WLS Advertising Jumps Distribution 72%

When Herb-Ox bouillon cubes changed their distribution method, they began advertising on the WLS "Feature Foods" program. At the start of the campaign, a survey of one Chicago marketing district showed Herb-Ox in only 7 stores, 14%. At the end of six months, a second survey of this same district showed Herb-Ox in 43 of 50 stores—or 86%—an increase of 72%! Eighteen districts surveyed in the second 13-week period coincided with districts checked in the first quarter. In the beginning, only 98 stores stocked Herb-Ox. On the second call, 239 of 410 stores displayed the product—a distribution jump from 23 to 58%!

There's more to the story: about how the Feature Foods merchandising crew actually sold goods—arranged store promotions and sampling campaigns—and helped Grocer Walter A. Pauli, pictured here, to whom they sold his first order of Herb-Ox—get increased sales for this product.

We're now preparing a detailed booklet on Herb-Ox and the "Feature Foods" program. If you wish to receive the complete story, write for it. It all adds up to this fact—WLS Gets Results—and in Chicago, too!
You've Read About It . . .

Now . . . SEE it!

The Chicago NAB War Conference puts its official stamp of approval on a new plan to standardize mail coverage maps.

Advertising Age, Broadcasting, Printer's Ink, and other advertising journals, praised the action—gave full details of the new standards.

For months the nation's smartest research experts worked with NAB's Research Committee to perfect this new "Standard Mail Map Plan."

WOW's alert research department kept an eagle eye on the progress and development of the new standards. Even before the Chicago meeting WOW issued:

"A COLLECTOR'S ITEM FOR TIME-BUYERS"

. . . the first mail coverage map, we believe, to conform in detail to the new NAB standardization effort.

WOW believes its "Collector's Item" is a real contribution to the industry as well as being a true picture of WOW's comprehensive service area.

Time buyers and advertisers may have a copy of this map—truly a "Collector's Item"—by writing to Radio Station WOW at Omaha or to the nearest office of John Blair & Company.

WRITE FOR THIS BOOKLET

WOW

JOHN J. GILLIN, JR., PRESIDENT
JOHN BLAIR & CO., REPRESENTATIVE
MEMO FROM

HENRY DE HAAN ADVERTISING AGENCY
DREXEL BLDG. PHILADELPHIA, PA.

April 9, 1943

to: WPEN Commercial Dept.:  

This is to confirm our previous correspondence concerning the “Tru-Site Optical Co’s” radio program.

We have decided to increase our present 5-minute news digest into a 15-minute program, 6 times weekly at 5:15 P. M.

We will call this enlarged show “Tru-Site News.”

As you know our present 26-week contract has not yet expired. We believe you will be gratified to learn that we are not waiting for the 26-week period to end, and are renewing for a 52-week period … to begin as of this date. Thus we are more than doubling our radio budget for this client. His continued sales increase warrants this.

W. De Haan

Yes, Mr. Advertiser
THE FACT IS
WE INCREASE SALES

Watch this space each month
for another…

AFILIATED STATION OF THE ATLANTIC COAST NETWORK
KOIL
is the most economical buy
in OMAHA

For Outstate Nebraska
KFAB is a must!

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

Vol. 24 • No. 18
MAY 3, 1943

CONTENTS
(Index of Special NAB War Conference Features
on page 27)

Post-War Buyer Stimulation Urged 16
Howard Studies Retailers' Use of Air 18
MBS Station Post to Connor 24
McIntosh Sees Copper Tube Shortage 26
News to Troops Now Handled by Army 44
WPID Quits Air 47
Garey Demands Durr Provide Personal Data 48
Rosenbaum Praises Union-Management Training 49
McDonald Urges Editorial Page of Air 55
'Fortune' Describes FCC Operation 56
Met Opera Wins WNRC Award 57
FCC Disregards House Charges Against Two 57
Radio Activity Aids War Bond Windup 58
FM Broadcasters Gain 17 Members 54
Toeppen Named to FCC Carrier Post 70
Foreign Language Control Planned 73
Second Justice Dept. AFM Suit Dismissed 74
Westinghouse Sales Organization Promotions 74

DEPARTMENTS

Agencies 52
Behind the Mike 42
Classified Advertisements 73
Control Room 45
Editorials 40
FCC Actions 72
Network Accounts 72
Personal Notes 41
Radio Advertisers 53
Station Accounts 54
We Pay Respects 41
Hix Cartoon 74

Subscription $5.00 a Year • Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

FOR SALE*
Immediately before the
Washington Senator's
Baseball Games...

"DUGOUT CHATTER"
From 3 to 3:10 P.M., 7 days a
week, with Russ Hodges, well
known eastern sportscaster.
Special weekly package $239 net.
wire, phone or write
WOL
WASHINGTON, D. C.

* Subject to prior sale

Get the facts from WOL • Washington, D. C. • Affiliated with Mutual Broadcasting System • Spot Sales, Inc., National Representative • New York, Chicago, San Francisco

Page 4 • May 3, 1943
As the first radio station to be thus honored by the publishers of TUNE-IN magazine, the management and personnel of WOV accept this award "for meritorious and outstanding efforts" in bringing to its audience an appreciation and understanding of the war effort and principles of democracy.

with a deep sense of pride and humility and with the assurance that WOV will remain ever vigilant in the fight for Freedom and Democracy.

WOV
NEW YORK

FOR VICTORY

ONE OF AMERICA'S IMPORTANT RADIO STATIONS
EVER have a blue-eyed Dutchman sort of drift into your office—and then have you ever "come to" to find that practically over your own dead body you’ve bought the swellest and most profitable radio deal of your lifetime? If so, you’ve met “Van” Konynenburg, one of the lowest-pressure, highest-producing sales managers in the media business!

That, say we, is a very fine way to "sell". It implies a good personality—but, far more important, it depends on having a super-

EXCLUSIVE REPRESENTATIVES:

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW - BUFFALO
WCKY - CINCINNATI
KDAL - DULUTH
WDAY - FARGO
WIXH - INDIANAPOLIS
WLZQ - KALAMAZOO
WAVE - KANSAS CITY
WTCN - LOUISVILLE
WTCN - MINNEAPOLIS-ST. PAUL
WNER - PEORIA
KSD - ST. LOUIS
WFB - SYRACUSE

IOWA

WHO - DES MOINES
WOC - DAVENPORT
KMA - SHENANDOAH

SOUTHEAST...

WCSC - CHARLESTON
WIS - COLUMBIA
WPTF - RALEIGH
WDBJ - ROANOKE

SOUTHWEST...

KOB - ALBUQUERQUE
KOMA - OKLAHOMA CITY
KTUL - TULSA

PACIFIC COAST...

KARM - FRESNO
KECA - LOS ANGELES
KONT-KALE - PORTLAND
KROW - OAKLAND-SAN FRANCISCO
KIRO - SEATTLE
and WRIGHT-SONOVOX, Inc.
NAB Prepares for Total War Operation

Critical Personnel Shortage Is Foreseen; More Program Control Urged

ALTHOUGH regaled with praise for the wartime job they had done, the nation's broadcasters left their War Conference in Chicago last week soberly mindful of even greater responsibilities ahead and with no illusions about special treatment to alleviate their manpower problem or any other Government cushioning of shocks incident to total war.

While the industry was praised unstintingly, government spokesmen told the 1050 registered broadcasters they could not become complacent one moment and that peak operation must be maintained, irrespective of dislocations. In 2% days of fast-moving sessions Tuesday through Thursday afternoon, the industry was advised repeatedly that more and more of its skilled engineers are needed for the military, and the only solace they could get out of the manpower picture would be through training of women or men physically handicapped, or those otherwise unsuited for military service.

Program Control

Over-zealous sponsors and their advertising agencies came in for a few raps as did announcers and men's who have been disposed to kid the censorship code. There developed also a definite attitude that broadcasters should retain control over programming—their basic raw material.

With the war's end far from predictable, the delegates to the NAB's first War Conference, held in lieu of the annual convention, realized that their task is even more weighty than they at first thought. While voluntary censorship has worked, Byron Price, Director of Censorship, minced no words in admonishing them about the delicate complexities of their operations. He called voluntary censorship an "uncompleted experiment" and warned this was no time for over-confidence.

On every side homage was paid the industry, but every speaker exhorted broadcasters to tighten up operations because of the tougher pull ahead. There was no dickering or quibbling or internal discord. Everything on the crammed agenda was handled expeditiously, with considerable attention given to industry problems not directly linked with wartime operation.

Running story of NAB War Conference proceedings starts on page 25.

In keeping with the times, President Neville Miller was able to set up machinery for post-war planning for the industry, in the light of impending new services growing out of war developments. A committee with broad powers is being set up for this task, regarded as the most important and necessary development at the Conference, aside from immediate problems linked directly with the war.

Attendance Surprising

By such headliners as Mr. Price, Elmer Davis, Director of OWI, and FCC Chairman James Lawrence Fly, representatives of the War Manpower Commission, and the military services, the delegates were told of the war's impact in general and of radio's responsibility during wartime operations.

Every conceivable aspect of radio operation under emergency conditions was covered.

The attendance of more than 1,000 was surprising. While it did not eclipse the all-time high figure of 1,250 two years ago, there were more owners, managers and executives than at any other convention. They were hungry for information about the job ahead and how they could best serve the war effort.

Among others, Chairman Fly, whose past relations with the NAB have been none too cordial, commended the industry for having "met its first great crisis successfully." He revealed for the first time a post-war planning project initiated with the Radio Manufacturers Association and the Institute of Radio Engineers for creation of a new group to be known as the Radio Technical Planning Board. Advance word of this plan had trickled out and had caused concern. He related that while the plan had not been worked out, he felt it would be shortly. Reports have been received that some opposition has developed.

Board Actions

The new NAB board, which convened after the adjournment of the War Conference promptly named five of its membership to the industries post-war planning committee, proposed by President Miller. In addition to Mr. Miller, the members are John J. Gillin Jr., WOW, Omaha; William B. Way, KVOO, Tulsa; James W. Woodruff Jr., WRBL, Columbus, Ga.; Nathan Lord, WAVE, Louisville, and G. Richard Shafts, WIS, Columbus.

NAB Prepares for Total War Operation... Pages 7
Radio's Job Has Only Begun—An Editorial... 8
Make Nation Research Simple—Carlos Franco... 9
Thomas Sees Vital War Job for Advertising... 10
Programs Must Be Improved—William S. Paley... 11
Post-War Plan Board Urged—James Lawrence Fly... 12
NAB Retail Promotion Starts in Fall... 13
NAB Warned Against Smugness—Byron Price... 22
Wood Reports Mutual Billings Up 30%... 24
Woods, Kobak Address Blue Affiliates... 26
Running Story of NAB War Conference... 28
Get Auto Business, Sales Group Urges... 40
Sound on Wire Demonstrated to NAB... 47
Official NAB Registration... 66
Resolutions Adopted by Convention... 70
NAB Program Managers Hold War Session... 74

NEW ORLEANS
City Will Be Host to the NAB Victory Convention

IT WILL BE New Orleans for the Broadcasters' "Victory Convention" after the war is over.

The Mardi Gras City selected at the Cleveland convention lost out on the War Conference because of difficulties of wartime travel and accommodations. The Chicago meeting last week adopted a resolution pledging the first post-war conference to New Orleans, in accordance with the Cleveland action.

The Conference also voted unanimously that the holding of future war conferences for the duration be left entirely to the Board. As things stand now there won't be another general meeting until Victory is won.

S. C. also to serve with the planning committee will be the chairmen of the NAB's standing committees and three additional broadcasters to be named by Mr. Miller at a future date.

In view of pending legislation for amendment of the Communications Act, the board also approved appointment of a new legislative committee comprising F. M. Russell, NBC, Washington vice-president; Joseph H. Heim, CBS vice-president; James D. House, WLW, Cincinnati; Don Elias, WNN, Asheville, and Clair McGough, WGAU, Lancaster.

At its post-conference session, the Board expressed gratitude over the serious tone of the meetings and declared the conference "thoroughly justified in the light of accomplishments."

It also approved a resolution submitted by the Small Station Problems Steering Committee and authorized appointment by President Miller of a Small Station Problems Committee to study ways and means of alleviating the financial troubles of these stations. A fund was established to set up a technical training course upon recommendation of the NAB engineering committee, which will supervise the course as a means toward alleviating the manpower shortage in that field.

Taking cognizance of other developments on the war front, the Association adopted a number of resolutions pointedly directed against developments regarded as
The Job Has Only Begun—An Editorial

RADIO has gone a long way since Pearl Harbor. But it has only begun its job.

That was brought home with stunning clarity at the NAB War Conference in Chicago last week. There homage was paid to the industry. Men like Price, of Censorship, Davis of OWI, Fly of the FCC, Appley, of War Manpower, Paley of CBS, and others in Government and industry were effusive in their thanks. But all of them had a grim story about the road ahead and about radio's responsibility.

The impact of those words, of the dangers inherent in wartime operation of so intimate and potent a medium as broadcasting, had a profound effect upon every broadcaster there—It wasn't just talk. It was the assignment of a mission that must not fail and that will not end until victory.

One slip, however innocent, by a station or speaker and great injury may be done. Lives may be lost. Ships sunk or some long-range strategy destroyed. Censor Price pounded that home. Broadcasters cannot relax for a moment. A few irresponsible broadcasters among many might cause collapse of the system of voluntary censorship.

That's only part of the story. It was made all too clear by speaker after speaker that the broadcasting industry must shoulder this increased burden in the face of a steadily darkening manpower outlook. More and more engineers and technicians will be called by the military; most all of radio's able-bodied men in the eligible brackets are slated for Government service. The only safe bet is a transition to non-drafts—women, the physically handicapped and the over-age. Intensive training should begin now.

To the industry's credit, it's leadership has thought ahead. A post-war planning committee, such as we have advocated in these columns, was established. Under President Neville Miller, it will map plans for the industry's future, taking cognizance of new services from stem the war—television, FM, facsimile, and perhaps others.

Another kind of planning also was proposed by FCC—BWC Chairman Fly through formation of a projected Radio Technical Planning Board, to be set up by the FCC, Radio Manufacturers Assn. and Institute of Radio Engineers. It didn't provide for active broadcasting industry participation through NAB, it appears. Thus, early establishment within NAB of a post-war unit is necessary.

The industry must look out for itself. It has gotten along pretty well by doing just that. It was not taken into the confidence of those who proposed the technical planning board. Yet the aural broadcasters of today logically are the visual broadcasters of the post-war era. They are the FM broadcasters, the facsimile broadcasters and the men best qualified by experience, public acceptance and ability to carry forward this radio development.

The War Conference was an education as well as a revelation. It's going to take a lot more sweat and work to do the job, and plenty of planning and thinking to land right-side up when the task is over.

