"WE DECIDED STATISTICS WERE THE NUTS... WE BUY SALES!"—W. E. LONG CO.

THE best survey of Denver (we think) is the sales of Town Talk bread. This is the conclusion arrived at by the Chicago advertising agency placing the Town Talk bread account, the W. E. Long Co., in a clever presentation sent to KLZ recently reversing the direction which promotion usually takes.

It was the unique response to a salvo of station statistics received recently from the Denver region.

KLZ in no way denies the importance and necessity of valid statistics in the buying of station time. But, after all, sales and not statistics are what count. And when an advertiser satisfies himself concerning the sales effectiveness of KLZ, all other data, of course, become superficial.

It is interesting to note, therefore, that local advertisers in Denver, to whom sales are vastly more important than statistics, spend more of their money with KLZ than with any other major network station... and the trend in national spot, too, is shifting rapidly in KLZ's direction.

KLZ
Denver

5,000 WATTS—560 Kc.
Affiliated in Management with The Oklahoma Publishing Co. and WKY, Oklahoma City * Represented by The Katz Agency, Inc.
Yes, the Tulsa Magic Empire Market is a luscious sales cake to eat now . . . and your advertising to this booming area today will help bring you even greater sales tomorrow in the greater post-war market it will become.

Tulsa is given a No. 1 rating (boom war markets with the best chance to retain war growth in the post-war period) by Philip M. Hauser, assistant director of the U. S. Census in a release Jan. 15, 1943. But, the Tulsa market isn’t just sitting back rejoicing over this rating. It has set up under the Tulsa Chamber of Commerce a post-war planning board, with Mr. Clyde A. King, former bank official and industrial development leader, as paid secretary, to definitely work on war industry conversion. We’re going to make sure of a greater post-war market.

Get the benefits of two cakes by making the Tulsa Magic Empire market a MUST on your schedule today. And, remember 50,000 Watt KVOO is the only single medium blanketing Oklahoma’s best market.

Blanketed Only by Oklahoma’s Most Powerful Station

+ The Tulsa Magic Empire is truly Oklahoma’s best market. Concentrated in but 1/3 of the state’s area it has: 47.4% of Oklahoma’s retail sales; 51% of the bank deposits in the state; 53.3% of Postal Savings; 46.5% of Effective Buying Power. In no other Oklahoma area is there such a powerful station covering such a rich concentrated market.
from the 124 stations of the Columbia Broadcasting System
Women have joined the colors of their country.
in the following detachments:

| CFRB | Toronto       | ★ 10 |
| CKAC | Montreal      | ★ 6  |
| KARM | Fresno        | ★ 9  |
| KDAL | Duluth        | ★ 8  |
| KFAB | Lincoln       | ★ 21 |
| KFBB | Great Falls   | ★ 2  |
| KFH  | Wichita       | ★ 20 |
| KFPY | Spokane       | ★ 9  |
| KGDM | Stockton      | ★ 4  |
| KGGM | Albuquerque   | ★ 12 |
| KGLO | Mason City    | ★ 11 |
| KGMB | Honolulu      | ★ 7  |
| KGVO | Missoula      | ★ 9  |
| KIRO | Seattle       | ★ 12 |
| KLRA | Little Rock   | ★ 12 |
| KLZ  | Denver        | ★ 8  |
| KMBC | Kansas City   | ★ 20 |
| KMOX | St. Louis     | ★ 36 |
| KNX  | Los Angeles   | ★ 119|
| KOIL | Omaha         | ★ 13 |
| KOIN | Portland, Oreg.| ★ 19 |
| KOMA | Oklahoma City | ★ 25 |
| KOY  | Phoenix       | ★ 13 |
| KQW  | San Francisco | ★ 18 |
| KRLD | Dallas        | ★ 14 |
| KRNT | Des Moines    | ★ 21 |
| KROD | El Paso       | ★ 7  |
| KROY | Sacramento    | ★ 16 |
| KSL  | Salt Lake City| ★ 30 |
| KTRH | Houston       | ★ 16 |
| KTS A| San Antonio   | ★ 17 |
| KTUC | Tucson        | ★ 3  |
| KTUL | Tulsa         | ★ 15 |
| KVOR | Colorado Springs| ★ 8 |
| KVSF | Santa Fe      | ★ 3  |
| KWFT | Wichita Falls | ★ 5  |
| KWKH | Shreveport    | ★ 21 |
| WABC | New York      | ★ 327|
| WABI | Bangor        | ★ 9  |
| WADC | Akron         | ★ 7  |
| WAIM | Anderson      | ★ 7  |
| WAPI | Birmingham    | ★ 13 |
| WBAB | Atlantic City | ★ 8  |
| WBBM | Chicago       | ★ 47 |
| WBIG | Greensboro    | ★ 15 |
| WBNS | Columbus, Ohio| ★ 17 |
| WBRY | Waterbury     | ★ 5  |
| WBT  | Charlotte     | ★ 9  |
| WCAO | Baltimore     | ★ 8  |
| WCAU | Philadelphia  | ★ 30 |
| WCAX | Burlington    | ★ 5  |
| WCCO | Minneapolis-St. Paul | ★ 19 |
| WCHS | Charleston, W. Va. | ★ 13 |
| WCKY | Cincinnati    | ★ 15 |
| WCOC | Meridian      | ★ 2  |
| WCOV | Montgomery    | ★ 6  |
| WCSS | Charleston, S. C. | ★ 6 |
| WDAE | Tampa         | ★ 6  |
| WDBJ | Roanoke       | ★ 8  |
| WDBO | Orlando       | ★ 10 |
| WDNC | Durham        | ★ 6  |
| WDOD | Charlotte- Ecuador | ★ 15 |
| WERC | Erie          | ★ 2  |
| WFFL | Syracuse      | ★ 18 |
| WFBM | Indianapolis  | ★ 14 |
| WFMD | Frederick, Md. | ★ 5 |
| WFOY | St. Augustine | ★ 3  |
| WGAN | Portland, Me. | ★ 4  |
| WGBP | Spartanburg   | ★ 18 |
| WGBP | St. Cloud     | ★ 5  |
| WGPC | Albany, Ga.   | ★ 12 |
| WGST | Atlanta       | ★ 16 |
| WHAS | Louisville    | ★ 23 |
| WHCU | Ithaca        | ★ 7  |
| WHEC | Rochester     | ★ 8  |
| WHIO | Dayton        | ★ 10 |
| WHP  | Harrisburg    | ★ 6  |
| WIBW | Topeka        | ★ 10 |
| WIBX | Ulica         | ★ 9  |
| WISN | Milwaukee     | ★ 7  |
| WJAS | Pittsburgh    | ★ 11 |
| WJNO | West Palm Beach | ★ 4 |
| WJR  | Detroit       | ★ 27 |
| WKBN | Youngstown    | ★ 11 |
| WKBW | Buffalo       | ★ 33 |
| WKNE | Keene         | ★ 9  |
| WKKW | Wheeling      | ★ 5  |
| WKZQ | Kalameaza-Grand Rapids | ★ 8 |
| WLAC | Nashville     | ★ 8  |
| WLAB | Lawrence      | ★ 10 |
| WLBC | Moncton, Ind. | ★ 3  |
| WMAS | Springfield, Mass. | ★ 11 |
| WMIA | Maroon       | ★ 11 |
| WMBD | Peoria        | ★ 19 |
| WMBR | Jacksonville  | ★ 7  |
| WMBS | Winnetown     | ★ 12 |
| WMMN | Fairmont      | ★ 3  |
| WMT  | Cedar Rapids  | ★ 8  |
| WNAX | Sioux City-Yankton | ★ 15 |
| WNB F| Binghamton    | ★ 15 |
| WNOX | Knoxville     | ★ 16 |
| WOKO | Albany, N. Y. | ★ 16 |
| WPAR | Parkersburg   | ★ 7  |
| WPRO | Providence    | ★ 4  |
| WQAM | Miami         | ★ 10 |
| WRLB | Columbus, Ga. | ★ 10 |
| WMDW | Augusta, Ga.  | ★ 7  |
| WREC | Memphis       | ★ 4  |
| WRVA | Richmond      | ★ 22 |
| WSB T| South Bend    | ★ 22 |
| WSPA | Spartanburg   | ★ 8  |
| WTAD | Quincy        | ★ 10 |
| WTAG | Worcester     | ★ 4  |
| WTQG | Green Bay     | ★ 19 |
| WTOC | Savannah      | ★ 7  |
| WTOP | Washington    | ★ 25 |
| WWL  | New Orleans   | ★ 28 |
| WWNC | Asheville     | ★ 9  |
| WNNY | Watertown, N. Y. | ★ 11 |

KHBC, Hilo; and WKAQ, San Juan are actively represented with the colors to an extent which affords no aid or comfort to the enemy.

**this is ★ ★ ★ THE COLUMBIA BROADCASTING SYSTEM**
...This time for "outstanding war service"—reflecting our all-out effort for Victory during 1942. Perhaps the most significant point to advertisers is this...whether for our Government or for the advertiser, KMBC has the personnel, the facilities and the alert "know-how" to get it done—and to get it done right!

KMBC
OF KANSAS CITY
FREE & PETERS, INC.

SINCE 1928—THE BASIC CBS STATION FOR MISSOURI AND KANSAS
We are not zealous here at Sylvania to be the largest in our field. We had rather be known for excellence than for size. You have heard of the man so painstaking that to his talented fellows of larger fame he is known as the writer's writer, or the painter's painter, or the singer's singer. We understand that, and it seems to us there could be no higher praise. So in all the things we build — incandescent lamps, fluorescent lighting equipment, radio and electronic tubes — we aim uncompromisingly high, high as we possibly can. The function of these things, conceived as they are to amplify the indispensable miracles of human sight and hearing, seems to us to deserve the very best that can be given. So believing, it is only natural we should seek in all our work to attain the highest standards anywhere known.

SYLVANIA ELECTRIC PRODUCTS INC.
EMPORIUM, PA.
MAKERS OF INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES, RADIO TUBES, CATHODE RAY TUBES AND ELECTRONIC DEVICES

INDUSTRIAL ELECTRONICS is doing much to help win the war on the production front, but can do a great deal more by more widespread application. Sylvania Electronic Tubes for devices that can automatically gauge, count, control, actuate, test, detect, protect, guide, sort, magnify, heat, transform, “see,” “feel” and even “decide” are tested and available. The more electronic “know how” is put to work to make precision war production speedier and more precise, the sooner the Victory.
BACK IN 1929 a modest man with a quiet voice calmly announced two inventions...two amazing, almost magic devices that made it possible for radio to "see" as well as to "hear."

This man was Dr. V. K. Zworykin of RCA Laboratories. And his research in electronics gave radio its electronic "eyes" known as the Iconoscope and the Kinescope. The former is the radio "eye" behind the camera lens; the latter is the receiver's screen.

Since that red-letter day in television history, ceaseless research in the science of radio and electron optics has established RCA Laboratories as the guiding light of television.

The decade of the thirties saw television's coming-of-age. It brought new scientific instruments and discoveries; it developed new techniques of showmanship; it even created new words—televise, telecast, teleview, and telegenic.

In the evolution of television there have been "high spots"; historic milestones of progress; definite "firsts"—made possible by the services of RCA.

1928-1932—FROM THE FIRST EXPERIMENTAL STATION TO ALL-ELECTRONIC TELEVISION

Station W2XBS, New York, was licensed to RCA in 1928 to conduct television experiments. Transmitter located at laboratory in Van Courtlandt Park, was later moved to Photophone Building, 411 Fifth Avenue; then to New Amsterdam Theatre until 1931, when operations were transferred to Empire State Building.

On Jan. 16, 1930, Television pictures were transmitted by RCA from W2XBS at 411 Fifth Avenue and shown on 6-foot screen at RKO-Proctor's 59th Street Theatre, New York.

Television station W2XBS, operated by National Broadcasting Company, atop New Amsterdam Theatre, New York, opened for tests July 7, 1930, with the images whirled into space by a mechanical scanner.

Empire State Building, the world's loftiest skyscraper, was selected by RCA as the transmitter and aerial site for ultra-short-wave television experiments using both mechanical and electrical scanners. Operation began October 30, 1931.

Field tests of 240-line, all-electronic television were made by RCA at Camden, N.J., with television signals relayed by radio from New York through Mt. Arney, N.J., for the first time, May 25, 1932.

1936—OUTDOOR TELEVISION

Television outdoors was demonstrated by RCA at Camden, N.J., on April 24, 1936, with local firemen participating in the program broadcast on the 6-meter wave.

All-electronic television field tests of RCA began June 29, 1936, from ultra-short-wave transmitter in Empire State Building and aerial on the pinnacle releasing 343-line pictures.

Radio manufacturers saw television demonstrated by RCA on July 7, 1936, with radio artists and films used to entertain.

1937—ELECTRON "GUN" AND MOBILE TELEVISION DEMONSTRATED

Electron projection "gun" of RCA was demonstrated on May 12, 1937, to Institute of Radio Engineers, with pictures projected on 8 x 10 foot screen.

Television on 3 x 4-foot screen was demonstrated by RCA to Society of Motion Picture Engineers on October 14, 1937; pictures were transmitted from Empire State Building to Radio City.

Mobile television vans operated by RCA NBC appeared on the streets of New York for first time, December 12, 1937.

1938—BROADWAY PLAY TELEVISED

Scenes from a current Broadway play, "Susan and God," starring Gertrude Lawrence, were telecast on June 7, 1938, from NBC studios at Radio City.

RCA announced on October 20, 1938, that public television program service would be inaugurated and commercial receiving sets offered to the public in April, 1939.

1939—BASEBALL—KING GEORGE VI—FOOTBALL

Opening ceremonies of the New York World's Fair televised by NBC on April 30, 1939, in...
“...THREE SPONSORS ARE FLIRTING WITH IT”

"MARCHING TO MUSIC" is marching to sponsorship at WHBQ as it is in many other alert radio stations. Like any ASCAP RADIO PROGRAM SERVICE show, it was written to be sold...by writers who are acknowledged leaders in their field. Any ASCAP-licensed station may have these programs without cost. Write or wire us today and learn how music costs are being turned into music profits by aggressive stations throughout the country.

ASCAP RADIO PROGRAM SERVICE
30 Rockefeller Plaza, New York City

January 16, 1943

Mr. Robert L. Murray,
Radio Program Service,
American Society of Composers, Authors & Publishers,
New York City, N. Y.

Dear Mr. Murray:

We are tremendously well pleased with the 10-minute ASCAP scripts MARCHING TO MUSIC. This program has been spotted at 12:05 to 12:15 PM following our noon news summary, and while it is on a sustaining basis at present and was inaugurated just last Monday, our sales force already reports three sponsors as "flirting" with the program.

Sustaining or commercial, the program is a welcome addition to our schedule, and we appreciate the material that we have so far received from the service ASCAP has so recently inaugurated.

With all good wishes, we are,

Sincerely,

E A Alburty/C

MANAGER

BROADCASTING STATION WHBQ INC.

THE FRIENDLIEST SPOT ON YOUR DIAL

WHBQ PHONE 2-6668

E A Alburty/C

Manager
The Strawberry Capital

- AT HAMMOND, LOUISIANA -

IS IN WWL-LAND

and so are 10,000,000 customers from five different states

CENTER of what is probably the most productive strawberry section in the world, Hammond, La., represents but a very small part of the prosperous Deep South, dominated by WWL.

NO OTHER station can compete for Deep South supremacy against WWL's clear channel, 50,000 watt signal, unrivalled within a radius of hundreds of miles. To sell the Deep South, buy—
If you are looking for a medium to cover the booming Nashville market, WSIX is the answer.

**WSIX** will carry your message not only into the hearts of Nashville’s homes but into the entire Nashville trade area of Middle Tennessee and Southern Kentucky.

**WRITE** or wire for coverage map, rate card, availabilities and any other information.

**SPOT SALES, INC., NATIONAL REPRESENTATIVES**

**MEMBER STATION THE BLUE NETWORK AND MUTUAL BROADCASTING SYSTEM**

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**WSIX**

"The Voice of Nashville"

**5000 WATTS**

**980 KILOCYCLES**

NASHVILLE, TENN.
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.

In Fact:

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.
In St. Louis

It's KSD

Exclusive Outlet in St. Louis for N.B.C.

RADIO STATION KSD
Owned and Operated by the St. Louis Post-Dispatch

National Representative
FREE and PETERS INC.
TELEVISION TRAIL

Included President Roosevelt as first Chief Executive to be seen by television.

"A first from the diamond." Columbia vs. Princeton, May 17, 1939, televised by NBC.

Improved television "eye" named the "Orthicon," introduced by RCA on June 8, 1939, added greater clarity and depth to the picture.

Television spectators in New York area on June 10, 1939, saw King George VI and Queen Elizabeth at the World's Fair, telecast by NBC.

Brooklyn Dodgers-Cincinnati game telecast by NBC on August 26, 1939, was the first major-league baseball game seen on the air.

First college football game--Fordham-Wayne-
burg--televised by NBC, September 30, 1939.

Television from NBC station in New York was picked up by RCA receiver in place 20,000 feet over Washington, D.C., 200 miles away, October 17, 1939.

Television cameras of NBC scanned the scene in front of Capitol Theatre and in lobby at premiere of motion picture "Gone With The Wind," December 19, 1939.

1940—HOCKEY—COLOR—TRACK

BIRD'S-EYE TELEVISION

Color television was demonstrated on February 6, 1940, to Federal Communications Commission by RCA at Camden, N.J.

First hockey game was televised by NBC camera in Madison Square Garden, February 25, 1940.

Basketball: Pittsburgh-Fordham, also NYU-Georgetown at Madison Square Garden were televised by NBC, February 28, 1940, as first basketball games seen on the air.

First intercollegiate track meet at Madison Square Garden telecast on March 2, 1940.

Using RCA's new, compact and portable television transmitter, a panoramic view of New York was televised for the first time from an airplane on March 6, 1940. Television sight-seers as far away as Schenectady saw the bird's-eye view of the metropolis.

Premiere of television opera on March 10, 1940, featured Metropolitan Opera stars in tabloid version of "Pagliacci."

First telecast of religious services on March 24, 1940, from NBC Radio City Studios, were seen as far away as Lake Placid.

Ringling Brothers-Barnum and Bailey circus viewed on the air, April 25, 1940, through NBC electric camera in Madison Square Garden.

Television pictures on 4½ x 6-foot screen were demonstrated at RCA annual stockholders meeting May 7, 1940, at Radio City.

Republican National Convention was televised on June 24, 1940, through NBC's New York station via coaxial cable from Philadelphia.

Democratic National Convention films rushed by plane from Chicago for NBC were telecast in New York, July 15, 1940.

President Roosevelt was seen by television throughout the Metropolitan areas as he addressed Democratic rally, October 28, 1940, at Madison Square Garden.

Election returns on November 5, 1940, televised for first time by NBC, showed teletypes of press associations reporting the news.

1941—HOME RECEIVERS—PRIZE FIGHT
—COMMERCIAL TELEVISION

Television progress demonstrated to FCC on January 24, 1941, included: home-television receiver with 13½ x 18-inch translucent screen; television pictures 15 x 20 feet on New Yorker Theatre screen; pictures relayed by radio from Camp Upton, Long Island, to New York; also facsimile multiplexed with frequency modulation sound broadcast.

Television pictures in color were first put on the air by NBC from Empire State Building Transmitter on February 20, 1941.

Large-screen television featuring Overlin-Soose prize fight on May 9, 1941, at Madison Square Garden was demonstrated by RCA at New Yorker Theatre; also, on following days, baseball games from Ebbets Field, Brooklyn.

Commercial operation of television began July 1, 1941, on a minimum schedule of 15 hours a week. NBC's station WNBT, New York, the first commercially licensed transmitter to go on the air, issued the first television rate card for advertisers, and instituted commercial service with four commercial sponsors.

Entry of the United States in World War II, enlisted NBC television in New York to aid in illustrating civilian defense in air-raid instructions in the New York area.

1943—AMERICA AT WAR!

Today RCA Laboratories, pioneer in the science of electronics, is devoting all its efforts to the war.

Yet, from the discoveries, developments and inventions made under the urgency of war, will come greater wonders for the Better Tomorrow of a peacetime world.

RADIO CORPORATION OF AMERICA
RCA BUILDING, NEW YORK
CREATOR OF ELECTRONIC TELEVISION
A PROPER SETTING FOR YOUR SHOW

WGN provides mechanical perfection, production ability, creative showmanship—all working facilities complete in every detail for the best production of the advertisers' programs.

But WGN is not content with technical excellence alone.

As a valuable jewel is best exhibited to the public in a case designed to bring forth its brilliance, so WGN provides a showcase which adds lustre to your program.

WGN's studios are known countrywide for their beauty of design, luxuries of comfort, and ultra-modern broadcasting facilities. They form a fitting background for your show.

A Clear Channel Station

50,000 Watts 720 Kilocycles
Here is a Theatre

Here is a theatre with aisles that cross a continent...a stage the size of a World's Series ball park or a world war battleground...an orchestra pit which can shift in 30 seconds from symphony to swing...and seats for 25,000,000 families, to be filled at the twist of a dial.

This is the Mutual theatre, opened in October, 1934. Scene of some of the greatest successes in radio, it is being continuously enlarged and improved by those who know the American audience firsthand—the individual members of the Mutual Network.

No wonder more and more advertisers are stepping to the Mutual footlights these days. Some have a message for the full house; for others Mutual assembles audiences from specially selected markets. In either case, this theatre can now be leased at the lowest rates in radio—and the box-office response is terrific.

Current milestone in Mutual progress is the opening, May 1, of the newest and finest radio playhouse in New York, as outstanding as the network's studios in Chicago and Hollywood.

The Mutual Broadcasting System
A NEAR MISS

... DOESN'T COUNT IN RADIO!

That's the experience of smart advertisers. Particularly in Baltimore... today the country's 6th largest market.

If you want to hit this Baltimore trading area target, when you aim at it... here are three reasons why advertisers interested in reducing sales costs... are swinging to Radio Station WFBR:

1. WFBR covers Baltimore DAY and NIGHT with an efficiency known to few stations in so big a city. There are no dead spots. That isn't magic... it's just good engineering.

2. There is no waste with WFBR. We do not use a hopped-up signal to cover the surrounding states in which you may or may not have sales...or states in which you have already bought time. Our job is the Baltimore trading area. Not Pennsylvania, West Virginia, Delaware, New Jersey, Virginia.

3. WFBR is the station all Baltimore has been listening to for 21 years. In the last 3 years over one half million people have visited our studios or participated in sponsored shows.

It's good business to get on the target in Baltimore. WFBR makes it automatic.

WFBR
RADIO STATION
Baltimore
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.
Plough, Inc. keeps spots before your ears with SPOT BROADCASTING*

On 325 radio stations from coast to coast, Plough, Inc. is selling millions on St. Joseph Aspirin, Penetro Products and Meksana. Spot Broadcasting gives them a group of markets far larger than any network offers—with budgets in each precisely parallel to sales potentials, product by product. There's nothing wasted on barren areas—no profitable territories inadequately covered. And everywhere, Plough, Inc. can freely select the best station and the best broadcast times with ready-made audiences . . . to make their advertising more effective, more efficient.

Equally important today, Spot Radio gives advertising the speed to keep pace with rapidly changing sales conditions, production problems and war-time regulations. As a result, Spot Broad-casting is now the fastest-growing form of radio advertising.

Fast, flexible Spot Radio may well be the solution to your current advertising problems, and we suggest you talk to your John Blair man about it. He can give you quickly the benefit of his merchandising experience, his knowledge of radio and his familiarity with many of the nation's leading stations.

*Spot Broadcasting is radio advertising of any type (from 25-word announcements to full-hour shows) planned and placed on a flexible market-by-market basis.
The size and character of the job that has been done by radio for the nation since the United States entered the war is at once a tribute to the enterprise of free American radio and the patriotism of the advertisers who support it. For, from the day the first bomb fell on Pearl Harbor, this great instrument of mass communication has been used intelligently and efficiently in the prosecution of the fight against the Axis.

NBC war programs, for instance, have carried the civilian to the actual fighting fronts—into the army camps—to foreign countries for a better understanding of our allies and our neighbors—and to every corner of the nation, into factories and homes, wherever production wheels were humming and civilian activities were focused on the war.

NBC's worldwide news gathering facilities have been augmented, and thousands of broadcasts have kept the American people fully informed of the daily progress of the war at home and abroad.

From NBC's studios, hundreds of specially prepared war programs, designed to serve the government and its war activities, the production and home fronts, and "good neighbor" and inter-allied relations, have been broadcast to the nation.
And, with equal enthusiasm, NBC advertisers have been giving valuable time to the government for important messages to the huge and responsive audiences their programs have built up over the years.

In all, since Pearl Harbor, NBC has broadcast more than 6000 vital war messages, and government officials and bureaus have been given complete cooperation in taking these messages into the homes, factories and army camps of the nation.

The following programs are outstanding examples of NBC’s share in backing and furthering the nation’s war effort—

**THE WAR**  
The Army Hour  
It Happened in the Service  
“The Murder of Lidice”  
“Dear Adolph”  
Day of Reckoning

**INTER-ALLIED RELATIONS**  
Lands of the Free  
Music of the New World  
Pan-American Holiday  
Britain to America

**THE HOME FRONT**  
Doctors at War  
Listen America  
Consumer Time  
Air Youth for Victory  
Commando Mary  
Neighborhood Call  
Engineers at War  
Labor for Victory  
We Believe  
Call to Youth  
Plays for Americans

This is the NATIONAL BROADCASTING COMPANY
BE NOT deceived, ladies and gents — Loren’s name is Stone, but not his heart (or head!). On the contrary, Loren Stone’s genial efficiency, his easy friendliness and his enthusiastic co-operativeness are bywords in Seattle. As Assistant Manager of KIRO, Loren has played no small part in making that station one of the real standouts on the Pacific Coast...

It’s a funny thing, come to think about it, how profoundly any radio station reflects its management—and how impossible it is for you or you or you to buy the best of radio stations unless you know their managements. Of course a certain percentage of stations limp along with perfectly “sound” but uninspired operation, just as do a certain percentage of all other businesses. But oh, what a difference good management makes!

Here at F&P we have always believed that “management makes the station”. What’s more, we never forget it, either from your standpoint or ours. Which is doubtless another reason why both the present and future look pretty good to us, here in this group of pioneer radio-station representatives!
Critical Problems Await NAB Conference

800 Expected to Hear Price, Davis, Fly; Post-War Thinking Dominant Topic

A WAR-HARDENED, more worldly-wise broadcasting industry convenes in Chicago, April 27-29, for the 21st time under the aegis of the NAB, to speed its war mission, learn firsthand from Government spokesmen immediate prospects in war rationing of manpower, materials and programs and to dip into post-war planning.

This was to have been the 21st annual convention of the NAB—its coming of age. Emergency conditions caused abandonment of the convention, however, and the War Conference, along with the legally requisite annual meeting of the association's membership, was called as a "military assignment" to take stock of the job since Pearl Harbor and talk shop with Washington's officials who direct radio's war effort.

Geared to War Tempo

 Practically the entire condensed agenda, covering only 2 ½ days instead of four, is geared to the wartime tempo. All classes of broadcasters, NAB members and nonmembers alike, are on hand, for this transcends a trade association session. With presence of all but key station officials discouraged, the attendance is still expected to be substantial—about 800. Advance registrations were in excess of 600 last Friday.

There are no burning issues or internecine quarrels this year—in contrast to past annual meetings. All communications are geared into relative unimportance, under the stress of wartime operations.

 concerted for its accomplishments since the war began 16 months ago in carrying the burden of the Government's direct contacts with the public, the industry nevertheless is aware of the tortuous road ahead and of the tremendous task it must shoulder in the face of depleted personnel, deteriorating equipment and business uncertainties.

Despite absence of customary convention frills, the agenda arranged by NAB President Neville Miller will hold the attention of the delegates from the opening gavel to adjournment. Heading the list of Government speakers are Elmer Davis, OWI director; James Lawrence Fly, FCC chairman, and Byron Price, director of censorship. They are flanked by spokesmen from the War Manpower Commissi

ings on the Wheeler-White bill (S-814) to that end are scheduled to begin.

Failure of the Supreme Court to hand down its opinion in the network monopoly proceedings prior to the conference eliminates that hot topic altogether. Argued before the Supreme Court last February, the appeals of NBC and CBS from the FCC's regulations designed to control option time and exclusive network affiliations, strike at the fundamental relationships between networks and affiliates. MBS supported the Government's position throughout these proceedings.

Chairman Fly Talks

If the opinion had been forthcoming prior to the War Conference, it would have been the main in pre-convention meetings between the networks and their affiliates. The whole fabric of prevailing business operations would have needed sweeping revision—and still will if the court affirms the Commission's position. The decision can't be forthcoming now until May 3 at the earliest, since the court is in recess before the whole subject.

More than cursory interest is displayed in the scheduled appearance of Chairman Fly—his first before an NAB gathering since the St. Louis convention in 1941, which ended in a furore. It was then that Mr. Fly sharply condemned the NAB and sought to inspire efforts toward creation of a new, competitive trade association.

That this situation has changed was evidenced in Mr. Fly's acceptance of President Miller's invitation to address the conference as the luncheon speaker on Wednesday. He also will talk over a nationwide CBS network the same day, 2:15-2:30 (CWT) on radio's contribution in the war effort.

In his luncheon address, at which Mr. Fly proposes to "let his hair down," the chairman advised President Miller he would discuss "the manpower, material and smooth functioning of operations, as well as other aspects of wartime operation." He commented that the meeting should prove valuable both to the Government and industry in providing an opportunity for joint discussion of problems confronting wartime broadcasting.

"More than ever before," he said, "it is essential that we have a structure of broadcasting industry because of its important role in military and civilian morale. Both the Government and the individual broadcasters are determined that broadcasting service shall remain unimpaired. I believe that this meeting will help us all in doing that job."

Post-War Planning

Mr. Fly has devoted considerable time to the economic plight of small stations. It is expected he will bare to the conference the results of the Commission's recent quick audit of station business in 1942, which revealed that some 280 small stations are in the red with perhaps another 100 practically on the borderline.

The whole subject of small station operations comes before the conference at the closing business session Thursday, with a committee of 12 broadcasters named to present a report and recommendations. James W. Woodruff Jr., president of the Georgia Broadcasting System; WRBL Columbus; WATL Atlanta (WGPC, Albany) and an NAB director-at-large representing small stations, is chairman of this group (see agenda for complete names).

Aside from discussion of these problems, post-war planning will figure prominently. Chairman Fly has made a exhaustive study of it, and it is presumed he will relay to the conference his proposals for establishment of a permanent committee to explore thoroughly impending technical developments. Presumably Government and industry leaders would be asked to participate.

What the industry may expect in (Continued on page 184)
A YEAR ago, radio went to its first wartime convention. There were grave doubts then about censorship, equipment shortages that might throw stations off the air, manpower drains, fighter command blackouts. Bucking- 

human into revenue, business generally on the hot seat, and government programming inroads. These aside from the conventional convention headaches relating to copyright, musicians, legislation, internecine strife and the rest of the peace-time menu.

Today broadcasters go to their first War Convention because this is no year for con- 
votions. Despite the hardships of travel and 
the difficulties of leaving home, it's a good 

Censorship, which might have been radio's terrorsmost problem (aside from complete Gov- 
ermental operation), has been practically no problem at all, thanks to the voluntary sys- 
tem introduced by Chief Censor Byron Price 
and his able corps of assistants. Not a single station has been forced to close because of lack of tube or other essential 
equipment, despite dire predictions and an 
demand of interference from certain Gov- 
ernment quarters. Here thanks goes to WFB 
and to Frank H. McIntosh, its civilian radio 
chief, who made technical ends meet being 
old-fashioned enough to study the problem and 
get the result, without benefit of counsel or 
industry meetings in Washington's marble 
meeting halls.

The manpower problem has been tough, 
but it hasn't forced wholesale closures. Army fighter 

OGI, despite some internal discord and the time-grasping methods of many Government agencies, has done more than a respectable job. And business, save for the deplorable plight of some smaller stations, economic hard times, hasn't gone 
to hell in a hack.

The current state is a tribute to radio, for it 
constitutes recognition of the value and in- 
dispensability of the medium, in private hands, 
during the nation's greatest trial. Had it 
otherwise, the industry would not have fared 
so well. But sight should not be lost of the 
fact that all this didn't just happen. For radio 
helped itself. It was in there pushing. 
Its trade association acquitted itself well. 

On every front. Neville Miller pulled his 
weight.

It isn't suggested here for a moment that 
the job is done. It's only begun. We're headed 
to complete victory, but the end isn't in sight. Things happen fast in wartime.

In this issue we publish a series of articles on radio's war-time job and the post-war outlook. 

Most intriguing are those on technical de- 
vellopments and what they hold for radio. 

Broadcasters can't lose sight of the concomit- 
ant social, regulatory and political aspects.

There is ever-present the danger of the crack- 
down rigid regulationists getting a firmer hold, 
with the ultimate end of Government owner- 
ship.

There are those on the FCC who, despite 
feels, that a microphone constitutes too 
much power in the hands of just an average 

citizen—that the Government should control 
it and own it. They feel the same way about 
the power of the press, but the press isn't 
licensed because there's no problem of alloca- 
tion or technical interference.

There might well be this post-war era be a 
licensing of the press. Facsimile's full develop- 
ment will eliminate the printing press in the 
newspaper process. Radio will deliver the 
newspaper to the home. The newspaper then 
must be licensed. Television would mean the 
same thing for the motion picture industry.

Freedom of the press is inextricably inter- 
woven with freedom of radio. Congress must 
declare how these media are to be regulated in 
this post-war era. Regulation there must be, 
because orderly allocations are essential. We 
think it shouldn't extend beyond the physical job of policing the ether and of assuring quali- 
field licensees.

Broadcasters are interested now in in- 
contributing their might toward swift, complete an- 
nihilation of a ruthless enemy. They're doing that.

Broadcasters can assure themselves of their 
post-war security, by fighting, demanding and 
exhorting all within earshot that radio must be 
kept as free as the press.

As Free as the Press — An Editorial

NAB DISPLAYS

ALTHOUGH there will be no form-

dal displays at the NAB War Con- 
ference, "display room" assign- 
ments at the Palmer House made to 

date are:

NAB Headquarters and 
Press Room 402 

General Electric 736 

INS 794 

Schwimmer & Scott 273 
<br>Blaw-Knox 743 
<br>BCA Records 742 
<br>Chicago Management 
Club 788 
<br>NAB Sales Managers 739 
<br>Keystone Broadcasting 
System 744 
<br>NBC Thesaurus 740 
<br>Standard Radio 731

Agency Breakfast

CHICAGO Radio Management Club, 
a group of Chicago agency radio and 
station executives, will hold forth in 
Suite 736, Palmer House, at 
the war conference. Bucking- 
ham Gunn, radio director of J. 
Walter Thompson Co., Chicago, is 
president. Jack North, media di- 
rector of Aubrey, Moore and 
Walece, Chicago, is in charge of the 
club's War Conference arrange- 
ments.

Headquarters of BROAD- 
CASTING Magazine will be 
maintained in the Palmer 
House during the NAB War 
Conference. Suite 703-704.
War Conference Dedicated to Victory

Program Is Devoted Entirely to Industry
And Its Part in National Crisis

By NEVILLE MILLER
President, National Association of Broadcasters

WE ARE approaching the first War Conference in the history of radio. This young industry, born soon after the first World War, has achieved tremendous stature and virility at a time when it is most needed in the cause of a free people. Its strength has come from the spirit and traditions of a free America. Broadcasters realize their responsibility in this war. They realize that this war threatens civilization and must be won speedily. They realize that every day saved in the length of the war means saving thousands of lives as well as millions of dollars.

Therefore, this War Conference has replaced our usual annual convention. The program is devoted entirely to war problems; the speakers are mostly government representatives. Exchange of views between government representatives and broadcasters — and between broadcaster and broadcaster — will be the order of the day.

Voice of the Nation

When war came, radio's voice was the first to bring the electrifying news. Soon after, for the first time in the history of this country, America heard its united war cry echoing in every corner of the land through the magic of radio.

Then up and down our broad expanse, leaping mountains, spanning prairies, this giant stirred the United States of America to action, stirring, inspiring, selling bonds, driving for salvage, pleading for conservation, urging every home, every person to get into the war. The results are well known and are still piling up. There was undreamed-of power in radio's friendship with America.

Radio entered the war with a vast backlog of experience gained during the preceding two decades but war created new conditions and with them new problems. Loss of manpower, shortage of equipment,

(Continued on page 181)

PROGRAM OF THE NAB WAR CONFERENCE
Palmer House, Chicago, April 27-29

MORNING, APRIL 26

Pre-Convention
9 a.m. — Registration, Corridor, 4th floor
10:30 a.m. — Sales Managers Committee, Room 6
10:30 a.m. — Accounting Committee, Room 3
12:30 p.m. — American Federation of Musicians Steering Committee, Room 2
2 p.m. — NAB Bureau of Copyrights, Board of Directors, Room 2
2 p.m. — Public Relations Committee, Room 1
2 p.m. — Research Committee, Room 3
2 p.m. — Engineering Committee, Room 3
2:30 p.m. — Code Committee, Room 703
3 p.m. — Retail Promotion Committee, Room 3
3 p.m. — Labor, Wage and Hour Committees, Room 4
4 p.m. — BMI Board, Room 3
7 p.m. — NAB Board of Directors Dinner and Meeting, Room 18

TUESDAY, APRIL 27

7:30 a.m. — Staff Breakfast
8:30 a.m. — Registration, Corridor, 4th floor
8:30 a.m. — C. E. Hooper, Inc., Breakfast
10:30 a.m. — Business Session, Red Lacquer Room
President's Report
Secretary-Treasurer's Report
Appointment of Conference Committees

PROPOSED AMENDMENTS TO BY-LAWS

10:45 a.m. — Manpower — A National and Industry Problem
12:45 p.m. — Luncheon, Grand Ball Room, Elmer Davis, Director, Office of War Information, speaker.
Memorial to Radio War Dead

2:30 p.m. — Business Session, Red Lacquer Room

3:30 p.m. — Manpower — A National and Industry Problem
12:45 p.m. — Luncheon, Grand Ball Room, Elmer Davis, Director, Office of War Information, speaker.
Memorial to Radio War Dead
Future of FM Is Viewed by Its Inventor

Like Story of the Superheterodyne, A Set for Every Purse

By EDWIN H. ARMSTRONG*

I HAVE been asked to make a prediction about the course which Frequency Modulation broadcasting is likely to follow during the post-war period. It is not possible, however, under present conditions to make a study upon which to base the type of forecast which most of your readers would like to have. No one has the time today to search out the facts and assemble the statistics to do that. Nor is it wise to enter into a controversial prophecy of which, in the field of radio, we have had too much of late.

It is, however, possible for me to indicate a method of appraising the future, which will enable each of your readers to make his own judgment of what is likely to happen. The first meeting of important observers has taken place in the future of FM to look back over the history of its development, examine its position in the art when it was first introduced, study the predictions of the future that came at that time and compare its position in the art then with now.

Greeted With Skepticism

Applying this method to the development of Frequency Modulation broadcasting, and starting, for the sake of simplicity, with the first announcement of FM in the press in April, 1935, we find that the statement of the elimination of static was greeted with extreme skepticism. 1935 the skepticism had begun to disappear in responsible engineering circles, as shown by the following excerpt from an article in Electronics Magazine concerning the system:

"There appears to be no doubt that the system used actually does give a vastly better signal-to-noise ratio than conventional of amplitude modulation methods. Several highly competent observers have witnessed demonstrations in which two receivers, one for amplitude modulation and the other for frequency modulation, were placed in operation side by side at Mr. Armstrong's laboratory at Haddonfield, N. J. Seven meter transmissions from the Empire State Tower in New York City were sent alternately by amplitude and frequency modulation. The amplitude modulation was buried in the noise, while the frequency modulation came through at the receiver with only barely perceptible noise background. The quality of the frequency modulation signal is comparable in every way to that of the best amplitude modulated systems."†

The curiosity as to how the result was accomplished, however, remained until a presentation of a technical paper before the Institute of Radio Engineers in November of 1935, when the system was finally explained. Although, with the exception of the writer, the sole support that FM received was the testimony of Paul de Mars, chief engineer of the Yankee Network.

What an extraordinary effect the constant reiteration of a plain misstatement of scientific fact can have will never be appreciated until one has experienced it. How seriously these continued statements of the line-of-sight limitation were taken appears from an article of as late a date as June 15, 1938. In that issue of Broadcasting, referring to the possible performance of the Alpine transmitter in the process of construction, we find the following statement (no reflection, of course, on hard-working non-technical editors who must get their information second-hand):

"Spoke for itself..." Whereas previous experience seemed to indicate that apex broadcasting was useful only for limited local use, the claim is made for the Armstrong system that by capturing the signals from substantial heights, very wide rural coverage can be procured, even exceeding that of stations in the conventional broadcast band... he (Armstrong) predicts coverage of the entire metropolitan area of New York as well as contiguous rural territory. This result, if accomplished, would prove revolutionary."

There are numerous similar references in other publications.

All the objections were swept away by the simple engineering process of building receivers and letting the system speak for itself. This manufacture was initiated by turning over to a small concern the necessary design data, and receiver manufacture was initiated by turning over to a large concern the necessary design data and subsidizing an initial order.

Yankee Enters

While this development was going on, a new phase had begun with the entry of the Yankee Network and Station WDRC into the field, duly signified by the filing of applications with the FCC. Some hundreds of demonstrations to the now interested broadcasters resulted in additional applications, which culminated in the final rush during the winter of '39-'40. The 1940 hearing, which resulted in placing FM on a commercial basis, in the expansion of the spectrum available, in the solution of the troublesome problem of providing additional facilities for both commercial and educational stations is such recent history as to be known to all. Accordingly, we have in the past two years constructed a large number of FM transmitting stations.

This ushered in a second stage of the development, wherein practically all the important manufacturers, with the exception, started the production of combination FM-AM receivers.

Receivers Bought

The third and final stage was the purchase by hundreds of thousands of these receivers by the public. Despite the fact that relatively few of the transmitters are operating at more than a fraction of their rated power and antenna efficiency and that few can be maintained under present conditions at top performance, surveys show the response of the public to be overwhelmingly favorable.

The most comprehensive of these indicated approximately half the listeners believed noise suppression to be FM's most important advantage. Another half selected the better quality of transmission. Geographical location of the sets may have played a part in this opinion. The approximately 10% who were not favorably impressed by FM can, I think, be accounted for by the existence of about that percentage of spurious FM sets.

Early Errors

The actual practice of the new art has shown the errors in some widely held opinions of a few years ago. One of these revolved about the belief that the majority of listeners, whose reflexive sense of appreciation of music, as exemplified in their practice of setting the tone control of standard broadcast receivers to exclude the higher frequencies, would turn off receivers. Several attempts in the past to successfully market so-called high fidelity re-

EDWIN H. ARMSTRONG

(Continued on page 62)
in the noise, while the frequency modulation came through at the receiver with only barely perceptible noise background. The quality of the frequency-modulated signal is comparable in every way to that of the best amplitude modulated systems.

AM vs. FM

The concept of frequency modulation, while not difficult in itself, is sufficiently unfamiliar to have caused many misconceptions. In pure frequency modulation, the amplitude of the transmitted wave is kept constant, at the maximum power output of the transmitter. The modulation of the wave is accomplished by changing its frequency, in much the same way as if a condenser microphone were used as the tuning condenser in the tank circuit in an ultra-high frequency oscillator. By speaking into such a microphone, the frequency of the output would be swept through a band of frequencies, centering about the carrier frequency (the frequency when no modulation is present). The width of the band swept through depends upon the depth of modulation; for 100 per cent modulation the maximum bandwidth would be used.

If the modulation frequency is 1,000 cycles, the frequency of the transmitter is swept through the frequency range 1000 times per second, for 5000 cycles, 5000 times per second, and so on. It can be seen that 100 per cent modulation can occur within any desired bandwidth, depending upon the range of the frequency changing device (in our example, the maximum and minimum capacity of the condenser microphone).

Each frequency modulated transmitter has two distinct characteristics. One is its carrier (unmodulated) frequency. The other is the ratio of the maximum frequency displacement on each side of the carrier to the highest modulation frequency. In Armstrong's equipment this ratio is 10. Hence, since the highest modulation frequency used is 10,000 cps, the frequency displacement each side of the carrier is 100,000 cps, making a total bandwidth of 200 kc.

It will be noticed, however, that the band width does not vary with the modulation frequency, but only with the depth of modulation. If this wide band width were used in the broadcast range (550 to 1500 kc.) it would constitute anywhere from 10 to 35 per cent of the carrier frequency. In the seven-meter (40 megacycles) range, however, it represents only one half of one per cent of the carrier frequency. This percentage is smaller than that consumed by broadcast stations (10 kc in 1000 kc. or 1 per cent).

Reception Signals

A frequency-modulated transmitter makes much more efficient use of its equipment than does an amplitude modulated transmitter. The power output of a frequency modulated transmitter is constant. For a 1-kw output, only 1 kw equipment is necessary, regardless of the depth of modulation. In the amplitude modulation system, however, where the peak power is four times the unmodulated power, 4 kw equipment (tubes and power supply) are required for a 1 kw signal.

If a pure frequency-modulated signal is received on a conventional receiver designed for operation on amplitude modulated signals, no response is obtained. It is necessary, therefore, to convert the frequency-modulated signals to amplitude-modulated signals, before they can be detected. The conversion is accomplished by a tuned radio frequency stage operating at one side of resonance.

When so operated, the output of the stage is proportional to the frequency of the input. To make use of the frequency modulation on each side of the carrier, two such circuits are required, operated in push-pull. One half of the system supplies increased output, if the frequency goes higher than the carrier, while the other gives an increased output as the frequency goes lower than the carrier. The combined output is an amplitude modulated wave which can be amplified and detected in the usual manner. Specially designed circuits are required to have a response linear with frequency over the wide band-width range and it is supposed that Major Armstrong's development of these circuits is one of the most difficult of the entire system.

According to well-established theory, the radio frequency components of noise are fairly equally distributed throughout all wave lengths. Thus, the wider the band width received, the more noise components there are present. Maj. Armstrong has found with his apparatus, on the contrary, that the wider the band-width received, the lower the noise level in relation to the signal received. This fact has been established beyond doubt. In fact, the wide band-width of 200 kc for full modulation was chosen because only by so doing could the noise be reduced sufficiently to permit satisfactory reception over the distances required (about 50-90 miles).

Noise Reduction

The explanation of this seeming direct contradiction of the theory is not yet forthcoming. Either the theory is not correct or else some unsuspected effect has been introduced by the use of frequency modulation. Maj. Armstrong, in upholding his right to explain the system in a carefully prepared paper, has not released any information on this point. Several published explanations of the noise-discrimination effect are in error, according to Mr. Armstrong. It is evident that the new system has revealed a new phenomenon; whether it resides in the physical distribution of noise components in the ultra-high frequency region, or in the method of transmission and reception, will be made clear in the forthcoming paper.

The fact of Maj. Armstrong's demonstrations is that noise from any source (including tube and circuit noises, and even before conversion) is greatly reduced, when a wide band is received, and that the weak underlying signal can be amplified up through the noise to a useful level.

April 26, 1943 • Page 27
McNutt Draws New Job Switch Rules

Government Revealed Controlling Most

Transfers

GOVERNMENT control of virtually all job transfers was revealed last week as the real meaning of the so-called "job-freeze" announced April 17 by War Manpower Commission Chief Paul to McNutt under the President's "hold-the-line" proclamation. [BROADCASTING, April 19.]

At news conferences on Monday and Thursday last week, officials of the WMC explained that additional explanatory regulations were still being prepared. These rules will permit some mobility for men in essential industries in non-stabilization areas, but will make such job transfers subject to government consent.

Effect of Order

Revisions in the WMC program were largely influenced by an intense grilling which newsmen threw at WMC Commissioner McNutt on the morning he announced his order. They showed that the original freeze denied men in essential industries in non-stabilization areas the chance to get jobs where their services would contribute more effectively to the war effort, and gave far greater freedom to workers in stabilization areas.

Mr. McNutt's order provides that employers engaged in essential occupations, such as broadcasting, may not hire men from other essential industries or other broadcast stations at higher pay without permission of the local WMC or within the rules of a stabilization agreement. Broadcasters and other employers in the trades covered by the rules may hire persons not now engaged in essential work at any wage permitted under War Labor Board regulations.

At present, Mr. McNutt said on Monday, only 60 areas, mostly in the 35 critical labor shortage regions, have stabilization plans. The WMC envisions, however, that the entire country will eventually be covered with these employer-employee-government agreements to control hiring.

The coming regulations are expected to clear up such rights and duties of employers in handling "certificates of availability" which employees must get to transfer to new jobs. These certificates, according to some WMC officials, were issued generally by the employer. They consist of a statement that the man is available; the name of the employer and employer, and his social security number. The new regulation prohibits the employer from stating any further information.

Fowler Harper, assistant to Mr. McNutt, explained Thursday that the WMC is anxious to enforce its regulations with a minimum of red tape. He said employers should take initiative to issue the "certificates of availability". When they refuse workers may appeal to the USES.

Certificates of Availability, the WMC explains, are to be issued for the present only in areas where the WMC has stabilization plans in effect.

Certificates are now to be issued when a man is discharged; when he is laid off for more than a week; or when it can be established that his present employment does not utilize him at his highest skill or that he is not employed at full time. Further explanations of what "is in the interest of the war effort" may be included in the new rules.

Essential Industries

Despite labor criticism of the manpower program, officials point out that it merely carries out the President's instructions to prevent workers from taking jobs merely to get higher pay. The new appeal can be ordered while the President's instructions stand. They admit, however, that by broad interpretation of what "is in the interest of the war effort" the freeze could be softened.

Mr. McNutt said last week that all 35 "essential industries" on the list are considered equally essential. He said however that area manpower directors have authority to establish priority lists of locally critical trades.

Radio broadcasting appeared on the essential list under Communication Services, number 29 on the list. Included were magazines of general circulation which are devoted primarily to the dissemination of public information; newspapers and news syndicates; production of motion pictures; protective signal systems which supplement fire and police protection to military, public and private industrial and commercial establishments; radio broadcasting; radio communications; submarine cable; telegraph; telephone; television. Production of communications equipment was listed in another group.

Union-management negotiation services were listed as essential. On Saturday a reporter asked Mr. McNutt if that included the attorney or the executive board at WMC Chief laughed it off with a remark that, "It didn't. The union has to be performing an essential war job." Advertising men and advertising agencies were not on the essential list.

Transcribers Invited to Meet At New AFM Quarters, May 10

Negotiations Will Be Resumed With Hope That Mutual Understanding Will End Impasse

TRANSCRIPTION industry representatives will meet with James C. Petrillo, president of the American Federation of Musicians, and his executive board in the union's new quarters, The Electric Building, New York, on May 10, to resume negotiations for a solution to the AFM ban on the making of transcriptions.

