WOR is carrying more women's service* programs today than any other station in New York.

More specifically, this type of program is being listened to in 107% more New York homes today than before the U.S. entry into the war.

ERGO: Wise timebuyers and advertisers who are investing their money in WOR's women's shows today are GETTING TWICE THE AUDIENCE AT THE SAME LOW PRICE!

*shows such as—Bessie Beatty, Pegeen Prefers, Claire Wilson Reports, Martha Deane, etc.
EVEN Old Man Atlas would get tired toting WLS’ mail. There’s just so darned much of it. Of course, we like it! And our advertisers, too, like the response from their WLS programs. For instance, one advertiser (a newspaper, incidentally) received 26,328 letters in nine weeks from their WLS broadcasts—each with a coupon clipped from the publication. And they used an established WLS morning live talent program. Seems it’s always like that. Because WLS talent has such a ready acceptance among listeners . . . because we know what listeners want to hear — WLS Gets Results! We have scores of advertisers’ success stories in our files. If you want to hear any more, ask us . . . or ask any John Blair man.
IT is The Yankee Network show window, and the largest of its kind. In Boston, alone, the key station, WNAC, has more food accounts than all other Boston stations combined. 

While this situation has prevailed for a long time, in the light of present conditions, it is particularly significant to sponsors who want to reach an audience where food sales for home use reach a total of well over $900,000,000 annually, or 11.5% more than the average for the United States.

The Yankee Network's position in the food field is the result of constant cooperation with retailers and wholesalers. For example, the network has active members in the Food Broker's Association of Boston. Leading advertisers have found, by profitable experience that the 20 hometown stations of The Yankee Network give the only complete coverage of all key buying centers, plus the high degree of acceptance which moves goods day in and day out. Are YOUR products in The Yankee Network's show window?
That specified in the folk expression, "As Alike As Two Of In A Pod." Common leguminous vegetable. Very plentiful on Nebraska farms, which sell them for no end of money.

STRING BEANS A vegetable not popular with all people. But those who like them, keep Nebraska farmers humping to supply a sufficient number to go around. There's big dough in bean raising. (Ask any farmer).

TOMATO Love apple. Excellent vegetable of many uses, i.e.; salads, soups, etc. Singly profitable item to raise, which is why so many Nebraska farmers raise them.

LETUCE Colloquialism. Another name for the stuff Nebraska farm men and women are anxious to trade right now for the products you offer. To simplify your selling job, just furnish the goods and let KFAB do the talking. KFAB knows farm men and women. They know and like KFAB. You need this station, to do a complete selling job in the farm markets throughout Nebraska and her neighboring states.
SOMETIMES, in the life of every advertiser, the problem of new markets rears its ugly head.

"What can we do?" he asks. "We've invaded every market . . . told our story to 130,000,000 Americans."

"Yes sir. J.P. . . ." chirps a V.P., "that's all there is. there isn't any more."

To those who entertain that delusion, we offer this . . . If you started counting the noses of people who have never heard of your product . . . counting one every 30 seconds, you would count forever. Not, mind you, for ten years or ten million years . . . you'd count forever.

That's because two million babies are born every year. Counting one every 30 seconds would only be 1,051,200 a year.

New markets! A million boys look at rings for a million girls who look at wedding veils every year. New markets! A million boys wear their first ties every year for the benefit of a million girls who don their first high heels.

New markets! There'll always be new markets because you're not advertising to a grandstand, but to a parade always on the move . . . with two new ears, every 30 seconds, that have never heard your commercial.

From this you can see that your sales story, written when Harding was President, can be mighty effective and entirely new to many prospects.

WSM is proud that so many of its clients have seen the wisdom of advertising consistently and regularly . . . through boom times and depressions to the ever changing American Market.
Have you heard

It begins with a company called the Pet Milk Sales Corporation that manufactures a very fine brand of irradiated evaporated milk.

Pet was getting along splendidly without any radio advertising at all. Its sales figures were excellent.

Then in 1933, Pet began to experiment modestly with radio—$26,418 worth of CBS time out of $358,632 spent for consumer advertising. That year Pet’s sales were $15,682,833.
the one about Pet 'n' Mike?

Next year, Pet increased the CBS appropriation to $161,054, and upped its other advertising expenditures. Sales increased almost $4,000,000.

In 1935 and 1936, however, Pet decided to depend more and more on radio, less and less on other media. And still sales went up. Finally, in 1937, Pet staked its entire consumer budget—$537,094—on radio, nearly all of it on CBS.

Bold, you’ll say? But it worked—sales jumped $4,500,000.

And from 1937 on, Pet’s confidence in radio and CBS has grown even stronger. Domestic sales, eliminating war and government contracts, have climbed another $11,972,517 to the highest peak in Pet Milk’s history—$41,675,111—an increase of 166% since Pet first met “Mike.”

COLUMBIA BROADCASTING SYSTEM
More than 12,000,000 people live in WENR's primary station area, which includes some of the wealthiest industrial and agricultural regions of the country.

WENR covers this area at surprisingly low cost. The "All-County Census of Radio Listening"—which uses the same yardstick to measure the relative merits of all stations—shows that WENR covers more families than any other major Chicago station...at lower cost per thousand!

Don't overlook this tremendous radio value. In Chicago, the basic blue is the buy for you!

CHICAGO'S 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
Detroit     Hollywood

*A name given to WENR's primary station area which includes most of Illinois and Wisconsin and half of Indiana and Michigan.
Now—and one year after Victory

The advertising dollar you invest with WCSC gives double value. You make sales today throughout a thriving boom market. And you build brand preference in a market that will continue to boom long after Victory.

Because the Charleston “boom” is different. It’s no flash-in-the-pan based purely on a war economy. What has taken place is the industrial rebirth of an entire area. New methods, new super-power facilities and new plants have transformed Charleston into a big, aggressive, growing market. The conclusion is obvious: Charleston—a major market today—is a “must” market for the future.

Fact No. 1 of a series:

The great Santee-Cooper project—a $57,000,000 hydroelectric development—is now pouring out unlimited, low-cost power for war industries. And it’s attracting new industry that will go on in time of peace. One here-to-stay newcomer—The Pittsburgh Metallurgical Company—has already expanded its capacity.

WCSC

CHARLESTON, S.C.

The CBS Station for the Coastal Carolinas. Represented Nationally by Free & Peters, Inc.
Introducing SALLY THORSON, Sonovox Producer

One day back in 1941, some acquaintance of ours telephoned to say he was bringing a friend up to see a Sonovox demonstration—a girl who had done a lot of radio writing and producing. The girl turned out to be Sally Thorson. She came, she heard, and immediately began to pour out so many good ideas that we asked her to join our production staff. Now Sally is our Chicago Production Director, and doing a swell job of it, too. Who said it's a man's world?

Now that "talking and singing sound" has become so well established in radio, it's interesting to look back at the early beginnings of our Sonovox experiments, and to see how the thing has broadened out.

At first our only idea was to have sub-human creatures indulging in human conversation—cows talking, dogs speaking, birds singing. Then we thought of putting words into the "voices" of machines—dynamos, automobile engines, etc. Now we've found that some of our most startling effects are just musical sounds or plain talking noises which the listener can't identify, but which gather up an inattentive listener's attention like a magnet gathers iron filings!

How would you like us to think up a startling effect that will hold your listeners to the important parts of your broadcasts? It can be done—with Sonovox! Write, and we'll prove it!

WRIGHT-SONOVOX, INC.
"Talking and Singing Sound"
CHICAGO . . . NEW YORK . . . HOLLYWOOD

FREE & PETERS, INC., Exclusive National Representatives

Page 10 • July 13, 1942
Radio Gets Places in OWI Structure

Cowles Is Named To Key Post; Lewis In

PROMISING an “open door” policy with respect to the Government’s wartime news and recognizing by his appointments and by the structural setup the vital role of radio in the war effort, Elmer Davis, director of the newly established Office of War Information, last Friday announced the key officials and the basic plan of organization of the Office of War Information.

The former CBS analyst, who was called to the Government service last month, announced the appointment of Gardner (Mike) Cowles Jr., president of the Iowa Broadcasting Co. (KISO-KRNT, Des Moines; WMT, Cedar Rapids; WNAX, Yankton, S. D.), and president also of the Des Moines Register & Tribune, the Minneapolis Star - Journal and Look Magazine, to the key post of assistant director in charge of all domestic operations of the OWI.

Mr. Cowles’ Domestic Branch will parallel the Overseas Branch, headed by Robert Sherwood, the playwright, and the Policy Department Branch, headed by Archibald MacLeish, Librarian of Congress and former director of the Office of Facts & Figures, which OWI has absorbed.

Comprise Policy Board

These three branch chiefs, along with Mr. Davis and Milton S. Eisenhower, associate director of OWI and its administrative officer, will comprise the policy-making board in charge of all Government information with the exception of certain military information which the military establishments are keeping to themselves as the best judges of what is valuable to the enemy.

Under Mr. Cowles’ branch fall bureaus, namely (1) News Bureau, headed by Robert Horton, heretofore information chief of the Office for Emergency Management; (2) Radio Bureau, headed by William B. Lewis, former CBS program vice-president who since last January has been associate director and radio chief of the OFF; (3) Bureau of Publications & Graphics, headed by John R. Fleming, formerly of the Dept. of Agriculture; (4) Bureau of Movie Pictures, headed by Lowell Mellett, administrative assistant to the President and former director of the Office of Government Reports, which OWI absorbs; (5) Bureau of Public Inquiries, headed by Katherine C. Blackburn, former assistant to Mr. Mellett at OGR; (6) Bureau of Special Operations, with Philip Hamblet designated as acting head and special assistant to Mr. Davis; Mr. Hamblet is a former OGR official.

Under Mr. Sherwood’s Overseas Branch will fall all external operations excepting those of the western hemisphere reserved under the President’s Order to the Rockefeller Committee. Mr. Sherwood’s operations will continue to be centered largely around American shortwave broadcasts to all of the world outside Latin America, and his branch virtually takes over in fact the Division of Foreign Information of the Office of the Coordinator of Information (Donovan Committee) which he also headed.

Sherwood-MacLeish Duties

Under Mr. Sherwood’s branch will come the following bureaus (1) Outpost Bureau, headed by Harold Guinzberg, president of Viking Press, book publishers, recently with OFF; (2) International Press & Radio Bureau, New York, headed by Joseph Barnes, former foreign correspondent for the New York Herald-Tribune; (3) Bureau of Overseas Publications, New York, headed by Edward Stanley, former photo editor of the Associated Press; (4) Bureau of Communications Facilities, headed by Murray Brophy, former CBS artist bureau chief on the West Coast; (5) West Coast Office, San Francisco, headed by Warren Pierce. All of these officials continue virtually the same jobs they had with the Donovan Committee.

The Policy Development Branch headed by Mr. MacLeish embraces the OFF’s Bureau of Intelligence and will be continued under the same name with the same chief, R. Keith Mellett, who since understood intends to maintain virtu.

(Continued on page 56)

OWI Order No. 1 Covering Policy and Structure . . .

(a) With the aid of the Committee on War Information Policy and of the policy staff of the Office of War Information, the Director of War Information will establish and keep current policies governing the war information activities of all Federal agencies.

(b) Within the general policies so established and in harmony with the clearance procedures hereinafter set forth, all Federal Departments and agencies are directed to maintain an open policy in their relations with representatives of the press, radio, and other media.

(c) With information problems requiring policy decision shall be brought promptly to the attention of the Director of War Information through his liaison representatives, in order that policies may be determined and the information issued without delay.

2. Information Activities of Federal Departments and Agencies

Within the framework of policies established by the Director of War Information, all Departments and agencies of the Government will continue to be responsible for and will release direct to the public the information which relates exclusively to their authorized activities and which does not bear significantly upon the war information program and policies of the Government.

(a) After consultation with representatives of the Office of War Information and of each Federal Department or agency, this general regulations is to be developed in greater detail to meet the specific problems that may arise in each such Department or agency.

(b) Each Department and agency shall immediately review its information program and in the interest of economy and effective war work, disconnect all non-essential phases thereof. An enumeration of the classes and types of information thus discontinued shall be reported by each Department.

(Continued on page 58)

GARDNER COWLES, Jr.

July 13, 1942 • Page 11
Industry Remains Calm on Petrillo Ban

Strike Threat To KSTP and NBC Is Seen

ESCHEWING past demonstrations of turning handsprings, the broadcasting industry last week calmly awaited developments growing out of the summary edict of Music Center of the Air, James C. Petrillo, labor manager for the employment of musicians for record transcriptions and recordings for radio and other non-private users, effective July 31.

While the matter was a lively topic in inner councils, there was nothing resembling panic evident in the industry. Broadcasters took the position that AFM now proposes to renounce its understanding with broadcasters originally reached in 1937 on hiring of staff orchestras. The AFM position then was that in normal times and record royalties, which Mr. Petrillo chose to call "canned music", resulted in employment of unemployed people, and that stations were not hiring staff orchestras or to orchestras to absorb the slack.

Dispute’s Effects Seen

If transcriptions and recordings are banned, as ordered by Mr. Petrillo, it is generally expected that the industry, almost as a unit, will be disposed to release staff orchestras to orchestras under the gentileman’s agreement will have been violated.

Portents of a possible strike, following the Petrillo pattern developed in recent months in first networker networked remote, were seen last week. As Broadcastings went to press Friday, however, it hadn’t jelled. This situation arose from "no fair demands" upon KSTP, NBG St. Paul-Minneapolis outlet, on: renegotiation of its staff orchestras employment contract. There was the impression that the Petrillo camp last Thursday that NBC dance band sustaining remote would be pulled, probably as the forerunner of more drastic action.

NBC assured Stanley E. Hubbard, president and general manager of KSTP, who was in New York last Thursday, that it would use its "best efforts to continue network service”, irrespective of developments. This was interpreted as meaning that network service would not be arbitrarily curtailed to the station in the event of strike developments against KSTP. Last April, MBS discontinued commercial programs involving records to WSX, Nashville, when the negotiations of that station with its AFM local ruptured. WSIX is still not receiving MBS non-talk commercials.

Precisely what Mr. Petrillo is shooting at is not clear, based on his statements. There was the overall view that he was seeking more money from radio, probably through assessments on network-affiliated stations. The transcription-record ban was regarded only as the first step. The NAB Board, which meets in Chicago Tuesday and Wednesday, among other things, will consider the Petrillo ban. So will Broadcasters Victory Council at a meeting in Chicago on Thursday.

Mr. Hubbard explained that the Twin City situation had its onset last March when the AFM local requested a 10% increase in wages. At a subsequent meeting the union demanded a 10% increase in quota and, after considerable negotiations and arbitration, Mr. Hubbard agreed to these two demands, whereupon a number of additional demands were made.

Job Freeze Sought

One of the additional clauses would freeze the employment of musicians for the duration of the contract, provided they passed a trial period of four weeks. With the Hubbard protest that clause as "unfair and improper”. He said the station subsequently agreed to other demands, including four weeks into the period of two weeks’ employment and increases in leaders’ pay above the 10% overall increase.

When the union refused to compromise the demands, according to Mr. Hubbard, an agreement was referred to the AFM president. Mr. Hubbard contended that he was unable to reach any agreement because there was no stop to demands and no limit to the negotiations.

Mr. Hubbard said that KSTP, in the light of developments, has made a new demand of its own. He said the station would not sign any contract unless there is a proviso that the station will not interfere with the station’s performance of transcriptions.

"In my opinion, it is a showing of bad faith by Petrillo to encourage stations throughout the United States to employ musicians, on the basis that they will relieve unemployment, and then demand that transcriptions not be used. If the use of transcriptions is to be withdrawn from stations, then stations are not causing unemployment of musicians and every station in the United States, in my judgment, has the opportunity of being relieved of its present contract with musicians.”

Extra Demands

Mr. Hubbard explained that his complaint was that with the Twin City band local went to state conciliation, but even there several more demands were injected. It was after the station agreed to the 10% increases in quota that the station’s employment and increases in leaders’ pay above the 10% overall increase.

When the union refused to compromise the demands, according to Mr. Hubbard, an agreement was referred to the AFM president. Mr. Hubbard contended that he was unable to reach any agreement because there was no stop to demands and no limit to the negotiations.

MR. PETRILLO GIVES THE WORD

Editorial from The New York Times, July 10

AS A PART of a campaign to force radio stations, soda fountains, bars, and restaurants to employ union musicians instead of using recordings, Mr. Petrillo has informed all the record manufacturers that the 140,000 musicians of his Federation of Labor are not make “record, electrical transcriptions or any other form of electrical reproduction of music” after July 31.

We need not waste too much time on the economic reason why Mr. Petrillo defends this high-handed action. He is evidently under the impression that if he forbids radio stations and restaurants to use records they will have to use orchestra and bands. He is mistaken. The net result will be simply that the public will hear less music. The small radio stations and restaurants would not able to afford it. To the extent that the public is forced to spend money to make such arbitrarily created jobs for musicians, moreover, it will have just that much less to spend in ways that create other kinds of jobs. If Mr. Petrillo is right and justified in putting a ban on records “to make more work” for “live” musicians, there would be justified in putting a ban on motion pictures in the picture that it would make more work for “live” actors, and the railroad and taxicab unions would be justified in putting a ban on telephone calls that saved people from actually going up or to Chicago.

Even if Mr. Petrillo’s economics were not fantastic, it is intolerable that a labor leader should dictate to the American people what kind of music it shall and shall not hear. But if we need to waste little time in exposing the nonsense in Mr. Petrillo’s economies, we should waste less in denouncing Mr. Petrillo as an individual. It is much more important to remember outside the sort of nonsenselessness that have made the Petrillo type of dictator possible. He is possible because the Administration and Congress and the Supreme Court among them have held that labor unions are immune from the laws against restraint of trade. Mr. Petrillo’s latest akake is the perfect fruit of that immunity.

Transcribers and networks are not taking time by the forelock in the overall music picture. Conversations have been undertaken, it was learned in one quarter, with CIO musicians, but how many of their might be available to make transcriptions for radio use.

There also are indications of re-percussions from name bands, who would feel the primary impact of non-performance of their recordings and who are almost entirely dependent for their popularity. This situation is intensified because of lack of transportation for such bands and the heavy inroads of selective service on popular musicians.

Petrillo Move Next

In a nutshell, the overall view appears to be that AFM has walked out on its 1937 agreement by banning transcription performance, and that the next move is up to Mr. Petrillo.

One industry executive told Broadcastings he considered the AFM president would feel it his “moral obligation” to release all stations from their current AFM agreements, in view of the union’s violation of the contract through its proposed ban on employment of musicians for transcriptions or phonograph records.

Wrigley Becomes Buyer Of 115-Station Hookup

W. W. Wrigley Jr. Co., Chicago (chewing gum), will this week become another CBS advertiser to take advantage of the 15% discount plan for use of the full network of 115 stations. The company on July 16 adds to the Network Line on 71 stations, Thursdays, 10:10-10:30 p.m., and will add 38 stations to Ben Bernie and the Liz on 77 stations, Tuesdays through Fridays at 5:45-6:45 p.m., for Spearmint gum. Arthur Meyerhoff & Co., Chicago, is the agency.

On July 19 the company will add 47 stations to the 68 now carrying Melody Ranch, Sundays 5:30-6:30 p.m. for Doublemint gum. Agency is J. Walter Thompson Co., Chicago.

‘Meet Navy’ Sponsorship Receives Final Approval

WITH APPROVAL of Rear Admiral Joaquin Gutierrez, commandant of the Naval Training Station at Great Lakes, Ill., the final arrangements for sponsorship of Meet Your ‘Meet Your’ Club, Kansas City (greeting cards), and the Blue Station were completed last week.

The program was originated by WLS, Chicago, last January and under commercial sponsorship will continue by Al Boyd and Jack Stillwell announcing Outstanding Navy talent, a Great Lakes chorus, a Navy choir, and Lt. Comdr. Eddy Peabody, the banjoist, are featured on the show. Henry, Hurst and McDonald is the agency.

Page 12 • July 13, 1942 BROADCASTING • Broadcast Advertising
That's Leadership
That's Dominance!

Here's another graphic confirmation of WKY's dominance in Oklahoma City's 4-station field.

Out of 275 periods of the broadcast week for which C. E. Hooper, Inc., supplied Winter-Spring ratings, WKY rated first 245 times... leading in 16 out of 20 five-a-week morning quarter-hours, 20 out of 20 afternoon periods five days a week, 55 out of 63 evening half-hours, and in 10 out of 12 Sunday daytime half-hours.

That's leadership! That's decisive dominance! That's the kind of station you can count on to do a real selling job. That's the kind of station you're looking for, isn't it, to do YOUR selling job efficiently, effectively, and economically in Oklahoma?
Post-War Prosperity Theme Hailed

Carr Suggestion Evokes Favorable Reaction In Trade

SPONTANEOUS and wholehearted endorsement of the theme advanced by Mr. J. H. Carr, assistant manager of WGAR, Cleveland, at present leave to serve Uncle Sam in Washington, that advertisers “sell the post-war prosperity period to the public” has already brought some publication of Mr. Carr’s plan in the June 29 issue of BROADCASTING.

Officials of the American Assn. of Advertising Agencies, representatives of advertisers and station executives, both orally and in writing, have commented favorably on the plan. The whole project of advertising during wartime, despite curtailment of many lines, price ceilings and other restrictions, will draw attention of officials of the NAB at the trade group’s board meeting in Chicago Tuesday and Wednesday. There may evolve an active campaign to sell the theme or some variation of it to the advertising fraternity through other trade groups.

Article Based on Editorial

Mr. Carr, now on the staff of J. H. Ryan, assistant director and censor in charge of radio, based his inspired article on an editorial “challenge” in the May 25 issue of BROADCASTING for a theme for wartime advertising. He asked advertisers (and agencies) to quit telling the world how much they are doing to help the war and start telling the people about plans for the post-war years. He urged that the check of private enterprise, the bride-to-be, the home, the children, and the fun following a hellish war, be dramatized.

A AAA ordered 150 tearten sheets of the article for distribution among its membership. Three of its officials—John Renson, president; Frederick R. Gamble, managing director; Bill Fricke, secretary of its radio committee—praised the approach and pledged cooperation in advancing the idea.

Dr. Miller McClinocket, director of The Advertising Council, wartime advertising board created by the advertising industry to foster advertising with the Government, said he was interested in the Carr approach because he anticipated “there will be a major enforcement in the not distant future on what might be called the ‘psychological front.’”

“Washington,” he said, “a growing cognizance is being taken of the importance of ideas on the home front. We are trying to help the home front and we are working to better organize to cope with the immediate tasks on which our aid has been requested by government, it is entirely possible, I should say, that we will have an opportunity to face both the challenge and the inspiration of public psychology as an instrument of victory.”

Mr. Benson stated that Frank E. Pellegrin, until recently director of the NAB’s Department of Broadcast Advertising and now on active Army duty, that he thought Mr. Carr’s suggestion was sound.

Benson’s Endorsement

“All good will advertising today must either facilitate the war effort or help the consumer to climb on and make ends meet,” Mr. Benson asserted. “This is a definite service to the nation as well as to the company owning the station, and if good will for the producer without doubt, hence it would be killing two birds with one stone.”

Referring to Mr. Carr’s observations about after-war prosperity, Mr. Benson said it was his firm belief “it will come, if not immediately when the war is over, then shortly thereafter, in view of the great reservoir of human wants deferred by the war and due to the power of purchasing power locked up in billions of dollars in war bonds, and also due to the strong desire of the American public, which will be designed and made after the war, as usually happens. This combination of factors seems bound to produce a widespread and active interest in which advertising can work.”

Walter Fuller, chairman of the board of the National Assn. of Manufacturers and president of the Curtis Publishing Co., in a recent address stressed the importance of heads-up advertising, alluding to the last bottleneck to be overcome as the “fear of a post-war depression.” He stressed advertising as a morale-building instrument both on the war and the home fronts. The people must be sold on the importance of selling the war and the boys in the front line on what they will come back to after winning the war. He pointed out that if advertising can sell products, it can sell this idea.

Suggestions Already in Force

Mr. Gamble said that Mr. Carr’s idea of selling post-war prosperity to the public has already begun to put into practice by a number of advertisers and agencies. “There should be more,” he commented.

Mr. Fricke said recent statements by Department of Commerce officials, recognizing the need for continuing advertising during the war, are encouraging evidence that the advertising industry put the right track. He added that media owners should have little need to fear any slackening in selling effort on the part of agencies during the current period of market dislocations. “The communication of compensating agencies is one of the most effective methods that could be devised to assure media owners of their agency selling effort at all time,” he said.

Worth Kramer, a general manager of WJKV, Charleston, W. Va., advised Mr. Carr that he had “sounded the keynote for which most broadcasters have been scratching their heads.” Gilbert Simon, general manager of WKBN, Youngstown, Ohio, wrote that he thought a service would be done to all advertising if the Carr article were widely published in all advertising trade journals.

BWC Approves Tubes Census As Basis For Equipment Pool

TO PRODUCE a complete and accurate census of broadcast transmitting tubes in use or available preliminary to evolving a conserva-
tion-pooling plan for the broadcast-
ing industry, the Board of War Communications has authorized a questionnaire covering all standard broadcast stations. Replies are requested on or before Aug. 1.

With a tube shortage imminent, but with conflicting reports on the number and types in use or available, BWC, upon recommendation of its planning committees authorized the survey. Questionnaires will be dispatched to all standard broadcast stations, with returns to be made promptly to BWC itself, rather than to any of its committees or to the FCC.

Previously, it had been reported that if no new tubes or component parts were made available, only about 27% of the country’s 500 stations would be on the air at the end of the year. This report, however, appeared to be in conflict with information in the hands of other Government agencies and apparently failed to take into account used spare tubes. The new study will cover all available tubes in the hands of stations, or in use, other than those employed in studio equipment, as distinguished from transmitters.

Stations Receive Notice

As chairman of BWC, James Lawrence Fly last Friday sent to all stations a notice relating to the forthcoming mailing of the formal BWC order. The expression “in possession of the licensee which appears in the questionnaire,” he said, is not intended to limit tubes on which information is requested to those legally in possession of the

licensees, Information, he said, should be given relative to those tubes available to the licensee, if they are owned either by him or by affiliated or associated companies or interests.