The industry is grateful for the commendations from all sides. It isn't asking for medals. It is fighting for those freedoms on the home front, while many of its men are doing a tougher job on the battle lines.

When those men come back, they want a free, competitive broadcasting industry by the American Plan waiting for them, with their old jobs and with new opportunities.

The NAB has announced at the Chicago War Conference, and the things done, augur for exactly that.

NAB BOARD MEMBERS who took office after the NAB War Conference in Chicago last week, following district elections since the last convention, and including two new directors-at-large: Seated (1 to r), Leslie Johnson, WHBF, Rock Island, Ill., district director; Joseph O. Maland, WHO, Des Moines, reelected; director-at-large; President Neville Miller; Barney Lavin, WDAY, Fargo, director-at-large, who succeeds Gene O'Fallen, KFEL, Denver.

Standing, James D. Shouse, WLW, Cincinnati, director-at-large succeeding Edwin Craig, WSM, Nashville; Roy Thompson, WFBG, Altoona, Pa., district director; Herb Hollister, KANS, Wichita, reelected-at-large; F. M. Russell, NBC Washington vice-president; Frank H. King, WMBR, Jacksonville, elected-at-large succeeding James W. Woodruff Jr., WBBL, Columbus, Ga. (who was elected a district director); Don S. Elias, WWNC, Asheville, reelected-at-large, and Mr. Woodruff. Paul W. Kesten, CBS vice-president and general manager, and Nathan Lord, WAVE, Louisville, were not present for the picture.


The industry must look out for itself. It has gotten along pretty well by doing just that. It was not taken into the confidence of those who proposed the technical planning board. Yet the aural broadcasters of today logically are the visual broadcasters of the post-war era. They are the FM broadcasters, the facsimile broadcasters and the men best qualified by experience, public acceptance and ability to carry forward this radio development.

The War Conference was an education as well as a revelation. It's going to take a lot more sweat and work to do the job, and plenty of planning and thinking to land right-side up when the task is over.

The industry is grateful for the commendations from all sides. It isn't asking for medals. It is fighting for those freedoms on the home front, while many of its men are doing a tougher job on the battle lines.

When those men come back, they want a free, competitive broadcasting industry by the American Plan waiting for them, with their old jobs and with new opportunities.

The NAB has announced at the Chicago War Conference, and the things done, augur for exactly that.

(Continued on Page 71)
DURING the past dozen years radio broadcasting has developed faster and extended further than any other medium of advertising. Similarly the volume of research in radio has been both great and beneficial. I don't want to be critical of most of the research that has been conducted in this field, but I do want to differentiate or call particular attention to that research which has been most useful to me on the buying side of radio, and that research which has just been a waste of time and money for both of us.

A good deal of solid information and factual data are now available regarding radio listening habits, but measured against theoretical expectations the first significant steps have been taken.

Coverage, Circulation

First, I should like to discuss the difference between station coverage and station circulation. There have been several techniques developed for measuring station coverage. The earliest was the arbitrary circle drawn around the individual station, the radius of the circle depending on the station manager's enthusiasm or what he had for lunch that day. Other maps were drawn plotting total fan mail received over a period of six months or a year. Such maps were also very flattering to the individual station concerned.

Field strength maps or contour measurements have been used by many stations as an indication of station coverage, and these are, of course, basic measurements which every station manager must have. From my side of the fence, however, field strength maps indicate only where a station can be heard and not where it is actually listened to.

Coverage to an advertiser means only one thing—listening. This paramount fact field strength maps are incapable of measuring. For example, two stations in the same market, broadcasting with the same power and nearly the same frequency might have almost identical field strength maps but one station might have 90% of the audience listening to it as compared with only 10% for the other station.

The NAB recommendation on coverage, which will be presented to you later, defines that measurement in a rather arbitrary determination of where a station serves. I am for it—it may not be the perfect answer to our dilemma, but if each of you will observe the recommendations you then will be moving in the right direction.

This is what I mean by the distinction between coverage and circulation. Coverage is potential, circulation is actual. We do not expect a circulation analysis of every program on your station. We would be satisfied with circulation analysis based on the sum total of all your programs or the average of your normal schedule.

If we can know the overall percentage of radio families in each county that you claim is within your coverage area, I think this is useful to your station, and the frequency of that listening, I believe that we will have information of real value in appraising your station.

This may sound deflationary, but I think that most station advertisers realize their ads are not read by the total ABC circulation of magazines and newspapers any more than their programs are listened to by every radio family in your coverage area.

Progress in Techniques

I am not going to attempt to describe the ideal method of measuring circulation at this time but I would like to tell you considerable progress has been made in developing sound techniques for measuring the true listening area and actual circulation of individual stations. You recall the pioneer work of the Joint Committee on Radio Research which was composed of representatives from advertisers, agencies and broadcasters. The Joint Committee spent considerable time and money wrestling with this problem and as far back as five years ago discarded the techniques many of you are still using—field strength maps, fan mail maps, post card surveys and the like. You may also recall that the joint committee recommended that a representative cross section of radio homes in each county be surveyed in order to determine station coverage and circulation. I know that it isn't simple, and that careful safeguards must be used in allocating your sample, in framing the questionnaire, in the distribution of the interviews, in the interpretation of results. It is important to avoid bias, therefore the survey should be made by an independent authority, if possible.

Keep your questionnaire simple and try to determine the degree of listening to your station either in terms of time or frequency of listening. We don't expect perfection but we would like to see some steps in the direction of honest and conservative maps. Many stations have made such efforts and have given us listening maps and circulation figures of real value.

Listening Area Maps

I cannot impress on you too strongly that such soundly conducted and properly prepared listening area maps should form the bulwark of your selling effort. Even if such maps are not perfected on your first attempt I sincerely believe you will find them very useful and at least a good private inventory of your own assets.

I should like to turn from what we might term gross circulation figures to an analysis of net advertising circulation. This suggests program ratings in radio. All of you are familiar with CAB (Crosley) and Hoover program rating services. These regular services provide bi-monthly ratings on all commercial network programs expressed in relative terms based on total radio homes and sets in use.

Despite the fact these services are widely used they have their limitations from a research point of view. Both services are limited to telephone homes in 32 or 33 major markets and therefore fall short of giving us a truly representative cross section of radio listening in the United States. There are more than twice as many radio homes as there are households and there may be wide differences in listening habits between these two groups by individual programs. In addition, audience statistics reveal marked variance between listening habits in urban centers as compared with smaller cities and towns and rural areas. In spite of these deficiencies, the telephone technique has been a useful research tool for these two rating services, in the absence of anything better, at least indicate the relative size of the audience controlled by commercial network programs among teleph-

ho
domes in 32 or 33 major United States cities.

Hooper Has 50 Cities

Within the past couple of years Hooper has extended his service and has provided individual city reports in about 50 cities. These reports are based on program ratings and station indices based on data gathered in exactly the same way; that is, by means of the coincident telephone technique. Such reports have been read and re-read by a great many people in the industry. It is my impression that some of the reports have been misused or misinterpreted. This is due to the fact that many station managers generalize beyond the limits of their evidence. I simply mean that it is sometimes necessary to look behind the figures in order properly to evaluate the findings for the individual programs or periods under scrutiny and to recognize certain limitations which may exist in the data.

I believe station-city surveys have value to show trends in program and station ratings, provided of course that the sample is adequate. It is possible to measure the direction of your program ratings and the effect of changes in the program structure, and the changes in the size of the listening audience controlled by the station. My word of caution concerns the use of such surveys in a promotional way, such as claiming wide leadership over competing stations in terms of absolute figures to the second decimal place. I know that there are many smaller stations who have been seriously disturbed by such station indices and I should like to assure them that there are many of us on the buying end who are not taken in by exaggerated claims. We are more impressed with an honest straight-forward presentation of facts even though the station may be in second or third place in its market. Furthermore we are constantly watching the direction of individual programs on smaller stations and the trends in station in-

(Continued on Page 65)

BROADCASTING • Broadcast Advertising

May 3, 1943 • Page 9
Year Ahead Is More Important Than 1942 for Advertising

Harold B. Thomas Says Fewer American Men Will Die If Industry Succeeds in Tasks Ahead

TIME and space and services valued at 250 million dollars a year are being contributed to the war effort by the major advertising media with radio stations responsible for about 100 million dollars of that amount, Harold B. Thomas, vice-chairman of the Advertising Council, told the NAB War Conference in Detroit last Thursday. He spoke in place of Chester La-Roche, advertising council chairman, who was ill. Mr. Thomas is president of the Centaur Co., and president of the Advertising Research Foundation.

He cited the Advertising Council, made up of all media groups, as a wonderful example of how different units of business can unite and pull together in a common cause. Failure to recognize fully the role that advertising plays in total war, he said, is "an equivalent of a military error." 

Organize Community

Urging all members of the advertising field to organize their local communities so that advertising can perform its assigned function as a major channel of communication, Mr. Thomas said:

"In the year ahead we will be called upon to help recruit housewives by the millions to leave their kitchens for the jobs men left behind; we will have to persuade millions to help harvest the food and process it, and see that it is shared; we will have to persuade Americans to eat nutritious food, to shun black markets to understand what the army does with food and what is said when we say food is a weapon of war."

"We will have to recruit part time volunteers by the hundreds of thousands for rationing boards, civilian defense councils, as army ground observers or spotters: we will have to help get our people to buy more and more war bonds and to understand clearly why they should. They will have to learn to conserve, and to spend less—to eat it up, wear it out, make it do."

"We will be called upon to quickly public responsibility to stay on jobs every working minute, to work harder without grumbling. We will need to make the meaning of the war clearer, to curb disunity, to halt loose talk, to de-bunk rumors. These and a dozen other vitally important things must be done and advertising must help do them. If it plays the part it is capable of playing, fewer American men will die."

The council, which renders all services gratis to government and business, has made substantial progress in working for the conversion of advertising space and time to war information, Mr. Thomas reported.

"Business proposes to deal with the distribution of war information to the home front and to pay for the opportunity," he said. "Just as conversion of plants was the first war contribution of business, the conversion of advertising is its second. If you are proud of what business is doing, you have a right to be. This is the new competition—to see who can do the most for America."

Alluding to radio's war job, Mr. Thomas recited some of its more spectacular achievements, such as the drawing of 640,000 applications for non-combat pilots following a seven-day campaign, as against a goal of 50,000; a boost of between 100 and 250 percent in nursing recruits during a three week period, and a jump of 40 percent after two weeks on the network all-volunteer plan in candidates for the Marine officers school.

In a democracy, he said, the greatest weapon is "information and understanding." Whereas the original effort was to raise funds from industry, as was done in the scrap and fats and greases campaigns, he declared there were exceptions. "Our plan was for conversion of existing advertising space to war purposes."

Mr. Thomas outlined the scope and purpose of the council. It is made up of top executives from the Nation's advertisers and agencies, newspapers, radio, magazine, outdoor and 17 related groups. Radio is represented by Paul Kesten, CBS, vice-president and general manager and Neville Miller, president of the NAB. As a volunteer effort, it renders all services gratis both to Government and to business.

Cooperation With OWI

Mr. Thomas broke down a score of jobs that the Council worked on during the first year. Listing as number one the development of the radio allocation plan in cooperation with OWI, he estimated the value of contributed radio time and talent at 100 million dollars. The only other Council project reaching that estimated figure was the plan for business, covering estimated expenditures of an equal amount on printed advertising alone.

The figure of more than 250 million dollars already diverted for the war effort was described by Mr. Thomas as "just the beginning." He cited commendations from Government officials for the effort. Now the job is the final follow-through which can be supplied locally. The council has in preparation a community war plan to make it easy for advertisers to cooperate in placing war advertising, he said. It would ask local advertisers to provide jointly a war advertising fund and make clear that careful planning and co-ordinating of war messages can eliminate the "chaos and disruption of frequent, urgent appeals for aid on war campaigns."

Provision should be made in this community war plan for the use of all local media. He urged advertising men to stop thinking of themselves as broadcasters, advertisers or agency men, but as "civilian fighters" managing an industry that produces a "mighty war production—one that can arouse this nation to wrath and effective action that will astound the world."

1,000 DELEGATES ATTEND OPENING

Page 10 • May 3, 1943
Programs Must be Improved, Says Paley

I HAVE BEEN ASKED to talk about radio programming. I do so, not in the role of a program expert, whatever that may be, but as one who, having watched the development of radio over a period of years, might make some observations about the special place of the programming operation in the radio broadcasting industry.

Four Challenges

The emphasis I shall place on this subject might give the impression that I consider it to be the only problem of importance to broadcasters and broadcasting. That, of course, is not true. But I know of no better way to indicate how important I do consider this subject than to list it as one of what, to my mind, are the four most important challenges which broadcasters, looking toward the future, face today.

First is the continuing change in our relationship with government, which may be effected by regulation or by legislation or by both.

The second is the challenge of our own public relations, in the broadest sense of informing the public about the importance of broadcasting as an instrument of daily service and of democratic freedom. We have informed the public expertly about almost everything under the sun, except broadcasting itself.

Third is the challenge of technical change which lies ahead. This includes the probable change in whole or in part from our present broadcast band into the higher frequencies, both for radio broadcasting, television broadcasting, and probably facsimile broadcasting.

Fourth is the subject to which I address this talk—radio programming. And I might add that, in a very practical sense, this challenge and the way we meet it, may have a far-reaching effect on all our other problems.

I feel confident that all thoughtful broadcasters will understand and agree with me when I predict that history and the American people will in the end pronounce the ultimate judgment on the war record of the broadcasting industry almost solely in terms of progress. We shall not be judged on our engineering accomplishments, despite the undoubted difficulties of maintaining standards under war-time anxieties over manpower, maintenance of income, payment of taxes, and other management pressures. No matter how resourceful the solutions of our present business or operating problems may be, let us not forget that these are essentially trade matters and that outsiders, if interested at all, take it for granted that these solutions will be found.

The End Product

Most industries face vexatious problems today and they are expected to solve them. Every industry must face the fact that it will be evaluated almost entirely by its end products. In radio that end product consists of the radio programs put on the air. And because that product must take an untold number of forms, must be flexible to the extent of meeting new conditions from day to day, must concern itself with every aspect of life, must be turned out to fill from 16 to 24 hours in each and every day, it challenges the ingenuity and the creative power of its makers to an extent seldom faced in any other field.

In a very real sense, our programs are today the symbol of our participation in the war, and it will be through our programs that we must build the post-war prestige and justification of privately licensed broadcasting.

Perhaps never since the earliest days of the industry has there been such a necessity for top management to interest itself in programming. I do not make this point with the thought that top management necessarily represents the top in creative program ability. Where it does the program department will be enriched. But even where it doesn’t the direct and personal interest of top management in program planning and execution will bring important added values to the program department.

