radio stations since 1925, joins the staff of WFIL, Philadelphia, on June 1 to launch the new WFIL Kitchen Club.

20 leads for salesmen from one Printers' Ink article!

Eugene Thomas, sales manager of Station WOR, found them in the Wartime Advertising Edition.

You can get a free reprint of the article "Wartime Advertising" about which Eugene Thomas, sales manager of Station WOR, wrote: "This gave me 20 leads which already have been assigned to our salesmen."

While Printers' Ink is edited for advertisers and agencies, the experience of media man Thomas is not exceptional. Many astute radio, newspaper, magazine executives and others who sell to advertisers keep an eye on P. I. for opportunities to bring constructive ideas to the attention of their prospects.

Your station promotion appearing in Printers' Ink will carry your ideas to the largest identified audience of advertisers and agencies available. A one-sixth page campaign, appearing thirteen times, costs only $30.00 per insertion.

Farm purchasing power in WIBW's 6-state market hits a 20 year high. We're the dominant sales force in this area. 'Nuf said!
Work Sheets Sent Covering Flag Day
OFF Material Is Designed to Show United Nations Stand

FACT SHEETS in the form of memoranda, providing background material on each of the United Nations, were distributed by the Office of Facts & Figures last week to 50 stations, networks, agencies, producers and writers with the suggestion by Douglas Meservye, OFF assistant radio coordinator, that they be played daily for broadcast June 8 to 14 as a buildup to Flag Day, June 14.

President Roosevelt has proclaimed the 19th Flag Day as a day for homage not only to the American flag but also to the flags and peoples of all 26 United Nations.

Meeting Propaganda

The United Nations theme, it is suggested, aims at combating enemy propaganda seeking to divide us from our allies; to increase our knowledge of the people of those nations and their common interests with us; to throw light on the true meaning of the term "United Nations"—that it is a powerful, positive force for victory; to remind people that our hope for a better post-war world lies in the spirit of cooperation, common interest and mutual respect among all the United Nations; to build confidence in an eventual victory.

Pursuing its policy of not preparing "made-to-order" material for local broadcasts, OFF simply provides the facts and suggests such slogans as "United We Win" etc. to be woven into announcements and into sustaining and commercial continuities.

"The material," it adds, "should be used not only as a buildup June 8 to 14 and on and on, but also as a permanent part of the ongoing "United Nations theme grows in importance." The memoranda on each country were prepared by the Office of Propaganda and may be quoted without reference to OFF.

Swan Summer Plans

LEVER BROS. Co., Cambridge, Mass. (Swan soap) through Young & Rubicam, Inc., starting July 7 for 13 weeks, will utilize a comedy—variety program built around Tommy Cash and his mythical Betty Lou, as summer replacement for the weekly half-hour NBC Burns & Allen Show, Tuesday, 7:30-8:00 p.m. (EWT), with West Coast repeat, 6:30-7:30 p.m. (PWT). Besides Riggs, cast will include Jimmy Cash, a tenor on the current Burns & Allen Show, with Bill Goodwin, m.c. and announcer. Performances will be filmed on the Ranch with the orchestra. Hendrik Booraem has been assigned agency producer.

QUINCY HOWE, commentator of WNBR, New York, has gone off the air to undertake special work for the Government. Lisa Serigo, news analyst of WNBR, took over Howe's evening spot for a few weeks.
NU-OX PRODUCTS Co., New York, is using a child variety show and live spot announcements on three New York stations in a local campaign which started last week to advertise "Klenzo" cleaning products. Company is sponsoring a talent program on WWRL for a 13-week period and is also using 24 announcements for one month on that station. WWED will carry a total of 54 announcements through July 7. In addition to twice-weekly participations on Reward for Listening on WINS, Nu-Ox has started twice-weekly participations in Don Dumphy's sports programs, and 24 additional spots for the period ending in mid-August. Account is handled directly.

ARlington PARK JOCKEY Club, Chicago, has placed a schedule of one-minute trancribed announcements two to five times daily, to start June 18, promoting track attendance during the five-week race meeting, and the following Chicago stations: WMQW, WGN, WINK, WJJD, WCFL-WAIT. Washington Park which follows Arlington with a five-week meet, will continue with a similar type schedule. Schillmeyer & Scott, Chicago, is agency.

INTERNAtE BAKERIES Corp., Kansas City (Schulze bread), has started local sponsorship of CBS News of the World, early morning program six days weekly on WFBM, Chicago, for 26 weeks. Agency is R. J. Potts & Co., Kansas City.

SAVINGS & LOAN RADIO GROUp, New York (five Federal Savings Loan Associations), has renewed the six-week-quarter-hour program. Memo- ries in June on WNEW, New York. Public service talks entitled "Get Ac- quainted with New York," are fea- tured from time to time. Portion of each program is devoted to USO War Fund Drive. Helfeinger, New York, handles the account.

LYONS VAN & STORAGE Co., Los Angeles, is sponsoring a twice-weekly-newscast by Bob An- derson on KSFO, San Francisco, with daily participation in Meet Primary, Aldey on KPAS, Pasadena, and the combined Art Baker's Notebook and Miranda's Garden Patch, on KFBI, Los Angeles, as well as twice-weekly in the Ann Gilmartin program on KSFO, San Diego. Firm in addition uses daily transcribed one-minute announce- ments on KFAC, KFAX, and KFAC, Los Angeles, and on KZTO, Santa Barbara, and two-weekly on KMJ, Fresno. Agency is BBD&O, Hollywood. Beulah Grindle is account executive.

WDJ Radio Advertisers

Fold Continues

FORD DEALER Advertising Fund, has extended its campaign on WMAL, Washington, on behalf of new cars, used cars, and parts, through June. Spot announcements are used. Agency is McCann-Erick- son, New York.

JOHN M. CALDWELL, formerly di- rector of radio for the Hood Products Corp., New York (proprietary), has been assigned to devote himself to freelance writing and program direction.

WSIX, Nashville, has announced the appointment of Spot Sales Inc., as its national sales representative.

For Merchants

IN FAIRNESS to merchants who may be confused by the price ceilings established by the Government, KFBI, Wichita, is carrying two announ- cements daily on its newscasts asking listeners to be tolerant of merchants' mistakes and to bring any error to the attention of the merchant first.

Another 26 WEEKs being signed for W. & J. Sloane Co. with KPO, San Francisco, to continue The Romance of Furniture, tran- scribed weekly program aired Sun- days. This contract will assure a continuous 52-week schedule for the program on KPO. Theresa Wilson, Sloane advertising manager, signs the contract as Walter G. Tolle- nen, KPO account executive, watches Bud Heyde (right), KPO an- nouncer and narrator on the show, is happy about the whole thing.

Sealy mattress Co., Los An- geles (manufacturers), revising its radio schedule, on June 7 starts spons- oring A Layman's Views of the News by Alvin Wilder twice-weekly on KECA and weekly on KFID. In addi- tion the firm will continue its five-week-quarter-hour newscasts on KFEO, San Francisco, and KHOW, Oakland. Alvin Wilder Adv., Los An- geles, handles the account.

CALIFORNIA BANK, Los Angeles, new to radio, to promote its real estate sales division, in a 15-week campaign started May 24 is using one to seven announcements over weekends on KFBB-KFAC-KFJD. Also being used is participation in Friday and Saturday night newscasts on KMPC-KKRD, as well as Saturday 3 p.m. news on KHJ. Agen- cy is the Mavers Co., Los Angeles.

O'KEEFE'S Ltd., Toronto (brewers), on May 25 started quarter-hour re- corded program five days weekly on WGR, Buffalo. Account was placed by A. McKim Ltd., Toronto.

WFBM Continues to Stand out like a beacon in the rich central Indiana market, holding an influential hand on the purse-strings of almost 400,000 radio families. Advertisers are quick to realize the tremendous advantage that WFBM exerts over this important area, proving with survey after survey that listeners prefer WFBM by a wide margin.

WFBM...the Hoosier Station...Indianapolis

RePREsented by the Katz Agency

WFBM Listener Surveys and Sales Results
Tell the same Story
(Results of Typical Surveys Available on Request)

When you think of spots...think of John Blair!

John Blair & Company
National Station Representatives

The Popular Station
Sun Lake City

The NBC Red Network
CENSUS OF RADIO HOMES IN ARIZONA AND DELAWARE

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Households having Radios by Counties and Cities of 25,000 or More Population
Urban, Rural-Nonfarm and Rural-Farm: 1940*

### ARIZONA

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<tr>
<th>County</th>
<th>All Units</th>
<th>Urban Units</th>
<th>Rural-Nonfarm Units</th>
<th>Rural-Farm Units</th>
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<td>69,930</td>
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### DELAWARE

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<thead>
<tr>
<th>County</th>
<th>All Units</th>
<th>Urban Units</th>
<th>Rural-Nonfarm Units</th>
<th>Rural-Farm Units</th>
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<td>192,695</td>
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</table>

*NOTE—Number of Occupied Dwelling Units as reported by U. S. Bureau of the Census in advance release, Series H-7. Percent radio-equipped calculated by NAB Research Dept., from Series H-7 Bulletin of the Census Bureau, reporting number of radio units, or radio homes, estimated by applying percent ownership to those units not answering radio question and adding such to those reporting radio. States previously reported are Nevada, New Hampshire, Vermont, Wyo, Mass., Montana, Idaho and Maine. Others will be released as reported.

VIII—ARIZONA

Cities of 25,000 or More Population

<table>
<thead>
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<th>City</th>
<th>Units</th>
<th>Radio Units</th>
<th>Radio %</th>
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</thead>
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<tr>
<td>Tucson</td>
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IX—DELAWARE

Cities of 25,000 or More Population

<table>
<thead>
<tr>
<th>City</th>
<th>Units</th>
<th>Radio Units</th>
<th>Radio %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wilmington</td>
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</table>

GAIN IN LISTENING SEEN IN NEW YORK

COMPLETELY reversing the usual 5-8% "seasonal slump" in radio listening for April, the "Continuing Study of Radio Listening in Greater New York," released by WOR, New York, reports a 10% increase in radio audiences for that month as compared to the March index. Listening in New York has risen 18% since Dec. 7, 1941, while national averages have begun a downward curve, the study states.

The first three games of the 1942 baseball season between the Brooklyn Dodgers and the New York Giants were heard by 11.5% of the total population in and around New York, the WOR Continuing Study reports. Broadcast on WHN and WOR, the opening series captured 46.8% of the listening audience in New York, while 24.7% of all metropolitan radios were tuned in, making the largest audiences ever registered for broadcasts of regular season weekday games.