A recent survey conducted by Committee IV of BWC (Domestic Broadcasting) to determine the general condition and reserve of transmitting vacuum tubes has developed “an imperative need for the information sought by the questionnaire,” Mr. Fly stated. “Studies such as that provided by the enclosed order are necessary if the Board is adequately to perform its function in preparing plans to meet, so far as possible, the needs of the industry during the period of the war.”

Belt-Tightening

Aside from the equipment-pooling plan recommended to the War Production Board last March by DCB, predecessor of BWC, consideration now is being given to a far-reaching conservation plan involving voluntary belt tightening by the industry [BROADCASTING, July 6]. This plan, in its formative stage, would involve some degree of power curtailment to enhance life of tubes and component parts, possibly voluntary discontinuance of service by secondary stations without prejudice to their return to the air later, and possible divestiture of time by the stations in the same communities.

Before any plan can be evolved, it was pointed out, accurate information of the number and types of tubes now in service to the main and auxiliary transmitters; hours of service to date; number of spares in hand or on order; number of new spares; number of used spares and hours of service to each; number of tubes expanded in manufacture and repair during 1941; estimated average life of particular types of tubes from past operation, and related data.

Text of Order

Following is the text of the BWC order (No. 13), issued July 10, on the tube questionnaire:

WHEREAS, The Board of War Communications has determined that complete information should be obtained concerning transmitting tubes of each standard broadcast station:

NOW, THEREFORE, By virtue of the authority vested in the Board by Executive Order No. 8546 of September 1940:

IT IS HEREBY ORDERED, That each licensee of a standard broadcast station shall, within ten days of the date of this order, file a questionnaire concerning transmitting tubes specified in the attached questionnaire by filing the same in such form and manner as required by the questionnaire, and shall return same properly completely, with the Board on or before August 1, 1942.

Substitutions of order or further order as the Board may deem appropriate.

WEBSTER EISENLOHR Inc., New York, has filed a stipulation with the Federal Communications Commission that will cease certain representations in the sale of its radios, sold principally in the larger Pacific Coast States.
EXCLUSIVE — ALL TWILIGHT AND NIGHT

BASEBALL GAMES OF THE NEW YORK YANKEES AND

THE NEW YORK GIANTS ARE NOW BROADCAST EXCLUSIVELY

WITH MEL ALLEN HANDLING ——

BY WMCA —— 570 ON NEW YORK'S DIAL ——

AMERICA'S LEADING INDEPENDENT STATION

...which means that the thousands of howling, baseball-mad Yankee and Giant fans are tuned regularly to WMCA

...which means that WMCA is adding mightily to the growing list of audience-building programs that naturally attract more listeners to the programs of all WMCA clients as this one is doing.
BWC Undertaking Manpower Studies

Definite Moves Begun To Meet Losses

In Industry

GROWING ANXIETY over the manpower situation in broadcasting and the fact that the communications field precipitated two moves last week toward a solution of the problem by from reliable sources was the learned the Board of War Communications numbered committees, consisting of industry and Government representatives, have been requested to develop a list of employees they consider necessary to maintain the structure of radio and communications and submit these within ten days or two weeks to be certified. The lists then, it was learned, will be turned over to the War Manpower Commission, Selective Service and the U. S. Employment Service for further consideration.

Employment Service Survey

At the same time it was learned the U. S. Employment Service will undertake a survey of the broadcasting field with the view of making a forecast of the existing manpower personnel problem. It was said the survey would then serve as a guide in reallocating employees, if necessary. The WMC is now undertaking similar studies in other industries to move men to jobs for which they are best suited as well as to intensify war production.

Fly Stresses Importance

It is understood, that Mr. Fly, who has repeatedly pointed out the importance of communications workers in the wartime, may either issue a statement to the press or make a nationwide broadcast address to these workers describing importance of the war national and friendly nations be utilized during the war emergency. This would temporarily revoking law that aliens cannot hold operators licenses.

Radio Unaffected By WPB Changes

NELSON ANNOUNCES ELEVATION OF BATT, KNOWLSON

THE "realignment" of functions within the structure of the War Production Board, as announced July 8 by Donald M. Nelson, WPB chairman, has been challenged by the WPB itself and other industry associations. It was announced that the WPB would have the last word in determining the extent of flow of the limited supply of raw materials and finished products, and the WPB has been asked to set up a number of committees to be held to manage the WPB structure. At a press conference called to hear details of what he called a "realignment," rather than a reorganization, Mr. Nelson said that the WPB would have the last word in determining the extent of flow of the limited supply of raw materials and finished products, and the WPB has been asked to set up a number of committees to be held to manage the WPB structure.

Past Conversion Stage

Mr. Nelson said that the country was through the "tooling up" stage, that the case of small plant conversion and that the rest of the course would be making the program fit the supply.

At the same time, he announced the elevation of William L. Batt, director of the WPB's materials division, and James S. Knowlson, director of industry operations, as vice chairmen. Mr. Batt will serve as "chief of staff" according to Mr. Nelson, relieving him of administrative details as much as possible. Mr. Knowlson will be responsible for program determination.

Rumors to the contrary, Mr. Nelson denied that his authority in the allotment of material had been challenged by the Army and Navy. It was pointed out that the Executive Order which created his office vested in him every necessary authority essential to the proper operation of the war production program.

WPB Functions to Needs

He said that the Army and Navy establish their own relative urgencies and the WPB tries to follow them without sacrificing anything to needs of the essential civilian economy. Mr. Nelson admitted that the relations with the Army-Navy Munitions' Board are still being studied but said that some of its functions will likely be fused in the realignment.

To release tons of critical metal now frozen in idle inventories, the WPB announced July 7, a new regulation which provides for the free motion of these inventories through approved sales methods. According to WPB, this will release, for example, some 250,000 tons of copper and copper base alloys for special uses.

Engineering Dept. Is Posted on Music War;

Petrillo Says Record Ban Will Remain

WHILE NO word has been forthcoming from the Department of Justice regarding most recent developments in the radio-music field, its officials are being kept apprised of these disputes and some action can be expected.

The edict of AFM ordering stoppage of all transcription and record production for radio and other home use, effective Aug. 1, has been brought to the attention of Anti-Trust Division, it is understood, in isolated letters from stations, small businessmen using juke boxes and others of the public. So far as is known, so far as is known, no industry group has yet been filed.

Meanwhile, the controversy over the issuance of gratuitous performing rights licenses by ASCAP in the case of small radio stations continues. BWC Chairman Fly, at his press conference last week, said the discussion would follow "general lines" of WMC consideration of such problems but would not be specifically allied to the WMC program.

Inquiry Is Indication

Another move by the BWC which may open another study into the broadcasting field and in the aftermath of the Board's announcement last Tuesday that the FCC will undertake an inquiry to determine how to reallocate employees may be more closely geared to wartime needs. Although it was not stated, it was felt that this study would also go into the personnel problem and this may form a basis for a broadcasting survey.

The WMC last Monday issued its first list of 138 occupations considered essential to war production but there is an additional shortage of labor. Radio was touched only in the manufacturing end—radio chassis assemblers, testers and special radio equipment as semators and turns were listed as critical shortage occupations. However, at WMC it was said this list was not to be considered complete and that occupations would be added from time to time as personnel shortages occur and when the occupations are considered essential either to direct war production or for maintenance of the national social structure.

NAB and BVC Silent

No word was forthcoming from either the Broadcasters Victory Council or the NAB on the status of their recommendations to Selective Service and the BWC regarding studies of broadcasting employees in the war picture. However, it was felt that these recommendations would be studied along with the BWC committees' reports in the final formulation of the matter by the WMC, Selective Service and the U. S. Employment Service.

Justice Dept. Is Posted on Music War;

Petrillo Says Record Ban Will Remain

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Literally! WOWO is the bugler.


It's "Reveille Time" over WOWO—a busy, cheerful half hour of bugle calls, martial music, news, information, entertainment and good fellowship. With the collaboration of the Army, the broadcast is picked up at Baer Field and amplified throughout this Army Air Base. Sixty-two Mid-west counties—more than 2,000,000 parents, friends, and well-wishers across a three-state area—can now share this pre-breakfast audition of Army life.

"Reveille Time," conceived by WOWO, is a typical Westinghouse service . . . a real contribution to the Army's public relations department . . . a true bringing-together of civilian and military life.

WOWO, like all Westinghouse stations, makes life dramatic and exciting for the millions of typical Americans who are your leading prospects.
Ford Motor Co. Launches New Series With Earl Godwin On 107 Blue Outlets

TH the inauguration July 12 on the BLUE of the Ford Motor Co. program Watch the World Go By, another advertiser whose production facilities have been turned over to the war effort, has joined the list of companies operating institutional network programs. The company, whose assembly lines are now turning out bombers instead of automobiles, set up the quarter-hour news seven times weekly on 107 BLUE stations, with an eye to post-war years.

Primarily on behalf of Ford, Lincoln and Mercury dealers, whose efforts are now directed toward the development of service business, the program is aiming its commercials at the promotion of used car sales, maintenance of owner and public good will, and leadership for Ford dealers in the operation of the Government truck conservation program and other similar service-producing activities.

Dealer Commercials

There are three commercials on each program, the even minutes closing ones specifically for Ford dealers, and in the middle, an institutional message for the benefit of all Ford dealers. This latter commercial is in the form of a straight news item on Ford's activities in the war effort.

William Perry (Bill) Adams was selected to handle the commercials. He is best known for his six-year assignment in Uncle Henry, the old Collier's magazine series, as well as for his frequent impersonations of President Roosevelt on the March of Time program.

Commentator on the nightly series is Earl Godwin, veteran Washington correspondent and commentator on the BLUE News of the Blue Outlets. He is editorial writer and past president of the White House Correspondents Assn., and sponsored for the last few years by the National Broadcasting Co., at WMAL, Washington. Godwin is coming to have unusual access to important news.

Ford planned an advantage of several hours in disseminating the war news since 11 p.m. is well established as a local news hour in many cities. A repeat broadcast is given nightly for the Mountain and Pacific time zones at 11 (ETW).

In a broadside to its dealers prepared by Maxon Inc., Detroit agency which has just acquired the entire Ford account, Ford explained that the 107 BLUE stations which carry the series were selected because they give primary coverage in all urban and rural counties filing more than 1,000 individual income tax returns in 1938. Dealers have been asked to cooperate by using promotional material in showroom and display room windows and by promoting the program by word of mouth.

For its major radio effort this year Ford, which discontinued the Ford Sunday Evening Hour on CBS in March, chose a news program as the vehicle for attracting an audience of millions who want to know about day-to-day happenings now vitally affecting their lives.

By setting the broadcast time for the program at 8 p.m. (ETW), Ford plans to use, effective Aug. 15, the time, the era of the nightly Watch the World Go By on 107 BLUE stations, sponsored by the Ford Motor Co. Looking on are (1 to 6): M. F. Mahoney, vice-president and account executive of Maxon Inc., Detroit agency for the entire Ford account; Edgar Kobak, executive vice-president of the BLUE; Harry Wismer, Maxon account executive.

NEWS FOR FORD as Earl Godwin, veteran Washington commentator, signs the contract for the nightly Watch the World Go By on 107 BLUE stations, sponsored by the Ford Motor Co. Looking on are (1 to 6): M. F. Mahoney, vice-president and account executive of Maxon Inc., Detroit agency for the entire Ford account; Edgar Kobak, executive vice-president of the BLUE; Harry Wismer, Maxon account executive.

Ford Motor Co. Launches New Series With Earl Godwin On 107 Blue Outlets

BROADCASTING • Broadcast Advertising

Page 18 • July 13, 1942
Come On You Ad-People—
GIVE ME A NAME!

A Contest for Ad-Folks Only
PRIZES $300.00 IN WAR BONDS
NAME ME...IDENTIFY MY STATION

WE need a name for the bulging miss who's been adorning our messages to you. For the best names we are going to give three prizes totaling $300 in war bonds. But it's up to you to know who we are. If you don't know, just show this ad to your co-workers. Gosh, someone must have seen these ads before!

If not, we'll tell you this much. Our unnamed girl friend and the station she represents are pretty much alike. Chief qualities of both are a big spread, a wallop that's felt in five states, a holler that can be heard to the high heavens, and a friendliness that keeps the doorstep weighted down with suitors. Both have what it takes for real results.

The contest is for ad-men and ad-women only. Deadline for entries is midnight, July 31...so you'll have to hurry. Cook up a name for our oversized bundle of femininity—send it right away to Radio Station W...ah, ah, you tell us.

HERE ARE THE RULES
1. Contest open only to men and women of advertising agencies or sales and advertising departments.
2. Submit entries on firm letterhead. Submit as many names as you like.
3. Mail to "I Want A Name Contest," Box No. 33, in care of proper radio station. Entries must be postmarked not later than midnight, July 31, 1942.
4. $150 in war bonds will be paid for the name that, in the opinion of the judges, best fits the character as trade-mark of the station. Second best gets $100 in war bonds. Third wins $50 in war bonds.
5. Judging will be on the basis of originality and appropriateness for use in advertising. In cases of ties, duplicate prizes will be awarded. Decision of judges is final, and all entries become the property of the radio station placing this advertisement.
6. Winners will be announced in September 7 issue of Broadcasting.
**Electronic Age Seen by Sarnoff**

Post-War to Bring Amazing New Radio Developments

JUST AS World War I stimulated development of broadcasting, which has flourished into a billion-dollar industry employing hundreds of thousands of persons, so is World War II destined to bring developments in electronics which are "bound to revolutionize the older systems and methods". So stated Col. David Sarnoff, president of RCA and NBC Board Chairman, now on active duty with the Signal Corps, in an appearance on The Army Hour July 22.

Addressing a class of trained-technician graduates at Camp Murphy, Fla., newest post of the Signal Corps, Col. Sarnoff pointed to the important opportunity for men to serve their country in the Signal Corps. Wherever armed forces go, Signal Corps soldiers must accompany them to keep open the lines of communication under all conditions. Aside from this, Col. Sarnoff said that when victory is finally achieved "we must look forward to a new age of peace which will need to be reconstructed". He continued:

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**Army Hour Tops Sunday Daytime Field; Reaches 38% of Available Listeners**

During the three months of its existence, the Army Hour has maintained an average audience of 38% of all available listeners, according to an announcement by Maj. Gen. Warren J. Clear, commanding officer, Army Hour, the Army's Armored Forces Hour, which was begun in an attempt to reach the fighting man and to transmit some of the war's newest and most interesting developments and entertainment to him. The program is broadcast on the NBC network every Sunday afternoon at 3:30 (EWT) to a large audience of its own, as well as to the ABC network every Monday afternoon at 3:30 (ET). The program is also heard by millions of listeners in foreign countries, including Germany, Japan, and Russia, who listen to it for the stories and the news of the United States. The program is also heard by millions of listeners in foreign countries, including Germany, Japan, and Russia, who listen to it for the stories and the news of the United States.

During the month of July, the Army Hour will air for the last time, and it will be replaced by a new program, which will be announced later. The Army Hour has been a great success, and its listeners have been very loyal. The program has been broadcast every Sunday afternoon at 3:30 (EWT) to a large audience of its own, as well as to the ABC network every Monday afternoon at 3:30 (ET). The program is also heard by millions of listeners in foreign countries, including Germany, Japan, and Russia, who listen to it for the stories and the news of the United States. The program is also heard by millions of listeners in foreign countries, including Germany, Japan, and Russia, who listen to it for the stories and the news of the United States.

**Electron Microscope, recently perfected by RCA Laboratories scientists [Broadcasting, July 6], is the result of years of research by Dr. James Hillier (foreground), Dr. V. K. Zworykin and Richard L. Snyder (standing) with the cooperation of other RCA scientists. The new device scans and makes a picture of metal surfaces in detail never before possible.**

**War Law Changes Requested By Fly**

A PROPOSED bill to amend the Communications Act to remove obstacles to effective prosecution of the war, dealing almost entirely with non-broadcasting matters, was submitted to Speaker Rayburn of the House of Representatives in an amendment by BWC-FC Chairman James Lawrence Fly.

The documents, including a covering letter and the proposed amendments and statement of reasons, were referred to the House Interstate & Foreign Commerce Committee, "As part of the aspects of the proposals, it is understood, may also be considered by the House Merchant Marine & Fisheries Committee."

Chairman Fly said that the Board of War Communications had been informed by the Bureau of the Budget that there was no objection to submission of the legislation. The proposed bill would provide that during continuance of the war and for six months afterward, the President, with the acquiescence as he designates waive compliance with or modify or suspend in whole or in part the operation of the provisions of the Act specified.

Section 318 Affect

The only proposed change appearing to have any bearing on broadcasting relates to Section 318 of the Act. This imposes the requirement that operation of all transmitting apparatus entailing a station's frequency be carried only by persons holding an operator's license. Since aliens may not under the law receive an operator's license, it is impossible for Latin Americans or other friendly aliens to engage in radio operation in this country.

It was pointed out that there already is a shortage of operating personnel during maintenance of facilities and that it may become desirable, in cases where no citizens are readily available, for the services of suitably trained nationals of friendly nations to be utilized during the emergency. Such a policy, it was stated, would result in the employment of the skill and manpower of the allied nations.

Temporary relaxation of the citizenship requirements, Congress was told, could more adequately be safeguarded by conditions, if accomplished by executive order, than by legislation affecting overt repeal or amendment of the statute.

Other proposed changes related to common carrier, ship-to-shore, and military communications remote from the broadcasting field.

**WWL Honors Priest**

SEVERAL hundred New Orleans business men attended a testimonial dinner recently honoring Rev. Francis A. Curran, vice-director of WWL and two Jesuit priests on the 25th anniversary of their ordination. Al J. Cummins, WWL auditor, was a principal speaker.
News Anywhere... New Customers at 8¢ Each!

Duane Jones Company
Package Products Advertising
General Electric Building, New York, N.Y.

JUNE 30, 1942

Client: C. F. Mueller
Product: MACARONI

MR. JONES: Congratulations, Don, on that Mueller Flower Seed Offer. You pulled in Mueller labels at 8¢ each! That about ties the record.

MR. GODDARD: Well, Duane, you ought to know the record. You put the first flower seed offer on the air back in 1932.

MR. JONES: Yes, and a good many since then.

MR. GODDARD: How about Mueller sales? Are they going as well as the deal did?

MR. JONES: Yes, they're up substantially—very substantially.

MR. GODDARD: That's great!

MR. JONES: And great for you, Don. Here's a renewal of your contract for the summer. And that's a record, too. This is the first summer Mueller's ever stayed on the air.

Thank you, gentlemen—and may we add that this story is not too unusual? For WEAF has a habit of getting results, thanks to top-ranking NBC RED Network shows and WEAF's own local hits. And—of course—full credit to the World's Richest Market where WEAF struts its stuff!

And a reminder: why should you, of all people, be on the outside looking in? WEAF can do a job for your product, too...as we'll be only too glad to prove, at your convenience.

50,000 WATTS 660 Kilocycles NBC RED NETWORK WEAF TALKS SALES IN NEW YORK
And Now Theatres Turn to Radio
Stage, Movies Learn Air Medium Brings In the Public

By MARLO LEWIS,
Radio Director, Blaine-Thompson Co.,
New York

ABOUT three years ago, we were interested in the radio production of theatrical producers in a radio campaign. As with all new ideas, there was opposition. Never before had a Broadway show been promoted by radio.

We in the radio department argued that radio was "show business," that the very popularity of radio was basically its amusement value, and if it could sell itself it certainly could sell another amusement. But the client was cautious — he knew printed media had worked. We pointed out that the popularity of radio with its diversified appeal had made thousands of potential customers — receptive to theatrical productions.

And Hell Popped

We further assumed that these people were consumers who never saw a Broadway show, and as a clincher, we stated that radio had educated a vast number of people to a greater appreciation of entertainment. In other words, radio had colored an habitual desire to listen to good entertainment.

The producer saw our point and signed the schedule. This test was conducted in behalf of one of Broadway's greatest hits. A musical show that played more performances than any other in the history of show business, received greater income than any other theater production, was finally made into a motion picture and developed eight successful road companies.

This success was not entirely due to radio. First, the product was good. Second, the radio program was a classified newspaper and magazine promotion sustained — promotion that is regularly put into effect for all theatrical enterprises. The only "display" promotion used was radio. Radio had to attract the regular theatre-going audience as well as new groups of consumers, and according to our box-office surveys, we found that a great percentage of people buying tickets were attending their first theatrical show.

In other words, in radio, the theatrical field had found a new way to increase the regular amusement audience. Radio, with its vast coverage, increased the number of new customers in a $4.40 commodity.

Three years have now passed since this experiment was conducted. We have had many opportunities since, to present our story to the theatrical press-agent group, the men who are the advertising managers for the Broadway producers.

During this time, the agency's radio billing on local spot radio for Broadway shows has steadily grown month by month. During the last six months, we have radio-advertised more than 16 different Broadway productions. Radio has now become a "must" expenditure for some producers.

And Now the Movies

Perhaps the most interesting development has appeared during the last two months. Four major picture companies, including our own account (Warner Bros.), have expended a good portion of the advertising dollars in spot radio to create greater motion picture attendance for "first-run" pictures. Radio's job has been difficult, because each new production is a new product. It needs new advertising, new publicity, new merchandising and new promotion, not only to familiarize the public with the name of the product, but also what it represents dramatically or musically.

And most important, immediate results must be obtained. With this in mind, we had to be resourceful in planning our spot announcements. They had to be ear-catchers.

In many instances, we used the stars of the show, together with sound effects, choruses, musicians and plenty of production to achieve the desired result.

Now, it is our opinion that radio has become a featured player in the advertising cast of the theatrical and motion picture business. Three years of constantly increasing activity and successful results have added another laurel to the broadcasting medium.

Gehrig Pix Spots

SAMUEL GODLYN Inc., New York, is using spot announcements on five New York stations in connection with the world premiere of "The Pride of the Yankees" in New York, July 16. The show, based on the life of Lou Gehrig, baseball star, will open simultaneously at the Astor and at 40 RKO Theatres. An average of seven live spot announcements per week is scheduled July 9-15 on WOR WHN WJZ WNEW WQXR. Plans are not yet settled as to radio advertising for the film in connection with its national release. Donahue & Coe, New York, handles the account.

Swan Spots

LEVER BROS. Co., Cambridge, on July 8 started a special chainbreak campaign for Swan soap to run on 45 stations in selected markets through December of this year. North America was divided into number of the different stations. The company also sponsors Tommy Riggs & Lloyd Lou on CBS as a summer replacement for Duncan & Allen, who return this fall. Former program is shortchanged to American troops overseas Sunday, July 5.

Agency is Young & Rubicam, New York.

WITH HIVES as a hobby, one must pursue his avocation gingerly, as exemplified here by Earl A. Kettel, secretary-treasurer of the Florida stations represented by John H. Perry & Associates. He's shown here while on his daily inspection tour of the bees which live in a hive near his home in Malverne, Long Island. As a hedge against sugar rationing, he expects to collect 100 pounds of honey by the end of the summer. The radio stations with which Mr. Kettel is connected are WJHP, Jacksonville; WCOA, Pensacola; WDFL, Panama City; WTMG, Ocala.

STATE RADIO CENSUS TABLES
Previously Released by U. S. Census Bureau

| Arizona—June 1 | Delaware—June 1 | New Mexico—June 15 | D.C.—June 15 | North Carolina—June 15 | South Carolina—June 15 |
| Utah—June 6 | New Mexico—June 15 | Washington—June 16 | Oklahoma—June 15 | North Carolina—June 15 | South Carolina—June 15 |
| Colorado—June 29 | Tennessee—June 29 | Texas—June 18 | Louisiana—July 6 | Connecticut—June 15 | Maine—July 4 |

NOTE: Number of Occupied Dwelling Units as reported by Census Bureau in advance releases. Percent radio-equipped calculated by NAB Research Dept. from Series H-2 Bulletin. The time period surveys only units not answering radio question and adding those reporting same.

Dean, Fuel Head, Defines Ration

Technicians' Position Stated In Clarification to BVC

TO CLARIFY the position of radio technicians under the new gasoline rationing plans which affects all members of the Broadcasting Executives Victory Council last week obtained a letter of policy from Joel Dean, chief, fuel rationing, Office of Defense. The following letter to O. L. (Ted) Taylor, executive secretary of BVC and president of the Taylor-Henderson-Richardson in Detroit, explains the course of action and the justification within the structure of the plans:

'I would suggest that technicians who use their cars to carry equipment for more than 50 miles per week be classified as follows:

(1) Engineers, architects, technicians, supervisors, repair and maintenance workers (but not including salesmen) to enable them to render services or to transport materials necessary for station construction, repair, installation, or maintenance work (other than the repair or maintenance of mobile house trailers, or appliances for the radio entertainment industry), or for rendering indispensable services of a specialized nature to agricultural, extractive or industrial establishments.'

Station operators who travel long distances to reach stations should apply for preferred mileage under Paragraph 6, subject to the following conditions:

(2) By a worker (including an executive, technician, office worker, but not including salesmen) or by an employer, employer's representative or representative of a labor organization in travel to, from, or between the establishments or facilities listed below, or for purposes necessary to the operation or functioning of such establishments or facilities or to the maintenance of peaceful industrial relations therein:

'(2) Establishments or facilities of common carriers; or of other carriers performing services essential to the community or to the war effort: of extension of the production or distribution of heat, light, power, gas, steam, air, water, gas, water, telephone, gas, telephone, gas, water, or other communications systems.'

'Of course it will be unnecessary for passenger car owners who drive less than 400 miles a month to apply for new fuel ration book. Those wishing to obtain the 'O' or Preferred Mileage Book will be issued only to those operators who need to drive more than 470 miles per month.

'I want to thank you for your expression of your desire to cooperate in spreading understanding of the purposes of gasoline rationing.'

Local ration boards should be provided with a copy of this letter, the BVC advises, when qualified station operators send back their applications for increased gasoline allotments.