Expression of Interest

This interest can express itself in many ways. For example, in seeing that program department personnel has easy and constant access to the chief officers of radio organizations. Or, in making a point of a fair hearing in any dispute between the program department and the sales department, and in weighing the importance of sound in program over the long haul, against certain immediately lucrative commercial opportunities. Or in displaying interest in, and awareness of, inspired work from the ranks of the program department. Or in encouraging pride in programs as such, by always giving the program department the best break possible when budget time rolls around.

May I pause at this point to say, parenthetically, that I am not unmindful of the peculiar hardships of some of the very small stations in the very small towns. The war has fallen heavily upon certain of these stations, and their operators I realize might be inclined to smile at those among us who enjoy the

(Continued on page 50)
Meet Milton Grubbs
he is one of Boston’s BIG men

Milton Grubbs is 14 years old. He is one of New England’s best known and best liked personalities.

There’s a lot of Barnum in Milton. But no more than in a million other kids who love to “play-act.” The difference is that Milton lives within earshot of a certain Boston radio station.

It happened this way: nearly two years ago, Milton’s favorite station (and his family’s) had a smart idea. WEEI was going to let the younger generation prove its fibre on a new weekly program. The series, said WEEI, would be cast entirely by teen-age kids, under the sympathetic tutelage of Dolphe Martin, who would select them by try-outs.

Hundreds of starry-eyed boys and girls came to the auditions. From this bubbling talent pool, dozens were chosen—choristers, soloists, actors, repertory player candidates. And Milton Grubbs, m.c.

Finally, the show was ready; the big day came. Milton Grubbs, scared but resolute, announced…“This is Youth on Parade.” The choristers picked it up and ran along the vocal scale with it. Fledgling Ruth Casey helped blend it with a magnificent solo. The junior Barrymores did a capsule dramatization. A comedian with a changing voice gave some remarkably true impersonations. Youth was on parade, over WEEI.

It was a hit. Not just another “kid show”; not a one-performance amateur hour…but a variety series of CBS caliber. And today—99 programs later—it’s still a hit. So much so that through WEEI’s vast service area, almost one out of every four listeners are tuned to the program.

Forty-four programs after the first brave show, Youth on Parade “went Columbia” coast-to-coast…Milton Grubbs, m.c. We hope you will listen this Saturday, at 10:00 a.m., over your own CBS station. You’ll enjoy the show, we know. And we think it will tell you eloquently why WEEI (where it all started) is so much a part of the lives of New Englanders…why WEEI is, indeed, Columbia’s Friendly Voice in Boston.

YOUTH ON PARADE is now ready for sponsorship …on CBS coast-to-coast. Ask us or CBS for details.
Fly Urges Post-War Planning Board

Praises Industry War Job; Points to His Stand on Private Ownership

By JAMES LAWRENCE FLY
Chairman, Federal Communications Commission

I WELCOME this opportunity to speak, at the invitation of the Columbia Broadcasting System, from this War Conference of the National Association of Broadcasters which is now going on here in Chicago.

Our radio broadcasting stations have now had 16 months experience in serving the public under wartime conditions, and so the time has come for the industry and station managers to take stock of developments so far, and to lay plans for the future.

If I were to sum up radio's experience since Pearl Harbor, I would find that I think most radio listeners would agree, that the American system of broadcasting has met its first great crisis, and has met it successfully. Despite the manifold difficulties which have beset wartime broadcasting, the networks and stations have given us a full quota of service—including news from the fighting fronts and from home, entertainment and discussion of the news and public issues, and programs stressing full public cooperation. It is in the hands of listeners, Government may act to improve a situation here or to eliminate an abuse there, but the real fate of broadcasting lies in the hands of listeners themselves. By your support you make broadcasting possible, and so long as your support is forthcoming, broadcasting will flourish.

It is this dependence on public support which makes radio a prime democratic medium of our era. By turning a dial, the listener can select or reject, accept or delegate to limbo, any particular program, and by flipping a switch he can shut out the entire radio spectrum. Conversely, his interest and his attention can make radio an intimate part of his daily life, and of the life of the nation. You, as listeners, are thus the ultimate judges who fix the quality of radio programs. The responsibility is largely yours.

Needless to say, broadcasters are sensitive to public opinion. Hourly surveys conducted day and night keep the industry aware of popular reaction. They know when the dial is turned or the switch thrown shutting off all service. It is this sensitivity to public opinion, it seems to me, which has made radio democratic and which keeps it democratic. The same factor lays the responsibility upon the shoulders of the listening public.

Broadcasters' Problems

It has not been easy for the broadcasting industry to maintain service uncurtailed during the war. They have had to meet and to overcome the most serious obstacles, a few of which I should like briefly to describe. It is due in large part to these obstacles that the War Conference of the National Association of Broadcasters is meeting here this week. One major problem is the manpower shortage which affects broadcasting even more than it does some other industries, because radio is essentially a young man's occupation and even the old-timers are comparatively young men. The staffs which remain—and I include particularly those radio technicians whom you never hear over the radio, but who nevertheless keep the stations going—are hard put to maintain continuous service.

The Federal Communications Commission has taken several particular steps to help alleviate this manpower shortage and the industry has taken many more. The problem is not wholly solved, but I doubt very much that any stations will be forced off the air in the foreseeable future for lack of personnel.

A second major problem which broadcasting must solve is the equipment shortage. The armed forces need radio equipment in unprecedented quantities and their needs are enormous. The farmer more than others is dependent upon radio for market and crop reports, for news and information and for entertainment. Engaged as he is in the battle of production, he needs and deserves the many benefits of radio if his efficiency is to be maintained.

Due to the battery shortage, unfortunately, many farmers are for the time being deprived of its advantages. The difficulty is that batteries require materials urgently needed for direct war uses. To date no satisfactory substitutes have been devised. The War Production Board of course is doing its very best to solve the battery problem and I look forward to an early solution. Meanwhile, every owner of a battery-operated receiver can help by conserving his own battery.

Post War Prospects

Perhaps this is enough to give you some notion of the many problems being thrown out here in Chicago this week. In conclusion I would like to open up very briefly some post-war aspects.

Few of us, I think, realize the tremendous progress that has been made in radio and related fields during this war. Military necessity of necessity shrouds these developments which the enemy would give much to know. Later these technical developments adapted to the purposes of peace will unquestionably revolutionize all forms of communication and lead to new and better uses in the public interest. I think that all of us now realize the utmost importance of planning for

(Continued on page 16)

MANPOWER was the topic and its seriousness is denoted by the expressions of these head-table speakers at the initial session of the War Conference last Tuesday (1 to r): Brig. Gen. Frank E. Stoner, Assistant Chief, Army Signal Corps; Lindsay Wellington, North American manager, British Broadcasting Corp.; Lawrence A. Appley, executive director, War Manpower Com.; Lt. Com. P. H. Winston, Selective Service.

Page 14 • May 3, 1943
Nothing recedes like success!

"To be here tomorrow, advertise today"

Now, more than ever, this ancient advertising maxim is true — true for firms with products to sell — true for those whose products have gone to war.

The first quarter of this year has been the best in the history of WNEW ... 42 more advertisers for '43! Ten are new national advertisers ... 11 are new local accounts ... and 21 are former WNEW advertisers, welcomed back with open arms.

All advertising pays on WNEW — New York's first station in low cost of reaching customers. And dozens of regular WNEW advertisers — some of 10 years standing — will tell you, "Constant WNEW advertising makes sales GO UP — and STAY UP!"

WNEW

501 MADISON AVENUE · NEW YORK, N. Y.

Serving New York and New Jersey Twenty-Four Hours a Day

NATIONALLY REPRESENTED BY JOHN BLAIR & COMPANY
Post-War Buyer Stimulation
Is Urged by Research Group

Business Must Prepare to Translate Deferred Buying
Power Into Effective Demand

"CONSUMERS must be persuaded to buy more things than they have ever had before", if post-war business is to be successful in maintaining production levels that will absorb the available labor force, according to Markets After the War, an economic study released April 29 by the Dept. of Commerce.

The report was written primarily for market analysts at the suggestion of the Committee for Economic Development, whose aim is to stimulate and help business do its own planning for high-level employment and post-war production. The CED, while originally sponsored by the Potomac Institute, is an independent organization supported by contributions from industry. Markets After the War is being reprinted by the committee for distribution to hundreds of community committees throughout the country. CED headquarters are in the Department of Commerce Bldg., Washington.

Boom and Depression

Pointing out "there is nothing automatic about the post-war market," the report says the potential that goes with "high income, deferred demand and accumulated purchasing power needs to be translated into effective demand for particular goods and services."

S. Morris Livingston, author of the report, chief of the national economics unit of the Bureau of Foreign & Domestic Commerce, directed particular attention to the serious threat of "simultaneous boom and depression" following the war.

Following is a selection of significant facts and figures from the text of the report:

- Federal Government now buys half of net output.
- In 12 years, 1929-41, output per man-hour of employment increased 34 percent. Fewer people, working shorter hours, produced substantially more goods and services in 1940 than in 1929.
- Increase of 10 million workers is projected from 1940 to 1946. This translates larger, possibly more serious, a practical minimum of 2 million unemployed and a continuation of nearly 2 million in armed forces.
- Potential capacity of available manpower in 1940 almost 50 percent greater than total output in 1940.
- First quarter of 1943 national output was at annual rate of $170 billion or $146 billion in 1940 prices. Physical production already 50 percent greater than in 1940.

CRAIG GIVES UP NAB ACTIVITIES

FORCED by current conditions to devote practically all of his time to executive direction of the National Life & Accident Insurance Co. in Nashville, Edwin W. Craig, executive head of WSM, Nashville, for the first time in a decade relinquishes his status as an NAB director. Mr. Craig a member of the board since 1935, was not a candidate for reelection as a director-at-large at the NAB War Conference last fall. Serving as executive vice-president of the insurance company, of which his father is board chairman, Mr. Craig during recent months has been devoting practically all of his time to that business, with H. L. White, general manager, taking most of the duties.

A familiar and forcible industry figure, Mr. Craig had been in the leadership practically every industry crisis during his board tenure which began with the Colorado & Pacific convention. He was chairman of the reorganization committee which in 1935 brought in the plan for the present trade association. He also placed in nomination Neville Miller as the industry's first president in 1933.

Mr. Craig did not attend the Chicago sessions but word was conveyed that he would not be a candidate for reelection. He has served as a director-at-large for the past 11 years.

WWDC Names Weed

WWDC, Washington, has named Weed & Waibel as its national representative effective May 1.

BRUSH FIRE BURNS WCAP TRANSMITTER

TRANSMITTER of WCAP, Asbury Park, N.J., was destroyed by fire last Wednesday, putting the station off the air indefinitely. Sparks from a brush fire near the transmitter, about three miles outside Asbury Park, went in between the slate roof and the ceiling of the transmitter house, whose occupants realized too late that the structure was on fire.

Thomas F. Burley Jr., station head, told Broadcasting that the building is a wreck with only the side walls standing. He estimated the damage at about $60,000. He said that the antenna and the ground system are still in good condition and that an emergency transmitter will be set up at the base of the antenna as soon as new equipment can be secured.

Mr. Burley said that this is the second transmitter he has lost by fire, that of WBBR, Red Bank, N.J., having been destroyed.

President Roosevelt's Speech

President Roosevelt's speech at Monterey, Mexico, April 20 had a Hooper rating of 44.1.

Big Selling Job on Department Stores Must Be Done by Radio, Garber Claims

DECLARING that radio must have a more important place in department store advertising budgets, and laying blame for failure to obtain this largely upon broadcasters themselves, John A. Garber, advertising manager of Strawbridge & Clothier, Philadelphia, took both industries to task when addressing station executives at a meeting on "Sales—a Wartime Necessity," last Wednesday night at the NAB War Conference.

A Few Problems

Mr. Garber expressed belief that radio will and must have an important place in the department store advertising appropriation. He warned, though, that a long missionary and selling job must be done by broadcasters to share those dollars—some 75 to 100 million of them nationally.

Mr. Garber listed some of the reasons it has been difficult for those two industries to get together: (1) lack of intelligent approach to programming and timing by both stations and stores; (2) charge-back system by which the buyer or divisional man is in the last analysis responsible for his public relations efforts as well as sales, and his consequent refusal to take a chance on radio; (3) failure of stores to give programs adequate time to take; (4) failure of stores to spend enough of their publicity budget on radio to make an adequate impression on the market; (5) the problem of bucking good national programs practically throughout the day; (6) lack of understanding of radio on part of store advertising men trained in visual media.

He cautioned broadcasters to sell a merchandising story, not a show. He also urged that the ad director of Kroger Grocery & Baking Co., Cincinnati, also a speaker at the sales session, said there is a post-war job to be done, and radio is in a position to do it.

WHEELER DELAYS FCC BILL HEARING

OPENING hearing on the White-Wheeler Bill to reorganize the FCC has been postponed until FRIDAY, May 14, by the Senate Interstate Commerce Subcommittee, Chairman Wheeler announced last week. He explained that absence of Sen. White (R-M.,) who is out of Washington on official business, accounted for abandonment of the previously announced hearing day, May 8 (Broadcasting, April 19).

The White-Wheeler Bill (S1414) would sharply restrict regulatory functions of the FCC. It would divide the Commission into two autonomous bodies of three members each—one to handle broadcasting and related matters, and the other to handle common carriers.

Sen. Wheeler said last week that plans for the hearing were not yet ready. Since the White-Wheeler Bill generally parallels the Sanders Bill introduced last session, it is believed that hearings will not be extensive, and that they involve only non-repetitious testimony to supplement the last year's Sanders Bill records.
ENDURING PROOF OF THE POWER AND THE DETERMINATION OF AN AMERICAN INDUSTRY TO CREATE AND MAINTAIN THE RIGHT OF FREE TRADE IN A COMPETITIVE MARKET

BMI now licenses 894 broadcasting stations and 17 networks in the United States and Canada.
NAB Retail Promotion Starts in Fall

Solves Both Store and Station’s Problems

THE INDUSTRY-WIDE retail promotion plan will be put into operation early next fall, it was announced by Paul W. Morency, WTIC, Hartford, chairman of the plan committee, at the Wednesday afternoon session of the NAB War Conference. The plan committee’s report was made by the NAB board last Monday, which agreed to make up any deficit of the $125,000 goal set for putting the plan into operation. To date close to 300 stations have pledged almost $83,000.

The potential for radio in the retail field was comprehensively presented by Stanford C. Oakes, who has been retained as special consultant for the promotional plan. Mr. Coons, in paying tribute to the members of the committee, recalled the difficult problems with which the problem was studied before agreeing to undertake the job.