To give agencies and advertisers a two-way measurement of listening activity, the WOR Continuing Study is reporting monthly fluctuations in the actual hours spent listening to the radio by the average New York family. Latest figures show an average of five hours of radio programs daily are heard by New York's listening families, representing a 20-minute increase over November-December pre-war levels when four hours and 40 minutes was the average daily time.

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WHBF
Affiliate of Rock Island, Illinois Adair

Voice of the Tri-Cities

Basic Mutual Network Outlet
Full Time 1220 K C

THE 5000 WATT
RADIO IN ISLAND - DAVENPORT - MOLINE

COLUMBIA, S.C.
FREE & PETERS, Inc. National Representatives

BROADCASTING * Broadcast Advertising

Page 38 • June 1, 1942
'News from Home', Shortwave Programs, Are Broadcast to U. S. Forces Abroad

U. S. TROOPS abroad are now receiving via shortwave News From Home, a half-hour program of news, fiction and human interest stories produced by the Office of the Coordinator of Information (Donovan Committee). The series started May 11, and consists of six-weekly transcriptions, each combining special recordings, repeats of regular broadcasts and live material prepared especially for the program—all selected to meet the entertainment and morale needs of U. S. service men stationed in foreign lands.

Ball Scores, Too

News of the world and of the home town is presented by nationally known commentators and familiar local and regional news commentators and analysts. Dubbed into the transcription is a recorded portion of the evening broadcast of Elmer Davis, CBS commentator.

Other radio newsmen covering various sections of the country are called upon to record special brief summaries of their material, which are then incorporated into the master disc. Baseball scores and other miscellaneous news items are presented by one of a group of four or five actors who serve as announcers and newscasters.

A regular feature of each day's recording is the reading of a message—being a letter from an American mother, addressed to her soldier or sailor son in some far-off land, bringing news of home and friends, which may interest other men.

TROOPS can also "listen in" on conventions, sports events and other public meetings, parts of which are recorded, and then included in the transcription with special comments supplied by sportscasters such as Don Dunphy of MBS, or other authorities, suitable for the occasion.

Well-known writers contribute fiction to the show, sometimes telling their own stories, in a section called "Today's Best Story", written especially for the program by such authors as Carl Cramer, John Steinbeck, Rex Stout and others.

The tales are reenacted with two or three characters in some instances, or are narrated by one of the actors.

The show is produced in cooperation with the War Dept., with Lou Cowan serving as liaison between the Coordinator's office and the War Dept. John Houseman produces the program, and Robert Newman writes the scripts. Lawrence Hammond, director, is assisted by Connie Ernst. Ben Wilbur handles local pickups, and other arrangements.

Each transcribed program is shortwaved several times a day, Monday through Saturday, on WBOS, Westinghouse Radio Stations, Boston; WRUL and WRUS, World Wide Broadcasting Corp., Boston, and by Press Wireless on WCW, WJQ and WCB, New York.

WFDF's 20th

MAY 25 marked the 20th anniversary of WFDF, Flint, Mich., which was founded in 1922 by Frank D. Fallain. Today, owned and managed by Howard M. Loeb, WFDF operates on 910 kc., 1,000 watts.

ROANOKEN WDBJ VIRGINIA

CBS Affiliate . 960 K.C. 5000 Watts Full Time

Want a hot tip? WDBJ's 27-county primary area (daytime) accounts for 28.2% of Virginia's total radio families, 26.8% of its effective buying income! And—WDBJ is the only station able to reach all of this pocketbook power with a strong, clear voice at all times! It's a sure thing—get your bet down now!

BROADCASTING • Broadcast Advertising

June 1, 1942 • Page 39

HELEN STEARNS

HELEN (Meinardi) STEARNS, now broadcasting a daily daytime defense program on WCHS, Portland, Me., came from Hollywood, Cal. after a stopover in Washington. In the movie capital she climbed to fame and won a contract by publishing "I Met Him in Paris", hit picture which starred Claudette Colbert. In the national capital, she helped originate the CBS Report to the Nation program.

As defense reporter at WCHS, she works in close cooperation with local, state and national defense authorities, and interprets current events in terms of their direct bearing upon the average radio listener. An outstanding feature of her program is the question-and-answer service which broadcasts responses to varied queries: Whom to contact for the collection of waste paper, what full or part time defense jobs are open, or the availability of living quarters for workers flocking to the city.

5 More in Canada

AT A SESSION of the Parliamentary Committee on Radio Broadcasting, sitting at Ottawa, National War Services Minister J. Thorson announced that licenses have been issued to five more privately-owned broadcasting stations not yet on the air. [Some of these have been announced previously in Broadcasting.] The station locations and call letters are: CHP, Parry Sound, Ont.; CJFX, Antigonish, N. S.; CJMH, Medicine Hat, Alta.; CHOV, Pembroke, Ont.; CKWS, Kingston, Ont. It is understood the two last-named will be on the air this summer. Powers and frequencies were not announced.

CRYSALS by HIPower

The Hipower Crystal Company, one of America's oldest and largest manufacturers of precious mineral crystals, is here to offer the broadcaster and manufacturer attractive prices because of their large production and their exclusive Hipower grinding process. Whatever your crystal needs may be, Hipower can supply it. Write today for full information.

HIPower Crystal Co.
Sellers Division—205 S. Wacker Drive, Chicago
Factory—2035 Charleston Street, Chicago, Ill.
CBS NET APPEARS LOWER IN QUARTER

INDICATIONS are that business booked by CBS during the second quarter of this year will result in a net income of about $950,000, reports the Wall Street Journal. This would compare with a net after taxes for the first quarter of 1942 amounting to $1,156,062, which was 8.8% under the figure for the same period of 1941. [Broadcasting, May 18.]

Expectations are that for the first half of the current year CBS will report net profits of about $2,100,000 or slightly in excess of $1.20 a share on 1,716,377 shares of $2.50 par combined Class A and Class B stocks, the Wall Street Journal states. This would compare with a net income of $2,418,087, or $1.41 a share for the first half of 1941.

Lower net in the main reflects the increased tax provisions necessary in the current year. For the first quarter of 1942 CBS reported gross income from sales of $11,449,645 as compared with $10,380,311 for the same period of the preceding year. Net profit for the first quarter of this year dipped to the equivalent of 67 cents a share as compared with adjusted net equal to 73 cents a share for the first quarter of 1941.

Indications are that under the average earnings method the excess profits tax credit of CBS this year is about $5,200,000.

PAPERS

JANICE JARRATT injects glamour — and plenty of it — into WOAI's news department as she begins her new series of appearances at the WOAI mike. Miss Jarratt, known as the most photogenic girl in America," culminates a colorful career of commercial modeling and movie work by signing with the San Antonio station to handle its Woman's Page of the Air. She will augment her programs of women's news with interviews of outstanding personalities. In this photo Corwin Ridgell, WOAI news chief, beams his pleasure over the acquisition of Miss Jarratt.


War on Waste
(Continued from page 27)

material thrown away, another file would have been made available to the staff. We recently issued a purchase order for five additional files, but the order was returned unfilled. The same metal used for files has more importance in the manufacture of ships and planes and tanks.)

Pamphlet Published

Then through the Waste Wardens, we distributed a pamphlet, "WOR's War on Waste". As it was handed out to each staff member it was briefly explained. It told the reasons for the campaign, and contained over 30 specific ways "you can help your country speed the day of Allied victory by saving materials that are of vast importance to our armed forces at home and abroad."

Each WOR office was provided with a red, white and blue tray and a red, white and blue key. This not a patriotic display, but served as a constant reminder that waste must be eliminated. The tray is a receptacle for all papers, releases etc. that can be used again. The key is for rubber bands, clips, erasers, typewriter ribbons and a host of miscellaneous items. Each day the contents of the tray and key are collected by a page boy, brought into the mail room stock room and are sorted. The recaptured paper is cut into standard size and made into scratch pads, all other items are returned to the main stock and supply room.

WOR's 50,000-watt transmitter at Carteret, N. J., is also doing its bit in the war on waste. They have found that the following factors enter into the length of a tube's life—1, filament voltage; 2, plate voltage, residual gases; 3, fatigue of metal parts; 4, heating and cooling cycles; 5, efficiency of cooling system; 6, efficiency of transmitter, maintenance and associated protective relays; 7, care of spares and tubes in storage.

Standard Method

Proper precaution must be taken with each of these factors. Plotting a standard system of procedure for each will eliminate many of the abuses which may cause tubes to burn out or become inoperative before their useful life is run. At the WOR transmitter, by reducing filament voltage 2½% the increase in life expectancy of a tube (tungsten filament) is 4,100 hours.

Since WOR's War on Waste has begun, the results have been noteworthy. Three metal files have been emptied and are now for sale for one cent on a 60,000, clipped the edge of the car. Instead of clips, saving a great amount of metal; and most important not a single case of breakage or loss has been reported. We are all dependent on our mechanical equipment for our jobs, and much of it can no longer be replaced. If our present rate of buying continues we will save yearly—60,000 clips, 6,000 carbon sheets, 3,600 stencils, 15,000 rubber bands, 7,000 pencils and many other miscellaneous office routine items.

2,000 of Dinah Shore

TO AMERICAN troops throughout the world, Bristol-Myers Co., New York, is sending 2,000 recordings of the May 20 program of the BLUE series, Songs by Dinah Shore, aired by the company on behalf of Mum. Agency is Pedlar & Ryan, New York.

A NEW CLEAR CHANNEL TO NEW YORK'S BUYING MILLIONS

WLIB

THE VOICE OF LIBERTY

1100 1200 Kc. 1000 WATTS

OFFICES: 846 Flatbush Ave., Brooklyn, N. Y.
JOSEPH E. LOWES JR., former account executive of Ruthrauff & Ryan, New York, which he handled some radio publicity and some new business contact work, has been appointed advertising director of Fairchild Baggage & Aviation Corp., New York. George Fred Heidt, also an account executive in the radio department of R&R, will take over the New York State Savings Bank account, formerly handled by Mr. Lowes.

SPITZ & WEBB, Empire Blvd., Syracuse, has been formed by William Spitz, formerly of William Spitz Adv., Syracuse, and Stephen Webb, previously with WAGE in that city. Rosemary Maroni has been appointed space and time buyer for the new agency.