WIBW Subs for KSAC

OPERATING on additional time since the transformer of KSAC, Topeka, burned out June 29, WIBW, Topeka, now carries an extra 3 1/2 hours of time. Time is formerly used by college station. WIBW does its own productions.
This advertisement, appearing also in FORTUNE Magazine for June, is the second of a FORTUNE series published in the interest of Radio Stations represented by John Blair & Company.

Smith Brothers

have cough drops to sell...

and they advertise where people are coughing...

with SPOT BROADCASTING*

As soon as colds or sniffles start—from New York to San Francisco—Smith Brothers cover each market with Spot Broadcasting. Each year they use more of this powerful advertising medium, because they can hit fast when markets are ready, sell hard while conditions are right.

Spot Broadcasting offers unrestricted choice of the best stations and of spots with ready-made audiences. It provides unlimited range of programs and of schedules. Because Spot Broadcasting has this complete flexibility it belongs in your present plans . . . to keep your advertising fully abreast of today's quick-changing conditions.

Are your merchandising problems seasonal, or sectional? You can put Spot Broadcasting to work quickly in a single market or a dozen—next door or a continent apart—to fit any merchandising plan or territory. Are your problems competitive? Spot Broadcasting backs up distributors in a way that gets their fullest cooperation—sells consumers as only Radio can sell them.

Talk to a John Blair man right now. He knows Spot Broadcasting. He knows merchandising. He represents many of the finest radio stations in the country. And he can get quick facts for you on any advertising or marketing problem you put up to him.

*Spot Broadcasting is flexible radio advertising, whether 25 words or full-hour programs—planned and bought on a market-by-market basis.

A new informative booklet, "Spot Broadcasting," has been prepared for advertisers and their agencies. We shall be happy to send you a copy.

John Blair & Company
EXCLUSIVELY REPRESENTING LEADING RADIO STATIONS THROUGHOUT THE UNITED STATES
XXXI. CENSUS OF RADIO HOMES IN THE STATE OF MASSACHUSETTS
Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population
Urban, Rural-Nonfarm and Rural-Farm: 1940

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<th>Rural-Nonfarm Units</th>
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Number of Occupied Dwelling Units

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<td>9.9 100</td>
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</table>

The 7th New England State

—Larger than FOUR New England states
—Serving 4,026,937 people daily

LAWRENCE, Massachusetts, is only the location of Station WLAW. The influence of this powerful 5,000 watt station extends far beyond the city limits. WLAW is the preferred station in the industrial heart of New England — the 7th state — serving 4,026,937 people daily as Columbia’s voice in Northern New England. The Merrimack Valley is one of the country’s major industrial areas —truly a beehive of manufacturing activity. Beyond the Merrimack Valley to the North are New Hampshire’s fertile agricultural fields, and into this area, too, WLAW throws a powerful signal.

WLAW
5000 watts CBS 680 kc.

National Representatives—The KATZ Agency, Inc.
New York — Chicago — Atlanta
Kansas City — Dallas

Page 24 • July 13, 1942
BROADCASTING • Broadcast Advertising
When SweetHeart Soap goes on the air, it has an audience of active, enthusiastic listeners who comprise the 920 Club. Their number is legion. They have no age limit... no class distinction. They're bound by the common appeal of good, well balanced entertainment that moves swiftly and smoothly throughout the program.

SweetHeart Soap, among other noted national advertisers, has found that such a market is a responsive one. That is why they are among the 920 Club "regulars," having renewed for the third successive period.

Based on coverage and listening measurement at an extremely low cost, the 920 Club represents a set-up that is unique in radio. It has all the elements that make for dividends on your advertising dollar.
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<th>County</th>
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<th>Rural-Nonfarm Units</th>
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(Continue on page 26)

**BROADCASTING**  
**Broadcast Advertising**
PUT YOUR MONEY ON THE BLUE!

The Winning Radio Bet in the Golden Kansas City Market

KANSAS CITY DEALS IN MILLIONS!

$285,000,000 worth of merchandise is sold through Kansas City retail stores annually.

$112,000,000 worth of meat products are produced in Kansas City packing plants each year.

$69,000,000 are paid out annually to employees of Kansas City's wholesale and retail stores.

$47,000,000 are paid each year to employees of industrial manufacturing concerns.

$4,000,000,000 represent the approximate amount of wealth created in this area annually from livestock marketed, farm crops raised, and oil and minerals produced.

In Kansas City, there's a spot on the dial now being tuned in by more and more people every day—the favorite station of thousands who play a big part in making Kansas City one of the nation's greatest markets.

And this station is KCMO—the basic blue network station in this great buying area.

KCMO reaches the people you want to hear your message. And it does this with a degree of economy that will surprise you. For KCMO's popularity and KCMO's rates make this station the most profitable of all radio "buys" in this market.

Write us about the time that's available and the merchandising service that goes with it.

Wire, or call collect—
PHONE VICTOR 0900
Kansas City, Missouri, for time availabilities.
WSNY, SCHENECTADY STARTING JULY 15

SCHENECTADY'S new local station, WSNY, will begin operation July 15 without any fanfare whatsoever, it was announced last week, with the outlet simply beginning at the usual morning hour and continuing on a regular schedule. The money that was to have been spent on elaborate opening ceremonies will instead be used to purchase war bonds, station managers said.

Staff appointments are just about completed with Winslow Leighton, of Leighton & Nelson, Schenectady agency and his partner George R. Nelson as president and executive vice-president, respectively, of WSNY. Other personnel selections include Edward F. Flynn, former radio director of Leighton & Nelson, as program director; and Irving Beck, technician from WGY, Schenectady, chief engineer.

Although WSNY plans no immediate network affiliation, it has been announced that more than 70 local and national advertisers have already contracted for time.

Studios are in the Plaza Theater Bldg. and the transmitter is a mile outside of Schenectady on a site near the Mohawk River. Standard Radio's transcription library service will be utilized as well as Associated Press News for news every hour on the hour.

WSNY was granted last February (Broadcasting, March 2) to Western Gateway Broadcasting Corp. for 250 watts fulltime on 1240 kc. and represents one of the FCC's few new station grants since it adopted its policy of curtailing such construction for the duration.

Messrs. Nelson and Leighton hold 54.1% of the Western Gateway stock and the balance is owned by nine other business men and women with David A. Ter Bush, local insurance agent and member of the city finance committee having the largest part, 10.1%.

KVOD, Denver, on July 1 went to fulltime with 5,000 watts on 630 kc. It is a BLUE outlet.
Audience Growth

Today, KWK's average daytime† audience is twice* that of a year ago.

This audience growth has been continuous during the twelve month period just ended.

† 8 a.m.—6 p.m.
* C. E. Hooper
XXXIII. CENSUS OF RADIO HOMES IN THE DISTRICT OF COLUMBIA

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population

Urban, Rural-Nonfarm and Rural-farm: 1940

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<th>All Units</th>
<th>Urban</th>
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<td>93.7 162,446</td>
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WOL • WASHINGTON 1st in Sports

... BRINGS TO WASHINGTON EVERY MAJOR SPORTS EVENT AND WASHINGTON'S Outstanding Sports Personality

Russ Hodges

'THE MAN WHO REALLY KNOWS HIS SPORTS''

Now Available for Sponsorship on WOL'S popular daily

"SPORTS RESUME"

6:00 - 6:15 P.M. - 6 Days Weekly

It is only natural that the station that brings to Washington the outstanding sports broadcasts, should also have the most popular sports announcer! Russ Hodges keeps the dial on WOL every afternoon from 1 to 5 P.M. with his daily Sports Page giving scores, results and winners. Now he is available for "across the board" sponsorship every week-day evening from 6 to 6:15 P.M. with his Sports Resume program. Already enjoying a sensational audience—here is a "natural buy" for an alert advertiser who has something to sell in America's No. 1 "Boom Town"! For rates and other information contact your advertising agency or—

WIRE OR PHONE JIM FISHBACK, Sales Mgr.

Washington's 24-Hour Station
Affiliated with
Mutual Broadcasting System
SPOT SALES, Inc. — Natl. Representatives
NEW YORK — CHICAGO — SAN FRANCISCO

★★★ FOR THE 3rd CONSECUTIVE YEAR

—Russ Hodges will give a play-by-play description of the Washington Redskins Pro-Football games!

THESE GAMES — BROADCAST OVER WOL — HAVE ENJOYED THE LARGEST LISTENING AUDIENCE OF ANY COMMERCIAL PROGRAM BROADCAST IN WASHINGTON!
<table>
<thead>
<tr>
<th>County</th>
<th>All Units</th>
<th>Rural-Nonfarm Units</th>
<th>Rural-Farm Units</th>
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Cities of 25,000 Or More Population

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<th>City</th>
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<td>Tuscaloosa</td>
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### XXXV. CENSUS OF RADIO HOMES IN THE STATE OF KENTUCKY

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population

<table>
<thead>
<tr>
<th>City</th>
<th>Number of Occupied Dwelling Units</th>
<th>Percent of Occupied Dwelling Units with Radios</th>
<th>Number of Dwellings having Radios in Counties and Cities of 25,000 or More Population</th>
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<td>Paducah</td>
<td>9,607</td>
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(Continued on page 33)

### Broadcasting Advertising

Page 32 • July 13, 1942

**BROADCASTING • Broadcast Advertising**
WOMEN write most stations’ fan mail, Background Is No Index, Survey Shows

WOMEN write the most fan mail to radio stations, and income, age and educational background, seem to have little effect on the frequency with which anyone writes to a radio station, according to conclusions reached in the fifth annual Study of Radio Listening Habits in the State of Iowa, conducted for WHO, Des Moines, by Dr. F. L. Whan, U. of Chicago.

Since the questions of “who writes” and “why they have long gone unanswered an effort was made to supply the answers within the limits of the sample studied the survey declares. Based upon a properly distributed sample, 9,218 men and women throughout the state were interviewed by the personal interview method during the last week in March and the first week in April by students from Iowa State College.

Offers Get Them

Of the women who admitted writing to a station, 15.3% said they were doing so to enter a contest; 33.1% acted in response to an offer; 27.4% offered to make a purchase; 10.1% responded to a station plea and 13.6% were unsolicited. Among the men 16.7% wrote to enter a contest; 25% responded to an offer, 27.4% wanted to make a purchase; 12.9% responded to a station plea and 14.7% were not solicited.

Although the men lagged behind the women in letter writing their response on the basis of residency followed the same pattern. Results from farm sections show a higher response among men and women alike. Statistics for income and education appear to have no effect on inclination to write, the survey shows.

Since the question which turns up the data on reasons for letter writing is new to the questionnaire there is no comparative data available with which to determine any possible shift in reasons for letter writing, the survey concludes.

News Tops List

Available statistics on preferences for various types of programs reveals news broadcasts top the list showing an increase from 73.4% in 1941 to 80.9% in 1942. Informative broadcasts on the whole tend to show a general increase, whereas entertainment programs have fallen. In commenting on this change the survey says, “the war may or may not have been a contributing factor” but suggests that the general shift away from entertainment is “possibly significant.”

According to this survey men in the farm sections of the state, are best listeners with 92.5% compared to an urban audience of 86.7% and a village audience of 89.8%. This is in keeping with the findings of specific areas but suggests that the general shift away from entertainment is “possibly significant.”

According to the survey men in the farm sections of the state, are best listeners with 92.5% compared to an urban audience of 86.7% and a village audience of 89.8%. This is in keeping with the findings of specific areas but suggests that the general shift away from entertainment is “possibly significant.”

Since no interviewing was done on Sundays or Mondays results are an index of listening on weekdays only. For comparative purposes the same statistics available for 1940 are offered with 1942 figures to show possible effects of war upon listening. However, the survey cautions the figures for 1940 indicate listening upon the basis of Central Standard Time whereas the 1942 results were during Central Day Time.

Early morning listening has increased since 1940, the survey shows, but listening, it was found, has fallen off among all audiences—urban, rural and farm during the period from 8 to 12 a.m. and from 2 to 8 p.m. In all cases but that of city men, 12 to 2 p.m. and late evening listening has increased over 1940 figures.

Analyzing the five best liked types of programs among those interviewed, Prof. Whan summarizes his findings as follows: News broadcasts, 85.1%; comedians, 66.2%; popular music, 43.5%; audience participation, 41.7%; complete drama, 33.1% variety shows (with featured comedians), 32.2%; old-time music, 24.6%; band music, 22.9%; religious music, 22.5%; market reports, 21.8%; sports broadcasts, 21.8%; serial drama, 17.8%; talks, comment, 17.7%; classical music, 15.4%; talks on farming, 13.1%; and devotionals, 12.4%.

Network favorites by days of the week: Sunday, Walter Winchell with 52.6%; Monday, Dr. I. Q., 71.9%; Tuesday, Battle of Saxes, 78%; Wednesday, Time to Smile, 93%; Thursday, KRAFT Music Hall, 61.5%; Friday, NBC WALTZ TIME, 43.3%; Saturday, YOUR HIT PARADE, 30.3% (actually that day's top program was one of local origin, Iowa Barn Dance with 67.4%).

Containing 93 pages, the survey also provides information on station preferences in Iowa, station popularity at specific hours—day and night, correlation between reading and radio listening and between movie-going and radio listening, preferred network programs and stations heard regularly.
<table>
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<th>County</th>
<th>All Units</th>
<th>Urban Units</th>
<th>Rural-Nonfarm Units</th>
<th>Rural-Form Units</th>
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**Cities of 25,000 Or More Population**

- **Jacksonville**: 45,877 77.7 19,277 65.1 27,890 1,127 84.8 27,890 1,127
- **Miami**: 48,483 88.6 42,063
- **Orlando**: 107,422 81.3 87,731
- **Pensacola**: 9,851 97.7 9,669
- **St. Petersburg**: 19,920 84.6 16,852
- **Tampa**: 29,914 77.3 23,237
- **West Palm Beach**: 9,612 99.9 7,596

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**JACKSONVILLE'S Trading Territory**

- Offers Florida's richest market, layer upon layer of shipyard, factory, business and office workers, heavily iced by the enormous payrolls of Camp Blanding and the U. S. Naval Air Station, Jacksonville.
Extra Power For
FLORIDA'S
Center of Population

Coming soon

10,000 Watts

SOON ON
710 KC.

WFTL
Fort Lauderdale

Serving America's Tropical Wonderland from Miami and Fort Lauderdale

Affiliated with
M B'S
POST CARD SURVEY (NBC-ALL COUNTY METHOD) SHOWS WBAL OVERWHELMINGLY FIRST AMONG LISTENERS
And, for the future, WBAL pledges:

1. Continued "All Out for Victory"
2. Entertainment and features bigger and better than ever
3. Ever-increasing listener and dealer acceptance of products advertised on WBAL

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.
Post-War Radio

RADIO'S ROLE as a front-line combatant in this global war is an acknowledged and known fact. Aside from the total replacement, where an old technique is being applied with new and oftentimes amazing effect, technical radio is being used in every phase of this grim business of modern warfare—the nerve-center of every offensive or defensive maneuver. But the application of the electronic art hasn't scratched the surface of what's to come.

World War I, terrible as it was, gave to an unsuspecting world the art of radiotelephony, which became this billion-dollar industry called radio. The late Frank Conrad, Westinghouse scientist, in handling intricate military laboratory work with "wireless," brought forth the developments which evolved into broadcasting.

It doesn't require crystal-gazing to envisage developments in the peace to come, stemming from electronics. What miracles have been performed in the laboratories in fashioning radio as an implement of modern warfare must await the end of the conflict and the subjugation of a ruthless, crafty and admittedly scientific and electronic-minded enemy. Results already attained in the microwaves and through adaptations of the vacuum tube are enough to indicate that the whole field of radio communications, visual and aural, public and private, will be revolutionized.

FM and television were on the threshold of commercial application when the Japanese began the Pearl Harbor treachery. Their development was stopped cold for the duration. That they will resume with even greater impetus when the war ends seems obvious. Standard broadcast equipment, both in the public's and broadcasters' hands, will probably have to be replaced as a stage. Manufacturing plants will be primed for private production. There will be, in effect, a fresh start for broadcasting—whatever the systems and innovations developed in the military laboratories.

Lately, much has been heard of post-war prospects for reconciliation, who was "there," when standard broadcasting was born, discussed it the other day before a class of Signal Corps graduates. Engineers are aware of it and excited over the prospects. Radio's top flight engineers and consultants are in the thick of the microwave developments.

"We have entered a new age in scientific development which the future historians may describe as the electronic age," Col. Saroff said. "I foresee a new era which I like to term the 'electronic era,' the importance of which in modern social economics cannot be disregarded," said Col. Saroff. "A huge new industry is possible—just the kind of life-blood the nation will require after this war."

The job now, everyone realizes, is to win this war. Radio, without stint or thought of self-interest, is contributing. Radiomen will be ready, in the post-war economy, to fashion the electronic weapons of World War II into implements of public good and in the development of a more abundant life in world democracy.

A Natural Affinity

RADIO AND THE MOVIES enjoy a natural affinity, but bad box offices until recently caused a certain amount of resentment among producers and exhibitors toward their apparently more flourishing "competition." Now, however, with theatrical attendance at record levels, the stage and movie magnates are evincing considerably more interest in radio—and for their own sake.

In this issue we publish a rather remarkable statement by the radio director of a New York advertising agency which tells how, during the last six months, it has radio-advertised more than 16 different Broadway productions with great results, adding what must be evident to the readers of the business news in this magazine—that radio has now also become a "must" expenditure for movie producers. Just in the last issue we reported that 20th Century-Fox, following a survey of attitude toward radio among its exhibitors, has decided to place a large part of its total budget in paid radio advertising; that Warner Bros. will furnish radio trailers to its exhibitors for local commercial placement; that Paramount has purchased half ownership of WCBS, in Columbus, S. C.

There are at last from our correspondents and from stations in all parts of the country we are getting report after report of increasing time purchases locally by local theatre managers as well as nationally by the producers. They have at last found that radio is a natural medium for the promotion of their wares; indeed, MGM is even now using radio on a big list of New York stations for the promotion of the premiere of its Loew picture, and after gauging results, will determine how far to go when it is released nationally.

There is no reason why these two great entertainment media cannot work hand in hand, especially since both have turned over their full facilities wholeheartedly into the common war cause. After all, Paramount once owned half of CBS: Warners still own and highly prize KBWB in Hollywood; MGM is affiliated with Loew's, which owns the 50,000-watt WHN, New York.

And when the war ends, look for a veritable rush toward the wavelengths by the movie people; we already have had evidence of their re-aroused interest in the operations phase of radio by their eagerness to get into FM.
BROADCASTING • Broadcast Advertising

We Pay Our Respects To —

Personal Notes

HERBERT H. WIXSON, account executive of Don Lee Broadcasting System, Hollywood, has been appointed commercial manager of KMBC, Beverly Hills. He has taken over the post vacated by Walter B. Davison, who joined KMBC, San Francisco, in a similar capacity.

WARD D. INGRIM, commercial manager of KFRC, San Francisco, is the father of a girl born June 23.

HENRY LADNER, of the NBC legal department, has been invited to join the Twenty-Year Club, founded by H. V. Kallenborn, NBC news analyst.

WALTER MAIER, salesman of WWRL, New York, for 13 years, has become an Ordained Minister of the Protestant faith. Prior to entering the radio industry, Maier studied for three years at the National Bible Institute.

ARTHUR HULL HAYES, general manager of WABC, New York, has been reappointed to the NAB sales managers executive committee as CBS representative.

JOE HUDDLESTON, sales manager of KIHO, Seattle, has been appointed chairman of Seattle’s weekly bond-broadcasting program sponsored by the local advertising and sales club.

WILLIAM EDWARD SHEA, former radio director and assistant account executive of Albert Frank-Guether Law, New York, has joined the continuity department of WNEW, New York. He succeeds Bob Smock, now commercial writer with Young & Rubicam, New York.

T. H. MOORE Jr., commercial program director of WOR, New York, resigns July 13 to enter the Army.

SVEND A. BLANGSTED, press and information representative of the Canadian Broadcasting Corp., Toronto, and assistant to E. A. Weir, CBC supervisor of the Press & Information Department, has resigned, effective July 25.

JACQUES DESBAILLETS, senior producer of the French news department of CBC, who has been with the CBC overseas unit for the past two years, has returned from Britain to his post in Montreal.

CLARENCE LESTER MENSER

CLARENCE LESTER MENSER, NBC's national program manager, has long believed that the way to win a war is to fight. And since Pearl Harbor he has made “Let’s Fight” the theme of NBC programming. For radio, Menzer believes, is and should be used as an implement of war.

“Programs that promote apathy and complacency have been tossed out the window,” he explains. “We have formulated a new technique to arouse a fighting spirit in our listeners. We realized there were many people who did not know when a chip had been knocked off their shoulders. They had to be reminded of the inaudible.”

There you have the key to the temperament of the man charged with the responsibility of development of NBC’s programs, a responsibility not to be underestimated now that America is at war.

“C. L.,” as he is known to his associates, has a long record of radio pioneering. He originated many of radio’s long-run programs. He helped develop the “one-mike” technique which gave radio broadcasting its third dimension. He led the campaign to banish the “shouting from the housetops” style of delivery for radio announcers, developing a more personal type of radio announcement. He brought back from Europe and Australia several new broadcasting ideas, including the “echo chamber,” now widely used by NBC and other networks.

Among the original radio programs which Menzer helped bring to the air were the Montgomery Ward Bible Stories, the Zenith Teledyaphycey Series, the Miniature Theatre and the Penrod series.

Among the many long-time tenants of the air waves which he helped start on the road to fame are The Goldbergs, Vic and Sade.

Mary Martin, Dear John with Irene Rich and Girl Alone.

Clarence Lester Menzer was born Oct. 22, 1893, in Culver, Ind. He went to Culver Hight School and then attended Heidelberg College, Tiffin, O., where he was awarded an A.B. degree. At the U. of Michigan he won his A.M. degree. He taught first at Idaho Tech, in Pocatello, and then became assistant professor of speech at the U. of Utah. Subsequently, he became professor of speech at Knox College, Galesburg, Ill.

During his years as a teacher, Menzer acted and directed in stock during the summer months. Thus, when he saw the interior of his first radio studio as an NBC director, he had directed 100 full-length plays and some 400 one-act plays.

After a year in Europe studying the theatre and broadcasting, Menzer joined NBC’s New York staff November, 1929 as a dramatic director. Needless to say, the news that a college professor had taken over as a director created no little stir in radio circles on both sides of the mire, but Menzer soon proved himself a man of refreshingly new ideas.

In 1931 Menzer was sent to Chicago to organize NBC’s production department there. He remained as a production manager and later program manager until March, 1939. At that time he became manager of the Chicago office of Warder Adv. Agency. On Dec. 15, 1940, he rejoined NBC as national production director and in December, 1941 was elevated to his present post.

Menzer is a man of great energy and drive, as the story of his Stimson four-passenger cabin plane will attest. He bought the plane without knowing how to fly. He hired a pilot to teach him and had his pilot’s license in two months flat.

The press of his radio duties has since forced him to forego both the plane and the pleasure of private flying.

The story of the beginning of the Vic and Sade program is a typical Menzer yarn.

“I was getting sick and tired of external squabbles husbands and wives were continually having in radio scripts,” Menzer recalls. “The average script had husbands and wives fighting morning, noon and night. So, while in Chicago, I called Vic and Sade, writers on our staff, and told him for heaven’s sake to write something about two people, a husband and a wife, who actually got a kick out of life and cherished one another. And so Vic & Sade came into being.”

Tall, spare and soft spoken, Menzer has had little time these hectic days in the radio industry for his favorite hobby—golf. He once shot a 78 but shoots mostly from there up to 90. C. L. was affiliated with several clubs in Chicago but cut his ties when he left that city. As soon as his leave expired, he made a week for relaxation he plans to join a club in New York.

In the inner councils of NBC, C. L. has a reputation for devousting wit, an acerbic brand of humor that often tarnishes some of the brightest of the bright boys at NBC staff meetings. He means nothing in particular when he says that one of the deftest of scalps in getting to the bone of a problem. C. L. can also keep a secret in an industry where secrets are no less valuable than marriage. Practically no one but he and the bride, lovely Irene Sexton, knew about it when they were married last May 2 and slipped away for a brief honeymoon.

MARK CHANDALL has taken leave from the sales staff of KFEL, Denver, to serve as chief of the Denver Office of War Information. He is succeeded by Bill Czupink, formerly district manager for Onedia Community Ltd.

MOSES SMITH has resigned as director of the division of Columbia Recording Corp., New York. Edward Wallerstein, CRC president, will handle Masterworks artist relations for the present, and Goddard Lieberson, musical director, will handle repertoire matters with Columbia artists.

MORTON SIDLEY, of the sales staff of KSFO, San Francisco, has been promoted to sales manager succeeding H. M. Perdue, who has been appointed to assume representation in that area.

T. H. MOORE Jr., commercial program director of WOR, New York, resigns July 13 to enter the Army. No successor has been named.

PHIL SHELLY, formerly salesman and producer of WCFL, Chicago, has opened his own talent booking agency, specializing in radio, in the Woods Bldg., Chicago.

FRANK STREANS, formerly of WHAL, Raleigh, has joined the sales staff of WIND, Chicago.

ADE N. HULT, sales manager of MBS Chicago, has returned to his office after a two months absence due to illness.

J. M. MAY, formerly with WRAW, and Weling, Inc., Allentown, Pa., has been named commercial manager of WBAX, Wilkes-Barre, Pa.

BILL SCHROEDER, sales chief of Cliff Dandy, Inc., Chicago, and Tom Thumb, salesman, of WCAE, Pittsburgh, are now flying taking flying lessons at nearby Butler airport.

GEORGE W. HART, former salesman of Ebasco Services, New York, has returned to the government contract service staff of the radio division of Western Electric Co., New York.

FRED HORTON, of the NBC sales department, reported last week for active duty as lieutenant in the Naval Reserve at Eighth Naval district headquarters, New Orleans.

ROBERT TINCHER, formerly manager of WNAK, Yankton, S. D., recently resigned after completion of the course in officers’ training and is now assigned to Ft. Meade, S. D.

WILLIAM E. WEBB, NBC director of institutional promotion, has returned to his desk after a month’s sick leave.