Experts Consulted

“We were in touch with authorities and experts supplementing our own knowledge of distribution, economics, government, research, and finance. We talked to retailers and analyzed surveys on the use of radio by retailers. We prepared budgets of varying size to fit plans, and finally emerged with a basic plan which your committee approved and endorsed,” he said.

“The committee questioned us as to every detail, went over the plans with a fine tooth comb, and then presented its own plans for the financing of the undertaking, which in turn well developed the plan, I was well pleased and think with the local our representatives, and it was a great help in the debate, and finally approved.”

Mr. Coons read a news story on the record breaking increase of retail sales and revealed that March and April retail sales will be substantially ahead of a year ago. In a review of wartime planning problems, Mr. Coons revealed that the 1943 radio volume will be maintained at its present high level. The Retail Promotion Committee plan will be put into effect at a time when these conditions prevail:

1—The shortage of goods is apparently being surmounted by a plan of allocations.
2—the retailers’ margin of profit on normal volume, even without the excess profit taxes, continues low and indicates a further rise in the cost of distribution, and
3—that the only cure of unemployment is in greater volume, or in lower sales costs, or both.

“Never was a classification of advertisers so harried,” Mr. Coons continued, “so in need of communi-

cation with its customers, so uncertain of the future trends affecting it. If you believe as I do, and as I hope the study will prove, that broadcasting is a magnificent and effective sales force, I say to you that the retailers will welcome our study of their business and the light we expect to throw upon our medium now, and that once they know and understand broadcasting, you will get together.”

As an answer to those stations still unpledged to the plan who say that they are sold out or that local business is undesirable, Mr. Coons observed that the work of broadcasting and retailing. Twenty years ago department stores, at the zenith of sales and profit, scoffed at suburban stores, neighborhood stores, chain stores, with the result that their sales and profit have slipped. Issuing a warning signal that the present prospect of radio is full of pitfalls, Mr. Coons remarked that too much of radio revenue is concentrated in too few fields; to few classifications of advertisers buy the medium. Many people believe that radio is in its patent medicine era, he said, which the press once experienced and from which it has long since emerged.

New Dignity

More department store advertising would give new dignity to many new radio stations, and would provide a volume which would make unnecessary present accounts which the broadcasters themselves wish they could afford to do without. If the leading retailers embrace radio, the whole tone of the local radio business will improve, and further, if the retailers come to believe in radio as a medium, radio will develop many classifications of accounts whose distribution is through store outlets.

Lewis H. Avrey, NAB director of broadcast advertising, outlined the actual mechanics of the plan to the assembled broadcasters. A dramatic four-hour presentation of problems of retail selling, retail distribution, and the part radio advertising can play in their solution are packaged in a master showings including: (1) sound motion pictures, (2) motion slide films, (3) transcriptions, (4) animation, (5) charts, (6) supplementary exhibits, (7) printed material for distribution.

The master showings will be routed around the country. In addition, all of the facts contained in the last showing will be available in jumbo ease form, and 500 desk presentations will also be made available to each participating station.

Harvard Studies Air Use by Retailers

Report Will Be of Aid To Buyer, Seller Of Radio Time

By C. H. SANDAGE

Visiting Professor of Business Research Harvard University

The Harvard Business School is starting a study of radio advertising as employed by retailers, service operators, wholesalers, manufacturers with limited territory distribution. The support and help of radio station management is necessary to make the study a complete success.

The school feels that such help will be given because of the outstanding contributions which the industry has already made to advertising and market research. It is probable that no other advertising medium has devoted as much time and effort to this type of work. Most research of the past, however, has been devoted to a study of radio as a medium for the national advertiser.

Results of past research have been most helpful to both the radio industry and the national advertiser. Equally beneficial results can stem from research into radio as a medium for the local businessman. It is therefore the purpose of the Harvard study to find out what makes radio click for the retailer and other local businessmen. Facts uncovered from such a study will serve as guiding principles to both the buyer and seller of radio time. They should also be of value to local merchants in their postwar residencies to contribute the vast quantities of goods made available by peacetime industry.

Procedures to Be Followed

A considerable amount of time will be devoted to making personal calls on advertisers and station management to discuss at first hand the experiences of successful and unsuccessful users of this powerful advertising tool. In these personal interviews all aspects of radio use will be analyzed. The following factors will be included for a specific study: programming, length of time on the air, methods used to measure success, live sales results from use of radio, types of products and services especially adapted to radio advertising, how commercials are utilized, importance of personalities, building participation features, degree to which radio promotion is merchandising, and the direction of coordination of radio with other advertising efforts.

In addition to using the personal interview method some information will be sought by mail from advertisers and radio stations. Special questionnaires will be used to secure data concerning the extent and character of local radio advertising. Advertisers will be asked to submit such data as the relative importance of radio in their total advertising budget, results from their use of radio, types of programs used and their estimate of the success of radio.

Stations will be asked to supply data on the relative importance of local business, the extent to which advertising agencies supply local business and a detailed breakdown of local business by spot announcements and sponsored programs.

Need Help of Stations

A study such as this cannot be successful without the help of radio station management. We have already asked our stations to furnish us with the names and addresses of their local accounts. The

(Continued on page 69)
Like Ice Cream...

KYW is Philadelphia’s Dish!

Philadelphians brought ice cream to its rich perfection. They invented the ice cream soda. And through generations ice cream has become Philadelphia’s dish.

Rely on a Philadelphian to know Philadelphia tastes—in radio as in every other field. And remember that Philadelphia advertisers buy a huge and growing share of KYW’s sponsorship. Today they account for 43% of all our non-network time.

This would not be so remarkable if KYW were a small local station specializing in local retail advertising, but it isn’t. KYW is the 50,000 watt, top-notch station of the nation’s third market, carrying NBC programs.

Investigate our directed coverage, which saturates the market from the Appalachians to the sea. KYW is Philadelphia’s dish. Make it yours as well.
TO OUR FRIENDS

AS WE PASS OUR TENTH ANNIVERSARY...

The record of our growth
is gratifying evidence that
the highly specialized service
we have created has earned
your respect and confidence.

PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES
For ten straight years a steady, consistent annual increase of never less than twenty per cent.
Don't Get Smug, Price Warns NAB

Censor Chief Praises Industry for Code Cooperation

BY BYRON PRICE* Director of Censorship

IN THE YEAR since we were last together at Cleveland you have been making history.

At the time of that meeting, no one knew what would happen to broadcasting. Many of you were apprehensive about your properties and the need for increased supervision. Nor was the Government, on its side, free of worry. The potential dangers from radio impulses leaping out over our national boundaries in wartime were plain to see, and terrible to contemplate.

We were undertaking an experiment which many felt sure would fail. Voluntary censorship of broadcasting had never been tried before. In other countries, even other democratic countries, we had seen radio become the wartime chalice of the public, as the people were all aware, I believe, that some of your own listeners wanted to see the same thing happen here. It was a fateful moment for the future of American broadcasting.

In the past year we have come to understand each other better. I think we speak our mutual thought when I say that we stand on solid ground with one another, and that much of the strangeness and tension has gone out of our relationships. Although it is far from being the end of the battle, the clearer atmosphere in this field is an important contribution toward victory.

Cooperation Acknowledged

I am glad to make acknowledgment of the splendid cooperation of so many of you in the experiment of voluntary censorship. We have asked much, and we have received much. For reasons of security, we have not always been able to explain fully our position. Still you have been willing to respond. Hundreds of stations are helping to write a bright page in the story of broadcasting—a page which in times to come will utterly confound those totalitarian philosophers who put so low an estimate on the strength of free institutions under the strain of total emergency.

On its part, the Office of Censorship has sought to deal fairly and understandingly with your wartime problems. We have clung always to the concept that unity of effort can better be attained in this enlightened industry by plain and direct appeals to reason than by threats of fines and imprisonment. Often the application of that principle has required the ultimate in skill and patience; and I pay tribute gratefully, as all of you should do, to the tireless and intelligent service which is being rendered day and night by Harold Ryan and his associates on the staff of Censorship. Your industry owes them a debt far greater than any of you realize.

Now I have spoken frankly about the past. I will be equally frank about the present and the unfinished task ahead.

The truth is that you have found voluntary Censorship easier than you had feared it would be. You have been able to present the news from many fronts, in much detail. Entertainment programs continue without great change. You have seen no invasion by Censorship of your right to free expression and opinion. By and large, you have not suffered the financial losses you expected. You naturally and commendably resent Censorship, and always will, but you have learned to live with it, and have not found it unbearable.

Voices Warning

You are getting along all right. But my studied advice to you is: Don't be too smug about it. Radio— and the same is true of the press—could make no greater mistake than to suppose that voluntary Censorship has become a definite and final success, and that the worst is over. The worst will never be over until the war is over. Every danger to the industry which you sensed a year ago is still inherent in the delicate complexities of this incomplete experiment. It is no time for over-confidence.

It would be quite possible under present conditions to become blasé about the Censorship Code—say "Oh well, it didn't amount to so much after all, we really don't have to think much about it." I remind you that the Code does amount to a great deal. Its religious observance means much to the security of your country, and much to the future of broadcasting. There is nothing more dangerous than being lulled into a false sense of security.

So I come to you today asking not only for a renewal of the faith, but for an even more virile determination, a greater understanding of the need for making the Code a living, vibrant part of your daily life. The broadcasting industry itself, as an entity, must take full cognizance of its collective interest. If there are any moldy corners, or cobwebs on any stairway, it is time for you as an industry to clean them up. What a tragedy it would be if a few irresponsible or misguided people should accomplish the collapse of a patriotic endeavor which means so much to all of you.

The moral efficiency and the property investment of every one of you suffers whenever a single wisecracking announcer seeks to make a joke of the Code. You ought to expunge from the book forever such dialogue as "You know, we're not supposed to do this, but for this once here it is, and I hope no censor is listening," or, on a radio map to make the record "Get Out Your Old Umbrella."

Your interest and your country's interest are injured whenever a single commentator anywhere, toying with the Code as if it were all a part of a friendly game, tries to see how near he can come to a dangerous disclosure of secret radio techniques, or if he's caught. That is not cleverness in the face of the enemy, no matter what the egotist may think of his childibrind.

Heard Abroad

Yesterday I had occasion to speak some plain words to a conference of foreign language broadcasters. I think you will observe it has never been the desire of the Office of Censorship to see foreign language broadcasting abolished. But you know also that many of these stations are near our borders. You know that their programs can be heard on foreign soil and on the sea, so that in a true sense the broadcasts are international communications. And none of you can be in any doubt that in wartime we not only need, but we must have, censorship of international communications.

Can't Plead Ignorance

Carelessness and irresponsibility in foreign language broadcasting cannot be tolerated by a responsible government. I hope it will not be tolerated in the first instance by the industry itself. The Code provisions regarding this type of operation must be observed. I earnestly solicit your organized attention to this problem, for your own good and for the good of the country.

I don't think any broadcaster can plead, after sixteen months, either ignorance or misunderstanding of the Code. In a letter he sent the other day to one of you, Harold Ryan said:

"The Code was written by broadcasters for broadcasters, and its language is not complicated by legal terminology. We intended that it should be as understandable as possible. In making it so, we sacrificed many wordy furbelows which might have made the document more binding. We felt such a document is unnecessary in a voluntary system."

Nothing could be fairer than that. The rest is still up to you.

INTER-AMERICAN AMITY in Chicago. Converging on the NAB War Conference in Chicago were (1 to r): George Burwash, KSD, St. Louis; C. Louis Egner, NBC-Radio Recording; Karl Koerper, KMBC, Kansas City; W. B. McGill, KDKA, Pittsburgh; Walter J. Damm, WTMJ, Milwaukee; C. T. Hagman, WTCN, Minneapolis-St. Paul; Lee Wailes, Westinghouse Radio Stations, Inc., Philadelphia; Roger W. Clipp, WFIL, Philadelphia; Emilio Azcaraggs, XEW, Mexico City; Harry Sedgwick, CFB, Toronto, and (for the duration) Canadian War Information Board, New York; Sydney M. Kaye, BMI, New York; Donald Manson, CBC, Ottawa; Ray Shannon, KQV, Pittsburgh, and C. E. Arney, Jr., NAB secretary-treasurer.

* Text of speech at NAB War Conference.
WLAC's VICTORY GARDEN DRIVE GOES NATION-WIDE

CLIMAX OF TEN CONSECUTIVE YEARS OF BROADCASTING OVER WLAC

"The Old Dirt Dobber" is a program feature typical of WLAC origins which stand the test of time. As an authority on growing things, Tom Williams has a background rich in the tradition of the soil. His own display garden covers eight and a half acres and is visited each year by thousands of flower lovers, garden clubs, dealers and judges from every state in the union.

For ten solid years Tom Williams has brought to the listeners of WLAC, in Nashville, a daily program of garden questions and answers.

Three years ago, the Columbia Broadcasting System made "The Old Dirt Dobber" a regular weekly feature so that millions of garden enthusiasts could benefit by Mr. Williams' thorough experience. His popularity with the CBS audience is illustrated by a stack of 650,000 "fan" letters.

This year the U.S. Dept. of Agriculture has accorded to "The Garden Gate" program the distinction of touching off the Government's drive for 20 million Victory Gardens. Thus, "The Old Dirt Dobber" carries on from his vast store of information to advise with and counsel millions of Americans in the growing of food for Victory.


DIRT DOBBER'S GARDEN BOOK
JUST OFF PRESS

Mr. Williams bestows the Order of the Green Thumb on two people each week, who have been nominated as being exceptionally fine gardeners. As a special gift, he is sending autographed copies of his new book, "The Old Dirt Dobber's Garden Book," to the Green Thumbers. Fresh off the press, this book covers every phase of gardening. In addition to chapters on all of the usual subjects, there are many special features on house plants, water-lily pools, vegetables, etc. The book is published by Robert M. McBride & Company, New York City, at $2.75.

WLAC

50,000 WATTS

THE ONLY CBS OUTLET WITHIN 125 MILES OF

NASHVILLE

NATIONAL REPRESENTATIVES, PAUL H. RAYMER COMPANY
Wood Reports Mutual Billings Up 30%:
Affiliates Discuss Plans for Cooperation

PLANS for increased network cooperation with affiliates were unveiled by MBS at meetings held by the network at the Drake Hotel Chicago throughout last Monday, coincident with the appointment of Richard F. Connor, station relations head of OWI Domestic Radio Branch, to the newly created post of station relations executive. The MBS executive committee met Monday morning, while the board of directors and stockholders convened in the afternoon. An affiliate meeting presided over by Miller McClintock, MBS president, was attended by MGS station men in the evening.