EDWARD L. BAUMILLER, formerly of McCann-Erickson, has joined Pedlar & Ryan as assistant media director.

GORDON SCHONFARBER & Assoc., Inc., is the new corporate name of Lapham & Schonfarber, Providence, R.I. Lawrence Lanpher has withdrawn to accept a civil service position. Personnel, address and accounts of the firm remain unchanged.

WM. C. STANNAARD, account executive of J. Walter Thompson Co., Montreal, has been re-elected president of the Advertising & Sales Executives Club for a second term.

ROBERT F. ZIMMERMAN, for eight years account executive at Beaumont, Heller & Sperling, Reading, Pa., agency, has enlisted in the Navy and is stationed at a base in the South.

DON STAUFAFF, recently appointed radio director of Ruthrauff & Ryan, has returned to New York after several weeks in Hollywood.

EDWARD L. BAUMILLER, formerly of McCann-Erickson, New York, has joined Pedlar & Ryan, New York, as assistant media director.

ROBERT DENNIS, head of Robert F. Dennis Inc., Los Angeles, is the father of a boy born May 20.

LLOYD'S Adv., Los Angeles, has been discontinued.

Dyke at AFA Meet

KEN R. DYKE, on leave from his position of director of promotion for NBC to serve as chief liaison officer of the advertising division of the Office of Facts & Figures, will speak at the conference on advertising club activities to be held during the 38th annual convention of the Advertising Federation of America, in New York, June 22-25. Other new speakers announced by the AFA include Dr. Miller McClintock, managing director, Advertising Council, and Walter J. Weir, Lord & Thomas vice-president in charge of copy. Lowell Thomas, commentator, will be quizmaster of a panel discussion on "How we are meeting our wartime advertising and selling problems," with John P. Summerson, vice-president, Newell-Emmett Co., and William H. Howard, executive vice-president, R. H. Macy & Co.

Fred Henry Ralston

FRED HENRY RALSTON, 73, formerly head of the F. H. Ralston Adv. Agency in Chicago, and advertising manager of the Suburban publications for 25 years, died May 24 in Coral Gables, Fla. At other times in his career, he was editor of the Chicago Herald-Examiner and also published 18 farm journals. He was the first to use color in farm publication advertising.

B & B Advances Pooler

CHARLES A. POOLER has been named research head of Benton & Bowles, New York, succeeding John L. Bogart, recently elected vice-president of Standard Brands, New York, which it was announced last week. A graduate of Dartmouth College and the Tuck School of Business Administration, Mr. Pooler was with the market research division of Lever Bros., Co., Cambridge, for ten years. From 1940-41 he was director of research for the Ward Wheelock agency, coming to Benton & Bowles about a year ago.

Y & R Loses Four

FOUR MEMBERS of the radio department of Young & Rubicam, New York, are leaving this month for the armed forces or war work, and Harmon Nelson, Y&R producer, is expecting to leave the agency sometime this summer for similar reasons. Those definitely slated to go are Robert Lee, assistant producer, who has enlisted in the RA.F. Tom Wright of the radio publicity department, who has been drafted, as has Donald Severin of the radio traffic division; Tom Lane, radio contact department, who will work in Washington with Vincent Callahan in the Treasury Dept.

STERLING PRODUCTS, New York, and its subsidiary, Vita-Ray Corp., have been sold by the Federal Trade Commission to certain representatives in the sale of their cosmetics. Order directs that advertisements cease representing respondent's cosmetic creams and oils as having beneficial value due to vitamin content.

Record Ruler

HANDBY memento of the recent NAB convention in Cleveland is the record-a-rule which was distributed by WGR-WJE in that city. The celluloid rule is calibrated for the timing of vertical and lateral recordings, at speeds of 33 or 78 r.p.m. Suggested by an announcer and developed by the WGR control staff, the station's chief engineer, R. Morris Pierce, claims it to be accurate within 0.5%.

JUNO" goes into the air

McKNIGHT Airs Juno

BOB MCDERMOTT, new owner of the "Juno" station which went on the air Sunday afternoon, has also hired Bob McKnight as station manager. Mr. McKnight, who has been in broadcasting for 25 years, has been manager of WZCT for several years.

No Chances Taken

TO GUARD against interruptions by nature during the broadcast of "Report to the Nation" on May 26, on NBC, from the Government's Japanese relocation project near Pahokee, Fla., a soldier was posted every quarter-mile along 20 miles of U.S. Army Signal Corps telephonic lines carrying the broadcast. Wind and sandstorms have been known to break the Signal Corps lines in that area.

ASSOCIATED PRESS NEWS

EVERY DAYLIGHT HOUR ON A CLEAR CHANNEL

750 KC — 1000 WATTS

WHEB

PORTSMOUTH, NEW HAMPSHIRE

Red. Off.: GEORGE A. WILLIAMS

June 1, 1942 • Page 41
Dr. Brinkley
(Continued from page 16)

which retailed from $2 to $8 and which he admitted in testimony before the Radio Commission comprised chiefly simple purgatives.

Born in 1885 at Beta, N. C., he was for a time a telegraph operator and in 1908 entered the Benet Medical College in Chicago. He left that school in 1911 without having been graduated, and there always was some question as to his right to the title of medical doctor.

His first known diploma came in 1915 from the Electric Medical School, Kansas City, whose diplomas were not recognized by 40 of the 48 States. However, in 1915 he secured a license to practice in Arkansas, Tennessee and Kansas. He also claimed to have been a graduate of the University of Padua in Italy, but the records disclose that this school had annulled the degree it had given him.

He founded KFKB in the 20's and operated it largely as a mouthpiece for his hospital, which he specialized in the alleged implanting of sex glands of goats in the human body. At his Radio Commission hearing, he produced numerous witnesses to testify that they had achieved "results" from his operations. He plunged both the hospital and the prescriptions over the air, which led him into a bitter battle with the American Medical Assn. and the Kansas City Star, which were the prime movers in securing the hearing in Washington at Stiling. Howe wr. in 1930 of his license in 1930. That year the Kansas State Medical Board also revoked his license to practice.

Ran for Governor

Thereupon he ran for governor on a vindication platform, polling 183,000 votes but failing of the Republican nomination. He ran again in 1932 as an independent, received 244,897 votes and claimed an honest count would have shown him the victor. In 1934 he made a poor showing.

At the height of his career, Dr. Brinkley owned three yachts, one of which was the palatial John R. Brinkley II, which reputedly cost $1,000 a day to operate and carried a crew of 26. It is estimated that his personal income at one time was more than a million dollars a year, but in recent years his fortunes began to dwindle. However, he clung to his palatial home at Del Rio and to life insurance policies which were said to be valued at $350,000.

Blue Program Approved\
For Disc Distribution

WAR PRODUCTION BOARDS series on the BLUE, Three \Thrids of a Nation, is now available to stations throughout the country on transcriptions, which may be scheduled on any night other than Wednesday, the evening of the live broadcast. This was announced last week by Bernard Schoenfeld, WPB radio director, who stated that any station wanting to carry the series can have pressings from the first program of April 22 through the rest of the series by addressing their requests to Miss LaVerne Shedlove, Radio Section, WPB, Tempo R. Room 2735, Washington, D. C.

Mark Woods, president of the Blue, has given permission for this distribution. Of the show itself, Mr. Woods wrote:

"I think it is a splendid vehicle in clearly demonstrating the problem and a story that must be told if proper results are to be forthcoming. I am, therefore, in entire sympathy with you in that this program should receive the widest distribution and I have no objections whatever to its being released in any city in addition to its release over the Blue Network stations."

DOUGHTY PARNS

ARMED with a shorthand pad, a R.A. from the U. of Wisconsin, and a determination to get into advertising, Dorothy Parsons, time and space buyer of Mitchell-Faust, Chicago, landed a job with the agency six years ago.

Stenographically speaking, Miss Parsons gained a first hand knowledge of what makes radio run as agency amanuensis in charge of typing radio scripts and commercial copy. The responsibility for the scripts and copy arriving at the stations at the specified dates was also assigned to her. Then came some valuable experience in copy writing for Hopley Hostery, Chris Hansen Labs. and Lake Shore Honey accounts. Three years ago she was appointed head of space and timebuying activities of the agency.

Chieftly born, Miss Parsons moved with the family to Newark, where she attended high school and first year of college. A depression year graduate of U. of Wisconsin, where she majored in English, Miss Parsons served her business apprenticeship with the Atlantic Refinig Co. of Newark, before returning to her home town.

Miss Parsons directs placement of spot and programs for Peter Hand Brewery Co. (Meister Brau), Hamm Brewing (Hamm's beer), Chris Hansen's Laboratory ("Junket" food products), Stark Brothers Nurseries (fruit trees), General Baking Co. (Bond Bread), National Distillers (S & J wine).
SHOW YOUR COLORS!

WEAR THIS ATTRACTIVE EMBLEM SYMBOLIZING THE WHOLE-HEARTED COOPERATION OF AMERICAN RADIO IN THE NATION'S WAR EFFORT

MOLDED IN STERLING SILVER with red, white and blue enamel finish. Actual size, 3/4” diameter. Available with safety clasp pin or with lapel button.

PROUD OF THE JOB that Radio is doing to help win the victory? Certainly you are! It’s a job being well-done . . . one that makes all of us want to stick out our chests a bit.

Of course, there’s no time these days for back-patting. But there is one way to tell the world you’re part of this great business of broadcasting. It’s by wearing the new button pledging your aid and that of Radio “in service of home and nation.”

So great was the demand that BROADCASTING Magazine has made special arrangements to supply these popular buttons. The price is only 60 cents each, this being cost price plus a small mailing charge. You may order a single button for your own lapel, or enough for your entire staff.

But, the limited supply will not last long. Send in your order today so that you, too, can show your colors!

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It was at the NAB Convention in Cleveland that this attractive button made its first appearance . . . presented to delegates by Radio Stations WJR and WGAR to symbolize today’s dual responsibility of Radio . . . on the home front and on the war front.

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BORIS C. MOMIROFF, who directed construction of the transmitter for WTMM, Trenton, N. J., and who also was with WWDC, Washington, and WSAZ, Huntington, W. Va., has joined WHN, New York, as engineer. O. Edeward, formerly operator at the Ft. Lauderdale, Fla., office of Eastern Air Lines, and at WFTL, same city, has also joined WHN's engineering staff.