BROADCASTING • Broadcast Advertising

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ROBERT T. CONVEY, president of KWK, St. Louis, was recently honored with a dinner as retiring president of the Missouri Golf Assn.

A. A. PRESCOTT, formerly a newspaperman in Jackson, Miss., has joined the commercial staff of WSAZ, Huntington, W. Va.

JAMES G. PALTRIDGE, sales promotion manager of KGO, San Francisco, became the father of a baby boy recently.

WARD D. INGRIM, commercial manager of KFRC, San Francisco, recently became the father of a baby girl.

JOHN H. McNEILL, manager of WJZ, New York, last week was awarded a medal by Mayor F. H. LaGuardia of New York for his work in connection with the "New York at War" broadcast, held in June.

WILLIAM S. HEDGES, NBC vice-president in charge of the Stations Department, announced the marriage of his daughter, Helen Saxby Hedges, to Donald Meredith Kiddie, of Chicago, on June 25, at Palmyn, Mo.

HAL RORKE, on leave from his duties as assistant publicity director of CBS, has been assigned to the public relations department of the Army Air Forces in Washington.

BYRON NELSON, formerly in the printing business, has been added to the sales staff of KGO, San Francisco.

FRANCIS HOWARD, former executive vice-president and space buyer of the Kremen & Howard Agency, Memphis, has joined the sales promotion department of the BLUES, as announced by Bert Hausen, BLUE sales promotion manager. Mr. Howard will work with salesmen writing presentations.

ROLLO WALTERS, WNY, Fargo, N. D., is planning a 6 x 10 pictures of members of its staff as they join various branches of the service.

The case now contains pictures of the following men: Al Thorwaldson, newsmen; now an instructor in civilian pilot training; Warren Savold, newsmen and engineer, now a Government monitoring officer; Robert Dobbin, farm editor and announcer, now in officer's training in Miami; Henry Shells, control engineer, now with the Signal Corps, and Donald Auman, musical director, at Camp Houston.

The Roll of Honor case was originated and designed by Bill Dean, publicity director. Copies of the photos have been sent to mothers and sweethearts of the men.

GERHARD D. WIEBE, formerly of the Evaluation of School Broadcasts project of Ohio State U., has joined the program analysis division of the CBS research department. At the same time CBS has added to its sales promotion department Betty Marks, who has joined the staff of the program promotion department as production manager, replaces Jan Coufoul, resigned. Sis is formerly production manager of Warren Adv. Agency, New York, Miss Marks was former continuity head of WINS, New York.

DON MILLER, formerly with Esquire, and previously with Cosmopolitan magazine, has joined the radio sales division of CBS.

MILLY EVELYN BLEWEFT, former public relations counsel for Vick Chemical Co., New York, has been appointed to the staff of the Advertising Council as project director, according to Dr. Miller McClintock, executive director. Her services are being contributed to the Council by Vick, for whom she recently handled a consumers campaign in 15 key cities.

TRACY MOORE, BLUE Western Division sales manager, recently was given membership in the Los Angeles Advertising Club and a gold watch upon termination of his duties as president.

CARL P. McASSEY, 60, Chicago BLUE Network salesman, died July 4 at St. Luke's Hospital in Chicago after a long illness. He was formerly on the sales staff of WCPX, Chicago, before joining the BLUE in 1937.

KGW-KEX CHANGES RESULT FROM WAR

STAFF changes at KGW-KEX, Portland, Ore., have been announced by Ardon X. Pangborn, managing director, due to personnel leaving for the armed forces.

Succeeding Paul Connet, who has departed for a month's training as a chief specialist in the Navy, Norman Salmon of the sales staff has been promoted to head of that department. Arch Kerr, formerly a Chicago correspondent, has been added to sales.

With Edward Anthony Browne, continuity chief of KGW-KEX, being inducted into the Army, Kenneth Tillson has been elevated to that position. Replacing Tillson, the writing staff is Roberta Lanouette, music librarian, who in turn relinquishes her former duties to Charlotte Woodward. Two new hostsesses, Barbara Robinson and Marjorie Allingham, have joined the stations.

Emil Corwin to Capital

EMIL CORWIN, magazine feature editor of the BLUE press department on July 6 left the network to become coordinator of radio for the Dept of Agriculture in Washington. He has been with the publicity departments of NBC and WOR, New York, and previously was a reporter for the Springfield (Mass.) Republican and Scribner's American Bankers newspapers. Replacing him is Bert Schwartz, formerly in the publicity department of WOR, New York.

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Lt. Moffett Promoted

LT. HARRY L. MOFFET, former executive officer of the public relations branch, Office of the Quartermaster General, has been named chief of the branch, replacing Lt. John S. Hayes, former program director of WOR, New York, who goes on duty elsewhere. Lt. James T. Quirk, former assistant manager of WPHL, Philadelphia, has been named to fill the executive office under Lt. Moffett.

ARCH OBOLER'S NBC series, Plays for Americans, recently concluded, is now being edited for publication in book form by the Assn. for Education by Radio. The anti-Nazi dramas were both written and produced by Oboler on NBC.
WFBC announces the completion of its new directional antennae system, and the inauguration of 5,000 watts day and night. This makes WFBC South Carolina’s most powerful broadcasting voice.
JOHN MITCHELL, former staff writer of his own navy radio scriptwriter, is now active service with the Canadian Army.

LAVINIA S. SCHWARTZ

PLANNING and supervising production of all public service programs of CBS-Chicago is the job of Lavinia S. Schwartz, midwestern educational director of the network. Besides that, she looks after a daughter at Mills College in California, a son in high school and a daughter, 16, a student at the U. of Chicago.

Starting with WBBM, Chicago, in 1938, Mrs. Schwartz was already known throughout the city for originating an "invisible hostess" entertainment service and talent bureau, as well as for her accomplishments in social welfare groups and the School Broadcast Conference. Recently she was appointed public service consultant for the 8th Civilian Defense Region of OCD.

A Vassar graduate with Phi Beta Kappa honors, Mrs. Schwartz is responsible for supervision of WBBM originations of religious, literary and public affairs programs on CBS and local civic service broadcasts including the City Library and Park District program, a dramatic serial of the Council of Social Agencies, and special civilian defense programs.

CARL E. WIENINGER, director of the talent department of WBBM, San Francisco, has written a new song, "Stay On Your Toes, America," which has been heard several times on the air.

The Twin Port Cities of Duluth-Superior

BUY 12.7% MORE CLOTHES than

FT. WORTH!

KDAL

Duluth, Minnesota

Page 42 • July 13, 1942
Oxarart, Morton Raised
In CBS West Coast Shifts

FRANK OXARART, veteran agency and radio executive, formerly with KQW, CBS key station for the San Francisco area, has been named San Francisco manager of

Radio Sales Inc., CBS spot sales subsidiary. He replaces Chet Doyle, now in the Army.

J. A. (Arch) Morton, former commercial manager of KIRO, Seattle, has been appointed assistant to Donald W. Thornburgh, CBS Pacific Coast vice-president. He replaces William E. Forbes, named new general manager of WCCO, Minneapolis, and will be quartered in Hollywood. In his new position, Mr. Morton will be in charge of network sales service and assist Mr. Thornburgh.

Noyes Named by NBC

NORMAN NOYES, of NBC's Hollywood office, has been appointed coordinator of national spot sales for the network's Western Division, it was announced last week. Mr. Noyes will be in charge of the division's spot sales activities, with the exception of the San Francisco area, Oregon and Washington, which will be under the direction of Thomas Ray, Jr., of the NBC San Francisco office. With these appointments, the former duties of Sydney L. Dixon, who died suddenly June 23 [BROADCASTING, June 29], will be divided.

Bakers Continue Spot

IN LINE with the general trend of baking companies to continue spot broadcasting through the summer, Ward Baking Co., New York [BROADCASTING, June 22], has started three-weekly participations on Adelaide Haxley's Women's Page of the Air on WABC, New York, for Ward's and Tip Top bread and cake. At the same time, Continental Baking Co., New York, announces an increase in the use of spot announcements for its local bakers. J. Walter Thompson Co., New York, handles the Ward account, and Ted Bates Adv., New York, is the agency for Continental.

Join Directors Guild

Commercial British Radio Is Possible In Post-War Era, Declares Fergusson

There is a "definite possibility" that broadcasting in England after the war may become commercial, at least on a basis supplementary to the present system of government-controlled radio, according to William B.B. Fergusson, managing director of Lord & Thomas Ltd., London, now in New York to study the advertising picture in this country under wartime conditions.

Mr. Fergusson did not go deeper into this commercial possibility for English radio, but did stress radio's usefulness during the war as the best possible medium to make for better understanding between the United States and Great Britain.

Will Contact Networks

Primarily to further this idea, he plans while here to contact the networks, as well as large companies using radio, to suggest ways in which special programs might be set up to clarify the English viewpoint to American listeners.

He cited extreme interest of English listeners in the BBC presentations of the Jack Benny and Bob Hope programs, transcribed by NBC without commercials, and broadcast in England on a regular weekly basis.

Mr. Fergusson, in addition to his executive duties at Lord & Thomas, is a member of a special radio panel which acts in an advisory capacity to the BBC. Together with a "listener's" panel, made up of English radio listeners, the group is "rather equivalent to the American Crossley system," Mr. Fergusson said.

More American Programs

The general feeling toward BBC programs, the Lord & Thomas executive said, indicates considerable room for improvement, especially in dramatic and variety types. If the BBC were to present programs keyed to the American style as well as incorporate more American broadcasts, it would be a definite step toward a better allied sentiment between the two nations, he said.

Along this line, Mr. Fergusson suggested that it might be well for America to tell the British people how it is backing them in the war effort, and that radio is one of the best means of doing so. As an example, he cited Bob Hope show originating from Army camps, the soldiers cheering in the audience being one of the clearest ways of picturing the tremendous scope of the American training program.

Since the British people no longer hear anything but Axis-controlled propaganda from stations in continental Europe, the BBC has made an effort to fill the gap left by the cessation of commercial programs on those stations, Mr. Fergusson added.

No Advertising Changes

Asked whether there have been any noteworthy changes in the general advertising picture in wartime England since the release in February of this year by Lord & Thomas of the brochure What Is Life Like... With the Enemy Less Than 20 Minutes Away, Mr. Fergusson stated the British Government continues to place 10% of the paid space available in newspapers. The ads continue to instruct and advise the people, serving "more as a guide than a stimulant," while the whole volume of advertising remains on a steady basis, although the demand to advertise still exceeds the available space supply, he said.

Advertising agencies with business in general still face a difficult problem of personnel, Mr. Fergusson noted, it being practically impossible sometimes to find "the right man for the right job." He praised highly the British Government's methods of placing various advertising campaigns with agencies.

Government Sponsorship

Asked whether he thought it would be advisable for the American Government to promote wartime activities with paid advertising, Mr. Fergusson replied that in his opinion the government should sponsor vital projects. In England, such action has raised the standard of advertising, he said, and has inspired public support through a simple, straightforward way in which necessary facts are presented to the people.

One innovation in the last few months which is already affecting advertising and will doubtless affect post-war advertising, is the introduction by the British Government of a "providing system" whereby manufacturers may sell their products only in prescribed districts near their own plants. In explaining, Mr. Fergusson said broadcast manufacturers already are confined to distribution in certain areas and he declared the system will doubtless spread rapidly because of transportation difficulties.

2 MARKETS FOR THE PRICE OF ONE!

BLUE NETWORK STATION

Gives You Blanket Coverage of ST. PAUL AND MINNEAPOLIS with Population OVER 800,000

Write for Details of Programs and Time Available, Rates, Market Data, and Other Information

FREE & PETERS, INC., Exclusive National Representatives
New York, Chicago, Detroit, Atlanta, Los Angeles, San Francisco
TO KEEP Americans informed of their country’s war program, NBC devoted 197 hours and 35 minutes to 508 network broadcasts, during the period Dec. 1, 1941-June 1, 1942, according to a network statement. Of the program total related to the war effort, 429 were sustaining, with a total broadcast time of 158 hours and 26 minutes, while 78 separate commercial broadcasts contributed 39 hours and 18 minutes to the war. In addition, NBC presented a total of 1,569 war announcements of which 1,008 were made during commercial time.

KQW, San Jose, Cal., on July 3 dedicated new studios in Oakland, situated in the Fox News Theater in the downtown section. Oakland civic personalities and officials of the theater and radio station appeared on the inaugural broadcast. KQW-CBS banners, microphones and display photos of CBS and KQW artists are exhibited in the lobby of the theater on permanent display.

NBC Hollywood studio building roof is being converted into an employees sun deck and recreation center.

First Headliner
CLAIMS of certain stations that they originated the practice of announcing headlines in front of newscasts, are challenged by Northern Broadcasting Co. Northern, which operates six stations in Ontario and Quebec, last week stated that it started using that style more than a year and a half ago, and recently had the satisfaction of seeing Canadian Press adopt the technique for its full news service.

WDAY, Fargo, N. D., broadcast the recent grand opening of Fargo’s new Greyhound bus terminal. Howard Nel- son and Ken Kennedy handled the broadcast which included addresses by city officials, telephone conversations of parents talking to sons in service and music by local drum and bugle units.

KSD, St. Louis, has entered its undefeated golf team in the St. Louis Metropolitan Golf Assn. twilight league, now playing its ten-week tournament. The tournament includes teams from three other St. Louis stations. KSD team members include Program Director Frank Eschen, captain; Jones Scovern and Dick Sprague; Harold Granze, announcer; Larry Trombley, engineer and Warner Schoen, news writer.

WTTW, Trenton, N. J., cooperated in the July 1 “Retailers for Victory” day, by making arrangements with merchants to have radios in prominent places tuned to the station while An- nouncer Don Douglas promoted the sale of War Bonds and Stamps. Program, through the 12-12:15 p.m. period, included recordings of Eddie Cantor singing “Any Bonds Today” and “Last Message From Corregidor.”

WQB, Atlanta, is running a three-weekly feature, “Music of the Allied Nations,” in which composers and compositions popular in the United Na- tions are introduced. Each show presents music from a different country.

There’s a bit of Galileo in all of us

Everybody likes to discover something. To many men, the fruits of an exploration are reasons for a thumbs-in- vest feeling. But, to advertising, management and sales executives, new discoveries mean new and more resul- tful applications of their business energy. It is natural that they turn to Printers’ Ink for help, because this magazine has long held the reputation of being able to discover new trends before they gain momentum.

Timely, helpful editing like this gives Printers’ Ink access to many an inner sanctum where time-buying deci- sions are made. And with it rides the promotion of radio stations and networks advertising in Printers’ Ink.

The radio stations and networks listed here are “riding in” on this “magic carpet.” You can, too, for as little as $10 per one-sixth page on a 13-time schedule.

Printers’ Ink
The Weekly Magazine of Advertising, Management and Sales
185 MADISON AVENUE • NEW YORK, N. Y.

Radio networks and stations using Printers’ Ink during the first six months, 1942.

BLUE NETWORK CO., INC.
BUFFALO BROADCASTING CO.
COLUMBIA BROADCASTING SYSTEM
COLUMBIA PACIFIC NETWORK
COWLES STATIONS
DON LEI BROADCASTING SYSTEM
MUTUAL BROADCASTING Co.
NATIONAL BROADCASTING CO.
N.B.C. COTTON AND CALL SALES
WESTINGHOUSE RADIO STATIONS
TANVEY NETWORK
KDKA, PITTSBURGH
KMOX, ST. LOUIS
KMFB, LOS ANGELES
KENT, DES MOINES
KMO, DES MOINES
KW, PHILADELPHIA
WABC, NEW YORK
WWJ, DETROIT
WGO, CHARLOTTE
WNO, WILMINGTON
WJE, NORTH CAROLINA
WHN, CLEVELAND
WHO, DES MOINES
WJR, DETROIT
WJW, WASHINGTON
WJR, NEW YORK
WBJR, PHILADELPHIA
WGR, CLEVELAND
WGO, CollINWOOD
WGR, ROCHESTER
WHEC, ROCHESTER
WHK, CLEVELAND
WHO, DES MOINES
WJS, DETROIT
WBB, DALLAS
WBB, BOSTON
WDJ, CHICAGO
WBB, BURLINGTON
WBB, CINCINNATI
WBN, BIRMINGHAM
WBM, NASHVILLE
WATY, CLEVELAND
WATY, NORFOLK
WWJ, NEW ORLEANS
OFFICIAL opening of the Code School for Naval applicants, sponsored by WFLI, Philadelphia, is to be held July 15, although the teaching of the required radio subjects began July 6. Roger W. Clipp, vice-president and general manager of WFLI, has invited Gov. James of Pennsylvania; Admiral A. E. Watson, Commander of the 4th Naval District; Mayor Bernard Samuel of Philadelphia, as well as prominent radio officials for the opening ceremonies.

THE studio finest for speakers, heard each Saturday on BLUE as Blue-jacket Hop, now throws open its doors to all servicemen. Under the title Servicemen's Hop, the weekly studio party welcomes soldiers, and aviators, as well as sailors, marines, and Coast Guardsmen to a half-hour of variety shows, grab bags and dancing, with speakers provided for those who arrive without dates. Program originates in Chicago.

TOTAL net sales on WQXR, New York, for the first six months of this year were $60.4 million over sales for the same period in 1941, and an increase of over 100%, on sales listed for the entire year 1940. According to the station, sales for this year consist of 40% spot business and 60% program sales.

WPGP, Lake Worth, Fla., on July 5 broadcast dedication ceremonies at Camp Murphy, by Col. Hugh Mitchell, camp commander, and Fred H. Ford, WPGP general manager. Ben Decker, special events announcer, and Irving L. Hegland, engineer, handled the remote program.

WOL, Boston, recently observed the 15th anniversary of its pioneer bond and stamp program, Millions For Victory. Although the program name has changed, the business is still handled under the direction of Gordon Wayne.

WKBH, LaCrosse, Wis., last month set an attendance mark for the local Blackhawk baseball team with the staging of a wedding on home plate, between Catcher Joe Flory and Henrietta Fisst, Arranged and broadcast by Chuck Norman, WKBH sports caster, the program included the actual ceremony, and music by WKBH staff musicians. Cash gifts and merchandise were given by the couples to station employees, the baseball club and local merchants.

A NEW MIDNIGHT show on KROW, Oakland, Calif., designed for broadcast by swing shift workers at San Francisco and Oakland world industries plants is getting the official approval of the Office of Civilian Defense organized a parade of civilians for the President's Retirement For Victory day, July 1, beginning enough of them into town to buy more than $100,000 in bonds and stamps in 15 minutes. The parade was timed to reach the heart of town at exactly noon and when an air raid alarm sounded the paraders were dispatched from the nearest stores to make their bond and stamp purchases.

EACH DAY the Army Show was playing in Philadelphia, a different picture of fighting equipment was parked in front of the KKY Building for public inspection. A daily broadcast from the street also explained how the particular piece of equipment was operated.

ENTIRE STAFF OF WKVL, Albany, Ore., has joined the Treasury's 10% Club, effective June 1.

ESSO LATIN SERIES EXTENDS UP NEWS

FOR the fifth time since its start a year ago, Standard Oil's ESSO Reporter has contracted with UP for extension of its program of Latin American newscasts.

Starting 12 months ago with broadcasts in Argentina, Brazil, Chile and Uruguay, the Latin American edition of the ESSO Reporter has expanded to include 30 stations in 15 South and Central American countries.

The next edition, effective July 15, will place the news on three additional outlets in Brazil and will expand the schedule in that country from six to seven days weekly. New stations over which time has been bought are at Recife, Belo Horizonte and Porto Allegre.

Four newscasts will be broadcast each weekday over these stations and cover outlets in Rio de Janeiro and Sao Paulo. All five will carry two newscasts on Sundays.

Existing schedules of four newscasts will be continued in fourteen other Latin American republics by the ESSO Reporter. McCann-Erickson is the agency handling the account.

Jones Named V.P. of UP Handles Latin Newscasts

JOSEPH L. JONES, general foreign manager, has been elected a vice-president of United Press, it was announced last week by Hugh Baltie, president. Jones' election, Mr. Baltie said, recognizes the increasing importance of the foreign department of the UP in a world war.

Mr. Jones has been general foreign manager since 1937. Prior to his appointment to that post, he served as foreign editor. Under Mr. Jones' supervision, UP within the last 18 months has developed a full radio news service for Latin American broadcasters. Patterned after the UP domestic radio news service, it now supplies more than 40 broadcasting outlets in Latin America with dispatches prepared specifically for radio and delivered to stations ready for broadcast in the language of the country.

CHARLES T. LIPSOCOMBE Jr., former special representative of the Coca Cola Co., Atlanta, has been elected a vice-president of McKesson & Robbins, New York, succeeding Charles Herman, resigned. Mr. Lipscomb will be in charge of the company's industrialchemical division.

in the Thick of WAR

SPENDING

Represented by SPOT SALES Inc.
WILLARD BUTLER

WITH NINE years of varied experience at NBC, Willard Butler, timebuyer of Erwin, Wasey & Co., New York, is well equipped to handle the long list of national spot and network accounts which flow across his desk. Some are seasonal accounts, some use extensive year-round spot campaigns, and others use network shows with chain-break and announcement campaigns to back them up.

In the group are such diversified accounts as Lydia Pinkham Medicines Co., Macfadden Publications for Liberty Magazine, Carnation Co. (milk), Consolidated Cigar Co., The Barbasol Co. (shaving cream), Air Transport Assn. of America, R. B. Semler (Kreml hair tonic), The Musterole Co., Forhan’s toothpaste, and Primrose House cosmetics.

A New Englander, Willard was born in Quincy, Mass., Dec. 9, 1912, and after high school, received an unusual education at the Boston Institute of Advertising. At that time a comparatively new school, the Institute was run on a basis somewhat similar to a small advertising agency. It had various departments and the students took active part in planning radio, magazine and newspaper campaigns, setting up budgets and layouts, and writing copy. All in all, Willard received there the groundwork for the myriad of details he is faced with in his present job at Erwin, Wasey.

In 1933 he joined NBC as a page boy and receptionist, in one year working up to an assistant to the spot and local sales traffic manager. Promoted to manager of that division, Butler for five years was responsible for all spot availability requests, orders, contract preparations, rate and discount problems and billing instructions. In his “spare time”, he worked with the NBC legal department in prepar-

Grant Appointed In Mexico

GRANT ADV., S. A., Mexico City, affiliated with Grant Adv., Chicago, is expanding its Mexican operations. The agency has been appointed to handle advertising of Vick Chemical Co., New York, Carter Products, New York (Carter’s Little Liver Pills), Scott & Browne, Bloomfield, N. J. (Scott’s Emulsion), and Forban Division of Zonite Products Corp., New York (tooth paste). All four accounts are using Mexican radio. The last company is using a variety half-hour program weekly on XEW, Mexico City, and Superman in Spanish on Radio Programmes de Mexico Network. A Spanish version of Take It or Leave It has been placed on XEW for Scott’s Emulsion.

Noxon Spreading

NOXON, New York, currently running spot announcements on New York stations for its metal polish, will add announcements on WABC, New York, and WBEN, Buffalo, for 13 weeks starting July 10. Agency is Raymond Spector Co., New York.

WINNIPUB merchants are placing a one-hour participating program on CFAR, Flin Flon, Man., and CKCA, Kenora, Ont. The program is being handled by Tony Measure of the Winnipeg office of Stovin & Wright Ltd. station representatives.

COCILANA Inc., Brooklyn (candy), to Al Paul Lefton Co., New York. Radio and newspaper will be used this fall and winter. Radio plans as yet unsettled.

MENTHOLATUM Co., Buffalo, N. Y. (proprietary), to J. Walter Thomson Co., New York, effective September 1. Some spot radio will be used.

GROCERY STORES Co., Libertyville, III., to Joseph Jacobs Market Organization as merchandising and advertising counsel in the Jewish field. Plans have been made for Jewish radio and newspaper advertising to start in September.


AVALON LANE Co., New York (Lashgro eyelash beautifier; the Vita Man vitamins; Nature Seed Co. medicines; Power Publications), to S. Diener Levy, Inc., New York. Newspapers and magazines will be used. No radio plans at present.


Answer: 1. Down—BONDS 2. Across—BOMBS or need we tell you!

SINCE 1921... THE VOICE OF TOLEDO

Represented Nationally by KATZ Agency

BROADCASTING • Broadcast Advertising

July 13, 1942 • Page 47
It Happened

TEN YEARS AGO THIS MONTH

From the 1932 files of Broadcasting

WIDESPREAD controversy has been provoked in broadcasting and sports circles by the decision of the Eastern Intercolligate Assn., to prohibit the broadcasting of football games under its jurisdiction. This followed a ruling by the New York State Athletic Commission restricting the reporting of boxing and wrestling bouts to sports writers, referees or judges, rather than to the sports announcers selected by the networks or stations. The radio censorship on play by play in New York was established July 5 following the Commission's disagreement with the descriptions of the Schmecky fight for NBC by Graham McNamara and Charles Francis (Boocher) Coe.

A BILL which would require all stations to set aside not less than 5% of their time for educational programming prescribed by qualified authorities, and which would appropriate $100,000 annually for four years to be used in Federal-State promotion of education by radio or "wired radio", has been introduced by Senator Metcalf (R-I).

TWENTY-FOUR stations have been lined up to carry the addresses of the Rev. Charles E. Coughlin, Detroit radio priest, for a period of 27 weeks beginning Oct. 16 and continuing until April 18, 1933, with Grace & Holliday, Detroit agency, handling what will be known as The Golden Hour. Full rates for the special network will be paid to AT&T and to each radio station.

LOUIS G. CALDWELL, former general counsel of the Radio Commission, will attend the International Radio Telegraph Conference at Madrid, beginning Sept. 3, as chairman of the NAB committee on international relations. He sailed on the S.S. Bremen July 27 to attend the International Congress of Cooperative Law at The Hague before proceeding to Madrid.

FLATLY rejecting the proposal of NAB that copyright license fees be increased by about 25% to $1,250,000 for 1933 and 1934, ASCAP has announced that individual stations for a percentage basis, effective Sept. 1.

MAJ. GEN. CHARLES McK. SALTZMAN has resigned as chairman of the Radio Commission, effective July 19.