New meeting date was set at a session between the two groups held in AFM's present quarters on April 17, from which both sides emerged expressing the conviction that they were at last on a status of mutual understanding and that while they have not as yet arrived at a formula for solving the problems of both the transcribers and the union there is considerable hope that further conferences will produce a satisfactory solution to the present impasse, which has halted the manufacture of new musical recordings for nine months.

The April 17 meeting, an all-afternoon session, was the third AFM-transcriber conference in three days. On April 15 the union officials met with a combined group of the manufacturers of transcriptions and phonograph records, at which session it was agreed to split negotiations with each group meeting separately with the AFM. While progress was made on the transcription talks, those between the union and the phonograph record manufacturers broke down on April 16, following a five-hour meeting, it was announced that negotiations will go forward with each group meeting with the AFM.

Affiliates to Meet

NETWORK AFFILIATES will hold their meeting during the broadcast show in May. The meeting will be held at the Drake Hotel in Chicago, May 10-12.

GROUP MEETINGS AT WAR CONFERENCE

MONDAY

10:00 a.m.—AFM executive board meeting, Drake Hotel

11:00 a.m.—Bob Fink, AFM president, press conference, Drake Hotel

1:00 p.m.—AFM-NAB meeting, Drake Hotel

1:00 P.M.—NAB War Conference break

TUESDAY

8:30 a.m.—Hooper Audience Measurement Clinic and Breakfast, Crystal Room, Palmer House

4 p.m.—FM Broadcasters Inc. , Polo Room, Ambassador East

4:30 p.m.—Club Channel Broadcasting Service, Room 8, Palmer House

4:40 p.m.—Network Affiliates Inc. general meeting, Eugene S. Pulliam, president, Room 7, Palmer House

6:30 p.m.—AFM executives roundtable meeting, Room 6, Palmer House

WEDNESDAY

8:30 p.m.—CBS affiliates meeting

THURSDAY

1:00 p.m.—CBS luncheon for agency executives and advertisers

5 p.m.—NBC affiliates and advisory committee meeting, Room 6, Palmer House
IOWA DRUGGISTS VOTE EVEN HEAVIER THAN GROCERS FOR RADIO!

A few weeks ago we described the Iowa Retail Grocers & Meat Dealers Assn. poll in which Iowa grocers voted overwhelming preference for Station WHO over all other media.

Now, results are in for a similar poll made by the Iowa Pharmaceutical Association. 1251 Association druggists were asked:

"Which state-wide advertising medium helps sell most goods for you? Please check only one:

- Radio Stations
- Large Daily Newspapers
- Outdoor Billboards
- Farm Papers

Of group checked, which one station, newspaper, outdoor company or farm paper do you consider the best for you?

Here's how druggists voted their preferred media:

Radio Stations 87.4%
Daily Newspapers 7.8%
Farm Papers 4.5%
Billboards 0.3%

Radio in general got nearly seven times more votes than all other media combined!

The one most popular radio station got 65.1% of all votes for specific stations—nearly five times more votes than its next competitor!

Of course that "one most popular radio station" was WHO! . . . May we send you the complete report?

WHO for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
Let's Plan Now for Post-War, Says Jett

SOME WEEKS ago Prime Minister Churchill was heard by millions of radio listeners to say: "When the fetters of wartime are struck off and we turn free hands to the industrial tasks of peace, we may be astonished at the progress in efficiency we shall suddenly find displayed. ... The ceaseless improvement in wireless and the wonders of radio-location applied to arts of peace will employ the radio industry, agriculture and the cottage home."

This and similar statements of top-ranking officials regarding the future of radio will grow in importance as peace draws nearer. It is, therefore, important that we take full advantage of the opportunities that lie ahead by planning for the orderly development of engineering standards which will form the basis of all post-war operations in the various fields of communications.

Radio Planning

We shall, of course, continue to devote our greatest effort toward the winning of the war. Some of our best qualified experts will have no spare time worth mentioning to devote to postwar planning. There are, however, a number of government and industry experts prepared to assist in this work to the greatest extent possible. As you may already know, plans have been prepared for the formation of just such a group which will be announced shortly. Participation in the work will be extended to all interested industry and governmental organizations.

Back in November of last year Chairman James Lawrence Fly of the Commission, who also heads the BWC, spoke at the Rochester fall meeting of the RMA and IRE and urged these groups to initiate the necessary post-war planning. He predicted a great expansion of television and frequency modulation broadcast and general communications services, and pointed to the great surplus of radio equipment which may figure prominently in post-war planning. "There will be many thousands of men with new skills," said Mr. Fly—skills gained in the armed forces "which have to find a place". He mentioned the allocation and interference problems and stressed that we must make an effort to increase the radio spectrum—"the very high, ultra-high, and super-high frequencies—as the locus for expanding most of the domestic radio services.

Because of the secrecy which surrounds our wartime military operations it will be necessary to make haste slowly. We must not expect the release of this vital technical data which may have a direct bearing upon the operations of the armed forces. However, it is possible, though no assurances whatever have been given, that the armed forces and civilian research specialists may offer some worthwhile assistance by steering the work of the planning groups along specific lines. Later, when peace is definitely in sight, we may expect the gradual relaxation of rules governing the disclosure of information; therefore, as a pass from the end of the war to the next our planning groups should be able to develop more specific data and thereby keep the plans up-to-date and ready for almost immediate use.

It is dangerous at this time to speculate too much with respect to the future. On the other hand, it may be helpful to answer some questions to be answered before any definite policy is adopted. The following questions, relating to broadcasting only and not intended to be an exhaustive list, may serve to outline some of the areas which must be explored:

Standard Band

1. Standard band. The stability of any broadcasting service can, for the most part, be measured by the number of sets in the hands of the public. A year ago the production of receivers was stopped by the WPB and, at that time, it was reported that nearly 60,000,000 sets were in operation in this country alone.

The new sets—certainly the better models—will incorporate FM and possibly television. The demand for such receivers will be very great. To back up this prediction, we need only look back to a normal year when 10,000,000 sets were produced, and consider the additional demand immediately following the end of the war when money will be more plentiful, when millions of obsolete sets will have to be replaced, and when millions of new families will want the latest and best model radios. Will the rapid growth of FM and television thus made possible affect adversely standard band broadcasting? Or alternatively, will the stabilizing effect of the up-to-date standard band receivers load the scales against FM and television?

Standards Be Modified?

While the foregoing matters are being debated, the engineers will in all probability be forced to consider the following questions:

(a) Should the Standards of Good Engineering Practice be modified, particularly with respect to allocation and the use of directional antennas?

(b) Should principles of allocation also take into account average static levels in various parts of the United States, sky wave propagation in different directions and different latitudes, F layer as well as E layer reflections, etc.?

(c) Is there any need to extend the standard broadcast band, either up or down, during, say, the next five years?

(d) Is there any reason to change the restrictions on power for different classes of broadcast stations?

FM Problems

2. FM: According to reliable estimates approximately 500,000 FM sets are now owned by the public. Nearly all of these can also be used for standard band reception. In any case, the total number of FM receivers is less than one per cent of the total sets in service. It is, therefore, important that we take one more look at the present allocation of FM channels before new designs are made standard for production in the post-war period.

As we have pointed out above, the factor which most effectively freezes standards and allocations is the number of sets owned by the public; if the number of FM receivers goes much below the present figure of 500,000 it may be too late to standardize on new frequency bands.

In this connection, some of the questions to be studied are:

(a) Is the present allocation (43-50 Mc) the best for FM broadcasting?

(b) Should the present FM band be extended either up or down and, if so, how much?

(c) What new or modified standards should be adopted?

(d) Are mileage separations hereafter to be recognized for licensing purposes for same and adjacent channel operation, satisfactory?

(e) What degree of interference may be expected from sky wave propagation if the present FM band is retained?

(f) In view of the fidelity characteristics of the receivers manufactured, has too much stress been placed on high fidelity FM transmission and programming? See also Question 7(b) below.

(g) Should allocation on the basis of trade areas be continued or is there a more satisfactory method?

(h) Should FM boosters be permitted and, if so, should they be allowed to operate unattended, and on channels different from the channel of the originating transmitter?

(i) What should be the standards for synchronous operation?

About Television

3. Television: The public investment in television receivers is relatively small as compared with others.
It's not a boom. Boom means a spasmodic burst, suddenly started and suddenly ended. Down South it's a drone. A steady, constant industrial drone that began its rumbling roar in 1930.

Since then Dixie has showed 42.8 per cent of the nation's population increase. In the past 43 years the value of Southern manufactured products has increased 338 per cent. In the past two years, drug sales have zoomed up five per cent better than the rest of the nation. Rural retail sales have topped the national average.

This is the market where 50,000 watt WSM is blasting messages 18 hours a day. High power, low frequency and one of Radio's largest talent staffs combine to make WSM the Southern medium for mid-war sales and post-war opportunities. Send for case histories.

NASHVILLE, TENNESSEE, HARRY L. STONE, Gen'l Mgr.
EXECUTIVE PERSONNEL OF THE NAB


NEVILLE MILLER
President, NAB

CHARLES ELWOOD ARNEY, JR.
Secretary-Treasurer, NAB

LEWIS H. AVERY
Director of Broadcast Advertising, NAB
Born Seneca Falls, N. Y.: Union College, announcer, WGY, 1926; assistant to advertising manager, Mo-hawk Power Corp., 1926-30; promoted to advertising director, 1930; radio account executive, BRDO, 1930-32; manager of executive and service, WGR-WKBW, 1932; director of sales, WGR-WKBW, 1933-39; account executive, Free & Peters, Chicago, 1939-42; director of broadcast advertising, NAB, 1942-44; Member, Theta Delta Chi, Phi Delta Epsilon.

WALTER L. DENNIS
Chief, NAB News Bureau
Born Chicago, Illinois; Crane College; Northwestern U.; Sears, Roebuck mail order, Chicago, 1926-33 (the terms of employment); newspapers in Chicago, New York, Denver, Oklahoma City; Tulsa, 1933-41; associate farm editor, KYVO, 1941; sales promotion and merchandising manager, KYVO, 1941-48; chief, NAB News Bureau, 1948.

WILLARD DURRE EGOLF
Assistant to the President, NAB
Born Kansas City, Missouri; Oklahoma U., LL.B., 1924; advertising, Florida, 1926-38; account executive, Rogers, Gano Advertising Agency, Tulsa, 1928-32; commercial manager, KYVO, 1932-42; assistant to the president, NAB, 1943-. Member Phi Gamma Delta, Phi Delta Phi; President, Advertising Press of America; Oklahoma Bar association; American Bar association.

HOWARD S. FRAZIER
Director of Engineering, NAB
Born Bridgeton, N. J.; operated station WBI in 1919; control operator, WCAI, 1925-27; chief engineer, WABQ, 1927-29; chief engineer, Tauble-Harmon, station WNAC, WRAX, WTNJ, WFAH, 1929-34; private consulting radio engineer, 1934-37; president and general manager, WSNJ, 1937-42; sales engineer, RCA (1937-42); director of engineering, NAB, 1942-.

JOSEPH L. MILLER
Director of Labor Relations, NAB
Born Uniontown, Pa.: Haverford College, A.B., 1930; AP, 1938-38; director of labor relations, NAB, 1938-55. Member, National Press Club, Arts Club.

PAUL F. PETER
Director of Research, NAB

RUSSELL P. PLACE
General Counsel, NAB

EVERETT EUGENE REVERCOMB
Auditor, NAB

ARTHUR STRINGER
Promotion Manager, NAB
Born Battle Creek, Michigan; U. of Michigan, U. of Chicago, Ph.B.; promotion manager, NAB, 1939-.

Late Registrations


Bell Hillis, KYSO, Armore, Ohio.
Bennett, Andrew W., Washington.
Field, Wm. J., WKFV, Hot Springs, Ark.
Ford, Marie, Radio Showmanship.
Garber, Milton H., KCRC, Endal, Okla.
Glessen, William L., KPKD, Riverside, Cal.
Hawth, E. L., WATE, Albert Leon, Minn.
Keachie, J. E., RCA Service Co.
Lakes, J. E. W., KPRO, Riverside, Cal.
Lasker, George, WORL, Boston.
Martin, Bangkok, WIFE, Springfield, Ohio.
Miller, C. W., Wulvestone.
Miller, Capt. Ruth, War Dept., Washington.
Newman, Lewis, The Daven Co.
St. H. Patterson, KSAN, San Francisco.
Richards, Robert E., Office of Censorship.
Rieser, Albert, KYES, Ardmore, Okla.
Storer, L. C.,才行, George B., For Industry Stations.
Ward, G. Pearson, KTTS, Springfield, Mo.
Winter, Lewis, Communications Magazine.
Zipfman, C. E., KARK, Little Rock, Ark.

Weiser Named V-P

JOHN WEISER, Hollywood manager of Ruthrauff & Ryan, was recently elected a vice-president of that firm.

Edgar Bill Heads Public Relations

NAB Committee to Meet First
At Conference April 26

FORMULATION of an active public relations campaign for radio by the NAB moved closer to fruition with the appointment last week of Edgar L. Bill, owner of WMBD, Peoria, as chairman of the Association's newly formed public relations committee.

NAB President Neville Miller last Tuesday announced appointment of Mr. Bill as chairman, along with membership of the full scope of committees are: Kay Liston, Advertising Tips, manager, KPUC, Houston; Craig Lawrence, vice-president and general manager, Iowa Broadcasting Co., Des Moines; John F. Patt, general manager, WQAR, Cleveland; Leslie Joy, general manager, KYW, Philadelphia; Edgar H. Twamley, director, WBEN, Buffalo; Frank M. Russell, vice-president, NAB, and Frank Stanton, vice-president, CBS.

Works Under Egolf

Mr. Bill, one of the industry's best-known figures, was chairman of the NAB Code Committee several years ago when the industry's code of ethics was drafted. The committee's work will now be handled by Willard D. Egolf, assistant to the president of NAB, who is in charge of public relations.

Meeting of the committee was scheduled for the NAB Winter Conference in Chicago today (April 26). The NAB public relations plan, as approved by the board of directors last October, will be discussed and implemented at this meeting. It calls for a fully integrated campaign with the establishment of a staff at Washington headquarters for that purpose.

Meetings Draw Interest
Of Agency Timebuyers

ADVERTISING agencies will be well represented by their timebuyers and radio directors at the NAB War Conference. Registered at the Palmer House are Linears Nelson, J. Walter Thompson Co., N. Y.; Margaret Wyie, J. Walter Thompson Co.; Thomas E. Esty & Co.; Carlos Franco, Young & Rubicam; John Hymes, Foot, Cramer & Bogert; all of New York; and George Duram, S. Kastor & Sons Co. Ad., Chicago; Walter Schmimmer, W. R. Scott; Schwinger & Scott; all of Chicago; MacFarland, Aveyard & Co., Chicago, will be represented by Evelyn Stark; and James Riemer, assistant Bergliette Boe. Stanley Boynton, president of his own Detroit agency, is registered at the Drake.

Pond's Expanding

LAMONT, CORLISS & CO., New York, distributors for Pond's Extract campaign, have completed a successful test for Pond's Cold Cream, and is now expanding its spot campaign to a number of stations. Walter Thompson Co., New York, is agency.
PERFORMANCE

DEPENDS UPON ACCURATE WORKMANSHIP

EACH OF OUR DEPARTMENTS IS TRAINED TO BE ACCURATE

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT
SAN FRANCISCO • HOLLYWOOD
Organize Local War Information Job

Trend Is Toward Total Utilization Of Sponsored Programs

By CHESTER J. LaROCHE
Chairman of the Advertising Council

CHAIRMAN of the board of Young & Rubicam, Chester J. LaRoche a little more than a year ago announced the formation of the Advertising Council, sponsored by leading industry associations and representatives of advertisers and agencies. Mr. LaRoche had been commissioned by the AAAA and ANA as committee chairman to form the Council. Among the sponsors was the NAB. Recently Mr. LaRoche was awarded a gold medal "for distinguished services to advertising and for his efforts on behalf of advertising in wartime through the Council."

Port stated, "this would have meant $1,811,307.82." In addition, advertisers purchased and gave to the committee space worth $340,981.12. The total donation amounted to $2,250,000, but only about $1,054,000 was used before the Armistice.

For comparison, it can be pointed out that this entire effort amounted to less than the appropriation involved in the metal and fats campaigns financed in 1917 by the iron and steel, and soap industries. And advertisers, such as the radio allocation plan, and the industry, are now contributing time and talent estimated by OWI at $100,000,000 a year.

Order from Chaos

The wartime contributions of the radio broadcasting industry and radio sponsors are too well known to readers of Broadcasting to need retelling here. But it is interesting to look back over the past year and observe how the use of this important advertising medium has passed through several evolutionary stages.

The development of the radio allocation plan brought order out of chaos. It eliminated the flood of urgent appeals for time by government departments, each of which had an important war message to transmit to the people. The plan brought into being a workable pattern of broadcasting time issued by OWI as the authoritative guide. The plan also established a more orderly flow of war information, spread out over programs which command large audiences.

Initially, the task of converting radio advertising to war needs was a quantitative one. Numbers of listeners was the early objective. But as the allocation pattern moved ahead, the qualitative phase of the problem came in for more and more attention. Thus, brief war "commercials" inserted in programs at random, gave way to a concerted effort to weave the essential war theme into the fabric of the program itself.

Total Utilization

The new trend which I believe is necessary—and in the making—lies in the direction of devoting the sponsored program in its entirety to an explanation of home front needs. This can take the form of a guest appearance by top government officials with such advertising needed information directly to the nation, or dramatization of the problem as the feature of the show.

This trend toward the utilization of commercial radio time entirely for war information, is consistent with the development that is taking place in other major media. In conveying to advertisers the information needs of the Government, the Advertising Council stresses the conversion of existing schedules. Thus, in newspapers, which have more space than radio, more and more space is being devoted exclusively to war messages. Food rationing information, manpower needs, absenteeism, and other urgent current themes are being covered in this way.

Advertising Pool Plan

At first advertisers shied away from the "idea" of advertising in the pool. At first, advertisers shied away from the "idea" of advertising in the pool. On the surface it seemed to be purely philanthropic. The advertising council pointed out that such advertising was really not so philanthropic, that here was a sound way for business with little to sell to keep before the public names in which it had invested millions, that serving the people's war needs was the best form of "public relations," but more important—that it would reap the greatest profit in the world, a profit far more important than money in the bank—the idea of the advertiser helping to save institutions that are so important to the American way of life.

All of us are inclined to look toward Washington for the solution of our warborn problems. Wash-
The Tri-Penn Market, composed of the trading areas of Harrisburg, York and Lancaster, is located right in the heart of the rich industrial and agricultural section of Pennsylvania. It is a responsive market which presents to advertisers an outstanding sales opportunity. Here's why.

WKBO in Harrisburg, WORK in York and WGAL in Lancaster blanket this market. No other station or stations service this area with Primary coverage. WKBO, WORK and WGAL are friendly, close to their individual communities. They make a definite contribution to the lives of the people they serve. The listeners are loyal and have complete confidence in these stations. The Pennsylvania Tri-Penn Market offers you a responsive, ready-made audience for your sales message.

Present your story in this market—you'll realize rich returns in both sales and good will. Linked by land wire, you can buy these three stations as a package—at an exceptionally attractive, combined low rate. Or, they can be purchased individually to suit your particular needs.

Let us tell you how we can produce sales for you in Pennsylvania's Tri-Penn Market. Wire or write direct to main office, 8 West King Street, Lancaster, Penna., or to Sales Representative:

PAUL H. RAYMER CO.
New York   Chicago   San Francisco
Post-war Spectrum Alteration Seen

Elbow Room Vital as Old Services Meet New Demands

IMPELLING changes in allocations for broadcast service, which may see both FM and television move up in the high frequency spectrum consistent with the trend toward the microwaves, are being discussed in both Government and industry engineering circles as a fundamental part of post-war planning.

While it is yet too early to predict just where these services will move, the tremendous development of the very high frequency portion of the spectrum in war uses augurs for removal of many post-war services to upper reaches of the spectrum. FM, now in the 45 megacycle band, might find a wider service and more elevation above 100 megacycles. Some reports have indicated skip distance effects in the present FM band which might be extended. Moreover, with a virtual stampede for FM facilities seen after the war, additional space unquestionably will be needed.

Color Television

For television, which now has reserved 18 channels ranging up to approximately 300 megacycles, it is thought now that allocations above that area will be desirable so that bands may be available for color television transmission.

The whole question of post-war planning for radio and the electronic art now is an important topical among elements in these industries and in Government. For Chairman James Lawrence Fly has been devoting considerable attention to this field and it is assumed that such organizations as the Radio Manufacturers Association, which already has set up a planning committee [BROADCASTING, April 19] and the Institute of Radio Engineers will become active participants in post-war planning under programs now being projected.

Reapportionment of the spectrum entails a far-reaching job because of the manifold and revolutionary uses to which electronics and radio have been put in military communications operations. This preliminary planning goes far beyond the allocation of spectrum of service, particularly in the public fields like FM, television and facsimile. Both research and manufacturing, obviously, would be involved in any scheme—hence the inevitable participation of the manufacturers of RCA and IRE in any broad-gauged plan.

Miller Proposes NAB Research On Advertising Post-war Role

A BROAD-gauged project to plan advertising's overall role in the post-war reconstruction period will be proposed to the NAB War Conference in Chicago at its opening session Tuesday by NAB President Neville Miller.

Disclosure last week of the decision of the National Industrial Conference Board, of New York, to drop the project for the present resulted in Mr. Miller's decision to initiate plans for such research through under NAB auspices. Mr. Miller cited the urgent need for such a study, to parallel consideration being given to technical developments in the radio and electronic fields.

Postponement Regretted

"We wholeheartedly supported the Conference Board project," Mr. Miller said, "and I believe NAB was one of the first organizations to contribute. I regret the decision to postpone the study, because I deem the work of such fundamental importance at this time. Rather than await developments, I propose to move immediately on with the project. The War Conference, feeling that the opportunity for action at this Conference should not slip by."

The original advertising study, projected by an independent organization of national advertisers and media representatives, was to appraise advertising as an instrument of economic and social progress, with special reference to its relation to the reconstruction of the consumer market after the war. The Conference Board had been requested by the sponsoring group, headed by James F. Bell, chairman of the board of General Mills, to undertake the research, for which a fund of approximately $100,000 was to have been raised. Radio was called upon to contribute $25,000, the press $25,000 and national advertisers $50,000.

The NAB last fall, upon recommendation of the National Television Research Committee, approved a $2500 contribution to the fund, in behalf of the association. Each of the networks contributed separately to make up the $25,000 budget.

Mr. Miller was advised April 21 by George E. Shaw, controller of the Conference Board, that it had been agreed that conditions resulting from the increased pressure of the war would probably delay completion of the plan for a reasonable period and that it appeared desirable to postpone the project and defer further solicitations until the situation is "more favorable for the project, and the requested appropriation." The NAB contribution was returned, along with those of other contributors.

After outlining his plans to the War Conference in a general way, it is expected Mr. Miller will seek NAB Board concurrence and appointment of an industry committee. Whether other media will be invited, following the pattern of the original plan, is undetermined.

New Methods Coming

Multiplexing of frequencies, use of radio in lieu of cable or telephone line links for networking and numerous other innovations are regarded as practically assured even now.

At the international communications conference which will convene with peace, old methods of international allocations will have to be discarded. As frequencies have changed entirely. Heretofore allocations of facilities having international interference ranges have been in terms of exclusive rights. It is felt in informed Washington circles that the new allocations must be based on coordinated use of facilities and coordinated engineering standards of greatest possible efficiency. The United States is expected to provide leadership in this conference.

Observers look for a cooperative Government-industry planning group, to cut the pattern and fit global telecommunications in military, industry and university laboratories, now shrouded in secrecy, may open new portions of the spectrum he before regarded as wholly illusory and out of reach.

Durr Spurns Garey On Finance Quiz

Refuses to Submit Data to Cox Probe Committee

FIRST signs of real fireworks in the Cox Select Committee investigation of the FCC came last Friday with blunt refusal of Commissioner C. J. Durr to answer a committee questionnaire inquiring into his financial and personal affairs.

In a letter to Eugene L. Garey, Committee general counsel, Mr. Durr said that while he had absolutely nothing to conceal" if the purpose of the questionnaire was to ascertain "whether or not I have been guilty of accepting bribes or of similar misconduct in the performance of my official duties," the matter should be referred to the Department of Justice. (See text of statement and of questionnaire on page 116.)

For several days the atmosphere about the FCC has been tense, as a result of several letters of inquiry from Mr. Garey. Washing-}

Nothing Beyond Date

Beyond setting the May 6 hearing date, the Senate committee, of which Mr. Durr (D-Mont.) is chairman, has made no announcement. It is expected FCC witnesses will be called along with any industry spokesmen who care to testify. The committee plans brief hearings—perhaps not more than two weeks. Testimony adduced last year during the hearings on the Sanders Bill before the House Interstate and Foreign Commerce Committee by reference will be incorporated in the Senate committee's record.

Coincident with the announce-

Garey Names Aides

ment by Chairman Cox, of the House committee, of the appointment of three new staff members, it was learned at the FCC that additional inquiries had been received from the committee regarding financial and business holdings of individual members of that agency.

Later, appointees to the commit-
WOR’s “Bessie Beatty” is today the highest rated* woman’s service program in Greater-New York . . .

and “Bessie Beatty,” we might add, has a limited number of openings available on her show

Advertisers, timebuyers, agencymen—the big trend in woman listening is to WOR. Square, root, or divide it by individual shows, or women’s attitude about WOR in general; the answer’s the same—WOR has what women want. In fact, asked Crossley, Inc. recently, “What New York radio station has programs that you feel give you the most help in your household work?” First choice with the 6,420 women asked was WOR.

—that power-full station
at 1440 Broadway, in New York

★ according to the “WOR Continuing Study of Radio Listening.” The rating? 5.0!

MEMBER OF THE MUTUAL BROADCASTING SYSTEM
Jurisdictions Defined Relating to Press

AN AGREEMENT between the Office of Censorship and OWI was released recently outlining the jurisdiction of each in dealing with radio and press. Based on a working arrangement that has existed between the agencies since Nov. 5, 1942, the OWI's function is "to disseminate and publish information" and Censorship is "to keep from the enemy information that could be used to damage the United States." Under the arrangement, OWI is recognized as an "appropriate authority" for the release of news. Any news cleared by such an authority may be published under both the radio and press codes. "As such an appropriate authority," the agreement says, "it is expected to know the limitations of Censorship and accept responsibility for each instance in which Code limitations are exceeded.

Censorship Intercepts

Censorship, under the agreement, is the exclusive authority for determining appropriate authorities. It may therefore exercise negative control over publication of information cleared for release by OWI. It may, however, under the limitations of the agreement, have its own independent action, although final responsibility in any irrecconilable differences rests with the Office of Censorship.

In the field of domestic foreign language radio, OWI, as the principal regulatory authority, is given principal regulatory power over domestic foreign language broadcasts, with OWI assisting by suggesting programs and stations that warrant monitoring and personnel requiring investigation. The two agencies will collaborate on international radio broadcasts, with OWI deciding what is done itself to suggest programs and OWI assisting by advising the Censorship Office. OWI retains the role of coordination with the military where military and national security are not involved.

Official Agreement

Following the agreement: The Office of War Information and the Office of Censorship are charged with determining the radio and press relationships. Each agency is to be responsible for the war effort which could be damaged by inappropriate radio or press activities. The OWI is given two broad fields: domestic press and radio, and international communications. In the case of the censorship of international communications, the Director of Censorship has absolute discretion. Censorship discretion presumes the exercise of judgment, not the automatic application of a set of fixed rules. In a people's war such as this, an informed public—both official and citizen—will want to see the fighting as an asset of great offensive value. An intelligent and realistic censorship policy will, therefore, recognize the value of information, and the importance of disseminating the news as it is released, more than harmful to the war effort, if published, than harmful to the war effort. Under the arrangement, OWI is to make available to the means of communication, the official and enemy news and information, and our enemies facts about the American war effort, the American philosophy, and the American achievement.

One of the responsibilities of the OWI is to make available to the means of communication, whether official or enemy, the news and information that are of interest to the enemy. The OWI's function is "to disseminate and publish information" and Censorship is "to keep from the enemy information that could be used to damage the United States." Under the arrangement, OWI is recognized as an "appropriate authority" for the release of news. Any news cleared by such an authority may be published under both the radio and press codes. "As such an appropriate authority," the agreement says, "it is expected to know the limitations of Censorship and accept responsibility for each instance in which Code limitations are exceeded.

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Here is a preferred market... preferred by alert advertisers who want to build sales now and insure sales for the future. Year after year the East Texas-South Arkansas-North Louisiana area has shown steady gains in population and spendable income. And, while wartime growth has been far above the national average, the Shreveport area has been classified by the Bureau of Census as “having excellent prospects of retaining wartime growth.”

There is only one station big enough to cover all of this rich area—KWKH with its 50,000 watts. It’s the preferred station by advertisers and listeners alike. Advertisers choose it for results it brings—listeners depend on it for its good programming and high standard of service.
As you in the Broadcasting Industry know, radio today plays a constantly growing part in our job of licking the Axis.

Every plane, tank and ship must have radio. Western Electric is making vast quantities of this mobile equipment, as well as facilities for keeping Washington in communication with a global war.

Bell Telephone Laboratories have developed and Western Electric has produced many new kinds of equipment to pierce distance and darkness. Much of our success over enemies on land, at sea and in the air has been achieved through the use of these uncannily accurate devices.

The limitless peacetime possibilities of these wartime developments assure a bright future for radio.

Western Electric
ARSENAL OF COMMUNICATIONS EQUIPMENT
Plan Today For Post-War Broadcasting

Good Opportunity For Industry Tomorrow

By T. A. M. CRAVEN

NO ONE can predict with accuracy either the future course of technical developments or the economics which will affect scientific progress. While there are inherent dangers in embarking upon predictions into the future, recent scientific achievements and a knowledge of the historical technical development of radio enable one at least to visualize possibilities and perhaps probabilities of significant interest.

Naturally, no one is capable of stating when the war will end, what the purchasing power of the public will be after the war or even what will be the capacity and ability of the radio industry to manufacture the radio of the future. Nevertheless, in a democracy such as ours we should be able to assume that natural economic forces will be permitted to function, that private capital will be attracted by the potentialities of a vast new business involving service to the public, and that the public will demand the application of new achievements in a radio service designed to win public acceptance.

Sorely Needed Channels

Recent inventive activities have centered around electronic research in the micro waves. The useful radio spectrum has been extended considerably, thus making a little more space not only for some sorely needed radio channels but also for new and improved uses of radio.

The most interesting development is that which includes "wide band transmission". This improvement will facilitate television and electrical methods of transmitting quantities of data. Improvements in frequency modulation are likewise of significance to the future of radio broadcasting.

In fact, it can be said with some degree of safety that the quality of reception and the range of individual radio broadcasting stations in the future will more closely approximate practical demands than the radio broadcasting organization in operation today.

The day will come when we shall have color television broadcasting stations all over the country. People living in rural areas will be able not only to hear and see radio news commentators but also the newspaper itself will be delivered to them by radio. It is entirely possible that each radio broadcast station will perform a triple service, either simultaneously or consecutively, to their respective communities, depending upon the needs and desires of the communities and the economic support which they are capable of giving broadcast stations. This service will embrace television, sound broadcasting and facsimile. The "coverage" of the station may easily correspond with the normal trade area of the community in which the station is located.

While these possibilities or even probabilities, it cannot be said their practical realization will be immediate. It is more logical to assume that the development of a nation-wide broadcasting service of the future will be gradual. There will be many problems to solve.

Avoid Regimenting Future

The fact stands out that today's problems in radio will be obsolescent and forgotten. Tomorrow we may wonder why we worried so much about them. Therefore it seems essential that we do not attempt to solve the problems of the future by means which may appear to be a good detailed solution of today's relatively minor problems in radio. Likewise we should avoid the danger of regimenting the future along the grooves of today's thinking. We should think in broad terms and attempt to insure the development of the future radio as a free American enterprise in which the public has confidence.

We must realize that the ability to have one's newspaper printed in the home by radio, to see and hear news in the making and to see and hear in the home sports events and plays transmitted from points thousands of miles away, must have a marked effect upon the daily life of anyone living in this modern age. That this may affect the social habits and daily routine of an individual family or the economic welfare of the nation as a whole cannot be overlooked.

It may be expected that these new developments will speed up ordinary life and business and will affect certain existing industries such as motion picture, newspaper and advertising as well as the existing radio broadcasting system.

In spite of the problems brought about by these new developments it seems obvious that the application of these modern broadcasting facilities will result in a decrease in employment but rather in an increase. There is a great probability that an entirely new industry will be created, giving employment to thousands. That this will be of benefit to post-war economies of the country cannot be doubted.

However it is possible that failure to prepare in time for the post-war radio will have an adverse effect upon the ultimate usefulness of the new developments as well as on the economic stability of our business structure based thereon. For example, many wonder how much more valuable radio could have been today if, in 1920, we had coordinated radio design with radio frequency allocation or, in other words, secured in 1920 comprehensive and coordinated general planning by the design engineers, the radio station operators and the Government radio regulatory agency.

We cannot blame anyone for lack of foresight in 1920. We cannot blame radio design engineers and manufacturers for producing equipment for various kinds of radio services using exactly the same portion of the radio frequency spectrum for these services.

Threat to New Bands

Our experience in the past indicates that the potentialities for uncontrolled interference can threaten the very usefulness of newly developed portions of the radio frequency spectrum. When the time came to unscramble a chaotic situation in the past, it was found that municipalities could not obtain additional appropriations to change their radio frequencies. The Government already had large investments in equipment and that private and commercial services were faced with the problem of making the necessary change existing equipment to meet the new frequency allocation. In the past no plans were made, no coordination attempted; and we learned that when the radio spectrum became congested by interference, compromises had to be made between practicalities of invested capital and the practical frequency allocation.

Golden Opportunity Returns

Tomorrow another golden opportunity will be presented to the radio industry. An entirely new radio horizon will be open to the public. Progress in radio development since World War I has been and will be of tremendous significance. As a result new uses of radio will be available after the war. Again there will be greater economic operation and more freedom in the ether. Once more there is before us the question of whether in radio we shall be unprepared for (Continued on page 91)
WDEL, with 5,000 Watts Day and Night, effectively covers a wealthy industrial and agricultural market (Delaware, southern New Jersey, and parts of Maryland, Pennsylvania and Virginia) which is now booming with war production. Because of this greatly increased business activity, the WDEL market has shown substantial growth since 1940, and retail sales have soared accordingly.

WDEL occupies a definite place in the daily life of its listeners because of the individual, local services it renders to all the communities it serves. This, coupled with its popular NBC Basic Network programs, produces consistent listener loyalty and rich response. To the advertiser this means excellent returns for every dollar spent—profitable sales.

For information as to how WDEL can do a standout selling job for you, write direct, or to Sales Representative:

PAUL H. RAYMER CO.
New York Chicago San Francisco

THE NBC STATION IN THE "LAND OF PLENTY"
Maintaining Civilian Radio In War Time

SANTA CLAUS to broadcasters faced with maintenance problems is Frank H. McIntosh, civilian radio's representative in the WPB Radio Division, the man who sees that vital parts get to the proper place in the least possible time. Mr. McIntosh, on leave as technical supervisor of Fort Industry Co., is assistant to Ray C. Ellis, chief of the Radio Division, the unit handling the tremendous job of filling military electronics needs, and keeping civilian radio going. Before joining Fort Industries in 1940, Mr. McIntosh was Pacific Coast District Sales Engineer for Graybar Electric, and a member of the technical staff, Radio Development Dept., Bell Labs., New York.

WPB Insures Future Operation While Hearing Owners’ Woes

By FRANK H. McINTOSH
Assistant to the Director, Radio Division
War Production Board

Mr. McIntosh

If a broadcaster meets with slow deliveries he may reflect that no one in civilian life gets better service on the particular equipment he needs.

As many know, even with the highest ratings that Preference Rating Order P-133 affords broadcasters, some deliveries are not satisfactory and special assistance has been given in some instances by WPB's Radio Division, on request. In this connection the facilities for the repair of transmitting tubes should not be overlooked. Evidence available indicates that very satisfactory results have been obtained from repairs made by the several organizations equipped for this work. There will be times when such repair services will be the only means of making available some certain specific types of tubes.

The microphone not complemented by the radio receiver is obviously useless. The broadcaster also wants to know that people having radio receivers can tune to his station.

Set Production Stopped

A year ago WPB Orders L-44 and L-44-a stopped the production of radio sets and phonographs. Action did not freeze the possession of units manufactured before the order's date and stores still have some for sale. With the production of new radios stopped, manufacturers converted their plants and launched into war work.

The limitation orders put into effect by WPB were carefully written to permit the continued production of tubes and their components to keep existing home sets in repair. It is not generally appreciated that production in 1940 of radio receiver tubes, that is, the tubes available for replacement in home sets, was at high or slightly higher than in peace years. Current production of tubes in this same

(Continued on page 104)
HERE, MR. ADVERTISER, IS THE PROOF!

MORE LISTENERS MORE HOURS OF THE DAY THAN ANY OTHER STATION HEARD IN THE YOUNGSTOWN AREA

A concentrated coverage of a concentrated market serving America's fourth largest steel center. The 34th United States Metropolitan District, also Ohio's third largest trade area, with a population of 372,428 and retail sales of $198,600,000.

C. E. HOOPER, INC. SURVEY
CONTINUOUS LISTENER INDEX MADE FROM OCTOBER, 1942, TO MARCH, 1943. MONDAYS THROUGH FRIDAYS

A-B-C-D-E=OTHER STATIONS HEARD IN YOUNGSTOWN AREA

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WFMJ YOUNGSTOWN, OHIO

National Representatives
HEADLEY-REED CO.
NEW YORK, CHICAGO, DETROIT,
ATLANTA, SAN FRANCISCO

Blue Network Affiliate
ASSOCIATED PRESS
UNITED PRESS
ASCAP-BMI

April 26, 1943 • Page 45
Vacuum Tube Radio Usage Only Begun

Electronic Idea Will Play a Varied Role in Huge Post-War Industry

By O. H. Caldwell
Editor, 'Radio Retailing Today' and 'Electronic Industries'; Former Member, Federal Radio Commission

A GROUP of broadcasting men were talking post-war radio in a New York elevator the other day. The receiving set of tomorrow assumed form as an intriguing box containing the best we have today, plus television, frequency modulation, an electro-mechanical phonograph, and a dash of facsimile on the side.

Said one of the broadcasters: Of course in post-war industry planning there's electronics, too. Adding: Whatever electronics may be—precisely.

At that moment the elevator car leveled off to a faultless seam with an upper floor as though to give illustrative answer. Two hundred feet below the operator had pushed a panel button and the car automatically leveled—electronically, so to speak.

Applications Are Concealed

All around are uses of the electronic idea. But without special knowledge and information these applications are concealed even from radio men who know the place of the vacuum tube in broadcasting. For it was the vacuum tube that leveled the elevator automatically.

It was the timing flow of electrons through a vacuum tube that caused you to be halted by the traffic light at the corner this morning. And it was because of the electron tube that this morning you saw a picture in your paper of an event in London last night.

Electron tubes turn on lights when it gets dark. The tube works in conjunction with photo-cells or "electric eyes." It's an "electric eye" that sounds off a burglar alarm because it responds to the slightest shadows. The eye is a good guardian of property because it will operate a bell when set off by even a tiny wisp of smoke.

When you run for your train at Penn Station in New York, electron open the door into the concourse for you and your burden of baggage. Your shadow made the "eye" operate in the same way that doors are pushed open automatically for workers pushing hand trucks. A shadow on a sensitive plate of a photo-electric cell controlling the current—and the door opens.

Electrons also perform many a counting function, very important where production lines are speeded along. No matter what the speed the electron tube counts accurately.

One of the newer uses of the vacuum tube is in paging executives in large organizations or doctors, for example, in hospitals. As many as five persons can be paged at one time, independent of each other, since the individual's name is called at one-minute intervals. When the person called answers, the name automatically is dropped from the loudspeakers.

Speeding Tiny 'Gears'

Another illustration of the place of the electronic tube in post-war business and one readily understood by broadcasting people is the time-saving recording for long-distance telephoning. The recording is made before the call is placed. As soon as the circuit is open the record, made at 16 rpm, is played at 64 rpm. This gibberish is recorded at the other end and in turn played back at 16. Thus the cost of the message is reduced to 25 per cent.

Similarly, sound-amplification plays an important role in the electronic apparatus field in anti-trespassing protection, safety alarms, air-raid signals and playing of music in industrial plants where employe morale is so very important.

Just think of the electrons in a radio tube as being infinitely tiny "gears", speeding around often at a hundred million revolutions a minute. No thicker than a soap-bubble film, they can control and move giant machinery in huge masses. They can stretch out around the world. They can detect our actions and even our thoughts.

After the War

To date great industries have been founded on these little electrons, these vacuum tubes. Long-distance telephone is one, and of course, radio broadcasting and sound movies.

With the end of the war great new industries will spring into vital existence employing the same type tubes that have made radio. They will not be entirely commercial in their implications. The advantages will be felt most importantly in the enhancement of ease and comfort in our lives. Particularly in our homes.

The door that opens automatically for the factory hand truck, the siren that sounds when a trespasser enters an industry's no-man land, the eye that counts the items whizzing along a production line—these will be translated into peace-time benefits to every day living. These developments stem from what the broadcasting man calls "his" vacuum tube. They are—"electronic applications"—electrons at work!

ELECTRONIC TUBES date back to 1883 when Thomas Edison discovered the effect which underlies all later electronic and radio discoveries and inventions. A network broadcast was once made by Mr. Caldwell (left) and the late Dr. Clayton H. Sharpe using a replica of the original Edison-effect lamp of 1883. The tube, or lamp (above Dr. Sharp's wrist), was reconstructed from Mr. Edison's drawings and worked perfectly, producing a flow of electrons from the hot filament to the "plate" or exploratory electrode—the effect which so surprised Mr. Edison.

THE TREE OF RADIO

Page 46 • April 26, 1943

BROADCASTING • Broadcast Advertising
America is at war—to win. And she will win—a final and complete victory which will assure lasting peace. For America is blest with an abundance of planes, of guns, of ships and tanks, and other implements of war. And not the least of these is Radio.

For free Radio—the American way—is dedicated in all its activities to the winning of the war. Radio sells bonds, recruits men and women for our armed services and labor for our war production. Radio informs and entertains—important contributions to civilian and military morale. In every war activity, Radio has done and is doing its share—and more. At this War Conference of the National Association of Broadcasters, WLS and KOY join in saluting stations throughout the nation, proud to be of them and with them in a job well done.
Amnesia (that consummate consumer) always was a gifted forgetter. And now the complexities of point rationing threaten to stamp out what little memory she had. So, when war removes somebody’s baked beans from the store shelf ... well, it’s natural enough if those beans become “the forgotten brand.”

And Amnesia has no monopoly on disremembering. There are 130,000,000 men, women and children who are similarly gifted. Why, even the storekeepers are apt to forget an absentee product ... unless the manufacturer finds some way to “keep ’em remembering” until peace and his product return.

That’s a job for wartime advertising. And especially for broadcasting. And most especially for the Blue Network. Because ... whether you’re reminding people to buy now or after the war ... The Blue can carry your message into more homes per dollar than any other national medium.

LOOK WHO’S NEWS ON THE BLUE!

PAUL WHITEMAN ... most important figure in modern American music ... joins the Blue Network at a moment when music itself is more important than ever. As Musical Director, he’ll supervise all BLUE musical sustainers. AND he’ll be available for consultation on sponsored programs too.

The Blue Network
A RADIO CORPORATION OF AMERICA SERVICE
Radio Is Vital to Air Success in War

Unifies Mechanics of Modern Battle and Coordinates Operation of Weapons

By COL. A. W. MARRINER
Director of Communications, U. S. Army Air Forces

TWO INSTITUTIONS that have tremendous significance to a World at Peace for a World at War are aviation and communications. The initial discoveries made by the Wright brothers and Marconi were only a few years apart and soon the development of aviation became directly associated with the development of radio.

The continuous development of radio has been one of the greatest factors in the development of flying as we know it today. Modern warfare hits hard and fast. Coordination by radio enables the fighting forces to synchronize their efforts to futility at high tempo without interruption.

Tightly and efficiently transmitted military orders and information, and the use of highly secret electronic devices have introduced a new development in warfare. We are engaged in global conflict which requires our forces to fight from many scattered points. Radio unifies them as a worldwide fighting mechanism. In coordination, the striking power of our Air Forces, Naval Forces and Ground Forces with each other and with our Allies.

375,000 Men Engaged

In the Army Air Forces, communications is particularly vital due to the great speed and distances involved and due to weather and other conditions. In the Army Air Forces today nearly 375,000 men are engaged in communications.

In 1942 over $560,000,000 worth of equipment and installation was purchased for the Air Forces and over $1,800,000,000 worth of equipment is scheduled for delivery in 1945. As much as $44,000 worth of radio equipment is frequently installed in heavy bomber planes known as B-17s. These figures give some indication of the scope of the work that communications play in aerial warfare.

The striking power of our Air Forces must be co-ordinated and directed by instantaneous and dependable communications. Without adequate and reliable radio contacts, Air Units cannot be properly controlled and they lose a large part of their combat efficiency. Planes would be scattered all over the map. Co-ordinated action would be impossible. Pilots and navigators would have to operate on their own and dropping bombs on such casual targets as presented. In order to control our bombing and fighter missions, we must have communications between the planes and between planes and the ground.

In Air Transport and Ferrying operations, Army Air Forces planes fly throughout the world. When these planes are in the air between control points, they operate on radio ranges and utilize communications facilities maintained and manned by Air Forces personnel. Over the flights, the transport planes carrying cargoes of ammunition, equipment, and so forth are constantly under control by radio communications.

The phrase "Air Forces communications" covers a thousand factors. We deal principally with radio between ground stations, between planes in the air and between air and ground. We have developed and new equipment in the Air Forces to cope with the problems of weather, distance and natural interference.

Radio Laboratory

At Wright Field, Dayton, O., the Aircraft Radio Laboratory has been organized to handle air research and development, procurement, inspection, storage and issuance of aircraft radio and ground radio used for navigational purposes.

As Army airplanes are operated in all parts of the world, from the frigid temperatures of the poles to the torrid climate of the equator, we have to be sure the equipment be made to make sure that radio equipment will give satisfactory operation under all conditions of altitude, temperature and climate. These tests include flight tests in order to determine the performance of equipment in the air and also to locate and eliminate any bugs which may develop. All equipment is required to meet the rigid standards of the Air Forces which include extreme temperatures, high altitudes, ninety per cent humidity, stringent electrical and mechanical tests, and finally, extensive flight tests of the equipment.

Radio equipment is also used in connection with an automatic radio compass which is now standard equipment on bombers and transport airplanes. This device makes navigation easy on routes where ground direction finder stations are available. The pilot has an indicator calibrated from zero to 360 degrees, zero being from the heading of the plane. To "home" on a radio station, the pilot keeps the needle of the indicator on zero. To take side bearings the desired station is tuned in and the needle swings automatically and points towards the station indicating the bearing between the heading of the airplane and the airplane's station line.

We must, of course, remember that the enemy is also using radio. Each side is seeking maximum efficiency of apparatus and proficiency in its use.

Enemy Used Radio, Too

German signal equipment is good and is being produced in large quantities. But we believe we are one step ahead of the enemy and we intend to increase this lead. Research is pitted against research; engineering against engineering; production against production.

Mindful of the tremendous importance and unlimited possibilities of the radio electronic tube, research has concentrated on its development. Today there are hundreds of different tubes serving many purposes. Radio research is closely associated with the science of electronics chemistry and physics.

The weapons are infinitesimal electrons, high frequency currents and electric eyes that see at a distance. Increasing emphasis is being placed on the use of radio airborne and ground communication, navigation and detection devices. We do things with radio that we wouldn't have dreamt of two years ago. By means of radio one airplane is enabled to perform a tactical mission which would require the use of several airplanes not so equipped. As the airplane has greatly intensified the uses of radio in warfare, so has it placed new and trying demands upon engineering and manufacturing.

In comparison to any other art to receive new impetus from our war effort the art of radio is demonstrating astonishing applications of principles of which previously we had only superficial knowledge. Though it is too early to predict the ultimate form these applications are taking, it can safely be said that in addition to offering great improvement in aerial operation they are opening wide avenues of use in the field of broadcasting and other civilian pursuits.

In this war, aviation is taking the lead and is bearing the brunt of the fighting. To accept this rule our Air Forces must have the best possible aircraft and equipment. The airplane without proper equipment is of little value. It must have guns, bombs, radio, navigational equipment and many other items which make up the modern fighting machine. Without efficient radio and its allied developments the airplane cannot promptly report what it sees, its orders cannot be changed, it is denied valuable navigational aids and it cannot be properly directed in battle. Thus, no matter how well the plane is designed, or how good its performance, our forces are severely handicapped unless their planes are properly equipped with radio.

Must Have Radio

Aircraft without radio are badly crippled. The information on the enemy obtained by a flight of planes must be transmitted promptly to the officer in tactical command if it is to be of value. It is readily evident that accurate information promptly transmitted may be the deciding factor in any operation and may far outweigh in real value the damage that the particular flight of planes could possibly do with bombs or other methods of attack. Time and again we see a numerically inferior force come away with a smashing victory. Of—(Continued on page 106)
QUICK AS A FLASH!

GET THE SPEED AND FLEXIBILITY OF RADIO FOR YOUR WAR-TIME MARKETING PROBLEMS

1. War-time ad-news has to be timely as a radio flash. That's why, to keep pace for the duration, advertisers make radio their first choice today.

2. On any list for radio, Hartford is a "must". Connecticut leads the 48 states in Effective Buying Income, and Hartford leads all cities in Connecticut.

3. Leadership like that calls for action, and you'll get it as quickly as you can say Hartford! Just phone or write Wm. Malo, Commercial Mgr., WDRC, for present availabilities.
Navy's Radio Interests Date to Marconi

SEVEN-EIGHTHS of the world's surface is covered by water. Today, fighting ships of the U. S. Navy patrol a large part of these great seas and oceans. Radio communication makes possible the coordination of fleet and air arm activities all over the globe.

It is the medium through which the plans of grand strategy are instantly made known to the widely scattered units of our Naval forces, to be translated into effective action. Radio, thus, is a tactical weapon as well as a part of our naval strategy. Its usefulness extends not only to long distance communication but also to short range work between the ships and planes of a modern task force. It may be recalled that the shelling of the Jean Bart at Casablanca was directed by radio from planes flying directly over the battleship.

The Navy at present is taking advantage of the other uses of this type of communication as well. Cases of sinking merchantmen and transports are improved through being able to radio positions. Smaller transmitting units, installed on lifeboats and even rafts, are proving their value in the saving of life at sea. Entertainment receivers aboard ships combine operating safety with amusement and furnish a badly needed link to home for the sailor.