BLAIR K. THRON, chief engineer of WTTM, Trenton, and WPPG, Atlantic City, is the father of a baby boy.

CHARLES R. DUKE, formerly chief engineer of WHUB, Cookeville, Tenn., has joined the engineering staff of WSIX, Nashville.

D. R. FITCH, former engineer of WOAI, San Antonio, has joined the staff of NBC-Chicago as a temporary studio engineer.

FRED PRIEST of Watertown, N. Y., has joined WNYN, that city, as a control operator.

William Lorainy and Joseph Benonis have joined the engineering staff of WGBI, Scranton, Pa., and Mr. Benonis from WAZL, Hazelton, Pa.

H. B. (Bud) Seabook, chief engineer of CJOR, Vancouver, recently reported to the RCA research department for the duration.

S. Robert Morrison, chief engineer of WMNN, Marion, O., has also been named assistant general manager of the station.

Dwight A. Myer, chief engineer of KDKA, Pittsburgh, has been appointed radio side of the executive council of the Allegheny County Council of Defense.

R. L. Lee, new to radio, has joined the engineering staff of WRDW, Augusta, Ga.

MILBURN H. Stuckwisch, chief engineer of WSOW, Decatur, Ill., has joined the Signal Corps and will report to the U. of Illinois for six months' engineering work.

Carl McGee, formerly chief engineer at KTBI, Sioux City, Ia., has joined the engineering staff of KOWT, Omaha.

Hams, Beware!

The June issue of QST, radio amateur journal, advises amateurs hearing "fancy" radio signals which "believe to be of alien nature to communicate with the nearest FCC monitoring station giving frequencies, station characteristics, time of broadcasts, etc. Also, QST says, if the amateur is approached by any one who requests suspicious operation of his set, he should keep the propounder dangling and contact the nearest Federal Bureau of Investigation branch.

Rex Ackley, former engineer of WCAE, Pittsburgh, is now chief transmission engineer of WJAC, Johnstown, Pa.

Roy Hannan, formerly material expediter of North American Aviation Corp., Ingwood, Cal., who has been made traffic manager of Universal Microphone Co., has joined the executive staff of KTRI, St. Louis.

Ted Fischer, engineer of WBIX, Utica, N. Y., has left for training as a Navy radio technician.

Margery Webster, NYA radio school graduate, has joined the control staff of WLNH, Laconia, N. H., Miss Webster, who will also be an announcer, succeeds Lew Israel who will enter the service June 2.

Dan O'Brien, Peter Saveskie and James Gough, engineers of WOKO, Albany, N. Y., are to leave soon for military service.

Joe Handchetz, formerly an engineer at WHAT, Philadelphia, has joined the staff of WMHP, WIP's Philadelphia adjunct.

Charles Hughes, new to broadcasting, has joined WWVA, Wheeling, as control operator.

Harold Riessler, studio engineer at WHQ, Des Moines, joined the Army May 29.

Jack Neubauer, engineer at KLZ, Denver, has returned to work after an absence following operation. Willis Johnson, also of the engineering staff, has resigned to install radio transmitters in ship.

WHK-WCLE Changes

NEW ENGINEERS of WHK-WCLE, Cleveland, are Ronald N. Sanderson, formerly of WBOE, Cleveland FM station; Lawrence Shipley, from WOAR, Cleveland; and George Sobot, former shortwave amateur operator. Roy Sluhan, engineer, and James Burke, news writer, of WHK-WCLE, have joined the Army.

Walter Stiles Jr., newly appointed chief engineer of WEEI, Boston, is congratulated by his predecessor, Capt. Philip K. Baldwin, now with the Army Air Force.

Stovin

and

Wright

BROADCASTING • Broadcast Advertising

"WFDF is right—Flint Michigan is no one-horse town!"
Classified Advertisements

Situations WANTED, 10c per word. Help WANTED and other classifications, 15c per word. 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.

Help Wanted

5 kw Station—Wants experienced announcer. Must be familiar with ad lib, commercials, news. Give draft status, complete details. Write to [Box #], Broadcasting.


Announcer-Producer—For a personality-type early morning, with enthusiasm, a cheerful humor, and sincere selling value; to handle miscellaneous ad lib special events. This man must know quality, production; must he take an idea and come back with a thoroughly professional commercial radio program. This station is high ranking in the nation, relatively small market, but one of nation’s best-known Florida cities. Ideal living conditions. Give complete information; transmissions of voice, if possible; family; age; Selective Service classifications, etc. Wages commensurate with performance. Write Box 522, Broadcasting.

OPERATOR—With phone first license immediately. Name your salary. Wire KJUP, Durango, Colorado.

Engineer Wanted—Studio and transmitter work. Pleasant working conditions. Position now open. Reply giving full information including draft status to Station WLAV, Grand Rapids, Michigan.

Continuity Writer—For 5 kw station wanted. Give experience, draft status, complete details first letter. Western station. Box 533, Broadcasting.

Situations WANTED

Engineer—9 yrs. experience on control board, network and 5 kw transmitter. Has calls, license, married. Working in west. Desires permanent position with Western station. Salary $3000 plus wks. notice. Box 532, Broadcasting.


WANTED—My first job; with Middle Atlantic station. Girl, college trained radio production, advertising, script, technical radio course. Box 538, Broadcasting.

Program Director—Twelve years in radio. Six years proven executive ability as assistant manager. Desires large or medium market station. Married. Family. Exempt. Box 539, Broadcasting.

WINK Asks Extension

SEEKING additional time to construct, the new WINK, Louisville, which was authorized under construction permit for a new station last Nov. 12, has applied to the FCC for an extension of its construction date. The original completion date set by the FCC was July 12 of this year and the permittee, Mid-America Broadcasting Co. has requested another six months. Station is authorized for 1,000 watt day and 5,000 watt night on 1080 kc.

TRAVELER RETURNS

FORMAT of the Bob Burns Show, sponsored on CBS by Campbell Soup Co., Camden, will be changed for the last three broadcasts before the program goes off the air June 9 for the summer. At the request of listeners the program will discontinue its guest star policy, its variety pattern and songs by Ginny Simms, and will re- sume the original "Arkansas Traveler" theme with Bob Burns. Agency in charge is Ruthrauff & Ryan, New York.

Russ Rennaker Resigns

For Signal Corps Post

RUS RENNAKER, until recently head of Associated Broadcast Technicians Unit of the International Brotherhood of Electrical Workers, last week announced his resignation from the unit to take a post with the Signal Corps, U. S. Army.

Mr. Rennaker has been assigned to civilian personnel in the office of the Chief Signal Officer. Active recruiting of experienced radio technicians for the Signal Corps has been in progress since the war began.

Mr. Rennaker has been active in radio since 1924 and had been chief engineer of several midwestern stations before he joined CBS in Chicago in 1936. In 1941, he was elected by the national membership of ABTU as national business manager and came to Washington to assume those duties. Now in charge of ABTU in Washington is Lawson Wimbler.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers

Dedicated to the SERVICE OF BROADCASTING

National Press Bldg., Wash., D. C.

JOHN BARRON
Consulting Radio Engineer

Specializing in Broadcast and Allocation Engineering

Earle Building, Washington, D. C.

Telephone National 7775

HENRY R. SKIFFER
Consulting Radio Engineer

FIELD INTENSITY SURVEYS

STATION LOCATION SURVEYS

CUSTOM BUILT EQUIPMENT

SAINT PAUL, MINNESOTA

CLIFFORD YEWDLAND
Empire State Bldg.

NEW YORK CITY

An Accounting Service

Particularly Adapted to Radio

Radio Engineering Consultants
Frequency Monitoring


1st Rate Engineering

S. B. GOODLE
CONSULTING ENGINEER

2144 Main St.

Hollywood, Cal.

Paul F. Godley
CONSULTING RADIO ENGINEERS

Montclair, N. J.

MO 2-7859

A. Earl Cullum, Jr.
CONSULTING RADIO ENGINEERS

Highland Park Village

Dallas, Texas

Frequency Measuring Equipment

EXACT MEASUREMENTS

ANY HOUR—ANY DAY

RCA Communications, Inc.

65 Broad St., New York, N. Y.

BROADCASTING

for RESULTS!

June 1, 1942 • Page 45

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BROADCASTING

for RESULTS!

June 1, 1942 • Page 45
Army Needs

SPOT announcements last week were used for the first time to recruit glider pilots. Through the cooperation of the NAB, all arrangements were made with the Army to be able to handle glider pilot recruits promptly. Other urgent Army personnel needs are for radio repairmen from 18 to 44 years of age.

HAWAII will resume broadcasts of America's Team Meeting of the Air, weekly BLUE program, according to a letter received from KGU, Honolulu, by George V. Penny, president of Town Hall, New York, and moderator of the forum. Recordings of the weekly broadcasts will be forwarded by Clipper to KGU regularly by BLUE, with advance material on programs furnished by Town Hall.

DESIGNED to exhibit staff talent and production technique, the KIRO Reviews of KIRO, Seattle, presents program ideas to demonstrate possibilities as program series. What's What to the Northwest, a quiz show, opened the previews.

KEX, Portland, Ore., participated in the city’s Maritime Day celebration, by transcribing the launching of three ships at various Portland shipyards during the day and then rebroadcasting the discs together in the evening.

COPIES of transcriptions recorded in Gallup, N. M., by Nancy Grey, women’s commentator of WTMJ, Milwaukee, in which she describes actual Navajo Indian chants and ceremonies are to be placed in the archives of the Library of Congress. Likewise, Santa Fe Railroad is making additional copies in connection with its plans for travelogues of the Southwest. Miss Grey travels each year to different localities for such recordings for her WTMJ programs.

EDGAR KOBAK, executive vice-president of the BLUE (right), presents a scholarship from the network to Vice-President H. H. Davis, of Ohio State U—the scholarship to be awarded to the most deserving student now studying music at the University. The announcement of the scholarship was announced at the Institute for Education by Radio, held recently at Columbus, by Ohio State U.

FOR THE best suggestions submitted to the Suggestion Committee of WOR, New York, in April, Etta Trust, secretary to “Uncle Don,” and Artie Ross, assistant to Jerry Lawrence, n.e., won $5 each. Etta Trust suggested a more economical method of mailing press photographs, and Ross submitted a plan to facilitate the filing of news bulletins.

OUT-OF-TOWN games played by the Nashville Volunteers in the Southern Association are aired by WSEX, Nashville, with George B. Reeves, describing the games from a ticker. Scoony-Vacuum sponsors the broadcasts through its agency, J. Stirling Getchell, Kansas City.