EFFECTIVE July 1, a salary cut of $1,000 was ordered for all officers and regular employees of NBC following a similar cut by RCA and a policy of rethorship that led NBC to curtail its staff in May. CBS previously ordered a 15% pay cut, also reducing its staff.

MARTIN CAMPBELL, formerly assistant director of WHAS, Louisville, has been named general manager of WFFA, Dallas, and is now masterminding his staff.

LEWIS ALLEN WEISS, for the past two years manager of the Don Lee Broadcasting System, with headquarters at KJH, Los Angeles, has resigned to become vice-president of WSR, Detroit. His successor is Leo B. Tyson, former advertising director of KJH.

DON LEE, head of the CBS-Don Lee System, entertained the newlyweds, Mr. and Mrs. William S. Paley, aboard his yacht Melody in a cruise in southern California just before Mr. Paley returned to New York to resume his duties as president of CBS.

EMORY H. LEE, former assistant radio traffic manager for the foot-and-mouth disease of Commerce in New York, has been transferred to Detroit as radio supervisor, succeeding S. W. Edwards, who has left the service.

WILLIAM H. WAX has been named manager of WBOO, Tulsa, succeeding H. A. Hutchinson, resigned.
Mills’ New Plans Soon to be Known
Ex-ASCAP Official Expected To Remain in Music

E. CLAUDE MILLS, who retired as chairman of the administrative committee of ASCAP July 1, shortly will announce a “new connection,” probably in the music performing rights field.

Mr. Mills, whose activities in the radio music field go back almost to the onset of radio, was instrumental in working out both the 1932 and 1935 performing rights contracts with broadcasters. He was at loggerheads with his own board, however, in the handling of the 1940 negotiations, which resulted in the rupture of industry-ASCAP relations.

“The discontinuance of my service with ASCAP is under circumstances entirely agreeable to all concerned,” Mr. Mills told Broadcasting last Wednesday. “I would not pretend that it wasn’t a wrench to dissociate myself from an enterprise in which I have had such a deep interest.

At Odds With Board

“But under existing circumstances, it being perfectly clear that during the past few years ASCAP’s board of directors and myself have been completely at odds as to policy and strategy, it is much better for ASCAP and much better for Mills that the association terminate.”

In 1919, when the composer, Victor Herbert and the late Nathan Burkan, attorney, were getting ASCAP under way, Mr. Mills joined the organization as general manager. He left in 1929 as chairman of its Administrative Committee, to become the president of Radio Music Co., a subsidiary of NBC. This venture failed and Mr. Mills returned to ASCAP in March, 1932, as general manager. In 1937 he again became chairman of the Administrative Committee, when John G. Paine, at the time general manager and trustee of Music Publishers Protective Assn., became the ASCAP general manager.

Mr. Mills follows Gene Buck, former ASCAP president, in retiring from the Society. Mr. Buck was succeeded by Deems Taylor, but was retained as a consultant for a 15-year period at $25,000 per year. Mr. Mills, while he left ASCAP as of July 1, was voted one year’s salary of $35,000.

BEHIND THE SCENES of Command Performance, transcribed series being shortwaved to U. S. armed forces overseas, are these Hollywood executives gathered for a discussion of production and technical problems. They are (l to r): Robert Schutz, manager of NBC’s Hollywood recording division; Glenn Wheaton, writer; Maurice Holland, producer; and Robert Colson, assistant chief of the radio branch, Army Bureau of Public Relations.

RCA Achieves Savings In Tube Packing Method

RCA MFG. Co., Camden, N. J., has developed a new principle of packing radio tubes which is saving RCA some 120 tons of packing material a year, as well as enabling the company to ship twice as many tubes in a boxcar or truck.

Developed by Charles I. Elliott, RCA tube-packing engineer, under direction of L. E. Mitchell, manager of the industrial engineering department, the new packing principle offers greater protection from breakage, a lessened cost for all transportation cases, reduction in the fire hazard and a saving of some 30,000 additional hours of time required for testing the tubes.

RCA has granted patent rights to other tube manufacturers.

RETURNING to the air for the first time since Pearl Harbor, Hawaiian Calls, a program of native melodies by the islanders, is again heard on MBS Saturday, 6:30-7 p.m., via shortwave from Hawaii.

IN CHICAGO—IT’S W-G-N

In Chicago, the spot time buyer has a choice among five 50,000 watt stations as well as numerous others of smaller power.

Among these five 50,000 watt stations, W-G-N has become the predominant choice of these spot time buyers.

W-G-N not only carries more local and national spot time than any two other major Chicago stations, but comes within a negligible percentage of carrying more than the four other 50,000 watt stations combined.

REGINALD LEONARD, war correspondent of the Melbourne Herald, Australia, will be heard on WBNX, New York, in a series of transcribed talks presented by the Australian News and Information Bureau. Leonard made the transcriptions while in New York on his way back to Australia from London.

A Clear Channel Station

50,000 Watts 720 Kilocycles

MUTUAL BROADCASTING SYSTEM

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

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

BROADCASTING  •  Broadcast Advertising

July 13, 1942  •  Page 49
WGN, New York
World Globe Enterprises, Chicago, 7, 6 weeks, thru United Adv., Chicago.

United Institute of Aeronautics, New York, 7, 6 weeks, thru J. R. Johnson, New York.

Admiral Laboratories, Harrison, N. J., 5, 6 weeks, thru J. J. Smith, New York.

Young Yeo Co., Atlanta, 5, 6 weeks, thru Ruthrauff & Ryan, N. Y.

Starkweather, Foltz & Dietz (West Rodeo), 7, 6 weeks, thru, distributed.


Ex-Lax Inc., Brooklyn, 10, weekly, thru Joseph Kase, Baltimore.


H. Williams Co., New York (Royal Scarlet Food products), 3, 6 weeks, thru Richards & Co., N. Y.


Kleenex, Lever Bros., Cambridge, Mass., (Lifebuoy), 10, 3 weeks, thru Ruthrauff & Ryan, N. Y.

WBBM, Chicago

Johnson & Johnson, New York (Band-Aid) 3, 6 weeks, thru Young & Robinson, N. Y.

Lever Bros., Cambridge (Lifebuoy), 6, thru Young & Robinson, N. Y.

WMAQ, Chicago
Johnson & Johnson, New Brunswick (Band-Aid) 6, thru Young & Robinson, N. Y.

Lever Bros., Cambridge (Lifebuoy) 6, thru Young & Robinson, N. Y.

KHJ, Los Angeles
Coast Federal Savings & Loan Assn, Los Angeles, 10, thru Robert F. Dennis, In., Los Angeles.


WMAL, Washington
Norwich Pharmaceutical Co., Norwich, Conn. (Reptio Bismo), a weekly, thru Lawrence Gamble, N. Y.

KFBK, Sacramento, Cal.
Owens Illinois Pacific Coast Co., San Francisco (glass), weekly, thru.

CJCL, Kirkland Lake, Ont.
Canadian National Carbon Co., Toronto (Tenderite batteries) 50, thru, Locke, Johnson & Brown, N. Y.

WMCA, New York
Terminal Barber Shops, New York, 2 weekly, 13 weeks, thru Moxon, N. Y.

WOR, New York
Old County Trotting Assn., Minneola, N. Y. 5, thru, thru H. B. Ricket, N. Y.

Ward Baking Co., New York (Tip Top Bread), 7 weeks, thru, thru W. Thompson Co., N. Y.


Kraft Cheese Co., Chicago, 3 weekly, thru, thru W. Thompson Co., N. Y.


KRO, San Francisco
Amstrad & Ford, Co., New York, (Billboard) 7, thru, thru T. D. Ryan, N. Y.

KRC, San Francisco
O'Connell-Moffatt, San Francisco (department store), thru, thru Ruthrauff & Ryan, San Francisco.

KVC, San Francisco


WINS, New York
Pepsi-Cola Co., New York, 100, thru, thru Newell-Emmett Co., N. Y.

WNEW, New York

Admiral Laboratories, Harrison, N. J., thru, thru Whitelock, New York.

Young Yeo Co., Atlanta, 6, thru, thru, thru Ruthrauff & Ryan, N. Y.

WABC, Chicago

R. C. Williams & Co., New York (Royal Scarlet Food Products), 3, weekly, thru, thru W. & R. Co., N. Y.

KPRC, San Francisco
O'Connell-Moffatt, San Francisco (department store) 10, thru, thru, thru Ruthrauff & Ryan, San Francisco.

KIPR, San Francisco
Lanier United Bakers, San Francisco (Macom ont Bread) thru, thru, thru, thru, thru W. & R. Co., San Francisco.

KZF, San Francisco

KNOX, San Francisco

KJFK, San Francisco

KUNA, San Francisco

KFBK, Sacramento, thru, thru, thru, thru, thru W & R. Co., San Francisco.

KFBK, Sacramento, thru, thru, thru, thru, thru W & R. Co., San Francisco.

WFB, San Francisco


WHKC, San Francisco

KFSO, San Francisco
Fashion Revival Hour, Los Angeles (religious) thru, thru, thru, thru, thru W. & R. Co., San Francisco.

KWMR, San Francisco

WOR, New York
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KIPR, San Francisco

KZF, San Francisco

KNOX, San Francisco

KJFK, San Francisco

KUNA, San Francisco

KFBK, Sacramento, thru, thru, thru, thru, thru W & R. Co., San Francisco.

QUEENS MIDTOWN TUNNEL, New York, last week started a seven-week campaign of one-minute announcements and ten-minute "guide spots" on six New York stations, and plans to add more local stations later in July. Theme of the campaign revolves around the short route to Long Island via the tunnel, and stresses conservation of gas. Stations are WNEW and WOR, TO WINW WVO, Agency is Grey Adv. Agency, New York.

ADMIRATION LABS., Harrison, N. J., is using 25 transcribed announcements a week on WHN, New York, and on WNEW, New York, in a test campaign for Admiration shampoo. Agency is Charles Diller, Inc., Southwick.

BARBARA ANN BAKING CO., Los Angeles, on July 7 started a weekly half-hour quiz titled "Pay Day Quiz" on Don Lee and Ernest Kelly, Southern California stations (KHJ, KFAX), Tuesday, 8-8:30 p.m. (PWT). Contract is for 52 weeks. Featuring Stu Swanson, as m.c., program originates from stage of the Paramount Theatre, in downtown Los Angeles, with contestants picked from the audience. Sponsor Adv. Service, Los Angeles, has the account.

LADY ESTHETTE LTD., Toronto (cosmetics), has started a half-hour weekly musical program on CFTV, Toronto. Account was obtained by Pedlar & Ryan, Inc., New York.

S. P. LAWSON & Co., Ltd., London, Ont. (Snowflake Ammonia), has resumed for the summer and fall season its weekly program "Name It" on a number of Canadian stations. Account was placed by Norris-Patterson Ltd., Toronto.

I. MAGNIN & CO., San Francisco store for women, on Oct. 9 will start Opera Curtain Time, a series of backstage interviews with opera personalities, during the San Francisco opera season, over KYA, San Francisco. Al Zitee will produce and Clarence LeRoux will do the interviewing.

HARTZ MOUNTAIN PRODUCTS, Chicago (bird seed) on June 28 started Canary Overview, a quarter-hour weekly program, for 13 weeks, on KFWB, San Francisco. Agency is George H. Hartman Adv., Chicago.

CHLORINE SOLUTIONS Inc., Los Angeles (Hypro), in a four-week campaign starting July 20, will use daily spot announcements and participation programs on three San Diego, stations—KPSF KGB KFM1. Barton A. Stebbins Adv. Agency, Los Angeles, has the account.

SEASIDE OIL Co., Santa Barbara, Calif. (petroleum products), in a local distributors tie-in, is currently using station break announcements before and after the twice weekly quarter hour newscast, "Clete Roberts Reports," on 12 Blue Pacific Coast and Arizona stations, Tuesday, Thursday, 5:30:5:45 p.m. Spot campaign supplements the twice-weekly quarter hour "Seaside News" on the same list of Blue stations, Mon., Wed., Fri., 5:30-5:45 p.m. McCarty Co., Los Angeles, has the account.

MCKESSION & ROBBINS, Bridgeport, Conn., is now promoting its new product Rexel instead of Calex on the three-weekly Dick Joy and the New sponsored since March 2 on five CBS Pacific stations. Agency is J. D. Trencher & Co., New York.

CALIFORNIA PYCO Co., Los Angeles (Fiego, coffee substitute), in a 13-week Southern California campaign ending Oct. 5 is sponsoring two and four spot announcements per week on KHJ and KECA, respectively. Agency is Culbeth Sudler Co., Los Angeles.

CALIFORNIA FEDERAL SAVINGS & Loan Assn., Los Angeles (investments), in a five-week campaign ending July 15, is using a total of 400 transcribed one-minute announcements in five stations on KECA, KFAC, KEGER, KGMC KFMB, Elwood J. Robinson Adv. Agency, Los Angeles, has the account.

DMAA Convention Off
CANCELLATION of the 25th annual convention of the Direct Mail Advertising Assn. was announced July 2 by the association's board of governors. The action was taken in compliance with the request of the Office of Defense Transportation that all organizations minimize such activities as to facilitate war transportation. Convention was to have been held in St. Louis, Oct. 8-10.

NOT ONLY GREATER BUT BETTER coverage of the entire Nashville market area is offered now through the new power and frequency of WSIX.

• Advertising buyers know that the new frequency—now 980 kc—is just as important as the step-up in power FROM 250 TO 5,000 WATTS

• For the time being, no change has been made in the old 250-watt rate. Obviously, here is a BUY in a key market area, over the right station, at a bargain rate.

SPOT SALES, INC.
20 E. 57th St., New York 360 N. Michigan Ave., Chicago
Market at Third St., San Francisco
Value of Manufactured Products

North Carolina

VALUE of MANUFACTURED PRODUCTS

\[
\begin{array}{cc}
\text{NORTH CAROLINA} & 1420.6 \\
(\text{MILLIONS}) & 536.5 \\
\text{AVERAGE OF NINE} & 536.5 \\
\text{OTHER SOUTHERN STATES} & (\text{MILLIONS})
\end{array}
\]

Source: Census of Manufactures, 1939

WPIF

With 50,000 Watts

In Raleigh is North Carolina's No. 1 Salesman

NBC - 680 K.C.

Free & Peters, Inc. National Representatives

Page 52 • July 13, 1942

Kate Signed Thru '44
GENERAL FOOD Corp., New York, has renewed its contract with Kate Smith through 1944. The songstress will resume her Friday evening programs on CBS Sept. 18 after a summer hiatus, and next season will promote Jell-O Products instead of Grape-Nuts. The star's noonday series on CBS for Swansdown Cake Flour and Calumet is continuing through the summer, with Miss Smith broadcasting from her summer home at Lake Placid, N. Y. Agency is Young & Rubicam, New York.

Hope Given Top Rating
In Latest Hooper Survey

Remaining programs listed in order of Hooper ratings are: Charlie McCarthy, Walter Winchell, Mr. District Attorney, Fannie Brice-Frank Morgan, Kay Kyser's Eddie Cantor, Music Hall, Rudy Vallee, Take It or Leave It, Fred Allen, Bandwagon.

Tommy Dorsey, who replaced Red Skelton for the summer, tops the list of programs measured by partial rather than full "national" interviewing coverage, with a rating of 20.9.

Henry Quits Rockefeller, Takes Farm War Position
JEROME J. HENRY, assistant director of the radio division of the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee), in mid-July will leave that post to take an administrative position in the Office of Agricultural War Relations under Secretary of Agriculture Claude Wickard. His successor as aide to Don Francisco, Rockefeller radio chief, and John W. G. Ogilvie, associate radio director, has not yet been chosen.

Mr. Henry, a 1929 U of Wisconsin graduate, started in radio with WHA, Madison, was a reporter with the Madison States Journal and from 1930 to 1934 was Frank Mullen's assistant in handling the NBC Farm & Home Hour out of Chicago. He first came to Washington to join the National Fertilizer Assn., succeeding to the job vacated by Roy C. Butcher when the latter became CBS Washington representative.

Longmire Joins NBC
CAREY LONGMIRE, formerly correspondent of The New York Herald Tribune, has joined NBC as commentator. Longmire started his journalistic career as telegraph editor of the Nevada State Journal, later joining the San Francisco News and Examiner. Five years ago he went to Europe, and was the first American correspondent to get into Spain after the Civil War was over. Longmire's assignment at NBC has not been announced.

WEMP Renounces All Trade Groups
Lanphier Cites Confusion And Asks for United Front
ON THE GROUND that the trade association situation in radio today is "very confusing to everyone concerned", C. J. Lanphier, manager of WEMP, Milwaukee, last week announced his resignation from all trade groups.

Letters were sent to Neville Miller, president of NAB; Eugene C. Pulliam, president of Network Affiliates Inc.; Harold A. Laflount, executive of NIB, and Arthur Simon, of the Foreign Language Broadcasters Wartime Control.

Mr. Lanphier said that with these various organizations "we are being pressed on all sides for contributions, conventions, meetings and what have you." He said he realized a trade association is of vital importance to every station and that this is especially true when "one finds himself in a united front with a well-organized and well-supported staff, but at the moment it looks like a very disheartening situation".

Eliminate Petty Quibbling
Mr. Lanphier said he was resigning from NAB and NIB and had no plans of joining other existing organizations, or any organization that may spring up "until the time when we can all get together, eliminate petty quibbling, and work for the interests of the American radio station, so that it may continue to serve the public interest, convenience and necessity with a minimum of interference from sources that neither understand nor appreciate our mutual problems."

Membership of the NAB last week stood at 514 active stations.

KSAL Time Donor
AS A patriotic gesture, C. R. Anthony Co., Salina, Kan., has purchased five one-minute spot announcements daily on KSAL and has donated the time to Uncle Sam in an attempt to attract listeners to Salina defense projects.

WANTED
MEN over 45
ENGINEERS
ANNOUNCERS
SALESMEN

By important Basic Station.
Good pay. Writing full particulars to experience and references.
All replies held confidential.
Box 638.

Broadcast Advertising • Broadcasting
In a promotional tie-up with Saks-Fifth Avenue, "NBC Reports to the Nation," a window display representing NBC's worldwide news service to listeners was arranged by the network to appeal to current wartime interest in maps. The display, now on tour in other city department store windows, centers on a large scale model of the RCA Bldg., and shows a world map with red flasher buttons to mark every NBC station. Flanked by portraits of NBC foreign correspondents, is a cut-out map of their home towns in America connected by ribbon links to their present foreign posts. The entire display, arranged by Ward Kuhn, NBC program promotion coordinator. * * *

Free Copies

As part of the promotion for a book written by Gerhard Schacher, news commentator of WIND, Chicago-Gary, titled He Wanted to Sleep in the Kremlin, the station has sent out to Chicago radio editors individually autographed copies of the book.

Running Bulletins

Running news sign above Katz Drug Store at 15th and Walnut Sts. is a promotion announced by WIB, Kansas City. The moving news bulletins are flashed across the board each weekday from 11 a.m. to 7 p.m. and are keyed directly from the WIB news bureau.

Brochures

WEMP, Milwaukee—Mailing piece entitled "Extra—WEMP Talks Result" citing WEMP's effectiveness listing its clients as proof.

BLUE Network—Latest piece entitled "Where Will Your Market Be After the War?" in which the BLUE asks the advertiser just that.


WIBH, Topeka—Tube shaped mailing piece simulating a fire cracker with a fuse that reveals a sales message when pulled.

BLUE Western Division—Aquadarine blue folder reviewing four months progress in coverage, programs, audience and effectiveness. Letter, signed by Don E. Gilman, BLUE Western division vice-president, accompanies the promotional pieces.

KFBI, Wichita—File folder of coverage maps, station data, etc.

NBC-Red—Large folder about campaign of WBZ, Boston, in announcing NBC affiliation.

KYW, Philadelphia—Red, white and black folder titled "Professional Secrets Revealed to Ambitious Advertisers".

Porter Joins Blue

Recently returned from European war zones, Ray Porter, former AP correspondent, has been added to the BLUE staff of news analysts and commentators, it was announced last week by Gy. W. (Johnny) Johnstone, BLUE director of news and special features. A native of Chicago and a graduate of the U of Iowa, Mr. Porter served AP in Europe from April, 1937 to November, 1941. He will be heard on the network Sundays from 12 noon to 12:15.

Smokes For Over There

DURING Canadian Army Week, June 29-July 5, the six stations of Northern Broadcasting Co., in Northern Ontario and Northern Quebec, vowed to gather 1,000,000 cigarettes for the Canadian troops overseas. Three half-hour Pug Fund programs daily went on the air, and a daily listing of results was given. Merchants represented in the programs offered 2% of their week's sales to buy cigarettes for overseas delivery to troops from Canada. The six stations participating were CKGB, Timmins, Ont.; CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CHEX, Peterborough, Ont.; CKRN, Rouyn, Que.; CKVD, Val d'Or, Que.

Latest Style Corsages

WAR STAMPS instead of the usual flowers are used in corsages being distributed to the trade by KV, Tulsa. The stamps are mounted on red, white and blue ribbons and an enclosed card reads, "This defense stamp corsage from Oklahoma's leading war-projects market."

Rank Identification

ALBUM to aid listeners in recognizing the rank and branch of service of the nation's fighting men is currently being distributed by KLZ, Denver. Albums are produced in color showing the insignia of all branches of the service.

Workers' Shuteye is the concern of WPAT, Paterson, N. J. To insure restful nights, the station is offering for display outside war workers' homes banners bearing the legend, "Quiet Please, War Worker." This sign is especially necessary, according to the station, for those workers who must sleep during the daytime. Displaying the sign is Mrs. Doris Toll, on 24-hour call for her job as teletype operator at the local Wright Aeronautical Corp. plant.

Broadcasting • Broadcast Advertising

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In Tribute to the Navy, MBS will inaugurate a series of weekly broadcasts featuring Tommy Dorsey's band. The programs will include salutes to various Navy units, citations to individual sailors for valor, and to war-production factories winning the "Navy E" pennant. Navy men will contribute messages and furnish entertainment. As yet unnamed, the program will conduct a contest among enlisted Navy men for the best title. Winner will receive a $100 War Bond from Tommy Dorsey. Scheduled to run for three years, it opens with a broadcast from WOL, Washington, July 13, from the Capitol Theatre. Subsequent programs will originate from different Mutual affiliates in the East and Mid-West.

COMMANDOS
ACTUAL RECORDS from the files of Great Britain's Commando force are the basis for a weekly adventure series to make its radio debut on CBS under the title Commandos. Four youths - two Americans, a Canadian and an Englishman - are the principal fictional characters of the documented programs, each of which will be complete in itself. At an advanced training camp for Commandos is the scene of the first broadcast July 18.

FREEDOM SERIES
BBC quarter-hour weekly programs entitled Liberty Programs were heard on WLIB, Brooklyn. Norway Fights Back was the title of the first of the series to be aired.

5000 WATTS
DAY & NIGHT

IN THE HEART OF A DEFENSE MARKET WHERE PURCHASING POWER IS UP!

WRLN
910 KC IN THE CENTER OF THE Dial
RICHMOND VIRGINIA
EDWARD PETRY & CO. INC. NATIONAL REPRESENTATIVES

Purely Programs

CBC OVERSEAS
NINE programs weekly are now scheduled on the Canadian Broadcasting Corp. network from Canadians on active service overseas. Since the First Canadian Division landed in England in December, members of the CBC overseas unit have been with the troops to record their thousand of greetings for those at home. The current summer programs are three on Sundays and six on Saturdays. On Sundays there are Greetings From The Beaver Club, at noon, and Troop Time and Canadian Calendar in the early evening; Saturday, starting at 1:15 p.m. and carrying through to 11 p.m. The series continues as the scene of the first broadcast July 18.

To Mr. Motorist
TO HELP the public understand the reason for the gasoline shortage in the East, and to show how those who use gasoline for pleasure driving, set back the nation's military and industrial war program, WOR, New York, presented a half-hour dramatization last week titled, Would You Like to Take a Walk? The program was written by Dorothea J. Lewis and directed by Frank Telford, both of the radio station.

Gardening Tips
VICTORY GARDENERS may seek advice on their agricultural problems from the "Vegetable Clinic", feature of the CBS weekly programs, Garden Tips. Listeners are invited to send their questions on vegetable growing to Cyrus R. Briggs, Dept. of Agriculture, New York, N. Y. as part of the Garden Gate broadcasts originating in Nashville.

Victory Dance
AS PART of a recent dance program being broadcast by WBLK, Clarksburg, W. Va., Announcer Mel Burke, who was m.c. on the occasion, related a story about two women placing circulating through the airwaves, one of the dance numbers. They danced for the benefit of the local war drive fund. Ideas to be used again at future dances.

Yodeling Ken
SERIES aimed at workingmen and farmers featuring Ken Houchens, The Yodel Drifter is now being offered by Sound Control Associates, Des Moines transcription and production firm.

Doughboy Jive
A REQUEST number program is being short-waved to American troops abroad six-times weekly under the title G. J. (Government Jukebox). The series is presented by IBM, the U. S. Servicemen's News, through the Office of War Information. The all-music program, which started July 6, brings soldiers and sailors stationed outside the continent a quarter-hour of recorded music sent home, including some disc previews with occasional special messages from the leaders themselves. Each day will be given over to tropical jazz music centered around a given subject such as "assembly lines", "sports", or "military" headquarters, announced by an Army private. U. S.心跳 overseas are invited to send in their requests for special numbers.

CBS SCHOOL SERIES
TO STRESS THE WAR DEFINITION of the war effort to make the world conflict more understandable to American's little people will be the aim of the 1942-43 session of the CBS School of the Air. The school of the air, starting Oct. 5, according to plans announced by Lyman Bryson, CBS educational director.

As in previous years, the Monday through Friday CBS series will be presented in cooperation with the National Education Association, with the aid of other major educational organizations. At least six broadcasts will be produced by and from the network's own production staff, and will also originate in Canada, and much material in the series will come from the 20 Latin American republics industries concerned with the project.

Work already has begun on the "Teacher's Manual", more than 25,000 copies of which are to be distributed free to teachers using the programs as classroom aids. Leon Levine, assistant CBS educational director, continues as producer of the School of the Air.