Part of Electronics

Outside the field of radio communications, but related to it, lie many broad applications of vacuum tube apparatus. This neighboring field of which we hear so much today is the field of electronics. While radio was used to a quite considerable extent during the last war, electronics as such has only recently come into its own. This is reflected in the increasing ratio at which the Navy is procuring noncommunication electronic equipment. Many of the new electronic devices are so important to the war effort that they are held as closely guarded military secrets. Others, less vital, still add to our striking power and contribute to the effective running of our ships.

The Navy now uses to advantage such diverse apparatus as submarine and aircraft detection devices, improved radio direction finders, intercommunication plan systems and controls for electromechanical apparatus—to name just a few.

The design, construction, installation and maintenance of electronic equipment for all branches of the armed services represents, in both man-hours and dollars, one of the largest of the present war activities. Some 500 plants, employing about 200,000 men and women, are engaged in manufacturer alone. A large part of this effort, of course, is spent on work for the Navy.

Oldtimers will recall that our Navy has been interested in radio and vacuum tube apparatus since the first work of Marconi, that it fostered many early developments in the field and was for years the biggest user of such equipment.

This early period is worth reviewing if one is to trace the growth of Naval communications and electronics from their small beginnings to the important part they play at present.

The history of Naval radio dates back to 1901 when it was proposed to replace homing pigeons with wireless telegraphy. By 1903 work on wireless installations had begun. The year 1912 saw a number of stations ashore and afloat in operation and the Navy, working in close cooperation with private concerns, engaged in many developmental projects in the field. Out of this work came the adoption of the arc and the Alexanderson alternator systems. Out of this collaboration came many original contributions to vacuum tube art.

At the time of our entry into the First World War, the following stations were in operation:

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<td>Arlington, Virginia</td>
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<td>Darien, Canal Zone</td>
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<td>Federal Telegraph Co.</td>
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<td>S. San Francisco, California</td>
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<td>Heelu Point, Hawaii</td>
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<td>Marconi Company</td>
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<td>Kahuku, Hawaii</td>
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<td>New Brunswick, New Jersey</td>
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<td>Guam, Owned</td>
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<tr>
<td>Sayville, Long Island</td>
</tr>
<tr>
<td>Other</td>
</tr>
<tr>
<td>Tuckerton, New Jersey</td>
</tr>
</tbody>
</table>

For trans-Pacific communication

For trans-Atlantic communication

For other services

Both the foreign owned and the private stations were taken over by the Navy when we entered the war in 1917 and either converted to Government use or closed down. At this time, too, the Navy assumed charge of the radio personnel and facilities for all Government departments except the Army.

Research and development underwent rapid acceleration.

From Wartime Necessity

Among the many contributions to come out of wartime necessity were radio equipment designed for aircraft having from 100 to 500 miles range; the directional loop antennas for use as a navigational aid and in locating enemy stations, acoustic methods of detecting the presence of submarines and radio telephone equipment.

During this period in the history of Naval Radio there emerged a man who today is Rear Admiral Stanford C. Hooper, U. S. N. (Retired).

In the course of his career, Rear Admiral Hooper organized fleet radio communications, established discipline on the air and initiated the plan for battle radio installations. He successfully advocated that radio stations in this country and in our possessions be American owned and controlled and was responsible for the construction of many high-power Naval transmitters. He furthered and inspired radio research which led to advanced developments in broadcasting, direction finding and high-frequency communication.

Sir Winston Churchill, in his capacity as Delegate to the International Radio Conference at The Hague in 1929, Lisbon in 1934 and Bucharest in 1937, in recent years Rear Admiral Hooper has held the post of Head of the Radio Liaison Division, Office of the Chief of Naval Operations, and subsequently that of General Consultant for Radio with offices in New York City. In 1943 he was transferred to the retired list of the Navy.

The many contributions made by the radio stations, the mobile radio, radio direction finder and other equipment, have made notable contributions to the winning of the war.

The Present Organization

Several Naval departments are at present concerned in meeting the radio needs of the Fleet and Air Arm. Of these, the Naval Communications Service, under the Vice Chief of Naval Operations, is charged with the administration of the operation of all United States Naval communication systems including radiotelegraph, radiotelephone and radio direction finder.

The present Director of Naval Communications is Rear Admiral Joseph Reasor Redman, U. S. N. Admiral Redman was born at Grass Valley, California, April 17, 1891, and was appointed to the Naval Academy from Nevada in 1916. After graduation he served in the USS South Dakota and other ships of the Pacific Fleet until June 1916, when he joined the USS Montana for torpedo instruction. That training was followed by submarine instruction in the USS Fulton.

During the World War, he had duty in submarines, in the USS C-3, in command of the USS C-3 and in the USS OC-6. He completed a post graduate course of instruction in Electrical Engineering at Columbia University in 1921 and after further instruction at Navy

(Continued on page 123)
KXOK Works All Shifts

On the air 24 hours daily*, KXOK offers sponsors an opportunity to economically reach and sell the rich St. Louis and Mississippi Valley Market. Serving its listeners 24 hours daily with United Press and International News Services, KXOK is working all shifts to present radio programs that build a greater listening audience and move merchandise. New low rates are now in effect for sponsors after midnight, and mail on the "after midnight" shows has been received from 47 of the 48 states. Let KXOK point the way to get more out of your radio dollar when you spend it in the St. Louis and Mississippi Valley Market. KXOK is owned and operated by the St. Louis Star-Times.

*With the exception of a 3-hour maintenance period on Wednesday.
Two Sponsors Buy Sardi's Breakfast
Kellogg Pep, Hydrated Soup on 130-Plus BLUE Stations

POPULARITY with advertisers on the West Coast of the BLUE program Breakfast at Sardi's will be repeated on a national network basis May 3 when Kellogg Co., Battle Creek, and Alaska Pacific Salmon Co., Seattle, take over consecutive portions of the half-hour five-weekly show. The program was started October 1941, on 13 Pacific BLUE stations, and was given a national audience in August 1942. The BLUE introduced then a second presentation of the series, 11-11:30 a.m., EWT, with both parts originating from the famous Hollywood restaurant.

Kellogg began sponsoring 5-minute participations for Pep on the show Jan. 6. Under the new contract increases its promotion for Pep by sponsoring the 11:15-11:30 a.m. portion on 130 stations, extending from the Eastern half of the country through the Rocky Mountain area. Agency is Kenyon & Eckhardt, New York.

Minute Man Soup, to be promoted on the first quarter-hour of the program on 134 stations, is manufactured by Alaska Pacific Salmon Co., subsidiary of Skinner & Eddy Corp., and is the first dehydrated soup to be radio advertised on a national basis. Captain Adv., New York, handles the Eastern half of the account for Wm. S. Scull Inc., Camden, distributing agent for Alaska Pacific, and J. William Sheats, Seattle, handles the Western portion in behalf of Alaska Pacific.

Both Kellogg and Alaska Pacific will continue their 5-minute participations in the Pacific Coast Sardi's. As an appropriate sendoff to the expanded schedules of the two advertisers, the BLUE will present a "preview" of the program May 1, 7:30-8 p.m.

Serious Mistake, Miller Says of Food Meet Ban
JOINING the chorus of newspaper criticism of the Administration's edict barring news coverage of the United Nations Food Conference at Hot Springs, May 18, NAB President Neville Miller last week characterized the action as a "serious mistake". Radio networkers and the press, under current plans, will not be permitted to cover the conference largely at the instance of the White House, it is understood.

Deploring the conference was of great importance to the public and is not military in character, President Miller pointed out that radio and the press working under voluntary censorship "have demonstrated that they can be relied upon to release information giving aid and comfort to the enemy." He added the right of the people to the remainder of the information "coming out of such a conference must not be abridged."

Work Glutton
"YOU'RE a day early," said Edward Obrist, WFLI program director, on meeting Ed Wood Childs, whom he had hired an announcer, in the corridor. "No I'm not," Childs replied, "I'm an engineer." Seemed to Louis E. Littlejohn, the Philadelphia station's chief engineer, had also interviewed Childs and had hired him. Childs, learning the shifts were different, figured he would do both jobs. Arbitration awarded the work glutton to Littlejohn.

Evening Audience Is Up 11%—Hooper
AVERAGE AUDIENCE for commercial evening network programs has increased 11% over a year ago, according to the April 15 report on "National Program Ratings," released by C. E. Hooper Inc., New York. Average audience index is shown at 107 in the current report. The "Available Audience Index," also released in the Hooper ratings report, stands at 79.7, marking the highest record for April for the number of people at home and awake. Also reaching a new high was the total number of sponsored network evening shows rated by Hooper—124, or three more than a year ago. There was also a fractional increase in the number of hours occupied by sponsored network programs, bringing the total to 78.6. Only 18.6% of the programs reported on showed significant losses compared with the last report. A year ago, the figure stood at 49.6%.

Fibber McGee and Molly rank first in the April 15 report on "First 15" evening programs, while Bob Hope takes second place and Charlie McCarthy third. Radio Theatre is fourth on the list. Other evening programs in order of their rating follow: Aldrich Family, Walter Winchell, Frank Morgan, Fanny Brice, Mr. District Attorney, Jack Benny, Rudy Vallee, Take It or Leave It, Kay Kyser, Screen Guild Players, Eddie Cantor, Truth or Consequences. Red Skelton heads the list of programs broadcast after 10:30 p.m. (EWT).

Coast Chain News
McMAHAN FURNITURE Co., Santa Monica, Cal. (retail chain), on April 15 started sponsoring a six-weekly quarter-hour commentary, Phil McHugh—News Analyst, on 5 Don Lee California stations (KJL KPDC KPFR KFM KYOS), Monday through Saturday, 7:30-7:45 a.m. (PWT). Contract is for 52 weeks. Firm in addition sponsors a daily quarter-hour early morning commentary featuring Fleetwood Lawton at 11:15 a.m. on KPI and KECA, Los Angeles, with transcribed version of that program six times weekly on KERN, Bakersfield, and KMJ, Fresno, Cal. News casts and spot announcements are also being used on other California stations. M.C.M. Agency, Santa Monica, Cal., has the account.
Follow the Crowds—and the Money in GEORGIA!

In Georgia’s Big-Four Counties—
Of Fulton and DeKalb (Atlanta), Muscogee (Columbus), and Dougherty (Albany)

**POPULATION**
Increased from 583,900 in 1940 to 662,035 in 1943*—raising their percentage of Georgia's population from 18.69% to 21.65%

**RETAIL SALES**
From 1941 to 1942, these four counties' percentage of Georgia's total retail sales increased from 37.26% to 39.53%

**EFFECTIVE BUYING POWER**
From 1941 to 1942, these four counties' percentage of Georgia's total Effective Buying Power increased from 33.78% to 37.35%

*This figure taken from the actual count of No. 2 Ration Book, distributed in March 1943.

The GEORGIA BROADCASTING SYSTEM
No Rules for Breakfast at Sardi's

TO REGISTER a success in radio, as in anything else, the rule is to follow established success patterns. Notwithstanding, the success story of Breakfast at Sardi's is based primarily on one thing: Tossing rulebooks out the window!

Back in January 1941, 60 housewives were invited to have breakfast at Sardi's famed restaurant at Hollywood and Vine. While they were having their second cup of coffee, a big, easy-going chap introduced himself as guest producer of the show, ready to relax any jocular conversation.

In the middle of his laugh-provoking remarks, an announcer stepped to the mike, signed the breakfast party on the air and thus inaugurated the daily morning program over KFWB, Hollywood. Meanwhile, Tom had picked up a sandwich and was busy filling the tables, chatting with the ladies, letting his and the guests' remarks fall where they might.

* Flouts Success Pattern

That was the way it began, and that's the way it has gone now for more than two years. There isn't a corps of producers se Mama with any of the Hollywood tradition. Nor are there bulky scripts engineered by the traditional troupe of writers to guarantee laughter. There is no trace of the daily serial, which has proved its success thesis by monopolizing the morning air. There never have been any planted gags, which are the stock behind-the-counter of most "ad lib" shows. There is no orchestra or singers. And there haven't been any of those things since that far-off January morning.

Consistently the show has gone on in that same fashion day after day, Monday through Friday. Despite flooding of the usual success pattern, it has managed to do pretty well on its own simple thesis: that maybe people would get a kick out of a lot of spontaneous laughter and fun of a morning.

As a matter of fact, it did so well by its original thesis that after nine months on the independent station of its inception, Hollywood's KFWB, the blue network bought it as a package show for Pacific Coast release. After another nine months, BLUE executives decided to release Breakfast at Sardi's across the country.

* Records Fall

Since its modest beginning and throughout its still modest progress, its manager has been placing the program—on the local as well as West Coast broadcast—has turned in such interesting miscellaneous statistics as these:

A total of more than 600,000 letters and cards received.

A request backlog that makes it harder to get tickets to Breakfast at Sardi's than to any other program in Hollywood.

A record of attracting 13,087 women to San Francisco's Civic Auditorium—the greatest audience ever to witness a radio show in that city's history.

A Hooper that exactly doubled from May to August of last year. Sponsoring product sales increases of as high as 300% in some markets.

Mail pull prowess capable, for example, of piling up in excess of 70,000 requests for a simple caching booklet, after 24 announcements.

Elaboration of some of the above items might prove interesting.

Though Breakfast at Sardi's went on the Pacific Coast BLUE in October 1941, because of the broadcast time changes it didn't receive a Hooper rating until the April-May 1942 report. This is how the Hooper picture unfolded:

<table>
<thead>
<tr>
<th>Report</th>
<th>Sales in</th>
<th>Rating %</th>
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<tbody>
<tr>
<td>Apr-May</td>
<td>14.9</td>
<td>16.9</td>
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<tr>
<td>May-June</td>
<td>14.4</td>
<td>16.2</td>
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<tr>
<td>June-July</td>
<td>14.7</td>
<td>23.6</td>
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<td>Jul-Aug</td>
<td>16.3</td>
<td>27.4</td>
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<tr>
<td>Aug-Sept</td>
<td>16.2</td>
<td>30.3</td>
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</tbody>
</table>

That steady climb has now placed Breakfast at Sardi's ahead of a host of well-known longtime favorites on all networks of the West Coast.

Mail pull prowess is based on not one but numerous instances. For example, one morning Breneman asked his listeners if they would buy a coffee he recommended. He suggested they write him, pledging themselves to buy "at least one pound". From three requests he received 7889 letters, of which 7889 answers from listeners, pledging the purchase of more than 14,000 lbs. of coffee. On another occasion—during five broadcasts in the first week of July 1942—Breneman announced a "baby poll" and asked women with children under three years of age to write him giving the child's name. With no inducement these five requests brought 6820 letters.

Terrific Selling

One of Breakfast at Sardi's first participating sponsors on the West Coast, Skinner & Eddy Corp. (Minute Man soup), realized early during its sponsorship the selling possibilities of the program. Brennan, much sought after by the firm that its vice-president, Mr. H. G. Seaborn, asked that strength of the commercials be eased up temporarily. With the unprecedented time increase, the company couldn't supply the demand!

One morning in late July, the head of Kerr Glass Mfg. Corp., Los Angeles (Mason jars, caps, lids), was a breakfast guest on Sardi's. What happened that morning and later is related in a letter sent by J. F. Kerr, advertising manager of Kerr Corp.

As you know, Mrs. Alexander H. Kerr, president of Kerr Glass Mfg. Corp., was interviewed over your program some time ago, and at that time there was a very brief mention of the Modern Homemaker. This second second brought in over 3,000 inquiries.

In looking for the night medium for the Pacific Coast, we were led to believe, through this experience, that the breakfast hour of the homemaker making market was the very popular Breakfast at Sardi's show.

We have been broadcasting over this show since August 10th. To date we have received over 60,000 requests for booklet offers and they are still coming in strong. These 60,000 requests represent a large majority of every town in the states of California, Oregon and Washington, and we are sure that the 60,000 requests we have received from 43 states and a good number from Canada.

In looking over the requests that come to this office it is easy to note that the coverage gained through Breakfast at Sardi's is of the utmost value to any advertiser wishing to reach the West Coast homemaker. The women writing in for this booklet are not booklet seekers, but are as vitally interested in the keeping of their homes as they are in their figs. In fact, we are sold on Breakfast at Sardi's a line at a time.

Touch of Sentiment

Present sponsors besides Skinner & Eddy Corp. on the West Coast broadcast over 13 BLUE stations are Fish Flouring Mills (Biskit Mix, Wheat Germ); Washington Cooperative Egg & Poultry Assn., (Lynden canned chicken foods); A. S. Boyle Co. (Old English products, Harmony vitamins); Sales Builders Inc., (Max Factor cosmetics); L. B. Laboratories Inc. (hair oil); Kellogg Co. (All Bran). Recently, in addition, Chlorine Solutions (H-Y-o-prone bleach and cleanser) requested that we put on a Saturday morning program. We are now running 14 Saturday shows on these stations (KTAR KVOA KGLU KYUM). So a Saturday broadcast was added. Stokely Bros. & Co. (Van Camp's Tendernities) is another sponsor that has added a Canned Goods Co. of California (avocados), has just concluded two-weekly participation in the program on the 13 BLUE Pacific stations.

Thus a program that began as (Continued on page 126)
THERE'S SOMETHING IN THE AIR!

FOR TWO MILLION LISTENERS IN AMERICA'S SIXTH MARKET

WJW BRINGS TO CLEVELAND

- A 5000 WATT INTERFERENCE-FREE SIGNAL
- ON THE COVETED 850 KC SPOT
- NEW AND GREATER SHOWMANSHIP
- SALES-PLUS MERCHANDISING
- A PROGRAM SERVICE SECOND TO NONE
- 24 HOURS A DAY

THERE'S SOMETHING IN THE AIR FOR ADVERTISERS IN THE TREMENDOUS BUYING POWER OF THIS GREAT AUDIENCE AWAITING WJW IN CLEVELAND

WHAT DO YOU WANT IT TO BUY?

WJW BASIC BLUE FOR CLEVELAND

BILL O'NEIL, PRESIDENT
Elmer Davis Meets Reporters, Senators at Unique Conference

Judiciary Committee Sits In to Study Technique Of OWI Chief in Handling Newsman

SOMETHING new in the line of investigating techniques was tried in Washington last Wednesday when the Senate Judici ary Committee sat down with Elmer Davis, press conference to learn how the OWI chieftain handled his relations with the radio and press corps.

The session was held by mutual agreement of Sen. Van Nuys (D-Ind.), chairman of the Committee, and Mr. Davis, after Sen. O'Mahoney (D-Wyo.) had introduced a recent 15 writers from the Judi- ciary Committee to look into methods and practices of Government agencies relative to the control of information abroad.

With more than 100 newsman present, Mr. Davis conducted the conference according to his custom. He reviewed military develop- ments, introduced OWI Overseas Activities, who described his recent duties in South Africa.

Senators Silent

After Mr. Sherwood had explained OWI's propaganda work in North Africa, including an admission that no medium wave broad- casts went to enemy territory from there, the session was opened to general questioning, in what Mr. Davis calls "The War Against OWI." Although nine Senators were on the table, none asked any questions.

Mr. Davis reaffirmed his position of last week that OWI would not sacrifice fact for ballyhoo in deal- ing with the enemy. He reviewed a statement on operating policies of the Domestic Branch which said in part, "all facts must be pre- sented accurately and in proper proportion. Emotional appeals of the type usually associated with promotional activities are not appli- cable to war problems."

Commenting on the resignation recently of 15 writers from the Domestic Branch, Mr. Davis said he felt they were excited at the time, and that they were wrong in saying OWI would sacrifice fact for effect. He said the organization was content to be judged by its output.

Replies to Taft

At one point in the conference, which dealt with almost every aspect of OWI activities, Mr. Davis pointedly remarked that Sen. Taft (R-O.) was misinformed in his attack on the OWI. Early in the week, Sen. Taft had introduced two resolutions, (SRes.140, SRes.141) requiring OWI to file with the Senate "propaganda" sent to troops and radio stations abroad.

The OWI chief remarked that OWI sent no propaganda to troops, and only carefully selected infor-

GOOD BEGINNING for Hugh Feltis, new manager of KOIL, Omaha, and Arthur Weaver, for- mer KOIL general sales manager, who recently started his own ad- vertising agency. Mr. Feltis signed his first contract, offered by Mr. Weaver, handling his first account.

New Amos 'n Andy Show Booked by Lever Bros.

LEVER BROS., Cambridge, Mass. (Rinso), through Ruthrauff & Ryan, New York, in mid-April com- pleted negotiations for a new week-

Elmer Davis.

CIAA Radio Men To Latin America

Arrangements Made for Disc Programs on Mexican Border

TO CHECK the effectiveness of the radio activities of the Coordinator of Inter-American Affairs and to consult with the CIAA fieldmen working in Latin America for the past several months, four executives of the CIAA radio division will make survey tours of the vari- ous Latin American republics and report their findings prior to the start of the division's new fiscal year.

First to go this week will be Wil- fred S. Roberts of the radio pro- gramming division in New York, who will visit Colombia, Ecuador, Peru and Bolivia. In July, Walter Krause of the Washington office, will travel to the Dominican Republic, Haiti, Cuba and Vene- zuela. J. Benton Frizzell, Director of the CIAA radio divi-

CIAA also announced last week that it had made arrange- ments in cooperation with the OWI, ASC, SESAC, AIPA and the AMF, to send five specially trans- mitted programs to 30 American stations located on or near the Mexican border for broadcast to Span- ish-speaking peoples in those districts. Programs are: El Ejutrado Combatiente [fighting youth], Alejandro Sux Haba, [commentary by Mr. Sux], El Ver-
dador [the truth-teller], El Jefe [the chief], El Radioteatro de America [dramatizations], and Contra Espi- onaje [counter spy].

Paramount Plans

PARAMOUNT Pictures Inc., for two years a leader in pre-selling films by tieups with sponsored network programs, is slated to reach for new peaks on future products. An extensive radio pre- selling campaign is planned for the picture "China" with decision based on how well the new exploitation plug, "Happy-Go-Lucky," and "Reap the Wild Wind," are taken by heavy air plugs. Martin Lewis, formerly editor of Movie Radio Guide, is in charge of radio exploitation for Paramount.


LT. COL. PIERRE LORILLARD (retired) of the Lorillard family long associated with the tabacco company of that name, died April 19, 1943 in New York. Last of the family to be active in the affairs of P. Lorillard Co., New York, was Lt. Col. Lorillard's father, Pierre Lorillard Sr.
The United Press is the largest and most far-reaching news service in the world. Clients receiving news direct from United Press number 2014—hundreds more than those of any other service.

United Press dispatches reach every country outside the Axis. This includes all the Americas, Britain and all her empire, Iceland, Sweden, Switzerland, Finland, Iraq, Iran, Palestine, Turkey, Egypt, Portugal, Russia and Free China.

The United Press was founded in 1907 to provide an independent source of world news. Its steadfast loyalty to this purpose has been a fundamental factor in achieving first place among the world’s news services.
Here's what we mean by "A TREASURE HOUSE of Recorded Programs"

A Complete NBC program service with big names, fine music, great programs... PLUS the sales ammunition that gets you those contracts!

NBC THESAURUS is built to just one specification: to enable you to land the most sponsors for the longest periods with the least cost and trouble to you... That's how we planned it, and that's how it works.

THESAURUS not only pays its own way, but it builds up your station, supplements your production staff, bolsters your sales staff, and actually helps you sign up your sponsors!

Does THESAURUS have the big names?—You can have Sammy Kaye, Horace Heidt, Xavier Cugat, Dr. Edwin Franko Goldman, Lawrence Welk, Dick Jurgens, Allen Roth, Vincent Lopez, Harry Horlick, and dozens of others!

THESAURUS not only pays its own way, but it builds up your station, supplements your production staff, bolsters your sales staff, and actually helps you sign up your sponsors!

And does THESAURUS offer you help in selling?—And how! You get a Sales Manual, a Portfolio of Programs for each member of your sales staff, carefully prepared...
continuity for 28 programs series, special Holiday Shows for one-time shots. Production Aids including a comprehensive Sound Effects Library, Special Bulletins about hot ideas that have worked, a Complete Publicity Kit—with photographs, mats, and publicity releases for all THESAURUS artists.

Yes, THESAURUS is made to SELL—and you get everything it takes to sell it! Here is the complete, effective, perfectly produced package—and it's packed with profits for you!
ceivers was pointed to as additional proof thereof. The reason for the way the average listener set the tone control was, of course, that he wanted to exclude the distortion and noise inherent in the upper frequency ranges of the reproduction. The error was made, however, of passing judgment on the state of the listener’s audio. This situation, indeed, demonstrates the deficiencies of amplitude modulation systems.

The failure to recognize the fact that FM systems may be made with much lower distortion than AM systems is still widespread, as shown by the absence of any appreciation of this difference in a recent survey devoted to the subject of Frequency Modulation. On this subject some of the engineering profession might well have paid more attention to the enthusiasm of the mass producers of audio equipment on FM reproduction, rather than to place reliance solely on its measuring instruments and on theories imperfectly understood.

Surprise Performance

A second error was in the failure of the communications branch of the industry to realize the efficiency with which programs could be relayed to and between mountains by very high frequency FM links. The performance of the Boston-Mount Asnebukmit relay was a rather startling surprise to some of the proponents of wire line transmission. Experience has proven these links far superior to wire transmission and infinitely less costly. This surprising performance is still underestimated.

It is not generally known that for well over a year a regional FM network has been set up and operated from Alpine to Mt. Washington, New Hampshire, several times a week. (Alpine, Meriden, Paxton, Mt. Washington and Scheenectomy.)

The programs, by which all stations are linked originates at the Muzak station in New York. Various interchanges comprising a smaller number of these stations occur several hours of time daily. Despite the fact that in all but one instance reception and retransmission is accomplished by going down to audio on the incoming signal and then remodulating a transmitter on the outgoing signal, the quality on the far end of the link is superior to wire line transmission.

At television network, however, there has been in use several years a frequency conversion system which changes the incoming frequency of Alpine to the transmission frequency of W6H. This current is then amplified up to excite the power amplifier stages of W6H. Operation has been so reliable that remotely controlled relays of this type are engineering possibilities.

With this historical background of the record of difficulties overcome and of a widespread industry and public acceptance, it is easy for anyone to form his own judgment of what will happen in the postwar period. The difficulties which have been overcome, whether real or fancied, were of a nature that required time and effort. Such problems as remain are principally those of degree and involve manufacturing costs of transmitter and telephone equipment. The invention or pioneer mountain top engineering of the type so brilliantly carried out by de Mars.

With sufficient wave lengths available, so as to accommodate every community capable of supporting a station, the way is opened for a mass production of moderate powered broadcasting transmitters on a scale that has never been dreamed of. This is bound to result in substantial reductions of initial costs. The ever increasing reliability of operation of the FM type of transmitter means an ever decreasing cost of maintenance and operation. Transmitters in the lower power class, remotely controlled from the studio, are engineering possibilities.

In respect to tube cost, it may be a matter of more than passing interest to note that the latest design power amplifier tubes at the Alpine transmitter gave a life of 8500 and 8600 hours respectively. For 5000 hours of their life these tubes were operated at 40 kilowatts output; during the remaining part of their life they were operated at 30 kilowatts output. The initial model of these tubes cost twice as much as the present one and the guarantee was limited to 1000 hours at plate voltage of 9000. Fifty percent higher voltages can now be effectually used, with many times the guaranteed life. This very substantial improvement has come about as a result of expenditures of a very minor nature.

Program Costs Lowered

Even reduction in the cost of programming is in sight. It will not take too long to put into effect those improvements in the technique of transcription recordings that have been in the air for some time. This, of course, will make a small number of the transcriptionists and Pearl Harbor and which, in those areas where live shows cannot be put on, will furnish a satisfactory and inexpensive substitute.

To the question of the availability and cost of receivers, it is not necessary to give a moment’s thought. With the standards now set by the signal and in most of the receiver manufacturers now thoroughly experienced in FM set design, and with the new mass production techniques now being learned, it will be the story of the Superheterodyne all over again—a receiver suitable for every pocketbook.

An enormous replacement demand is being built up daily, both by general obsolescence and the breakdown of sets. It is certain that most of these sets will be replaced by FM-AM combinations. With the increase in the number of FM receivers, it follows automatically that it will no longer be possible to withhold the popular programs from FM stations. The listener will determine that.

The one field which is not yet on a solid engineering and commercial basis is that of military broadcasting and relaying field. Herein exists great opportunity for ingenuity in working out the interchange and relaying of programs within regions. As with the primary areas, the secondary areas can be quickly supplied. Long links will take more time.

Surprises in Store

The industry will unquestionably accept as self-evident these things which have been here set down. Here I want to make any predictions, however, of a type which would be made entirely on the basis of work carried out before the war, it would be that the ease with which relay communications can be accomplished and the excellence of the performance will be the next surprise. The difficulties are of quite a different order from those encountered in the relaying of television programs.

In the original paper presented before the Institute of Radio Engineers in 1936 the following statement appeared:

"The conclusion is inescapable that it is technically possible to furnish a broadcast service over the primary areas of the stations of the backbone broadcast system which is very greatly superior in quality to that now rendered by these stations. This superiority will increase as methods of dealing with ignition noise, either at its source or at the receiver, are improved."

The conclusion is likewise inescapable that within five post-war years this broadcast system will be largely superseded.

Philco Output Rockets

PRODUCTION of radio and electronic equipment and other war materials jumped eight times over production in the corresponding period last year, according to Mr. Frank C. Baker, president of Philco Corp., following the annual meeting in Philadelphia last week. He pointed out that Philco subcontracts with about 250 companies and that it is selling products it could make and is purchasing from other producers over 50% of its total Government radio billings in the last five months of 1943, orders for which being placed with about 600 companies. At the annual meeting the number of directors were reduced from 17 to 16 and present directors were re-elected for the ensuing year.

W41MM—LAND OF THE SKY

"A MILE-and-a-quarter high, in the Land of the Sky." So is described the transmitter of W41MM, North Carolina's frequency modulation station. It is on the Blue Ridge Peak adjacent to Mt. Mitchell, 6000 feet above sea level, and the country's highest FM transmitter. W41MM, operating as an affiliate of WSJS, Winston-Salem, is facturing technique rather than in WESB, owner of the Piedmont Publishing Company, licensee of WSJS. Gray is soon on leave of absence as a lieutenant in the United States Army, stationed at Fort Benning, Georgia. He has enlisted as a buck private a year ago when 33. Harold Essex, managing director of WSJS, serves in the same capacity for W41MM. The FM outlet is programmed from studios in Winston-Salem and is said to be the first of its kind in the South. It is the theme of the Superheterodyne Program and the most remarkable thing about W41MM is its broadcasting on a reduced power of 3000 watts, for the duration by special authorization of the Commission. Programs include local originations, travelogues, as NBC sustaining. A recent survey has shown approximately 3000 FM receivers in the present coverage area of the station.
This is

AMERICA'S TALLEST RADIO TOWER

The BIG AGGIE Station has done it again! To better serve the midwest farmer, WNAX is now broadcasting from its new 927-foot tower...higher than a 90-story building...the tallest in America.

This important Columbia outlet has long served an area embracing nearly four million people in Iowa, Minnesota, Nebraska and the Dakotas. Four out of five of them are farmers...tillers of the soil...producing food that will help win the war...and the peace.

Now with America's Tallest Radio Tower, and a five-fold increase in night-time power, additional thousands can hear WNAX...and receive the war-time service that it affords.

Farms are vital Defense Plants. Farmers are Defense Workers. It is to them...that WNAX proudly dedicates America's Tallest Radio Tower...and its potent, more powerful voice.

"The Billion Dollar Market"

WNAX

SIoux City, Yankton

5,000 Watts Night and Day

Affiliated with C.B.S.

Represented by the Katz Agency

BROADCASTING • Broadcast Advertising

April 26, 1943 • Page 63
1943 YEARBOOK CHANGES AND CORRECTIONS

THE list that follows, though mostly made up of changes and additions that occurred since publication of the 1943 YEARBOOK number, will also serve to correct typographical and other errors.

This information is based mostly upon stories and items in the weekly issues of BROADCASTING and as reported by the people involved. Since changes, particularly in personnel, are now extremely frequent, the most satisfactory way of keeping your 1943 YEARBOOK up to date is to make these changes from the information carried in the magazine from week to week.

Page 28—Headquarters Staff, NAB: Insert Putnam & Carter as assistant information chief; William D. Egolf, assistant to the president, now in the air industry's relations. Under Board of Directors, Richardson as chairman; Roy F. Thompson, WFBG, Altoona, Pa.; Show Johnson, W. Woodard, WSHL, Columbus, Ga., replacing Frank King, Director of Public Relations.


Page 73-166—New services in Directory of Commercial Stations, 1943, States, Pa., should read AP.

Page 86—Delete, WJCI, Springfield, Ill.; delete Judy Fordham, manager; insert Lynn M. Jones as manager.


Page 104—Insert, WBBM, Chicago, is program director.

Page 105—Insert, WBBM, Chicago, is program manager.

Page 110—Delete Biddick as representative of WBBM, Chicago, from the listings for KFAB, and KFBR, Lincoln, and KOIL, Omaha. Leslie DeMoss is program director of WOW, Omaha. Show, Charles McGinley as program manager, KOIL, Omaha.


Page 129—Show Charles Batin as promotion manager of WERL, Columbus, with 2730 children participating.

Page 134—Show Martha Simmons as program manager of WORC, Huntington, with the following: Norman Forman, general manager; Morris McGinley, general manager; Martin Weil, program manager, and Francis Boisvert, chief engineer. Insert, Henry F. Woodall as program director of WORC, New York, William F. Carey as program manager of WINS, New York. Robert I. Garver becomes commercial manager of WJZ, New York.

Page 139—Replace listed personnel of WOR-L, Boston, with the following: Norman Forman, general manager; Morris McGinley, general manager; Martin Weil, program manager, and Francis Boisvert, chief engineer. Insert, Henry F. Woodall as program director of WOR-L, Boston.

Page 144—Delete, WBBM, Chicago, is program director.

Page 149—KRCV, Wenlaco, Tex., delete Guy W. Bradford as general manager, and insert Archie Taylor in his stead.

Page 150—Delete, WLS, Chicago, as frequency change, and insert WOR, New York.

Page 160—Show Alf Weisner and Senator C. Witt as program director of WFTM, Dubuque, Iowa, and deletion E. E. Driscoll as promotion director.

Page 184—Insert Gladstone Murray as manager of WXOJ, Johnstown, to replace, Josephine Shapley as manager.


Page 198—NBC, show Paul Rittenhouse as manager of news service relations department, adding Richard H. Close as sales service manager, and David H. Good as news service manager. Show Willian C. Roux as assistant director of news development, and show Max Jorgensen as assistant director of network broadcasts; Robert W. Friedheim as broadcast research and marketing director, and show as program manager of Radio-Recording Department, Edward O. Dennis replaces W. H. Reynolds; Robert M. Kline replaces W. H. Reynolds as promotion manager.

Page 216—Add transcriptions and recording service under nature of service for WOR, New York.

Page 246—Voice of Prophecy Inc., delete WSPR, Petersburg, Va., now on the air.

Page 380—Delete Fred Robbins as program manager of KIRO, Seattle, to Arthur W. Lindsey, and insert, Show Allan Hale as program manager.


Page 387—Change promotion manager of WCR, Philadelphia, to M. E. Molen, Insert, Blue as network for WOR, New York, to New York, WCR.

Page 390—Insert, WOR, New York, as frequency change, and replace John A. Connells as general manager of WCL, Philadelphia, and insert, Frank H. Keefe as program director.

Page 396—Change promotion manager of WTMJ, Milwaukee, to Bob Carmach, Cannon Reclining Chair Co., and show, Oscar Wis to Oshkosh Broadcasting Corp., Wisc.

Page 417—Change licenses of WRS, Anchorage, Alaska, to Alaska Broadcasting Network.

Page 420—Change news service of WOR, Honolulu, to UP and delete US as service for WOR.

Page 436—Change, general manager of CJWT, Tr. C., to Walter Dale, and insert, C. L. Sutherland as board of governors, CBE, Delete Algona, Iowa, under National Programme Office, and H. W. Morrison.

Page 437—Insert, WLB, Chicago, as correspondent manager of Blue Network to Stuart Buchan, and production manager, and show, Under sales department show of D. R. Buckman, and production manager.

Page 442—Delete, Maury Rider as assistant director at WRMA, Greensboro, N. C., and insert, Paul Whitehall as director of sales.


Page 478—Delete Andy S. Rea as manager of news service in the news department. Show Roy S. Lanham as assistant director to WTOP, program department, and W. Donald Roberts to 1449 Church manager with Kenneth L. Yourd as assistant director at WTOP, Washington. Insert James Fleming as CBS correspondence manager.

Page 518—Add sales service of WLS, Chicago, to Payne Service for WOR, New York, and insert, Show Fred Seeger as promotion manager.


Page 551—Add WLS, Chicago, as standard time, and insert, Show Fred Seeger as promotion manager.
COMMUNITY LEADERSHIP
... established in peace
... continues in war

KOIN'S position of leadership in community service started long before the war... but war has increased the extent to which it is this station's privilege to serve. Such community service KOIN conceives to be a duty and public trust... how well it does this job is attested by awards received from time to time. These include:

1935 .. VARIETY Showmanship Survey
In a nationwide survey of leading cities VARIETY found KOIN first for showmanship in the Portland area.

1938 .. McNINCH AWARD
KOIN placed first among stations from 1000 to 5000 watts power for cooperation in the NATIONAL AIR-MAIL WEEK EDUCATIONAL CAMPAIGN—sponsored by the National Association of Postmasters.

1939 .. VARIETY Award For Social Service
In this year VARIETY made a national survey covering the service of stations to their communities. KOIN was classed as the country's No. 1 Social Service Station.

1941 .. SPECIAL CITATION
At the Fifth School Broadcast Conference in Chicago a Special Citation was awarded KOIN for a local program series, "Dutch Uncles".

1942 .. VARIETY AWARD for OUTSTANDING WARTIME SERVICE
The kind of 24-hour-a-day service that earned this national award continues for the duration. A "Personal Palm" was also won by Clare Hays for her nightly "Wartime Women" programs on KOIN.

KOIN
CBS Affiliate In PORTLAND, ORE.

A GOLD MINE FOR SPOT ADVERTISERS
Kaiser's three shipyards—plus scores of other war industries—have made the Portland market a bonanza for spot advertisers. Payrolls and population have skyrocketed... but rates remain the same for advertising on KOIN—Portland's first choice station.

FREE & PETERS, Inc., National Representatives
Radio Promotion Big Factor In Second War Loan Campaign
Networks, Stations Still Airing Special Shows to Boost U. S. Over the Top as Drive Nears Close

WITH ABOUT one week remaining to close the Treasury's Second War Loan, networks and stations continue to air special programs designed to encourage the public to buy bonds. The drive will end on Sunday, May 26. An estimated $3,000,000,000 in Government securities before the end of the drive.

Using all its resourcefulness in every conceivable promotion, radio has adapted itself to the NAB, OWI and Treasury to local interests and facilities. Many of the programs reported are based on ideas in Selling More War Savings Bonds, a promotion manual supplied to all media by the Treasury's War Savings Staff.

Quiz, Auction Shows
Quiz and auction programs have been especially good money raisers, with the Hartford, Conn., broadcast of Information Please selling a fifth of a billion dollars in Government bonds. The program, incidentally, is shown travelling since the first of the year on behalf of War Bonds, reports more than $12,000,000 in bond sales to date, with a recent special program, "The Super Bond Rally," going over the air.

Early shots in the Peoria, Ill., area War Loan campaign were fired by WMBD with a nine-hour continuous show from the Court House Square. Radio, newspaper and special stunt publicity preceded the rally.

KSO-KRNT, Des Moines, tied bond sales to war planes, using the slogan "Flying Planes for Fighting Iowans." First three days brought over $300,000 at the station. WHO, Des Moines, reported War Bond sales of $3,000,000 on the first day.

Commercial firms in Beaumont, Tex., area contributed $1,000 to be used for War Bond prizes in KBY's Bond program on opening day. The station counted only those bonds purchased at its studios and based the count on number of buyers rather than size or number of bonds sold.

At Clarksville, Tenn.
More than 50 Clarksville, Tenn., merchants sponsored programs and announcements on WJZM on the opening day of the Second War Loan, with every program and announcement linked to some phase of the bond drive.

Financial response to the Radio Day schedule on WKNY, Kingston, N. Y., was so encouraging that last Friday the station began a new weekly series of bond selling variety shows called Let Freedom Ring.

 Tanks, jeeps and Army amphibian cars rallied Schenectady to WGBH's Bond program on opening day. Buyers were rewarded by a ride and were also introduced on the air. Jeeps also proved a stellar attraction at KPRO, Riverside, Cal., where purchasers received jeep rides as a special dividend. It was discovered that many people—particularly elderly ladies—had been harboring a secret desire to ride in one of the bounding buggies.

In Roanoke, Va., WLSL went all out for Uncle Sam with five remotes from war plants, the airport and a hospital. To get the script approved by OWI, the whole show had to be previewed and interviews taken down in short-hand.

Circus Assists
As the drive continues, circus stars, speaking from New York's Madison Square Garden, make personal appeals to listeners to buy bonds in a daily five-minute program on WHN, New York, in cooperation with the Barnum & Bailey Ringling Bros. Circus. Purchasers receive signed autographs from the circus artists.

KFI, Los Angeles, climaxd a four-day campaign last week with a special half-hour birthday party for Adolph Hitler with bond purchases as birthday gifts. The station presented buyers' names inscribed on a scroll to an Army Air Corps bomb delivered to the host during an April 21 broadcast originating from March Field, Calif.

In the second edition of News-reel-of-the-Air, a unique program which presents the news as report-

THE "BOYS in the back room" of Broadcasting's editorial department couldn't believe their eyes when the wire came from Mr. J. F. Clancy, of WTIC, Hartford. The wire said that one-fifth of a billion dollars was represented by "the house" at the performance of Information Please, April 12.

As a result of the general convolution, the paragraph in the Second War Loan story in Broadcasting, April 19, got completely balled up and WTIC was credited with a quarter of a million. That's exactly $125,000,000 of 0.

The Clancy wire read as follows: "One fifth of billion dollars was represented by the house at Information Please last night and Hartford set a record. NBC coast-to-coast broadcast for sister cities in United States to shoot at on opening day of Second War Loan Drive. A gang went up when Clifton Fadiman, master of ceremonies, announced individual purchases in amounts of $25 to $5,000 had obtained seats for a total of 2,497,150. "But then came surprise in astronomical figures that shattered all campaign records in city's history. One hundred and fifty seats, said Fadiman, had been allocated to corporate subscriptions, to security banks, insurance companies and industries and they represented $200,950,000. 'We consider this a phenomenal achievement on part of Hartford,' Mr. Fadiman told the radio audience. 'And we'd like to have you know the entire population of Hartford is 187,000. Every one a good citizen!.'"

The telegram added that Wendell Willkie, guest star, said the only reason for coming was to help Connecticut sell bonds. Governor Baldwin also appeared on the program in which he announced the state government had subscribed $8,300,000. The wire said that Paul W. Morency, general manager of WTIC, arranged to have the program broadcast from Hartford.

Bond Booth, manned on different days by National Guard units, department store clerks and members of clubs and civic associations. Visiting celebrities and night club entertainers appear on special programs at the booth.

Rochester's stations, WHAM, WHEC and WSAY, got together for a big show, Your Money Fires, which will broadcast on the drive's opening night. Pul Win Lewis Jr. Larry LeSuer and Lowell Thomas made special transcriptions for the show, which included remote pick-ups from an Army Air Corps training center and a Naval Training Station.

WDEF, WAP0 and WODD, Chattanooga, are dwelling in a "Battle of Bonds." The theme song will continue the competition until that city's $8,000,000 goal has been reached.

With sports commentators and baseball men participating, WHO, Dayton, broadcast a baseball bond rally at the Victory Bondwagon during the first week of the campaign.

Passed Million Mark
Martin Block's Make Believe Ballroom on WNEW, New York, passed the million dollar mark early in the drive. Single purchasers ordered $90,000 in bonds in response to the program's appeal.

During the first week, every station break at KSAI, Salina, Kan., was a transcribed message from the city's chamber of commerce men to promote the sale of bonds.

WQAM, Miami, opened its part of the drive with all-day broadcasts from its War Bond studio, where mikes and a public address system were set up near a roped-off light Army tank. Military and civic leaders and station artists made appeals throughout the day from this sidewalk radio.

As part of its campaign, WNLC. New London, Conn., also featured naval and municipal officials.

In a three-week series, personalities and announcers at WBT, Charlotte, poured on the direct and announce their own 15-minute surprise programs to promote bond sales. WBT keeps a record of sales, and the producer whose show exceeds the greatest selling pulling power will receive an award. Air plugs and local publicity keep up listener interest in the series.

Communications Yearbook
FINANCIAL and operating data have been pulled from the annual and monthly reports received by the Accounting, Statistical and Tariff Department of the FCC from commercial stations and their holding companies and from standard broadcast stations and networks subject to the Communications Act, for the year ending Dec. 31, 1941. Titled "Statistics of the Communications Industry in the United States, 1940-41," the book is now on sale by the Superintendent of Documents, Government Printing Office, Washington, at 30 cents a copy.
Broadcast Serial Audience Not Typed

Comprehensive Data on Iowa Listening Released

APPROXIMATELY one-half of all women living in parts of Iowa are regular listeners to daytime radio serials. There is no recognizable "daytime serial listening type" of woman and there are only minor differences between regular listeners and non-listeners, in the proportions of women as to age, education and place-of-residence.

These conclusions are drawn from a new study by Leda P. Summerfield, director of the Office of Radio Research of Columbia U., New York. The work was published by WHO, Des Moines, in releasing the data in a 50-page pamphlet under the title "Daytime Serials and Iowa Women."

The study also proves there is evidence of close relationship between the amount of serial listening and the amount of magazine reading. That is, both the number of daytime serial listeners and the average number of serials heard per listener increase with each increase in magazine reading.

Also, as the amount of serial listeting increases the listening to programs of classical music, audience participation shows and dramatic serial is decreased. On the other hand religious music and complete dramatic programs are more popular with serial listeners than women who do not listen to serials.

Church-going Decreases

Although serial listeners attend church services less frequently than non-listeners, almost no difference is found in women's groups in the amount of attendance at other social gatherings. Conclusion is drawn that no evidence of any major psychological or social difference exists between the two groups. Two women out of every five who listen regularly to the serials believe that the listening helps them solve the problems of their own everyday lives.

The study also proves that the audience of any individual serial is affected by such physical factors as station coverage, hour of broadcast and position in the broadcasting schedule. These, in fact, appear to be in some cases more important than the quality of the program. As a result the popularity of her serial individuals within a given area may differ widely from that shown in national ratings.

Age, education and place-of-residence are all significant. Among the leading 25 serials, proportions of listeners under 35 years of age range from 30.4 to 46.4 per cent; proportions of women with college training range from 7.5 to 14.9 per cent; proportions of women living in urban communities range from 30.2 to 54.8 per cent.

Type of plot apparently influences audience size. The study shows the greatest variations in composition with setting, age of leading character, type of problems introduced and extent of "moralizing" next in order. Greatest variations produced by these are found in the proportions of women of various educational levels, with place of residence and age of listeners taking second and third places.

Not an Average State

Bearing in mind that this study was made wholly in Iowa and represents only the listening habits of a state preponderantly agriculturc, it must be considered important and significant in light of industry debates on the present value and the future consideration of serials.

In recent months sociologists and others have given attention to the daytime "soap opera" and to the effects of these serials on the women who hear them. It is argued that the serialized stories give listeners companionship, a feeling of contact with others, an escape from every day worries and problems and a gratification of desires probably not to be realized otherwise.

On the other hand critics say the stories present a distorted picture of life; that by presenting heroines always involved in constant excitement they stir up dissatisfaction in listeners. The charge is made that the familiar triangle plot encourages a repetition in the listeners' lives, and that the constant portrayal of emotional stresses and strains make listeners neurotic.

With serials constituting one-third of the daytime programs offered by the networks, with audiences of millions, the "soap opera" must be regarded as an important element in our daily lives, says the pamphlet's introduction.

Half Year Serials

Data collected is credited to Dr. Forrest L. Whan, of the U. of Wichita, in connection with a more general study of the Iowa audience made in 1942. Interviewed were men and women in more than 9,000 Iowa homes, weighted accurately as to geographical location, size of community and economic status of occupants. The study covers serials listened to by the 5,322 Iowa women interviewed who live in radio homes.

Approximately one-half the women interviewed listened to one or more serials regularly. More than 50 women said they heard regularly 20 or more serials. The average was 5.

The study proved residence is an influence. Of 2,622 urban women who listen regularly, 15.3% listen to 1 or 2 serials; 19% to 3 to 6 serials; 17% listen to 1 or 2; 24.7% to 3 to 6 serials. Obviously farm women (and village women similarly) listen more regularly in an agricultural station.

Age is a factor only to the extent that more women, 21 to 35 years, listen to 7 or more serials regularly. Otherwise the three groups—21-35, 36-50 and over 50 are about a mile apart.

As to influence of education: less college women listened to those who stopped with high school or earlier. It should be remembered, however, that in a farm college setting, women are less numerous. College women who listen to 1 or 2 serials, 14% of total; high school only, 15.8%, and less than high school, 17.1%.

For all serials: college, 15.7%; high school only, 21.7%; and less than high school, 23.7%. Only 787 of the 5,242 women in radio homes were college educated; 2,762; less than high school, 1,774.

The study shows a consistent relationship between newspaper reading and women who hear serials. The number of serial listeners decreases sharply as attendance of tent of news reading decreases. Single exception is that women who listen to 7 or more serials do read two or more papers as well. A similar question on magazines brought out the fact there are more serial listeners among magazine readers than non-readers.

News is Preference

A general preference for news above all kinds of radio entertainment is shown by all women interviewed, but is especially marked in preference was comedians. Beyond these two classifications differences were noted in tastes of the two groups. The women who listened heavily to serial dramas also voted heaviest for complete dramas.

Social contacts apparently have no bearing on serial listening. Of those who reported attendance at one or more social gatherings in the preceding two weeks, 45.4% were regular serial listeners. Regular serial listeners were 46.2%.

Although psychiatrists say serials cannot help but fail to produce an "anxiety state" among women listeners, the women themselves insist through answers on the degree to which they worry, that they worry just about the same as any other women—serials or not.

Another question left up to the listener, without aid of psychiatry, was: Do these programs (serials listened to) help you to deal better with your problems or your daily life? Almost 41% said they believed the serials helped; 27.7% said they thought they did not help. The rest had no opinion.

Individual Serials

A large section of the pamphlet is devoted to audiences of individual serials. Table show breakdowns, with possible stations of the most popular serials.

A section also gives factors selecting serial audiences. This portion of the study inquired into the influence of setting of the serial's story type of plot, age of the characters, influence of the types of problems and the influence of moralizing. The answers were related to listeners' place of residence, age, education, reading and social activities (see table).