CONCERT music by Latin American composers will be heard in a weekly recorded series starting on WQXR, New York, with Henry Cowell, American composer, acting as commentator. Title is Concertos for Latin America.

WGCM, Gulfport, Miss., broadcast recently the first of a new series, Service With A Smile, from the Service Club at Kemper Field, Biloxi. Programs utilize the talents of former radio and concert stars now on duty at technical training school of the Air Force.

KLZ, Denver, has again obtained exclusive rights to band broadcasts from the local Lakeside Park. First band featured is Henry Susek’s.

KLZ, Denver, furthering its policy of capitalizing on talent in the service, has added more programs from military posts. One, Logenbein, portrays the history of Ft. Logan, while a broadcast is from Lowry Field featuring an octet and Bob Bradley, former KLZ and CBS vocalist.

TO VARY the routine of filling mailbags and licking postage stamps, the boys in the mailroom of NBC formed a choral group. Perhaps they thought they might get somewhere in radio. The boys—all under 25—arranged a few poems, such as “The Congo” by Vachel Lindsay, and “The Highwaymen,” by Alfred Noyes. The musical mail dispatchers lined up two auditions at Capitol Hall and a program on CURC, New York, Columbia U station. After further practice, the selections were scheduled for broadcast.

WHAT and WPEN, Philadelphia, recently matched their bowling teams, made up of staff members of the stations, with the latter team sweeping the three game set with a 2.280 pinfall against WHAT’s 1,833. Bill Briner, WPEN bowling commentator, led the ten pin spilling with a 290 game, 500 set, while John Robinson, sportsreader, hit a 200 game-492 set for the losers. Details were broadcast by WHAT with the bowlers alternating in the description between boxes. A series of such future matches is planned to be aired by WHAT.

EMPLOYEES of the NBC program department, together with heads of various NBC divisions of the network, gave a cocktail party recently on the 6th floor of the RCA Bldg. In honor of C. L. Mears, program manager, and his bride, the former Irene Sexton, Miss Von, who received a silver coffee service from the program department staff.

OPENING the drive for 10,000 new Navy member and Chicago area, Americans At the Ramparts, half-hour on MFBW and WGN, Chicago, will salute the Navy by broadcasting four weekly programs and spot announcements in the excitement drive which will be climaxed by a mass induction in Soldier’s Field during the 4th American Legion celebration.

REPORTS on the progress of war fronts and production lines constitutes the head of Let’s Fight, heard three-weekly over WTAG, Worcester. Dramatic narration is provided by Clyde Dewey, while the accompanying staff, with martial music at interludes.

SIX BRITISH evacuee children will broadcast to their parents in England from the studios of WIP, Philadelphia, in two special programs scheduled for June 6 divisions of the network, will be heard locally and directed to short-wave listeners in the British Isles through WRLU, Boston.

WEEI, Boston, to keep members of its staff now in the armed forces acquainted with activities of the station, is mimeographing a letter about its personnel and current happenings.

Sign NABET Facts

KFI-KEDC, Los Angeles, has signed a National Assn. of Broadcast Engineers & Technicians (NABET) contract covering entire technical staff of the two stations. Contract provides wage increases. Engineering personnel at WOW, Omaha, formerly independent affiliate, has also joined NABET.

Now You Tell One!

Advertisers by the score are telling their story over WAIR. NOW YOU TELL ONE. When you check results, you'll likely to say "It ain't so!"
CANADA PERFORMS WIDER RADIO ROLE

THAT the Canadian Broadcasting Corp. is playing a growing international role, was told by the Parliamentary Committee of the Canadian Broadcasting at a recent Ottawa sitting. National War Services Minister J. Tupper told the committee that the CBC had been sent its engineers to Brazil, French Equatorial Africa, recently at the request of the Free French Committee to supervise the installation of a high-power shortwave station. Also the CBC program department is now preparing feature broadcasts to be shortwave to Argentina as part of the work of the Canada-Argentina Institute of Cultural Relations.

CBC net commercial revenue for 1942 was estimated at $950,000, the Parliamentary committee was told. Net commercial revenue has gradually increased from $663,770 in 1939, $668,401 in 1940, $841,808 in 1941. The Minister assured the committee that the CBC could not provide its national service without commercial revenue, with only revenue from annual listener licenses. He also told the committee that in public service broadcasts the CBC and its own stations had contributed to a commercial value of $550,000 in the 1941 fiscal year.

The privately-owned stations estimate through the Canadian Assn. of Broadcasters that in the same period they had contributed to public service broadcasts $760,000 in commercial time value.

Aldrich Liked

AMERICAN soldiers stationed in Bermuda have voted for "The Aldrich Family on NBC as their favorite Thursday evening radio program, according to Bermuda Base Housing and Recreation, General Foods Corp., New York. For Bermuda is one of a group of NBO camps serving as training stations and being shortwave to American troops abroad. Young & Rubicam, New York, handles the account.

Signed for Films

ROY AUFF and his Smokey Mountain Boys, featured on the weekly NBC Grand Ole Opry, sponsored by R. J. Reynolds Tobacco Co., has been signed for a spot in the Republic film, "Hi, Neighbor". Isobel Randolph, who portrays Mrs. Upington on the weekly NBC Fibber McGee & Molly show, sponsored by S. C. Johnson & Son, has been contracted to play that role in the RKO film, "All For Fun". Ginny Simms, featured vocalist on the CBS Bob Burns Show, sponsored by Campbell Soup Co., has been signed for a leading role in the RKO picture, "Grand Canyon".

BECAUSE OF RADIO

RKO Film With Air Talent

HITS HIGH FIGURE

WITH THE FILM expected to reach a gross of $1,300,000, most profitable RKO Radio Pictures Inc. release for the 1941-42 year will be "Look Who's Laughing", which stars Fibber McGee & Molly (Jim and Marian Jordan), and Edgar Bergen. Popularity of the radio team with listeners is regarded as reason for the pictures terrific gross.

Harold Peary, star of the weekly NBC Great Gildersleeve, sponsored by Kraft Cheese Co. for Parkay, has been signed for a major role in the RKO musical, "Sweet and Hot", which goes into production during early June. Peary, who appears in the show, "Radio's Choice", is also contracted by the studio for a part in "All For Fun". Latter film will star Fibber McGee & Molly, as well as Bergen, and goes into production following "Sweet and Hot".

Counting on the radio following of Lam & Abner, sponsored by Miles Labs. on NBC and BLUE stations, RKO is now releasing the film "Bashful Bachelor" which features the comics, Chester Lauck and Norris Goff.

Radio Executives Club Holds Final Luncheon

FINAL MEETING of the season was held May 27 by the Radio Executives Club of New York at the Hotel Lexington, with Tom Lynch, WM, Esty & Co., taking over as the newly-elected president from John Hymes, Lord & Thomas, former president. Members of the club heard a report from Treasurer Peggy Stone, Spot Sales, and the annual report was read by Secretary Bill Wilson, WM, Rambeau Co.

A new way in which the club will help in the emergency was introduced by Mr. Hymes, who asked for contributions from members, so that the club could "adopt a pilot".

Entertainment at the last meeting of the season was supplied by Bob Byam, whistling pianist. Outlet of-town guests were David Jones, WLA, Lawrenson; A. N. Armstrong, Jr., WOC, Boston.

WIBX, Utica, has adopted the practice of reading a 15-minute summary of the major developments of the day at closing commercial on 15-minute newscasts for the benefit of listeners who tuned in late.
NOVA SCOTIA’s Half Billion Lumber Cut

LAST year Nova Scotia came close to setting a new peak for forest production with a total of 536.6 million board feet—a little less than the 540 million mark of 1936. Known forest areas are estimated at ten million acres.

Nova Scotia has ample raw material, ice-free harbours, cheap transportation and intelligent labour.

Recent Nova Scotia developments in the manufacture of pulp, newsprint and paper have been markedly successful.

Investigate!

NOVA SCOTIA
Radio Broadcasting Station

CHNS
HALIFAX, NOVA SCOTIA
CANADA

VIDEO VIEWS are these life-size blowups of CBS television cameramen in action, being displayed in two large show windows of the U. S. Rubber Co. Bldg. in Radio City, New York. Built around the theme of rubber conservation, the idea was inspired by a recent CBS television program presented by U. S. Rubber and the OEM.

BROADCASTING AND THE WAR
Libel, Promotions, Shop Talk, Draft Among
Topics on Mind of Mikeman in Army

EDITOR, BROADCASTING:

Some misinformed publicity writer of some local station must have informed you I was in the Navy because a recent issue said I was. I’m not going to sue but the Navy might.

While I’m getting you straightened out on me, I thought you might find space for word of other radio men now in the service.

Sidney Tremble, former program director at KSAL, Salina, Kansas, is a yeoman third class in the Navy, doing public relations work in Kansas City.

Phil Rush, former KSAL announcer, recently was commissioned a second lieutenant in the Army (Cavalry) and is stationed at Ft. Riley, Kan.

Jim Lantz, former KSAL and KVOR, Colorado Springs announcer, was recently commissioned a second lieutenant in the field artillery and is stationed as an instructor at the field artillery school in Ft. Sill, Okla.

Willard Daughterly, known on the air at WKBV, Youngstown, as Will Douglas is a staff sergeant in the Army, doing public relations work for the Air Corps at Duncan Field, Tex.

Me, I’m a private, first class (which ranks just under a second lieutenant) at the reception center, Ft. Leavenworth, Kan., doing personnel work.

Thanks for keeping BROADCASTING so interesting and so full of the things about the business we in the service want to know about. It’s like being in the whirl again just to pick up a copy.

DON BRICE,
Pvt. 1 cl.
Hdqts. Co., R.C. #1773
Ft. Leavenworth, Kan.

P.S.—Sign of the Times: A letter from a radio station to a former announcer in the Army: “We’ve hired another new announcer. He only has one eye but he’s a grand guy!”

Chicago Video Steps

THE Balaban & Katz Chicago television station, WGNBK, under the supervision of William C. Eddy, is completing installation of equipment necessary to operate in conformance with FCC commercial television requirements. Station, which has an FCC application pending for a commercial license, has completed its antenna atop the State-Lake Bldg., re-modeled the studio, installed new cameras and cables, and is now testing with 4,000 watts power video and 1,000 watts FM audio.