Mr. Bryson revealed that the cooperation of the War and Navy Departments, the OWI and other federal agencies is to be enlisted in preparing the "This Living World" series of the School. Frank Ernest Hill, noted educator, is to write the scripts for the show and act as annotator, and government officials and public leaders will be guests on the programs.

All programs on both the Thursday literature and Monday science series will be broadcast this fall on the CBS, while the network also will pick up several special programs in the series, according to R. S. Lantbert, CBS education adviser. A Canadian edition of the "Teacher's Manual", produced by CBS, will be printed, and the CBC is including data on the School in its own "Teacher's Manual" of educational programs.

Suit Dismissed
U. S. DISTRICT COURT for the Southern District of New York last week dismissed an infringement suit brought against him by J. B. A. Stoske. He has brought similar suits against ASCAP and its members in the past. Justice Hugo Black, dismissing the action, awarded $500 to WMJ for counsel fees assumed in its defense of the suit.
Red Cross Is Out

AFFECTING advertisers using Red Cross and Geneva Cross emblems on either their packaging or advertising, the House Committee on Foreign Affairs last Tuesday unanimously approved a bill to stop further use for commercial purposes. Under the bill (H.R. 7337), proposed by Rep. Bloom (D-N.Y.) use of either insignia would cease July 1, 1944, provided the user had been authorized prior to enactment of the bill. However, in retail sales, the emblems may be used until July 1, 1947. The bill also excludes use of either cross in charitable endeavors, except of course, in use by the American Red Cross organization. The bill is expected to reach the House floor early next week.

Marks Joins WOAI

GEORGE LEE MARKS, prominent in radio production for the last ten years and author of some of the Uncle Walter’s Dog House scripts, has been named production manager of WOAI, San Antonio. As writer and producer for the Chicago Mummer’s Theatre, Mr. Marks was actively engaged in the Chicago premiere of the famous stage play “Yellow Jack” and in the production of Broadway plays. For radio he has written, produced and developed program ideas for WMAQ Chicago, KROW, Oakland; WYK, Oklahoma City. He left the latter station to join WOAI.

Ford for McAndrews

FRANK E. FORD, for more than two years assistant advertising manager of Pennzoil Co., Los Angeles (petroleum products), has been appointed NBC Western Division sales promotion manager. He succeeds Robert J. McAndrews, who resigned that post several weeks ago to join the Army Air Force as second lieutenant. Mr. Ford is well known in West Coast advertising. He was for two years Los Angeles branch sales promotion manager of Foster & Kleiser Co., before joining the petroleum corporation. Prior to that for four years he headed the field service office of McCann-Erickson Inc.

CAB Petitions (Continued from page 18)

competition, the privately-owned stations. This applied to commercial as well as non-commercial regulations.

With reference to changes in network regulations, the CAB urged “that this committee recommend that two or more private stations be permitted to link up for specific programs without hindrance, and that the line charges in the case of sustaining, non-profit-making programs be not more than the actual CBC cost thereof; in the case of commercial programs, CBC cost plus a reasonable supervision fee not exceeding 25 per cent. This would greatly encourage the development of Canadian radio talent and of distinctive Canadian programs.”

CBC Power Freeze Opposed

Referring to the power situation Mr. Bannerman stated in the CAB brief that “whatever the future may be for individual stations in Canada, the CAB is of the opinion that the CBC policy of freezing any increase in power for the private stations to 1,000 watts in the face of the Havana Treaty is rapidly placing Canadian broadcasting, so far as power is concerned, in a very secondary position.”

He also reviewed the latest CAB presentation to the CBC board of governors at their April meeting in which the CAB asked for revision of regulations governing transcribed shows during evening hours, ban on price mention be lifted, commercial sponsorship of news be allowed, ban on sustaining and sponsored commentators from the United States be lifted, and use of duplicate stations for commercial programs in metropolitan areas of three or more stations be allowed. He pointed out that only the regulations on transcribed evening shows were revised, and that the privately-owned stations are not satisfied with this “extremely cautious dealing with requests” of the private stations by the CBC board.

The brief referred to the amicable relations between the CAB and the CBC personnel, and pointed out on a number of occasions that the private stations “are continuously endeavoring to build up their service and usefulness to their communities.”

New Station in Canada

CHIOV, Pembroke, Ont., expects to go on the air about July 15. The station is located near one of Canada’s largest army camps on the Ottawa River. E.G. Archibald, formerly with Northern Broadcasting Co., Timmins, Ont., is managing director.

MORE than 400 stations have requested that ASCAP supply them regularly with the continuity service recently started by the Society as a free service to its licensees, according to Robert L. Murray, public relations director of ASCAP and creator of the plan.

WMAQ is the station most Chicagoans listen to most.

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

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

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

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

And as a consequence, it is the best vehicle for your sales message in the Nation’s second market.
Radio's Place in OWI Structure

(Continued from page 11)

ally the same staff he had at OFF. Mr. Kane was one of the top men in the former OFF.

In addition, Mr. MacLeish will have in his staff six deputies for departmental liaisons—men who will contact the Government's department heads on matters of domestic news policy and who also communicate from OFF. They are: A.B. Fel- per, former Yale professor; James Allen, former information director of the Securities & Exchange Commission and the Deputy of Finance; and recently Hollywood representative for Lowell Mellett's motion picture branch of OGR; Arthur Swan, former chief of information for the International Labor Office, Geneva; Reginald C. Foster, of Boston; Frank P. Shepard, former vice-president of the Bankers Trust Co., New York; Robert Huse, former executive officer of OFF.

Radio Bureau Setup

Immediately following the announcements of the new setup, Mr. Lewis announced that his Radio Bureau will be divided into five divisions under his direction as chief and under Douglas Merserey as deputy chief. These divisions will be the Allocation Campaigns Division, Government Liaison Division, Radio Industry Liaison Division, Editorial Division, Production Division.

Said Mr. Morris, formerly with Compton Adv. Agency, New York, and recently serving as advertising liaison for the Radio Division of OFF, will head the Allocation Campaigns Division and will be in charge of all phases and operations of the various campaigns to enlist the industry in the war effort. In addition to the network and broadcast allocations plan already in effect, the Radio Bureau of OWI will shortly announce two additional allocations plans developed by OWI in conjunction with representatives of the radio industry.

The Government Liaison Division will be headed by Philip H. Cohen, who will contact departments of Government having radio divisions for the purpose of aiding in the development of their various radio plans.

Prepare Broadcasts

The Editorial Division will be in charge of Schonfeld, formerly chief of the Radio Section of OEM under Mr. Horton, and he will head the staff of writers who will prepare radio scripts and radio announcements issued by OWI. It is expected that OWI henceforth will prepare actual material for broadcasts, especially for stations which do not have adequate staffs to write their own announcements and continuities under the old OFF allocations plan. The heads of the Production Division and the Industry Liaison Division have not been selected, but it is understood that several station and agency men have been contacted and it is expected that an announcement of appointments will be made within the next two weeks.

The Radio Bureau of OWI will continue to serve the War Production Board, Office of Price Administration, Office of Defense Transportation and War Manpower Commission as a programming, purchasing, and production capacity, and will review policy and clear time for all other Federal agencies.

Davis Is Frank

In his first press conference last Friday, Mr. Davis answered inquiries of some 250 newspaper and radio correspondents—nearly half of the Washington news corps—without candor and made a wholly agreeable impression upon his former colleagues. He replied frankly to questions relating to the current saboteur trial in Washington, from which newsmen have been barred and from which practically no news has been given out by order of the military tribunal.

Mr. Davis has been at odds with the military men over the publicity methods of the trial, and indicated that he still thinks some phases of the trial could be reported but that he had met objections to the continuation of the trial by the perils of national security. The newspapers during the last weeks have been replete with reports of an inquiry relating to Mr. Davis and the military over the handling of the trial's news.

Mr. Davis asserted he saw no reason for holding back any news as long as no information of value to the enemy is disclosed.

Statement by Davis

In issuing his regulations No. 1, which states in a general way the functions of all departments and agencies, including OWI, in handling Government information relating to the war, Mr. Davis asserted:

"It is unlikely that this first order will meet satisfactorily all of the varying situations that may arise in different departments and agencies. Accordingly, we hope to develop, and improve as necessary, working arrangements that will meet their specific problems and needs. I hope these may be worked out through contacts between representatives of this office and of the departments or agencies severally.

"This is a people's war, and to win it the people should know as much about it as they can. This Office will do its best to tell the truth and nothing but the truth, both at home and abroad. Military information that would aid the enemy must be withheld; but within limitation we shall try to give the people a clear, complete and accurate picture.

"The Office of War Information will not, and does not want to, curtail the open-door policy that has always prevailed in the dealings of the government with press and radio and other news media. It is our hope, however, that we can put an end to conflicting statements which confuse the public mind. This can be done, I believe, by giving the complete truth to the public as rapidly as possible, and by endeavoring to establish procedures which may enable different agencies to reach an agreement before a given issue comes to the state of publication.

Decentralization Aspect

"Executive Order 9182 and the accompanying regulations provide a high degree of decentralization. Information functions are central- ized, but they bear significantly on the war effort or war policies; or when the information, to be accurate and authoritative, must be cleared with several agencies of government.

"Headquarters of OWI are being established in the Social Security Building."
Reggie Schuebel Leaves Biow Post

Tibbals Also Leaves; Prokter To Assist Vick Knight

REGENCY SCHUEBEL, radio di-
rector of the Biow Co., New York, and
connected with the agency's radio
department for the past 11
years, resigned July 6. At the same
time Walter A. Tibbals, a time
buyer and program producer at
Biow, left the company. Neither he
nor Miss Schuebel had announced
their future plans as Broadcasting
went to press last week.

Announcement of the two resig-
nations was made the week after
Vick Knight was appointed execu-
tive producer of radio programs
for Blow by Milton R. Blow, presi-
dent of the agency [Broadcasting,
June 29]. Mr. Knight will super-
vised production of the Blow pro-
grams, including the three Philip
Morris network programs, Ever-
sharp's 'Take It or Leave It Show',
and spot campaigns for Bulova
Watch Co. and Tootsie Rolls, as
well as handle talent arrangements.

Prokter Aids Knight

Assisting Mr. Knight will be
Bernard Prokter, timebuyer, who
will handle station relations and
contracts. Appointed as assistant
to Mr. Biow in a capacity some-
what similar to Miss Schuebel's
former position in the radio depart-
ment is Irving H. Mackenzie, for-
merly director of budgets and at
one time in the space buying and
media departments of the agency.
Mr. Mackenzie will direct matters
pertaining to policy.

Mr. Blow and Mr. Knight left
New York last week for Holly-
wood to check on a proposed pol-
icy of shifting some of the agency's
programs to the West Coast for
origination from there.

Keyes to Alley & Richards

LANGLEY C. KEYES, former vice-
president of H. B. Browning Inc.,
New York, and previously associated
with H. H. Macy & Co., New York,
has joined the Boston office of Alley
& Richards as account executive and
member of the creative staff. He was
anetime assistant dean of Harvard
College.

Statement on Reorganization of OWI;
Nine Branches and Bureaus Described

ORGANIZATIONAL setup of the
several branches and bureaus of
OWI was officially described in an
OWI statement last Friday as fol-
lows:

The Policy Development Branch
includes a staff of deputies who
are largely responsible for
programs between OWI and the policy-form-
ingen officials of Federal Depart-
ments and agencies, as well as be-
tween OWI and representatives of the
United Nations. These others
will serve as representatives of the
Director in adjusting inter-depart-
mental policy differences that
otherwise would spread confusion
and misunderstanding, and will
recommend general policies and
programs aimed at keeping
the public accurately informed on
all phases of the war effort.

Also attached to the Policy De-
velopment Branch is the Bureau
of Intelligence, (Mr. Kane) which
supervises the analysis and pro-
duction of OWI with cur-
cent knowledge as to the adequacy
or inadequacy of government war
information from the point of view
of the public itself.

The Domestic Operations Branch
will handle the coordination and
dissemination of war information
in the United States through all
channels of communication. The
Branch is divided into the follow-
ing Bureaus:

The News Bureau (Mr. Horton),
which will function along the gen-
eral lines of a city news room.

The Radio Bureau (Mr. Lewis),
which will serve as the central
point of contact between the radio
industry and all agencies of the
government in matters pertaining
to the dissemination of war in-
formation by radio.

The Bureau of Publications &
Graphics (Mr. Fleming), which
will coordinate or prepare and issue
government pamphlets, posters,
and other graphics pertaining to
the war, and manage the distribu-
tion of these materials.

The Bureau of Motion Pictures
(Mr. Mellett), which will coordi-
nate the production and distribu-
tion of government-made movies
and will handle relationships with
the movie industry in connection
with pictures bearing on the war.

The Public Inquiries Bureau
(Miss Blackburn), which will pro-
vide a factual information service
for the public and other govern-
ment agencies, both at the Informa-
tion service for the public and
other government agencies, both
at the Information Center in Wash-
ington and in the field. This
was formerly one of the functions
of the United States Information
Service, Office of Government
Reports.

Reduced Appropriations

The former OGR field organiza-
tion is being realigned to come
within reduced appropriations.
There will no longer be State Di-
rectors, or State offices as such.

Of the former 60 field offices in 44
States, 29 are being discontinued;
31 will be retained in selected cities
in 29 States to answer direct in-
quiries regarding the government
and to facilitate public contact with
the government agencies.

Field offices of the OWI Public
Inquiries Bureau will be staffed
wherever possible by former OGR
employees who know the govern-
ment thoroughly and can therefore
be helpful to persons seeking in-
formation.

Bureau of Special Operations
(Mr. Hamblet, Acting in Charge),
which will include special foreign
language services within the Unit-
ed States, and liaison with the
advertising industry and with numer-
ous organized groups that want
comprehensive information about
the war effort.

The Overseas Operations Branch
will handle all official information
disseminated outside of the con-
tinental limits of the United States,
(except to South and Central
America). The organization (un-
der Mr. Sherwood) is about as it

America.
365,000 people make the Youngstown metropoli-
tan district the third largest in Ohio.

WFMJ

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

Headley-Reed Co.
National Representatives

OVW Order

(Continued from page 11)

and agency to the Director of War In-
formation not later than August 15, 1943.
(c) Each Department and agency shall designate a representative with
authority to cooperate with the Office
of War Information in expediting the handling of those classes of war infor-
mation requiring central clearance, as
enumerated in succeeding sections of
this regulation.

3. News

(a) General. News releases relating
significantly to the war effort or deal-
ing with activities bearing upon the
authorized work of the initiating agency
shall, when possible, be pre-
pared by the appropriate Federal De-
partment or agency for clearance and
issue for central clearance, to the
Office of War Information. The Chief
of the News Bureau will be responsible for determining which papers, they
shall prepare for central clearance.
Announcements, statements, material
for radio news and newsmagazines, news
pictures, and other material
which have the same purpose as a news
release shall be handled in the same
manner as news releases.

(b) Information Involving the
Armed Forces. The Office of War
Information will cooperate with the
War and Navy Departments in
forwarding the fullest possible dis-
semination of information involv-
ing military and naval actions. Whether
specific military information
would be of aid to the enemy will be determined by the
Chief, U.S. Navy Department, after consulta-
tion with the Director of War
Information.

4. Addresses

In accordance with directives here-
fore issued by the President, all
addresses by the heads of Federal De-
partments and agencies and by other
policy-forming officials will be cleared by
the originating agency, with the
Chief of the Bureau of Publications
and Graphics, and the Office of War
Information. The Chief of the Bureau
will consult with the appropriate policy
officials of OWI and with other gov-
ernmental agencies in handling such
clearances.

5. Publications

Most bulletins relate exclusively to
the work of a single agency and do
not impart war information in such
ways they will therefore continue to be
prepared and published by the initiating
Department or agency, without clear-
ance. Publications relating significantly
to the war effort, or to activities broader
than the authorized work of the
initiating agency, should be cleared with the
Chief of the Bureau of Publications and
Graphics, who will be responsible for consulting the appro-
priate Federal officials in reaching
decisions.

6. Radio

Because radio time is limited, the
Office of War Information will review
and approve all proposed radio programs
sponsored by Federal Departments and
agencies (whether they directly bear
upon war) on the basis of their utility to the
war effort. This will be done as the central
point of clearance and contact for the
broadcasting industry in its relation-
ship with Federal Departments and
agencies concerning such government
programs. Whether a Department and agency
desiring to disseminate informa-
tion by radio, will make necessary arrangements through the
Chief of the Radio Bureau, Office of War
Information; the Chief of Bureau will be
responsible for clearance by the Office of
War Information. The appropriate policy
officials and subject
matter authorities in the agencies
will be responsible for arranging final
clearance of such programs.

7. Motion Pictures

The Chief of the Bureau of Motion Pictures, Office of War Information,
will serve as the central point of con-
tact between the motion picture indus-
try and Federal officials to the end
that the motion picture industry, both
theatrical and non-theatrical, may
make the maximum contribution to the
American public's understanding of
war. All such material will be cleared by the
Office of War Information, either for the
war effort or for other purposes, and will
be kept under the central control of the
Chief of Bureau. All material prepared by
Federal agencies for the individual stations
or regional or national networks shall be
reviewed and cleared by the most
convenient OWI field information office.

8. Posters and Other Graphics

To reduce costs, the Office of War
Information will furnish a central graphics service; proposed posters and
related graphic materials, not involved
in the war effort shall be cleared with the
Chief of the Bureau of Publica-
tions and Graphics, who will be
responsible for determining which
material shall be produced and issued by
the nearest OWI field office.

9. Advertising

To avoid conflict and confusion, the
Advertising Division of the Bureau of
Special Services, OWI, will handle pub-
lic relations and advertising for the
war effort. A central war information
office will be established to serve all
agencies desiring to cooperate in war efforts in the field.

10. Foreign Language Services

To reduce the cost involved when
several Departments and agencies ar-
range for the translation of news,
features, and other materials for use
in foreign languages, the central
War Information office will be
authorized to maintain a war information
office in foreign countries. The
Chief of the Office of War Information,
will serve as the central point of con-
tact between the Central Office of War
Information and the Central
Office of War Information in foreign
countries, and will issue press releases, broadcast
advertisements, or supply
translations of materials
required for use in
foreign languages.

11. Comprehensive War Information

As contrasted to the specialized re-
leases and information programs of the
several Departments and agencies, the
Office of War Information will prepare
and publish comprehensive war
information.

(a) The office will prepare and issue
press releases, radio programs, publi-
cations, posters, motion pictures, and
related materials which deal with
subjects broader than the activities of a
single agency, and shall have access to
total information as may be neces-
sary to carry out this task.

(b) The Office of War Information
will be responsible for maintaining
the assistance of as many Departments
and agencies as possible, and will use
all available means. The Office of War
Information will assign to Federal
agencies the responsibility for preparing for OWI mate-
rials needed for comprehensive
information programs.

12. Information in the Field

The News Bureau of the Office of
War Information will maintain a
reinforced network of field offices at
centers of greatest war activity and of
concentrated news-dissemination fac-
ilities. OWI field offices will be
located as the central point of clearance and contact for
the broadcasting industry in its relation-
ship with Federal Departments and
agencies concerning such government
programs. Whether a Department and agency
desiring to disseminate informa-
tion by radio, will make necessary arrangements through the
Chief of the Radio Bureau, Office of War
Information; the Chief of Bureau will be
responsible for clearance by the Office of
War Information. The appropriate policy
officials and subject
matter authorities in the agencies
will be responsible for arranging final
clearance of such programs.

In view of the important role of
field offices in disseminating war informa-
tion, it is essential that they shall be "truth-
fully informed about the common war efforts of the Office of War Information
and the Departments and agencies shall cooperate in insuring that in-
formational work is in competent, ex-
perienced hands. As required by Ex-
ecutive Order 9812, the Director of
War Information, after consultation with the appropriate Departments or
agencies, will direct the discontinu-
ance of the activities of persons per-
forming unnecessary information work.

15. OWI-OCO Cooperation

To meet the requests of discussion groups throughout the United States
for facts on all phases of the war ef-
fort, the OWI field offices will cooperate with the Office of Co-
ويل Defense in aiding such local
discussion groups on a special
basis of pamphlets and related materials on
the war effort.

To meet the distinctive distinctions made in this
regulation between information issued
directly by the several Departments and
agencies and that issued by the Office of
War Information, the appropriate media bureaus will be authorized to clear
requests for dissemination by
the nearest OWI field office.

The 15 office requests, prepared by the
agency in the field for individual stations

TANKS RANK with L. Lloyd An-
derson, former announcer of KMRF in
St. Louis, Ky. It’s a bit just won himself a promo-
the to a first lieutenant in the tank corps at Ft. Knox, Ky.

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BROADCASTING • Broadcast Advertising
**NBC Body Talks War Cooperation**

Group Considering Shortage Of Men and Materials

**THIRD MEETING** this year of the Planning and Advisory Committee of NBC was held last week in New York, with the seven chairman of regional committees representing NBC affiliates meeting with NBC executives to discuss cooperation of the network and its affiliates in America’s war effort.

Two of the principal questions discussed concerned how radio’s participation in the war effort might be furthered, and what methods were best in meeting the acute shortage of men and materials facing the network as the war continues. A summary was presented to the regional chairmen of NBC’s war effort since Dec. 7, 1941, during which it was pointed out the network had devoted over 197 hours to war programs and messages.

**Regional Chairmen**

The seven chairmen present were: Harry Stone, WSM, Nashville; Paul W. Morency, WTIC, Hartford; Jean D. Swouse, WLW, Cincinnati; Stanley Hubbard, KSTP, St. Paul; O. L. Taylor, KGNC, Amarillo; Ed Yocum, KGL, Billings; Arden X. Pangborn, KGW, Portland, Ore.

NBC executives attending the morning and afternoon sessions in Radio City included Niles Trammell, president; William S. Hedges, vice-president in charge of stations; A. L. Ashby, vice-president; Harry Kopf, vice-president in charge of the Central Division; O. B. Hanson, vice-president and chief engineer; Roy C. Witner, vice-president in charge of sales; Clarence Menser, program manager; Sheldon Hickox Jr., manager of station relations; Charles Brown, sales promotion manager.

**Run and Maple Extends**

**RUM & MAPLE Tobacco Corp., New York,** is extending a test campaign launched April 6 on stations in six states. Samples of R & M tobacco and Three Squires Type Mixture are offered listeners in one-minute, on-air announcements, currently aired on 45 stations in 20 markets from three to four times weekly. Each station carries the commercials as long as its allotted supply of samples holds out, usually a matter of one or two weeks. R & M will continue to test different stations for brief periods, in view of selecting the most effective local outlets for the program’s regular and urgent advertising schedule. Raymond Spector, New York, handles the account.

**Voynow to Army**

**EDWARD VOYNOW,** Chicago manager and partner in the firm of Bexton & Co., station representatives, last week received orders to report for active duty as a captain in the Army Air Force training quarters in Florida, Capt. Voynow is a co-founder of the Peach State organization and has been in charge of its central division activities as vice-president since its inception. John Ashenhurst, for the last decade top man in the Petry Chicago office, has been named act manager of the office.

**Pearson Co. Appointed As WIRE Representative**

**JOHN E. PEARSON Co. has been appointed exclusive national representative for the WIRE network in Indianapolis. The station operates with 5,000 watts on 1430 kc., and is owned and operated by Eugene C. Pulliam, publisher of the Vincennes (Ind.) Sun-Commercial and Huntington Democrat-Press.**

In a realignment of station list, the Pearson Co. reports it has re-signed from representation of KCMO, Kansas City; KDRO, Sedalia; KIMO, Hannibal;KFVS, Cape Girardeau: KWOC, Poplar Bluff, Mo.; WKRO, Cairo, Ill.; WPAT, Paterson, N. J. It now represents, in addition to WIRE, KPTO, KFX, Springfield, Mo.; WJJD, Chicago; KSAL, Salina, Kan.; KGDC, Coffeville; KSLA, Texarkana, Ark.; KEN, St. Louis; WOAV, Vincennes, Ind. The company has moved to larger Chicago offices at 366 N. Michigan Ave.

**Jolly Time Corn Plans**

**WITH sugar rationing cutting into the candy market, Jolly Time Pop Corn Co., Sioux City, Ia., is planning increases in advertising in all media, according to an announcement of Buchanan-Thomas Adv. Co., Omaha, agency handling the account. Radio, trade papers, national consumer magazines and newspapers will be more widely utilized, it was said.**

**AFRA Contracts**

**NEGOTIATIONS between the American Federation of Radio Artists and the managements of WHDH, NEW Boston outlet, and two Fresso, Ca., stations, KARM and KJM, have been concluded with the ratification last Thursday by the AFRA board of directors of three contracts covering staff announcers at the stations. The new pacts contain the standard AFRA shop clauses.**

**Menser Named as NBC Program Vice President**

**CLARENCE L. MENSTER, national program manager of NBC, last Friday was elected vice-president in charge of programming. He succeeds to the post vacated by Sid-ney N. Strot's, now vice-president in charge of Pacific Coast operations.**

Niles Trammell, NBC president, said Mr. Menser will have direction and supervision of all NBC programming. He is former national production manager of NBC and worked under Mr. Strot's.

*(See sketch of Mr. Menser, page 20)*

**Vick Future Plans**

**VICK CHEMICAL Co., New York, which has already signed for a five-minute period on WJZ, New York, for its cold products to start in September [BROADCASTING, June 22], is lining up a fall and winter schedule of spot announcements for Vick cough drops. No details are available at present. Radio plans for Vapo-Rub and Vatronol continue unsettled with the possibility of a network show still in the offing. More International, New York, is the agency.**

**Writer Sues WOR**

**SUIT FOR $50,000 damages has been filed in New York Supreme Court by Bill King, scriptwriter, against the program service department of WOR, New York. King claims that the station had refused to return certain radio scripts.**

**CHARLES JOHN BROWN, 12, son of Charles R. Brown, manager of the promotion department of WOR, died Thursday, July 9, at the Alexian Bros. Hospital, Elizabeth N. J., of convulsions following an emergency operation for appendicitis. He was an only child. Funeral is July 13.**

**JOHN RICHMOND, for the last year a half in the magazine division of the CBS publicity department, has been appointed in the place of Thomas Flannigan, recently commissioned a lieutenant j. g. in the U. S. Naval Reserve.**

NAME OF the summer replacement for the NBC Crime & Suspense Show in Star Spangled Vaudville, Standard Brands sponsors the show for Fleischmann’s Yeast, while the Charlie McCarthy-Edgar Bergen series for the company’s C & S coffee takes an eight-week layoff [BROADCASTING, June 15, 20].