A sideline worth mentioning tells us that women who worry more than others are little influenced by the general content factors considered; but women who listen to serials whose plots center about a love theme, apparently worry more than those who listen to other types.

WHO, in presenting the facts, sums up, wisely no doubt, that listeners to daytime serials differ in no important respect from women who do not listen. There obviously is no "type."

"The factors which cause one woman to listen while her neighbor has no interest in radio serials are much more subtle and less easy to detect," the pamphlet concludes. "Probably they will not be the same for any two women."

Age, educational and place of residence classifications of women interviewed (raw figures) follow:

<table>
<thead>
<tr>
<th></th>
<th>All women</th>
<th>Urban*</th>
<th>Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Interviewed</td>
<td>Over 15,000</td>
<td></td>
</tr>
<tr>
<td>Age groups:</td>
<td></td>
<td></td>
<td>L+ NL L L L</td>
</tr>
<tr>
<td>College</td>
<td>500</td>
<td>498</td>
<td>0</td>
</tr>
<tr>
<td>High school</td>
<td>82</td>
<td>81</td>
<td>13</td>
</tr>
<tr>
<td>Elementary</td>
<td>200</td>
<td>197</td>
<td>30</td>
</tr>
<tr>
<td>College, all</td>
<td>1,551</td>
<td>1,545</td>
<td>26</td>
</tr>
</tbody>
</table>

* Iowa has 11 cities of more than 25,000 inhabitants and 78 with populations from 2,500 to 25,000. Interviews were secured in each city and towns in proportion to population. Interviews were secured with women living in village (under 2,500) and farm homes in each of Iowa's 90 counties, in proportion to village and farm population in counties.

** "L" refers to regular listeners to serials, "NL" to non-serial listeners.
Wise time buyers choose the station that gets results. WCBM and the BLUE—a perfect combination—really clicks. For economical, concentrated coverage of Baltimore's rich market, WCBM delivers the goods.
Radio As An Implement Of Global War

Communications Role Is Vital From Headquarters to Fox-Hole

By LT. COL. C. J. McINTYRE

Headquarters, Army Special Forces, Office of the Chief Signal Officer, U. S. Army Signal Corps

Radio is an implement of global war. The Army, by comparison with commercial communications networks, has had to put an enormous capital investment in its communications systems. Every communications line must be duplicated, if possible, both by wire and by radio, for there must always be, regardless of possible destruction of equipment by enemy action, an alternative method of getting the message through.

Mobile Force Communication

The most spectacular use of radio communication in active combat occurs in the Air Forces and in the Armored Force. There are quite a few similarities as far as communications are concerned, between the operation of bombers and fighters in the air and the operation of tanks and tank destroyers on the ground. In both cases the vehicles have cut entirely off from wire communication and must depend exclusively (except for short range visual contact) on their radio equipment. In both cases, the noise conditions are such that members of the same crew talk to each other by means of an electrical interphone system. Every combat tank and airplane, therefore, is equipped with two or more complete communication sets, in which electronic tubes play an important part.

Because of the speed and stress at which men must carry on their duties in airplanes and tanks, their radio equipment must be of such a design that it can be worked with utmost simplicity. The newest tank radio sets are designed to eliminate the twisting dials. Their channels, crystal-controlled, are pre-set and are selected by simply tuning a dial.

FM Used in Tank Radios

Great pains must be taken in advance to guard against the effects of all types of interference—impairment of reception by atmospheric, by unwanted signals and by the effects of electrical apparatus or machinery. To take fullest advantage of this, the Army uses the term "net" in preference to the broadcasting terminology "network." The radio net for tactical purposes consists of two or more transmitters and receivers. A single net may include sets both on the air and on the ground, both stationary and in motion. Usually each net has a net control station which is in turn a secondary station in a larger net serving the next higher unit of the Army. Tactical radio nets vary greatly in accordance with their purpose.

An interesting feature of a tactical radio net, from the standpoint of the engineer, is that the traffic load actually carried may be quite small compared with its message-carrying capacity. This results from the military consideration that the best operated field radio net is usually the one which is least overheard by the enemy intelligence. The value of a radio set in an area of active operations is measured not by the number or length of the messages sent over it, but rather by the importance of those messages which are sent. A single message—an order from a command post, a report from a forward observer—may often mean the difference between success and failure of a skirmish, a battle or a campaign. This means that the Army, by comparison with commercial communications networks, has had to put an enormous capital investment in its communications systems. Every communications line must be duplicated, if possible, both by wire and by radio, for there must always be, regardless of possible destruction of equipment by enemy action, an alternative method of getting the message through.

FIVE BILLION dollars for Army radio equipment—equal to what the public has invested in radio since its advent in 1920! That is the radio procurement program of the Army thus far in World War II. Directing that gigantic program, together with operating the Army's communications in this Global War is Maj. Gen. Dawson Olmstead, Chief Signal Officer. When the war clouds shifted toward this hemisphere, the Army High Command, on Sept. 1, 1941, selected Gen. Olmstead for the arduous operations and materiel tasks ahead, for radio already was firmly set as a vital implement of modern warfare. A West Pointer and a specialist in communications, Gen. Olmstead has held many important Signal Corps assignments. Now in a foreign war theatre, he was not accessible for an article for this number of BROADCASTING, as originally contemplated.

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BROADCASTING • Broadcast Advertising
More tube hours are going into battle

Through a series of design and construction developments tending to prolong normal operating life, we have increased the length of actual service that is being derived from each AMPEREX tube. Basically, our facilities are of laboratory type. And any measure of our war production, computed solely on the number of tubes manufactured, would not be a true indication of our total effort.

We, at AMPEREX, have kept pace with numerical production increases being registered throughout the nation. But we are infinitely more proud of our attainments in building longer life into our transmitting and rectifying tube designs. Each AMPEREX radio and military electronic tube is bringing extra hours of performance to equipment at the front.

AMPEREX ELECTRONIC PRODUCTS
79 WASHINGTON STREET
BROOKLYN, NEW YORK

BROADCASTING • Broadcast Advertising

April 26, 1943 • Page 71
Expansion in ‘National,’ ‘Sectional’ Reports Is Announced by C. E. Hooper

AN EXPANSION in its “National” and “Sectional” reports has been announced by C. E. Hooper, with the release of its fall-winter, 1942-43, “Sectional” report. For this report, which is planned for greater visibility and legibility, a total sample base of 1,666,650 homes was used, an all-time high in radio audience measurement history, according to Mr. Hooper.

Among the new features introduced in the report is a separate report on the Mountain area for the first time, a comparison of programs in the Basic Area and the corresponding Pacific Coast time period, a division of ratings for five “sectional” areas side-by-side with “national” averages for the period, and a “sets-in-use” comparison for the five areas and the national broadcasting picture.

The highest national “available audience,” of the percentage of total homes “at home and awake” when called by Hooper, was found to be Mondays, 9:30-10 p.m. (EWT), with the figure of 84.4, as shown in the fall-winter, 1942-43 report. Highest geographical area “available audience” was 87.8 reported for the Mountain area, Wednesdays, 9:30-10 p.m. (EWT), or 7:30-8 p.m. (MWT).

On Tuesdays, 9:30-10 p.m. (EWT), 45.9 of homes called were listening to the radio, C. E. Hooper reports, marking the highest national “sets-in-use” figure in this report. This same period also marked the highest area of “sets-in-use” when 52.3 of homes were listening in the Hooper North Central area. Sponsored network programs broadcast at that time on Tuesdays are Fibber McGee & Molly on NBC, and Coca Cola’s Victory Bands on the BLUE. Bob Hope attained the highest national rating with 34.8, as well as the highest area rating of 41.0 for the North Central area.

The Hooper Pacific Program Report has also been expanded to include a rating for each period not occupied by a sponsored network program, permitting subscribers to view “open” and “sets-in-use” reports as based on the four Hooper check-cities. A new index page has been created for the Pacific reports, showing for the first time “available audience,” “sets-in-use,” “average rating” and “total sponsored hours reported” by individual months.

Following is a list of the “Top 10” programs from the March, 1943, Hooper Pacific Program Ratings report: Bob Hope, Fibber McGee & Molly, Red Skelton Show, Walter Winchell, Alpert Family, Charlie McCarthy, Mr. District Attorney, Frank Morgan, Paulette Brice, Abbott & Costello (substitute, March 18), and Kay Kyser.

Dolan on War Mission

PATRICK DOLAN, advertising and sales promotion manager of Columbia Recording Corp., Bridgeport, is leaving the company this month to work for the Government on a special war assignment, the nature of which is undisclosed. In Mr. Dolan’s absence, Alex Steinweiss, CRC art director, will manage the company’s advertising and sales promotion department in addition to his present duties. CRC announced last week. A graduate of the Parsons School of Design, Mr. Steinweiss has been with CRC since 1940. He has won awards in several art contests, his work has been on exhibit at various colleges and art galleries, and he is well known as the designer of the covers on Columbia’s record albums.

‘Eye Witness News’

TRANSCRIBED series of quarter-hour dramatizations of current military events based on exclusive Associated Press reports recently performed an unusual service when Mrs. Jacob H. Burley, Port Huron, Mich., heard a character addressed as “Burley” on one of the platters based on Allied prisoners held in an Italian submarine. Checking, she proved the officer to be her son. The story told how the “prisoners” brought back the Italians ultimately as their prisoners. Series called “eye witness news” is produced by Frederic W. Ziv, Inc. Ziv gives a gold disc to relatives who identify their men in the series. Sponsorship is now on 137 stations.
Bright but cool lights now simplify live-talent programming at G-E Television Station WRGB.

Studio lighting bright as daylight... and cool

An Example of General Electric's Complete Service to Radio and Television Broadcasters

Once television actors had to work under hot studio lights that brought beads of perspiration through make-up, wilted costumes, caused discomfort, hindered good production.

Today at General Electric's proving-ground Television Station WRGB, Schenectady, made-up faces stay cool, costumes don't wilt. Excessive studio air conditioning is no longer necessary. For the handicap of high heat from studio lights is on its way to being completely licked by G-E developed, mercury-filled capillary lamps. They give illumination of daylight intensity with less than half the heat of the noonday sun. Water-cooled, and three to a unit, they have a light efficiency more than double — and heat output one-tenth — that of incandescent lamps. And one control panel aims a dozen of them, noiselessly, independently, anywhere in the studio.

These lamps that give cool studio lighting are another example of the bold research that will enable G-E electronic engineers to build improved cathode-ray scanning and picture tubes, cameras, transmitters, and other equipment for post-war television.

All this so that television may more quickly find its proper place in the peace-time scheme of things as a vital medium of public entertainment and education. ... Electronics Department, General Electric, Schenectady, New York.

Tune in on Frazier Hunt and the News every Tuesday, Thursday, Saturday evenings over CBS. On Sunday night listen to the "Hour of Charm" over NBC. See newspapers for time and station.

General Electric

FM RADIO • TELEVISION • AM RADIO

STUDIO EQUIPMENT • TRANSMITTERS • ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS
WBAL DEDICATES SATURDAY, OCT. 24, TO
"WOMEN AT WAR"

WBAL Dedicated Saturday, December 12th to the
UNITED STATES ARMY

WBAL Dedicated Saturday, March 13th, to
CIVILIAN DEFENSE

WBAL Dedicated Saturday, November 14th to the
UNITED STATES NAVY

WBAL Dedicated Saturday, January 23rd to the
AMERICAN RED CROSS

WBAL DEDICATES SATURDAY, FEBRUARY
INDUSTRY AT WORK
SPOTLIGHTING each phase of the WAR EFFORT

WBAL has set out to give listeners in Baltimore and the Central Atlantic States the facts about every phase of the War Effort by frequently dedicating an ENTIRE DAY to some specific war activity.

These "days" are publicized in full-page advertisements in the Baltimore NEWS-POST.

We, of WBAL, know that the people in our area want to do everything possible to hasten victory, and we are using our facilities enthusiastically to that end.
Let's Plan Now

WHITHER RADIO?

That question has confounded broadcasters since Pearl Harbor, and more particularly since inklings of the wonders wrought by radio and its satellite art, electronics, in this global war have made the rounds.

After the war it may well be that the electronics art, offshoot of the radio-developed vacuum tube, supplied the "secret weapon" that brought victory to the United Nations. The story of its versatility, impact and potency must await the war's end.

Radio itself will undergo far-reaching change, but it will be gradual, not overnight. The completion of that post-war era depends upon the kind of thinking, planning and resourcefulness provided now.

When war struck, FM and television were on the threshold of full-scale development and public acceptance. Somewhat less active was facsimile—the radio-printing process that lacks television's glamor but has almost fantastic possibilities for the newspaper publishing field. The millions earmarked for this commercial development were translated into the billions being spent for the war machine in the radio and electronics field. That developmental investment will redound to public benefit in the new era.

With what little time out they have had, broadcasters have pondered post-war radio prospects. Will it be FM or television or both in one receiver, along with the conventional AM? Will the standard band go by the boards, or conversely will it even be enlarged? Should engineers be retained to plan for these developments? How about network television, FM, facsimile? All these, apart from the regulatory aspects or the economic philosophy that may then prevail.

Clear thinking and guidance was needed. To supply as much authentic data as possible, and within wartime restrictions, Broadcasting invited a group of outstanding figures in radio, acquainted with the technical and regulatory aspects, to give their views. In addition, it asked the radio branches of the military establishment to cover, again within war limitations, the scope and extent of war-time communications operations, to give the industry a clearer picture of what transpires in these epoch-making days.

These articles appear in this issue. They constitute essential reading for every man in radio. The writers covering the post-war outlook are of one mind—begin planning now.

Says Commissioner Craven: "The fact stands out that today's problems in radio will be obsolete and forgotten... Let us resolve now to coordinate our planning before embarking on a wild scramble of equipment manufacture for the use of new radio channels."

And Maj. Armstrong, inventor of FM: "The conclusion is... inescapable that within five post-war years the existing broadcast system will be largely superseded" (by FM). FM.

PCN Chief Engineer Jeffes advises: "It is... important that we take full advantage of the opportunities that lie ahead by planning for the orderly development of engineering standards which will form the basis of all post-war operations in the various fields of communications."

Every comment bristles with confidence. Ample skilled manpower will be available by virtue of military training in these new arts. Factories will be prepared for the conversion process. The trend will be to the micro-waves, those ultra-high frequencies which are destined to eliminate the line-line for network transmission and carry practically all of these new services.

Of course the job is to win the war first. But these new fields may open even before the final peace-table conference. Plans should be laid out beforehand. The broadcasting industry, which has the greatest stake and the heaviest responsibility, should start its planning now. A planning board, with competent paid technical help, should be created before the NAB War Conference session ends in Chicago this week.

Manpower Freeze

EVERY employer will want to cooperate in the fight to break manpower bottlenecks, started last week when Paul V. McNutt, chairman of the War Manpower Commission, announced the carefully planned WMC hiring controls. At the same time employers will realize that Mr. McNutt's program is neither arbitrary nor discriminatory. Its only brake on traditional freedoms of the American wage earner is a provision necessarily limiting his exploitation of windfall job opportunities which exist only because of the war.

Some will question the propriety of enforcing this sweeping order without the sanction of a National Service Act, but that sort of thing should be left to the lawyers and legislators to argue. The patriotic employer and worker, aware of the immediate situation WMC is trying to alleviate, will do everything possible to support Mr. McNutt's effort. Critical situations necessarily entail stringent measures.

The present regulations, outlawing pirating of employees, should make life easier for every business, particularly essential industries like broadcasting. Every employer knows that pirating in itself is a self-defeating process, so in luring a man from another job, he has merely encouraged other employers to raid his staff.

The WMC is attempting to stop wage inflation by lessening competition among employers for a limited labor supply. Its regulations do two things toward this: they kill the incentive for men now in essential industries to take new jobs, and at the same time they leave essential employers free to attract manpower now engaged in unclassified and non-essential industries.

As members of an essential industry, with equal rights along with all other essential industries, broadcasters can still exchange employees so long as they remain in their own pay brackets; it can attract without restraint manpower now employed in unclassified and non-essential industries; it can grant merit promotions to individuals who remain on its staffs.

The "freeze" order is not the panacea for all of radio's manpower ills—far from it. Despite radio's essential industry status, men still will be lost to the military or even to other essential war assignments. But it does mean that pirating is outlawed, subject to fines and other penalties. And it does mean that the draft-exempt are secure in their present jobs.

This is no social reform by administrative edict of the character broadcasters have encountered all too often. It is a battle order on the home front as important as any campaign on the war fronts. Success in Global War depends on beating the manpower problem and in stopping the inflation spiral.

Amen

A SCRIPPS-HOWARD editorial in last Tuesday's Washington Daily News discourses on the proposed Bankhead Bill to have the Treasury spend 25 to 30 million dollars a year for advertising war bonds, with not less than half the money in weekly papers. It calls such a subsidy plan "the road to a controlled press, a political press, a kept press." Then:

"Radio and other advertising media have been loyalty supporting the war effort, just as the newspapers have. Those fields, too, have members who need help. Many small radio stations are losing money."

"If the Government is to subsidize losing newspapers, then why not losing radio stations? And losing magazines and billboard companies? Thirty million dollars won't begin to cover the bill if Uncle Sam begins doling out money to all these media."

"Get this thing going and we have started on the way that leads to political domination of the agencies of information and opinion. The damage of freedom of expression in America will be incalculable."

To which we add simply "Amen."
IT TOOK several days of running discussion back in 1931 for Arthur Fryor, now BBDO vice-president in charge of radio, to persuade Donald Stauffer to consider a radio post with Roy Durstine. When Stauffer insisted “I don’t want to go into radio,” Roy Durstine decided he should—and Don has been in radio ever since.

Recently, at 42, he succeeded Bill Lewis as chief of the OWI Domestic Radio Bureau, taking leave from his job with Rautrauff & Ryan, where he is vice-president in charge of radio. He was literally drafted into OWI—not that he wasn’t anxious to serve the government, but R&R, like many other agencies, has seen so many of its key men whisked away by the long arm of the government that it was understandably disturbed.

Don Stauffer, aside from being one of radio’s best known and liked executives, is known as one of the ablest editors in the business. This is due in part to his writing experience which began when he was at Princeton with the Class of ’24, and has subsequently included publication of a novel and production of a play.

He’s a first class tennis player, and takes an active interest in sports, the record shows, although he protests that he “gave all that up when he went into radio.” A few months ago, however, he made a creditable showing in a foursome at golf against tournament players, including Bing and Bob Crosby. He still gets in plenty of tennis, some of it against his brother R&R executive, Heegen Bayles, whom he insists he beats regularly.

Don went into radio with BBDO, where he worked on the original March of Time, and produced for Socoxy, DuPont, Edily and Armstrong. Two years later he went over to Young & Rubicam, as joint head of the Radio Dept., with Bill Stuhler. Stuhler moved to A. & S. Lyons, and Stauffer was made vice president in charge of radio for Young & Rubicam.

While there, he developed and produced a conglomeration of shows whose Crosley’s added to a figure pacing the Treasury War Bond goal. The Crosley hiker-uppers included Jack Benny, Fred Allen, Kate Smith, Burns & Allen, Al Pearce, Phil Baker and We The People.

After about five years with Young & Rubicam, Stauffer became associated with A. & S. Lyons for a brief period and from there went to Rautrauff & Ryan, where he was made vice-president in charge of radio. It was here that he started Mayor of the Town on the air, as well as Lights Out and the Bob Burns and Gracie Fields shows.

In addition he was responsible for their successful spot campaigns, including the famous Pall Mall spots, and many others.

Here’s the way Don Stauffer has expressed his philosophy of the OWI radio operation:

“As I see it our job is this:

"First, to supply the American people with the facts about the war—and I mean facts without ‘sugar-coating’ or ‘bally-hoo.’ This was the policy of the Radio Bureau under Bill Lewis and it will certainly be mine.

"Second, to give these facts to the largest possible number of people by means of the established radio structure in such a way as to preserve the enormous listening audience which makes American radio so valuable a channel of war information. We believe that emphasis should be on quality and accuracy of information, not on quantity, and we believe it is our job to see that vital war information reaches all kinds of radio listeners by all the successful radio methods in existence.

"Third, in getting over these facts about the war to the American audience, we can use every possible channel of the radio industry itself. That means that the government states will produce a program of the brains of the industry, which includes networks, local stations, advertisers and advertising agencies, translate those needs and problems into action."
EDWARD TOR and newscaster. He formerly of Honolulu, is now in Las.
DAVID Listeners to phone for on a work secretary to
WALTER joined the newsroom. on Tribune correspondent. has joined KMPC, Beverly Hills. 
LEO (Ukie) SHERIN, Hollywood freelance gag writer, has been signed to a seven-year contract by J. WALTER Thomson Co. In addition he has been playing hit parts on the NBC Kraft Music Hall and NBC Check & Send Show.
WALTER GORMAN, Hollywood producer of Young & Rubicam, has been assigned to the West Coast Hour, sponsored by General Foods Corp. (Jell-O). He replaced Francis V. Parnell.
WOODROW HATTIC, public relations and war activities director of Republic Pictures Corp., has joined the American Legion.
BRENNAN of Chicago Tribune correspondent, has succeeded Arthur Mann, as Mutual correspondent on the North African front. Brennan alternates with John Thompson, also of the Tribune. Mr. Brennan has returned to his London post for Mutual. DOUG MELBER, announcer, has joined KRTV, Minneapolis-St. Paul; Pleasure Island, from Chicago, has joined the newsroom.
HUGH GDFL, chief announcer of WINX, Washington, and Bob Callahan, musical director, are now members of the armed forces. Marion Wise, secretary to Sam Leger, is now in the Navy, taking over Mr. Callahan's position temporarily.
SAM LAWDER, WINX, Washington, announcer in charge of the nine o'clock news, is missing. A nine-o'clock girl. Gag announcement on a newscast from the station inviting listeners to call for free ciga, cost Lawder 148 smokes.
DAVID FREDERICK TITTUS, former announcer of Don Lee Broadcasting System, Hollywood, has joined KKNX, that city. He replaces Cliff Ramsey, who has been transferred to Ft. Douglas, Utah, for Army service.
JERRY McCURIE, announcer, formerly of Honolulu, is now with KGO, San Francisco.
ART PRIMM, former news editor of KMO and KVL, Tacoma, Wash, and northwestern correspondent for United Press, has joined the news bureau of KQW-KHRS, San Francisco, as editor and newser. He and newser Phyllis Stearns, recently inducted into the Army.
JIMMY ALLEN, and Cliff Johnson, announced the newscasts of the new network stations, have joined KLX, Oakland, Cal.
EDWARD M. BRAINARD, formerly of WCTF, Philadelphia, is the new continuity director of WOR, New York, replacing Stella Roth.
AL CROSBY, has resigned as commercial program director of WON, New York. No replacement has been named.
WILLIAM HARDING, former production manager of WINS, York, and formerly of WSYR, Syracuse, has joined the CBS news department as assistant director. Henry Blanchard, who joined the department early this year as an assistant director apprentice, has been promoted to assistant director. William Armstrong resigned as assistant director to join the Army April 24.
WILLIAM COSTELLO has taken over afternoon day after noon show on WTOP, Washington, World News Today, for Leigh White, who is on leave of absence. Mr. Costello has co-worked in radio and newspaper work in this country and the Far East.
HAL LAWRENCE, announcer of CKLW, Winona, Ont. left last week to join the CBC.
FRED KIILIAN former program director at WIZE Springfield, O., and other stations and assistant director of Republic Pictures Corp., New York, has joined WBFR, Chicago, as producer. Robert White, WBIFM continuity writer, has joined the copy staff of J. Walter Thompson Co., Chicago. Chuck Logan, head of the special events department, has been elected secretary-treasurer of the Homicide Club, Chicago. Wayne Nelson, former announcer of KMKX, St. Louis, has joined WHEM.
MAX BROWN, announcer from KIAS, Hastings, Neb., has joined KMTR, Denver.
RAY HUNT, announcer of WBT, Charlotte, N. C., has resigned and is leaving radio to enter the railroad industry on the West Coast.
PFC. R. N. DRUMMAN, former program director and commercial manager of KINY, Juneau, Alaska, and formerly associated with KQI, KGA, Snoke, KQI, Wenatchee and other, Washington state stations, is with the Army Air Force in Alaska doing Special Service work.

**HOW TO STAGE AN 'E' AWARD**
*War Dept. Issues Check List of “Do's and Don'ts” To Help Firms Broadcasting Ceremonies*

AVOID ballyhoo and keep announcers and technicians off the platform, the War Dept. Publications Section advises firms staging broadcasts of Army-Navy Production Award Ceremonies. These are among the suggestions made: 1. Don’t be too obvious. The Department is trying to guide those responsible for arranging such broadcast.

A Production Award ceremony is primarily a military event, the War Dept. warns, and should be dignified and simple. Likewise there should be no effort to build up the event’s advertising value or appeal to the general listening public.

Clearance of national broadcasts must be obtained, through the Pacific Branch of the War Dept. Bureau of Public Relations News Bureau, the Army says, but local programs may be approved by the public relations and assigned to supervise the ceremony. Firms are urged to consult the officer actively supervising the program. The War Dept. says “they will find him well qualified to give them a hand in every possible way.”

Here are some of the Army’s recommendations:
1. Do limit ceremonies to 30 minutes, keep them dignified and inexpensive.
2. Do emphasize that the award was won by men and women of the plant, not just management and the company.
3. Do limit speeches to a representative of the Army a representative of the Navy, and one representative each for management and employees. A professional radio announcer may be used as master of ceremonies.
4. Do use military bands if you like. They are available whether or not the event is sponsored.
5. Don’t follow the ceremony with a social or entertainment function.
6. Don’t have announcers and technicians where they will disturb attention. Have them work newscasts from the wings and aids.

The Army also suggested recording the broadcast for playback to workers unable to attend or for rebroadcast to the public.

In promoting the broadcast, the Army says that the event may be publicized on regular programs sponsored by the firm providing such publicity is in keeping with the Special War Board. security regulations and other policies and does not contravene the spirit and dignity of the award.

**CHECKING UP ON THE CBS Roll of Honor, which holds some 600 names of ex-CBS employees now in the armed forces are (1 to r): Marine Sgt. John Hurley, formerly of the CBS press information department. Pvt. Walter Murphy, former publicity director of WEEI, CBS outlet in Boston, and Jack Hoins of the CBS press information department. Hoins is editor of the CBS Mail Bag, which goes to CBS men in the service and their families, and the Radio Roll Call, mailed weekly to servicemen’s newspapers in 212 camps.

**TOM BAXTER, formerly of KFPC, Pasadena, Cal., has joined KFAC, Los Angeles, as announcer. He replaces Fred Briggs, resigned.

**DON GILLETTE, formerly of the building operations department of CBS, where he has been on several Norman Corwin productions, replaces Albert Morris on the announcing for CBS operation for Metropolitan Television Inc. FM station in New York.

**DOLORETTE FET, formerly of the publicity department of Atlantic Coast Network, has resigned to join the public relations division of ABC for America.

**WES COX, producer of CKOC, Hamilton, Ont., has joined the Royal Canadian Air Force.

**KAY MacINTOSH, new to radio, has joined the West Coast Broadcasting Corp. studios at Halifax as an announcer.

**GEORGE COTT, with Wyoming and Colorado stations for the last several years, has joined the staff of KUJP, Durango, Col., as salesman-announcer.

**ED STANFORD, who left KHJ, Hollywood, has joined KFBIK, Sacramento.

**JERRY SAXON, for two years program director of WEDC, Chicago, has joined the WBTK advertising staff of WHFC, Cicero, Ill.

**PHILIP STEARN, newscaster of KQW, San Francisco, recently was inducted into the Army, recently joined WTMJ as an announcer.

**CLAYTON A. MANPA and Lyle C. Timms recently joined the sound effects department of NBC Chicago.

**MARTHA BAIRED, continuity writer for WABC, News Bureau, Iowa City, has joined WGN, Chicago.

**J.T. (Jim) FRED WOOD, former announcer of WINJ, west Palm Beach, Fla., has been assigned to KBP, at WIP, Philadelphia, has received his Navy wings at Corpus Christi, Texas, and is in training with the coast defense units at the Naval Air Station, Hutchinson, Kansas.

**CLIFFORD ROBERTS, announcer on WTMJ and WJSM, Milwaukee, was inducted into the Army recently, and upon joining the service, WJSM, has joined the staff. Also from WSAU comes Beatrice-Anne Gehring, who joined WTMJ recently as a new writer.

**OWEN McFARLAND, formerly with WCGM, Baltimore and NBC in New York, recently joined WATJ, Newark, as an announcer.

**CHUCK MILLER, production manager of WING, Dayton, is father of a baby boy.

**LOYD BECKWORTH has joined KINY, Juneau, Alaska, as announcer, coming from KQVOL, Lafayette, La.

**FRED DODGE, announcer of WKRC, Cincinnati, has been assigned to the Army in Louisville to enter OCS.

**LARRY MCCARTY, announcer of WPRB, has joined the Royal Canadian Air Force.

**MRS. GLORIA GARDNER HILL, secretary to Jack Redford, recently resigned from the Canadian Broadcasting Corp., Toronto, has been appointed CBS Washington bureau chief. She was formerly manager of food and drug accounts clearances for the Dept. of Pensions & National Health, Ottawa, succeeding Jack Dunlop, recently appointed CBS commercial representative at Toronto.

**JIM ALLARD, continuity and newscaster for WJHC, Honolulu, has been appointed merchandising director, succeeding Al MacKenzie, who has moved to WIP, Salt Lake City.

**ROBERT REED, general manager of Kempler Raymond Radio Productions, is the father of a baby girl.

**PAUL MORETTI, assistant "pilot" of the all-night Dawn Patrol program of WCGM, Chicago, left last week to join the Army.

**JERRY ORNSTIETH, former chief announcer of WTSH, WPEN’S FM adjunct in Philadelphia, and Miriam Hammond, last week to join the Army.

**BOB KNOX, formerly of WGAN, Portland, Me., has joined the announce staff of WIBG, Philadelphia.
INTERNATIONAL NEWS SERVICE is growing at this amazing rate because

INS is expanding its wire facilities at an unprecedented pace.

INS is dispatching many additional correspondents to the far-flung war fronts.

INS is furnishing more news than ever and condensing it for practical use to meet the space-saving trend.

INS in spite of restrictions and censorship, leads in scoops, beats and exclusives.

Word for Word, I.N.S. Excels in Compactness, Vividness and Accuracy

INTERNATIONAL NEWS SERVICE
REVIEW OF 1942-43 ACTIVITIES OF THE NAB

SECRETARY-TREASURER’S OFFICE
C. E. Arney Jr.

In common with the radio industry which it serves NAB has dedicated itself to an all-out war effort. The Government agencies charged primarily with the many activities incident to wartime operation and civilian morale have leaned heavily upon us for consultation and advice.

The management of radio stations likewise turn to us for assistance in many of their problems. The NAB staff has kept abreast of these ever-growing demands. In the reports of the several departments will be found information as to the detail of this work.

We feel that we can say with becoming modesty that the NAB staff has been maintaining with all of the essential war agencies contacts based upon respect and confidence. We are prepared to serve the membership in the effective discharge of their wartime responsibilities and in meeting the many operating problems which beset them.

It is more than an effort for the interest of the industry in meeting the challenge presented by the AFM recording ban NAB established a branch office at 555 5th Avenue, New York. Serving primarily as headquarters for our Legal and Public Relations Counsel in the Petriello matter. It is also used as headquarters for the Retail Promotion Committee and Mrs. Dorothy Lewis, NAB Coordinator of Listener Activity. Other members of the staff are Carl Havlin, supervisor (also BMI vice-president in charge of station relations); Constance Mendel and Marjorie Krysko, stenographer.

ASSISTANT TO THE PRESIDENT

The office of Assistant to the President of NAB has been given a new definition. Government contacts and general administrative duties have been added to the primary responsibility of public relations. The new post was filled on March 1, 1945, by Willard D. Ego1, pursuant to the preparation of a Public Relations Plan by a special committee and its adoption by the Board.

In accordance with a resolution adopted at the July meeting of the Board, President Miller appointed a Committee to prepare a report on himself as Chairman; Walter J. Brown, WSP-WORD, Spartanburg, S.C.; Frank King, WMBR, Jacksonvile, Fla.; Leslie W. Joy, KYW, Philadelphia; Gilmore Nunn, WLAP, Lexington, Ky.; Richard H. Ma-son, WTPF, Raleigh, N. C.; Edgar H. Twamley, WBEN, Buffalo.

The Committee met at NAB Headquarters Sept. 11, 1942, with the following present: Neville Miller, Frank King, Gilmore Nunn, Richard H. Mason and Edgar H. Twamley, with C. E. Arney Jr. acting as secretary.

The public relations activities of NAB were reviewed and discussed and the objects and purposes were outlined. Detailed recommendations covering the establishment of more intimate relations with various trade groups, such as ANA, AAAA, RMA, AFA, NRDGA, ANPA, the Better Business Bureau and other organizations having many interests similar to those of NAB were suggested.

In the field of women’s groups, the work of Mrs. Dorothy Lewis, Coordinator of Listener Activity, was considered, and the Committee felt that this work should be continued; that contacts should be established through Mrs. Lewis with the heads of all national women’s organizations. Volunteer workers in various areas should be enlisted to assist in organizing councils and listener groups.

Selected broadcasters capable of interpreting radio’s story and problems should be encouraged to appear before groups of various kinds at conventions and other meetings. Basic data should be furnished by NAB. This cooperation should extend to local broadcasters appearing before Rotary and civic clubs.

The value of contacts with educational and religious groups was emphasized as highly important and worth steady development.

Labor problems should remain under the exclusive province of the Director of Labor Relations, consistent with NAB public relations policies. Preparation of material on political and legislative problems of the industry was defined as an important service to broadcasters.

The use of radio’s reach in telling its own story was recommended with both network shows and local programs, including transcriptions. Other methods require equal importance, including speeches, printed material and articles in both trade and consumer magazines.

Under this heading, continuing effort was requested in compiling a statistical record of radio’s service in the war and publicizing this record most effectively. This should be performed by a study of regular public service features such as agricultural, religious, educational and cultural.

General vigilance was urged on behalf of radio as an instrument of public service without equal in America, frequently misunderstood, sometimes maligned and seldom given full credit for its contribution to the cause of a free people.

Mr. Ego1 immediately organized the NAB News Bureau, placing at its head Walt Dennis, magazine writer and newspaper man of ten years with 25 years’ radio background as promotion manager at KYOO.

DEPARTMENT OF BROADCAST ADVERTISING
Levis H. Avery, Director

A review of the activities of the Department of Broadcast Advertising during the past year begins with a personal tribute to Frank E. Pellegrin, who, prior to his appointment as a Captain in the U. S. Army, served as Director from April 1, 1941, to July 3, 1942. From July 3 to Oct. 1, 1942, the Department was without a full-time director. Its activities at that time were planned and supervised by S. E. Avery Jr., Secretary-Treasurer, while Miss Geraldine F., who had served as Secretary for Captain Pellegrin, maintained the routine correspondence with radio station advertisers and advertising agencies.

At the NAB Annual Convention in Cleveland, two resolutions were passed unanimously: one condemned the efforts of some organizations and movements outside the government to obtain the free use of broadcasting facilities; the other urged member stations to deny the use of their facilities to advertisers and advertising agencies seeking to place business on a contingent, guaranteed or per-inquiry basis. Copies of these resolutions have been available to all who attempted to infringe the standards of good business practice in the industry thus sought to establish.

STANDARD CONTRACT FOR 34 YEARS WANT TO KNOW: Through the generosity of Dr. Herman S. Het- (Continued on page 84)
Sell the South's Biggest Market
THROUGH

W.R.E.C.
Memphis

First in coverage of the South's biggest and best trade area—first in
listener acceptance—first in sales results

MEMPHIS MARKET HAS
SOUTH'S BIGGEST INCOME!

Total Buying income for the 12 months
ending Oct. 1, 1942 for Southern Market
Areas, shown by Sales Management's
"Analysis 1942 Income," shows—

1. MEMPHIS $963,116,000
2. Houston 843,108,000
3. Dallas 841,243,000
4. New Orleans 821,235,000
5. Fort Worth 820,921,000
6. Atlanta 739,877,000
7. Louisville 729,131,000
8. Oklahoma City 680,504,000
9. Birmingham 679,614,000
10. Richmond 493,629,000

The Memphis market has the biggest population,
the biggest area, and the biggest retail sales
volume of any Southern Market Area.

—AND YOU CAN COVER THIS GREAT TRADE
AREA AT ONE LOW COST THROUGH

BROADCASTING STATION
WREC

CBS—600 KILOCYCLES—500 WATTS—CBS
Remember—It's the Low Frequencies That Cover
for tomorrow...

The design ideas embodied in Westinghouse transmitters have gained them an enviable reputation among progressive radio stations throughout the country. Air-cooled tubes, fuseless protection, surge-proof metal rectifiers and simplified metal unit design are providing these stations with advantages that are particularly valuable at this time.

Today, the skills and abilities that created the economy, simplicity and operating reliability of these fine transmitters are engaged 100% in war production. Westinghouse radio manufacturing facilities are now building "walkie-talkies", radio locators, aircraft transmitters, and many other types of radio apparatus required for war.

In addition, Westinghouse radio research talents are searching the field of electronics—finding new and better methods that will keep this equipment second to none.

From this, comes our blueprint for tomorrow.

Out of these developments veiled in military secrecy and the new discoveries yet to be made, will come peacetime contributions that will make Westinghouse radio apparatus finer than ever.

Westinghouse

PLANTS IN 25 CITIES... OFFICES EVERYWHERE
A HORSE AND PLOW borrowed from a farmer living near the transmitter of WHIO, Dayton, are used by Engineers Kenneth Weller, seated on the horse, and Jack Hodgkinson, holding the plow, in preparing the ground for a Victory garden at the transmitter site. Jack Peyer, assistant for Location Development at WHIO, employees are free to make gardens at the transmitter grounds.

The group recommended certain changes which were incorporated in the final draft submitted to the Sales Managers Executive Committee at its meeting in New York on March 9, 1943, and to the Research Committee at its meeting in Washington on March 31, 1943. From this latter meeting came a further slight modification and final approval of the standards. The Research Committee also authorized the preparation of sample coverage maps (day and night) based on these standards and the issuance of a booklet outlining the method of compiling and computing such maps. It is hoped that this material will be available for distribution at the NAB War Conference.

PER-INQUIRY AND FREE TIME: When an analysis disclosed that the number of per-inquiry offers and free time requests received by radio stations during a six-month period in 1942 was substantially above the number of such unethical approaches in the same period of 1941, a somewhat different attack was decided upon. In the "NAB Reports" all such offers and requests were treated facetiously and sarcastically. The immediate result was a doubling and quadrupling of the number of such attempts reported to the department and, favorably, the conversion of several such efforts to standard trade practice.

SALES MANUAL FOR LOCAL ACCOUNTS: The Sales Managers Executive Committee, at its meeting in New York on March 9-10, 1943, instructed the Director to prepare as rapidly as possible a Sales Manual for Local Accounts. This is now in production and a final draft was planned for submission to the Committee at its meeting preceding the NAB War Conference.

RETAIL PROMOTION COMMITTEE PLAN: Acting on a resolution of the Sales Managers Committee, passed at the NAB Annual Convention in 1942, the NAB Board of Directors authorized the appointment of a Retail Promotion Committee (originally termed Department Store Clinic Committee) to investigate the present use of broadcasting by department stores and leading retail establishments, and to recommend ways and means of increasing the acceptance of radio in this field.

Plans Approved

After a preliminary investigation, the Committee selected Sherdon R. Coons, business counsel, to make the study and prepare the presentation. An outline of the project and a schedule of the proposed cost of participation for radio stations was submitted to the NAB Board of Directors at a meeting in Chicago Sept. 24, 1942, and approved unanimously. The campaign to raise funds was launched Oct. 30, 1942.

In essence, the Retail Promotion Committee Plan is designed to finance and present a study into the problems of retail selling, retail distribution and the part radio advertising may play in their solution.

It will be presented as a dramatic, four-hour market showing employing motion picture films, animation, sound motion pictures, transcriptions, charts, supplementary exhibits, printed material for distribution.

Jumbo Easel Form

It will be shown at joint meetings of the owners and managers of retail establishments and the executives and salesmen of participating radio stations.

Where it is not feasible to present the Master Showing, complete presentations in jumbo easel form will be available.

In both the study and the presentation, Mr. Coons will draw upon sources of unquestioned stature and tenacity to all in advertising, business, government, labor, management, retailing and broadcasting. All to the end that there shall be presented to the retail industry and broadcasters alike a sweeping compilation of such authoritative opinion and verifiable facts as to show conclusively how the broadcasting industry may serve the retailer.

Many leaders in the industry have termed this project the most constructive activity ever undertaken by broadcasters. Certainly it is the first industry-wide effort to impart the medium on a thoroughly sound and constructive basis.

For the tremendous energy and unlimited time that Chairman Paul W. Wanger, National Broadcasting Co., Hartford, has devoted to the development of this project, broadcasters will long be indebted. With the goal in sight, the entire committee hopes to raise, at the NAB War Conference, the additional funds required to complete the study and presentation.

To assist Chairman Morency in the campaign for funds, the Director has devoted more than a majority of his time since the conclusion of the District meetings. To those who are closely associated with the project, no other activity in the commercial phase of broadcasting has possessed either the appeal or the possibilities of the Retail Promotion Committee Plan.

ENGINEERING DEPT.

Howard S. Frazier, Director of Engineering

The NAB Engineering Department has devoted almost exclusively to industry problems of a technical nature created by the war. These activities include the conservation of tubes, spare parts and essential material for operation; the recruiting of competent technical personnel from sources outside the industry, the maintenance of home receivers and direct assistance to stations with material and personnel problems.

Neville Miller is chairman of the Domestic Broadcasting, Committee IV and a member of the International Committee VI and Communications Liaison Committee for Civilian Defense, Committee XII, of the Board of War Communications. The Director of engineering has been selected as special and technical advisor for the NAB president on these three committees.

It is anticipated that losses of the industry's technical manpower will be one of the most serious problems to be faced by the industry in the near future.

For many months this Department has been preaching the wisdom of training women and men, who because of age or physical fitness are not subject to military
Consistent Daytime Leadership of

WPRO IN PROVIDENCE
The News Station of Rhode Island

C. E. Hooper Station Listening Index
October 1942 to March 1943
Monday thru Friday

<table>
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<td>Afternoon Index</td>
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This is why WPRO consistently carries more local advertising than any other Rhode Island station . . . and is “first choice” of informed National Time Buyers.

Rates: One rate card—the same low rates to every class of advertisers.

630 Kc. 5000 Watts Day and Night Basic CBS

CHERRY & WEBB BROADCASTING COMPANY
15 Chestnut Street, Providence, R. I.
National Representative: Paul H. Raymer Company
service, as replacement technicians and operators. The Executive Engineering Committee has not considered it advisable to undertake an industry operator training program as the operating practices of individual stations vary widely.

The BBC has been extremely cooperative by informing NAB of its experience with technical personal problems under wartime conditions. Recently the NAB Engineering Department, with the cooperation of the American Radio Relay League, inaugurated a campaign to recruit men and women possessing radio operator licenses or other qualifying experience for technical positions in broadcast stations. Applicants have already been registered from 37 states and the District of Columbia. Upon request, the names of registered persons are forwarded to stations.

No Station Off the Air

Conservation measures instituted by cooperative action of WPB, FCC and BWC together with the exchange of surplus materials, as implemented by the FCC catalog of surplus equipment and the NAB Swap Bulletin, have made possible the continued operation of the industry with a minimum drain upon the nation's stock pile of vital materials. So far as is known by NAB, no station has been off the air for longer than a brief period due to a lack of replacement tubes or parts.

The NAB Swap Bulletin is mailed to all standard broadcast stations regardless of NAB membership. Likewise, the columns of the Swap Bulletin are available to all licensed radio operators. The delivery of necessary replacement materials to broadcasters has been expedited by the granting of the preference rating AA-2X which is comparable with the priorities accorded military requirements.

There is a growing realization that the effectiveness of broadcast station operation is dependent upon the continued maintenance of home receiving sets. This problem has been aggravated by the loss of substantial numbers of radio service mechanics to the armed services and other industries, as well as the temporary shortage of some replacement parts and tubes. The Engineering Department has devoted much of its efforts during recent months to this phase of the industry's wartime technical problems.

The work of the Recording and Reproducing Standards Committee has been suspended for the duration of the war.

Among the varied activities of the Engineering Department, the following are worthy of special mention: publication of a directory of tube repairing facilities, priority instructions to broadcasters, the purchase by broadcasters of transceiving tubes from amateurs, relaxation of FCC operator requirements, a continuous review of technical publications with reading recommendations for broadcast engineers and executives, selective service problem and the investigation of new broadcast equipment developments.

LABOR RELATIONS
Joseph L. Miller, Director

The whole field of relations between men and management is now under the control of the Federal Government. Collective bargaining is only a sham. Either side in labor negotiations can end them at will, knowing that compulsory arbitration must follow. And even if a bona fide collective agreement is arrived at, it must be submitted to the federal government for approval.

Wages and salaries have been "stabilized." That means "frozen," with some little leeway. Labor is afraid to strike. Not only does the government now fix maximum hours of employment (without penalty) but also tells management just how long its men shall work.

Some headway has been made toward "freezing" men in their jobs if essential to the war effort, and labor conservation within the coming year is the probable development which will complete the governmental grip on this field.

In so doing, if management is wise, it will seek the support and cooperation of organized labor. Most labor unions, like management, are chafing under virtual bureaucratic dictatorship. They will be ready and willing to help management restore economic freedom—if management does not try to define economic freedom as unbridled freedom for management and servitude for labor.

A start was made toward determining whether radio was responsible for the permanent maintenance of those members of the AFM who could not make a living with their instruments.

James C. Petrillo, president of the musicians union, started the ball rolling when, in June, 1942, he

Our farm-listeners are getting big dough for producing PORK. Our city-listeners are getting likewise for packing PORK. Why don't you be the little piggy that "goes to town" in this market?
announced to his convention that AFM members would make no recordings after Aug. 1. Under the committee’s pressure, he finally stated that he wanted the recording companies to contribute cash to a union-managed “unemployment fund.” This they refused to do.

Sooner or later, the issue will be decided, and recording will be resumed.

Whatever the decision, it likely will determine in the long-run whether the private WPAs for musicians which is now maintained in many radio stations must be continued. The sooner this question is decided, the better for all concerned.

LEGAL DEPARTMENT
Russell P. Place, Counsel

Following the Cleveland Convention, hearings on the Sanders Bill to amend the Communications Act were resumed May 19, 1942. The reported testimony comprised 1000 pages. In January, 1943, Representative Holmes (R-Mass.) introduced in the 78th Congress a bill virtually identical with the Sanders Bill, and in March Senators White and Wheeler jointly introduced a bill which also included the recommendations of the Federal Communications Bar Assn., but went even further and included, among other provisions, the three proposals advanced by NAB at the hearings on the Sanders Bill last year. NAB had endorsed in principle the Bar Association’s recommendations. There is a distinct possibility, it is generally believed, that the present Congress will amend the Act.

Also on the Congressional front are three bills which would prohibit the advertising of alcoholic beverages. The Johnson and Copper Bills in the Senate, and the Cukin Bill in the House, were referred respectively to the Senate Interstate Commerce Committee and the House Interstate and Foreign Commerce Committee, where they now remain.

Selective Service Handbook

Preparation of the NAB Selective Service Handbook and Supplements, correspondence with stations relative to occupational deferment of key men, and contact with National Headquarters of the Selective Service System, have consumed considerable time and effort. Activity and Occupation Bulletins issued by headquarters for the guidance of local boards have not prevented induction of many key employees in broadcasting, although the industry as a whole, it is believed, has been accorded reasonably fair treatment.

The training of women, men over 45 and men in 4-F remains, as NAB has repeatedly stated, the safest course to pursue in order to insure sufficient manpower for continued operation. With the drafting of fathers imminent, the picture daily looks more grim.

Under the law the local boards, subject to the right of appeal to the Boards of Appeal, have the power to determine all claims and questions relative to occupational deferment. Under the Selective Service System’s basic policy of decentralization, the power of State Directors seems to be increasing with corresponding reluctance on the part of the Director of Selective Service to intervene in occupational cases.

Gen. Hershey and the State Directors have the authority in their discretion to take such appeals, an authority they exercise only infrequently. The local boards, at the grassroots, are virtually all-powerful, and are seldom reversed if they have observed procedural regulations. Counsel has been of some help in a number of cases where stations requested investigation by headquarters; but the prospects for the future appear less bright.

GIFTS OF GRATITUDE to close WGBI’s best year of national spot business in 18 years of broadcasting. Frank Megargue (left) President of the Scranton (CBS) station, presents ostrich leather wallets to Vice-President George Bollier (center), and President John Blair (right) of John Blair & Co., the station’s representatives for the last six years. Contract has been renewed. WGBI presented a gift to every man and woman in the agency.

PREVIOUS AND CIRCULATION
By Arthur Stringer

This department continues to be almost wholly concerned with government departments. The industry provides a tremendous amount of support to the nation’s war effort: 5,565,000 announcements and 601,000 programs of local origination in 1942.

Elmer Davis on March 26, 1943, stated that $86,900,000, divided $71,570,000 for time and $15,330,000 for talent, was the dollars and cents value of the over-all radio effort of bringing war information to the public.

Stations which have not yet safeguarded their operation by placing women, over-age men and 4-Fs in key spots are faced with sizable difficulties now, larger ones in a few months.

By acting promptly stations have one last chance to secure dependable replacements for these men. It is our feeling that some measure of relief may be afforded by checking lists of nearby students who have been enrolled in the ESMWT, NAB “Fundamentals of Radio” courses.

The March-April tube survey undertaken by NAB for Radio & Radar was reported “excellent and most helpful” by WGBI.

Over 10,000 copies of a folio dealing with Selective Service were distributed by NAB with the help of broadcast stations, jobbers and service associations and set manufacturers.

Broadcasters must become “circulation” conscious. Unless individual sets (circulation) are maintained in repair, the war effort will suffer.

What happens to the morale of...
families, deprived of accustomed news and other broadcast services, was demonstrated this spring when many farm families were unable to buy radio batteries. Large numbers became resentful, uncooperative and violent.

It is unfortunate that farmers were the unwilling guinea pigs whose reactions, when deprived of broadcast service, aroused public indignation. But this experience has clearly demonstrated the importance of maintaining a radio in every American home throughout the emergency.

RESEARCH
By Paul F. Peter

The NAB Research Department, under the direction of the NAB Research Committee, has completed its study of Station Coverage and is preparing a publication of its recommendations on the subject. This will be mailed to the membership as soon as it is printed. The title of the publication will be "How to Determine Station Coverage".

The department has also completed its tabulations and calculations of Census data to be included in the "NAB Market Data Handbook for Broadcasters".