The year 1943 will see an increase of 30% in MBS billing, Ed Wood Jr., MBS sales manager, told the affiliates at the evening session. He compared average monthly billings of the past three years. In 1940, he pointed out MBS average monthly billing was $300,000; in 1941, $600,000; in 1942, $900,000. In the last quarter January through March inclusive, MBS had its largest increase in sales in its history. The March sales he revealed were $1,400,000. The volume discount plan, first announced by MBS at a similar meeting in Cleveland last year, has been extended, with 15 percent of the full charge, while seven have expanded their station list.

McClintock Talks

Mr. McClintock delivered an address to the affiliates on the function of radio during the war and its potential in the post-war era. "In all the contacts and activities I have had," he said, "I have never known an industrial organization in this country as challenging, as full of opportunity as the Mutual Broadcasting System. Radio is the greatest single factor to preserve the unity of the people." Mr. McClintock emphasized the inter-dependence of radio with other media as channels of public information which are facing their greatest task during this war.

Robert Schmid, MBS sales promotion director, talked briefly on network promotion. A kodachrome slide film titled "This Is Mutual," prepared under Mr. Schmid's direction, was exhibited.

Committee Approved

At the board of directors meeting, the organization of an MBS Affiliated Functional Committee was approved. The committee, consisting of ten or twelve affiliates, will be appointed by geographical areas and will operate as a liaison group between MBS stations and the network on station service, programming, and merchandising and other network functions. The committee will be in operation by the end of May, it was said. Appointments of the committee members will be made by Mr. McClintock. Present at the board of directors meeting were: Alfred J. McCosker, chairman of the board, WOB, New York, who presided; W. E. Macfarlane, head of network executive committee, WGN, Chicago; vice-presidents T. C. Streibert, WOR, New York; Lewis Allen Weiss, Don Lee network; T. C. Cambeau, CKLW, Windsor-Detroit, vice-presidents; H. E. Carpenter, WHK, Cleveland; Harold Batchelder, WFBF, Baltimore; Leonard Kapner, WCAE, Pittsburgh; Benedict Gimbels Jr., WIP, Philadelphia; Kenneth Church, WKRC, Cincinnati; Ed Wood Jr., sales manager; Fred Weber, general manager, and Louis Caldwell, attorney. Attending the executive session held in the afternoon were Messrs. McClintock and Macfarlane, who presided, McCosker, Shepard, Weiss, Streibert, and Carpenter.

Following the meetings, in reply to a query on whether MBS was rejoining the NAB, Mr. McClintock said that "although we have a friendly feeling toward the NAB and the contribution it is making to the industry, we have no attitude to express on MBS rejoining. The presence, however, of opposing factions within a trade group is healthy, virile and democratic."

MBS Station Post

Given To Connor

OWI Official Is Appointed
To New Post on Network

RICHARD F. CONNOR, station relations chief of OWI Domestic Radio Branch, has been appointed station relations executive of MBS effective May 15, it was made known last week. The appointment was confirmed by the MBS board of directors which met in Chicago last Monday at the Drake Hotel, coincident with the NAB War Conference. Mr. Connor is known in industry circles, Mr. Connor, a former newspaperman broke into radio in 1929 on KMIC, Ingwood, Cal. (now KKKD), and inaugurated many radio wars coverage features on the West Coast. He was general manager of KMPC, Beverly Hills, and later formed his own Los Angeles advertising agency.

With Don Lee

He continued as head of the firm until January 1943, when he accepted a special assignment to broadcast Affairs of State on Don Lee Mutual from Sacramento, Cal. Shortly after Pearl Harbor, he was selected as a special radio advisor of the Southern California Broadcasters Assn., a group of 29 stations in that area. An emergency broadcast plan put into operation by Mr. Connor was used as a model by similar groups throughout the country. He joined the OWI last December.

Don Stauffer, chief of OWI Domestic Radio Branch, in announcing Mr. Connor's resignation stated in Chicago that he had asked Mr. Connor to serve as OWI consultant-at-large. "I have asked Mr. Connor to continue with the OWI in an advisory capacity because of the splendid job he has done in conducting the radio activities on the West Coast and in coordinating OWI station activities nationally. We hope to have his advice on many problems with which he has intimate contact. The outstanding job he has done for OWI is known to every radio station in the country," he said.

Miller McClintock, MBS president, stated that Mr. Connor's appointment is in line with a recently adopted policy of Mutual in bringing about a closer working organization of affiliates. "Mr. Connor has been selected," he said, "because of his varied, matured experience in all aspects of station operation and in the production of station to Network operation."

Gaeth Joins Mutual

ARTHUR GAETH has joined Mutual as a commentator, replacing Stanley Davis in the Monday through Friday 3:30-3:15 p.m. period and on Sunday, in the 10:45-11 p.m. spot. Mr. Gaeth spent ten years in broadcasting in European countries including Czechoslovakia, where he was heard in Prague. He has taken political science at Brigham Young U., in Utah, and has broadcast locally in this country.
Surplus Millions!

When cotton, wheat, cattle, all foods in fact, oil and natural gas become scarce and very valuable . . . the Taylor-Howe-Snowden radio markets in Texas really boom! Add hundreds of army training fields and war industries . . . and the surplus millions in purchasing power becomes almost unbelievable! That is exactly the situation today . . . greater in extent, probably, than in any other section of the nation.

Here are the facts of a truly remarkable radio advertising opportunity . . . based upon the 1940 Census of Radio Homes in Texas, of which the four Taylor-Howe-Snowden stations provide primary coverage to 34.87%:

<table>
<thead>
<tr>
<th>Station</th>
<th>Dwelling Units</th>
<th>% Radio</th>
<th>Radio Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>KGNC, AMARILLO **</td>
<td>70,668</td>
<td>81.34%</td>
<td>57,486</td>
</tr>
<tr>
<td>KFYO, LUBBOCK</td>
<td>49,885</td>
<td>74.54%</td>
<td>37,188</td>
</tr>
<tr>
<td>KTSA, SAN ANTONIO</td>
<td>448,320</td>
<td>63.53%</td>
<td>284,832</td>
</tr>
<tr>
<td>KRGV, WESLACO</td>
<td>52,716</td>
<td>44.54%</td>
<td>23,481</td>
</tr>
</tbody>
</table>

Less Duplication

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>621,589</td>
<td>44.54%</td>
<td>402,987</td>
</tr>
<tr>
<td></td>
<td>17,057</td>
<td></td>
<td>11,716</td>
</tr>
</tbody>
</table>

Four Stations, net

|                  | 604,532       | 64.72%   | 391,271     |

** Does not include primary coverage of KGNC in Oklahoma and New Mexico.

The Taylor-Howe-Snowden Group

GIVES YOU

Primary COVERAGE OF 4 Primary TEXAS MARKETS!

KGNC  KFYO  KTSA  KRGV

AMARILLO  LUBBOCK  SAN ANTONIO  WESLACO

Central Sales Office 805-6 Tower Petroleum Bldg., Dallas, Texas

May 3, 1943 • Page 25
LANDLUBBERS were these “beachcombers” at the penthouse party Monday evening at Paul H. Raymer’s, in Chicago. Guests of the station representative in this unconventional setting were (l to r): Clair McCoulough, Mason-Dixon Group; Edgar Kobak, executive vice-president, BLUE; Beth Black, Joseph Katz Co.; Linnae Nelson, J. Walter Thompson Co., New York; Herbert V. Akreberg, CBS vice-president, Reggae Schuebel, Duane Jones Co., and Margaret Thompson Co., Chicago.

Mark Woods Addresses Blue Session; War Not Sold to Public, Says Kobak

“THE WAR has not been sold to the public,” Edgar Kobak, executive vice-president of the BLUE, told 150 BLUE affiliates at a meeting at the Palace Hotel last Friday, coincident with the NAB War Conference.

“Radio has done a good job, but not good enough. We’ve got to work harder and longer. In these next few months we must work with greater effort and greater determination. We all know that there won’t be any radio if the war is lost.”

15 Months of Progress

Mark Woods, BLUE president, gave the affiliates a review of network operations since the “birth of the BLUE” in Chicago, Feb. 1, 1942. Mr. Woods’ report embraced the 15 months of progress of the network.

Mr. Kobak was humorously introduced as the Simon Legree of the BLUE network and opened his remarks by asserting that there was “no smugness on the BLUE” and that every member of the staff is working to improve the network. Mr. Kobak also talked about promotion and publicity, saying their objective was to get more listeners to listen more hours per day.

“We’re not interested in comparative surveys. We are interested in research in listener likes and dislikes, so that we can guide our programming by these facts,” he said.

Keith Kiggins, vice-president in charge of station relations, opened the meeting with a general network report including sales figures and revenues. Phillips Carlin, vice-president in charge of programs, told of future programming plans.

A number of musical shows under the direction of Paul Whitman, musical director, will be emphasized.

Fred M. Throver Jr., vice-president in charge of sales, talked briefly on sales plans. Network executives of the Eastern, Central and Western divisions were introduced at the meeting.

Vitamalt Tries 6

ELWAY PRODUCTS Corp., New York, as a preliminary to projected national advertising for Vitamalt, new mealtime beverage, will test a transcribed quarter-hour program on six small stations in various regions starting around the end of May. Product was introduced to radio listeners last February through participations and news programs on three stations in the New York area [BROADCASTING, Feb. 16]. Agency is H. A. Salzman Associates, New York.

Philadelphia Realigns

IN A REALIGNMENT of officers of Philadelphia Corp., Philadelphia, James T. Buckley, president, has been made chairman of the executive committee, while John Ballantyne, vice-president in charge of operations, becomes president. Mr. Buckley will continue to share with E. G. Gubin, chairman of the board of directors, primary responsibility for policy-forming activities. Charles J. Steinruck Jr., formerly assistant secretary, has been named to succeed the late George E. Denning as secretary.

22 Stations Admitted, NAB Total Now Is 546

BRINGING its total membership to 522, an additional 28 stations were admitted to NAB membership last week during the War Conference in Chicago.

Also admitted, aside from the stations, was the Columbia Recording Corp., of New York, as an associate member. New members are: KMOD, Kansas City, Mo.; KGC, Eau Claire, Wis.; KCE, Brownsville, Texas; KFRA, Helena, Mont.; KDOM, Sioux City, Iowa; KROF, Roswell, N. M.; KHUB, Watertown, Calif.; KLZ, Denver, Colo.; CSS, Santa Fe, N. M.; KBBF, Buffalo, New York; WSGM, Gulfport, Miss.; WGR, New York, Ga.; WJPA, Downey, Calif.; WHB, Washington, Pa.; WKB, Duluth, Minn.; WBO, Harrisburg, Pa.; WTOP, Toledo; WWP, Palm Beach, Fla.; WHK, Cleveland; and others on the independent network (four managed stations).

Los Angeles Silent

SOUTHERN California area stations, in second radio silence since beginning of the year, went off the air at 8:34 p.m. (PDT), April 25, for 55 minutes. Concurrent with the red alert, which followed yellow and blue alerts, silence was ordered by Los Angeles Air Defense Wing of the IV Fighter Command when unidentified targets were detected. When identified as friendly, all clear signal was given at 9:50 p.m. (PDT). Previous radio silence on March 15 lasted four minutes.

Lever Games

LEVER BROS., Cambridge, Mass., on April 26 started sponsorship of a sports program on WLW, Cincinnati, for Lifebuoy Shaving Cream and Lifebuoy Soap. The five-weekly five-minute program, on WLW, 6:25 a.m., features reports on baseball and other sports games by Roger Baker, who teams with Dick Bray in covering Cincinnati Reds’ games on WSJ. Agency is Ruthrauff & Ryan, New York.

Shortage of Tubes Becoming Critical

Copper Types Increasingly Difficult to Obtain

LIKELIHOOD that all copper anode and copper pin transmitting tubes will become increasingly hard to obtain and that stations will have to rely more and more upon rebuilt tubes because of the scarcity of these materials was predicted by spokesmen for the Radio & Radar Division of WPP last Wednesday at an engineering breakfast conference held in conjunction with the NAB War Conference.

Frank H. McIntosh, assistant chief of the division, and John Creutz, former Washington consulting engineer now heading the transmitter unit of Mr. McIntosh’s branch, recounted the equipment needs of 50 practical engineers and manufacturers’ representatives.

Going to Be Tough

While the new priorities structure is reaching practically all material essential to maintain transmitters, the officials said that the going will become increasingly difficult in particular fields. It was urged that all discarded tubes have a salvage value be returned to manufacturers for reconditioning.

“We won’t see blue sky for a long while,” Mr. McIntosh declared. He pointed out, however, that the cooperation evidenced by broadcasters and manufacturers all down the line had tended to ease conditions. Because the situation is “going to be tough”, Mr. McIntosh suggested stations should not ask for any thing more than they actually need in critical materials. Stations will have to get along with a minimum of such equipment for the duration, he said.

Regarding radio receiving sets, tubes, Mr. McIntosh said he thought the situation is considerably worse than he thought from a recent NAB survey. Later, at a press conference, Mr. McIntosh indicated that the two million victory model tube manufacturing processes would constitute an ample stockpile to take care of prospective civilian needs.

Mr. Creutz pointed out that two types of tubes—885 and 893—practically are exhausted. The plants manufacturing these types, he said, also are being used for vital plants operating outside the radio field and it is difficult to get production lines going on copper-annode tubes.

The 890 tubes, used largely for FM, television and high-frequency service, also are becoming scarce and production will be severely restricted, he declared.

PA’s Telescopic

LATEST ready-to-air news programs are to be added Sundays to the “Telescopic service, which is a quarter hour commentary on wartime Washington, prepared by Joe Torrill, Washington representative of Associated Press Radio, titled Washington Inside Out.

Page 26 • May 3, 1943

BROADCASTING • Broadcast Advertising
WILL DELIVER LION’S SHARE OF DETROIT AT LOWEST COST.

GUARANTEED with any WXYZ Champion Show.

WXYZ WILL DELIVER LION’S SHARE.
War Conference Lays Plans for Future

Industry Problems Get Thorough Airing

MEETING in the Palmer House, Chicago, April 26-29, for a critical War Conference, the NAB and related industry groups went thoroughly into all phases of wartime operation and discussed plans for post-war broadcasting. Running account of the proceedings follows:

Miller Leads With Petrillo As Topic

Even before the War Conference got under way formally Tuesday, the Petrillo recording ban proved a leading topic. President Miller told an informal press conference Monday afternoon that while the recording ban is very serious, no station to his knowledge yet has been forced to close down because of it. He described it as a very serious detriment to the war effort insofar as morale both at home and with troops abroad is concerned and expressed the hope for a prompt solution.

The American people are ingenuous, Mr. Miller said in predicting a successful outcome. The ban by no stretch will put radio “out of business”, even if it continues indefinitely.