NBC, CBS Reduce Time
For New York Television

IN ACCORDANCE with the new FCC regulations on television issued recently, requiring minimum transmission of four hours weekly in place of the 15 hours a week formerly required, NBC and CBS have sharply curtailed the operating schedules of their New York television transmitters, WNBT and WCBW, respectively, the former to four hours a week, the latter to four hours weekly [BROADCASTING, May 18].

Beginning May 25, WNBT dropped all programs except the air rifle training course presented by the New York Police Department for the instruction of the city’s air rifle service which is telecast 12 times weekly. Following the conclusion of the six-week course, WNBT expects to decrease its programs to the required four hours a week.

To avoid duplication of service during the limited hours of operation, CBS has scheduled its television programs for Thursday and Friday evenings, from 8 to 10. The WCBW programs include Red Cross instruction, a news review and roundtable discussion.

Video Firm’s Lease

METROPOLITAN TELEVISION Inc., jointly owned by the New York department store Bloomingdale’s and Abraham Straus, Brooklyn, has leased the penthouse and last two floors of the 654 Madison Ave., New York, to house the studios and offices for its FM station. The studios will be located in the penthouse, while the control room will be located on the terrace, surrounding the studio on three sides. Executive offices will be on the 22d floor, and as previously announced, the transmitter will be installed on top of the Hotel Pierre, Fifth Ave. and 59th St.

WTSP Appointments

PROMOTION of Harold Falconer to program director of WTPR, St. Petersburg, was announced last week by Manager Robert C. Wilbur. Mr. Wilbur also declared the renaming of Mr. Francis E. Grand to former assistant program director, to traffic manager, with WCBF, and the placing of Burl McGarity, formerly announcer of the station, as a regular appointee.

Trendler’s March Adopted

ROBERT TRENDLER, musical director of Americans of the Ramparts, MBS series, who has written marches for several branches of the U. S. military service, has had his “On Guard Every Minute” adopted as the official song of the Illinois Reserve Militia. Trendler’s compositions have been heard on the new series of films, which salute a branch of the armed forces each week.

TESTING?

Reach a big chunk of ILLINOIS...do your testing thru the DECATUR station

250 W. 1340. Full Time. Sears & Ayer, Reps. How can we help you?
ASCAP Required To Reply to Suit

Appeal Refused by Court in Action Brought by Marks

ASCAP must file its answer to the suit of BMI and the Edward B. Marks Music Corp. in the New York Supreme Court by June 1, following a denial by the court's Appellate Division of ASCAP's motion for leave to appeal to the Court of Appeals.

This decision, handed down June 22, marked the end of a series of appeals by ASCAP which have delayed the necessity for answering the suit for more than a year.

Regarded as Test Case

Filed by BMI and the Marks music publishing house, which withdrew its membership in the Society and gave the public performance licensing rights in its music to BMI during the "ASCAP radio war," the suit is specifically concerned with control of these rights in compositions published by Marks but written by men who have continued as ASCAP members. Suit is described, however, as actually being a test case to determine whether the licensing rights belong to the publisher or the writer.

As long as ASCAP was the only major licensing organization this point was of little practical significance, since both writers and publishers, as ASCAP members, assigned all of their performance licensing rights to the Society, which divided all revenue from the sale of performing licenses equally between its publisher and writer members.

Now, however, a large part of the Marks catalogs, comprising thousands of numbers, are not being performed because neither ASCAP, representing the writers, nor BMI, representing the publisher, can be sure of its right to license the performance of this music until the courts have decided the point.

Since in answering the suit ASCAP will be forced to side with either its writer or its publisher members, a move that might possibly lead to the disruption of the Society, it is reported that some factions in ASCAP have urged that no answer be made, permitting BMI and Marks to win their cases, specifically concerning the Marks contracts with four writers, by default.

Such a move is not feasible, however, since the Songwriters Protective Assn., through its counsel John Schulman, is filing an answer on behalf of its members and would certainly defend the case even if ASCAP withdrew.

Another proposal reportedly advanced by ASCAP publishers is that the ASCAP should agree that Marks' claims are correct. Still another rumor has it that some members of the Society want it to get BMI to call off the suit by offering to buy from BMI a half-interest in its investment in the Marks catalogs, with both organizations retaining full but non-exclusive licensing privileges. Such a move would result in ASCAP acquiring rights to Marks music for $250,000 a year, on the five-year plan of payment under which BMI acquired its rights to Marks music for $250,000 a year [Broadcasting, Dec. 15, 1940]. None of these reports has been confirmed by ASCAP.

DuPont Series Adapted For Shortwave Service

FIRST advertiser to sign for its NBC program to be translated into Spanish and shortwaved to South America over the NBC-Pan American Network is E. I. DuPont de Nemours Co., Wilmington. The company's dramatized historical program, "Cavalcade of America," heard on NBC Mondays 8-8:30 p.m. followed the same evening from 8:30-9:00 p.m. (EWT) over NBC shortwave stations WRCO and WNBI, and WDBO, Boston.

The project, to be followed in the future by other NBC advertisements, is being shortwaved in cooperation with the Coordinator of Inter-American Affairs as a means of exchanging cultural and educational programs between the Americas. All commercials were deleted on the "Cavalcade program May 19", the night of its shortwave broadcast, and this will be the policy with future shows in the series which will be of an institutional nature, as is the DuPont show. Agency for DuPont is BBDO, New York.

QUICK COAST-TO-COAST

NBC Pacific Coast quiz program "Noah Webster Says" on May 23 became a coast-to-coast series. With Haven Macquarie as word-master, the program features contestants in defining words. Prof. Charles Frederick Lindsay is judge, with Webster's dictionary as the authority. Max Hutto produces the program.

War Demands

FACES of KOY, Phoenix, Ariz., special events personnel turned red recently when Navy enrollees in that city lost out on a scheduled transcribed interview. With enrollees on hand, time scheduled for the special event found no station engineers available. Hurried check-up on the sudden dearth disclosed Bob Thompson, chief engineer, with James Rose, Chief Miller and Ed Janney, associate engineers, taking their physical exams—for the Army!

Baukhage Renewed

SPONSORSHIP of Baukhage, Washington newspaper commentator, for another 18-week cycle through Sept. 11 on WRC, Washington, was announced last week by Planters Nut & Chocolate Co., Wilkes-Barre, Pa., through its agency, J. Walter Thompson Co., New York. The series runs 6:40-7:00 p.m. on the NBC outlet. Baukhage is a regular commentator on the BLUE.

A MARCHING SONG written by Baldwin Bergerson, composer, and David Greggory, lyricist, titled "This is God's War," was published by Associated Music Publishers, New York. The song was inspired by Carl Boyro's poem, "Joe Louis Named the War," which appeared in Collier's.

BROADCASTING • Broadcast Advertising

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Federal Ad ‘Foes’ Offer Reassurance

Henderson Sees Need of Informative Copy; Arnold’s View

LEON HENDERSON
Administration
Office of Price Administration

ASKED for his opinion about the future of advertising under present conditions, Price Administrator Leon Henderson May 23 declared that he had made his views clear to advertising men on many occasions and that they had not changed.

He repeated in general what he had told the annual convention of the Assn. of National Advertisers in Hot Springs, Va., on Nov. 15. In substance, Mr. Henderson’s attitude toward advertising is this:

1—Advertising is threatened with no special or extraordinary peril not shared by other economic and social organisms.

Useful Function

2—Advertising performs a useful economic function and if I have a point of view it is that under the sort of expanding economy I would like to see there should be more of it—that is, more of the right kind.

3—Advertising can be included in the category of important civilian activity and “it is part of my job to do what I can to maintain the minimum of civilian activity consistent with the basic requirements of defense.”

“One of the headaches and nightmares that I can visualize in the future the question of what to do about advertising is unlikely to confront me as a major problem,” Mr. Henderson said. “So far in the price ceilings we have fixed advertising has not even been considered as a major cost element. If any industry whose prices were under consideration did urge increased advertising costs as the basis of challenging a particular price ceiling, we would, of course, be required to look into the question.

Helpful Copy

“But I can rest on the statement I made in my testimony before the House Banking & Currency Committee, and have repeated since, that our policy would be as a matter of course to take normal selling and advertising costs into account. I stated further that I had no secret reservations about that scheme. I repeat it now.

“I have been impressed by advertising copy and radio announcements which emphasize conservation and other helpful methods of bridging the gap between the demand and supply of consumers’ goods. I am certain that advertising ingenuity and talents will continue to develop new schemes that will be of real assistance to consumers and manufacturers during the difficult days ahead.”

The advertising fraternity for some time has heard that certain high Government officials disfavor advertising, and even that they are seizing upon the war situation as an opportunity to destroy it. The ‘New York Times’ last week asked three of the officials most frequently mentioned in this connection to answer the critics, and these are the reports and statements from each.

THURMAN ARNOLD
Assistant Attorney General

“The Anti-Trust Division has nothing to do with advertising as such,” said Assistant Attorney General Thurman Arnold, when asked for his opinion of the future of advertising under price control. “We are not concerned with whether advertising is wasteful or whether it is efficient and thus have nothing to do with the effect of OPA and priorities on it.

“The only reason we have had to take cognizance of advertising at times is that the Anti-Trust Division tries to prevent the unreasonable and coercive use of organized power and advertising is sometimes one of the weapons which an organization uses to destroy a free market. A common instance is called ‘full-line forcing’.

“Full-line forcing is the practice of a manufacturer who refuses to allow a dealer to carry his advertised products unless he takes a full line of unadvertised goods. The advertising itself is not illegal in such a case. It is only the use of the power of the advertiser to prevent his competitor from getting his product on the shelves of dealers.

“It is important to remember that advertising to convince the public is never in itself a violation of the Anti-Trust Laws. As for advertising in general I am in favor of it. I have told advertising men so time and time again but they seem hard to convince.”

Consumer Council Head Denies Hostility To Advertising

DONALD MONTGOMERY
Chairman, Consumers Council Branch
Agricultural Marketing Admin.

“A SHORTAGE of materials to sell seems likely to affect advertising. Some commodities of which there is acute scarcity will probably have to be put up in simple form for distribution to the public, whereas advertising has told people about different varieties of the same commodity. The number of varieties of many commodities is now being reduced by the War Production Board which might easily mean a diminution of specific commodity or brand advertising.”