Two surveys were addressed to broadcast stations during the last year which were of particular importance: on use of musicians by broadcast stations and a survey of the manpower situation in the industry.

The NAB recommendation on Station Coverage will contain a recommendation on method of determining the station coverage area, and the manner of handling the calculation of the market data used to interpret the coverage area. Also included will be a sample station coverage presentation demonstrating a demonstration of maps, titling and copy.

The NAB Engineering Committee prepared a recommendation on "Proportionate Program Expense" in 1940 under the title, "National Association for the Purpose of Estimating Field Contours of a Broadcast Station in the Regular Broadcast Band." Recommendations are given on "Audience Mail" and "Coverage Analysis." Market Data Handbook

In conjunction with the Station Coverage Recommendation, NAB is preparing a thoroughly complete Market Data Book for Broadcast Stations which will contain basic information for station use.

The importance of the problem of manpower to operate the industry compelled NAB to address a questionnaire to all stations in September, 1942.

The department is currently preparing a simplified questionnaire to revise earlier information on manpower since it is probably the most acute problem facing the industry today.

The department has devoted much time to the collection of information needed in treating the problem of the musicians' ban on music recording.

More than 500 radio stations have consistently submitted reports on the programs and announcements carried on behalf of the war effort each month since the fall of 1941. The department has made the analyses of the reports.

The department is undertaking to assemble as much information as could be made available for the use of stations in calculating excess profits taxes; assisted in the preparation of a data sheet and instructions for its use to assist stations in critical labor areas in observing the 48-hour week to conform with the Executive Order of the President.

The department assisted the National Retail Dry Goods Association in preparing a questionnaire to its membership on the subject of retail advertising; assisted in preparation of graphic charts of basic radio information for the use of the director of broadcast advertising.

LISTENER ACTIVITY
Mrs. Dorothy Lewis, Coordinator

Principal objective of this department for 1943 is to continue the program of education of the listening audience with principal emphasis on program evaluation; to report on audience reactions and to service all those groups or individuals wishing aid in using radio, when such use is in the public interest.

Rep. Stewart to Amend Mailing Privilege Bill

AMENDMENT of a bill to preserve second class mailing privileges for publications suspended during the war (HR-1004), limiting it to publications owned by service men, has been requested by Rep. Stewart (D-Oklahoma) who expressed opposition to it in the House Monday.

When the measure was brought up, Rep. Stewart refused to permit its consideration. He explained that he felt the bill could be worded so that it would protect only war victims. He predicted that an amendment would be arranged with the sponsor of the bill Rep. Hagan (P-Minn.).

POST-WAR PLANNING IS BEGUN BY WOR

WITH AN EYE to greater listening pleasure and increased operational efficiency when the war is over, WOR, New York, has organized a post-war planning committee under the direction of its executive committee, to study the problems assigned to appropriate departments. The functions of the committee are still exploratory in nature, but the discussion of problems and the development of a plan for War Planning is proved to be helpful in the formation of a plan for the post-war period.

The station's news and program department are studying the possibility of a reduction in the number of news programs and best replacements after the war, while the sales division is trying to determine the changes in advertising which will probably occur. In connection with the post-war plans of advertisers, Eugene S. Thomas, sales manager of WOR, is working with the major advertising agencies on a survey which will probably be completed at the end of May.

CBC Excuses Jap Scare Incident, Issues Warning

OFFICIAL CBC investigation of the Jap landing scare on the Pacific coast a few days ago resulted in a release saying "the presentation of the program was an error in judgment committed through excess of zeal for a good cause, (Recruiting for Canada's Reserve Army.) It showed lack of co-operation between advertising agencies and radio operators that the use of 'scare' methods to arouse public interest should be used with the greatest of care.

Scare resulted from a program sponsored by MacNeil Shoe Co., of Chicago, drawn providing for the purchase of war bonds; it was phoned to dramatic effect through a combination of radio, newspaper and mail advertisements. The promotion was referred to Sinclair Lewis' "It Can't Happen Here," Listeners who misunderstood telephoned newspaper offices and army stations. Some reserves reported for duty.

Corwin to Speak

NORMAN CORWIN, CBS producer and playwright, will present the composite views of radio actors, writers and producers on the problems facing their respective fields to the war effort, at the National Wartime Conference of Communication Scientists, April 29 and 30.

Corwin will speak at a panel session on "Arts and Letters," Sunday, May 9. Meeting is sponsored by a number of educational, scientific and civic organizations, and by 200 individuals.

KSO Speeds Distribution for Wartime Spread

... says Randall Klein

As head of the Des Moines office of Seavey & Farris, Randall Klein has a hand in many successful Iowa sales promotions. On his recent introduction of Double-Mix, Mr. Klein reports:

"Last October radio launched Double-Mix in Iowa—daily with special mention on KSO's home economics program. "Thanks to effective broadcasting, Double-Mix is already established with thousands of Iowa families as the wartime spread that makes one pound of butter do the work of two. "Even in normal times, introducing a new product is a tough test for any medium of advertising. In wartime, it's even harder. So KSO and Helen Watts Schreiber can take a well-deserved bow for helping Double-Mix to obtain such wide distribution in so few months."
WHAT RADIO STATION IN KANSAS CITY IS LISTENED TO MOST--
BOTH DAY and NIGHT?

That was the question asked in the most comprehensive poll in the history of radio—the National Broadcasting Company's 1942 survey, "A Tale of 412 Cities."

Pause . . . For Station Identification!

1. In the daytime WDAF is "listened to most" by 33% more listeners than the second station.

2. At night WDAF is "listened to most" by 64% more listeners than the second station.

610 KILOCYCLES—5000 WATTS—FULL TIME

WDAF

BASIC N. B. C. • KANSAS CITY

OWNED AND OPERATED BY THE KANSAS CITY STAR COMPANY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
Radio in the Global War
(Continued from page 70)

Vantage of the most recent developments of electronic science in reducing the effects of interference, frequency-modulation has been adopted for use in tanks, tank destroyers and the Field Artillery.

A complete radio system was put into effect during 1942 for tanks and tank destroyers, permitting short-range communication between tank commanders and the individual tanks under their control. Each tank is equipped with two-way short-wave radio, frequency-modulated and crystal-controlled. The tank carrying the commander of a tactical unit will have two complete radio systems, one of which he communicates with the men under his command, while the other serves him for communication with the commander of the next higher echelon. Thus, the principal and subordinate radio nets are interlinked to provide continuity in the flow of orders and information even during the heat of a mechanized encounter. The radio system for the armored force includes smaller sets for reconnaissance use which can operate on the same frequency with those in the tanks.

A similar system has been set up for the Field Artillery. The sets operate with frequency modulation on high-frequency channels which, again, are accurately calibrated by crystal control. Some of the sets are permanently installed in vehicles and obtain power from the vehicular electrical system. Others are portable, low-power transmitters and receivers which can be carried like suitcases and are operated from batteries. Auxiliary equipment makes it possible to install these portable in vehicles and operate them off the vehicular electrical system.

Code or Voice Transmitted

Messages may be sent either by radiotelegraph or radiotelephone. Special abbreviations are used in either case to convey the information which an observer, either at a forward vantage point or in the air, is in a position to get through to the fire control station. The Field Artillery radio sets provide communication for purposes of reconnaissance, direction of fire, and warning against impending attacks of enemy aircraft or tanks. One feature of these sets is remote control, enabling an operator to put a set in a physical location which provides for good transmission while he personally can work from a position with less exposure to enemy fire.

Considerable attention has been paid to the portable radio set carried by one man. The walkie-talkie, carried on a man's back, has already become familiar to all Americans. In the field of combat, it has already performed admirably in front-line reconnaissance and artillery observation. Better and more compact portable radios are under continual development. One of them is the tiny transceiver which a man can hold in one hand while listening to the talkie. It is known as the "handle-talkie," although some troops like to call it the "cracker-box radio" because its size and shape resemble the common retail biscuit box.

Aerial warfare has provided a huge and diverse field for the application of radio. Communication itself is only one of many ways in which radio is used in aerial war. Radio plays a major role in helping the navigator plot his course in flying in a definite direction with or without the aid of a radio beacon. It also makes it possible to tell the pilot how high he is over the nearest terrain obstacles, a tremendous improvement over the pressure type altimeters which indicated altitude above the sea and even then only after further correction was made in accordance with the barometric pressure variations due to weather conditions at the moment. Radio serves in bringing pilots back to their home base and in guiding pilots to a blind landing under conditions of "ceiling zero." Radio also serves in a very remarkable way in the secret devices used for detecting and locating enemy craft.

Transmitters Record Weather

In preparing for any aerial undertaking, a knowledge of the winds and other meteorological conditions at various altitudes is of the utmost importance. For this purpose, the Signal Corps has applied radio in the form of tiny automatically operating transmitters carried by balloons to the upper layers of the atmosphere and sending signals to the ground to provide a continuous record of temperature and humidity at successively increasing altitudes.

Radio direction finders play an important part in locating enemy transmitters. Special signal radio intelligence personnel are assigned to monitor the enemy's radio and keep a record of their transmissions. In our own operations, of course, discretion is observed to prevent the enemy from hearing too much. However, there is one type of radio transmission to which the enemy—both his troops and his people at home—are invited to listen. These are the broadcasts of which present factual news and the viewpoint of the United Nations to the people of the Axis nations and the people of nations subjugated by them. The Signal Corps is charged, among other things, with providing these powerful transmitters, although the decision as to what program shall be carried on them is made by other agencies. A notable example will be the transmitters designed for a powerful station to North Africa which set up business on a wavelength adjacent to the regular Morocco station and played an important part in putting the American story before the French population during the confused days that followed the initial landing. Technicians of the United States Signal Corps would always be prepared to turn over radio stations in occupied areas and adapt them to serve the military and political ends of the United Nations.

Echelons Concept Important

In the organization of military communications, the concept of "echelons" is very important. An echelon is a level of organization. Suppose that a national radio network were so arranged that each local station, instead of broadcasting its program directly to the listener, sent it out to a limited number of sub-stations, and then, in turn, each sub-station covered a number of low-power transmitters located in each city block. We would then have a series of levels through which the broadcast information finally reached the public. Of course, such a system would be unnecessary for the broadcasting of public information. Such a system, however, must be used in military operations. Reports and orders are not meant for all ears. They are designed for the exclusive use of particular listeners.

Organization Set-up

In military communications, the responsibility for transmission of information always develops upon the higher echelon. In other words, the commanding general of an overseas theater is responsible for communications lines by which his orders are transmitted to the separate forces under his command and by which information and reports are transmitted from them to him. His subordinate, say the commanding general of a corps, is responsible for communications down to the headquarters of the divisions under his command. He carries out this responsibility through the use of...
... which, through the cooperation of the Indianapolis Building and Loan Associations...

TOPS the Nation's Stations in selling $10,619,425.00 in War Bonds—on ONE performance of

"TRUTH or CONSEQUENCES"!

BASIC NBC

WIRE

National Representatives:
JOHN E. PEARSON COMPANY
360 N. Michigan Ave., Chicago
FRANKLIN 2359
250 Park Ave., New York City
PLAZA 2255
of several signal battalions and companies which specialize either in radio or wire communication. In turn, the commanding general of each division is responsible for the communications to the regiments and other components of that division. These are carried out by a special division signal company whose commanding officer is the division officer, a lieutenant colonel. The division signal company includes a headquarters platoon which runs the administrative functions of the company, a message center platoon, a radio platoon, and a radio platoon, the latter being divided into sections for radio communications and radio intelligence. In the higher echelons, such as the corps, there will be several signal companies devoted exclusively to radio repair or to radio intelligence or to some similar function.

Maintenance Set-up

The maintenance of Army Signal Corps radio equipment is also accomplished in a series of echelons. The first echelon is constituted by the using operator. The man who operates a walkie-talkie or a field radio set is not necessarily skilled in the mechanics or theory of radio repair. However, he has available to him as standard equipment a certain number of spare parts such as tubes and extra batteries. When a battery runs down or a tube burns out, it is his prerogative to replace it with a fresh one. Or if a wire gets loose, he may reconnect it to the terminal. However, anything beyond that normally would be sent back to the division signal company for repair. The company’s repair section has testing equipment and men skilled in the knowledge and technique necessary for utilizing that equipment to the best advantage. A set may be put back into shape by additional replacements or by ordinary rewiring, this is done.

However, if the equipment has been badly smashed up or if it is of an extremely complex nature, it might be sent back to the third echelon, which would be a signal repair company installed in a depot or at Army headquarters. Supporting these forward echelons, which are staffed by troops of the Signal Corps, are the rear echelons of repair in the continental United States. These are maintenance shops staffed by civilians in all the service commands. The final echelons are large and elaborate shops, staffed by civilian mechanics, located in the larger Signal Corps depots such as the Philadelphia and Lexington Depots. If they can’t salvage a set, it’s junk.

In the Camps

Not only do electronic means speed the flow of information and orders on the battlefield, but they figure in the life of the soldier in the training camps. The films by which the new soldier is instructed in the fundamentals of Army life are provided with electronically recorded and amplified sound tracks. And electron

WITH DEVELOPMENT of the vacuum tube the entire scope and range of signalling in warfare change. Here officers on the ground talk, by means of the Army’s newer type handie-talkie, with parachutists.

TECHNICAL ADVANCES IN VIDEO

Vast Network of Television Stations Is Seen by
Dr. Baker in Post-War Period

PREVIEW of a vast new potential postwar television industry was given the Schenectady Advertising Club by Dr. W. R. G. Baker, General Electric vice-president, who hinted a revolutionary change in television prospects as a result of wartime research activities.

Dr. Baker commented that pre-war television was a worthwhile even if it did nothing more than train engineers for high-frequency work. He said this experience was used so effectively in wartime that the usable frequency band has been broadened so that frequencies never before available to the engineer are now at our command.

Immediately after the war, Dr. Baker predicted, radio manufacturers are devoting all their efforts to war work, will want to produce reasonably priced television sets in huge volumes. He warned that the wartime advances necessitate reconsideration of the television standards adopted before the war by the National Television System Committee.

“The place of television in the frequency spectrum will have to be reconsidered,” he said. “What the standards will be will be the big question to decide, for the decision will affect the industry for years.”

The GE official predicted that after the war television stations will be built near all large cities, where they can service the most sets. These stations he said will be linked by a network of coaxial cables and television relay stations to overcome picture radio’s line-of-sight limitation.

As an example of what can be done, he pointed out the GE relay station in the Hellerberg Mountains near Albany, N. Y., which picks up programs from NBC’s television outlets in New York and relays them to the Albany-Troy-Schenectady area through GE’s WRGB transmitter.

The post war television set will probably produce black and white pictures, he said. Color television has not yet been perfected to the engineer’s satisfaction, Dr. Baker explained, and in addition it would require scrapping most of the equipment of the nation’s eight licensed stations. These eight stations, Dr. Baker told the club, will probably begin full time programming after the war.

In addition to the great technical advance during wartime, Dr. Baker said that facilities for production of important equipment have been expanded. He pointed out, for instance, that picture tubes had been imported from Holland before the war because they were too expensive to build. When peace comes, he said, U. S. manufacturers will have tremendous capacity to make these tubes in America. Large scale production, he said, will drastically reduce the price of these tubes, and with other elements, will bring about reasonably priced sets.

Plough on WOR

Plough, Inc., Memphis, will sponsor Fulton Lewis Jr. on WOR, New York, starting May 3. The Washington commentator broadcasts on Mutual five times weekly at 7 p.m. on a local sponsorship basis. WOR began carrying his commentaries April 19. Plough will promote St. Joseph Aspirin. Agency is Lake-Spiro-Sherman, Memphis.
Starring JOHN B. KENNEDY
JIMMY WALLINGTON
AND AN ALL-STAR CAST

In far off places the history of America is being written. And in each of these far off places War Correspondents are facing enemy guns and shells so that we at home may have first hand news of America's Fight for Freedom. The stories of our at-the-front War Correspondents are brilliantly dramatized in this unique series of quarter-hour transcribed programs.

A NEW TRANSCRIBED FEATURE FOR LOCAL AND REGIONAL SPONSORS!

PRODUCERS OF QUALITY TRANSCRIBED SHOWS

- THE KORN KOBBLERS . . . 260
- ONE FOR THE BOOK . . . 190
  five-minute sports stories transcribed by America's No. 1 coast-to-coast sports commentator, SAM BALZER. 4 years coast-to-coast network.
- SPARKY AND DUD . . . 66
  fifteen-minute musical-variety programs transcribed by those scamps of the army camps, "Private" SPARKY and "Strictly Private" DUD. Featuring Happy Jim Parsons, Fred Hall and Lazy Dan.
- FORBIDDEN DIARY . . . 130
  fifteen-minute episodes in this unusually dramatic continued story. Star-studded array of network talent. Scripted by one of radio's foremost writers. Continued.
- THE CAREER OF ALICE BLAIR, a "white-collar-girl" story, starring Martha Scott, Joe Cotton, on all-star cast. Remarkable record of success. 130 fifteen-minute programs transcribed.
- THE OLD CORRAL . . .
  starring Pappy Cheshire, Sally Foster, the Ranch Boys and a large musical group in an outstanding show of Western music and stories.
CONSTRUCTIVE CRITICISM

Maxine Keith Crusades Against Own Sponsor's Copy; WMCA Time Increased

"TIS AN ILL WIND, the saying goes, and that goes for Maxine Keith, whose thrice-weekly From Me To You, sponsored by Sachs Quality Furniture Stores, New York, has been a feature of WMCA, that city.

As a result of her own campaign against radio "plug-uglies" Miss Keith's sponsor has increased her program to five-weekly and given her show a new title, So What, yet her campaign was directed chiefly at a transcribed commercial on her own show!

Pro and Con

Since Readers Digest published its "plug-ugly" article last August, arguments pro and con have been submitted, both orally and in print. Early this year Miss Keith took it upon herself to crusade against "distasteful" commercials. One of her targets was the chanted announcement called "I'm Talking About Slip Covers," done by William Woolfolk, who played the part of a Negro crab peddler in the Broadway play "Porgy & Bess."

William Sachs, an executive of the Sachs firm, heard Woolfolk chant his lines, "I'm talking about fresh crabs" on the stage and signed him to chant the line about slip covers on records for Sachs' radio programs. Miss Keith didn't like the transcription. She wondered if her audience did and she asked them.

The response was unusually large. Most of the listeners object- ed to the chanted phrase as a "plug-ugly," but there were those who liked it. "A novel idea," said one; "much different from the usual radio advertising," commented another; still another told Miss Keith that he always tuned in for the slip cover advertisement.

All the mail went direct to Sachs. What impressed the furniture dealers most was not the criticism and commendations but the lack of letters. It indicates Miss Keith had a large audience.

That's why today Maxine Keith is in charge of the recorded music program So What, on the air for WMCA at 11:45 p.m. Monday through Friday instead of three days a week. And it increased her daily schedule to two shows-making 10 a week.

What's more, Sachs promised Miss Keith future commercials which wouldn't offend her and her listeners. To make it good, the company has suggested that Miss Keith write her own commercials.

Canadian Press Reelects Arthur R. Ford of CPFL

ARTHUR R. FORD, CPFL, London, Ont., and the London Free Press, was reelected president of the Canadian Press at the annual meeting held at Toronto April 15. Mr. Ford was reelected president of Press News Ltd., new-news subsidiary of Canadian Press. Roy H. Thomson, CKGB, and Timmins Daily Press, Timmins, Ont., was reelected vice-president of Press News Ltd. and directors elected were Emile Jean, CHLN, and Le Nouvelliste, Trois-Rivières, Que.; Senator W. Rupert Davies, CKWS and Whig-Standard, Kingston, Ont.; H. M. Hewson, Canadian Observer, Sarnia, Ont.; W. B. Preston, Brantford Expositor, Brantford, Ont.; W. McCurdy, Tribune, Winnipeg; Canada; directors elected with radio station affiliations are W. A. MacLeod, CJCA and Edmonton Journal, Edmonton, Alta.; G. V. Ferguson, CFR and Free Press, Winnipeg; R. M. Allan, The Gazette, Toronto, Montreal; Senator W. H. Dennis, CHNS and Halifax Herald, Halifax, N. S.; H. F. Robinson, CHSJ and Times-Globe, St. John, N. B.

WDBO to Blair

NOW CLAIMING complete coverage of Florida, John Blair & Co. has added WDBO, Orlando, to stations already represented in that state, according to announcement by Col. George C. Johnston, president. WDBO, 580 k.c., is 5,000 watts 24 hours a day, joins WJAX, Jacksonville; WPFA, Tampa, and WQAM, Miami, as Blair-represented stations.

Post-War Planning

(Continued from page 12)

The peace following a war in which radio science has progressed by leaps and bounds, we have learned much of radio development here war ends. Let us resolve to coordinate now the planning before embarking on a wild scramble for equipment manufacture for the use of new radio channels. Let us avoid in radio the possibility of regarding progress by poor planning in the radio frequency spectrum.

It is both possible and practical to coordinate the broad phases of planning with the design of a scientific frequency allocation. In so doing, we can also avoid the pitfalls of premature standardization and its consequent regimentation.

It seems apparent that as soon as the war clouds show signs of clearing the entire radio electronic industry, both the manufacturers and radio listeners everywhere will desire to pursue development of radio on a basis which will minimize if not entirely eliminate the potentialities of chaos in the ether of the future.

It is asked that the entire Federal Government, including the Federal Communications Commission, be prepared to cooperate with industry in this basic planning for the future.

Many broadcasters have inquired whether they should file applications for television, facsimile or frequency modulation stations now. It appears that in view of the recent developments it would be far better for the radio industry to begin to plan first on more basic factors.


GENERAL TIRE & RUBBER Co., Akron, 0., is applied for by the Pennsylvania Department of State on April 22 for an amended certificate of authority to engage in the radio business in Pennsylvania.

The firm, headed by Wm. F. O'Neill, purchased the Yankee Network last December. Covered in the amended petition, in addition to regular business in the tire and rubber industry, are the "acquiring, managing, operating and disposing of radio broadcasting, transmission or reception stations and the rights, franchises, patents and properties that are necessary thereto and to purchase, hold and sell stocks or securities of corporations owning such stations."

It could not be ascertained at this time whether General Tire has any plans for operating in radio business in Pennsylvania.

Bill O'Neil, son of Wm. F. O'Neill, is owner and manager of WJW, Akron.

LOUIS BROMFIELD, novelist and former, will substitute on Mutual for Fulton Lewis jr., during the week of April 26, while the WBS Washington correspondent takes a vacation.
Have any of Your Acts Gone to War?

STATIONS • ADVERTISERS • AGENCIES:
Yes—we thought so...but here is a solution. Here is nationally-known Hollywood experienced talent...vocalists and instrumentalists of network and screen fame...running the full gamut of Western entertainment: ballads, classical favorites, topical and sweet arrangements, long-loved hymns.

LET THE TEXAS RANGERS SERVE YOU FOR THE DURATION

An ample number of selections...in a flexible arrangement of transcriptions which permit you to build even daily programs for one of your prospects who is waiting for the "right" show. You can buy The Texas Rangers—all eight of them—EXCLUSIVELY for your community. Priced amazingly low, according to size of market. Send for details or a sample transcription.

TEXAS RANGERS NOW SELLING —
Beer . . . . . in 5 States
Dairy Products . . . in 4 States
Stock Food . . . . in 4 States
Bread . . . . . in 1 State
Coffee . . . . . in 2 States
Restaurant Chain . . . in 2 States
Chain Drug Products . . in 1 State
Coal . . . . . . in 2 States
(sustaining in many other states)

THE TEXAS RANGERS LIBRARY
An Arthur B. Church Production • Write George E. Halley, Pickwick Hotel, Kansas City, Mo.
GIRL SENDS NEWS TO FAR EAST
Lois Gene Burke, San Francisco OWI Deputy,
Fights Jamming of Channels by Japs

From stop San Francisco’s Market one December evening in 1941, Lois Gene Burke hopped the city and Golden Gate and for 15 minutes gave a running description of a West Coast blackout.

Thus was born what was destined to become the West Coast headquarters of the Office of War Information, today considered one of the key posts in the Government’s psychological warfare by radio.

Lois Gene—long ago she dropped the first part of her middle name—left Warner Brothers Broadcasting Corp. in 1934 to become assistant to Murry Brophy, vice-president in charge of Columbia Management of California, the CBS West Coast artists’ bureau. In 1941 her boss was called to Washington as special assistant to Col. William J. (Bill) Donovan, then head of the Office of Coordinator of Information.

Headed OCI Office

On Dec. 4, 1941, Lois Gene Burke took a leave of absence from Columbia Management to head up a San Francisco office for the OCI. She hadn’t yet established offices when the Japs made their sneak attack on Pearl Harbor.

A few days after the war outbreak the West Coast had its first blackout. President Roosevelt wanted information on morale and the general situation. At 11 o’clock one night he called the home of Col. Donovan where Brophy was a guest.

Within a few minutes Mr. Brophy had reached Miss Burke through her hotel. She was on the Market, looking things over. While she described the blackout and gave her chief other pertinent information a stenographer took it down and within a half-hour a report was on the President’s desk.

Single-handed Miss Burke quickly set up an office and hired a staff. Those early days of shortwave radio resulted in one headache after the other. The OCI was using one outlet, KGEI—then privately operated. It was on a cooperation basis but the station went all too to air. Gen. MacArthur was sending messages for broadcast to the Philippines. As rapidly as Miss Burke scheduled them on KGEI the Japs started jamming. Miss Burke knew of three RCA obsolete circuits. She pressed them into service. That was too much for the Japs. They jammed two of the signals but the third they couldn’t and as a result many lives were saved in the Philippines.

From that beginning Miss Burke headed the West Coast office of the OCI in a thriving beehive of activity. Then came the OWI and consolidation. Owen Lattimore was named director of the West Coast OWI office but Miss Burke remained as his deputy in charge of radio, news, administration and interpretation of policy.

In the week of March 7-13 the West Coast office beamed 230 units (programs) on the Southwest Pacific and Far East for a total of 95 hours of broadcasting. KGEI has been augmented by KWID and commercial circuits of RCA and AT&T. Today the Japs jam periodically but because of the schedule and circuits set up by Miss Burke a good portion of American news and information is reaching its intended goal.

That the Japanese are worried about the West Coast output is indicated in frequent broadcasts from Tokyo warning the people not to be misled by “American lies”. Miss Burke supervises broadcasts in 23 main dialects including four in Chinese, nine Filipino, Japanese and dialects of the Malayas and Java.

Born in Norshead, Minn., March 11, 1910, Miss Burke’s career as receptionist and PBX operator at KWFB, Warner Brothers Los Angeles outlet. She began writing scripts and after more than six months of writing, producing and general broadcasting work she joined the CBS artists’ service, in 1934. In that capacity she made several concert tours, handling promotion and public relations.

In private life Miss Burke’s chief hobby has been horseback riding but today she has no time except for work. “My only hobby is working and trying to keep up with reading, so necessary to my job,” she said.

Education Group Plans

For New York Chapter

Plans for the formation of a New York chapter of the ASN for Education by Radio were developed at a meeting at Town Hall Club last Thursday evening, following a preliminary session the preceding Saturday at the home of Mrs. William Lewis, NAB coordinator of listener activities.

Naj. Harold W. Kent, AER president, current in the public relations division of the War Dept. participated.

Members of the planning committee, in addition to Mrs. Lewis, include: Jane Monsman, radio director of New York public schools, and her assistant, Madge Dover; Robert McDougal, radio director, New Jersey State Teachers College; Grace Johnson, director of women’s activities, BLUE Network; Mrs. Henriette Harrison, National Radio Director, RCA; Leon Levine, Assistant director of education, CBS; James McAndrew, radio coordinator, New York Board of Education; Harold Mccarty, OWI.

Tribute to Radio

LIGGETT & MYERS Tobacco Co., Winston-Salem, N. C., sponsor of Harry James dance music on CBS and of Fred Waring’s band on NBC, will feature both Chesterfield cigarette programs, and will also pay tribute to the radio industry’s contribution to war effort through entertainment in a series of ads scheduled to run in 1200 daily newspapers, starting in a few weeks. Agency is Newell-Emmett Co., New York.

CBS Staff Additions

Five new members of the CBS shortwave division were announced last week by the network, as follows: joining the news division are Louis Matigot, French news and feature writer, formerly on the editorial staffs of various Paris newspapers; Henry Melitos, German news writer, who replaces Arsen Ohlak, out on sick leave. Additions to the production division are George Brogni, former casting director of Columbia Ad, New York; Theodore Marvel, formerly of KFH, Chicago, and various New York stations, and Bernie Hanighen formerly on the production staff of WNYC, New York’s Municipal station.

From Marine Camp

PHILADELPHIA Marine in training at Picard Island, S. C., broadcast on Easter Sunday during a remote program arranged by WIP, Philadelphia. Scheduled at 2:30 p.m., Philadelphia, and continuing for an hour, the program included a message and interviews with men from Philadelphia stationed at the Marine base along with music by the Marine band and dance orchestra.

Bonus Bonds

TO SPUR the national representatives—Joseph Hershey McElhiney—to produce more business for his station, Adriel Fried, general manager of KLX, Oakland, Cal., is offering a $25 War Bond every month to the salesman of the representative firm who brings in the most business for KLX.
Serving
885 AMERICAN RADIO STATIONS
with
AMERICAN MUSIC FOR TODAY
from the catalogs of
AMERICA'S FINEST PUBLISHERS

At the NAB War Conference
for SESAC
Claude C. J. Culmer
Emile J. Gough
Burt Squire
Graham Harris
Leonard D. Callahan
Gus Hagenah

Write Today
for your copy of
The Big Green 1943
SESAC MUSIC GUIDE

113 West 42nd St.
New York, N. Y.
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

- studio announcements
- news programs
- t-transcriptions
- spot announcements
- t-transcription announcements

WFIL, Philadelphia
Manhattan Soap Co., New York (Sweet-
scent, soap), 6 ap weekly, thru 25 weeks, thru Franklin Bruk, N. Y.
Gino P. Storici Inc., Los Angeles, Phila-
delphia (Trimount Clothing), 1 as weekly, placed direct.
Rockower Bros., Philadelphia (children's and men's apparel), 6 as weekly, for 13 weeks, thru Elkin, Philadelphia.
Procter & Gamble Co., Cincinnati (Ivory
Flakes), 6 as weekly, for 4 weeks, thru Compton Adv., N. Y.
Land Title Bank & Trust Co., Phila-
delphia (banking service), 1 ap weekly, for 4 weeks, thru Stewart-Jordan, Philadelphia.
Fox Wells Co., Philadelphia (furs), 10 as weekly, for 15 weeks, thru Harry Feigen-
baum, Philadelphia.
Foster, Miller & Hyatt, Inc., Philadelphia (auto accessories), 6 as weekly, for 92 weeks, thru Jefferson, Chicago.
Freifelder Bros., Philadelphia (Per-
fect bread), 10 as weekly, for 4 weeks, thru L. H. Stevens, Philadelphia.
Adams Clothes, Philadelphia (men's clothing), 3 ap weekly, for 13 weeks, thru E. M. Dittman, Philadelphia.
Phillips Packing Co., Cambridge, Md.
(Phillips ham), 5 as weekly, for 22 weeks, thru Atkin-Kynett, Philadelphia.
Blauner's Inc., Philadelphia (department store), 15 as weekly, for 22 weeks, placed, Phila-
delphia.
Curtis Publishing Co., Philadelphia (Sat-
urday Evening Post), 16 as weekly, for 22 weeks, thru MacFarland-Aveyard.
Lever Bros. Co. and/or Thos. J. Lipton,
Inc., New York (salt), 12 as weekly, thru these companies.
Ex-Lax, Inc., Brooklyn, N. Y. (Ex-Lax), 5 as weekly, for 7 weeks, thru Joseph Katz, N. Y.
Walsh's, Philadelphia (department store), 10 as weekly, for 15 weeks, thru Harry Feigenbaum, Philadelphia.

KGER, Long Beach, Cal.
The Knox Co., Hollywood (Crest, Men-
scrub), 21 as weekly, thru Alvin C. Smith Adv., Co., Kansas City.
Twice Product Co., Los Angeles (cleaner), 4 as weekly, 8 weeks, thru Warren P.
Cotterill Adv., Los Angeles.
John Brown School, Siouan Springs, Ark., 5 as weekly, thru Late Sheldon Adv., Los Angeles.
Postal Union Life Insurance Co., Holly-
dwood, 5 as weekly, 4 weeks, placed direct.

KNX, Hollywood
Curtis Publishing Co., Philadelphia (Sat-
urday Evening Post), 12 as weekly, thru MacFarland-Aveyard.
Laugendorf United Bakers, San Fran-
sisco, 15 as weekly, thru Ruthrauff & Ryan, Inc., San Francisco.
Douglas Aircraft Corp., Santa Monica, Cal., 5 as weekly, thru Douglas Aircraft Co., Los Angeles.
Procter & Gamble Co., Cincinnati (Ivory
Flakes), 3 to weekly, 16 weeks, thru Compton Adv., N. Y.

KPAS, Pasadena, Cal.
Consolidated Drug Trade Products, Chicago (proprietary), 6 ap weekly, thru Benson & Dall Inc., Chicago.
Fisher Flouring Mills Co., Seattle (Zoom), 21 as weekly, 2 weeks, thru Izzard Co., Seattle.

WOR, New York
Wilbert Products Co., N. Y. (floor wax,
shoe cleaner), 6 ap weekly, thru 22 weeks, thru Edgar Rogers, Philadelphia.
Curtis Publishing Co., Philadelphia (Sat-
urday Evening Post), 6 as weekly, thru MacFarland-Aveyard and Co., Chicago.
Calico Chemical Division, American Cyana-
mid Co., N. Y. (Bleachesite), 5 as weekly, 13 weeks, thru J. M. Mathes Inc., N. Y.
Joseph Burnett Co., Boston (Burnett's
vassili flavoring), as weekly, 13 weeks, thru H. B. Humphry Co., Boston.
Abbot's Dairies Inc., Philadelphia (Jane
Logan Delux Ice Cream), 5 as weekly, thru R. A. Foley Adv., Phila-
delphia.
Mother Hubbard Distributors Inc., New
York (Golden Center wheat germ), 5 as weekly, thru H. C. Morris & N. Y.
American Dietetics Co., Yonkers, N. Y.
(Soupettes), 5 as weekly, thru Ewell & Nell Jr., N. Y.
Bookhouse for Children, Chicago, ap weekly, 13 weeks, thru Freshe, Fellers and Prisco Inc., Chicago.
Reader's Digest Assn., Pleasantville
(Reader's Digest), 2 as weekly, 9 weeks, thru BBN, N. Y.
Planned Foods Inc., N. Y. (Rose Mill Pate Gris), 5 as weekly, alternate weeks, thru Baker Adv., N. Y.
Brooke Watch Co., New York, 70 as weekly, thru Bwco Inc., N. Y.

KJK, Hollywood
Santa Monica Flavor & Extract Co., Santa Monica, Cal., 5 as weekly, thru Raymond R. Morgan Co., Hollywood.
Maytorena School of Aviation, Los Ange-
es, as weekly, placed direct.
National Lead Co., San Francisco (Dutch
Boy Paints), 2 as weekly, 4 weeks, thru E. V. Erwin, Wasey & Co., San Francisco.
Blauner's Inc., Philadelphia (department store), 15 as weekly, for 22 weeks, placed, Phila-
delphia.

WBBM, Chicago
Lever Bros., Cambridge, Mass. (Riso), 10 as weekly, 52 weeks, thru Ruthrauff & Ryan, N. Y.
Mandekoff Publishing Co., New York (Life
Stroy), 1 as weekly, 3 weeks, thru Ray-
ford Spector Co., N. Y.
Benson Construction Co., Chicago, Ill., 60 as weekly, thru Rare Minn, N. Y.

KFI, Los Angeles
Bullcock's, Los Angeles (department store), 15 as weekly, thru Dana Jones Co., Los Angeles.
Helbros Watch Co., New York, 5 ap weekly, 22 weeks, thru Bay-Hirsch Co., N. Y.
Hy-Tous Corp., Malden, Mass., (plant
food), 3 ap weekly, 39 weeks, thru Birsacher, Davis & Van Norden Inc., Los Angeles.
Colgate-Palmolive-Ford Co., Jersey City
(Maxwell soap), 10 to weekly, thru Ted Bates Inc., N. Y.
Furtex Corp., Los Angeles (bleaching solu-
tion), 5 ap weekly, 12 weeks, thru Foor, Cone & Belling, Hollywood.

WAAF, Chicago
Curtiss Candy Co., Chicago (Corn Muffin
Mash), 6 ap weekly, thru C. L. Miller Co., Chicago.
Pincus's Proprietorial, Buffalo (Golden
Medical Discovery), 6 ap weekly, 13 weeks, thru Duane Jones Co., N. Y.
Remold Chemical Co., Baltimore (oat-
meal soap), 6 ap thru Courtland D.
Ferguson Inc., Baltimore.
Pepsi-Cola Co., Long Island City, 690 as.
Dana Jones Co., New York, thru Newell-Emmet Co., N. Y.

WMAQ, Chicago
Morton Salt Co., Chicago (table salt), 10 as thru J. Walter Thompson Co., Chicago.
United Drug Co., Boston (Retail one-cent
soap), 7 as thru Street & Motor, New York.
Columbia Pictures Corp., New York ("The
Gangster" photographs), 5 ap weekly, 6 weeks, thru Weiss & Geller, N. Y.

KMPC, Beverly Hills, Cal.
Wills Co., Los Angeles (Van's shoe polish), 30 as weekly, thru 13 weeks, thru Ewold J. Robinson Adv., Los Angeles.
Douglas Aircraft Co., Los Angeles, 71 as weekly, 14 weeks, thru Esig Co., Los Angeles.

A 30-MINUTE transcription is being used by a Missoula, Mont., theatre to plug the coming performance by the Boston Light Opera Company of "The Mikado". Transcription is a brief of the (1 & N operetta.

FTC Disputes Ad Claims Covering Two Products

MISREPRESENTATION in radio advertising and other media is claimed by the Federal Trade Commission in complaints against the advertising of an antifreeze solution called "Antarctic" and a medical device called "Domestic Short-Wave Diathermy".

One complaint charges that the diathermy machine, sold and distributed by M. E. Heyman and Maurice A. Baer trading as Domestic Diathermy Co., New York, is not a scientific, safe, harmless or effective means for use in treating of certain diseases, as indicated in advertising.

The other complaint alleges that advertising of the Winterine Mfg. Co., Denver, for its Antarctic antifreeze solution represents that it protects the entire cooling system of automobile and other combustion engines against corrosion, rust and deterioration and that it will not rust or clog passages. The FTC charges that the product will not accomplish these results, and says that Antarctic solution, with a calcium chloride base, is inferior to antifreeze solutions containing glycerine or alcoholic bases because it is not a safe or dependable product.

Campaign for Book

AFTER completing a 10-day trial campaign for test instruction book for service men [BROADCASTING, April 18], Kemoree Publishing Co., New York, last week started a national drive for the book on 100 stations. Company is using par-

icles, 6 and 15-minute programs from three to six times weekly. Agency is Huber Hoge & Sons, New York.

CONSOLIDATED DRUG Trade Products, Chicago, in mid-April added a six-week quarter-hour program of music and patter featuring Charley Hemp, pianist-vocalist, to its current schedule on KFAS, Fondur, Cal. Firm also sponsors a six-week 60-minute transcribed musical program on that station. Benson & Dall, Chicago, has the account.

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Savings Banks of New York state, which currently sponsors participations on nine New York stations, on April 19 transferred its three-weekly participations on WABC, New York, from Adelaide Hawley's Woman's Page of the Air series to six times weekly on Arthur Godfrey's early morning program. Agency is Ruthrauff & Ryan, New York.


W. & J. Sloane Co., San Francisco (home furnishings) recently started for 22 weeks This Is Your Home weekly on KPO, San Francisco. Agency is A. E. Nelson Co., San Francisco.

International Varnish Co., Toronto (paint), has started a three- and four-weekly spot announcements on five Canadian stations. Account was placed by A. McKim Ltd., Toronto.

Vegetrate Co., Los Angeles (Veg bor, Davy-trate, FVJ, dried products), on April 22 started using 15 signals weekly on KGJF, that city. Contract is for 13 weeks. Firm is using four spots announcements daily on KRKD and plans to expand schedule to include other Southern California stations. Charlie Davis Adv., Los Angeles, has the account.

Yami Yogurt Co., Los Angeles (dairy products), new to radio, in a test campaign on April 15 started using daily participation in Art Baker's Notebook on KPI, that city. Placement is through Erwin, Wasey & Co., Los Angeles.

New World Illustrated, Toronto (monthly picture magazine) has started five-minute transmitted dramatized program weekly on CFRC, Toronto; CFCE, Montreal; CKY, Winnipeg. Account was placed by A. McKim Ltd., Toronto.

E. & S. Currie Ltd., Toronto (Tova Croydon cravats) placed spot campaign on 31 Canadian stations, for Easter and Father's Day promotion. Account was placed by Tandy Adv. Agency, Toronto.

Youkner Bros. department store, Des Moines, has completed a year on WHO, and plans to continue a second year. In addition to a general program promoting general store sales, mail order business is promoted with a program called Jane Wildner—Youkner's Store Shopper.

Barney's Expands on 7 New York Area Stations

Barney's, CLOTHES, New York, has substantially increased its schedules on seven New York stations to take advantage of the spring buying period. Effective March 21, additional purchases will continue for 13 to 15 weeks.

The men's clothing store is using six extra five-minute programs weekly on WNEW, New York, and has supplemented its schedule of programs and announcements on WAAT, New York, with 20 additional announcements, making a total of 57. Hans Jacob's three-weekly news program on WOV, New York, has also been added. A 50% increase has been effected in announcement schedules on WHOM, Jersey City, and WLIC, Brooklyn, and programs on the latter station have been expanded to the same extent. WMCA's schedule has been augmented to 12 programs and 13 announcements. Agency is Emil Mogul Co., New York.

Book Series Impends

Street & Smith Publications, New York, has completed a test campaign for a booklet titled Make More Money in the Services. Test was deemed successful and may lead to a regular campaign but plans have not yet been set. Publishing firm used WINS WMCA WABC WCBS WLIB WPAT WCAU WIP WIND KFJB. Victor van der Linde Inc., New York, handles the account.

Dina-Mite Food Co., Los Angeles (Dina-Mite breakfast food), on April 12 started sponsoring three weekly participation in Polly Patterson's Pancake on KGAC, that city. Contract is for 26 weeks. Brinisher, Davis & Van Norden Inc., Los Angeles, has the account.

Haskins Bros. & Co., Omaha, has added KMUP, Grand Island, Neb., to stations carrying News, Views and Interests, new show for the Mid-West, with Foster May. Show is now heard on WOW, Omaha, KG8, Des Moines, and KMUP, Sundays at 1:00 p.m. and on WMT, Cedar Rapids, Ia., Sundays at 6:30 p.m. Sidney Garbinkel Adv. Agency, San Francisco, handles the account.

F. Stephens Co., Winnipeg, (paint), has started a daily five-minute transmitted program on a large number of Western Canada stations. Account was placed by Norris-Patterson, Winnipeg.

Spartanburg? Yes, I've Heard of It . . .

Sure—but have you heard that this booming South Carolina city is the center of one of the biggest and best markets in the Southeast—the great farming and industrial section of the Piedmont Plateau?

Have you heard that in Spartanburg and adjoining counties alone, nearly half a million people (75% white) annually spend over $100,000,000 in retail stores . . . that industrial payrolls (1941) exceed $52,000,000 . . . that value of farm products (1942) tops $42,-

000,000?

Yes, the Spartanburg market is big, it's prosperous, and it's growing. And it's all within WSPA's good service area—an area that includes 22 counties, 1,320,302 people, 148,052 radio homes!

Isn't that worth doing something about?

Camp Croft's 25,000 soldiers just 5 miles away!
N. Y. 4As Elect Lennen, Ellis To Top Offices

NEW YORK COUNCIL of the American Assn. of Advertising Agencies, last week announced its newly-elected officers with Philip W. Lennen, president of Lennen & Mitchell, named as chairman of the board.

Sherman K. Ellis, president of Sherman K. Ellis & Co., has been elected vice-chairman; H. B. Le-Quatte, president of H. B. Le-Quatte, Inc., secretary-treasurer, and the following four agency men were elected to the Council's board of governors; Irwin A. Vladimir, president of Irwin A. Vladimir & Co.; Otto Klepper, partner of the Klepper Co.; Henry C. Flower, Jr., vice-president of J. Walter Thompson Co., and S. S. Larmour, president of Young & Rubicam.

William L. Day to Join Foote, Cone & Belding

JOINING Foote, Cone & Belding as of May 1, William L. Day has resigned as a vice-president, director and head of the creative organization of Benton & Bowles. With Foote, Cone & Belding, Mr. Day will serve in the New York office as a senior executive. For more than a decade Mr. Day was a. . . years. Then current director and creative head of the J. Walter Thompson Company.

Nedicks Baseball

NEDICKS STORES, New York chain of restaurants, sponsors daily dramatizations of major league baseball games on WGN, New York, for the third consecutive year. Today's baseball reconstructs recent games with the aid of sound effects and commentary by Lee by Lee Thompson. Program started April 21, in the daily 7:15 p.m. period, and will continue for 28 weeks. Agency is Weiss & Geller, New York.

Chicago sales office of WOR, New York has moved to larger quarters in the Tribune Tower, 435 North Michigan Ave. and will occupy suite 1605. Telephone Number is Superior 5110.

Mr. Broholm

PIONEER in radio advertising, Ray E. Broholm introduced accounts into radio when the medium was in its own covered wagon stage. Today, the recently appointed director of Guenther-Bradford & Co., Chicago, applies that experience and knowledge to an expanding program of spot radio for several accounts, one of which is Charm Kurl, St. Paul, at present placed on about 40 stations.

A graduate of Denison U., Granville, O., Mr. Broholm was born in Copenhagen, Denmark, of an American mother and a Danish father. He came to this country in his childhood when his parents returned to make their home in the United States.

Mr. Broholm entered advertising indirectly, when he accepted a position as educational secretary of the Minneapolis Y. M. C. A., handling publicity and promotion as well as administrative work for two years. Then came two years in the advertising department of Wallace's Farmer, Des Moines.

In 1922 Mr. Broholm joined the Coolidge Advertising Co., Des Moines, where he advanced in 12 years to account executive and vice president. It was during those years that he secured acceptance by many of his accounts of radio as a bona fide medium. "I had to plead with my accounts even to give radio a trial," he says, "but once they were on the air they realized its potentialities."

In 1934 Mr. Broholm became advertising manager of the American Gas Machine Co., Albert Lea, Minn., a position he held for six years, during which time he developed the wide use of spot radio for the company. He came to Guenther-Bradford, Chicago, last month from WLS, Chicago, where he was continuity director for the past two years.

Mr. Broholm, when his busy schedule gives him time, is a chess player and philatelist. He has one son, Robert, a chemist and a graduate of the U. of Minnesota.

JAMES HILL, formerly of the radio production department of Knox Reeves & Co., Minneapolis, has joined Schwindt & Scott Adv. Agency, Chicago, as radio producer and writer.

when she heard the news on WFDF Flint Michigan, I’ll be getting two letters every day."
Du Mont—pioneer and specialist in cathode-ray tube equipment—builds and has already provided several pioneer telecasters with complete studio and transmitting equipment, from camera to transmitting tower.

Du Mont television equipment is distinguished by several innovations and marked advances. The electronic view finder; the camera chain of handy, portable units for studio or remote pickup; perfected synchronizing signal generators that stay in "sync" with minimum attention; improved film pickup and chain, etc.

The Du Mont Synchromatic (flexible) television system permits wide range of scanning standards, which are automatically compensated for by a simplified television receiver of lowered cost. Eliminates obsolescence and other economic drawbacks. The Du Mont "memory" screen permits halving the number of frames without flicker, for finer pictorial detail or for narrowed channel.

Standard line of large-image television receivers, 14- and 20-inch teletrons. Table and console models. DeLuxe models with all-wave broadcast reception included.

A cordial invitation . . .

to BROADCASTERS, ADVERTISERS and AGENCIES . . .

Star Without the slightest obligation on your part, Du Mont invites you to join in the pioneering of telecasting.

Through the operation of its television station W2XWW in New York City, Du Mont is amassing an invaluable fund of first-hand experience not only in engineering, not only with scheduled entertainment programs, but also in the training of television personnel.

And now Du Mont invites broadcasters, advertisers and advertising agencies to join W2XWW in evolving the eventual television advertising medium. This is a good time to practice, to learn, to prepare for the post-war television boom, at no cost for station facilities.

Television is far simpler, much less expensive, and nearer to the commercial stage than most people realize. We believe you will be delightfully surprised at what we can show you. Make it a point to visit our studio and station, by appointment. Or write for further details.

Du Mont—pioneer and specialist in cathode-ray tube equipment—builds and has already provided several pioneer telecasters with complete studio and transmitting equipment, from camera to transmitting tower.

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Plan for Post-War, Says Jett

(Continued from page 30)

Standard Band and FM sets in service. Mr. Howard Rutledge, writing for the Wall Street Journal (March 30, 1943), reported only 10,000 such receivers. He also reported: "The television industry stated that within five years after the war television stations will be serving all the 140 metropolitan districts of the United States in which live 83,000,000 people, or about half of the country's population." It is thus important that we settle on the proper bands for post-war television while it is still possible to cope with this problem. Considering the possibilities of color, and the band-widths necessary for maximum picture quality, it is reasonable to expect that some important changes will be made in the present allocation and television standards.

The following are but a few of the many problems to be studied:

(a) Are the present television channels adequate for post-war television?

(b) If additional channels are required, should they be in the same general band as the present channels, or should a new band be allocated?

Will We Have Chains?

(c) Should television chains be established? If so, should the intercommunication facilities be by wire or radio, and should they be operated by each chain or should a common carrier provide this service?

(d) What frequencies and technical standards should be established for local relay and interchain service?

(e) Should new television facilities be established under existing frequency standards or should further expansion be withheld pending the determination of new standards?

(f) Should more than one set of standards be approved?

Facsimile

(a) Should facilities be provided for facsimile broadcasting?

(b) Should special frequencies be provided or should it be accomplished by multiplex methods?

(c) Should facsimile chain service via radio be provided; if so, should the company operating chain service or a common carrier provide the facilities, and should they be incorporated with other chain broadcasting services utilizing relay stations?

Non-commercial Educational Broadcasting

5. Non-commercial educational broadcasting:

(a) Is the present allocation of frequencies (42-43 Mc) adequate for this service?

(b) Should provision be made for state, regional, or nation-wide educational networks via radio?

International Broadcasting

6. International Broadcasting: Through contractual arrangements with the licensees of existing international broadcast stations, all operating time of such stations has been purchased by the government until six months after the war. The Government is also sponsoring an increase in international broadcast facilities, both in high-powered transmitters and directional antennas. When these contracts expire, the facilities owned by the Government will be available for purchase by private interests.