He said at the moment he felt there was no immediate crisis. Alluding to the May 10 resumption of conversations in New York between the transcribers and the international board of AFM, Mr. Miller said it was his understanding that these discussions would continue until a solution is reached or unless there is a complete stalemate. In the latter event, he said, overtures to the War Labor Board might be pursued—a course he was disposed to recommend. But he pointed out that the transcribers did not want to go to Washington with their complaints until every prospect of a negotiated settlement had been exhausted.

Mr. Miller pointed out that negotiations between the phonograph record manufacturers and Petrillo were broken off a fortnight ago after Mr. Petrillo had agreed to discuss separately with the two recording groups (transcribers and phonograph record manufacturers) terms for lifting the ban, in effect since Aug. 1. He declared that both groups were fundamentally opposed to the Petrillo plan for an unemployment relief fund and that he thought some other basis would have to be found to meet the objections of the transcribers, in any event.

Pointing out that when the ban was called, dire predictions were made that many stations would be forced to leave the air because of lack of recorded tunes, Mr. Miller said these predictions have not materialized.

“Most Serious” of NAB Meetings

Monday’s registration totaled nearly 600—as against 150 the first day of the Cleveland meeting a year ago. Mr. Miller pointed out that the attendance was made up largely of key station personnel attracted because the agenda is the “most serious in the history” of the association.

The fact that committee meetings were well attended, Mr. Miller said, is further proof of the seriousness with which broadcasters are viewing their task. Pre-conference meetings included those of the sales managers executive committee, public relations committee and research committee. The sales managers recommended a present and post-war study of automotive advertising to be presented to the industry.

The public relations committee resolved to a policy of continuing to bulwark its news coverage with highly trained personnel as “befits the industry’s greatest service to the public.” The research committee urged a continuing study of problems facing the industry in post-war planning. It pointed out that developments in broadcasting in all its branches made by the armed forces in the war period are of such importance as to warrant appointment of such a committee by the trade association.

Miller Formally Convenes Convention

The total registration had passed 850 when President Miller formally convened the War Conference Tuesday morning. Dispensing with the customary reading of officers’ reports, which had been filed previously, Mr. Miller announced the appointment of an elections committee headed by John M. Rivers, WCSC, Charleston, and a resolutions committee, with R. Spencer Mitchell, WDAE, Tampa, as chairman.

Attention was called to three minor amendments to the bylaws, distributed to the membership in advance, to be voted on at the Wednesday afternoon session. These include moving of Maryland from District 4 to District 3; amendment of the language of the bylaws to eliminate the term “executive committee,” abolished last year, and a minor change in the method of electing directors-at-large.

Mr. Miller observed that the conference was called to give broadcasters an opportunity to discuss with Government representatives problems confronting the industry and growing out of the war. The sole effort of the industry, he said, is the best possible cooperation with the Government in the war effort.

If the industry can help shorten the war only by a matter of days, it will prevent sacrifice of many lives on the battlefronts and save an enormous sum of money. In the last war, he said, allied casualties amounted to 3,000 per day. Gardner Cowles Jr., OWI assistant director in charge of domestic operations, estimated that the war now costs $250,000,000 a day and is rapidly approaching the $300,000,000 mark.

“We have a concrete goal to shoot at,” said Mr. Miller. “Our effort will be to help shorten the war by as many days or weeks as we can.”

Manpower Story By Lawrence A. Appley

Introducing Lawrence A. Appley, executive director of the War Manpower Commission, as the first formal speaker, Mr. Miller emphasized manpower as perhaps radio’s first operating problem. Mr. Appley, along with subsequent speakers at the afternoon session, did little to allay the fears of broadcasters that the personnel outlook is not good. As a matter of fact broadcasters, he said, found too much stock in the industry’s status as an “essential” operation and were urged to train replacements in all lines, seeking them from the ranks of women, draft-deferred men and, where possible, the physically handicapped.

Mr. Appley, former vice-president of Vick Chemical Co., painted a bright picture of the task confronting WMC and the Selective Service System and cited mathematics to show that the mobilization of manpower, even in essential industries, will not signify as the war progresses. Every effort is being made to decentralized manpower regulations and he urged against appeals direct to Washington.

Mobilization and utilization of manpower is an “unpopular activity”, Mr. Appley said. Because it is so highly personal, those not classified in an essential industry feel WMC is wrong. He admonished broadcasters, however, that they must realize, along with all other groups, that all activity must sacrifice something good of the whole and that no industry can hope to retain full activity.

Citing figures quoted in the recent past regarding the manpower situation, Mr. Appley said that simple statistics prove that there will be a greater drain on manpower in all walks of life. He said an amazingly good job already had been done but that despite this people still talk about the “manpower muddle”.

Because the manpower problem is so mobile in character, Mr. Ap-
Smart Advertisers have found a

BOMB SIGHT TO HIT BALTIMORE!

Near misses don't count in radio. National and local advertisers are learning that. In Maryland they've discovered that WFBR covers the vital Baltimore market as effectively as some of the recently introduced Allied "Block Busting" Bombs. You hit the target you aim at!

And when you hit the 6th largest city in the country, with WFBR's concentrated force, something happens to sales.

WFBR doesn't try to cover Virginia, Pennsylvania, New Jersey, Delaware or West Virginia. Our job is Baltimore. We use the electrical power that does just that. WFBR believes that those scattered states have radio stations right in their own backyards with their own loyal listeners.

In Baltimore... it all adds up to this: In Baltimore... WFBR gives a magnificently clear signal DAY and NIGHT. Baltimore people enjoy the station. Advertisers save money by buying coverage... and not just power that's costlier and too often wasteful.

WFBR

RADIO STATION
BALTIMORE

NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.
After reviewing, within the limits of military censorship, the overall functions of Signal Corps operations, Gen. Stoner explained that there are 81 different types of Signal Corps units in the Army today. Four large personnel training centers now are maintained as against one prior to Pearl Harbor.

**Signal Corps In “Radio Business”**

The Signal Corps today is in a small degree in the broadcasting business, he explained. Through the Special Service Division broadcast operations are maintained in combat areas, since Army personnel likes radio for relaxation and enlightenment. This service, however, is not equally successful. His Signal Corps units have a mission to combat areas where adequate commercial service is not available.

Pointing out that there has been some opposition to the establishment of two isolated low-powered stations in Alaska, Gen. Stoner said these were set up because the areas are remote from commercial stations and are ruled for the entertainment of the troops.

Discussing the need for trained engineers, Gen. Stoner said that during the remainder of 1943 the Signal Corps will require a “reasonable number of highly skilled technicians who are qualified radio engineers—men who are experienced in the design of fixed radio facilities, their construction, maintenance and operation, with the capabilities of acting upon their own initiative where necessary.”

Pointing out that the number of such individuals “unfortunately is very limited,” Gen. Stoner said that as the military requirements of the armed forces increase there develops a drain on the industry for this type of personnel. “Visualizing the present and the future needs of both armed forces and industry to sustain communications, it is vital that personnel should be systematically drawn from industry to meet the needs of the service.”

Asking the industry to extend “full cooperation” in making available a “reasonable number” of engineers to the service, Gen. Stoner said he hoped the NAB would continue to cooperate by appointment of a committee to work in conjunction with the Office of Procurement Service. Its function would be to recommend individuals who meet the requirements for “temporary appointment in a commission grade” in the Army for assignment as radio engineers. A similar plan has worked well in communications.

The Army Signal Corps now is doing in minutes what was frequency done in hours and is accomplishing in days what formerly required months. He cited an instance where a complete radiotelegraph station was set up in 20 hours in a foreign theatre. Global war, he said, requires that speed. The Signal Corps has employed equipment and personnel at strategic locations for quick movement for precisely that type of work, he said.

**Global War Requires Speed**

In the Spanish-American War a soldier was decorated because of his “message to Garcia,” he said, adding that in this war “thousands of messages to Garcia go out every day.” This has been made possible by the tremendous help given the Army well in communications.

The British experience of broadcasting in wartime was outlined to the convention by Lindsay Welling- ton, North American manager, British Broadcasting Corp., who pointed out that the problems were not analogous, since Britain was doing as much and since its England the broadcasting system is a Government-owned monopoly, non-commercial. Britain immediately went on the air with a single program service, and by means of technical synchronization was able to retain program service even during the blitz period. By the synchronized process, no guidance was given to enemy aircraft. If one transmitter had to be taken off the air, the listener could still hear the same programs from other transmitters working in the same group. He did not go into technical details.

While BBC did not interrupt its broadcast service, the enemy was not equally successful. His transmitters go off almost daily when the RAF “is doing its stuff.”

The second big problem was to assure that programs would be fed the transmitters. This was accomplished by setting up studio premises and technical equipment throughout the country. While it meant immemorial technical com-

---

**FIVE’S A CROWD, but a jolly one, as the NAB War Conference in Chicago wound up (150): Frank Silvottail, BBOO, Chicago Brown, NBC promotion director; Beth Black, Joseph Katz Co., New York; J. B. Conley, WOWO-WGL, Fort Wayne.**

Appley said, “none can afford to sit back in complacency because of es-sentiality of activity or job. No one should have any sense of ‘protection’ by any draft board regulation or ruling,” he advised. “It is more a matter of intelligent division and distribution of manpower among needs according to rank.”

**Industry Must Give Its Technicians**

Emphasizing that an activity can be essential without the individual in it being essential, Mr. Appley said that less and less can able-bodied men of military age be considered as essential other than to the armed forces. In cases where the broadcasting industry is using women, he said reports are that they are proving satisfactory. It isn’t necessary for a technician in a studio to know what is being done on the panel. He cited the case of a station whose management had decided it would have to shut down operations if it lost its engineers to the armed forces. The chief engineer is 24 and the other two are 21 and single. “If these three engineers are physically able-bodied,” he said, “that station will either have to employ and train those who are not wanted by the armed forces or they will have to retrench their activities.”

Mr. Appley outlined six definite steps being undertaken by WMC toward establishment and maintenance of a “strong, integrated, manpower administration at the local manpower market level, so that complete mobilization and utilization of human effort will be attained.”

He said it was the hope that each community and city in the country would have a definite program built on this plan. Sometimes, he said, there are dark moments. But he predicted that the job would be done despite what appears to be insurmountable difficulties.

**Winston Talks ofSelective Service**

The broadcasting industry, he said, had contributed greatly to the effort and the entire WMC organization appreciates what has been done and what will be done in the way of news dissemination and pro-

---

VULTEE AIRCRAFT SELECTS
HALLCRAFTERS EQUIPMENT
FOR RADIO FLIGHT
RECORDE

The ultra-sensitive ground-unit "brain" of Vultee Aircraft's new radio recorder is monitored by a Hallicrafters shortwave radio communications receiver. This test-flight unit, originated by Vultee engineers, gives multiple instrument readings flashed in split-second cycles through a Hallicrafters communications receiver to ground crew tabulators during actual test flights.

Hallicrafters communications receiver (illustrated) Model SX-25—12 tubes, 4 bands. Frequency range of 550 kc. to 42 mc.

Your post-war Hallicrafters communications receiver will be worth waiting for.

World's largest exclusive manufacturer of shortwave radio communications equipment

hallicrafters
CHICAGO, U.S.A.
Many harrowing instances were recited after bombings of BBC. The broadcasts went on, however. In one case a microphone was placed under a table and with bombs crashing all around the building, Dr. Walsh, director of religion of BBC, read quietly from the Bible and Paul Beard played the violin on his knees.

Apropos manpower, Mr. Wellington said that BBC has recruited and trained many hundreds of women for technical work. One-fourth of the recreation and maintenance now consists of women, operators and it is expected that as the war progresses the number may reach as high as 60%. He said there were no serious union difficulties. Women between 25 and 35 prove most satisfactory as they have a greater sense of responsibility than young girls. Intensive training courses are given them. Women are not used, however, for the high-powered transmitters.

BBC has found that women technical assistants have proved very capable for certain types of work. They have probably done best at recording, work which seems to suit them and for which many have an excellent touch. In many cases they are better than men in operating studio control equipment.

Elmer Davis, director of OWI, was the luncheon speaker at Tuesday’s session. His remarks were off-the-record, however.

Navy Pleads For Technicians, Too

A further plea for trained radio engineers and technicians—this time for the Navy—came from Lt. Com. Morgan, head of the Navy public relations office in Washington, who in behalf of the

Bureau of Naval Personnel, asked those in the industry who might be available for service, to apply. He stressed that the Navy was not asking the industry to “sacrifice men whose work is essential in maintaining your important communications services” but that such manpower as can be spared would be appreciated by the Navy.

Because of a conflicting meeting of public relations directors of the Navy in Washington, Capt. Leland P. Lovette, Navy public relations director, and members of his radio staff were not able to attend the War Conference. Messages, however, were read both from Secretary of the Navy Knox and Capt. Lovette, expressing appreciation and thanks to the industry for the job done.

Com. Reichert said the broadcasting industry had been of “inestimable assistance in accomplishing our mission.” He outlined the reasons for the Navy policy in connection with broadcast programs, explaining that while the Department does not cooperate in the presentation of service personnel for the entertainment of the public, it nevertheless, does extend its aid in all other types of programs.

Admonishing broadcasters that it is necessary to control what “Sailor Johnny Jones says when he is on leave at home,” Com. Reichert emphasized that the public relations officer in the area should be contacted before such broadcasts are made. Navy men can “get themselves into serious trouble” unless they follow this directive.

Electronic Vital To Final Victory

Frank H. McIntosh, assistant chief of the Radio & Radar Division, of WPB’s Research Branch, told the broadcasters that radio was already taken and those in prospect to assure continued operation of stations. He said that in spite of the fact that WPB is undermanned, he would not make a plea for personnel.

There is a greater use for radio now than at any other time in history. He reiterated what other spokesmen—those electromagnetic devices will prove a vital factor in our ultimate victory. Unlike domestic broadcasting, where one transmitter may supply thousands of listeners, in military operations a transmitter is needed for every receiver. This has resulted in an increase in transmitters and electromagnetic devices from during normal times about three and one-half million dollars a year to 300 million dollars a year. This year some $4,500,000,000 will be spent in a like fashion. It was pointed out that it can take 150 years of normal civilian production to reach that figure.

In spite of seemingly unsurmountable difficulties, a job has been done, Mr. McIntosh said, with WPB operating on the theory that it would rather win by a large margin as far as electronics are concerned than to lose by a small one.

The Radio & Radar Division function has been two-fold—to conserve existing equipment and to aid the industry in getting the devices needed. The division, reduced in power effect early last Dec. 1 has proved a tremendous boon in conserving equipment, though the power reduction has not discernibly reduced confusion or been noticeable to the listener.

While emphasis is still on conservation so that the military demands can be met, Mr. McIntosh gave the industry a word of encouragement and said he saw no reason for deletion of any station in the near future because of equipment shortages. The effort will be to retain the status quo.