**Starts With 80**

**WHEN WSNY takes the air on the morning of July 30 [see page 28], it will be setting something of a record. The station will be self-supporting from the very start, with more than 80 local and national clients scheduled. These will include all three of Schenectady’s department stores—Carl’s, Wallace’s, Barney’s—bids signed for a 15-minute, across-the-board, six-days-per-week program. All three stores have used radio infrequently in the past.**

**PROOF of Popularity**

Latest Hooper ratings show that . . .

Salt Lake City People Listen Most to . . .
W. K. BAILEY HEADS CHICAGO SPOT SALES

W. K. BAILEY, Midwestern radio executive, has been appointed manager of the Chicago office of Spot Sales Inc., as announced by Loren Watson, executive vice-president of the station representative firm, Peterson Kurtzer, former Chicago manager, has been granted a leave of absence from Spot Sales for the duration.

Assisting Mr. Bailey on some of the sales duties will be Aileen Phillips, while Louise Monson, new to radio, has also joined the company. Mr. Watson also announced that WINN, Nashville, and appointed Spot Sales its national sales representative.

Mr. Bailey, after graduation from Nebraska U, was assistant advertising manager of Moma Motor Oil Co., entering radio with the company's station, KOIL, Omaha, and later serving with WBB, Topka. After a term as radio director of Schwimmer & Scott, Chicago, he returned to Omaha as manager of WACW (now KOWH), subsequently serving as radio manager for K WHO, WGN, and KPHN, Shenandoah, and as commercial manager of WACW, Poston. He left WJJD, Chicago, to join Spot Sales early this month.

Oberfelder Promoted

TED OBERFELDER, veteran broadcasting sales promotion executive, has been appointed sales promotion director of WCAU, Philadelphia, succeeding Joseph Cohn, who has entered the Navy as a lieutenant (j.g.). Following several years with Lennen & Mitchell, New York advertising agency, Mr. Oberfelder became promotion director of Hearst Radio. He later joined the Philadelphia Inquirer as circulation promotion manager and during the past year has been on the local sales staff of WCAU.

WITI announces Walter O'Keefe replacing the Frank Crumm-Julia Sandeman team as the Hurtle of the World's Quiz on WITI, sponsored by Dumber Products, New York, for Molle Shaving Cream, will begin featuring soldier-sympathetic team against a women's volunteer war workers on the July 28 broadcast. War savings stamps, to the extent of $10 for each contestant, will be given as the sponsor, with additional $10 cash awards for members of the winning teams. Agency is Young & Rubicam, N. Y.

EIGHT PROGRAM DIRECTORS of CBS owned and operated stations, lined up for this shot last week for sessions of a four-day visit to New York with executives of CBS and Radio Sales. Left to right, they are: Al Sheehan, WCCO, Minneapolis; George Allen, WABC, New York; C. G. (Tiny) Renier, KMOX, St. Louis; Russ Johnston, KNX, Los Angeles; Charles Crutchfield, WBT, Charlotte; Lloyd de Castillo, WEET, Boston; Walter Preston, WBBM, Chicago; Lionel Baxter, WAPI, Birmingham.

WOR'S PLAYHOUSE

Staff Will Write Scripts For Summer Sustainers

FOR THOSE who are cut off from their favorite summer theatres because of restricted travel, WOR, New York, will present a sustaining weekly show entitled WOR Summer Theatre, starting July 16. Scripts for the series will be written by WOR staff members, who will be encouraged to experiment with innovations. The show was originally scheduled to replace Jack Dempsey's All-Sports Quiz, which was the latter to go off the air for the summer. With the Dempsey program continuing on WOR as a sustainer, until Pie Bros. resumes sponsorship in the fall, the Summer Theatre will be aired 9:30-10 p.m. Thursdays.

"The Ropes," a play written by his father, Wilbur Daniel Steele and produced by the Provincetown Players, will be adapted for radio by Peter Steele, commercial continuity director. Another staff member to give his father a break will be Donald Hamilton, office manager of the program's, who will adapt "The Big Idea," Clayton Hamilton's Broadway show. Robert A. Simon, continuity editor, will write an original baseball story; Stella Roth, continuity writer, will script a mystery show and Robert Louis Shayon, a staff director, will adapt OSCAL Wilde's "The Young King." The publicity staff will write score and lyrics for a musical show, "Red Barn of Broadway."
LEVER BROS. SIGNS FOR CBS FALL SHOW

LEVER BROS., Cambridge, Mass., last week signed with CBS for the Wednesday 9-10 p.m. period for a show to start sometime in the fall. According to Ruthrauff & Ryan, New York, agency in charge, no plans have been made to elevate the product nor for the program or programs to be scheduled in that time.

It was rumored, however, that Lever might start Bob Burns as The Arkansas Traveler for Lifebuoy in the first half-hour 9-9:30 p.m., currently occupied by Procter & Gamble Co.'s Junior Miss show with Shirley Temple, which may go off CBS Aug. 26. The second half-hour might be filled with the Lever Edna Mae Oliver show titled The Remarkable Miss Tuttle, now on NBC in the Sunday evening 7:30 spot. That change would probably become effective when Jack Benny returns to that time after his summer vacation. These rumors were not confirmed by the agency.

Two other Lever programs also were reported last week to be interested in network programs for this fall, including Colgate-Palmolive-Peet Co., Jersey City, and Lady Esther Co., Chicago.

Sterling Switches Two Serials to CBS Network

STERLING PRODUCTS, Wheeling, W. Va., on Aug. 3 is shifting two of its five times weekly serial programs from the BLUE to CBS. The program Second Husband, promoting Dr. Lyons toothpowder Monday and Wednesday at 5 p.m., listeners, Aspirin Wednesday through Friday, 11-11:15 a.m., will move to CBS in the Monday through Friday 10-10:15 a.m., spot, vacated July 10 by the Colgate-Palmolive-Peet serial Stepmother.

Series titled Amando of Honeymoon Hill, now of the BLUE 11:15-11:30 a.m. a the first three weeks for Haley's M-O, and Thurs- days and Fridays for Dr. Lyons toothpowder, will be heard on CBS at the same time. This 11:15 a.m. spot on CBS is currently occupied by Fletcher Wiley on a sustaining basis. Agency for Sterling Products is Blackett-Sample-Hummert, New York.

Ben Hur Campaign

BEN HUR PRODUCTS Inc., Los Angeles (coffee, tea, spices), on July 14 started for 52 weeks sponsoring twice weekly Bookie Carter News, on 2 Don Lee California stations, KNJ KGB and KBAY. Airing Wednesday through Friday, 9-9:15 a.m. (PWT), firm on July 16 starting sponsored thric weekly, Fulton Lewis jr., on those same stations, Monday, Wednesday, Friday, 4:41:15 p.m. (PWT). In addition, Ben Hur Products on July 7 started utilizing a three weekly quarter hour newcast on KFI, Los Angeles. Latter contracts are also for 52 weeks. Placement is through Artin A. Stebbins Adv., Los Angeles.

A GERMAN language version of Dear Adol, the NBC series of letters written by Stephen Vincent Benet, is being transmitted to German listeners via shortwave. The "letters" are also heard in Spanish by South American listeners.

Sponsor Comes Back

TWENTY-TWO years ago, Leo Mason had a program on a Chicago station sponsored by Kellogg Co., Battle Creek, Mich. Now the same company is sponsor of his The Friends on WOR, New York.

DISCS ON NETWORK

‘Lone Ranger’ on Blue Features

2½-Minute Transcriptions

THROUGH cooperation with the Navy War and Navy Department, the United States Navy war heroes of worldwide battle stations will be transcribed and broadcast on the Lone Ranger program sponsored by General Mills, Minneapolis, on 48 BLUE stations, 6-6:30 p.m. Mondays, Wednesdays and Fridays for Kit. Starting July 17, the transcribed interviews with such war heroes as Ensign Don McAlister ("Lighted Dust") (Lt. Geo. Welch, who shot down four Jap planes at Pearl Harbor, and others, will be present- ed a separate feature following the conclusion of each program. Approximately 2½ minutes in length, the interviews will be delivered to the Lone Ranger Victory Corps, and will also include Government messages on salvage, bonds, etc. It is said that this is the first time transcriptions will be broadcast regularly on a nationwide BLUE network.

Further Bond Promotion Asked of Broadcasters in Telegram by Treasury

TO SPEED war bond sales, the Treasury wants to enroll all broadcast stations as agents to sell bonds direct to their listeners. In a telegram to all stations last Thursday, Vincent F. Callahan, director of radio and press of the Treasury's bond drive, announced the "call for help". Bonds will be furnished stations without collateral and local promotional plans are left to the judgment of stations. His telegram follows:

Billion Dollar Average

"This is a call for help. We need an average of one billion dollar a month in war bonds, sales every month. We want you to become a sales agent for the U. S. Treasury. We want you to sell bonds direct to your listeners. The Treasury will furnish you bonds and no collateral will be necessary. The agency to you to sell war bonds at your station. You can devise whatever local schemes you think best suited to your effective. Will you please answer this telegram as soon as possible giving a yes or no answer. Please reply collect to Henry Morgenthau Jr., Secretary of the Treasury."

Treasury officials reported Friday that within 12 hours upwards of 100 stations had enthusiastically pledged their efforts in the direct sales drive. Under the project, stations either can accept payment by mail or establish booths in their studios, or both.

IF AND BUT

what are you doing if anything to get your share of this business?

Let us tell you more.

AMERICA'S LEADING FOREIGN LANGUAGE STATION

550,000* Poles in the Metropolitan Area comprising 100,000 Families spend $250,000,000 yearly for daily necessities . . . .

* U. S. 1940 Census Figures

** Details on Request

WHOM

Joseph Lang, Gen. Mgr.

Tel.—Plaza 3-4204

1480 Kilocycles Full Time Operation

29 West 57th Street, N.Y.C.

CANTER SERIES PLANNED ON CBS

CORN PRODUCTS REFINING Co., New York, on July 30 will begin a series on CBS based on the Stage Door Canteen entertainments put on by the American Theatre Wing in New York. The broadcasts, Thursday nights 9:30-10, will originate from CBS Playhouse No. 2 near the Canteen and studio audience will be possibly limited to members of the armed forces.

Titled Stage Door Canteen, for which name CBS is paying a fee, the series will feature prominent guest stars who will be paid as ordinary talent and not on a volunteer basis as in the Theatre Wing’s entertainments. No permanent m.c. has yet been chosen, and according to C. L. Miller Co., New York, Corn Products agency, no definite talent details have yet been lined up.

Commercials on the show will be institutional for the most part, with the company’s product, Mazola, promoted at varying times. A two-year contract with options guarantees the Theatre Wing about $2,500-$3,000 per week, with part of the money going to improve the facilities in which the Canteen is housed.

Join Screen Guild RADIO PUBLICISTS together with motion picture and theatre publicists direct and indirectly have been officially placed under the jurisdiction of the Screen Publicists Guild, former independent union, newly-chartered as Local 114 of the United Office & Professional Workers of America, CIO.
Atlantic Network Begins Its Operations July 14

FIRST TWO regular program series announced by the New Atlantic Coast Network, which has been testing operations since June 1 and starts full scale operation July 14, have been arranged in cooperation with the British Broadcast- ing Co. (BBC). Ed. Codel, general manager of the Bulova-Lafont regional channel of 10 stations.

The series, News From London, will be carried on ACN from BBC studios, Monday through Saturday, 10:45-11 p.m., starting July 14. The second series, The Blue Hour, starting July 21, also, has also been arranged from London, featuring Vernon Bartlett, London News Chronicle, and Frederick Kuh, London correspondent of the Chicago Sun, on Tuesdays, while on Wednesdays the quarter-hour talks will be by William Holt, London correspondent of the Christian Science Monitor.

Society Signs Swing for Blue Series This Fall

SOCONY-VACUUM OIL Co., New York, will sponsor Raymond Gram Swing and the Blue Series, starting Sept. 28, date on which Mr. Swing is slated to move from Mutual to NBC on an exclusive contract [BROADCASTING, June 8]. After the contract was signed with Socony, it was found that the time was 10 p.m. on the BLUE for four weeks. These four days have not yet been selected, according to J. Stirling Getchell, New York, Socony agency. Network will include 140 stations, 125 of them being BLUE affiliates, and the remainder to be NBC outlets whose 10-10:15 p.m. period has not been pre-empted for NBC programs.

Tentative Calendar

WAAT, Jersey City, modification of licen- se to move station to 620 kc., 10:30 a.m. on.
NEW, South Florida Broadcasting Inc., Miami, CP for new station on 1450 kc., 260 watts unlimited time (further bearing July 14).
WMBX, Willsboro, N. Y., correction to move station to 550 kc., 200 watts unlimited time in 50-51.
WJZ, Camden, N. J., CP for new station on 600 kc., 500 watts unlimited time (July 15).
TELICORP, organized to manufacture parts and transistors for television transmitters and receivers for defense purposes, has been organized by Solomon Saphier, founder, and former managing director of Saphony Ltd. of England, with offices at 305 E. 66th St., New York. According to Mr. Saphier, the firm will specialize in piezo-electro crystals.

Applications

JULY 6
WQNY, Newburgh, N. Y.—Special serv- ice authorization for unlimited time on 1240 kc., application to move to 1270 kc., 9:30-11:30 p.m., ABC.
WRSK, Salem, Mass.—Modification of li- cense to move station to 620 kc., 10:30 a.m. on.
WKMX, Savannah, Ga.—Modification of construction permit to move station to 500 watts, unlimited time.
WLBC, Albany, Ga.—Voluntary assign-
**Signal Corps**

Iris entered the Wood Russell ion, after a short illness. The distinguished Service Cross was named chief engineer of the BWC for emergency civilian defense use are actually to be part of civilian defense, and not for police, fire, or hobby purposes.

It was added that "under the WERS organization plan the FCC representative in each OCD regional information center will carry out any orders pertaining to stations in the area and will notify the station licensee which is to be co-terminus with the district warning center. The radio aide of that station licensee will be responsible for silencing all transmitters in the warning area served by that warning center." In cases where this procedure is impractical "due to heavy population or size" it was said "additional station licenses may be necessary."

Control areas will be placed under the direction of a radio aide who will act as liaison officer with the Citizen's Defense Corps, the FCC, Civil Aeronautics Authority and other agencies.

Objectives of the WERS were set forth as: (a) to establish the necessary control and direct supervision in a manner which conforms with the existing military control facilities; (b) to parallel all important intercontrol center landwire services so that radio may "take over" in emergencies; (c) to similarly parallel local sub-control land wire telephone communications; (d) to set up facilities for two-way radio telecommunication between the various sub-control centers and the various services, "incidents" and other temporary or permanent points within the sub-control center areas; (e) to apply "walkie talkie" mobile intercommunication to the extent which available equipment may permit.

It was pointed out that any person holding an FCC radio operator permit is technically eligible for a WERS operator permit upon proper certification by a station licensee and the control center radio aide. It was emphasized, however, that it "is necessary in the interest of national security in wartime, that any operator of civilian radio facilities be subject to rigid certification."

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**War Emergency Radio Service Defined; FCC to Handle Licensing, Operation**

ORGANIZATIONAL structure and fields of authority of the new War Emergency Radio Service, formed jointly by the Office of Civilian Defense, the Board of War Communications and the FCC was explained last week by the OCD. Emphasis was placed on the basis on which licenses for the WERS will be granted [Broadcasting, June 22].

BRITAIN'S D.S.C. was recently presented to Lieut. Comdr. W. E. S. Briggs, former Canadian Broadcasting Corp. announcer, who for the third time has been mentioned in dispatches for "excellent and invaluable service at sea." The distinguished Service Cross was awarded him during the King's Birthday Honours for his most recent exploit—rescue of the torpeded tanker Tachee.

**News From Home**

**FIFTEEN MEN in the armed forces who left jobs in the continuity, engineering and announcing departments of KSD, St. Louis, are now receiving copies of a special monthly paper, Brief Transcribed Interludes, telling news about their former coworkers at the station. One service woman, a member of the continuity staff, who married an Air Force instructor, has also been added to the list. The paper is edited by KSD Engineer Larry Trombly, Announcer Harold Grams and Edith James.**

**Henry G. Reist**

HENRY G. REIST, 80, retired head of the alternating current engineering department of General Electric Co., Schenectady, died at his home in Schenectady July 6. Mr. Reist took charge of designing alternating current machinery for General Electric in 1894, remaining as head of that department until his retirement in 1932. A recipient of the 50th year medal awarded by the American Society of Mechanical Engineers, he designed electrical machinery here and abroad. He was a member of the American Institute of Electrical Engineers, Tau Beta Pi and Sigma Xi.

**50,000 WATTS The Greatest Selling POWER in the South's Greatest City.**

CBS Affiliate

July 13, 1942 • Page 63
Clears Seen Best At Night; Non-Clears Day

WHILE Class I, or clear channel, stations are doing an efficient primary job of covering the land area of the United States at night, the basic daytime primary job is being done by regional and local stations.

That was the revelation of FCC Chief Engineer E. K. Jett, in testimony and exhibits placed in the record by Sanden, Hill (HR 5497) as the House Interstate Commerce Committee’s final witness on July 2. Jett, in non-technical fashion, undertook to inform the committee on broadcast coverage and the types of service rendered by the various classes of stations, together with the post-war engineering problems of the nation.

Altering the committee of the infinite number of technical equations which must be solved in order to provide as nearly perfect a technical broadcast structure as possible, Jett introduced a series of maps showing present coverage. The existing structure, he pointed out, does not procure nearly as much broadcast service in many areas as would be technically possible.

FCC surveys indicate that 33.2% of the United States receives no satisfactory daytime service from any station. Jett brought out. He emphasized, however, that this percentage contains far less than 33.2% of the population.

In 1938, when FCC surveys indicated 33.2% of the U. S. area had no satisfactory daytime service, it was estimated that only about 8% of the population was involved. Even that was viewed by the witness as a “starving figure.” Since 1938, by virtue of expanded daytime service and licensing of new stations, more than 50% of the geographical area before not served during daytime is now adequately covered.

Clears vs. Others

On clear channel vs. local and regional station service, Jett used maps based on surveys made by the FCC in 1938 recently brought up to date for the purposes of the hearing. He told the Committee that the problem of clear channel service and of the powers in excess of the present 50,000-watt maximum is not a simple one. Because of the war’s drain on FCC engineering personnel, and the assignment of many of its engineers to specific war problems, the Commission has not been in a position to continue its allocation studies.

The percentage of the United States land area receiving primary service from only the dominant clear channel stations during daytime is 6.9%, a figure Jett called “satisfactory.” The percentage of U. S. land area receiving daytime service from other than dominant clear channel stations is 28.2%. Disregarding the exclusive service of dominant clear channel stations and other than dominant clear channel stations, Jett pointed out that 51.7% of the area is duplicated by all channels of stations. Therefore, he deduced, 66.8% of the land area of the United States receives primary daytime service from all stations.

Daytime Duplication

Almost exactly the reverse is true with relation to primary service at night. Jett brought out.

Murray Captured!

MAJ. Gladstone Murray, general manager of the Canadian Broadcasting Corp., was listening in his office in Ottawa July 8 to a shortwave broadcast from Rome when, to his surprise, it told of his capture at Alexandria by an Italian ship. The broadcast did not make clear whether he had landed or was about to land when the Italians picked him up, but in any event it said he was on his way to Sicily as a prisoner. The broadcast was in English.

There, 24.8% of the area of the country receives primary service at night, Jett said. Therefore, he concluded, 45.2% of the land area of the United States gets nighttime service from all stations.

Other exhibits introduced by the chief engineer relating to coverage disclosed that secondary service is provided throughout the land area of the United States (half-milli-volt per meter or greater during at least 50% of the time) by Class I stations on Class I channels, Class I-A stations, and Class I-B stations (duplicated at night) to all areas except a very small section of the northwestern United States. But Class I-B stations are not satisfactory to dominant clear channel stations.

The FCC’s chief engineer, who has had a background of some 31 years in radio including the Navy, as well as with the former Radio Corporation of America and the 16 years described to the committee the vicissitudes of broadcast allocation. His testimony came as a result of conflicting contentions of the Clear Channel Broadcasting Service and of the National Broadcasting Company, which has no radio interests in the clear channel spectrum.

Jett’s presentation was followed by several hours of questioning before the committee, who are looking into the allocation of frequencies in the U. S. and Canada for the post-war era.

Clears: Difficult Question

Liet. Jett said in his judgment the clear channel question could not be answered as simply as either witness had attempted to answer it. He then outlined in detail to the committee the present broadcast structure, coverage possibilities, and the problems which will face the FCC in the post-war era.

Among other things, he pointed out that some regional stations, such as KFYR, Bismarck, and KTSA, San Antonio, have far greater daytime secondary coverage than clear channel outlets, due to frequency, location, and other factors. This same story does not hold with Class I-A stations. Clear channel stations are not impeded by the presence of other stations on their channels.

Pointing out that under the Haydens-Harriman Treaty the United States was accorded 32 Class I Channels, Liet. Jett said that of these, 25 originally were set aside for Class I Stations. A present station is one wherein 24 of the Class I Channels have been reserved for the exclusive nighttime use of one station per channel, while two or more stations use the remaining eight Class I Channels. As a result, instead of having service from 32 Class I-A stations at night, the public now receives service from 45 Class I-A and I-B stations on these frequencies.

Giving his answer to the so-called clear channel problem, Liet. Jett said the task is to utilize each of the clear channels in such a way as to procure maximum service, and in areas where it is most needed. Whether one station or more than one station on a Class I Channel is the best solution depends on the particular facts with respect to each channel.

Alluding to the existing situation wherein 33.2% of the area receives no satisfactory daytime service except a very small section of the northwestern United States, Jett said this is so because it has not been considered economically feasible to erect stations in sparsely populated areas. The problem cannot be solved by increasing power of stations located in heavily populated metropolitan areas because the primary service area increases "very little even when the power of a station is increased from 50,000 watts to..."
500,000 watts." He said that one of the post-war problems will be to bring daytime service to as large a portion as possible of the 33.2% of the area not presently served during the day.

Post-War Problem

A second post-war problem may arise in connection with location of clear channel stations. Stations now are operated at points where it is economically profitable, Lieut. Jett pointed out, and explained that three of the Class I-A stations are located within the 4,000 miles of the nation's area receives primary service during the daytime and 28.1% primary service at night. Thus, he said, seven of the 12 Class I stations are in two metropolitan areas. Describing his map exhibits dealing with clear channel coverage, Lieut. Jett noted that approximately 38.6% of the nation's area receives primary service at night, and 28.1% during daytime.

The total power assigned the 86 Class I stations is 25971 kw. The total power assigned the 12 Class I-A stations is 5997 kw. The total power assigned the 11 Class II stations is 8036 kw. The total power assigned the 14 Class III stations is 256 kw. The total power assigned the 12 Class IV stations is 62 kw. The total power assigned the 1 Class V station is 8 kw.

A closed-circuit presentation of the series will be made by the American Association of School Administrators. The purpose will be "To keep high school students informed on the progress of war and to heighten their loyalty to our ideals and institutions."

Addressing school heads, and local, county and state educational officials, over the closed circuit July 30 be: Maj. Gen. A. D. Slocum, director, bureau of public relations, U.S. War Department; Maj. General, president, BLUE; J. W. Studebaker, U.S. Commissioner of Education; and a representative of the National Education Association. School administrators will be asked to adjust school schedules so that the series can be heard in the classroom.

The series will receive direct promotion by the War Department. School journals will be among the media used. Announcement of the series and of the closed circuit presentation was made June 28 at the National Education Association convention, meeting in Denver.

Ballantine Shortwaves

P. BALLENTINE & SONS, New York, (ber), which on June 2 successfully continued for the summer its Three-Ring Time program on NBC, has been shortwaving a special program on NBC's international stations for armed forces in Great Britain and Iceland during the past three weeks. Heard Thursdays, 1:15-1:45 p.m., the series features transcribed music and sports resumes with Lee Emerson and Bill Lewis sharing the honors. Agency is J. Walter Thompson Co., New York.

Official Report Shows Increase in CBC Gross

CANADIAN Broadcasting Corp. nearly doubled its gross revenue in four years, stated N. L. Nathanson, vice-chairman of the CBC board of governors, and chairman of the CBC finance committee, at a recent session of the Parliament Committee on Radio Broadcasting in Ottawa. It was pointed out, in the first six months of last year's operations, that at the end of the fiscal year, March 31, 1942, the CBC gross revenue was $4,092,794, as compared with $2,555,000 on March 31, 1938. He said the figures show that the CBC had about reached the maximum in commercial television.

Mr. Nathanson said he was against using capital at this time to start up a CBC publication similar to the British Broadcasting Corp. The Listener, as had been proposed, by Maj. Lieterer, Murray, CBC general manager, some time ago.

Murray founded The Listener for the BBC. While such a publication might bring in revenue eventually, Nathanson felt that the present was not the right time to start it. The CBC's staff had doubled to 662 in the past four years, he reported.

WEW Religious Series Expands To 65 Stations

GROWTH of the Sacred Heart Program of WEW, St. Louis, is reflected in the recent announcement by St. Louis W. operators of the stations that within six months the broadcast is now carried daily by transmissions on 65 stations within the United States and eight Canadian stations will begin the series shortly. In addition a Spanish translation is featured on WAC, Santa Fe, New Mexico, and an Italian translation is featured on WRC, Chicago, has a weekly Polish version.