International broadcasting has proved its ability to perform three functions: (a) as an instrument of national policy; (b) as a means of promoting international good-will and better understanding; and (c) as a vehicle for commercial programs and for stimulating commercial trade. The use of international broadcasting during the post-war period thus gives rise to programming as well as purely engineering problems.

On the engineering side, the question of frequencies will be a vital problem. Many international arrangements will have to be effected in order to reduce to a minimum interference from international broadcast stations of other countries. Considerable pressure will be exerted to increase the number of channels for international broadcasting. In order to obtain maximum efficiency of international broadcast channels, it will be absolutely necessary to insist upon the use of relatively efficient and directional antennas.

Some of the questions to be studied are:

(a) Are the present regulations satisfactory for international broadcasting in the post-war period?

(b) What standards, if any, should be adopted relative to antennas, power, etc.?

(c) Considering the needs of all nations for frequencies for general communication purposes, is it likely that additional frequencies can be allocated for this service?

Many General Problems

7. General:

(a) Can we determine the suitability of frequencies for various needs without conducting further field tests? If not, how may we best plan such tests in order that all essential data will be available to post-war planning groups?

(b) What steps, if any, can or should be taken to prevent the distribution of inferior receivers incapable of taking reasonable advantage of service provided, or such as to injure the service?

(c) What changes, if any, should be made in the technical requirements of operators and other related questions?

(d) Should the Commission authorize any major construction pending such time as the future course of radio, and particularly broadcasting, is determined?

Interim Matters

While we are giving priority to war matters and at the same time planning for peace, we must also be aware that certain interim regulations, such as the equipment freeze policy, must be kept abreast of the times. Sooner or later it may develop, for example, that certain critical materials and presently occupied manufacturing facilities can be released for the production of civilian equipment before the end of the war. If this should happen, we may suddenly be confronted with applications for new stations or changes in existing stations. Likewise, the standards to be adopted for the design and production of new broadcast receivers would raise many questions. These, of course, are only a few of the many problems which would be presented. It is fairly certain, however, that any relaxation of present policies will be slow and gradual but, even so, we must be prepared to meet such changes just as we hope to be prepared for the later changes which will come with peace.
Said the Army and the Navy:

"This symbolizes your Country's appreciation..."

There it flies
The coveted Army-Navy "E"

We can't tell you
Very much about
The electronics research
That won it...

Such matters are
Wartime secrets...

But this we can say...
In the words of

The Army and Navy
This pennant
Represents
"Great accomplishment"

In the production
Of war equipment.

Today
Modern radio equipment
Designed and developed
By the Laboratories Division of
Federal Telephone and Radio Corporation
An I.T.&T. Associate
Is helping Uncle Sam's fighting forces
Work together
On land, sea and in the air...

Tomorrow
It will help build
A better world
For every man.

THE LABORATORIES DIVISION OF
Federal Telephone and Radio Corporation
67 Broad Street, New York, N. Y.

AN I T& T ASSOCIATE
Maintaining Civilian Radio
(Continued from page 44)

classification is almost as high. Despite the granting of materials to manufacturers to continue production of tubes in home sets, and despite action to allocate tube types among manufacturers to assure more efficient production, shortages developed months ago and are still in certain classifications, to be eliminated.

Analysis of these shortages reveals two interesting facts, the correctness of which will greatly alleviate the shortage. First, there has been insufficient concentration by manufacturers on the types of tubes most needed for home set replacement service. The tendency has been to devote greatest effort to the production of those tubes which have present characteristics and eccentricities associated with some particular manufacturer. Second, with not all tube manufacturers fabricating all types of tubes having been able to buy tubes in which their own production has been deficient, distributors and dealers served by any particular manufacturer obviously have not had a continuing line of tubes. These stocks of dealers has not been well rounded. Present studies, including one made through the cooperation of the NAB, show that the foregoing cases are primary reasons for the difficulty.

Remedies at Hand

We have been able to take the necessary steps to change these conditions and remedies are at hand. Manufacturers have recently been requested to give greater attention to the more popular and therefore the more critical types of tubes. They also have been requested to exchange the tubes among themselves. As dealers associated with a given manufacturer find themselves lacking tubes of a type which manufacturer does not produce, the manufacturer buys from the producer who is in production. If manufacturers trade tubes among themselves, smoother distribution will be possible without changing the normal distribution structure of the industry. It would be too much to say that these steps will prove a complete remedy. In fact, there is single simple remedy for the tube shortage problem.

Last June WPB made a recommendation to the Board of Broadcast Communications for a decrease in operating standards of broadcast stations including a reduction in hours of operation and other steps. These were made not only for our country but for Latin American and other countries for which the United States has responsibility for supplying radio needs. The adoption of these modifications resulted in power output reduction by 1 db. Nearly five months operating under these wartime modifications has proved that there has been no material effect in broadcast station coverage. It has also proved that there has been a great help to the war effort. Some time ago there were almost daily requests by the WPB Division from broadcasters for some special assistance in obtaining condensers, resistors or other components. These requests have almost ceased.

However, WPB's program to assure adequate production of all radio receiver components of civilian radio has resulted in standardization to produce far greater efficiency in production. Under peacetime manufacture each component is made in a multiplicity of types. For example, more than 400 types of capacitors have been reduced to nine standard units. The effects of this program are salutary for producer, dealer and home set owner. The producer can work more efficiently, the dealer can keep lower inventories, not having to stock a great many odd components, and the consumer can get satisfactory components more easily.

Other Activities

The work of WPB thus far has not been concerned with the transcriptions between home set and the radio service or shop man. The consumer may buy a tube, capacitor, volume control or anything else without telling WPB. He needs no proof of owning and need not go to the usual one for cash or credit.

Several months ago the Radio Division announced that it was considering distribution of tubes and parts among consumers. The plan now approved is to require that the set owner turn in an old radio tube or worn out part in buying a new.

It is expected that all the needed parts will work continuously and automatically without further readjustment. Conditions of war preclude such smooth operation. Demand for radio equipment by the Army and Navy will increase continuously, adding to the burden of the manufacturers for some time to come. New steps may be needed to keep broadcast stations and home receivers in repair. What steps will be taken cannot be predicted because what changes the prosecution of war will force on the radio industry are not known. It can be said that broadcasting will be maintained and whatever action is necessary to insure this will be taken.

Harvard Alumni Elect Gifford

WALTER S. GIFFORD, president of the American Telephone and Telegraph Co., was re-elected by his classmates as president of the Alumni Assn., last week in Boston. After his term of office, succeeding Joseph C. Grew, former Ambassador to Japan, Mr. Gifford has just completed the fourth year of the chairmanship of the American Red Cross War Fund drive.

Army-Navy E. was presented formally last week to the Laboratory Division, Federal Telephone & Radio Corp., Newark, last week. Col. Ira H. Tweed was principal speaker.

NAVY AIR MEDAL
For Jack Clinton, Missing in Action

AWARDED the U. S. Navy Air Medal for meritorious achievement during action in the Solomon Islands area, and reported as missing was Capt. Jack W. Clinton, formerly of the public relations staff of CBS, Hollywood. He joined the Navy in January 1941. The medal was not awarded posthumously, but was sent to his mother until such time as he returns to active service or other information is obtained. Citation was issued by Secretary of the Navy Frank Knox, for the President, reads in part as follows:

"For meritorious achievement while participating as member of the crew of a Patrol Plane during action against enemy Japanese forces in the Solomon Islands area from August 5 to September 11, 1942. . . . The heroic conduct displayed by Captain Clinton throughout these actions was in keeping with the highest traditions of the United States Naval Service."

Radio Executives Club


Out-of-town guests included Ben B. Baylor, Jr., WMAL, Washington; G. Betty, WENR, Chicago; William H. Groth, WRFF, Pittsburgh; James Alden Barber, KGVO, Missoula, Mont.; Roger O. Van Duzer, WITI, Milwaukee; Jack Woldoff, WACB, Saugus, Mass.; and the Rev. R. T. Cross, WJZ, Newark, N. J. Counselor among the club's guests was Charles A. Solomon, WHTC, New York; Hugh Boice, WBMB, Peoria, Ill.; F. Van Konyenburg, WTCN, Minneapolis; and William Dowdell, WLV, Cincinnati.

Capt. Higgins Transferred

CAPT. HUGH M. HIGGINS has been transferred from the Army Air Forces Production Unit at Santa Ana, Calif., to War Dept. headquarters in Washington. He is now liaison officer of the Army Air Forces with the Radio Branch of the Bureau of Public Relations. Before entering military service, Capt. Higgins was sales promotion manager for WRC, Washington, from July 1941 to April 1942, coming to Washington from a promotion job with Creighton U., Omaha.

Ritchfield's 13th Year

RICHFIELD OIL Co., Los Angeles, with April 21 broadcast started its 13th consecutive year as sponsor of the six-week Richfield Reporter with Capt. John Wall on 6 NBC Pacific stations, Sunday through Friday, 10-12 p.m. (Mountain); and 4 NBC Arizona stations, Sunday through Friday (Arizona W. T.)."
THE FORMULA FOR A BETTER PRODUCT...

Cornell Dubilier Capacitors!

In chemistry, the key to the qualities of a compound lie in the molecular structure of its components. In radio, too, the formula for a better product is in the quality of the components used. That is why many of the leading manufacturers of radio equipment specify C-D Capacitors. These manufacturers know and recognize the importance of reliable capacitors. You too, can insure the dependable performance of your equipment by specifying C-D capacitors for your manufacturing requirements. Our engineers will be glad to cooperate with you on applications involving the use of capacitors.

Cornell Dubilier Electric Corporation, South Plainfield, N. J.

Moulded Mica Transmitter Capacitors

Used in power amplifiers and low-power transmitters principally for r.f. by-passing, grid and plate blocking applications, the Cornell Dubilier Type 9 Moulded Mica Capacitor offers these features — typical of all C-D Molded Mica Capacitors:

- More in use today than any other make

Special C-D impregnation process, results in a capacitor of extreme stability, high insulation resistance, and impervious to excessive temperature and humidity conditions.

Careful selection of gauged mica, providing a unit of higher breakdown voltage and low power-factor.

No magnetic materials used in construction, reducing losses at all frequencies.

Moulded in Bakelite, producing a mechanically-strong well-insulated capacitor of increased moisture resistance.

Short, heavy terminals result in reduced r.f. and contact resistance. Also available with small mounting insulators.

Cornell-Dubilier Type 9 Capacitors are available in a wide range of capacities in three important voltage ratings. For further information send for Catalog No. 160-T.
Radio Is Vital (Continued from page 50)

WORLD and WCOP Announce Changes
Lasker New Manager of Both, With Armstrong Assistant

GEORGE LASKER, general manager of WORLD, Boston, has been appointed general manager of WCOP, Boston, in addition to his present duties, effective April 26. A. N. Armstrong Jr., formerly general manager of WCOP, will become assistant general manager of both stations, as announced by Harold A. LaFount, president of the Atlantic Coast Network and owner of WORLD.

These new arrangements, Mr. LaFount said, have been made to conserve manpower and to allow both stations more time to devote to public service. A new program structure also will be set up to include many features helpful to the war effort including innovations in bond selling, Red Cross programs and cooperation with the OWI.

Mr. Lasker has been general manager of WORLD since 1939, joining that station from WPN, Philadelphia. He is the originator of the “Kilicycle Club” idea, which has been widely copied by many stations throughout the country. Mr. Armstrong, with WCOP for two years, was formerly with WIBW, Topeka, and previously with the Katz Agency, Chicago.

West Allis Denied

THE FCC took final action April 20 denying the petition of West Allis Broadcasting Co., West Allis, Wis., for a new standard broadcast station. Original hearing on the application for 1480 kc., 250 watts, daytime only, was held August 28, 1941, and a further hearing on April 30, 1942. Although contracts, contingent on the grant of the application, had been entered into with manufacturers, dealers and individuals for the acquisition of material and equipment necessary to construct the proposed station, the Commission held that the application should not be granted in view of the April 27, 1942, order for the conservation of materials and services of skilled personnel.

Benny to Tour Camps

BESIDES laying plans for another tour of Army camps during annual summer hiatus of the weekly NBC Jack Benny Show, sponsored by General Foods Corp. (Grape-Nuts Flakes), the star and his wife, Mary Ann Mercer, anticipate an overseas entertainment assignment by USO Camp Shows. Half-hour series for the season starts May 30 and returns after a 18-week lay-off on Oct. 3. No summer replacement program has been announced as yet. Agency is Young & Rubicam, New York.

NEW YORK — WORLD and WCOP in Chicago have announced that new programming will be scheduled on both stations starting May 1. WORLD will continue to offer its present programs, including “The Light of Peace,” which has been heard over both stations since 1941, and “America in Music.” WCOP will add “The Light of Peace” to its line-up.

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How many guns does a Flying Fortress need? The answer is, she needs enough to give her complete coverage from all angles. And has she got 'em? You bet she has! It's the same with radio coverage on the Pacific Coast. To get complete coverage you need a network that can direct your fire power to all the targets from all angles. You need the only network that can hit all the markets every time... Don Lee. Most of the markets on the Pacific Coast are surrounded by high mountains (5,000 to 15,000 feet). Long-range broadcasting is unreliable. With 33 stations, Don Lee releases your message at point blank range. More than 9 out of every 10 radio homes are within 25 miles of a Don Lee station. If your radio message is important enough for all the radio families on the Pacific Coast to hear, use the only network with enough stations to do the job... Don Lee.
Press-Radio Group Votes to Continue

Unanimously Decides to ‘Remain on Alert Indefinitely’

UNANIMOUS vote to continue the Newspaper-Radio Committee indefinitely was given by the approximately 125 publisher-broadcasters attending a meeting of the Committee held last Tuesday afternoon at the Waldorf-Astoria Hotel, New York. The group gave a rising vote of thanks to Harold V. Hough of the Fort-Worth Star-Telegram, operator of WHAP and co-owner of KGKO, for his able leadership of both the full Committee and the nine-man steering committee which has directed the NRC activities.

Organized two years ago with the purpose of protecting the radio interests of newspaper publishers and representing them during the FCC investigation of the whole subject of newspaper-ownership, the NRC is determined to “remain on the alert indefinitely until the newspaper-radio situation is settled and settled satisfactorily,” Mr. Hough stated following the meeting. The organization has no immediate plans for any specific action, he said, but will continue to maintain an attitude of vigilance on all matters affecting the interests of the group.

Steering committee was authorized to appoint three new members to fill the vacancies left by the resignations of Gardner Cowles, Jr., Des Moines Register and Tribune (KSO, KRNT, WMT, WNAK), who is now director of domestic operations of the OWI; Jack Howard, Scripps Howard Radio (WMC, WNOX, WMP, WCPO), now on duty with the Navy, and Guy C. Hamilton, who has resigned from the McClatchy Newspapers (KFRR, KJMI, KRG, KERN, KOH). Remaining members of the steering committee discussed the selection of new members in a special session following the close of the general meeting and it is expected that the new steering committee members will be announced within a few days.

Decision to continue the NRC as an active association was made following reports by Chairman Hough and by Sydney M. Kaye, who continues as counsel for the group. Judge Thomas D. Thatcher, formerly head of NRC counsel, resigned from that post following his acceptance of public office as chief corporation counsel of the City of New York. The NRC New York offices at 370 Lexington Ave. will also be continued.

Present members of the NRC steering committee, in addition to Chairman Hough, include Walter J. Damm, Milwaukee Journal (WTMJ), vice-chairman; Col. Harry M. Ayers, Anniston (Ala.) Star (WHMA); H. Dean Fitzger, Kansas City Star (WDAP); A. H. Kirchoffer, Buffalo Evening News (WBNB); John E. Person, Williamsport (Pa.) Sun (WRAK).

Radio Contributors

The NRC meeting was set to coincide with the annual meetings of the Associated Press and the American Newspaper Publishers’ Assn. at the Waldorf-Astoria last week. AP meeting on Monday was a quiet session, with no resolutions and almost no discussion from the floor.

Radio was mentioned only in the report of the board of directors, which pointed out that Press Association, AP subsidiary, “in the operation of the newscast wire, which now serves more than 300 radio stations, continued to make an increasing contribution toward the cost of news collection and to keep the name of the Associated Press before the radio audience.”

Five directors of AP were elected for three-year terms: Paul Belknap, Jr., P. E. Dealers (WHK, WCLE, WHKC, WKBH); E. K. Gaylord, Oklahoma City Oklahoman (WYK, KLZ, KVO); James H. Hough of the Birmingham (Ala.) Age Herald (WSGN); J. R. Knowland, Oakland (Cal.) Tribune (KLX); Arthur Hays Sulzberger, New York Times. O. S. Warden, Great Falls (Mont.) Tribune (KFBB), was elected to represent members from cities of less than 50,000 population. Roy Roberts, Kansas City Times (WDAF), was elected to fill the vacancy caused by the death of George B. Longan of the Kansas City Star, sister paper of the Times, for the balance of the term expiring in April, 1945.

At a meeting of the AP board, Robert McClean, Philadelphia Bulletin, was re-elected president of the Association. Mr. Bellamy was elected first vice-president, and Houston Harte, San Angelo (Tex.) Standard (KTA, KRB, KRIS, KFIS), second vice-president. Lloyd Stratton, formerly assistant secretary, was elected secretary, a post formerly held by the AP’s general manager, Kent Cooper. Board broadened Mr. Cooper’s duties by naming him executive director as well as general manager of the association. Board also designated Frank T. Washington Star (WMAL), honorary president of AP, of which he was one of the founders, president from 1900 to 1923 and currently a director.

Edward R. “Mona” Prince, from the Detroit (Mich.) Globe, last year’s vice-president, was elected president of the ANPA for the coming year. Other officers elected are: W. G. Chandler, Scripps-Howard News papers (WMC, WNOX, WMP, WCPO), vice-president; Norman Chandler, Los Angeles Times, secretary, and E. S. Friendly, New York Sun, treasurer.

As retiring president, Walter M. Dear, Jersey City Journal, was automatically elected a member of the ASPA board of directors for a two-year term, with the following directors re-elected for similar terms: David W. Howe, Burlington (Vt.) Free Press; F. I. Ker, Hamilton (Ont. Canada) Spectator; W. E. McFarlane, Chicago Tribune (WGN), W. F. Schmick, Baltimore Sun.

Directors elected last year and remaining on the board until 1944 are: George C. Biggers, Atlanta (Continued on page 110)

Federal Paid Ads Opposed By ANPA

Pres. Dear at Convention Says Move “Smacks of Subsidy”

THE TIDAL wave of opposition to proposed Government advertising in small newspapers because of their economic plight gathered momentum last week with the declaration by Walter M. Dear, president of the American Newspaper Publishers Assn., at its annual convention in New York, that such a move “smacks of subsidy.” He referred particularly to the Bankhead proposal for an appropriation of 25 to 30 million dollars for newspaper space to promote Treasury bond sales.

Mr. Dear’s comments followed the expression the preceding week by OWI Chief Elmer Davis [BROADCASTING, April 19] that his organization has always been and continues to be opposed to Government paid advertising, whatever its nature.

Bankhead Is Silent

Meanwhile, Senator Bankhead (D-Ala.) has made no new statement regarding his project for introduction of legislation and has not decided whether radio would be included. A fortnight ago he introduced a measure to introduce promptly and that it would pertain only to newspaper space, with half of the fund earmarked for small newspapers.

In his annual report to ANPA last Wednesday, Mr. Dear commented: “We readily admit that the basic principle of advertising is just as applicable and will be equally as effective for the Government as experience proves it to be. However, Government advertising must be safeguarded from political influence and directed by independent advertising experts who have demonstrated their ability and confidence in which they are held by the newspapers. This confidence has been built up by the honorable and businesslike handling of the trust imposed in the expenditure of private funds. There would be no reason to believe that these gentlemen would be any less scrupulous in the proper handling of Government monies.

Sound Policy

“This may sound Utopian but in our judgment it is the only fundamentally sound basis on which Government advertising can operate. Apparently before such an advertising campaign can be undertaken with any degree of dignity and general acceptance, newspapers must learn to regard Government advertising as falling in the same category as a commercial advertising campaign by adhering to the resolution adopted last year. Unfortunately, such a realistic approach does not seem imminent.”

Just a reminder
that you want to see
RAMBEAU
360 North Michigan Ave.
or at
The Palmer House

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BROADCASTING • Broadcast Advertising
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Press-Radio Group to Continue

Journal (WSB); Howard Davis, New York Herald Tribune; Ted Dealey, Dallas News; (WFAG-KGO); J. L. Stackhouse, Easton (Pa.) Express; S. R. Winch, Portland (Ore.) Journal (KALE, KOIN).

War Is Topic

War and the problems of newspaper publishing resulting therefrom were the main topics of discussion at both the AP and the ANPA sessions, the latter beginning on Tuesday in Chicago and through Thursday, culminating in the annual dinner of the ANPA Bureau of Advertising dinner Thursday evening. Speakers were six members of the armed forces who related their experiences on battle fronts around the world. A group of 35 heroes, holders of high military honors and many wounded in action, were guests of honor at the Bananee luncheon Tuesday, entertainment high spot of the week.

Heroes of press and radio, American war correspondents, were also honored by the AP and ANPA, each standing in silence a moment in tribute to the 14 representatives of press and radio who have died in line of duty in World War II. When Kent Cooper, general manager of AP, called for this tribute at the association's luncheon on Monday, the AP wires through the nation were simultaneously silenced for 30 seconds.

Wednesday afternoon session of the ANPA, conducted under the auspices of the Bureau of Advertising, with Frank E. Tripp, Janett Newspapers, chairman of the Bureau, presiding, was devoted to the subject of wartime advertising, chiefly the increased institutional advertising and of government advertising written under commercial companies. Chester La Roche, chairman of the Advertising Council, said version plants was the first war contribution of business, the conversion of advertising is its second. If you are preparing your advertising program, you have a right to be. This is the new competition — to see who can do the most for America.

Local Institutional

Pointing out that this war-born institutional advertising can be local as well as national as a source of business for the individual newspaper (or radio station), William A. Thomson, director of the Bureau said: "The logical audience for any institutional advertising is the top editorial branch of the newspaper."

Hooper to Be Host

C. E. HOOPER Inc. will be host at a breakfast for NAB members in the Crystal room of the Palmer House, Chicago, at 8 a.m., Tuesday, April 27. The following subjects will be covered: Review of recent audience trends, hour of station ratings, code of practice, "ratings" vs. "coverage," a complete audience survey and uniform station coverage audits — promises for 1944.

LAPPING DISK, rotating between fixed steel plates, grinds and polishes quartz crystals for Army Walky-Talky sets and other radio equipment. Made of a vitrified plastic, this disk, a product of Carbide & Carbon Chemicals Corp., is believed to be far superior to those made of other materials, being more stable and hence it gives longer, more satisfactory service without warping, according to William C. Hubbs, manufacturer of lapping disks. Lapping was formerly an exclusive hand operation.

RALPH WENTWORTH IS BMI FIELD CHIEF

RALPH C. WENTWORTH, who has been connected with the War Production Board since his retirement as partner in the transcription firm of Langworth Feature Programs, has joined BMI as field program executive. He will spend most of his time on the road, visiting stations to confer with program and commercial executives on plans for the coming year and the role of BMI's offerings and also securing their ideas on how BMI can improve its service to the stations.

Mr. Wentworth's activities will be closely coordinated with confer- ence to handle and to manage held regularly at BMI headquarters in New York under the direction of Roy L. Harlow, BMI general manager, and have attended the five program conferences held regularly occurring last Monday and Tuesday. Beginning in May these meetings will be held every other month, with the first one scheduled to be held May 10-11.

Beginning his radio career in 1924, Mr. Wentworth was an announcer on WEAF, New York, N.Y. Wentworth re- mained with NBC until 1929, when he transferred his activities to CBS, for whom he organized the network's first artists bureau. In 1929 he and C. O. Langlois organ- ized Langworth Feature Programs, transcription company which special- ized in the production of tax free musical discs for the broad- cast industry. Following his re- tirement in 1941, he has been as- sociated with the Aircraft Produc- tion Division of the WBP.

Memorial on Disc

TRANSCRIPTION of "We Will Never Die," memorial to the 2,000,000 Jews killed in Europe, will be heard this week by Radio Institute at Columbus this week. Pageant played in Washin- gton recently and recorded was made by WINX, Washington, from stage of Constitution Hall.
¡Saludos Amigos!

ALLIED RECORD MFG. CO.

Electrical Transcriptions

1041 NORTH LAS PALMAS AVE.
HOLLYWOOD, CALIFORNIA
HOLLYWOOD 5107

601 EARLE THEATRE BUILDING
WASHINGTON, D. C.
EXECUTIVE 3792
Engineer's Simple Story for Layman
Strips 'Electronics' Art of Its Mystery

By W. C. WHITE
Engineer in Charge
General Electric Electronics Lab.

Electronics is defined as "the science which deals with the behavior of electrons." Like many definitions, this one is not very helpful and one must go a step further. Recently I saw a definition which I rather liked and which read "electricity freed from the bondage of wires." That, I think, is better because at least it is descriptive and somewhat intriguing.

The electron, of course, is the basic unit of electricity. Just as a drop of water can be considered a sort of basic unit in measuring amounts of water, so the electron is the unit by which we could measure the quantity of electricity. I say "could" because it is not a convenient measure. Again using the drop of water analogy, if we are talking about small amounts of liquids, such as a teaspoonful, it is logical to express the amount by the number of drops. However, when speaking of large amounts of water, such as go over Niagara Falls per hour, it would be absurd to express them by the number of drops.

Huge Numbers

The same thing is true of electrons. Even the number of electrons that make up the small current used in the filament of a household incandescent lamp is huge and, therefore, runs into so many significant figures that we don't talk about the electric currents we use in such terms.

However, the electron is a very real thing and its mass and charge were accurately measured by scientists many years ago.

In addition to the extremely small charge it carries, the other unusual property of the electron is the enormous speed at which it can travel under proper conditions; a speed that can approach that of light. Here again, we do not express this speed in terms of miles per hour because the number of zeros involved after the figure would make it too bulky to use. Instead we speak of the voltage used to accelerate the electrons.

Now, let's go back to the idea of free electrons because that is important. Until scientists created the so-called vacuum tube for these electrons to perform in, they were not free to be moved about as desired and their interesting and useful properties could not be studied and made use of.

Right here, let us bring up the point that the words "electron tube," and "vacuum tube" are used to describe the same device, it being largely a matter of personal preference which term is used.

What goes on inside a high-vacuum electron tube utilizes two basic components. The first is some source of free electrons and the second includes elements so that the motion of the electrons can be definitely guided.

The first we can liken to heating water to the boiling point to liberate steam. Heating a metal red hot liberates electrons from the surface in a somewhat analogous way.

Electrons Are Mobile

Now, if that red-hot piece of metal is inside of a highly evacuated bulb, then this cloud of electrons shooting out from the surface is very mobile.

Then comes the second step. You have all noticed that, when a comb becomes charged electrically, it will attract dust and bits of paper. In a somewhat similar way, the liberated cloud of electrons may be caused to move toward a positively charged terminal placed inside the bulb. Therefore, electrons pass from the hot plate, which is called a cathode, to the cold plate, which is called an anode, and the resulting continuous transfer of electrons constitutes a flow of electric current.

If this were all there was to the matter, one might well ask, why all this complication simply to provide a flow of electric current when an ordinary piece of copper wire might seem to accomplish the same purpose? However, this electronic method of conducting electric current offers possibilities of controlling the current in ways that are totally impossible in an ordinary conductor like a piece of wire. This possibility arises from the fact that these electrons may be started, stopped, and deflected very easily. This is done by putting additional electrodes in the tube and operating them at a certain combination of voltages which determines how many of these electrons travel across the space and at what speed and how often they are started and stopped.

Here again, it is well to remember those two separate steps in this process of electrons moving through a vacuum. The first is getting the electrons out of the metal and the second is getting them across the space to the other electrode. It is only during this second step, their trip across the space, that they are subject to control by additional electrodes.

Current Is Controlled

Because such a huge number of electrons are required to carry an appreciable amount of current and because they move so rapidly, the flow of current through the tube can be subject to variations of an extraordinary degree as regards speed and nature of the variation.

This means that, if a wire carrying a small current is cut and this elementary vacuum tube is inserted in this gap in the circuit, you have great opportunities for unusual control of current in that circuit. When I say, "cut a wire and insert the tube," I mean that one of the free ends of the cut wire, the negative one, is connected to the hot-cathode terminal of the tube and the other, the positive, is connected to the cold anode plate.

That in its simplest form is an electron tube in an electrical circuit. During the split second when the electric current in this circuit is in the form of a stream of free electrons leaping across the gap...
through the vacuum of the tube, you can control this current with great speed and accuracy. The control element in the tube is usually like a screen or grid which is placed directly across the stream of electrons.

If to this grid or control electrode a proper voltage is applied, the current through the tube, and thus the current in the circuit, may be varied. The kind of tube used depends on the magnitude of the currents and voltages involved and how fast the control has to be, and it can easily be up to a billion times a second.

It is natural to ask why, year after year, we continue to use electron tubes both in our radio receivers and radio transmitters. Is it not possible to substitute for them other devices that will do the job as well or better? The answer is "no" and will probably continue to be "no" in radio for a very long time to come because electron tubes perform certain functions that just cannot be done in any other way.

Charge Is Small

There are several reasons why electron tubes are the heart of radio equipment. The first of these results from their almost complete independence of electrical frequency. As you well know, many electrical devices are suitable only for use on direct current or only on the one frequency of 60-cycle alternating current. However, as we have seen, an electron tube can function at millions of cycles a second just as well as at 60 cycles. It can do this because the myriads of electrons in the evacuated space inside the bulb can move at such enormous velocities that the frequency range mentioned above is slow compared with the time required for them to move from one electrode to another.

The second reason that electron tubes are unique is their ability to control electrical currents smoothly. Most devices that are used to vary an electric current do it step-by-step. The charge carried by each electron is so exceedingly small that the rhythmic increases and decreases of current to reproduce music or the human voice are easily, accurately, and smoothly accomplished.

OLD GOLD TO AIR
SENATORS' GAMES
P. LORILLARD Co., New York, which has already contracted for the broadcasts on WHN, New York, of the Brooklyn Dodger baseball games and those on WGN, Chicago, of the Chicago White Sox and Chicago Cubs, on April 20 added the Washington Senators to the list, covering all games presented on WOL, Washington. Announcers in Washington are Arch McDonal and Russ Hodges; in Chicago Jack Brickhouse will handle the programs, and on WHN, Red Barber is in charge. Agency handling the Old Gold cigarette account is J. Walter Thompson Co., New York.

The third feature is their ability to control the movement and velocity of the speeding electrons by merely changing the electrical potential of one of the electrodes inside the tube. This requires only a very small amount of electrical power. This is just another way of expressing the well-known fact that electron tubes are amplifiers and can reproduce, at a greatly increased power level, the impulses fed to them.

The fourth feature is their ability to pass current only in one direction or, as it is often expressed, to act as a rectifier.

If one considers electron tubes from the light of these four unique characteristics, it is readily seen why they are so absolutely essential to modern radio. It is because these tubes possess and can utilize simultaneously some or all of these properties. In turn, modern radio needs just these properties. It is easy to understand this when we remember that radio is inherently a science of very high electrical frequencies; that it requires complicated wave forms, and that the receiver one must pick up the very minute amount of power received from space by a few inches of wire and increase it to a point where the reproduced sound is at a relatively high power level or, as we say, has been greatly amplified.

Electron tubes are now available in an almost bewildering array of kinds and sizes and are now in use for many purposes in addition to radio.

One Man's Formula

AGENCY MEN often ask: "Earl, how do you do it? How does KMA, a 5000-watt regional in a small town, out-pull most 50,000-watt metropolitan stations?"

The formula—known to 3 million people in our 151-county primary—is simply: PERSONALIZED SHOW-MANSHIP!

For example, KMA devotes 70% of its time to the specific needs of its audience. KMA programs are friendly, informal, sincere. Our announcers are "neighbors" to the people they talk with. We have no big names on our competent staff of 57—we're just "folks" working together to give our audience personal service. Earl May in shirt sleeves, and with warm, sincere voice, perfectly expresses what we are and how we work.

No wonder listeners send KMA 524,000 pieces of commercial mail a year! No wonder KMA gets results with 7,113 grocers who gross 156 million dollars a year—with 1,685 druggists whose sales exceed $30,000,000—with 1,322,751 farm folks whose income is up 500% over 1932!

Let Earl May give you complete details on how to get your share of this big business. Write for your copy of our latest Market Data Brochure.

KMA
BLUE NETWORK
The No. 1 Farm Station in the No. 1 Farm Market
151 COUNTIES AROUND
SHENANDOAH, IOWA

BROADCASTING • Broadcast Advertising

April 26, 1943 • Page 113
NAB Directing Tube Inventory To Aid WPB Production Plans

More Than 200 Stations Report Stocks at Dealer Level in Study to Assist Work of McIntosh Unit

BROADCASTERS throughout the country are conducting a fine-tooth survey of civilian replacement tube inventories, it was learned last week, to supply an accurate guide to the WPB Radio Division in scheduling production of tubes for home sets. The study was started at request of WPB and is a NAB project under direction of Arthur Stringer, NAB promotion director.

Stations in all sections have been asked to contact local radio dealers and repairmen to learn the number of sets out of repair for lack of tubes. They also learn types of tubes that dealers are unable to get. Purpose of the preliminary survey is to show the actual tube situation at the dealer-consumer level.

200 Report

More than 200 stations have already sent in reports, WPB says, and a definite picture of the available tube supply is now shaping up. Supply has been replenished in the hands of the Radio Division, the broadcaster’s survey will directly effect scheduling of tubes for maintenance of home sets.

According to the preliminary reports in the hands of the Radio Division, shortages of certain types appear to be uniform throughout the country. Many of these are on the list of 117 “critical” tube types compiled by WPB to meet immediate replacement needs.

If the WPB program is completely carried out, Frank H. McIntosh, chief of the War and Domestic Broadcast Branch, predicts that many of the shortages will soon be overcome. Some of the tube types offer a considerable problem at present, he admits, since despite the fact that they appear on the critical lists, manufacturers consider them “low profit items” and have not placed them on production schedules.

WPB expects that all these tube types will be in production before long however. It was recalled that late last month, Mr. McIntosh wrote manufacturers, urging immediate efforts to turn out the “low profit items”, and to adopt distributing measures to get them into the hands of all dealers.

Big Role Ahead

Under the arrangement now operating between WPB and the tube makers, Mr. McIntosh’s office advises on tube types most urgently needed, and arranges their production through meetings with the Industry Advisory Committee and through periodic advisory letters. The NAB survey is expected to play a big role in these schedule adjustments, particularly in the important June meeting of the tube industry when plans will be made for the remainder of the year.

Operations between the Radio Division and tube makers have proceeded on a co-operative basis. WPB holds important scheduling powers by which it could insure production of scarce tube types. A short time ago, Curtis E. Calder, director general for operations, issued M-293 which says that with respect to a critical component, including radio vacuum tubes, WPB may:

Direct the return or cancellation of any order on the books of manufacturers; direct changes in the delivery or production schedule of manufacturers; allocate orders placed with one manufacturer to another manufacturer; take any other action deemed necessary with respect to the placing of orders for, or the production of critical common components.

ROBERT H. WHITE has been transferred from the sales division of NBC’s Cleveland office to the network’s general sales office in New York, where he will act as eastern sales representative of the Pacific Coast network. He will continue to cover the Detroit and Cleveland areas.

LOCAL 802 STALLS

WBVN AGREEMENT

DISAGREEMENT over a renewal contract between WBVN, Brooklyn and Local 802 of the American Federation of Musicians has so far resulted in a deadlock, with little apparent possibility of settlement until the union agrees, as the station has, to place the case before the War Labor Board. The station’s second one-year contract with Local 802 expired March 31, and trouble arose when the union demanded a 10% increase.

WBVN, according to William Norins, general manager of the station, offered to spend for live musicians a guaranteed annual minimum of $10,000, but refused to comply with union demands for a six-man orchestra. A meeting of the union and the station with Commissioner Charles R. Britton of the U. S. Conciliation Service proved fruitless, after which Com. Britton suggested a rotating case before the WLB. WBVN has complied, but the union had not indicated last week whether or not it would agree to such a hearing. The local is picketing WBVN, and has been notifying WBVN advertisers that musicians at the station are on strike, Mr. Norins stated. The musicians were taken out of the recording and the station had to substitute other programs for live music broadcasts.

McClintock to Speak

MILLER McClINTOCK, MRS president, will address a special dinner of the Controllers Institute of America in Chicago, Monday, April 27, at the Chicago Athletic Association.

WHED, Portsmouth, N. H. has appointed William G. Rambeau Co. as exclusive national representative. Station operates on 750 kc. with 1000 watts.

Never

Have Advertisers Gotten So Much for So Little

Write for Details

5000 W.D.
1000 W.N.
1290 K.C.

Limited License Is Probationary
Permits Become Permanent
On 'Good Behavior'

ESTABLISHING what appeared to be a new legal precedent, the FCC last week authorized issuance of probationary licenses to WDSU, New Orleans; WGRM, Greenwood, Miss., and WQXR, New York City. The licenses will be issued provided no further violations of regulations are reported. The FCC in the past has issued temporary permits pending investigation.

WDSU, owned by Joseph H. Uhls, has been operating under temporary permits for some two years because of purported technical violations in regulations which occurred under the management of P. Ewing, then general manager of the station. Mr. Ewing was also licensee of the two Mississippi stations in his own right, and temporary renewals were issued because of technical and other purported violations.

WDSU also had sought a construction permit to authorize an increase in power from 1000 watts to 3000 watts and installation of a new transmitter with directional antenna for day and night use on the 1250 kc. channel. The Commission concluded that the WDSU request to reinstate the construction permit should be held in abeyance until the expiration of the temporary six-month license and application for renewal of the license is finally issued for the operation of station WDSU.

In its purported findings of facts and conclusions pursuant to issuing the temporary license to the three stations, the Commission continued:

"It appears that public interest would be best served by the issue of temporary license for a period of six months for the operation of these stations and, if during that period no violations of the law or the Rules and Regulations of the Commission are disclosed, that license on a regular basis should then be issued to them. However, if further violations should be disclosed, the matter should be opened for introduction of evidence on such violations and the cases then finally determined on the enlarged record."

Controlling Interest

...Yours for only 1 1/3¢

It takes only a penny and a third to corner the attention of almost every large advertiser or agency in the country.

The other day we prepared an interesting little brochure comparing the costs of reaching the leading advertising and marketing people and showing just who and what you buy with your promotion dollar. Naturally, P. I. shows to good advantage, but the degree to which it excels will amaze you. You probably never imagined that outside of radio, you could reach so many hand-picked prospects at so little a cost.

Free!

"Advertising Prospects and Promotion Dollars"

Drop us a note. We'll send you a copy of this interesting and revealing booklet free of charge and without further obligation.

Printers' Ink

THE WEEKLY MAGAZINE OF ADVERTISING, MANAGEMENT AND SALES
205 East 42nd Street, New York, N. Y.

Printers' Ink reaches advertisers and agencies, the people who buy radio time.
FREC To Conduct Post-War Survey
Executive Committee Votes To Set Up Subcommittee
APPOINTMENT of a subcommittee to study post-war planning in the field of educational broadcasting was authorized by the executive committee of the Federal Radio Education Committee at a meeting April 22 in Washington. Dr. John W. Studtebaker, U. S. Commissioner and chairman of the committee of General Biddle and industry representatives, will name a subcommittee for the project, to be announced at a meeting scheduled for June 25, at which agenda also will be drafted.

To further public school use of educational programs, plans were made for distribution of program listings to schools well in advance of broadcasts. In that way, the committee concluded, educational programs can be woven into classroom curricula.

Attendance
Attending the session, in addition to Chairman Studtebaker, were George P. Adair, assistant chief engineer, FCC; John Elmer, WCBM, Baltimore; Dabney S. Lancaster, National Council of Chief State School Officers; Harold B. McCarty, National Assn. of Educational Broadcasters; Bruce E. Mahan, National University Extension Assn.; Neville Miller, president, NAB; H. B. Summers, WACO, WLS, and Ted Heffernan, WLS.

Durr Refuses Answer by Garey
Seeking Data on His Private Finances

REFUSAL of Commissioner C. J. Durr to answer an interrogatory from Eugene L. Garey, general counsel of the Cox Committee, was announced at the Commission last Friday in a press release containing a copy of the April 20 letter to Mr. Durr's reply. The announcement stated that copies of the Durr reply were sent to Speaker Rayburn, Acting Attorney General Muhlenberg and the five members of the Cox Committee.

Following are the text of the letters:
Mr. Garey's Letter
My dear Mr. Commissioner:

Will you be good enough to advise me for the information of the Committee:

1. The name(s) and address(es) of all banks, trust companies or other depositaries employed by you since Jan. 1, 1937, for the deposit of funds and the name(s) in which such account(s) was carried.

BLUE, New York; Levering Tyson, president, Muhlenberg College; Judith C. Waller, NBC, Chicago.

P. O. 2, 666; Gammons, WTOP, Washington, representing Dr. Lyman Bryson, CBS; Tom Slater director of public service programs, WOR, representing Dr. Miller; Mr. Miller, president; James E. Cummings, representing Monsignor George Johnson, National Catholic Welfare Conference; and Belmont Farley, representing Willard G. E. Givens, executive secretary of the National Education Assn.

Also present were Dr. R. R. Lowdermilk, director of the script exchange of the Office of Education; William D. Boutwell, director of information and radio of the Office of Education; and Gertrude G. Broderick, FERC secretary.

WELCH, AGENCY HIT
ON GRAPEJUICE AD
DISPARAGEMENT of competing products and false claims in its own advertising are charged in a Federal Trade Commission complaint filed last week against Welch Grape Juice Co., Westfield, N. Y., and H. W. Kastor & Sons, Chicago, their advertising agency. The complaint covers radio, newspaper and periodical advertising.

FTR hit directly Welch's claim that its product will effectively reduce fat without "exercise, drugs, without a starvation diet, and when in connection with a sensible diet one may consume as much of the product as desired." The Commission also challenged advertising representing the product as a relief from the laxative habit, asserting "the product itself is a laxative".

Welch and their agency were charged with unfairly disparaging competing products by falsely representing that Welch's is the only pectinized grape juice; that it is a general practice of competitors to adulterate and add to their products synthetic flavor, artificial coloring, preservatives, water; that Welch is the only grape juice which may be used with safe results.
Curtis Buys Blue For Bond Show

Justice Douglas to Speak at Showing of Four Freedoms

USING NETWORK radio for the first time, Curtis Publishing Co., Philadelphia, publisher of the Saturday Evening Post, will sponsor a one-time half-hour broadcast on the full BLUE, Monday, April 25, 10:30 p.m. To be the first showing, in a Washington department store, of Norman Rockwell's original paintings of The Four Freedoms, as illustrated for the Post. Program marks the start of a national tour, in which pictures of the Four Freedoms will be displayed in various forms as a war bond promotion exhibit in the department stores and other places in over 40 cities.

Titled Four Freedoms War Bond Show, the Monday broadcast will present a talk by Justice William O. Douglas, of the U.S. Supreme Court. There will be talks by other government officials and by Mr. Rockwell. Music will be supplied by Leo Reisman's Orchestra. Agency is Macfarland, Aveyard & Co., New York.

Late June Is Set For AFA Meetings

War Conference Will Find Radio In Important Role

ADVERTISING Federation of America will hold a War Advertising Conference in New York in late June to plan intensifying of advertising's part in the war effort. Particular emphasis will be placed on furthering the work of war advertising committees in local communities throughout the country.

No annual convention of the Federation will be held this year.

Willard D. Egolf, assistant to the president of the NAB and vice-president of AFA, said last week that radio will play an important part on the AFA agenda in June.

As chairman of the committee on awards for club achievements, Mr. Egolf said these will be limited entirely to war activities.

"Radio has been used prominently by advertising clubs in furthering the war effort," Mr. Egolf said.

Feature of the three-day conference at the Waldorf-Astoria will be visual demonstrations of war-time advertising, presented by the OWI, the Advertising Council and national associations representing media.

Gardner Cowles Jr., director of domestic operations, OWI, commented in a letter to the Federation in regard to cooperation with government: "I see in this a splendid opportunity for a large-scale demonstration of war-time advertising and by means of conferences with the leaders in the local areas we can consider ways and means of improving our efforts toward the end of speeding the day of victory."

Sweetheart on Coast

MANHATTAN SOAP Co., New York (Sweetheart soap), on April 21 started sponsoring weekly half-hour word game program, Wednesday, 9:30-10 p.m. (PWT). Contract is for 52 weeks. Perry Ward is m.c., with Anne Nagel, featured vocalist. Paul Martin is musical director of the series. Earl Ebi produces, with Gomer Cool, writer. Howard Blake, radio director of Franklin Bruck Adv. Corp., New York, agency servicing the soap account, was in Hollywood to supervise opening of the West Coast program.

‘First Nighter’ Off

CAMPA NA SALES Co., Batavia, Ill., on April 26 ended its seasonal campaign for Italian Balm, discontinuing the Sunday 6-6:30 p.m. ‘First Nighter’ program on Mutual. Company plans to resume the series in the fall, if it is understood. Agency is Wallace-Ferry-Hanly Co., Chicago.

NBC, CBS Groups At NAB Conference


From Los Angeles: D. W. Thornburgh, vice-president; Edwin Buckalew, station relations manager.

From St. Louis: Merle Jones, general manager, KMOX.

From Boston: Harold E. Fellows, general manager, WEEI.

From Charlotte: A. D. Willard Jr., general manager, WBT.

From Minneapolis: Austin E. Thomas for LaRoche

BROADCASTING

April 26, 1943 • Page 117
WPB Tightens Hold on Radio Equipment in New Order L-265

Tube Rationing Set Up For Civilian Receivers;
Broadcasters’ Status Remains Unchanged

A REVISED order to govern production and distribution of all electronic equipment including maintenance and repair material for broadcasters and for radio receivers, was issued by the WPB Radio Division Saturday, replacing three limitation orders previously in effect.

The new regulation, L-265, tightens WPB’s control over production, and at the same time establishes a “rationing” of tubes and parts which will prevent hoarding and, force dealers to operate on inventories no greater than their present stocks.

Tube Exchange Plan

Although L-265 supersedes L-44, L-44-a, and L-189, all of which have governed production of radio equipment, it will have no actual effect on the procurement problems of broadcasters seeking replacement parts for maintenance and repair. It will, however, affect anyone seeking to buy new equipment, even though it is available from a supplier.

From the consumer’s point of view, the order will prevent hoarding of parts and tubes by means of a “tube for tube” or “part for part” exchange, similar to the tooth-paste tube exchange. Dealers are expected to get used parts from customers except when this is impractical. In those instances, the customer may use a “Certificate Distribution Plan” to certify that the part or tube is for repair of equipment which he owns and operates.

Three sections of the order state:

No manufacturer may make electronic equipment except for preferred orders or under the Controlled Materials Plan;

No manufacturer or supplier, other than the Defense Supplies Corp., shall transfer electronic equipment to a consumer except to fill preferred orders, orders having preference ratings of A-1-a, or orders when the consumer delivers concurrent with the transaction, a used, defective, or exhausted part of similar kind which cannot be repaired or reconditioned. When this is impractical, a certificate may be accepted;

No producer or supplier shall transfer electronic equipment to a supplier except to fill preferred orders; fill orders with preference rating A-1-a; or orders accompanied by the supplier’s certificate that he has sold those parts from his inventory.

Effect of the plan, WPB officials point out, is to require set owners to turn in old parts and tubes for new. Under the order, the dealer is obliged to turn these parts in to a salvage depot. He replenishes his stock by certifying to the manufacturer that he has made the sales.

Dealers are required to maintain records of their sales, but officials say that ordinary bookkeeping records will suffice. The certificate involved in drawing new stock is a simple sentence to the effect “I hereby certify that the parts specified in this order have been sold to a consumer under terms of L-265.”

From the broadcaster’s point of view, stations will continue to use the rating of AA-2X granted under P-133 to get parts for maintenance and repair. For other equipment, such as new consoles, meters, or other non-repairable parts, they will apply to the WPB Radio Division for priority assistance.

WPB officials expect that civilians will have less difficulties getting replacement parts and tubes for home sets with the exchange plan in operation. It was pointed out that tube production available for civilians is close to peace-time levels, and that existing shortages will be remedied.

Persons engaged in leasing electronic equipment as a normal part of established business are exempt from the order. Also exempt from L-265 are hearing devices, wire, telephone, and telegraph equipment, electronic batteries, power and light equipment, medical and therapeutic equipment, x-ray, fluoroscopic equipment other than replacement tubes for such equipment.

LOUIS LOCHNER, formerly Berlin manager of AP, on May 3 starts a five-weekly quarter-hour commentary program on NBC Pacific stations. Monday through Friday, 1:15-1:30 a.m.
Air Power

UP TO OLD TRICKS are Sgt. Lanny Pike of WGAN, Portland, Me.; St. Charles Edwards of WSM, Nashville, and WGCT, Atlanta, and Sgt. John Gray of WDD, Chattanooga. Now in the Army Air Forces Technical School, Gulfport Field, Miss., the boys write and announce Air Power, a weekly half-hour show on WSMB, New Orleans, using the Eighth Army Air Forces Band, a glee club of 14, and a regular cast.

LEWIS LANE, head of the musical research section of NBC's script department, will mark 18 years with NBC on April 25. Lane came to NBC in the music library, but shortly thereafter conceived the idea of a special musical research file system which today contains more than 90,000 items.

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CBS Affiliates Board Will Meet in Chicago

SECOND meeting of the Columbia affiliates advisory board has been scheduled for April 27 in Chicago so that station managers who are members of the board can attend the session as well as the NAB War Conference.

CBS representatives present at the advisory board meeting, which will open with a dinner, will include William S. Paley, president; Paul W. Kesten, vice-president and general manager; Joseph Ream, vice-president and secretary; Frank Stanton, vice-president; Herbert V. Akerberg, vice-president in charge of station relations; William Schudt Jr., Eastern division field manager, Station Relations; Jap Gude, Station Relations; Howard Lane, Central division field manager, Station Relations, and Edwin Buckalew, Los Angeles station relations manager.

Up Names Curran

THOMAS R. CURRAN, central division manager of United Press, has been made South American general manager, according to James I. Miller, UP vice-president for South America. Mr. Curran arrived in South America early this year, and has spent the past several months traveling over nations in that hemisphere.

Lubbock—Butter Leader of Texas!

Texas ranks 15th in the nation for butter manufacture . . . and Lubbock leads Texas! Then there are five cheese plants in KFYO's immediate territory which produce 4,000,000 lbs. annually . . . 20% of Texas' very large production, for Texas is fifth in cheese making. Add Lubbock's 3,000,000 lbs. of dressed poultry (chickens and turkeys) and 2,500,000 dozen eggs each year, and it becomes evident that here is a very important produce center! This, too, is aside from the city's other big sources of income . . . cotton, beef cattle, oil, wholesale and retail trade and now two very large aviation training fields.