Still Needed

“But there will still be a great need, in my opinion, for a whole lot of national advertising. It is time advertising people started advertising the United States and particularly the big job it has to do at the moment. It should not be left to the Government to tell the story. There is a good deal of discussion at present just how well the Government is doing that.

“In my opinion if the private advertiser has vision—some have shown they have—he will fulfill this new function while the war is on. Although the opportunity for specific commodity advertising is undoubtedly going to be curtailed, the need for advertising as a whole will not be curtailed if advertisers have enough vision.

“Already some department stores have warned their customers in advertisements not to hoard and not to overbuy—that is one example of vision. Am I hoping to advertise? Not in the least. The Consumer’s Guide, for instance, is advertising. Our quarrel is only with specific examples of advertising.”

GM Program Premiere Planned at Ft. Belvoir

PREMIERE of the new institutional series General Motors Corp., Detroit, starts on CBS June 9 will take place at Fort Belvoir, Va., with Army engineers stationed there supplying the full hour of entertainment. The series, to be heard Tuesday evenings at 9:30 on 114 CBS stations and the CBC, is titled Cheers From the Camps and will originate at different camps throughout the country.

Included on the first program will be “Mental Manuevers,” a quiz session between states and non-com officers; “Golden Opportunities,” in which several men will be asked what the future is when they get out of the Army; the winners to receive cash awards; a special feature with Camp Mother Mrs. Edythe Dewey, and a “Letter to Mom” read by a soldier. Agency handling the series is Campbell-Ewald Co. of Detroit.
CIVILIAN DEFENSE of Fort Wayne was portrayed recently in a dramatization written by Clair Wiedenaar, of WOWO-WGL, and presented in the local Civic Theater. The program, in cooperation with the Civilian Defense Council, defined the functions of the control center and was held over for a second week by popular request. Paul Roberts and Luther Brand, also of WOWO-WGL, served as narrators.

TREASURY TO SEEK BOND DEDUCTIONS

EXTENDING its sales front to reach quickly and directly the more than 34,000,000 employees on plant payrolls, the Treasury Dept. has enlisted the aid of the Advertising Council Inc., New York, in the all-out drive for war funds.

Theme of the drive is, "Everybody, every pay day, 10%" which will appear as a slogan in every medium of publicity and advertising. The program's aim is to reach not only employees but the 34,000 larger employers of 100 or more persons, along with the thousands of other employers of less than that number.

The current campaign is aimed at 90% employee-participation and at least 10% of gross payroll investment in War Bonds. Although the effort will concentrate on plant payrolls, professional workers and farmers will not be overlooked. Stickers and lapel buttons will be distributed to participants, proclaiming participation.

Cosmetic Test

KAY DAUMIT, Chicago (cosmetics), is testing a cosmetic leg cream used as a substitute for stockings with a quarter-hour three-weekly on XEAW, Reynosa, Mexico; five-minute program, six times weekly on WCAR, Pontiac, Mich., and 13 one-minute announcements weekly on WINN, Louisville; WOSH, Oak- kosh; WATN, Watertown, N. Y. Agency is Hal R. Makelim, Chicago.

Hall Bros. On BLUE

ARRANGEMENTS were being completed last week for sponsorship of Meet Your Navy over a network of 94 BLUE stations by Hall Bros., Kansas City (greeting cards). Tentative starting date is Aug. 21, with the program to run Fridays 10-10:30 p.m. (EWT) Program, which originates at Great Lakes Naval Station with Navy talent, was started by WLS, Chicago, last January and has been fed to 60 BLUE stations and via disc to 150 stations in the 9th Naval District. Discs were distributed gratis by H. W. Kastor & Sons, Chicago agency, but this will be discontinued. Money paid by the sponsor (exclusive of network time) will be contributed to Navy Athletic Relief and Commandant Fund. Agency is Henri, Hurst, McDonald, Chicago. Al Boyd, WLS, is producer.

Massey Aids Treasury

C. KNOX MASSEY, vice-president of Harvey-Massengale Agency, Durham, N. C., has been appointed as a special assistant to the Treasury War Savings Staff on a dollar-a-year basis, it was announced today by Charles J. Gilchrest, chief of the Radio Section. Massey, account executive on the B. C. head-ache powder account, volunteered his services. He will begin immediately to coordinate the Treasury's War Bond radio activities in the Southeast.

Ad Tax Opinions

(Continued from page 7)

the ruling to cut down or eliminate their allowances.

Paul West, president of the Assn. of National Advertisers, expressed satisfaction with the statement since he felt it represented "a fine understanding of the true functions of advertising and its place in business." At the same time Mr. West revealed the ruling came as a result of a request by the ANA for a clarification of the price regulations covering discounts and allowances.

He maintained the clarification cannot be interpreted as harmful to advertising or opposite to the Robinson-Patman Act in any way since the latter legislation was designed to prohibit discrimination through quantity discounts. Instead he regarded this latest interpretation as helpful since "true advertising allowances are granted by a manufacturer to increase the sale of his products" rather than as an element of cost to the retail outlet. Mr. West further explained that, "extra allowances in the guise of advertising allowances' should be charged as discounts and not as advertising."

Although the general picture of advertising is favorable at this point, there is always the possibility that a limitation on the amount of money which a private plant given over to 100% war pro-

duction may be allowed to spend on institutional promotion. However, since advertising is subject to taxation under Section 23-A of the law, which provides all expenses not considered "ordinary and neces-

sary" are subject to levy, it is believed unlikely that a categorical definition is possible. Instead each case will likely have to be consid-

ered on an individual basis.

RECORDS of the British-American Festival programs presented on CBS each Friday are being flown by bomber to England, where BBC is as-

sembling and then for use in a series on its Home Service, start-

ning June 7. The programs feature classic and contemporary works by British and American musicians.

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

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

MAY 25

WKQG, San Juan, P. R.—Granted CP for move of transmitter and studio.

WBW, Buffalo—Granted for hearing application for license renewal and temporary authority.

WGR, Buffalo—Said to have been granted for hearing application for license renewal and temporary authority.

KYCA, Prescott, Ariz.—Denied petition to reconsider of motion for extension of time to file reply to Motion for reconsideration of order of suspension.

WBG, Boston—Denied request for rehearing and reconsideration of order of suspension.

[Other decisions follow, summarizing grants, denials, and other actions related to radio licenses and station operations.]
Blue Scheme Aids Teamed Sponsors Out of Production

A NEW PLAN for the wartime use of broadcast advertising by manufacturers whose peacetime production has been stopped for the duration and who now have nothing to sell to the public was announced last week by the BLUE.

Essence of the plan is that a program designed to fit the current "win-the-war" psychology will be offered not to one but to four non-competitive advertisers for co-sponsorship. Each advertiser will be the featured sponsor of the program once in four weeks, although all four sponsors will be mentioned each week. Sole qualification for acceptance under this plan is that the company have nothing to sell to the consuming public.

Rate Provisions

Programs will be sold at regular card rates in 13-week periods and will earn all regular volume discounts, the announcement stated, continuing to point out that "since each advertiser who buys time in this way 'rides along' on time bought by his three co-sponsors, 'teamed sponsorship' gives an advertiser 52-week reminder-effectiveness for the cost of 13 weeks of competitive 'pre-war type' selling."

Use of the complete BLUE is required under this plan (currently 128 stations) and other stations added to the BLUE during the life of the contract will be included without extra charge. Thus the plan follows the complete BLUE package price deal for daytime sponsors [BROADCASTING, May 25] in encouraging use of all BLUE stations by advertisers.

"Teamed sponsorship," the announcement states, "grew out of the realization that while the preservation of markets and trade names for post-war sales is a basically sound idea for manufacturers converted to war production, market insurance advertising is essentially an investment in the future without possibility of immediate return. It is a long-term job and to be most effective should preserve continuity and frequency of reminder—yet costs must obviously be kept to a modest level."

Old Record Drive

AIDING RCA Mfg. Co. in its shellac salvage campaign and also assisting the USO, Martin Block is asking listeners to his Make Believe Ballroom programs on WNEW, New York, to take their old phonograph records back to music stores. RCA will collect the records from the dealers, crediting USO with 2½ cents for each disc. If campaign is successful, RCA will be able to produce more records, thus supplying more material for Block and other conductors of phonograph record broadcasts. If it works out in New York, the drive will be extended nationally, it was stated.

Convened by Blue

THROUGH the cooperation of the BLUE network, the National Federation of Sales Executives will hold a conventionless convention next Friday afternoon, with thousands of sales executives and salesmen throughout the United States and Canada "attending" at their radio receivers. With "Sales Management in War and Victory" as its theme, the broadcast conference will present talks by Arthur H. Motley, vice-president, Crowell Publishing Co.; Frank W. Lovejoy, sales executive of Socony-Vacuum Oil Co., and Gene Plack, trade relations counsel, Loose-Wiles Biscuit Co.

N. Y. Milk Drive

NEW YORK State Milk Publicity Bureau, Albany, which completed its annual milk campaign in March, is conducting a special one-week drive for the states cream products. June 1-7 on the 17 stations it used this year for milk. Ranging from three to five times weekly, the announcements are heard on WOKO, WNBR, W.EB, WGBR, WGGY, WABC, WYJ, WNEW, WHAM, WHEC, WNY, WAGE, WFBL, WBYR, WTRH, WIBX, agency is J. M. Mathes Inc., New York.

KFBK GIVEN MEDAL FOR FIRE PROGRAM

FIRST WINNERS of the $500 gold medals awarded by the National Board of Fire Underwriters for meritorious public service were announced last Thursday to be KFBK, Sacramento, and the Berkshire Evening Eagle, Pittsfield, Mass. The awards are given in the interests of fire prevention and fire protection.

Presentation of the radio medal by John M. Thomas, vice-president of the National Board, was made to Humboldt J. Griege, national sales manager of KFBK, at a luncheon at the Waldorf Astoria Hotel, New York.

First place among radio stations was awarded to KFBK because "its many programs during the past year provided striking examples of cooperation with various fire departments throughout the Sacramento Valley, particularly through the reenacting of causes, methods of fighting and heroic acts, that revolved around local fires."

Other stations receiving honorable mention for their contributions to fire prevention education were WBAZ, Boston; WGH, Cleveland; WGN, Chicago; WSM, Nashville.

Fannie Hurst, novelist, will reveal her thoughts on different phases of everyday life in brief series of 10 broadcasts starting on BLUE June 1, on a five-weekly basis, 5-9 p.m. In Thinking Out Loud, her first radio program, the novelist will speak on such subjects as "Americans Are Like That!"; "They Are the Refugees!"; "Upside Down Cake!"; "Hated of Hatred!"; and "What a Soldier Thinks About."