The program is under the direction of Rev. Eugene P. Murray, S.J., and utilizes a staff of 15 outstanding radio announcers and eight prelates. Originally outlets had been secured in Hawaii and the Philippines, but this was halted by the outbreak of hostilities last Dec. 7.
Listener’s Stake in American Radio

Radio Councils in Many Cities Are Manifestations of Trend
By DOROTHY LEWIS
NAB Coordinator of Listener Activity

Confirmed

WHEN STUCK on the correct pronunciation of a foreign word, newscasters at WDRC, WDC, and Washington, usually contact the embassy of the tongue in question. Last week a dispute arose over the pronunciation of the Russian Embassy. Four held out for Se-vas-to-pol since it’s usually heard that way; the minority insisted upon Se-vas-To-pol. At the Russian Embassy, Earl Hague, leader of the station’s dissenters, received a confirmation on Se-vas-To-pol.

will be repeated in other sections of the country by similar groups.

Program Promotion

Of greatest value to the industry is the work of promotion of programs by Radio Councils. Recently one network daytime music program was stressed by Councils and women’s organizations. As a result, state resolutions and hundreds of letters were sent to the sponsor. In another case, organized groups increased sales of a sponsor’s product 200% where special motivation had been given.

Councils often have children’s program committees that help to promote the good children’s programs and that assist stations in building new ones, through cooperation of librarians, school teachers and parent groups.

One of the important functions of the councils is cooperation with the schools. There is a definite place for the layman in radio education. Councils help to equip schools since about 25% have radios today. They encourage teachers to utilize radio to the enrichment of the educational process. At present it is estimated that only about 8% of our teachers use radio as a supplementary tool.

Doubltless Radio Councils reflect reactions and criticisms favorable and otherwise to the industry. They are set up to do this in a thoroughly sound manner. First, in most cases the councils represent a definite cross-cut of community life. Second, council leadership established the policy of education on the business of radio by their constituent groups before entertaining criticisms. Third, no opinions are released until the board as a whole has checked and edited them. The net results are modified, dignified statements. As a matter of fact, few adverse criticisms of local programs appear publicly because they are first discussed in open meetings with the local radio representatives, who serve on the council board. Frankly, radio executives are grateful for help, upon occasion, in determining policies.

Tell Radio’s Story

Council executives are vigilant to redirect the Carrie Nation instinct, of both men and women, to constructive efforts in line of promotion of good programs and in telling radio’s story to an ever widening audience. The public’s affection for radio is almost quaint. No other medium arouses as much comment or such a sense of personal participation. It is to be regretted that a leader of a publicized radio committee, not a council, recently broadcast ill-considered comments on the daytime serial problem. These remarks were obviously based on personal opinion. No one, least of all the broadcasters would deny that the radio has, in Councils hands, a type of show. However, as there are trends in hats, cars and vitamins, so enthuasisms run riot in radio presentations. If advertisers and broadcasters could sense the next trend, they would all be making money.

It is the listeners who will determine the cloth and pattern from which it will be cut. Recognizing that amateur production is practically out for civic and club groups due to wartime limitations, councils are minimizing this phase of activity. In a few cities, Councils have put up a show of some type in which the audience is made up of an otherwise group. A Production Committee under the Council sees to it that the quality of the shows compares favorably with professional programs. This method relieves the stations of pressure by the local groups. Councils also work closely with station directors of

Radio Councils in Many Cities Are Manifestations of Trend

Mrs. Lewis was working out individualivities and was invited to meet community leaders in many cities to jigsaw local radio conditions and to acquaint the public with the activities of these two organizations. It was discovered that radio chairmen and civic leaders using radio never before had had an opportunity to meet together. Each one was working on individual problems in relative isolation.

At the same time, such individuals, particularly women’s clubs, with their multiple claims for radio time, were constituting a real headache to the industry, facetiously called “club woman trouble”. These groups, numbering from 25 to 200, were eager to hear radio’s story and to express their program preferences.

During one of these sessions, it was suggested that a Radio Council be formed in that city to act as a clearing house for radio in the community. From that modest beginning the groundwork has been laid for such councils in about 120 cities in the United States, as well as Canada.

Radio Councils are civic autonomous bodies made up of elected representatives, men and women, from clubs, civic and educational groups of the community, sometimes numbering 100,000 potential members. On every council board are representatives of the radio industry to preserve a working democracy. Dues are nominal, contributed by member groups.

Stations often assist with mimeographing and clerical work. Broadly speaking, the council purposes are to interpret the problems of radio broadcasting to the listeners and to bring to the radio industry the wishes of the public. In implementation of that simple goal, Council Committees have inaugurated many important activities.

Evaluate Programs

Since sponsors do not enter every market, transcribed programs vary and local origination are unique to the community, there is a need to evaluate available programs in each local area. Councils have such evaluation committees and issue accredited lists of good listening that are distributed widely.

It is proposed to make a survey of program preferences, using one council membership. Some 500 members will be asked to distribute 10 questionnaires to a representative cross-cut of their acquaintance.

No member will sign a questionnaire but merely be responsible for distribution and collection of the replies. Upon completion of the first Council survey, if successful, it

whole has checked and edited comment.

Perhaps one of radio’s most significant trends is the movement to dignify the listener in the American System. Networks have established listening groups to evaluate programs and to act as their advisors. Parent-Teacher associations have developed listening committees, particularly to children’s programs.

Professional polls measure public reaction by several methods involving amateur and trained workers. The latest manifestation and most extensive demonstration of this trend is the establishment of Radio Councils in many of our large cities. Educational institutions and women’s organizations have been instrumental in pioneering this field.

Club Woman Trouble

Several stations have taken the initiative in setting up councils in their cities, as example, WROK, Rockford, and WGY, Schenectady. The latter has the interest and cooperation of several presidents of universities and colleges.

During recent survey tours under the joint sponsorship of the Radio Council on Children’s Programs and the NAB, I was invited to meet community leaders in many cities to jigsaw local radio conditions and to acquaint the public with the activities of these two organizations. It was discovered that radio chairmen and civic leaders using radio never before had had an opportunity to meet together. Each one was working on individual problems in relative isolation.

At the same time, such individuals, particularly women’s clubs, with their multiple claims for radio time, were constituting a real headache to the industry, facetiously called “club woman trouble”. These groups, numbering from 25 to 200, were eager to hear

“His wife has been listening to WDFD Flint Michigan and she’s gone shopping.”

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women’s activities and local news commentators. Special children’s program committees produce experimental shows.

The council set-up will aid materially in the war effort. Statistics show that 60% of the listeners gain information of war news by radio. Almost at once the Radio Council of Greater Cleveland sensed the importance of the listener attitude and a plan of air news wardens was set up, thereby outlining a large segment of its membership in a campaign for intelligent listening to war news. Similar groups followed, and the “Six Commandments” from the Louisville Radio Council is quoted:

1. Select intelligently your daily listening.
2. Listen accurately to war news commentators.
3. Listen consistently until news is completed.
4. Do not let your emotions affect your better judgment.
5. Learn to separate news from possible propaganda.
6. Listen cautiously to foreign broadcasts from Germany, Italy and Japan.
7. Refrain from circulating rumors.
8. Listen calmly to bad news.
9. Keep faith in our government and fighting forces.

Defense News

Listeners will attend closely to local stations for blackout and raid news. Listeners must learn or be taught to pay attention to suggestions from the Government and local defense boards regarding salvage, home nursing, first aid, rationing, etc. Here Councils can replace thousands of interpretation and suggestions.

Radio is doing a phenomenal job in bringing the homeland to our armed forces scattered over the world by means of weekly shortwave broadcasts. The news of global conflict, as brought by editors and commentators, is so extraordinary that it is not yet properly evaluated. Listeners at home must be apprised of and comforted by these momentous services by radio in wartime. They are rightfully concerned with the reasons and methods for radio censorship.

Such information should be released occasionally through news and special reports. Again, matters of priority will govern the American System of Radio. Sponsors now holding but 35% of radio time may be forced to withdraw or reduce their appropriations. Listeners should help by buying products of those sponsors of the good programs and of whose merchandise they approve. Today listeners, when vocal, should be patient and considerate.

‘Info Please’ Shortwave Renewal

AMERICAN TOBACCO Co., New York, has renewed for 13 weeks the shortwave repeat of Information Please on NBC’s international station for American troops abroad. Transcriptions of the Friday broadcast for Lucky Strikes are beamed to U. S. Servicemen Sunday, 10:30-11 a.m. The original commitment for shortwave transmissions was for 19 weeks.

American Tobacco’s Your Hit Parade will also be beamed abroad Monday, 7:15-8 a.m., starting Aug. 3. The musical program is aired on CBS for Lucky Strikes, Saturday, 9-10 p.m., Lord & Thomas, New York, handles the account.

WINCHESTER’S FRIENDLY PROGRAMS

Arms Company Aims Broadcasts at Employees and Community, Utilizing Own Talent

ON MARCH 11, the Winchester Repeating Arms Co. launched its first weekly series of broadcasts over WELI, New Haven. The programs were designed to foster greater appreciation of Winchester’s war effort in this community and to establish a self-participating type of program for their employees, that would create a more wholesome relationship. In addition, Winchester provided time on its programs for members of the New Haven War Bond Drive Committee to promote the sale of United States War Bonds and Stamps.

The initial broadcasts were primarily quiz programs, featuring two teams, representing different departments of the plant.

Many From Radio

Typical of other war industries today, the Winchester roster contains the names of many former radio men. From this group a radio committee was formed to write, produce and direct all radio shows for the company. Intensive preparations were launched for the finale of the first series and plans formulated for the continuation of these popular programs.

The windup program was a radio and stage show that was greeted with wild enthusiasm by 1,000 employees and their friends in the auditorium of the Winchester Clubhouse. On the stage that night were many talented Winchester artists, including dramatists and announcers. The broadcast was labeled such a success it was decided to continue this type of program for the summer season.

From this intensive shortwave campaign Winchester hopes to have an available talent bureau from which to choose future radio material. A surprising array of talent has been unearthed with many former professional radio and stage performers among the lists. With this as a nucleus, future programs emanating from the Winchester plant in New Haven should be interesting in the extreme.

The successful promotion of these programs was aided by Jimmy Milne and Charlie Wright of WELI, according to Winchester officials.

Matsen Joins WPB

CARL J. MATSEN, radio engineer of Westinghouse and a specialist in broadcast transmitter construction and design, on July 1 joined the radio section, Communications Branch of War Production Board as a unit chief under Frank H. McIntosh, radio head. Mr. Matsen for some 10 years has handled Army and Navy radio equipment design and also has designed and installed Westinghouse broadcast transmitters in the 5,000 to 50,000-watt classes. He has headquartered at the Baltimore plant of Westinghouse under Walter C. Evans, Westinghouse vice-president.

Duff Expanding

P. DUFF & SONS, Pittsburgh (concentrated food mixes), which in March started a campaign of three-weekly transcribed announcements on 13 stations [Broadcasting, March 23], has expanded the campaign to 22 stations for the summer months. The account is handled by W. Earl Bothell Adv. Agency, Pittsburgh.

N O W 5 0 0 0 W A T T S

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

(1) the feature shows of newspaper radio program pages
(2) the large number of famous advertisers on the station continually year after year.

Ask for “Who’s Who in WEVD” and on request.

WEVD

117-319 West 46th St., New York, N. Y.

Covers Norfolk and Richmond in Virginia! 50,000 Watts Day and Night CBS

250 W. 1340, Full Time. Sears & Ayer, Reps. How can we help you?

TESTING?

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

BROADCASTING • Broadcast Advertising

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RETAILERS UNDERTENDED BY WARTIME
Survey Shows Stores Replacing Curtailed Items With Other Innovations

SURVEY revealing how retailers are meeting wartime merchandise shortages has been issued by the Research Advisory Service of the Liberty Bank of Buffalo.

The study, which is summarized below, has been conducted in cooperation with the Trade Research Board of the American Institute of Merchandising. It is based on a survey of 1,000 stores in various parts of the country.

For Sporting Goods

The May edition of Sporting Goods Dealer, national magazine of the sporting goods trade, ran an article on the unusual success of the Fish-Foot Program on KROW, Oakland, Calif. Sponsored by the E. Simon Hardware Co., the program is credited by the Simon brothers for the astonishing success of their fishing tackle department, which has grown from a sideline counter to a complete section requiring six full-time clerks to handle the business.

WGEA Lauded

AUSTRALIAN authorities have hailed the daily two-hour service inaugurated last week by WGEA, General Electric's short-wave station, saying that the new beam to the Antipodes is serving as a "radio counter" to the previous predominance of enemy propaganda transmissions in this area.

In a cable to GE, our ally in the Southwest Pacific lauded the good reception of WGEA.

NBC Track Series

TEN MAJOR stake races of the 1942 season at Arlington Park and Washington Park race tracks in Chicago are being covered by NBC in weekly broadcasts, starting Saturday, July 4, with Clem McCarthy, sportscaster, reporting.

Smooth Sales!

We've laid the groundwork; built an amazing audience; earned their confidence.

We've proved that time on WAR makes for SMOOTH SALESING!

WAR
Winston-Salem, North Carolina

WIBW The Voice of Kansas in TOPEKA

RADIO SPOTS PACE
N. Y. BOND DRIVE

In a report of the radio activities of New York's War Bond Pledge Campaign, June 13, given to Chairman John T. Madden, Samuel D. Fuson, director of the information division of the campaign and vice president of the advertising firm of Arthur Kudner, New York, disclosed that all 16 of the city's radio stations, with a total audience of 400,000, scheduled announcements a day during the two-week drive.

The big job was to inform listeners in advance that a Treasury Dept. "Minute Man" was going to ring their doorbells. Radio was used to get the word out late at night to get across this message. Primary use was made of New York's ready-making audiences by getting assistance from 127 radio personalities conducting their own programs for audiences like children, women, sports fans, early bird listeners and others. Each group met separately with their own chairman to determine the best ways and means of using their programs to promote the campaign.

A special spot announcement contest was set up with all of New York's 16 stations donating sustaining time; sponsors donated their commercial time. Representative of several radio advertising agencies supplied the campaign with 470 one-minute and five-minute announcements.

Supplementing this, stations were supplied with 13 different transcribed announcements produced by George MacArthur, J. D. Tarcher Agency. In addition, they were given station-break announcements.

There were 22 one-quarter hour, one-half hour, and three-quarter hour programs broadcast on behalf of the pledge campaign. Stations donated time while producers, and entertainers donated their services to complete the broadcast. NBC's television station, WNYC, cooperated by putting on material.

To aid in the direction of the New York campaign, Morton Milman, of the Treasury's headquarters war savings staff, was assigned to New York about six weeks ago. He is now in the city.

German-American Discs

GERMAN-AMERICAN Congress for Democracy, dedicated to spreading the principles of the American way of life and the ideals of democracy among Americans of German origin, has issued a transcribed series of 26 dramatizations in both German and English, designed to further the organization's aims. The programs have been approved by the Office of War Information, which is also assisting in contacting stations which might carry the series, according to a Congress spokesman.

Soldier Discs

IN RESPONSE to the call of the Disc-Jockey Committee, headed by Dick Gilbert, disc m.c. of WHN, New York, representatives of 61 stations in 15 major cities in the eastern and middle west have thus far pledged their cooperation in the drive conducted by Records For Our Fighting Men. M.C.'s of record shows on these stations, and on 30 other stations in various towns and cities throughout the country, have agreed to push the old record canvas which will be carried out by local American Legion posts July 17-August 2.

Basic Mutual Network Outlet
FULL TIME 1726 K C
THE 5000 WATT Voice of the Tri-Cities
AFFILIATE OF ROCK ISLAND, ILLINOIS
ROCK ISLAND • DAVENPORT • MOLINE

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BROADCASTING • Broadcast Advertising
Q.E.D.

A HISTORY teacher in a suburban high school, formerly heard locally only on WGR, Buffalo, sponsored by Schrei-
her Brewing Co., is heard on the station's parent network MBS on a sustaining basis in a six-weekly series of news-
commentaries. Commentator Barney Schweikardt is known to his listeners as “Q.E.D.”, Latin abbreviation for the
term, “which was to be dem-
onstrated.”

NEW THEME song for the Treasury War Programs titled “A Dome Out of Every Dollar” is being released to all stations. Written by Leo Robin
Salis Rainger, the song was in-
troduced for the first time by Bing Crosby June 8. Recordings of the song will feature Bing Crosby with
Al Newman’s orchestra on one side and the same song by Dinah Shore on the other.

East on War Mission

BECAUSE broadcasters in other sections of the United States evinced interest in the Southern California system of wartime emer-
gency radio silence, Richard F.
Conner, radio coordinator of the Southern California Broadcasters Assn., was to be in Washington July 13 at request of Army, Navy and
Treasury officials for a series of conferences on defense measures. Before returning to the West
Coast, Mr. Conner will also have New York conferences with Adolph Opfinger, Mutual program service
manager, and A. A. Schechter, NBC director of news and special events, on radio cooperation during blackouts and silences in that area.

INSTEAD of giving his annual party when the program discontinued for the summer, Edward G. Robinson, star of the weekly CBS Big Town sponsored by Lever Bros. Co. (Rino), following its broadcast of July 2, presented all cast members with war bonds.
New Guide Is Issued by Army Covering Relations With Radio

Revised Instructions Deal With Problems of Wartime Operation of Broadcast Stations

TO CLEAR confusion in its radio regulations, the Army, Bureau of Public Relations of the War Department, last week issued a revised edition of an earlier Radio Guide for Public Relations Officers to its press officers throughout the country. To aid these men further in discharging their responsibilities in matters where radio is concerned, the Army's wartime code was also included.

Although this manual is not available to broadcasters, it was pointed out that the possession of one at each Army, reservation's press office will provide local stations with a source of War Dept. policy and regulation whenever doubt exists.

To meet war-born conditions not covered in the original manual released in the early part of 1940, several new sections have been added covering clearance for re-creation, appearances of enlisted and commissioned personnel on programs, programs originating within the U.S., short-wave broadcast from the continental United States to other parts of the world as well as other programs (Command Performance & Foreign Propaganda). Sections already there to be heard by Army personnel in other parts of the world.

Clearance Discussed

Under the codified regulations, the matter of clearance and review is discussed at length. In the term clearance it is inferred that a program idea has been presented in detail with time, day, station and similar factors included. Upon consideration of all factors in the proposal in any one such proposal the radio department may decide favorably. This does not mean the program may be aired. Only after an approved program has been submitted and approved by the radio branch's board of review may a program be broadcast.

The manual further points out that any program for broadcast over a national network, involving the Army, its personnel, or its functions, operations or activities, is subject to the radio branch authority.

To prevent any competition resulting from commercial programs broadcast concurrent with any network or stations the radio branch must issue clearance. In that way, it was pointed out, for example, the Army may also prevent competition and the broadcast of one arm of the service contrary to the particular service being promoted at that time. These restrictions, however, affect only those programs broadcast from Army property.

All commercial copy or continuity used in such programs must be submitted for the approval of the radio branch at least one week in advance of the proposed date of broadcast. Requests can be filed on a form available upon request from the radio branch. Furthermore, regulations insist that commercial-sponsored radio programs presented before an audience of Army personnel must use the prepared disclaimer which says the presentation "does not necessarily constitute an endorsement by the War Dept. or its personnel, of the product advertised."

Personnel Appearances

Another section of the regulations covers the appearance of Army personnel returned from foreign service which states that authorization for approval may only be obtained by inquiries directed to the director of the bureau of public relations or his assistant. This is "mandatory", the regulations state, and the willingness of personnel to participate does not in any way constitute approval.

In another part of the regulations, the use of Army bands is explained at length. Where doubt exists, Army officials suggest that the post public relations officer be consulted.

Clearance by the bureau of public relations is not required for sustaining radio programs involving the Army, its personnel or its operations when such programs are to be broadcast over single stations, or groups of stations other than national networks, provided these programs are in the exclusive interest of the Army. However, these broadcasts are subject to the approval of the commanding officer concerned, the regulations caution.

To clarify any questions arising from the issues of clearance and rejection and appearance of Army personnel returned from foreign service the exact texts are here reprinted in the adjoining column.

Text of Army Orders

Section III

Radio Branch Policy:
The Bureau of Public Relations, radio branch, is organized for the purpose of serving as liaison between the Army and radio stations and networks, for the development of radio programs which interpret to the public, and for carrying out all War Dept. policy as it affects radio broadcasting.

1. Clearance and rejection.
The radio branch is responsible for the clearance or rejection of:

a. All proposed radio programs for broadcast over a national network, involving the Army, its personnel, or its functions, operations or activities.

b. All commercial programs whose sponsors desire to originate programs from an Army camp or military station.

c. All requests for the personal appearance of Army personnel enlisted and commissioned on a radio program broadcast over a national network.

d. All requests for the personal appearance of Army personnel enlisted and commissioned, on any radio program from the theatre of war and designated for its entertainment; within the continental limits of the United States.

e. All radio programs originating within the Army and designed for short-wave broadcast from the continental United States to other parts of the world.

f. All radio programs originating in the continental United States designed to be heard by Army personnel in other parts of the world.

Section VII

Appearance of Army Personnel Returned from Foreign Service:

Appearance of personnel returned from foreign service (Command Performance & Foreign Propaganda) is subject to the clearance of the Bureau of Public Relations. All such appearances must be cleared with the commanding officer of the Army camp or military station. The commanding officer must hold a conference with the director of the bureau of public relations to determine the program's interpretive value to the public.

LOWELL THOMAS, commentator for Sun Oil Co. on the BLUE, was paid $30,000 by his sponsor during 1941. According to report, the company with the Securities Exchange Commission.

KFQD Applies For 1 Kw. On Request of War Dept.

STATING to the FCC that the War Department had requested him to seek an increase in power so as to provide greater coverage, William J. Wagner, operator of KFQD, Anchorage, Alaska, has filed an application to increase from 250 watts to 1,000 watts full-time on 750 kc. In connection with the application, Mr. Wagner was in Washington.

Also sought by KFQD is approval of the FCC for voluntary assignment of KFQD to Mr. Wagner, as head of the Alaska Broadcasting Co. The transfer, which is expected to be approved shortly, is merely a transfer of the license to a new holding in the station not included when Mr. Wagner purchased the station with the approval of the FCC last February [Broadcasting, Feb. 9]. Mr. Wagner, a radio engineer, owning 33% of KFQD at that time, bought the other 66% from R. E. McDonald and his wife, Barbara.

NBC Ceremonies Honor Employees Now in Service

IN HONOR of NBC employees who have died in action, or are now in the armed forces, special ceremonies were conducted and broadcast at each of the seven NBC-operated stations July 11.

Four of the stations in the New York office were commemorated in a broadcast on WEAF, New York, with the dedication of a service plaque to the 500 NBC men now in service, and two gold stars, representing members of the guide staff, Lieut. Jacques Tariet and Lieut. Donald Crocker, both killed in action. Maj. Gen. Stephen Jarmann, second in command of the First Army and Commanding General, Anti-Aircraft Defense, Eastern Theater of Operations, gave the dedication address.

William S. Hedges, NBC vice-president in charge of stations, accepted the dedications, when presented to him. The plaque bears an inscription read after it had been blessed by an Army Chaplain.

A total of 316 NBC employees are now members of the armed forces. The total number of servicemen from each of the NBC-operated stations follows: WEAF, New York, 224; WMBC, Chicago, 32; WTAM, Cleveland, 6; KOA, Denver, 12; KFI, Hollywood, 27; KPO, San Francisco, 6; WRC, Washington, 9.

Mr. Hedges in an address paid tribute to Bert Silen and Don Bell, of KFI, for their work. It was reported that sarcastic accounts of the Japanese assault on Manila, Silen has been reported as "missing" since the city's capture and Bell was reportedly bayoneted by the Japs. Both, however, managed to destroy all the equipment before the capture.

Another on 114 CBS WITH THE Addition of Vaughn Monroe's Orchestra July 20 to the list of CBS programs taking advantage of the 1941 discount rate, a total of seven sponsors and nine shows have now expanded to all 114 CBS stations [Broadcasting, July 8]. J. Reynolds Tobacco Co., Wistaston-Newton, Cable for the show, also Camels and Prince Albert tobacco. Account is handled by William Esty & Co., New York.

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BROADCASTING • Broadcast Advertising
Take stock and you'll find Kansas City in the midst of a record-shattering agricultural boom. You'll also find KMBC hogging most of the farm audience hereabouts... (surveys proving this are available on request). The explanation lies in a policy of "selling farmers by serving 'em" which has never yet laid an egg for an advertiser. Consider: In Phil Evans, nationally-known agricultural authority, KMBC has the only full-time farm service director in Kansas City radio. Only KMBC is authorized by the Kansas City Livestock Industry to broadcast market reports from the Livestock Exchange Building. KMBC is the only station broadcasting nearly thirty solid hours of farm service programs each week. For greener profit pastures, farm out your sales problems on KMBC—the station that's "9 Ways the Winner." Remember?

KMBC
OF KANSAS CITY
FREE & PETERS, INC.  CBS BASIC NETWORK
This switch directs the steerable radio beam... flashes radio spearheads of truth into the darkness of occupied Europe.

**THIS WEAPON IS Anything BUT SECRET!**

Today America possesses a war weapon of great range—and it's no secret. That weapon is international radio... hurling projectiles of truth more than 3,000 miles across the Atlantic—and across the wide Pacific.

International broadcasts by NBC rely for their effectiveness on important developments from RCA Laboratories. The beam aerial, for instance—controlled by the switch you see above—"searchlights" broadcasts to distant points, with an enormous increase in effective power.

Through such directional aerials, WRCA and WNBI, operating with power of 50,000 watts, reach Europe with a signal strength that would require 1,200,000 watts if broadcast from a non-directional aerial.

Forty-one years ago, the first wireless signals were sent across the Atlantic. Yet today, thanks largely to RCA research, America is hurling messages into the war-torn areas of Europe with an impact that even small, compact receivers have no difficulty in picking up.

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**RADIO CORPORATION OF AMERICA**

**PIONEER IN RADIO, ELECTRONICS, TELEVISION**

RCA Building, New York, N. Y.

*The Services of RCA:* RCA Manufacturing Co., Inc. • R.C.A. Communications, Inc. • Radiomarine Corporation of America • RCA Laboratories • National Broadcasting Co., Inc. • Blue Network Co., Inc. • RCA Institutes, Inc.