About 5,000,000 pounds of butter are manufactured and distributed by them annually. Poultry, eggs and other similar products are handled on a comparable basis.

LUBBOCK—Butter Leader of Texas!

Texas ranks 15th in the nation for butter manufacture . . . and Lubbock leads Texas! Then there are five cheese plants in KFYO's immediate territory which produce 4,000,000 lbs. annually . . . 20% of Texas' very large production, for Texas is fifth in cheese making. Add Lubbock's 3,000,000 lbs. of dressed poultry (chickens and turkeys) and 2,500,000 dozen eggs each year, and it becomes evident that here is a very important produce center! This, too, is aside from the city's other big sources of income . . . cotton, beef cattle, oil, wholesale and retail trade and now two very large aviation training fields.
Check These Points!

**COVERAGE**—WOAI surpasses all other stations in Central and South Texas, based on field strength measurements and mail analysis!

**AUDIENCE**—WOAI has a combined day and night percentage than any other station in any city having affiliates of three major networks!

**COST**—WOAI has over 3 1/3 times more radio homes—per dollar—in the three key markets of San Antonio, Austin and Corpus Christi combined than any other San Antonio station!

**RESULTS**—WOAI sells more merchandise to more people than any other station in Central and South Texas!

**50,000 WATTS** — CLEAR CHANNEL
**AFFILIATE NBC** — MEMBER TQN

WOAI San Antonio
The Powerful Advertising Influence of the Southwest
Baseball Program Enlarged by OWI

Armed Forces Around World

Get Scores 3 Times Daily

COVERAGE of the annual baseball season for our Armed Forces, which was handled extensively by the OWI last year right up through the World Series, has gotten under way this month on an even larger scale, the OWI reported last week.

Using the eight-to-ten-minute sports section of its News From Home program, shortwave around the world eight times daily, the OWI is presenting daily scores and summaries of games played by all baseball leagues throughout the country, whether they are major league games or merely local events. The first part of each week, a rundown of the major league scheduled game is prepared on transcriptions by Paul Douglas, while the week-end roundups are handled by Red Barber. Local announcers in various communities also prepare their own summaries and ship them in to OWI's New York headquarters for inclusion on the daily programs. Fill-in information on the players and additional sport coverage outside of baseball is provided the OWI by Stan Lomax and Don Dunphy. As a supplement to the news given on the News From Home series, the OWI is also sending to Army Camps and Naval bases all over the world a digest of American news for publication in camp bulletins and publications prepared at many of the far-flung outposts where our men are stationed.

Statepost Keeps Liquor

A RESOLUTION which would have ordered the directors of the Curtis Publishing Co., to accept liquor advertising in the Saturday Evening Post was voted down overwhelmingly last week at the annual meeting of the stockholders. Resolution was introduced by James Fuller, Hartford, Conn., holding 230 of the more than 4,000,000 outstanding shares.

Buy AP News Wire

ACQUISITION of the AP Radio News Wire from Press Assn. Inc., radio subsidiary of AP, was announced last week by the managers of WSKM, McComb, Miss.; WOPJ, Bristol, Tenn., and KFPW, Fort Smith, Ark.

Vick Knight Resigns

VICK KNIGHT, executive producer of The Bow Co., Hollywood, resigned that post in late April and currently is in New York winding up his affairs with the firm. John Ryder, manager of the Hollywood office, has assumed temporary production supervision of NBC Johnny Presents Ginny Simms, sponsored by Philip Morris & Co. (cigarettes), and CBS' Take It Or Leave It, sponsored by Eversharp Inc. (pens, pencils). Knight said that he has no future plans beyond taking a long rest. It is reported that he has been offered a director deal by MGM where Ginny Simms, star of the weekly Johnny Presents Ginny Simms, program, has been put under contract.

Cox FCC Probe

(Continued from page 36)

ton, and with other Governmental agencies.

While a number of field investigations rapidly are being pursued, Judge Cox did not indicate when formal hearings will begin. It is entirely possible that proceedings will be started some time today to pursue in open hearing several of the matters already thoroughly investigated. These inquiries, it is understood, have covered broadcast station transactions in West Virginia, New York and Illinois.

Income Tax Returns

Depositions have been taken in a number of cases, it was learned, with data subpoenaed through U. S. Marshals throughout the country under authorization of the Department of Justice to be used in connection with the inquiry. Income tax returns also will come under the committee's scrutiny.

The committee's personnel now includes, in addition to General Counsel Garey and the new pointees, Fred R. Walker, of Detroit, associate counsel; William Larson, former FBI chief in a number of cities, as chief investigator; Edward G. Griffin, of New York, attorney; James C. Dunn, former Secret Service agent, and Robert B. Barker, former investigator of the Dies Committee, as senior investigators, and Mildred Cox and Margaret Bracey, as secretaries. Harvey D. Walker, a native of Detroit, has been a member of the Michigan Bar since 1940, and in January, 1941, joined FBI as a special agent. He remained there two years, during which he handled investigative work of a criminal and internal security nature. He was with the firm of Mr. Larson, the committee's chief investigator, after leaving FBI.

HARRY MAJZISH, general manager of KFPW, Hollywood, currently is on a two-week New York and Chicago trip with transcriptions of programs for agency consideration. Included are a daily series built around Kay Francis, picture star, and a quiz program, Let's Play Postoffice, with music featuring June Clyde, film actress-voicelist, and Harry Von Zell, announcer m.c. Latter show is currently a KFPW sustaining.

The wide-flung fighting fronts today are the proving grounds for the great postwar era of broadcasting. Gates studio and transmitting equipment are now important links in the vital communications systems of our Armed Forces. From the Arctic to the Tropics, Gates equipment is proving its efficiency and performance where so much is dependent upon trouble-free operation ... where even partial failure may mean defeat.

TODAY . . . TOMORROW

GETTING THE MESSAGE THROUGH

The wide-flung fighting fronts today are the proving grounds for the great postwar era of broadcasting. Gates studio and transmitting equipment are now important links in the vital communications systems of our Armed Forces. From the Arctic to the Tropics, Gates equipment is proving its efficiency and performance where so much is dependent upon trouble-free operation . . . where even partial failure may mean defeat.

Our greatly expanded facilities are now devoted to meeting the demands of war. The ingenuity of our engineers has created amazing new technical and construction developments that will prove both interesting and important to an advanced, unharassed postwar broadcasting industry . . . still interested in "getting the message through!"

Our engineering staff stands ready and willing to assist and advice on the maintenance of your present equipment—whether you are Gates-equipped, or not.

Gates

RADIO AND SUPPLY CO.

QUINCY, ILLINOIS; U. S. A.

Manufacturing Engineers Since 1922

BROADCASTING • Broadcast Advertising

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Kellogg on Don Lee

KELLOGG Co., Battle Creek, Mich. (corn flakes), on April 19 started sponsoring the five-weekly quarter-hour transcribed program, Last Night in the Rose Room, on 17 Don Lee Pacific stations (KFIJ ROOS KRNR KORE KWLE KWL KELA KGY KXRO KMO KOL KRKO KIT KFIR KHJ), Monday through Friday, 11:45 a.m.-12 noon (PDT). Tony La Frano is announcer-narrator. Contract is for 52 weeks. Frances Smith, Chicago producer of J. Walter Thompson Co., agency servicing the account, was in Hollywood to supervise start of the series.

WFDQ, Jacksonville, is replacing WJHL, same city, as BLUE outlet.

"SURE US NORTH DAKOTA FOLKS GOT DOUGH AND WE'RE PUTTIN' A LOT OF IT IN WAR BONDS, BY Heck! MORE PER CAPITA IN NOVEMBER, DECEMBER AND JANUARY THAN ANY OTHER STATE IN THE NATION!"

NAB TO SEE WIRE SOUND RECORDER

New-Type Equipment for War Coverage by Radio Will Be Demonstrated by Lt. Col. Kirby

THIN METAL wire which rapidly and accurately records sound will be demonstrated at the NAB War Conference this week by Lt. Col. Edwin M. Kirby, chief of the Radio Branch, Bureau of Public Relations, War Dept., in a talk on War Dept. radio problems. The Magnetic Wire Sound Recorder—its official name—is being developed by the Signal Corps and the Radio Branch for front line war service.

Combining in one small carrying case the recording machinery, playback apparatus, and a mechanism for easy erasure of censorable portions, the new recorder has important advantages. There is less chance for breakage. Equipment is highly portable. Wire can be reused. There is no need to jump the groove in the recording process. Finished records in the form of coils of wire are convenient to ship.

The recorder operates on the same principle as the "Microphone" sound tape recorder in use in recording, Feb. 9, 1942. Pattern of the sound is set in the wire through electro-magnetic currents. Wire can then be demagnetized to wipe out parts of the record, or the sound can be erased completely to clear the wire for re-use.

Col. Kirby pointed out that the magnetic recorder meets a wartime radio need. Radio has been doing an excellent job of war coverage from the forward fronts. But in the Southwest Pacific, to cite an example, spot eye-witness accounts are impossible because broadcast equipment is about 2,000 miles from the front, and present recording equipment is impractical on a battlefield.

Battle Action Record

Value of the new device further shows up in situations like one which recently occurred on the Al- giers front. John McVane, NBC war correspondent, sat in a slit trench under fire and later described his sensations from memory during his part of the network's news round-up. With the magnetic recorder, he could have made a record on the spot for playback at broadcast time.

"We believe it will give a new dimension to the radio coverage of the war front," said Col. Kirby explaining its use. "The recorder makes it possible to bring the sound of war home, directly from the battlefield. People can thus be brought closer to action at the front."

Armour Research Foundation and General Electric are manufacturing the magnetic wire recorder but have not yet decided on a final model. Though the Radio Branch now has only one set, more are expected soon.

New ANA Address

ASSOCIATION of National Advertisers, Inc., has moved to new and larger quarters in the 12th floor of 335 Madison Avenue, New York. New telephone number is Murray Hill 5-0167.

NEWLY-ELECTED board of directors of Stewart-Warner Corp., last week elected Albert R. Benson, assistant secretary and treasurer, to corporation secretary. He succeeds Lynn W. Williams Jr., who continues as vice-president. All other corporation officers were re-elected.

Signed for Film Role

REED HADDLE, star of the threeweekly BLUE RED Ryder series sponsored by Langenfeld United Bakeries, has been signed to a film contract by 20th Century-Fox. RKO has changed title of the new Kay Kyser film from "Keep 'Em Singing" to "Around the World."

"HEART of the MAGIC VALLEY"

RICH IN AGRICULTURE

TWIN FALLS, IDAHO

KTFI
National Representative
The Walker Co.
Homer Griffith Co.
Navy's Radio Interest
(Continued from page 52)

Yards and private companies, he reported for duty in the USS New Mexico on Sept., 1921. He was Aide on the Staff of Vice Admiral Henry A. Wiley, Commander, Battleship Divisions, Battle Fleet, with additional duty as Division Radio Officer. He was on duty in the Bureau of Engineering, Navy Department, from July 1925 until October 1927. After duty as Aide and Fleet Radio Officer on the Staff of the Commander in Chief, United States Fleet, from November 1927 until May 1929, he was navigator of the USS Detroit for a year and was on duty in the Office of Naval Communications, 1930 to 1933.

In Naval Communications
During his next tour of sea duty, he was engineer officer of the USS Colorado for a year and commanding officer of the USS Canopus from October 1934 to August 1936. He returned to the Navy Department, September 1936, where he was on duty in Naval Communications and from June 1939 until May 1940, was executive officer of the USS Tennessee.

Admiral Redman was commanding officer of the naval transport Henderson from June 1940 to January 1941, and subsequently became Assistant Director of Naval Communications. In February 1942, he became Director of Naval Communications. He was detached on September 15, to command at sea, returning on April 3, 1943, again as Director of Naval Communications.

The Bureau of Ships, Radio Division, is charged with the research, design, manufacture and maintenance of all Naval electronic equipment with the exception of certain special devices which come under other bureaus. In the Radio Division, the engineering work of Rear Admiral Hooper is now being carried on by Captain Jennings. B. Dow, U. S. N. Captain Dow has had a notable career in Naval radio, making him particularly fitted for this job. He graduated from the Naval Academy in 1920, and received an M.S. degree in Communication Engineering from Harvard University in 1926. His sea duty includes serving on the staff of the Commander Battleship Divisions, Battle Fleet, and later as Asiatic Fleet Radio Officer. From 1927-1929 he acted as Radio Material Officer at the Navy Yard, Cavite, P. I.

He was attached to the Radio Division of the Bureau of Engineering (now the Bureau of Ships) during the period from 1930-1932, and acted as the Head of this Division in 1938 and 1939. He spent five months during the winter of 1940-1941 in England, as a special radio observer. He is now head of the Radio Division, Bureau of Ships. Captain Dow is a Fellow of the Institute of Radio Engineers.

Contributions by Industry
It has always been the policy of the Navy to enlist the cooperation of independent laboratories and colleges in research projects and to depend on commercial facilities for manufacturing. The beneficial results of this policy are apparent today when eminent scientists from civil life, working closely with Naval engineers, are opening up new horizons in radio and electronics. Manufacturing plants have efficiently converted from the construction of 4,000,000 home receivers a year to producing primarily military and naval electronic equipment.

The men and women engaged in broadcasting have played a most important role in establishing the present effective means of communication. For this reason, the Navy will follow with keen interest the forthcoming War Conference of Broadcasters. Many valuable suggestions cannot help but come from such a meeting at this time.

Full House Again
THEM hard-hittin' folks out that in the wide open spaces go after records and they ain't all cattle-rasslin' either. In the April 12 issue of Broadcasting, KYUM, Yuma, Ariz., told of having a 100% staff of engineers—commercial men and all, every man licensed. Now comes word from Mrs. Rosemary C. Meyer, manager, KPOW, Powell, Wyo. to report all her employees likewise are technically licensed—and have been since November 1, 1942.

THE BRANHAM COMPANY
representing

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles
Seattle

KTHS .......... Hot Springs, Ark.
KWKH .......... Shreveport, La.
KTBS .......... Shreveport, La.
WCPO .......... Cincinnati, Ohio
WTJS .......... Jackson, Tenn.
WNOX .......... Knoxville, Tenn.
WMC .......... Memphis, Tenn.
KRIC .......... Beaumont, Texas
KRIS .......... Corpus Christi, Texas
KRLD .......... Dallas, Texas
KXYZ .......... Houston, Texas
WPAR .......... Parkersburg, W. Va.

Reader's Digest on WOR
READER'S DIGEST Asst., Pleasantville, N. Y., on April 19 started a spot campaign on WOR, New York, for current issues of the magazine. Contract calls for one-minute live announcements two evenings a week for nine weeks. Spot campaign is confined to WOR, BBO, New York, is the agency.

Broadcasting • Broadcast Advertising
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Acme Beer Baseball
ACME BREWING Co., San Francisco, and Young's Market Co., Los Angeles (food products), on April 18 started co-sponsoring a two-hour daily broadcast of all baseball games played by the Los Angeles Angels and the Hollywood Stars, on KMPC, Beverly Hills, Cal. Contracts are for 22 weeks. Brisacher, Davis & Van Norden, Los Angeles, services the former account. Letter was placed direct. Pontiac Dealers of Southern California, Los Angeles, on April 21 started sponsoring Sam Balter in a five-weekly sports commentary summarizing and reconstructing highlights from selected American-National League games on KMPC. Placement is direct.

Critical Problems Await NAB
(Continued from page 23)
the way of Government channeling of news through OWI will come directly from Mr. Davis, himself a product of radio, as the keynote speaker at the Tuesday luncheon session. More intimate aspects, however, will be covered at subsequent sessions by other members of his staff directly identified with radio. Gardner Cowles Jr., assistant director of OWI in charge of domestic operations, is a tentatively scheduled speaker, but pressure of Washington operations may preclude his attendance.
Voluntary censorship, which might have been one of radio's worst headaches but has proved perhaps the least burdensome of wartime problems, will be covered by Mr. Price at the Wednesday luncheon session. He likewise will participate in a general censorship symposium and, at a breakfast session scheduled for Wednesday morning, he will talk off the record on problems of foreign language censorship—the most acute in the field. Duplication of regulatory efforts, wherein OWI and the FCC have traversed approximately the same ground as the Office of Censorship, presumably will figure in this discussion.
Typical of the praise that has come to the industry for its war job was the comment of Mr. Davis, in accepting the NAB invitation. "The industry has given great service to the war effort and I am confident this service will be continued," he said.

Manpower Problem
Manpower, described by President Miller as the most serious problem confronting the industry because it is a "technical war," is the first subject of the discussion at Tuesday's opening session. Lawrence Appley, executive director of War Manpower Commission; Almon Roth, wage stabilization and manpower director of War Labor Board; and Le Com. Patrick H. Winston, of Selective Service, lead this discussion. At the afternoon session, Frank McIntosh, assistant director of the radio division of WPB, leads the discussion on materials, with general war operations aspects scheduled for a panel of speakers representing the military services.
Following breakfast sessions Wednesday morning covering manpower, Selective Service, foreign language and equipment, the general session Wednesday morning will be highlighted by Mr. Price's address. At the afternoon session, sales problems during wartime will be covered, including the Petillo recording ban and the retail promotion committee plan to encourage department store use of radio.
The NAB annual meeting will be held Wednesday afternoon, covering election of six directors—at-large and miscellaneous changes in the by-laws. Evening activities on Wednesday include a panel on Sales—A War Time Necessity—lead by Lewis H. Averly, director of the NAB department of advertising, and a meeting of the NAB Associa-

HEAD OF THE 4,000. Dr. Albert W. Hull, assistant director of the GE research laboratories and president of the American Physical Society, is holding one of the electronic tubes in which his work has made him famous. He has received many honors for his developments, which include the magnetron, dyna-tron and screened-grid tube and work on X-ray crystal analysis. Among his awards are the Howard N. Potts gold medal of the Franklin Institute for his work on X-ray crystal analysis; the Morris Liebmann Prize for work on electronic tubes; the honorary degree of Doctor of Science from Union U. The society which he heads numbers about 4,000, including scientists working in many allied activities.

 tion of Women Directors, to be presided over by Mrs. Dorothy Lewis, NAB coordinator of listener activity.
The final day, Thursday, will be opened with breakfast sessions on censorship, manpower, OWI, sales managers, the recording ban and legislation and taxation. The general session will be devoted to the Role of Advertising in Wartime, along with recommended standards for coverage maps and the small station problem issue.

Luncheon Closes Sessions
The conference will close with a 1:30 luncheon, at which an outstanding military figure is expected to be the inspirational speaker. Resolutions then will be considered and the conference adjourned by 2:30. The new NAB board will convene following adjournment.
President Miller, in his report to the conference prepared in advance along with the annual reports of the departmental heads, cited the past fiscal year as eventful—full of uncertainties, but also a year of achievement. Radio kept Americans

• "FIRST IN WAR GROWTH AND POST-WAR PROSPECTS"
In Philip M. Hauser's recent survey, he rates Corpus Christi, Texas, as a Class A-1 city—that is, one of the six cities which grew most rapidly during the war and now have the best prospects of retaining their wartime growth.

With its audited city zone population of 101,400 and county population of 123,239, Corpus Christi offers you a rapidly expanding market which is dominated by one major station—KRIS. Yes, the Hooper Station Listening Index for Fall gives KRIS a dominant 63.6% evening listenership against 13% for station B and only 11% for station C. Use KRIS for a selling-clinch on Corpus Christi now!

Special Combination Buy—KRIS and KXYZ, Houston . . . Investigate!
the best informed people in the world in recruiting for the military services, in selling Treasury bonds, in helping collect scrap, in training technical radio personnel and in numerous other ways.

"Although business on the great majority of stations has continued good," Mr. Miller pointed out, "radio has faced many serious problems. The manpower problem being the most serious. Due to the fact that this is a technical war, and that radio is playing an ever increasing part, trained technicians and personnel with practical broadcasting experience have been in great demand."

Retail Promotion Plan

Pointing to the need for "eternal vigilance," the NAB chieftain said, freedom is not lost by one act of government—the greatest danger is from indirect and disguised attacks. "Radio to be free must be able to pay its way. Advertising has proved to be an efficient tool of business. Attacks on advertising are attacks on the freedom of radio and as such we have opposed them." He emphasized the danger of wartime restrictions which might in the end "shackle radio in its great task when the present conflict ends."

Attacking the Petrillo recording strike, Mr. Miller charged that at the most critical period in our nation's history, the AFM head "merely to maintain his control in his own union has deprived this nation of a large supply of music". He cited the industry's united front opposition to this "dictatorial display of power" and said he believed that it is "rendering a real service not only to radio but to the entire field of music, and that we shall be successful."

Alluding to the retail promotion plan to be presented to the conference under the chairmanship of Paul W. Morency, WYIC, Hartford, to encourage department store use of radio, Mr. Miller said the success of this project is of great industry importance. "If it succeeds, other plans similar in character will follow."

"It is to be hoped that by the time we meet again next year this world conflict may be over," Mr. Miller said. "But with the armed conflict over, radio will face its greatest test and its most promising opportunity. For the first time in the history of the world the microphone will be at the peace table and with it there public opinion will play an even more important part than ever before. * * * Radio more than any other force is most capable of rendering service to mankind in this conflict—a service which will be in every sense a true public service."

G.E. Sales Increase

NET SALES billed by General Electric Co., during the first quarter of 1943 amounted to 277,872, as compared with $190,861 for same period a year ago, an increase of 46%. Company's profit available for dividends for the first quarter amounted to $10,442,576 compared with $10,329,774 last year.

Martinson Returns

JOSEPH MARTINSON Co., New York, returning to the air after a layoff brought on by the coffee shortage, on April 25 started sponsoring a Sunday quarter-hour on WOR, New York. Dr. Frank Kingdon, educator and clergyman presents news commentaries with a human interest slant. Al Paul Lef- ton Co., New York, is agency.

ARNOLD CARLSEN has joined Mutual's sales staff, operating from WGN, Chicago, MBS affiliate. Mr. Carlson was in charge of sales direction and general management of Packard Motor Corp., 1932-

GET THEM WHEN they arise as well as go to bed, says the Wakefield Dairy in Washington. The company used Billy Repaid's WOL news airings at 11 p.m. and found them good, so added a 6-times 8 a.m. series. Aubrey Simpson, Wakefield president, signs the new contract. Standing (1 to r): Jeffrey A. Abel, radio director, Kaufman Advertising Agency; Henry V. Seay, commercial manager of WOL; Otto Phillips, manager of the dairy, and Mr. Repaid.

These are typical of the sales-success stories being written by radio promotion over Station KCMO, Kansas City. Products advertised consistently over Kansas City's popular Blue Network outlet are breaking sales records regularly. KCMO combines the enviable drawing power of Blue Network shows with an ideal merchandising service that gets maximum results from Kansas City's expanding, booming wartime market.

Call on KCMO to help you write a success story for your product in Kansas City. You can get complete details and a list of availabilities from any McGillvra office.
a sustainer more than two years ago has become today not only a national feature, but one of the West Coast's best patronized participations. Just a gay morning party with a lot of laughs and a tinge of sentimentality, Breakfast at Sardi's uses an enterprising host to keep the proceedings going and an ingenious salesman to handle the commercials.

The format of the program is flexible to suit the occasion and the personalities interviewed. Only three features are maintained regularly. They are the presentation of a $25 make-up kit to someone in the audience; a wishing ring ceremony, during which the day's wisher, chosen by lot, has hoped for everything from twins to having her tenants move out; and the "good neighbor" letter of the day. Letter is sent in by a listener who suggests the "good neighbor" to whom the orchid of the day should be awarded.

Tieing in with the "good neighbor" letters which are now scheduled two weeks in advance, the BLUE network, as promotion, notices local newspaper editors of the nationwide honor to be paid a member of that community. Copy of the letter to be read over the air is also sent to the publications. In line with the localized promotion, editors are urged to direct attention to the broadcast and have a news photographer on hand to cover delivery of the orchid to the town's "good neighbor".

And that is about the only "planned" feature in this informal, impromptu show. Remainder of the laugh-packed half hour revolves about Breneman himself. Not only the mainstay of the show, he gives every breakfast guest the impression that he is having a whale of a good time.

Maybe that's easy for the reason that he does have a whale of a time. He panics the guests with his antics and comebacks. But they panic him too, so it's even-stephen. The commercials at Breakfast at Sardi's, like the rest of the show, are ad-libbed by Breneman and his women guests. Only words written for the shows are the introductions. And they are a story in themselves.

In the early days of the Sardi shows a couple of youthful gag writers, Leo Solomon and Alan Woods, dropped in to watch the program. They had done lots of good work in New York, but being unknown in Hollywood, the boys were having a tough time of it. Upon invitation they started breakfasting with us. Over the breakfast table Leo and Alan started supplying our show's young announcer-producer, John Nelson, with gags to use for introductions of Breneman as programs hit the air.

Those introductions "killed" the audience, and started the shows off with a bang. They gave 40-year-old Breneman and his frailties (graying, thinning hair, doubling chin, a slight chubbiness) a real working over. Shortly, Solomon and Woods landed a berth with NBC Red & White and Co., sponsored by Brown & Williamson Tobacco Corp. (Raleigh cigarettes), and they were on their way. In appreciation for those free breakfasts, they wouldn't and won't take any pay for their wise-cracking openers. With Carl Pierce recently taking over as producer-announcer on reservation of Nelson to join the Navy as ensign, Solomon and Woods continue that policy of supplying those openers gratis while their other writings now rate big money.

Some insight into Breneman's good-natured character is revealed by the fact that every morning his laugh at the introductions is the one that boom's out over everyone else's. Breneman has a real respect for superstitions. One of his strongest concerns those introductions. He'll never ask to see the gags. Tom receives them cold, just when the audience does. He gets a tremendous kick out of them too.

Keynote of 80% of the mail that expresses views on Breakfast at Sardi's is that it's great to have such an informal laugh-filled program in these serious times—particularly in the morning. Perhaps half the letters praise Breneman's cheery infectious laugh. About one letter in every 11 is from a man. Breneman rates at the top of his huge letter pile those he's received from inmates of Folsom penitentiary, California's penal institution. Those really tough boys have voted Breakfast at Sardi's the most popular daytime program. Folsomites write they never miss a show "because you never know what's coming next and because it's so off-the-cuff."

For anyone who doubts that Breakfast at Sardi's is the most off the cuff of these shows, there is the saga of Joe, a mountainous, slow-talking, ordinary express truck driver. He started coming to Sardi's way back in the days when...
the program was released locally in Los Angeles only. His reason for coming around was to pick up the "good neighbor" orchid of the day and air-express it to the "good neighbor".

Eventually Breneman started chatting with Joe. He too started getting fan mail. Some of the mail contained jokes for Joe to pull on Tom. He started pulling them—and that was the start. Joe received in excess of 350 letters weekly from the Pacific Coast states alone during the time he was on the program.

One-Man Show

But Breakfast at Sardi's is a one-man show, and all credit for both entertainment and commercial success of the vehicle must go to that one man—Tom Breneman. He's jolly-looking and he is jolly. He not only sounds sincere, but he is sincere. Tom brings lunch to a restaurant and air audience alike when reading a moving "good neighbor" letter, or talking to some little 90-year-old orchid winner—because he's got a lump as big as your fist in his own throat at the time.

Breneman has a two-hour Breakfast at Sardi's Starts a show down: one to the East, Monday through Friday, 11:11:30 a.m. (EWT), and one for the Pacific Coast Monday through Friday, 9:30-10 a.m. (PWT). And that's a big load. But his answer, when someone asks him if it isn't working too hard, just about sums up his and the program's success as well as anything can:

"Work?" queries Breneman, "Why those shows are plays; I just meander around out there and have myself a good time with the locals."

And the guy means it!

Television License

PHILCO Radio & Television Corp., Philadelphia, was granted a license by the FCC on April 20 to cover construction permit in part for a commercial television broadcast station. This action, in line with similar ones by the Commission, reflects its policy of allowing television companies to operate with whatever facilities are available, under the difficult conditions of wartime freezing of materials.

The grant was on condition that the firm will comply fully with Commission requirements relating to materials and personnel when these become available or, when required by the Commission to do so. Permission was also granted to extend the completion date to June 1, 1943.

Perfume Campaign

PARFUMS L'ORLE, New York, will start a test campaign within the next few weeks. Perfumery will use 20 announcements on stations in cities having a population of from 100,000 to 300,000. Number of cities has not been determined as yet. Parfums L'Orle used radio several years ago, on one New York station. Agency is L. H. Hartman Inc., New York.

ARGUING that advertising should be curtailed for the duration, just as food is rationed, Prof. Clyde R. Miller, Columbia U. Teachers College, advocated before the Advertising Federation of America's conference in Boston last week that advertising revenue then could be offset by use of the radio to educate the public to pay more for its newspaper and magazines.

Supporting curtailment was Prof. Colston E. Warne, of Amherst College, who said advertising was inflationary since it continues to create sales.

Opposing curtailment Prof. George B. Horchak, of New York U., said advertising is necessary toward preservation of a free press and that if the government were to pay for its advertising in the promotion of the war effort it would be a return to the medieval system of State control.

Prof. F. Allen Burt, of Boston U., also opposing curtailment, defined that today's advertising volume is wasteful of materials, manpower or electric energy and condensed that it was hardly likely that Congress would appropriate such sums as $50,000,000,000 for advertising. That is the amount, he said, contributed in the last year to the war effort.

Agency Appointments


GIV INC., New York, to W. L. Vomack, Inc., New York, for Zoo foot rub. Radio will probably be used.

GOLDMEDAL HAIR CO., Brooklyn, to W. L. Vomack, New York, for Gold medal hair shampoo. Radio will probably be used.

MASON-SPRINGS CORP., Los Angeles, (stationery packs for services), to Hillman-Shane-Breyer, Los Angeles.

42 PRODUCTS INC., Los Angeles (shampoo, hair oil) to Hillman-Shane-Breyer Inc., Los Angeles.

KEYSTONE MACARONI MANUFACTURING CO., Lebanon, Pa. (San Giorgio spaghetti), to James G. Lamb Co., Philadelphia, newspapers and car cards will be used.

LUMMIS & CO., Philadelphia (peanuts), planning to expand beyond its present regional distribution, to S. E. Roberts Inc., Philadelphia.

PALISADES AMUSEMENT PARK, Palisades, N. J., to Donahue & Co., New York. Radio and newspaper will be used.

GROVE LARS., St. Louis, to Donahue & Co., New York, for Grove Vitamin products. Test campaign started recently.

FREEPORT CHEMICAL Co., Boston, to Copley Adv. Agency, Boston, for Maplegro, new preservative, stainless paint handcream. Business publications, newspapers, direct mail will be used.

PIONEER WHISTLE Corp., Los Angeles, (chain restaurants), to Bruschen, Davis & Van Norden, Los Angeles.

DON BERNARD, Hollywood producer, of the weekly CBS Blondie, sponsored by R. J. Reynolds Tobacco Co. (Cigarettes), recently sustained severe eye burns when the chemical he was using to purify his swimming pool exploded.

What Every Radio Advertiser Should Know!

Memphis is the cotton belt of the world and the industrial capital of the Mid-South, marketing cotton and cottonseed to the extent of more than half billion dollars.

The Memphis market, according to Sales Management magazine, has the largest income, largest amount of money and the largest population in the area in the entire South.

population

3,092,108

RADIO HOMES

393,518

effective

BUYING INCOME

$896,976,000.00

RETAIL SALES

$615,979,000.00

food sales

$112,935,000.00

DRUG SALES

$21,225,000.00

WMC MEMPHIS, TENN.

5,000 Watts Day and Night

Represented Nationally by

THE BRANHAM COMPANY

Owned and Operated by

THE COMMERCIAL APPEAL

Member of

South Central Quality Network

WMC Memphis WJDX-Jackson, Miss.

KKWH-KTBS-Shreveport

WSMB New Orleans KARK-Little Rock

Broadcasting • Broadcast Advertising

April 26, 1943 • Page 127
KEPPEL IS NAMED AS CBS DIRECTOR
FREDERICK P. KEPPEL, formerly president of the Carnegie Corp., was elected to the CBS board of directors at the annual meeting of stockholders held last Wednesday. Other directors were also elected. Consolidated income statement for the first quarter of the year, released following the meeting, shows that the gross income of CBS and its subsidiary companies was $11,688,760, up 2.1% from the gross of $11,449,645 for the same period of 1942. Net income was $1,031,671 for 1943, an increase of 4.6% above 1942's net of $987,362. Earnings per share of stock for the quarter were 60 cents in 1943; 58 cents in 1942.

An eminent educator, Mr. Keppe1 was at one time dean of the college of Columbia U. During the last war he was Third Assistant Secretary of War and later was director of foreign operations for the American Red Cross. He became president of the Carnegie Corp. in 1928, serving in that capacity until his retirement in 1941. He is also a director of the Equitable Life Assurance Society and of the Guaranty Trust Co.

Mr. Keppe1

WILLIAM E. JACKSON, general sales manager of Westinghouse Radio Stations Inc., in Philadelphia, died suddenly April 16 at his home in Merion, Pa., of a heart attack. He was 39 years old and had been in good health until his death.

A Westinghouse broadcast executive since 1930, Mr. Jackson had been promoted to general sales manager of the company's stations two years ago. He came from KDKA, Pittsburgh, where he had been sales manager the preceding four years.

In 1930 Mr. Jackson joined the broadcast department of Westinghouse E & M Co. as sales promotion manager. After six months he became a member of the sales staff of KDKA, becoming sales manager four years later. Born Jan. 20, 1904, at Whitaker, Pa., Mr. Jackson attended Carnegie Tech in Pittsburgh, leaving college to join the advertising department of the Westinghouse International Co. In 1926 he left to become advertising manager of the National Electric Products Corp. in Pittsburgh, remaining until 1930, when he became associated with the broadcasting industry.

Surviving are his widow, Dorthy Grover Jackson, and three children, Patricia, 11; Robert, 9, and William Jr. 6. Burial was in Pittsburgh.

1904 William E. Jackson 1943

Mr. Jackson

IN ADDITION to an extensive spot campaign for Complete Book of Sewing, Book Presentations, New York, is promoting Webster's Dictionary on a total of approximately 30 stations. Drive started several months ago and will continue for another month. Raymond Specter, New York, handles the account.

WHAT'S THE WDBJ PRIMARY GOT IN BUYING POWER?

OFFHAND, how many $350,000,000 markets can you think of that you can cover completely with only one radio station?

The 27 Roanoke-Southwest Virginia counties in WDBJ's primary area (daytime) have $352,607,000 in buying power—actually 25.8% of Virginia's total!

You can reach this big, responsive market with one radio station—WDBJ. In fact, you need WDBJ—because it's the only station that gets clear reception at all times in all of the area's 120,348 radio homes.

May we show you what this means in results for WDBJ advertisers?

CBS • 5000 WATTS • 960 KC

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, Inc. Nat. Representatives

TIDE WATER APPOINTS

TIDE WATER ASSOCIATED OIL Co., (Western Division), San Francisco, has named Buchanan & Co., that city, as agency effective May 1. Ray Randall, San Francisco manager, is account executive. Foote Cone & Belding, San Francisco, formerly serviced the account.

NEW NBC PROGRAM UNIT HEADED BY COOPER

New Department Will Develop Shows, Ideas and Talent

CREATION of a new program development division, headed by Wylis Cooper, author and producer, recently in charge of the NBC program "The Army Hour," was announced last week by C. L. Menser, NBC vice-president in charge of programs.

The new division, according to Mr. Menser, "will be concerned with the development and organization of new programs, the consideration of new ideas and the development of new talent, as well as with the constant review of programs already on the air."

Aided by Bennett

Mr. Cooper will be assisted by Tom Bennett, NBC staff composer, who will specialize in developing musical talent. Lester O'Keefe, head of NBC's production department, will coordinate his work with the activities of the new division, and additional personnel will be announced later.

When Mr. Cooper joins NBC, the team of Mr. Menser and Mr. Cooper will be working together again as they did in Chicago headquarters of NBC several years ago. At that time, the pair created such shows as Lights Out, and Montgomery Ward's Immortal Dramas series, as well as several daytime serials, which first came to the air in Chicago. Since then, Mr. Cooper has worked with various advertising agencies, has done script writing for both films and radio, and has produced many important programs. Mr. Bennett is noted for his mood music creations for many radio plays, as well as for his development of Dinah Shore as a network songstress.

Spot Buyer List

SPOT TIME GUIDE and Advertiser List, issued quarterly by National Radio Records, New York, for use by station managers and sales managers, lists 263 advertisers purchasing spot radio time at least one month during the first quarter of 1943. Of the total, over 90 per cent are national spot accounts, or those in the habit of buying time on two or more stations in two or more markets. NRR also announced that 114 advertising agencies as NRR members are reporting the activity of 603 different spot accounts, representing 70 per cent of the total number of national spot accounts in the country.

TIDE WATER APPOINTS
Westinghouse Men Taking New Posts
Morris Is Manager at Sunbury; Miller Heads Applications

WITH THE promotion of E. T. Morris, former manager of sales in the Westinghouse Radio Division, Baltimore, to general manager of manufacturing at the West- inghouse radio plant in Sunbury, Pa., C. W. Miller, formerly eastern industrial manager of Westinghouse in New York, last week was appointed application manager of the Radio Division, headquartered in Baltimore.

Mr. Miller, who will direct the division's work involving the appli-

Frank Has Steaks
FRANK FALKNER, chief engineer of CBS, Chicago, is also a cafe owner and restaurateur. He is the owner of the elaborate Static Club recently opened at 116 E. Walton Pl., Chicago. In a cor-
dial invitation to NAB'ers, Frank reports that he still has steaks.

WCLE-WHK to Carry Cleveland Ball Games
FOR THE FIRST time in broadcast-
ing of Cleveland baseball, one sponsor, the local Spang Baking Co., is undertaking the entire show. WCLE is carrying the regular day-
time games, and WHK the Sunday out-of-town games and second ses-
sions of double-headers. WCLE has special FCC permission to broad-
cast two night games in May. If no further permission is forthcoming, WHK will carry the night engage-
ments as schedules permit.

Jack Graney and Lew Henry, who have participated in the airing of the play-by-play descriptions be-
fore, will be back on the job. Com-
mercials will be centered upon
Spang's enriched bread.

Business is being placed through
carpenter advertising Agency in
Cleveland.

BERT PRAGER, who has resigned as radio director of Donahue & Coe, New York, has been classified I-A and is scheduled for Army indiction around May 19. Mr. Prager has con-
tinned with the agency following his resignation a month ago, pending the appointment of a successor.

Mr. Miller, who will direct the division's work involving the appli-

Mr. Miller
Mr. Morris

lication of radio to needs of the Signal Corps and the Navy, as well as to industry, has been with Westinghouse since 1927, after graduation from Cooper Union Institute of Technology in New York. He holds a degree in electrical engi-
neering.

Mr. Morris assumed his new duties at Sunbury, Feb. 10. He started with Westinghouse as a stu-
dent engineer after graduating from Massachusetts Institute of Technology in 1928 with an electrical engineering degree. In 1926 he graduated from Virginia Military Institute. Rising through the ranks, Mr. Morris was sales engi-
neer in the Railway Division and in 1936 was transferred to radio sales in Baltimore. In 1940 he was assigned to the sales unit handling large-scale radio equipment for broadcast stations and was ap-
pointed manager of radio sales last year.

Mr. Miller, after completing a year of graduate study at Westing-
house, in 1928 was made as-
sistant in the company's New York office. From 1929 to 1938, in New York, he handled company business with communications concerns. Un-
til named eastern industrial man-
ger in 1941, he was for two years

KQW
The COLUMBIA Station
740 K.C.
5000 WATTS DAY AND NIGHT
SAN FRANCISCO STUDIOS - PALACE HOTEL

Represented Nationally by
EDWARD PETRY & COMPANY, Inc.

Pacific Agricultural Foundation, Ltd., San Jose
Wrigley Travels Shows To Promote War Drives

COOPERATING with the Office of
War Information, Wm. Wrigley Jr.
Co., Chicago, is sending out a road-
show of its own, CBS program
*Keep the Home Fires Burning* to
various regions for boosting war
effort campaigns. At present a
special program titled *WAAC Car-
avan* is touring New England cities
broadcasting Monday through Friday
at 5:45-6 in the interest of
WAAC recruiting on 15 CBS New
England stations. Simultaneously
the regular program, *Keep the
Home Fires Burning*, with Caesar
Petillo's orchestra, originating out
of WWB, Chicago, is broadcast to
the remainder of the CBS network.
A program of music and dramatic
sketches, the *WAAC Caravan*, is
making personal appearances each
day in a different New England
locale. Similar radio troupes, to be
dispatched to various areas in
promoting, recruiting and man-
power drives, will probably be or-
ganized by the Wrigley Co. Agency
is Arthur Meyerhoff and Co., Chi-
cago.

B & B Names Pooler V-P

CHARLES A. POOLER, director
of the research department of Ben-
ton & Bowlis, New York, since May
1941, was elected a vice-president
at a recent meeting of the agency's
board of directors. Prior to joining
B & B in 1941, Mr. Pooler served
for a year as director of research
of Ward Wheelock Co., New York
and Philadelphia, and was previ-
ously with the market research
division of Lever Bros. for a period
of 10 years.

New Carter Product

TO INTRODUCE its new product,
Superin Aspirin, Carter Products
Co., New York, within the next two
weeks will introduce cut-in an-
nouncements on all West Coast sta-
tions of the BLUE which carry the
Sunday evening Inner Sanctum
Mystery program, currently pro-
moting Carter's Little Liver Pills.
The live announcements are in the
nature of a test campaign for the
new aspirin product, according to
J. Walter Thompson Co., New
York, agency appointed last fall to
handle Superin.

BEST WAY TO TEACH prospective announcers the mysteries of sound
effects is—show them. Marjorie Ochs, manager of transcription and sound
effects department at WEEI, Boston, makes a demonstration for a
class (1 to r): Cornelius Scanlon, Hyman Swetzoff, John Morse, Bill
Sherman, Vincent DiMestico and Paul Badgers.

WHEN Harold E. Fellows, general
manager of WEEI, Boston,
decided to train new announcers
for his own staff he also agreed to
pass 'em along to other stations
in New England needing help.
So—he made announcements on
the air and a newspaper carried
a story and 600 candidates showed
up; 150 being women. (They got
the brush off, announcing still be-
ing for men, according to Mr. 
Fellows.)

From All Walks

Candidates had to be deferred
from military service. They re-
presented all ranks and layers of
life including ministers, lawyers
and politicians; newspaper men
who felt they could write and there-
fore could read news; a blind man
who said he could translate from 
Braille

and who proved his aptitude by
fastening his "copy" to his vest
and reading it in Braille fashion
with his fingers.

Auditions were brisk, 125 men
being interviewed nightly. Each
man met Arthur Edes, radio di-
rector for Emerson College, Bos-
ton, who had been placed in charge
of the auditions. Applicants were
eased into the audition copy by
kindly attention and were graded
on personality, voice, appearance
and adjustability.

Twelve were selected. One was
a small town postoffice clerk, one
a camp counselor with an AM from
Harvard in languages; one an
Iowan, and aide to a psychiatrist.
Others represented diversified fields
of endeavor—a semi-professional
boxer and a front man for an or-
chestra.

And they were graduated, too.
Mr. Edes tutored them—diction,
phrasing, voice control and clock
reading. And radio nomenclature
and how to present commercials.

"Graduation Address"
Mr. Fellows gave the "gradua-
tion address" and urged them to
make the best deal possible,
whether with his station or an-
other. In fact he put them in touch
with possible openings.

The result: two men went to
WLAW, Lawrence, Mass.; two
went to WJAR, Providence; two
stayed at WEEI, and one went to
WOR, Worcester, Mass. The other
five are holding off until summer
when they are eligible to take
work.

They're going on with a second
class at WEEI.
Dedicated to Victory  
(Continued from page 25)

change of listening habits and the need of new program techniques all crowd the minds of station and network operators. At the War Conference, the latest information on these questions will be supplied by Chairman Stern for the FCC; Elmer Davis, Director of OWI; Byron Price, Director of Censorship; Frank McIntosh, Radio Division, WPB; Col. R. Ernest Dupuy, Chief, News Division, Bureau of Public Relations, U. S. Army; Lawrence A. Appley, Executive Director, WMC; Lindsay Wellington, of BBC; Lieutenant Commander Morgan Reichner, of the Navy, and many other speakers.

No Bystanders in Total War

In total war there are no bystanders. How best to reach all our citizens—how to give them the pertinent information regarding rationing and conservation—how to stir them to their full effort—present our government with its most difficult problems. Radio has been the answer in many cases and working in close cooperation with the OWI has produced remarkable results.

Programming to the changing wartime needs of the American public will give radio its greatest test this coming year. Different shades of meaning are being added to operation "in the public interest, convenience and necessity." A new psychology of programs may become manifest. Directorship will carry an increasing burden. Ingenuity will be important but not so important as sympathy and understanding. There can be no doubt that radio will cross these new horizons, drawing upon the vigor and honesty which have endeared it to the people of America.

The physical aspects of broadcast operations will continue to present grave problems so long as manpower and critical materials are conscripted to the winning of the war, and they will be so conscripted until the war is won. Selective Service officials at national headquarters deserve the thanks of the radio industry for their sympathetic understanding and consideration of our manpower problems. Likewise, the War Production Board has displayed keen appreciation of the need for equipment in the operation of transmitters and receiving sets.

Underneath it all lies the reassuring fact that the Government, through its spokesmen, has stated that it will not allow serious damage to America's civilian communication system in wartime. Radio realizes, however, that it must cooperate in the maintenance of its equipment and must train personnel not subject to induction as a safe and patriotic expedient.

Postwar aspects will claim consideration at the War Conference. It has been estimated that wartime developments have advanced commercial television as much as five years. No one can prophecy what the future holds. Broadcasters realize that although television is within their general field, they will not "inherit" it merely because they hold broadcast licenses. The same is true of many new developments in the radio field, all of which broadcasters are studying in preparation for their place in the postwar world.

This industry will never lose sight of the importance of "free radio." Radio is free today because in times of peace "free radio" was protected vigorously. However, freedom can be lost, not all at once, but by gradual stages. In times such as these we must be careful while solving immediate problems that we do not give hostages to the future, which would prevent radio from playing its part in a "postwar world," serving a free people through "free radio."

The future holds much for broadcasters but fighting this war is their sole objective now. The War Conference is dedicated to radio's direct contribution to victory.

New CPP Half-Hour

ALTHOUGH the contract had not been signed last week when Broad- casting went to press, Colgate-Palmolive-Peet Co., Jersey City, seemed practically definite in its decision to sponsor a musical program titled Million Dollar Band on NBC in the Saturday 10:10:30 p.m. period for which it contracted some time ago. Series will feature Barry Wood's songs, and a mixed vocal chorus called the "double dusters." Beginning probably the last week in May, the show will entail shifting Colgate's Sports Newscast of the Air with Bill Stern from 10-10:15 p.m., the same evening to another NBC quarter-hour. Product will be Palmolive Soap through Ted Bates, Inc., New York.

CUKT Peterson, formerly radio director of Marshalk & Pratt, New York, has completed his training at Chanute Field, and has been assigned to the Army Air Forces, Officer Candidate School, Miami Beach.

The Service Airea of

WIS

(5000 Watts • 560 KC • NBC)

at Columbia, S. C.
gives you
MORE
RADIO HOMES
than
LOUISVILLE (127,000 against 79,000)
or
ATLANTA (127,000 against 63,000)
or
MEMPHIS (127,000 against 61,000)
or
BIRMINGHAM (127,000 against 58,000)
or
RICHMOND (127,000 against 45,000)
or
NEW ORLEANS (127,000 against 103,000)
—or than Rochester (88,000)
or Denver (91,000), so far as that's concerned!

GET ALL THE FACTS! WRITE WIS OR ASK FREE & PETERS, INC.
Exclusive National Representatives

BROADCASTING • Broadcast Advertising
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ON THE EVE of the NAB War Conference, the early days of the Association were recalled by Eugene F. McDonald Jr., head of Zenith Radio Corp., Chicago. Twenty years ago in the same city a group of 20 embattled broadcasters got together at the Drake Hotel and formed the trade group. Its immediate objective was to "break the music monopoly of ASCAP," which a few months before had demanded performance fees for the broadcasting of ASCAP numbers.

Of that original group, which met on April 23, 1923, only three besides Comm. McDonald are still active in radio: William S. Hedges, NBC vice president in charge of station relations, who was then radio editor of Chicago Daily News, which operated WMAQ; John Shepard, 3d, now head of Yankee Network, and Powell Crosley Jr., WLW, Cincinnati. Frank W. Elliott, then manager of the Palmer Station WOC, Davenport, who succeeded Comm. McDonald as NAB president in 1925 is retired and lives in California.

"We tried to hire Claude Mills away from ASCAP to build our own music organization," Comm. McDonald recalled "but we couldn't secure funds, and the project fell through. We couldn't get the support of the larger radio companies who were operating radio stations.

The broadcasters did, however, organize a publishing concern called the Associated Independent Music Publishers, the forerunner of BMI by 10 years.

New Talent Sought
"The new concern attempted to get new composing talent. Announcements were broadcast by the stations informing listeners of the opportunities for aspiring composers, but without financial support the publishing concern folded within a few months.

"Finances were our toughest problem in those days," Comm. McDonald said. "We all chipped in what we could to keep the Association going. We got together about once a month and talked about our mutual problems.

"The first test of spot commercial broadcasting came in 1922. A large Eastern publishing house was stuck with an unusually large run of a radio magazine (I don't recall the name), and they came to us with their problem. We made a deal whereby if they would contribute $1,000 to our sadly depleted NAB treasury, we would ask the stations to broadcast a 'commercial' about the magazine.

"Commercial 'Taint'
"Only five out of the 20 members were willing to taint their radio operation with a commercial announcement. The rest argued that they would lose listeners if they started to broadcast commercially. Copies of the magazine were shipped to the five cities where the stations were located and placed on the newsstands. The commercial consisted of an excerpt from the leading article. Within 24 hours the magazines were sold out. I date commercial radio from that date.

"Much of the credit for organizing and maintaining the NAB in the early twenties", Comm. McDonald said, "should go to Paul Kugh, who died last year. A former Chicago music roll manufacturer, he came out of retirement to accept a job as manager of our station, WJAZ. He served as our NAB secretary without pay and did a splendid job of keeping the group alive and functioning. He later became a vice-president of Zenith.

"Today, twenty years later, radio is on the threshold of its greatest era of development. With aviation and chemistry, radio will dominate the post-war explosion period. But it is not without reminiscent nostalgia that I look upon those founding days of the broadcasting industry and the birth of the NAB."

In 1923, Comm. McDonald was a pioneer in radio. Twenty years later, he is still a radio pioneer. Under his direction Zenith a few years ago erected Chicago's first FM station, W61C, and the city's first television station, WTZR, both of which are now in operation.