Robert Fitzgerald, former radio editor of Time Magazine, is now associate editor. He is succeeded by Murray Morgan, formerly of the CBS newsroom.

Blue East Outlets Meet in New York

WITH Hugh Felitis of the BLUE station relations department as chairman, representatives of the BLUE'S New England affiliates, held a meeting May 27 in New York to discuss with the network's executives all policies covering sales, promotion programs, research and publicity.

After a welcoming address by Edgar Kobak, executive vice-president, during which he outlined the need for coordination of effort by the New England group, the visitors heard talks by E. P. H. James, director of publicity and promotion; Bert J. Hauser, sales promotion manager; Earle Mullin, publicity manager; Edward Evans, research manager.

Luncheon was served in the Rainbow Room at the RCA Bldg., after which talks were given by Phillips Carlin, vice-president in charge of programs; George Benson, Eastern sales manager; Charles Rynd, sales service manager; Thomas Dolan, traffic manager; Norman Ostby, commercial traffic manager; Robert Jones, of the station relations department. Attending the meeting and shown in photo above are:

Standing (1 to r): Bill Voss, WSSR, Stamford; George Benson, Eastern sales manager; Wayne Latham, WSPR, Springfield, Mass.; John H. Norton Jr., station relations manager; Lewis Breed, WSPR; Milton Stoughton, WISL; Robert Jones, station relations department; Richard Davis, WNBC, Hartford; Ralph Kanna, WNBC; Earle Mullin, publicity manager; John Mathison, WFDH, Boston; Hugh Felitis, station contact representative; E. P. H. James, director of promotion and publicity; Otto Brandt, publicity relations; Ted Allen, WCFI, Pawtucket; Jesse Thompson, promotion; Bert J. Hauser, sales promotion manager; Eward Evans, research manager; Leslie Smith, WMUR, Manchester, N. H.; Howard Thornley, WCFI; Robert Saudek, assistant to executive vice-president; Rockey Clark, WAB, Bridgeport. Seated (1 to r): Vincent Palmeri, Charles Wright, Carey Cronan, James Milne, WELI, New Haven; Ken Thomas, WNAB; Edgar Kobak, vice-president; Sloen Chapin, WSSR; Quincy Brackett, WSPR.
WHDH Rehearing Ordered by Court
Appellate Body Takes Step After Supreme Court Rule

TAKING COGNIZANCE of the recent Supreme Court opinion in the Scripps-Howard case upholding the right of the U.S. Court of Appeals for the District of Columbia Circuit to issue stay orders against decisions of the FCC whenever the circumstances warrant, the latter court last month allowed the appeal of NBC on behalf of KOA against the FCC as the dominant station.

The case originally was heard by three members of the court, constituting a regular panel. The decision to uphold the case argued before all six justices is almost unprecedented. In the Scripps-Howard case, the court also sat en banc, but after a 2-3 split it certified the question of its jurisdiction to the stay orders to the Supreme Court.

The order issued by the lower court last Friday instructed NBC, as well as the FCC as amici, Matheson Radio Co. Inc., operating WHDH, and Berks Broadcasting Co. Inc., operating WEEU, Reading, Pa., as intervenors, to appear for the June 13 arguments on the stay order petition of KOA against the FCC as the dominant station.

The Supreme Court decision in the Scripps-Howard case, which came by a 6-2 division, bolstered considerably the appealable rights of stations. A number of other cases pending before the lower court involving stay order petitions still are to be acted on, in the light of the Supreme Court ruling.

MBS Brazilian Link
CREATING another radio link with South America, MBS this May 25 inaugurated a six-times weekly series of programs in Portuguese for Brazil. Program is presented in cooperation with the Coordinator of Inter-American Affairs, and is produced by Dr. Julio Barata, head of the radio section of the Brazilian Government's Department of Press & Propaganda. Dr. Barata is currently New York, working with the OCIAA in the preparation of radio material for Brazil. Series will be transmitted from South America via AT&T facilities, Monday thru Saturday, 8-8:15 p.m., and rebroadcast by eight stations in Rio de Janeiro, Sao Paulo, Recife and Porto Alegre.

Holliday Criticizes Allotment of Space To Stories of Resignations From NAB

EDITOR: BROADCASTING:
Listen chums, we're pretty busy out here in this wild Indian Country, what with six or seven air-plane factories going hell-bent: blackouts and so forth . . . we're a little too busy to enter into intra-industry squabbles, but the nearly two-column story in the May 25 issue of BROADCASTING in forming the radio industry that 'Shepard removes his stations from membership in the NAB' sort of sets our cork abobin'. In plain, good old Western, 'who the hell cares?'

KFI has been a member of the NAB since it started. When I hear about such small-boy antics of other members of the Association, I'm damn happy to know that Earle Anthony didn't withdraw his stations from membership every time the tide didn't go to his liking. This goes for a lot of other station owners too numerous to mention.

No trade association ever was a success made up of fair-weather ship-deckers knee deep in defense contracts; blackouts and so forth . . . we're a little too busy to enter into intra-industry squabbles, but I am getting tired of the fact that you seem to think that resignations of NAB pouters is new.

I was on the Board of Directors of the NAB for the last two years. I opened my big yap four times. Nobody paid any attention to me. I suppose I should have resigned.

HARHILL HOLLIDAY,
Vice-President & General Manager,
Earle C. Anthony Inc.
May 27
Los Angeles.

John Kennedy Reports For Active Navy Duty

JOHN A. KENNEDY, president and owner of the West Virginia Network, headquartered at Charleston, last Friday reported for duty in the Navy as a lieutenant commander. He has been assigned to the Naval District at Norfolk. Resignation of Comdr. Kennedy as West Virginia area director for the War Production Board was announced by John C. Virden, regional WPB director.

The West Virginia network stations are WCBS, Charleston; WBLK, Clarksburg; WPAR, Parkersburg, and WSAZ, Huntington. Comdr. Kennedy for several years was publisher of the Clarksburg Exponent but has been assigned to the Naval District at Norfolk.

The plan starts June 2 with the airing of BBC newscasts by Robert F. Kennedy, BBC commentator, Tuesday, Thursday and Saturday, 6:45-7 p.m., from London. The BBC six-week period will be heard on WINS six-weekly at that time, as soon as the station clears the three additional quarter-hour periods of sponsorships.

Hope Heads Hooper

THE BOR HOPE program, which held first place in the May 15 "national" evening ratings report of C. E. Hooper, is also first with a rating of 32.5 the day for Pacific Lee programs. The top ten programs are based on the coincidental method and show the audiences in homes located in the city, and are based on the second with 30.6 and the rest of the Top Ten, New York, are: The Aldrich Family, Walter Winchell, Charlie McCarthy, Coffee Time, written by Mike McGee, and Mrs. District Attorney.

Two New CBS Listeners

TWO SUSTAINING series start on CBS the week of June 14, produced and directed by Charlie Vanda, program director for CBS on the Pacific Coast. Best works of the most distinguished detective novelists will be dramatized On Suspense, will be heard on the 18-22 p.m., starting June 14. The cruel records of Axis recorders, such as Franz von Papen, Paul Joseph Goebbels and Admiral Isoraku Yamamoto will be reenacted in The Nature of the Enemy, which will be heard Tuesdays, 8:30-8:55 p.m., starting June 16.

Pickups From London

IN COOPERATION with the BBC, WNEW, New York, has made arrangements with broadcast company responsible directly from BBC's London studios, as well as many of their programs presented by the BBC from time to time. WNEW has already carried two English language programs this month, and through the efforts of Virgil Pinkley, European manager of WNEW, other programs will reach an average London resident. Specific periods for the BBC programs will be set aside in the near future.

ITALIAN TONGUE SPONSORS PLEDGE AID TO COUNTRY

FULL COOPERATION with the Government in the presentation of Julius Caesar programs was pledged by a group of Italian language advertisers in the New York area, meeting May 22 at the Waldorf-Astoria hotel at the invitation of Harry D. Henshel, general manager of WOV, New York. Also attending were Bertram Ezekiel, chief of the Foreign Language Radio Division of the OFF; and others. Program will be presented by the manager of WRUL, shortwave station in Boston, and Arthur Simon, vice-president of the foreign Language Broadcasters' War Time Control.

A general discussion was held on how Italian programs can improve the patriotic angle and how advertisers of such programs can effectively participate in the national war effort.

Press Wireless Service Is Acquired by WINS

WINS, New York, has signed for the shortwave facilities of Press Wireless Inc., for a 26-week period. Contract will enable the station to pick up programs from Europe and South America, and to shortwave its own programs to foreign land.

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BROADCASTING • Broadcast Advertising
"There is a special place for advertising in war time America"

Says
ARTHUR C. DORRANCE, President,
CAMPBELL SOUP COMPANY

"The conversion of our industrial resources to total war has not destroyed the importance of advertising in our national life. Curtailments in the production of civilian goods undoubtedly have changed the function of advertising, but advertising still has a vital place in war time America.

"The transition from civilian production to production for victory is a difficult one, but advertising can do much to assist in this transition. Restrictions upon civilian consumption can be explained to the consumer and conservation of critical materials can be urged. In addition, direct appeals from the Government to the people to purchase War Stamps or to cooperate in particular activities can be conveyed quite convincingly through the medium of advertising.

"Advertising of this kind has a value, not only to the Nation as a whole, but also to the particular business that sponsors it. It contributes to our war effort and thus in some measure hastens our ultimate victory. By preserving consumer good will, it also makes less difficult the problems of reconstruction that undoubtedly will follow the war."

★ 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.

THE NATION'S MOST MERCHANDISE-ABLE STATION
From 8:00 a.m. to 10:30 p.m. 55.3% of the radios in use in Oklahoma City are tuned to WKY. That was the average reported by C. E. Hooper, Inc. for five months ending April, 1942. More persons can be counted on to be listening to WKY morning, afternoon and evening in Oklahoma City than to all three other stations put together.

WKY's substantially greater audience is a substantially greater market, a more profitable market, a mass market in a single package delivered by a single station. WKY's audience, made up of more listeners, is a market for more soap, more groceries, more drug and toiletry products, more of everything which people need, want, and buy. WKY is the station over which you can reach more people to sell more of your product in Oklahoma City than over all three other stations combined.