Radio Ranging and Detective Devices

Alluding to the Joint Army and Navy announcement of April 23 removing the taboo on use of the Atlantic Coast, Mr. McIntosh pointed out that it is now “legal” and while it was part of the name of his division for a year and a
What does a company like Beech-Nut do when, after supplying our armed forces, it's up against the problem of supplying less coffee and gum to its customers at home?

Just what you'd expect of a firm which down through the years has known how to earn and preserve a household respect for its name and its products...

_BEECH-NUT STAYS IN RADIO FOR '43 AND CONTINUES ON WEAF—BECAUSE_

- WEAF talks to 12% of the nation and keeps them sold!
- WEAF reaches 15,000,000 buyers who spend eight billion dollars yearly for retail merchandise alone—15,000,000 people whose standard of living is among the highest in the country!
- WEAF has the strongest signal...and the largest number of loyal listeners in its vast coverage area!
- WEAF offers the best "company" of advertisers who sponsor the top-ranking programs in the nation!

Yes—Beech-Nut stays on WEAF to keep them sold today for bigger sales tomorrow.
half, it nevertheless was not permitted in the public prints.

Describing the miracles of the radio ranging and detection devices, he said that not long ago in the Pacific area two enemy ships were detected some 25,000 yards away. Full broadsides were loosed even though the vessels were never seen and the enemy never saw our ships. The next day on reconnaissance only debris could be found. "Radar had done the whole job," he said.

Describing the magnitude of the material function of WPB, Mr. McIntosh said that extensive surveys were undertaken for the proper scheduling of production in the radio fields. On the home front, he said, there is assurance of one set per radio home. Earlier difficulties in production, he said, will not be repeated, based on assurances from the military services and as a result of the orderly allocation procedure now under way as to tubes. It was necessary to take care of the tremendous military demands at the outset and it was also decided to use up all inventories in the hands of manufacturers, distributors and dealers before embarking on new production. Production of necessary broadcast equipment won't be normal until after the war, he said. If it is, the WPB will not have done its job.

Expediting the overall work has been the objective of standardization and simplification of types and designs. Receiving tubes, for example, have been cut down from 700 tubes to 116, the latter satisfying more than 90% of the receivers in use. On other replacement parts, some 2,700 different types of volume controls have been reduced to 6, while 400 types of condensers have been cut down to 9. This has meant everyone down the line saved money and materials and still had equipment.

Replacement of Parts Situation Improving

Praising manufacturers and the industry for excellent cooperation, he said that as time goes on more direct steps will be taken towards simplification to speed production. By July 1, he said, the production of parts to supplement existing stock should be under way.

Surveys recently undertaken for WPB by NAB on condition of sets showed results anything but discouraging, he said. Normally it is estimated there are some three million sets out of order all the time. The survey showed substantially less. It was surprising to note, he said, that in all areas of the country the same types of tubes are in use in about the same ratio.

Apropos the farm battery sets, Mr. McIntosh said he was not qualified to speak since this was a matter in the hands of the Durable Goods Division of WPB. He did observe, however, that because of the interest shown by broadcasters, Senators, Congressmen and others in public life, steps are being taken to alleviate this condition due to the importance of the radio in rural and remote areas. He called it the "number one problem so far as broadcasters are concerned" and predicted it would be cleared up promptly.

Col. R. Ernest Dupuy, chief of the news division of the Army's public relations department, in a brief introductory talk, carried a message from Secretary of War Stimson thanking the industry for its war service. He commended its great accomplishments tactically, educationally and from the entertainment standpoint.

Bringing home to broadcasters the gravity of this war, Col. Dupuy said we are engaged in a "war of survival." The only objective is to "crush our enemy by armed force, to kill enough of them and destroy their centers of resistance until we get them to the point of unconditional surrender." Unless we "kill them, we get killed" he said.

Col. Glavin Recalls Broomstick Army

Pointing to the use of radio made by the military, Col. Dupuy said that the only goal is to protect the security of the nation. It is important not to permit information of value to get in the enemy's hands. Voluntary censorship has worked, he said. Under siege the military will take over all communications because it becomes its duty to avoid permitting the enemy to "spoil their shots".

"Our mission is to smash the enemy and kill him before he kills us," he reiterated.

Col. E. J. F. Glavin, public relations officer of the First Army

The One Radio Program with the Largest Audience in Latin America...

"DAILY NEWSPAPER OF THE AIR"
over Panama's HP5G-HOA

Get more value for your dollars ear-marked for Latin American advertising . . . increase sales of your product to our "Good Neighbors". Broadcast your message over HP5G-HOA, Panama's most popular station . . . the only station that broadcasts long wave, national short wave, and international short wave.

HP5G-HOA provides thorough and complete coverage of all Panama and, in addition—general coverage of the whole Caribbean area . . . almost primary coverage of all English-speaking residents in Latin America.

Current American Advertisers: Esso, Kolynos, Schlitz, Eversharp, Forhan's, Zonite, Borden's, Listerine, Schenley's, Lucky Strike, Vitalis, Ipana, Servel, Quaker Oats, Schick, Max Factor, Paramount Pictures, etc.

Exclusive Representatives:

PAN-AMERICAN BROADCASTING COMPANY

330 Madison Avenue, New York, N. Y.

In Chicago: Fred Jones, 228 No. La Salle St.

Page 34 • May 3, 1943

AGENCY AND STATION MEN fraternized in Chicago as the War Conference brought home the seriousness of a United States and an industry at war (1 to r): John Blair, John Blair & Co., Chicago; Kenneth M. Hance, KSTP, St. Paul; Louis J. Nelson, Wade Advertising Agency, Chicago; Tom McDermott, N. W. Ayer & Son, New York; Vernon Pribble, WTAM, Cleveland.
MANPOWER, one of radio's most serious problems, occupied attention of the NAB Labor and Wages & Hours Committees meeting in pre-War Conference session. Discussers are (from left around table): Chairman C. T. Lucy, WRVA, Richmond; Quincy A. Brackett, WSFR, Springfield; Chet Thomas, KXOK, St. Louis; and KFRU, Columbia; J. B. Rock, KDKA, Pittsburgh; Ralph Brunton, KJBS-KQW, San Francisco; Joseph L. Miller, NAB labor director; W. E. Hutchinson, WAAF, Chicago; W. L. Gleeson, KPRO, Riverside; Joseph A. McDonald and John F. Whalley, WMAQ, Chicago; Calvin J. Smith, KFAC, Los Angeles.

Command in New York, which is responsible for the entire coast, recalled that in 1939, during the first practical Army maneuvers in New York State, great help was provided by the broadcasting industry. At that time Lt. Col. E. M. Kirby was public relations director of the NAB and a civilian. Then the maneuver was by "our stovepipe and broomstick Army".

The task of the First Army Command, which embraces an area with a population of 8,500,000 people, including New York, Washington, Philadelphia and all of the coastal area, is to defend our shores, he said. Alluding to the Tokyo raid of a year ago, he said the utter confusion of the Japanese radio caused panic. Lessons were learned by us on that—hence the Office of Censorship plan for handling of broadcasts during an air raid or enemy action given to the industry a year ago over a closed circuit by Byron Price, director of censorship.

**Precautions Against Invasion Attempts**

Broadcasters in the New York area, in establishing Radio Central, give the Army "unrationed help." They have established 24-hour service direct to military headquarters for emergency service. In the event of a raid, he said, the information will be released. If there is any air silence, to avoid use of our stations for homing purposes, the Fighter Command, through the military organization, will order it. When the radio silence is lifted, he said, the Censorship Office regulations again are invoked. Summing up, he outlined the three steps to be followed: (1) release of the official news of the raid or action, (2) imposition of official silence by the Army, (3) the lifting of the radio silence as soon as possible.

The Army recognizes its duty to keep the public informed, he said. Any official statements made during the period of siege will come from the Army.

Entirely aside from air raid emergencies, Col. Glavin pointed out that precautions are taken against other types of enemy action, including submarine bombardment, dropping of paratroops, small invasion attempts, sabotage, and the like. In New York all branches of the service are closely coordinated and operate a sort of "small news wire service." He said the military puts it up in a package and delivers it to the stations.

The plans do not envision a radio silence from north to south but only in small areas under siege. Moreover, he said if the enemy has found its target and has dropped its bombs, the radio silence might promptly be lifted since there is no further need for precautions against use of the radio signals for location purposes.

Moreover, he said, once the news is out regarding enemy action it is releasable and can be used. The Army is not attempting to act as a censor. In the areas of combat, accredited news and radio men will be given an opportunity to move about. Already, he said, some 1,200 people are so accredited.

Plans are under way, he said, to have official announcements on enemy actions released on a given frequency to be previously announced. One frequency would be selected for the emergency service as a means of restoring radio service during general radio silence in the area. He said that studies...
along this line now are in progress. Expressing great satisfaction over the cooperation shown by the industry, Col. Glavin said that radio not only is a great weapon in the war and has performed wonderfully tactically, but also is a "great weapon at home." The Army operates on the theory that the public must be kept informed and must be told the truth. "If we are going to have action hero, the public is going to know about it as far as the Army is concerned," he said. In conclusion, Col. Glavin said under present plans radio silence will be imposed only when absolutely necessary for military defense against enemy air attack; that radio silence will be lifted immediately when it has been determined that resumption of broadcasting involves no tactical risk; and limited radio during silence will be provided under Army control for the broadcast of official news bulletins.

Industry Cheered
By Kirby, War Dept.

Thanks to the industry for all it has done and is doing for the Army was expressed by Lt. Col. Kirby. He said he did not recall a single instance where any important request of the War Dept. has been rejected by any unit of the industry.

Broadcasters, and more particularly producers of programs and script writers, were admonished by Col. Kirby to exercise a great degree of care in preparation of their scripts, having in mind the attitude of the parents and the relatives who have loved ones in the armed forces. Good war programming should be uppermost, he said. He urged against discrimination. Particular care should be exercised in handling of casualties.

Avoidance of "showmanship" that will "short change" the public was advocated by Col. Kirby. "Let us remember," he said, "that the minute you put a soldier in uniform on the air, millions of parents see not that boy but their own. And they compare that boy with their own. He is standing there in a uniform in which he may give his life. How he is treated, under what conditions he is presented is all important. If he is presented as a stooge or a freak, the uniform is short-changed and so are millions of parents with sons in uniform."

What used to be good special events in many cases now has become bad war programming, Col. Kirby declared. "Radio, instead, should and must tell the stories of heroism, of sacrifice which our men are making," he advised.

Gratitude of the Department both to radio and the entertainers who have given of their time and talent was expressed by the Army's radio chief. People like Kay Kyser, Bing Crosby and Bob Hope were mentioned as among those who have done outstanding jobs.

Certain types of commercial copy were deprecated by Col. Kirby as objectionable from the war stand-
Get Auto Business, Sales Group Urges
Committee Also Recommends
B-S-H Continuing Discount

REVIVAL of national and local advertising in the automotive field through an intensive promotional effort was recommended to sales managers of the industry by the retiring sales managers committee of the NAB at its pre-War Conference session last Monday in Chicago.

Through John M. Outler Jr., sales manager of WSB, Atlanta, the retiring committee recommended a study by the NAB of present and post-war advertising to be presented to the industry. The plan would be presented at a meeting to be held in Detroit.

Contract Form

The committee also recommended a new clause for the NAB-American Assn. of Advertising Agencies standard form of contract for stations under which discount schedules would be carried over. Under the proposal, advertisers who use 52 consecutive weeks of advertising on a station will continue to earn the maximum discount after expiration of the original contract. The continuing discount plan has been strongly advocated by Blackett-Sample-Hummert [Broadcasting, April 19].

Under the Outler automotive plan, prompt research would be undertaken on how radio can best serve the automotive industry, from point of manufacture to ultimate distribution.

Members of the retiring sales managers executive committee, in addition to Chairman Outler, are Dietrich Dirks, KTRI, Sioux City, Ia., for small stations; William F. Malo, WDRC, Hartford, Conn. for medium stations; Frank R. Bowes, WBZ, Boston, for large stations; Donald D. Davis, WHB, Kansas City, for MBS; Arthur Hull Hayes, WABC, New York, for CBS; and George H. Frey, NBC, New York, for NBC.

Industrialists to Speak

NINE additional American industrialists will be heard on broadcasts of Industry Looks to the Future, NBC weekly series transmitted to American fighting forces overseas via NBC shortwave station WBOS, in cooperation with the National Assn. of Manufacturers. The following will speak: H. W. Prentis Jr., president, Armstrong Cork Co.; Harry A. Bullis, president, General Mills; E. R. Breese, president, Bendix Aviation Corp.; J. Cheever Cowdin, chairman of board, Universal Pictures Co.; Thomas J. Hargrave, president, Eastman Kodak Co.; Harvey S. Firestone Jr., president, Firestone Tire & Rubber Co.; Glenn L. Martin, president, Glenn L. Martin Co.; Thomas F. Joyce, manager, radio and television instrument department RCA; Philip G. Johnson, president, Boeing Aircraft Corp.

GOOD STATIONS ARE "Choosey"

They have a trust to fulfill — a reputation to maintain.

Lang-Worth is proud of the part it plays in assisting 228 "choosey" radio stations to fulfill their trust and maintain their reputation.

From Los Angeles to Halifax, from Jacksonville to Vancouver — these 228 "choosey" stations acclaim Lang-Worth the leading transcription service in point of program and transmission quality.
Sauce for the Goose

MOST FOLKS can dish it out, but taking it isn’t so easy.

FCC Commissioner Clifford J. Durr indignantly declines to answer a questionnaire from Chief Counsel Eugene L. Garey of the Cox investigating committee, inquiring into his personal affairs and finances. It was one of a series of questionnaires sent by the House Committee counsel to each member of the FCC.

As to Mr. Garey’s methods, we see little to criticize, though the letter to which Mr. Durr so vehemently objects does appear rather penetrating. Scarcely anyone familiar with the FCC application forms and with the pack of bright young men who trapse from station to station digging into files would deem any of the Garey questionnaires objectionable. That sort of thing goes on all the time. Then why should the FCC, or any of its members, object to a Congressional inquiry and a few questionnaires once in about 15 years?

Of course it isn’t pleasant when personal affairs are fine-toothcombed and perhaps aired in public. Stations have been complaining about it for years. It’s one of the penalties of being a commissioner or a station licensee. But the FCC 50-page application forms are far more penetrating than anything the Garey Committee has yet sought, as far as we’re aware.

There isn’t any doubt about the authority of the Cox Committee to pursue this course. The Resolution adopted by the House, practically without dissent, is broad and complete. The Committee can subpoena practically anything it likes.