Hallicrafters Cited Again
HALLICRAFTERS Co., Chicago, have again been cited for excellence in the production of communications equipment by the addition of stars to their Army-Navy "EP" Burree. The award was accepted by the company by W. J. Halligan and R. W. Durst.

W. WARD DORRELL, radio director and account executive of Henri Hurst & McDonald, Chicago, and previously with Paul McLucas and manager of Westinghouse stations WOOW and WGL, Fort Wayne, has joined C. E. Hooper Inc., as manager of the station reports department.

George Sprague, transmitter engineer of WIOD, has received a commission in the Navy as Radio Technician and is stationed at the Naval Air Base at Opa Locka, Fla.

Harold Stephens of WLPN, Suffolk, Va., has received his 3rd class radio-telephone license. Mr. Stephens has been in radio 10 years and came to WLPN from WFP2 Atlantic City, N.J.

Marie Onnigian has joined KPRO, Riverside, Cal. She has held her commercial license for a year, coming up from the rank of "hams" to jobs on KPRO, Longview Tex., and KHUB, Watseville, Cal. William H. Frost has joined KPRO as chief operator. He has worked at WDSM, Duluth and Superior, and KJBS, San Francisco.

David W. Jefferyes, until recently connected with the Naval Research Laboratory, Bellevue, D. C., has joined KINY, Juneau, Alaska, as resident engineer-in-charge.

James Willson McFarlane, announcer-technician of KMPD, Bakersfield, Cal., has received a commission in the Navy and left April 15 for indoctrination at Tucson.

Ginny Simms, star of the weekly NBC Johnny Presents Ginny Sims, has been purchased by Henry Morris & Co. (cigarettes), has been signed to a term contract by MGM. First musical film, as yet untitled, is scheduled for production in May.
House Expected to Cut FCC Men From Public Purse; Communist Link Charged

HOUSE action to bar three members of the FCC's Foreign Broadcast Intelligence Service from the Federal payroll will be asked within the next two weeks, following investigation of the men by the Dies committee and special subcommittee of the House Appropriations Committee.

The Dies Committee had contended that three men, Dr. Goodwin Watson, chief of the analysis section; Dr. William E. Dodd, assistant news editor; and Dr. Frederick Schuman, principal political analyst of the German section, had Communist affiliations [BROADCASTING, Feb. 6, April 16.] A House Appropriations subcommittee, under Rep. Kerr (D-N. C.), last week upheld the Dies charges against the first two, but said it "did not find sufficient evidence to support a recommendation of unfitness" against Dr. Schuman.

A report sustaining the Dies charges against Dr. Watson and Dr. Dodd was adopted by the full Appropriations Committee Wednesday. It is expected that the committee will amend its previous bill to bar these two men from the public payroll. A similar action against Dr. Watson last year was thwarted when the conference committee struck the amendment from the Independent Offices Appropriations Bill.

An effort to add a provision cutting Dr. Schuman from the payroll may also be offered, a representative of the Dies committee said. He pointed out that the Kerr committee had not given Dr. Schuman a clean bill of health, but had merely stated there was insufficient evidence against him.

In the case of Dr. Watson, the Kerr committee reported that he was a member of twelve groups which "the court of public opinion has found subversive and un-American". Dr. Dodd was linked with two such groups, and was cited for fraternalizing with Harry Bridges, West Coast labor leader.

"In the organization of our armed forces we know that no officer is permitted to lead our boys upon the battlefronts who advocates a philosophy of destruction and overthrow of our institutions and Government," the report said. "It is our military leaders on the far-flung battlefronts have deemed it wise and necessary to safeguard and protect our boys from false and distorted doctrines and philosophies, it would seem necessary and important that we on the home front give a similar safeguard and protection to our soldiers and citizens."

Dr. Watson draws $6,500 a year. Dr. Dodd, son of the former U. S. ambassador to Germany, and political opponent of Rep. Howard Smith (D-Va.) in 1938, gets $5,200. Dr. Schuman's salary is $5,600.

WIGHT IN CHARGE OF ALL WBS SALES

READ WIGHT, Vice-President of World Broadcasting System and manager of World's Chicago office since 1937, has been placed in charge of all sales for the transmission company and has transferred his headquarters to New York. Mr. Wight will continue to spend a week of each month in Chicago.

Mr. Wight graduated from Harvard in 1926. Read Wight spent three years as a professional actor and theatrical manager before joining the sales promotion department of Packard Motor Co. in Detroit. A short period as sales manager of the Greenhill Co., New York brokerage house, was followed by a sales position with Procter & Gamble Co. Mr. Wight toured Canada for P&G, later working in the company's Cincinnati office before joining H. W. Kastor & Sons, Chicago, as radio director in 1933.

During his year at Kastor, Wight built and wrote such shows as the Welch Grape Juice Irene Rich series, You Be the Judge for Teaberry Gum and also introduced one-minute transcriptions on a national scale for Pluto Water. He joined World in June, 1934. He is married and has two children.

FIGHTIN' FIDDLER

FROM Howard Chernoff comes a note on a "very aggressive type of hillbilly" employed on WDEL, Wilmington, near Philadelphia. "These men are playing at the very top of the hillbilly music field. The records are sold at the rate of three per day."

Mrs. C. S. Schuman, saddled with the job of estimating the station's sales promotion, says there has never been such a demand for the show. "The station is sold out three months in advance. No other station in the country is selling so heavily."

Seehle on New Job

DON SEARLE, new general manager of KGO, San Francisco, has arrived at his new post and is now the manager of the Blue Network's Western division. Mr. Searle formerly was manager of KOIL, Omaha, and KFOR, Lincoln. He succeeds at KGO, W. B. Ryan, who moved to the general management of KPFK-KECA, Los Angeles.

B&B in Canada

BAUER & BLACK (Canada), Toronto (Blue Jay corn plasters) on May 17 starts one-minute musical transcribed spot campaign five times weekly on 18 Canadian stations. Account was placed by Cockfield Brown & Co., Toronto.

Cheers

FOR 18 WINNERS

the radio champions who led the field in the 1942 Fame-Motion Picture Daily Poll—all heard over

WMAQ

BILL STERN—Best Sports Announcer.

BING CROSBY—Best Master of Ceremonies, Best Male Vocalist (popular).

KEN CARPENTER—Best Announcer.

FANNY BRICE—Best Comedienne.

FIBBER McGEE & MOLLY—Best Comedy Team.

RICHARD CROOKS—Best Male Vocalist (classical).

TOSCANINI—Best Symphonic Conductor.

BOB HOPE—Champion of Champions, Best Comedian, Best Comedy Show.

DINAH SHORE—Best Female Vocalist (popular), Year's outstanding New Star.

VIC AND SADIE—Best Daytime Serial.

ONE MAN'S FAMILY—Best Dramatic Serial.

KRAFT MUSIC HALL—Best Variety Program.

INFORMATION PLEASE—Best Quiz Show.

ARMY HOUR—Best Government War Program.

These stars of stars have built and are holding a vast radio audience for your campaign. In the great Chicago Market, it's
Hit It Hard - But Now!

Batting-average of the Per Capita Buying Power of this new rich market is up ... leads U. S. average by $111.*

Annual income over ($200,000,000) in 1942 exceeds tourist income in any year.

In dollar volume Miami’s share represented over 47% of total retail sales in Florida’s three major markets in 1942.

Hit this 12-months-a-year market now ... and break ground for your post-war profits.

<table>
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<th>MIAMI (Dade County)</th>
<th>Effective Buying Power of Per Capita</th>
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WIOD Covers This New Rich Market As Completely As Miami’s Magic Sun.

National Representative

GEORGE P. HOLLINGSHEAD COMPANY

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For Debates

IN COOPERATION with the Treasury Department and the OPA, OWI and OCD, Mutual starts a program for students in the nation’s high schools April 20. Titled "My Part in the War," the five-week program will feature talks by Dr. Thomas Briggs of Briggs’s College, Columbia U. Dr. Briggs will discuss various topics of public interest related to the war effort, with the intent of presenting material for debates among high school listeners. Listening groups will be organized throughout the country.

Truth’ Sells More Bonds

WITH THE SALE of $10,619,425 in War Bonds for admission to the Indianapolis broadcast of Truth or Consequences, the NBC quiz program has in five weeks passed its goal of $20,000,000, figure set for a 13-week bond sales tour which started in Pauwteck, March 13. War Bond sales at Indianapolis are said to top all standing sales records for any broadcast, show, rally, or drive.

Juke Box Night

LIST of latest songs that are to be played on the program Juke Box Saturday Night is read over the air, with an invitation to the listener to write to \( \text{WCAU}, \) DuBois, Pa., to call in and vote for their favorite. Running from 7:30 to 9:00 Sat. night, with most of the time sold to local and national sponsors, the program features both favorites and modern tunes. The number winning the Saturday night voting is used as a theme song by a local sponsor for the program following.

Freedom Speaks

USING a series of broadcasts as a means of freedom by world leaders during and just before the present war started, KEX, Portland, Ore., presents Freedom Speaks each Sunday night at 9:15. Lipman, Wolfe & Co., local department store, sponsors the new 15-minute program, with commercial copy, brief and strictly institutional in style, and largely for Red Cross messages.

Radio Jamboree

FIRST in a new series of programs to be sponsored by various large manufacturers to strengthen Southern Connecticut’s war effort was held last week in Hartford and broadcast by WTIC. Governor Baldwin and Wythe Williams, news commentator, spoke, and Genealogist, Glenn, WTIC comedians, conducted a humorous quiz among 2,500 employees of the Niles-Bement-Pond Div. of Pratt & Whitney, who attended the radio jamboree.
PAINTING DONATED by Artist Tom Lea was auctioned by KTSM, El Paso, during an evening-long War Loan Jamboree, brought $275,-000 in War securities from the El Paso Electric Co., and stimulated total sales of a million-and-a-quarter.

This painting is the final working model of a mural in the El Paso Federal Court House. With the painting (1 to 1), are the artist, KTSM Manager Karl Wyler, and E. H. Hill, president of the utility company, which is a radio user.

Saturday Smorgasbord

SATURDAY SMORGASBORD is created for the Saturday morning women's audience, 10-11:30 Saturday Smorgasbord started on KSTP, Minneapolis-St. Paul, April 24, featuring Randy Merriman in Dollars for Dillies, which pays cash for audience participation in stunts and for odd objects, Del Franklyn heading the White Elephant Club, a swap-shop activity, announcing by Jimmy Valentine, Reg Baxter m.c., with music by a combination under Leonard Leigh, musical director. The Little City department includes a dramatic cast and verse-speaking choir.

Shortwave Relay

RELAYED from the shortwave stations of various United Nations countries, summaries of world communiques and domestic news are presented on BLUE in a weekly half-hour world news program, entitled United Nations News Review. News is prepared at the point of origin and is read in English by an announcer. RCA Communications Inc. receives the foreign transmissions. Program is designed to further the "good neighbor" policy.

Blind Date

A WEEKLY DATE for a man in uniform is provided by KTUC, Tucson, Ariz., on a half-hour weekly program called Blind Date. The Special Service Officer of the Army air base at Tucson each week selects a soldier on the basis of meritorious service, while the Women's Defense League selects the girl. Boy meets girl on the broadcast and they attend a dinner and dancing party provided in their honor by a local Tucson hotel.

Manpower Quiz

QUESTIONS and answers on the nation's manpower problem are featured on a weekly quarter-hour Mutual program begun April 12, presented by Mr. Granik, moderator of Mutual's American Forum of the Air, and directed by Mr. Foster. Made in Minneapolis-St. Paul, the program is relayed from the Shortwave relay network.

When you see the Above Coat of Arms You Think of Nova Scotia

When You Think of Nova Scotia You Must Think of CHNS

The Key Station of the Maritimes at Halifax

Rep: WEED & CO

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WHEN YOU NEED AN UNBREAKABLE RECORDING BLANK

. . . a paper composition base disc that will safely withstand mailing, all ordinary handling, shipment anywhere. Monogram discs are lightweight, unaffected by temperatures above 40° F. or excessive humidity, have a remarkably long shelf life.

While the composition base is not as smooth as the glass base used for the highest quality recording discs, the coating material is exactly the same, giving the same cutting qualities, frequency response and long playing life. Surface noise is slightly higher than that of glass discs but at the same time well below that of the best commercial phonograph records.

With metal discs withdrawn from use, the Presso Monogram has become the most practical disc for recording in the field, for recordings to be mailed to distant points and those subjected to frequent handling. Thousands of monograms are used by the military services of the United Nations and by the larger radio stations for delayed broadcasts. Made in all sizes, 6, 8, 10, 12 and 16 inches. Order a sample package of 10 discs today.

PRESTO RECORDING CORP.
242 WEST 55TH STREET, N.Y.
Decisions... APRIL 20
KROG, Rapid City, S. D.—Denied motion for grant of license to operate new equipment, and change transmitter location.

WMAN, Minneapolis, Minn.—Denied petition for reconfiguration of Dec. 16, 1943, hearing.

NON, W45BR, Columbus, Ohio—Denied motion to increase power and grant without hearing.

WALLIS, West Allis, Wis.—Denied petition for reconsideration of Commission decision, Jan. 4, 1943, denying CP for new station.

WGZ, Philadelphia—Granted license cover CP in part for commercial television station—extended contract.

Balaban & Katz, Chicago—Granted CP for extension of television station using facilities of WKBK, Channel 2, 4 kw. peak, 2 kw. aural, 65 alc. for special CP (aural emission).

WJKD, Washington—WXTH, Duluth, Minnesota; WXFM, Cincinnati; WXWX, New York—Granted license renewals to experimental broadcast stations.

FM stations granted license renewals to May 1, 1944: W5V TVN WAT WSP WKE WING WIG WIXL.

WXAU, Oklahoma City—License extended pending decision on renewal application.

WYLA, Denver—Granted license to WXBR, Baton Rouge—License extended-temp, pending receipt of action on renewal application.

Non-commercial educational stations granted license renewals to May 1, 1944: WBOE, Cleveland; WUIC, Urbana, WYNY, Brooklyn.

KALW, San Francisco—(Educational) License extended-temp, pending action on application for license renewal.

W5BQ, Motley, Minn.—Grant license renewal to March 16, 1944.

WXUM, Columbus—Granted license renewal to May 1, 1944.

WXWT, Lowville, Ky.—Same.

WXWE, Albany, N. Y.—License extended-temp, pending receipt of action on renewal application.

WXRD, Schenectady—Granted license renewal to April 1, 1944 (ST).

April 21

KGNC, Amarillo, Tex.—Granted continuance hearing on mod. license for 650 kc., 650 w., 5 kw. d., until June 1944.

WLAP, Lexington, Ky.—Granted postponement to June 26, 1943, hearing on CP filed by applicant for 1 kw. 250 w..

WKRC, Columbus, O., KXK, St. Louis, WMAL, Washington—Granted petition to increase WLAP transmitter.

WKRC, Cincinnati—Denied petition to intervene in WLAP hearing.

April 22

KDYL, Salt Lake City—Scheduled oral argument May 2 for application on CP change for W2K, change frequency, increased power, etc.

KXYZ, Houston, Tex.—Granted license to cover CP new transmitter.

KTHI, Houston, Tex.—Granted license to cover CP new transmitter, etc.

Applications... APRIL 19
WBJS, Winston-Salem—License over CP filed to cover new equipment, DA-DN, change frequency, increased power, more transmitter.


WTAL, Tallahassee, Fla.—Vol. assignment of license to Capital City Broadcasting Corp.

Swiss Colony Series

Actions of the FEDERAL COMMUNICATIONS COMMISSION
APRIL 17 TO APRIL 22 INCLUSIVE

April 22

NEW, Edwin H., Laramie, N. Y.—License for High Frequency Broadcast station on 45,100 kc., covering 15,610 sq. mi. (Formerly experimental station WXMN.)

WDLP, Panama City, Fla.—Modify license for increased power from 100 w. day, 250 w. night to 250 w. full time.

NEW, Frequency Bosting Corp., Brooklyn—Reinstall application for CP on 67,700 kc., covering 14,400 sq. mi.

Tentative Calendar...

WLAP, Lexington, Ky.—CP 650 kc., 1 kw., unlimited; DA-DN (April 20), Petition for postponement pending.

WJRM, Elykins, W. Va.—Modified CP for 1249 kc., 250 w., unlimited (April 29).

KGNC, Amarillo, Tex.—Motion continua hearing scheduled May 3 (April 21).

Hartley to WOW...

ARNOld HARTLEY, program director of WGES, Chicago foreign language station, on May 11 will head the program operations of WOW, New York. Mr. Hartley, graduate of the U. of Chicago, attended the Sorbonne, Paris speaks French, German, Italian, Spanish, and is an expert on foreign language programming.

GENERAL ELECTRIC Co. and affiliates have subscribed to $50,500,000 in U. S. Government Second War Loan bonds, according to Gerard Swope, president.

AUTHOR of "Guadalupe Diary," INS correspondent Richard Tregaskis, was named winner on April 20 of the annual George H. Kelso Memorial Trophy Contest for 1942. The trophy is awarded for outstanding work by an INS reporter. Close second was the "team" of W. K. Hutchinson and Jack Vincent, of INS Washington Bureau, for their hour-hour best on the questioning and execution of six Nazi saboteurs in Washington.

WRITE FOR COMPLETE INFORMATION TODAY

TEN TOP TUNES

The top ten tunes from the standpoint of network audience coverage during the week ended April 21, according to the copyrighted audio-visual service, Music Cover Index Survey of the Office of Research- Radio Division, New York, are as follows:

As Time Goes By
Sholom Aleichem

You'll Be So Nice To Come Home To
The Book of Wisdom

Don't Get Around Much Any More
I Can't Be Wrong

Takin' A Chance On Love
Could It Be You

Let's Get Lost

Slatevop Schedule
CURTIS Publishing Co., Philadelphia, has resigned its New York radio promotion for the Saturday Evening Post. Publication is using three 10-minute periods and three participating announcements, a week on WNEW's Make Believe Ballroom; Do You Know the Answer?, five-minute cash give-away program three-times weekly on WOW; WOR, Edward Bok, and three announcemeents three to eight times weekly on WOR, WQXR, WEAF, WJZ, WABC. Agency is Macfarland, Aveyard & Co., Chicago.

How To Kick The Engineering Personnel Problem!

—If you have limited license holders on your engineering staff... 
—If you are in need of qualified engineering personnel with technical ability...
—If you are employing non-draftable men and women with limited technical experience...
...then CREI extension courses in Practical Radio Engineering will enable you to train your staff on the job. CREI will train them to acquire the necessary knowledge and ability. Face conditions now—get ready and start training non-draftable men and women for replacements.

WRITE FOR COMPLETE INFORMATION TODAY

Outline your technical manpower problems. We will furnish you complete data and outline the CREI course of study and necessary set up. No obligation, of course—write today. 

E. H. Guilford, 
CAPITOL RADIO ENGINEERING INSTITUTE 
Dept. B-4, 3224 16th Street, N. W., Washington, D. C.

New Business
SCHLERNER IMPROVEMENT Co., New York (Cresta Blanca wine) on April 21 adds Armenian television stations (WRWC WTIC WRDW and WRDN) in Atlanta; Crapele Crapele Carnival, making a total of 68 CBS stations, Wed. 12:30-11 p.m. Agency: William H. Weiltraub & Co., N. Y.

KQX, Portland, Ore.—Granted new station, Cal. (real chain), on May 2 started Bob Anderson (hires Blind Boy Fuller) (KXN KARM KROY KGWM KQW). Sun. 5:45-6:55 p.m. (FWT). Agency: Sidney Gabler & San Francisco.


Renewal Accounts


MERCHANDISE PAPER Co., New York, on April 22 renews for 13 weeks, with 116 CBS stations, (KFCC KFIC KFIC KFOM KZQ). Mon. thru Sat., 6-7:30 p.m. (FWT).

Network Accounts

OWENS-IILLINOIS GLASS Co., Toledo (institutional), on May 10 starts Fletcher Webster, "The Real Price of Glass." Full CBS network, Mon. thru Fri., 4-12 p.m. Agency: D'Arcy Adv. Co., N. Y.


FCC Information Post Vacant as Jones Quits...
MARKING the third change in FCC information personnel since July, 1942, Edgar M. Jones, acting director of the FCC information, resigned from the Commission April 17 to accept a public relations job with ODT. Mr. Jones, who had been with the agency since April 17, 1942, served as acting information director since the resignation last month of Russell Clevenger.

First change in FCC information chiefs occurred July 7, 1942, when Paul T. Gillingham went on military leave. Mr. Jones acted as director of information until the appointment of Mr. Clevenger, Sept. 1, 1942, and resumed the post when Mr. Clevenger left to join N. W. Ayer, New York. At present the FCC information post is vacant.
Help Wanted

Station Managership—Open in eastern market. Salary $6500 plus bonuses. Excellent opportunity. 1 kw. Salary and commission. Send complete background to Box 564, BROADCASTING or, if attending convention, call Broadcasting Magazine, Palmer House, for details.

Man or Woman—Experienced in commercial radio copy. Send sample and expected salary. Apply to WESC, Charleston, South Carolina.


OPERATOR—First class license with some announcing ability. Permanent position. Apply Jonas Weiland, WFTC, Kinston, N.C.

Commercial Manager—250 watt serving quarter million. Opp. to list, immediate opening. Pulls larger competing stations—No "has been" wanted—this is young aggressive outfit—no列入 later years, but real opportunity—Send full personal information including references. Box 569, BROADCASTING.

ANNOUNCER—Permanent job at good salary for draft exempt man who can ad lib and maintain lively pat on all news and transcription jobs in western city. Box 557, BROADCASTING.

ANNOUNCER-SALESMAN—Permanent position for right man. Apply Jonas Weiland, WFTC, Kinston, N.C.

ENGINEER-OPERATOR—Florida station with joint transmitter, control room and studio operation needs licensed engineer. Desire man as much interested in correct use of speech and good equipment and program production as in transmission. Excellent proposition for right man. Give full details of experience and ideas of speech input equipment, use, maintenance and your conception of production in proper use of turntables, mixing panels, etc., write Box 565, BROADCASTING.

ENGINEER—Control and transmitter work for new station now opening. Submit experience record, draft status and salary. WLAV, Grand Rapids, Michigan.

Announcer—Experienced. Excellent opportunity. WLOG, Logan, West Virginia.

ENGINEER—Transmitter and/or control in E. K.W. midwest station. Box 563, BROADCASTING.

Experienced announcer—Give draft status. Recent audition transcription. WKRB, La Crosse, Wisconsin.

Experienced announcer—Capable of handling news and do good commercial selling job. Write. Give full personal data, program status and salary desired. Send audition record to WURL, Sheboygan, Wisconsin.

Chief Engineer—Or combination man. Network station splendid Southern city. $70 weekly. Permanent, not succeeding draft. References required. Box 565, BROADCASTING.


COMBINATION—Good commercial announcer and studio technician for studies of 5 kw net station. State experience and status. Box 572, BROADCASTING.

Program Director—Must be good announcer and continuity writer—real opportunity for the right man. State minimum salary. Box 575, BROADCASTING.

Help Wanted (Continued)

WANTED AT ONCE—Draft exempt chief engineer—broadcasting, mobile, for right man. WMSL, Decatur, Alabama.

Situations Wanted

Sales Manager-General Manager—Record 96%, sales increases for big network affiliate under his sales direction since 1936. Also knowledge and intelligence coupled with ideas, plain hard work and a knack for getting on with people. Fourteen years in radio and newspaper. Expert in national spot and network. Excellent agency connections. Four dependents and $50. Not a jumped man—but what he asks. Box 072, BROADCASTING.

Young man—Draft exempt, college degree in speech, some experience, desire work as announcer. Can furnish refer- ences, $65 to $80 per week, 1128 So. Fifth St., Springfield, Illinois.

Experienced, Capable Announcer—Draft exempt, thoroughly reliable, news and commercial man. Now employed. Available May first. Answer Box 566, BROADCASTING.

CUB-STUDIO ANNOUNCER—Five months with Edgar Bill. Seven years as special events and outdoor show commentator. Commercial, news, ad lib. Age 28 and 4-F. Lee Lott, WMBD, Peoria.

CHIEF ENGINEER—Fifteen years’ experience, five years’ probable good employment, experience all phases of broadcasting, studio, record, transmitter, antenna, permanent, draft 1F. Married.

CHIEF ENGINEER—22 years all make. Now employed at five thousand per year. Willing to take substantial reduction in salary to secure permanent position in preferred Southern location. Exceptional reference and change. Box 564, BROADCASTING.

Draft Exempt Young Man—Three years’ experience in production and acting. Wants position on production staff—can handle second camera. Box 562, BROADCASTING.

Program Director—Versatile announcer, producer, writer, 4-F. First Class Ticket. Now employed. Seeks permanent position with progressive Western or Midwestern station. Box 561, BROADCASTING.

Secretary—Six years’ experience metropolitan station specializing publicity, promotion merchandising. Interested in agency or station connection. Box 561, BROADCASTING.


LOOK!—Move forward with an aggressive young manager, constantly and all active in radio experience. Write please and we’ll forward this draft to you. Box 566, BROADCASTING.

Attention Intermountain Radio Stations—Young man, nine years’ experience all phases sales, production, announcing, wants permanent with appropriate management who needs high type, dependable, sober man. Now owning his own station affiliated station of prominence. Draft exempt, married. Box 568, BROADCASTING.

Manpower shortage?!—Available program director, production man, writer, script writer, companion with over 15 years’ experience and 100 watt radio experience. Draft exempt. Desires permanent position with profitable independent station. Salary requirements $65. Box 578, BROADCASTING.

For Sale

KWFC—50 watts unlimited, Hot Springs, Arkansas will be sold on May 6th, 1943. For particulars communicate with Howard A. Shuman, Drake Hotel, Chicago, Ill. Phone April 30, 29th. Write or wire him P. O. Box 22, Hot Springs, Arkansas.

Half interest—in successful 250 watt, engineering completed for 1000. Box 574, BROADCASTING.

Portable Transcription Players—A. C. D., $150.00 $140.00. Eyland, Union Bldg., Cleveland.

Wirefitter 3 Manual Pipe Organ—Used in network broadcasting. Will now sacrifice for quick sale. Located in Pennsylvania. Inquiries invited to Box 569, BROADCASTING.

LOCAL STATION—With national and regional making hook-up. Heavy local schedule—good profit situation for years, excellent opportunity for young man to buy a making radio station and a home in a good town. Will show to qualified North Central state. Box 568, BROADCASTING.

For Rent—Federal Field Meter and General Radio Bridge with accessories. Victor J. Andrew Co., 583 E. 76th St., Chicago.

Presso Recorder—Portable sixteen-inch Model MCL 16 table, EU 7 amplifier, FGR 2 preamp. American Dwarf model. $400. Alfred Rutherford, RRO, Box 214, Anchorage, Kentucky. Phone Anchorage 4200.

Dawson is Author

JOE M. DAWSON, president of Tracy-Locke-Dawson, New York, and Dallas advertising agency, is the author of “Life on a Rationing Board,” appearing in the Saturday Evening Post. Writer relates his experience with gas rationing as a member of the Manhattan board.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers

SERVICE OF BROADCASTING

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

Paul F. Godeley
Consulting Radio Engineer
Munsey Bldg.
Muncy Bldg., District 8456
Washington, D. C.

George C. Davis
Consulting Radio Engineer

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

FM SURVEY MADE
Marquette U. Students Canvass
Set Owners—

FM SET OWNERS are largely in the higher income brackets and prefer classical and semi-classical music. This was revealed in a survey made during March 1943 by journalism students of Marquette U. who conducted a house-to-house canvass.

W5SM, FM station in Milwaukee, furnishes "sets" of its own from lists supplied to the station by FM radio dealers as sets are sold. Using this list, the students called at every home and asked a series of questions.

Homes listing to W5SM were found to be in three income brackets: 23% wealthy, 68% middle income and 9% middle income. Five o'clock until midnight are the heaviest listening hours, with 42% of owners listening from 5 to 7 p.m.; 39% from 7 to 10 p.m., and 37%; 10 p.m. to midnight. Among program types, classical music was favored by 46%, semi-classical music by 53%, popular music by 26%, and 14% liked serials best.

HENRY R. SKIFTER
Consulting Radio Engineer

Consulting Radio Engineer
Field Intensity Surveys
Station Location Surveys
Custom Built Equipment
Saint Paul, Minnesota

Radio Engineering Consultants

Frequency Monitoring
Silver Spring, Md.
(Silverton, Wash., D.C.)
Main Office: Los Angeles
Crossroads of the West
Hollywood, Calif.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347
Top-Name OWI Productions Suggested for Small Stations
Quarter-Hours Would Be Provided for Institutional Sponsorship by Leading Advertisers

By MICHAEL M. SILLERMAN
President
Keystone Broadcasting System Inc.

FOLLOWING exhaustive study of the small radio station situation, and discussion with various interested industry and governmental groups, we intend to present the following plan to the forthcoming NAB War Conference in Chicago:

(1) That the radio department of OWI agree to produce a series of fifteen minute shows with leading name talent performers. Each program could be a miniature version of leading nighttime shows or an entirely new production headed by such artists as Jack Benny, Bob Hope, Kate Smith, Fibber McGee and Molly, Fred Allen, etc.

(2) That the commercial portions of these shows consist entirely of special war-effort material with inspirational presentation of war and victory themes earmarked by OWI for broadcasting.

(3) That these programs be of the open end variety for institutional sponsorship by leading national manufacturers. Said sponsorships to be comparable to campaigns currently conducted in national magazines and newspapers along similar institutional lines by various concerns, including many new wartime advertisers.

(4) That such sponsored programs be released to a list of approximately 200 small radio stations in lesser or marginal class offering highly specialized small town and rural audience; also to any additional stations of sponsors' choice for additional coverage. This plan is aimed at a triple objective:

First, to disseminate inspired war-effort copy through the vehicle of nationally famous topflight talent in areas where this type of program is not generally heard.

Second, to deliver vitally-needed revenue for relief of small stations from new national sources based on individual merit of stations.

Third, to afford sponsors an attractive method of institutional advertising directed to a selected audience of millions of listeners in vast rural and small town areas for protection and cultivation of advertisers' market now and for the postwar period.

All this should be accomplished at economical cost on a group basis, making this plan a sound proposition for sponsors.

In view of Elmer Davis' statement deprecating government-paid advertising, we believe this plan offers a tangible solution for several problems in conformity with often-stated general industry policy and views concerning government subsidy or government spending.

Particulars and mechanics of the plan are now being refined and will be ready for presentation in Chicago next week at the NAB War Conference.

Lt. Tom Harmon Is Safe After Army Plane Crash
TOMMY HARMON has been found safe, after being reported overdue 10 days on a bomber flight in the South American Area. The ex-grid star and WJR, Detroit, sports announcer before he enlisted in the Army Air Forces, was found in the Brazilian jungles, the Antilles Air Task Force Headquarters announced.

Lt. Harmon is now at a South American base, and the wreckage of his plane has been located. Family, friends, teammates and Michigan U.'s football coach, who had all expressed their conviction that Harmon's "ounce of Irish luck" would bring him through, were happy at the news. Word reached his parents at Ann Arbor, Mich., after a special mass had been said for him.

Our farm-listeners are getting big dough for producing PORK. Our city-listeners are getting likewise for packing PORK. Why don't you be the little piggy that "goes to town" in this market?
Cranston, George, WRAP-KGKO, Fort Worth, Palmer House.
Cronk, Warner W., WHBL, Sheboygan, Wis., Palmer House.
Crawford, Frank, WMAC, Maco, Ga., Palmer House.
Croy, Frank F., WBJK, Detroit, Palmer House.
Culmer, Claude, SESAC, New York, Palmer House.
Cummings, Tarry E., WJAX, Jacksonville, Fla., Palmer House.

D
Dabney, John J., WKBW, La Crosse, Wis., Palmer House.
Dann, Walter J., WTMJ, Milwaukee, W., Ambassador House.
Daniel, Herben, WSAV, Savannah, Palmer House.
Davenport, James A., WATL, Atlanta, Palmer House.
Davis, Charles E., WWPY, Palm Beach, Fl., Palmer House.
Davis, Russell, KMA, Shenandoah, Ia., Dean, Lorraine, Cincinnati, Palmer House.
Denny, Herbert, Standard Radioc, Dallas, Deewing, Harold L., WCB, Springfield, Ill., Sherman.
Derringer, Frank A., WFMJ, Youngstown, Ohio.
Dirks, Dietrich, WTR, Sioux City, Iowa.
Dobyns, Robert, WHAS, Louisville, Ky., KTRI, Sioux City, Ia., Doolittle, William, WJEP, Hartford.
Don, Dorothy, WAKR, Akron, Palmer House.
Dowell, John T., WIBX, Utica, N. Y., Palmer House.
Draughon, Jack M., WSIW, Nashville, Palmer House.
Driscoll, Theodore B., WTAD, Quincy, Ill., Palmer House.
Du Mond, Joe, XLEX, Waterloo, Iowa, Morris.
Duncan, L. J., WDAK, West Point, Ga., Palmer House.

E
East, H. E., WKRC, Cincinnati, Palmer House.
Eastherton, James L., WGBI, Columbus, Miss., Palmer House.
Eaton, Joe, WHAS, Louisville, Ky., Palmer House.
Eilshen, F. C., KGLO, Mason City, Ia., Palmer House.
Elias, Dot S., KVMN, Asheville, N. C., Palmer House.
Elser, John, WCMB, Baltimore, Palmer House.
Elvin, Ralph, WLOK, Lima, Ohio, Palmer House.
Elwood, John W., NBC, San Francisco, Palmer House.
Emery, W., WTAD, Quincy, Ill., Palmer House.
Knecht, D., KTOK, Oklahoma City, Palmer House.
Rae, John, KTUL, Tulsa, Palmer House.
Evans, Dean, WKBW, Buffalo, N. Y., Palmer House.
F
Fabel, John, KFIR, Bismarck, N. D., Palmer House.
Faber, C. Arthur, WTAD, Quincy, Ill., Palmer House.
Fisher, Bennett I., KOMO, Seattle, Palmer House.
Fitzpatrick, Lee, WGBAR-WJR, Cleveland, Palmer House.
Figueroa, Paul, WERB, Buffalo, N. Y., Palmer House.
Flatsmurs, Frank E., KFYQ, Bismarck, N. D., Palmer House.
Flanigan, E. J., WJGL, Toledo, Palmer House.
Flaherty, Mr. and Mrs. H. T., KSCJ, Sioux Falls, S. D., Palmer House.
Ford, Fred R., WWP, Palm Beach, Fla.
Foster, S. S., WLS, Salt Lake City, Palmer House.
Frank, Nathan, WCBD, Roanoke Rapids, N. C., Palmer House.
Fry, Paul, KTBX, Kaukauna, Palmer House.
Fugia, J. B., WGCQ, Augusta, Ga., Palmer House.
G

George, Karl K., WGAR, Cleveland, Palmer House.
Gillin, John J., WOW, Omaha, Drake.
Gimbel, Bienvenit, WIP, Philadelphia.
Godbold, Fred G., KXRO, Aberdeen.
Goff, Emil, SESAC, Palmer House.
Graham, A. W., WKG, New Castle, Pa., Palmer House.
Graham, L., Texas State Network, Palmer House.
Green, Truman, WFLA, Tampa, Fla., Palmer House.
Grimes, Mr. and Mrs. H. E., KOME, Tulsa, Palmer House.
Guyer, Sanford, WLVA, Lynchburg, Va., Palmer House.

H
Hagman, C. T., WTCN, Minneapolis, Palmer House.
Hagner, Kolin D., WGY, Schenectady, Palmer House.
Hall, George P., KSOO, Sioux Falls, S. D., Palmer House.
Har, Allen A., WHIR, Zanesville, Ohio, Palmer House.
Hatt, George, WMEB, Kansas City, Mo., Palmer House.
Hanson, O. B., NBC, Palmer House.
Hardy, Bob, KRL, Salt Lake City, Palmer House.
Harr, Max, WICJ, Jackson, Miss., Palmer House.
Harvin, Carl B., PAL, Palmer House.
Hensley, John, Broadcasting, Washington, Palmer House.
Henskien, Joseph, KSOO, Sioux Falls, S. D., Palmer House.
Henskien, Morton, KSOO, Sioux Falls, S. D., Palmer House.
Henskien, Ruth, KSOO, Sioux Falls, S. D., Palmer House.
Hensley, George, KROC, Rochester, Minn., Palmer House.
Henkel, Virgil C., KTSJ, El Paso.
Hinkle, Felix, WHBC, Canton, Ohio, Palmer House.
Hoffman, Edward, WMIN, Minneapolis, Palmer House.
Hoffman, Phil, WNAK, Yorkton, S. D., Palmer House.
Holister, Herb, KANS, Wichita, Palmer House.
Holt, Thad, WAPI, Birmingham, Palmer House.
Hopkins, James F., WJZ, Detroit, Palmer House.
Hough, Harold V., WSBK-PIGKO, Fort Worth, Palmer House.
Howard, Roy V., KBSO, San Francisco, Palmer House.
Hubbard, Stanley E., KSTP, St. Paul, Ambassador.
Hulston, Wilbur E., WAVE, Louisville, Palmer House.
Hughes, Edwin L., WECB, Los Angeles.
Hunter, Tom, KGER, Long Beach, Palmer House.

J
Jackson, George M., WBOV, Terre Haute, Ind., Palmer House.
Jacobs, Maxine, KROC, Rochester, Minn., Palmer House.
Jeffrey, John C., WKMO, Kokomo, Ind., Palmer House.
Johnson, Kenneth B., WCOL, Columbus, Ohio, Palmer House.
Jones, Hugh O., WCMC, Golfport, Miss.
Jordan, Chas. B., WBK, Dallas, Texas, Palmer House.
Jones, A. E., WCCO, Minneapolis, Palmer House.

Surveys prove at least one quarter of all radios in Canada’s richest market are always tuned to CFRB.
You're Invited To REST YOUR WEARY BONES


Draft-Proof
LET 'EM DRAFT all they want to now, says KJR, Seattle's Blue outfit. They're referring to Ben March's musical show "Evening Interlude", now a year old. "Evening Interlude" is now --finishing all string orches- tra, soloist and script writer. Only man in the broadcast picture is Dick Keering, announcer. Carl Mitzo organized the all-girl orchestra and everything will be on record. The WACs and the WAAWs don't muscle in.

CRMC • SUITE 738 • CRMC • SUITE 738

CRMC • SUITE 738 • CRMC • SUITE 738

You're Invited To BREAKFAST

Hear Alex Dreier, the only foreign correspondent who has broadcast from both London and Berlin, give interesting and enlightening "off-the-record" dope on Europe and the war. Where? At the CRMC official breakfast, 8:30 Wednesday morning, April 28, Room 14 (Club Floor), Palmer House. All NAB guests and friends are invited.

The Chicago Radio Management Club is an organization of executives from Networks, Chicago radio stations, and Advertising Agencies.

• Chicago Radio Management Club

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Page 140 • April 26, 1943

BROADCASTING • Broadcast Advertising
RKO Prize to WCOU

WCOU, Lewiston, Me., is the winner of an RKO merchandising contest. When RKO Pictures decided to try radio advertising in the East, they placed spot announcements on the 21 stations of New England's Yankee Network. Cash prize of $100 was offered to the station giving the best merchandising with tangible proof in the form of increased patronage at the local theatre. The RKO people judged the contest and awarded the prize to WCOU after Lewiston's local theatre showed an increase of 155%.

I'M STILL LOOKING FOR INQUIRIES... but this time—just inquire for Lou!

Yes—you're in Sterling's home-town and—I welcome this opportunity to see old friends and make new ones.

I've got 72 hours of available time—part of that time, I'll enjoy chatting with you... and during part of those hours, I want to talk about some more of that radio time that has helped boost our original 1929 investment of $500 to over a million in '42—and added another million in '43!

If I'm not in my room at the Palmer House... if you don't see me in the lobby... then I'll be at the Sterling offices at 300 West Jackson Boulevard.

I hope you enjoy your visit to our busy city.

LOU BRESKIN, President
STERLING INSURANCE COMPANY

FOR GREATER COVERAGE

TWO BEER CLIENTS BUY ZIV FEATURES

TRANSCRIBED music series, "Sparky and Dud," has been purchased for Greater Bissell & Ryan Inc., for Grissiedeck Brothers Beer for WTAD, Quincy; KWOS, Poplar Bluffs; WKXO, St. Louis; WCBS, Springfield; WJJF, Herrin; KVFS, Cape Girardeau; KDRU, Sedalia; KBTM, Jonesboro. Series features Happy Jim Parsons, Fred Hall and Lazy Dan the Minstrel Man, and is produced by Frederic W. Ziv Inc.

Ziv series featuring the Korn Korners recently added by WGAR, Cleveland; WCB, Charleston; WARK, Little Rock; WFBM, Indianapolis; KSL, Salt Lake City; WFIL, Philadelphia; WIND, Gary; KXOK, St. Louis; KWOS, Poplar Bluffs; WTAD, Quincy; WCBS, Quincy; WSOY, Decatur; WJJF, Herrin; KVFS, Cape Girardeau; KDRU, Sedalia; KBTM, Jonesboro; WKBN, Youngstown; WCAE, Pittsburgh. Korn Korners now are being used on more than 150 stations.

Gracie Fields, star of the five-weekly quarterly-blue series bearing her name and sponsored by American Cigarette & Cigar Co. (Pall Mall cigarettes), is completing an assignment in the Century-Fox film, "Holy Matrimony."
Stimson's Letter Fails to Get 5 kw. For South Dakota Local

FCC Order Grants WDAF Intervention in Application for KOBH for Transfer to 610 kc.

OVERRIDING INFERRED support of Secretary of War Stimson and reflecting a reversal of policy on interventions in hearing proceedings by stations claiming interference, the FCC last Tuesday denied the application of KOBH, Rapid City, S. D., for a shift in assignment from 1400 to 610 kc. and a power increase from 250 watts to 5,000 watts fulltime. The Commission determined a petition for further hearing, in the light of the wartime freeze, and also granted the petition of WDAF, Kansas City, for leave to intervene in the hearing on interference grounds.

Action was taken in the face of a March 1 letter from Secretary Stimson to the FCC, setting out that the increase in power would extend the distance to which KOBH may be used as a safety homing facility for aircraft and would greatly improve the present "questionable broadcast service being rendered to the Rapid City air base." The letter added that further keeping in mind that "which may be available on increase in power is also valuable from a morale standpoint."

Gen. Stone's Position

The March 1 letter superseded one written the preceding December by Brig. Gen. Frank E. Stoner, Acting Chief Signal Officer of the Army, stating it was the present policy of the War Department "not to authorize any broadcasting station application for waiver of order against new construction permits, order governing priority of materials and orders restricting the use of materials on account of reasons of urgent military necessity." Gen. Stoner added that in the KOBH case "as in all previous requests for support of broadcasting station applications, the requisition degree of urgent military necessity has not been found to exist."

Following submission of the Stoner letter, counsel for WDAF, Philip G. Lucks, Arthur W. Scharfeld and Verne R. Young on April 13 petitioned the Commission to reinstate its petition to intervene and enlarge the issues on the KOBH application. It was brought out that WDAF, operating on the 610 kc. channel with 5,000 watts, stood to suffer electrical interference. The original petition for intervention by WDAF was dismissed without prejudice on March 3, when the original hearing last December, the presiding officer excluded all testimony regarding questions of interference, it was related. Last March, the petition cited, KOBH filed a motion to amend its application so as to request non-directional, instead of directional, operating during the daytime. This motion was granted a week later.

Later in March KOBH petitioned the Commission to grant the amended application, citing the letter of Secretary Stimson and pointing out that by operating non-directional during daytime with 5,000 watts the station would be of material aid to Army aircraft based in the Rapid City area, and that the operation of the station at night would be of material benefit to the military forces in the area in maintaining morale.

WDAF Plea

Attached to the WDAF petition were the two letters from the Army officials. The Kansas City station contended that Secretary Stimson's letter "fails to disclose specific recommendation" as required by the freeze order opinion and that it merely pointed out the existence of certain engineering facts. It made no recommendation that "the application be granted as required by the Commission's memorandum opinion of April 27, 1942," said the WDAF pleading. Moreover, it was contended that the application was being injected into the record the letter from Secretary Stimson received subsequent to the official closing of the hearing record; that inferences drawn from this letter were not compatible with its specific language, and that KOBH was seeking to inject additional engineering data related to interference and which materially changed its technical proposal.

Secretary Stimson's letter of March 1 follows in full text.

Within further reference to the matter of a pending application for increased power by Radio Station KOBH at Rapid City, South Dakota, representatives of the War Department have consulted with engineers of this radio station with a view to determining which arrangements will be most beneficial from a military point of view.

From the standpoint of increase in power, such an increase will extend the distance to which this station may be used as a safety homing facility for aircraft and an increase to 5 kw will greatly improve the present questionable broadcast service being rendered to the Rapid City air base. Chain program service which may be available on increase in power is also valuable from a morale standpoint.

As to antenna arrangements, directive radiation definitely detracts from the radio station's use as a homing facility. If omni-directional radiation can be permitted during daylight hours, a benefit through utilization of the station as an aid to aerial navigation will be realized. If power is to be reduced to a low value for nighttime operation with a non-directional antenna, the station will be of some nighttime navigation use, limited however to its geographical separation from the Rapid City air base becomes comparable to its reliable range.

It is requested that the Federal Communications Commission take these considerations into account in action upon the application in question.

Export Ad Assn. Meets In New York, April 28 EXPORT ADVERTISING ASSN., New York, will hold its annual meeting Wednesday, April 29, at the Belmont-Plaza, New York. Officers for the ensuing year will be elected. Four directors will be chosen the fill vacancies caused by the expiration of terms.


Co-op to Expand Its Radio Plans

Mail Pull Justified an Increase In Last Year's List

CAMPAIGN of quarter hour programs by which the Cooperative League of the U. S. A. has recently completed on 36 stations, has proved so successful the League plans to expand its radio advertising for 1943-44 in a drive around the celebration of its centennial in 1944. According to Wallace Campbell, executive secretary of the organization, agreements for radio plans for next year will be discussed at the league's annual meeting of educational and publicity directors, June 16-20, in Chicago.

Last season's series, entitled Here In Tomorrow, was originally scheduled for 30 stations at a cost of $200,000, as contributed voluntarily by individual cooperators. Six stations were added to the list and the budget was increased to $250,000, an expansion well worth the trouble, Mr. Campbell said, in the hope of increasing the percent of the requests for the league's pamphlet by 5,000 listeners, who are considered prospective League cooperators.

During the 10-weeks of broadcasting, the League made several production changes in the transmitted series, and next year may decide on a live network production, Mr. Campbell stated.

Tribute to WQXR

GLOWING TRIBUTE to WQXR, New York, and its "large, faithful following" of listeners is the subject of a special three-page article by M. Lincoln Schuster in the April issue of The Saturday Review of Literature. Titled "Radio With a Soul," the article traces the history of the station since it was chosen by John V. Holman, the League of American Orchestras, to be the pioneer in broadcasting the best in classical and semi-classical music as well as restriction to advertising "in good taste."

NBC Gets ARC Banner

NBC HAS received the "A-R-C" banner from the American Red Cross for the company's fund raising drive among its own executives and employees. The total of $334,362.36 was donated for the Red Cross, with more than 97% of the personnel in the network's New York headquarters contributing. Although union employees were not solicited because of contributions through their own organizations, many of them added to the general NBC fund.

RADIOMARINE CORP. of America has won a new Army-Navy "E" pennant with a star for six months continued production achievement, the company has been informed by C. C. Bloch, chairman of the Navy Board for Production Awards. Company's original Army-Navy "E" was received in December, 1942, and in March, 1943. This year, it was awarded the U. S. Maritime Commission's "M" pennant and Victory Fleet flag for its production record in supplying radio equipment to cargo vessels.

"Come On Back, Glen! There Really Won't Be Any Shootin'!"

DRAWN FOR BROADCASTING BY SID HIN

Page 142 • April 26, 1943

BROADCASTING • Broadcast Advertising
NEITHER SNOW, NOR RAIN, NOR HEAT, NOR NIGHT, STAYS THESE COURIERS FROM THE SWIFT COMPLETION OF THEIR APPOINTED ROUNDS - HERODOTUS

War gives new tempo to WLW merchandising

Despite critical man power problems, WLW’s merchandising, dedicated to war time aid for retailers, is keyed to an even more intensive war time tempo. 28,000 calls will be made this year on the men who move your merchandise . . . supplemented with BUY WAY, our radio merchandising newspaper with a readership of more than 50,000 twice monthly, and with constant direct mail contact that totals 360,000 mail pieces annually.

This merchandising program . . . which covers every phase of distribution from manufacturers’ representatives to consumer . . . costs advertisers nothing. Now more than ever, it helps to make your WLW dollar the most effective advertising dollar you can spend.

WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.

LISTENER DOMINANCE. In 25 major cities of its four-state area, WLW delivers 48.7% of all radio listening, and in the rural areas around them, the listening index averages 2.5% greater. (City figure is a weighted average based on Hooper Mid-Winter WLW area rating, 1942, and does not represent the size of our audience in any one city.)

A NEW SALES SERVICE. Answering the problem of the man-power shortage is SPECIALTY SALES, a WLW affiliate. SPECIALTY SALES offers the services of experienced salesmen who cover every grocer and druggist in all cities of our four-state area. The services of SPECIALTY SALES can be bought on an extremely flexible basis at a very nominal cost.

WLW
THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION
WOWLAND is the Result of TWENTY YEARS OF AUDIENCE-BUILDING

WOWLAND is that portion of Iowa, Nebraska, So. Dakota, Kansas, Minnesota and Missouri—333 counties in all—served by WOW. WOWLAND has a population of nearly 5 million, and contains 1,144,229 Radio Families. For complete Market Data on WOWLAND, including the first "standard" coverage mail map ever issued, write to Radio Station WOW, Inc., Omaha, or the nearest office of John Blair & Co.

WRITE FOR THIS BOOKLET

WOWLAND is the Result of TWENTY YEARS OF AUDIENCE-BUILDING

Formula for WOW'S SUCCESS:

1. **590 Kilocycles:** Because of this excellent frequency, and 5,000 watts power, WOW'S ½ millivolt contour is established approximately 200 miles from Omaha in every direction.

2. **NBC Affiliation:** Sole Source of NBC programs for tens of thousands of listeners for FOURTEEN YEARS.

3. **Local Identity:** Always first in News, Special Events, local programs and leadership in civic affairs. WOW has never been merely a network relay station.

4. **Good Management:** John J. Gillin, Jr., who started at the bottom with WOW fourteen years ago, is now President and General Manager.

WRITE FOR THIS BOOKLET

Collected Item
For First Mailing
FIRST
"Standard" Mail Map
Ever Issued

J O H N J . G I L L I N , J R . , P R E S I D E N T
JOHN BLAIR & CO., REPRESENTATIVE