Mr. Durr is the newest member of the FCC, having served less than two years. He has less to account for in the way of FCC policies than any other member. Therefore, he was the logical man to question the Committee’s rights. We assume the protest was discussed with at least several of his colleagues.

We doubt if a single member of the FCC is guilty of anything beyond excessive power-grabbing, disregard of the Congressional intent and perhaps intimidation and coercion of licensees (this in many cases through those bright young men). But we don’t question for a moment the right of Congress to make a thorough-going inquiry. Like Caesar’s wife, a public servant must be above reproach.

Bound and Gagged?

NOT SINCE 1934, when the present Communications Act was written, has there been such insistent demand on Capitol Hill for new legislation governing radio and, of necessity, all branches of communications. In both houses of Congress impetus has been given to measures looking toward amendment of the existing law, the radio sections of which were carried over from the original Radio Act of 1927. It is an antiquated piece of legislation which has not kept up with radio’s dynamic pace.

Hearings start this week on the Wheeler-Watson Bill to reorganize the FCC, spell out its functions so power-grabbing bureaucrats can’t misconstrue the Congressional intent, and root out provisions that have been susceptible of misinterpretation, even by the courts. Radio has travelled a long, tortuous and spectacular course since the 69th Congress enacted the original radio law. It is clear that the 78th Congress now in session proposes to do something about it.

In addition to the work of the White-Wheeler Committee, the Cox Select Committee of the House is about to launch its full-scale investigation of the FCC, its personnel, and past actions. Whereas the Senate proceedings contemplate amendment of the statute, the House investigation is to deal with the personnel of the present FCC. But the results are bound to converge somewhere on the legislative front, before new law is enacted. Therefore it is entirely possible that instead of a measure simply to amend the Act, there will be ripper legislation to reorganize the FCC from the personnel standpoint.

We have belabored frequently (in these columns) the merits of proposals to amend the act. A voluminous and valuable record was added last session during hearings on the Sanders Bill in the House. This bill already has been resurrected by Rep. Holmes (R. Mass.). The White-Wheeler bill, in its most important particulars, follows the pattern of the Sanders measure. Both have the approval of the industry, as reflected in the testimony of spokesmen for the NAB and the Federal Communications Bar Assn. Conversely, the FCC majority through Chairman Dr. has opposed the new legislation as unnecessary. Obviously, any legislative steps to curb the FCC’s power, much of which simply has been assumed, would be frowned upon by the Commission’s voting majority.

It may develop, because of the heat engendered by the Cox Inquiry, the FCC majority will change its stance and roll-out for a bill along the lines of the Sanders and White-Wheeler measure as the lesser of two evils. That was done last session, but not in the open, when there was a choice between the then pending Cox Resolution and the Sanders Bill. As soon as the Cox measure was stymied, the FCC majority opposed the Sanders Bill.

The Sanders hearings, as reference, unquestionably will be used by the Senate subcommittee as part of its record. There is no necessity for covering the same ground again. But it is important that the Committee have the advice and counsel of the industry—all elements of it. The industry should not lose sight of the fact that Congress is the actual licensing authority—not the FCC. It has simply delegated those legislative functions. The FCC is a part of the legislative branch, as much so as the very committees of Congress.

The broadcasting industry is destined to undergo revolutionary transition after the war. The newspaper and the motion picture industry inevitably will be drawn into the orbit of FCC-licensed pursuits through facsimile and television. But it should be there. There should be no regimentation of research or manufacture by a Government agency and no regulation of business or contractual aspects. If that happens, all the freedoms go out the window.

The industry should speak its mind at the Senate hearings. Otherwise a few more court decisions upholding FCC authority over business aspects of broadcasting and these marvelous new fields aborning, will transform the radio and electronics arts to shackled, regimented, bound-and-gagged tools of master-minded braintrusters.

Radio’s ‘Radar’

JOT DOWN in your little notebook the legend: “Radar—April 22, 1943.” Because that word will become as commonplace in radio’s lexicon as radio itself.

On April 23, the Army and Navy decided that the secrecy that has shrouded use of that term might now be lifted. It has been no secret to the craft, however, that this radio-electronic development for radio detecting and range-finding, travelling with the speed of light, has taken the game out of blimp-flying, and has been used on land, sea, and in the air to detect approach of the enemy and to measure his distance.

Many believe the ban on “Radar” had been carried to the point of absurdity. Government agencies identified with the design, manufacture and purchase of Radar equipment, have been prevented from speaking of the term. Through the word was not coined until about the time of our entry in the war, the process was developed in 1922 by an American who remains unnamed. It was called the “radiolocator” in the Nazi siege of the British Isles, and is credited with thwarting it. Somewhat similar processes apparently are known to the Axis.

We’re glad the military high commands have decided to release the “secrets”. The process itself, however, probably will remain locked within the vaults of the military until after the war. Then look for a “Radar Age”.

Page 40 • May 3, 1943 BROADCASTING • Broadcast Advertising
WHEN PRESIDENT Roosevelt met on Mexican soil with President Manuel Avila Camacho April 20, they made diplomatic history. And when the two presidents spoke over the same microphone to a hemispheric audience, they made radio history.

The radio reports and the stories headline that momentous session between the presidents of these great neighbor nations made no mention of the part radio played. Nor did they touch upon the radio precedent thereby established.

Only a few short years ago radio relations between Mexico and the United States were anything but cordial. The border station situation had been most serious. Mexican stations had jumped indiscriminately on wavelengths used by American and Canadian stations, causing serious interference and the most vexatious sort of diplomatic dealings.

Today that situation is changed. It has been so since General of Division Maximino Avila Camacho took the helm in 1941 as Mexico’s minister of communications and public works. Orderly allocations have been maintained and except for one or two assignment situations that remain to be cleared up in routine fashion, Mexican broadcasting has achieved a new high in quality, range and over-all performance.

Don Maximino is the eldest brother of Mexico’s president. He assumed his office in the Federal Government soon after his brother ascended to the helm of State in late 1940. It was his task to administer the broadcast reallocation of 1941, pursuant to the Havana Treaty, under which Mexico acquired a fixed quota of broadcast facilities for the first time since the advent of the medium. Prior to that, assignments had been made in Mexico, Cuba and the smaller republics within interference range on a hit-and-miss basis. Mid-chan

We Pay Our Respects To

PERSONAL NOTES

MILLER McLINTOCK, president of the NBC American Guild of Producers, is scheduled speaker at the Los Angeles and San Francisco Ad Clubs, during his West Coast visit.

JENNINGS PIERCE, Western division director of NBC Hollywood, after attending the NAB War Conference in Chicago, is conferring with New York executives of NBC.

WILLIAM B. RYAN, general manager of KPI-KEGA, Los Angeles, followed the attending NBC staff at the Conference in Chicago, is in Washington, D.C., on station business.

DON AVILA, sales account of KLO, Ogden, Utah, is at NBC offices after two weeks in the hospital with appendicitis.

PETER ZANPHIR, formerly of the CBS sales department, joined Mutual for the presentation of the divisional promotional research department. The post is a newly created one.

SAMUEL R. ROSENBAUM, president of WFPF, Philadelphia, was appointed manager of the offices of Lit Brothers, Philadelphia department store, at the annual meeting of stockholders.

WILLIAM T. TAYLOR has joined the sales staff of WDBT, Roanoke.

EARLE G. CLEMENT, former general manager of WLEN, Willmar, Minn., N. H., has been appointed manager of WJMS, Milwaukee, Mass. He succeeds Milton H. Meyer, who went into business on his own.

CORNELL JACKSON, assistant to Deputy Chief of Radio Bureau of the Army Air Forces, has been named principal liaison officer of that organization.

H. E. MURRAY, former assistant sales promotion manager of NBC Hollywood, has been appointed sales promotion manager of KPO, San Francisco. She replaces Henry Schaffer, who resigned to enter business for himself.

A. E. TOLLESON, formerly of the A. E. Nelson Company, advertising, San Francisco, has returned to KPO, San Francisco, as account executive.

CHARLES KENNEDY has joined the Chicago office of WLS, Cincinnati. He has been a salesman with WLS, Chicago, and with WTMJ, Milwaukee, where he worked as Dick Garner, who joined the Blue.

home town of Tuxtitan he had worked as a clerk and bookkeeper in various business establishments. As a player of repute and an ardent follower of Mexico’s national hero, Pan-American Highway, Maximino is one of the most popular figures in Mexico. He resides with his family at Tehuacan but spends most of his time at his offices in Mexico City.

MORT SILVERMAN has been appointed assistant manager in charge of sales for WTE, Mutual-Yankel outlet in Fitchburg, Mass., succeeding Mr. Silverman was in sales work with WDAE, Philadelphia, WINS, New York and WCP, Boston, before joining WTE last June.

HENRY GEBSENKORN, account executive of Don Lee Broadcasting System, Hollywood, has been elevated to manager of sales.

A. DALE DRAKE, former commercial manager of WRR, Dallas, is a lieutenant in the Army Air Forces, stationed at Brooks Field, Nashville, Tenn. 

HERMAN FIELDS, new to radio, has joined WPAT, Paterson, as salesman in the New York offices of WATX, New York.

JACK O’MARA, publicity and promotions manager of WOGO and WGL, Fort Wayne, Ind., joined KNX, Hollywood, and is now assisting manager of CBS Pacific stations.

Dr. Jewett Again Heads National Science Group

Dr. FRANK B. JEWETT, vice-president of the American Telegraph and Telephone Co. and chairman of the board of the Bell Telephone Laboratories, was re-elected to the presidency of the National Academy of Sciences April 27 for another four year term. At the same time the National Academy of Sciences elected 28 new members issued membership to Dr. Vladimir K. Zworykin, noted scientist and chairman of the Research and Development agency which works on all important military research and development projects in conjunction with the Office of Scientific Research and Development.

Ruddell in Artillery

NOEL G. Ruddell, vice-president and general manager of the Upper Michigan-Wisconsin Broadcasting Co., has been commissioned a lieutenant colonel with the rank of major in the Army, and assigned to the collaborative and planning agency which works on all important military research and development projects in conjunction with the Office of Scientific Research and Development.

Lt. Pulliam Engaged

ENGAGEMENT of Jane Bleeker, program manager of W6IC Zenith FM station at Chicago, for the last year, to Eugene C. Pulliam, with whom she is to be married May 29 in Chicago, has been announced. Lt. Pulliam was news editor of W6IC and W6! before entering the service. They are to live at Michigan City, Ind., until Pulliam is discharged from the Naval Training School.

Fred E. Guthery

FRED E. GUTHERY, stockholder in the Marion Broadcasting Co., owner of WNN, Marion, O., died suddenly after a heart attack April 20 at 75. He was president of the National City Bank of Marion, O., a director of several other banks, insurance companies and industrial firms.
JACK WILLIAMS, program director of KOY, Phoenix, has been elected to Phoenix Junior Chamber of Commerce directorate.

ALBERT L. CAMPSTAFF, Hollywood engineer on the weekly NBC College of Musical Knowledge, sponsored by American Tobacco Co. (Lucky Strike cigarettes), has been transferred to the network production staff and assigned to that half hour program.

CHARLES LEWIN, producer of BLUE, Hollywood, and Barbara Katz, were married in Beverly Hills, Calif., on April 16.

BILL SORKIN leaves WFVA, Frederick, Va., where he has been manager, to join WKBN, Youngstown, O. He will handle news and general announcing.

GEORGE FINNY, news editor of WINS, New York, married Marion Mouyios several weeks ago.

FRED KENT, announcer of WPEN, Philadelphia, left April 27 for the Volunteer Officers' Corps of the Army.

HOWARD BROWN, formerly of WFIL, Philadelphia, has joined the announcing staff of WJMJ, FM adjunct of WFIL, Philadelphia.

VARNER PAULSEN, production director of WJZ, Philadelphia, was inducted into the Army April 27.

L. T. JANET J. JENKINS, known at KYW, Philadelphia, as Nancy Dawn, where she was in charge of women's programs before joining the WJZ's last April, and LT. William B. McCoy, were married at Fort Custer, Mich.

BILL ZAFFIRAS has joined the new staff of KJUE, Mount Vernon, leaving KSCJ, Sioux City, where he was news editor.

BARRY CURRIGAN has joined the announcing staff of KLZ, Denver.

BETTY LANG is a new member of the continuity department of CKWY, Vancouver. She was formerly with NBC and J. Walter Thompson Co. in Hollywood, and KPAS, Pasadena.

REED A. CHAPMAN, national advertising manager of the Vancouver newspaper, has returned to CKWY to handle sports and sales.

BILL BURNETTE has returned from WPIT, Raleigh, to WCOS, Columbus, S. C., as chief announcer and production manager. Richard Goode, now is Pvt. Goode, Malcolm Rast, is a new member of the announcing staff.

NANCY GREY, of WTMJ, Milwaukee, has gone to the Southwest for two weeks. She will gather material on the Pacific Coast for future WTMJ New programs, aided by a portable recorder.

DARA TWIGGS, of WSGN, Birmingham, besides handling special women's shows, is now taking a regular turn at the mike. Jack McCormack, recently of WLAW, Sheffield, Ala., has joined the staff to handle the night shift.

JOHN T. MACKNIGHT, announcer of WBYG, Hialeah, has been promoted to production chief.

GEORGE D. BRONSON, news editor and salesman of WELD, New Haven, has been appointed to the budget committee of the Community Chest to the executive committee of the New Haven council of social agencies.

GEORGE OLENSLAGER, head of the BLUE'S information division, is the father of a baby girl.

LAKE SCOTT has moved his early morning recorded show to WRRA Dallas from KXYZ, Houston. Previously he was with WNOW, Austin and KFDN, Beaumont.

BRUCE MACDONALD is news editor of WIND, Gary, Ind., succeeding Bob Sabin who joins the BLUE Chicago office.

HAL LAWRENCE, former CKLW, Windsor-Detroit, announcer of the new ACR Lawrence of the Royal Canadian Air Force.

CY KING, announcer of CJKL, Kirkland Lake, Ont., has joined the Royal Canadian Air Force.

WESLEY MEARS, announcer of KFTF-KECA, Los Angeles, has joined the Navy as an enlisted man. Ted Bentley, one time page boy of NBC Hollywood, replaces him.

MARY SIMPSON, in charge of maintaining traffic, BLUE Hollywood, has been elevated to assistant traffic manager. Her duties have been assumed by Phyllis Skippner.

JIM LUNEBERG, of transcription department, KNX, Hollywood, has been transferred to announcing and is assigned to the swing shift. He replaces Bill Fuller, who has taken over a daytime assignment.

BEHIND the MIKE

JOHN HADE, after four years with WFPS, White Plains, N. Y., has joined WJZ, New York, as commercial program manager, a new post. Mr. Hade has been associated with a number of publications, including Billboard, several New England papers, and the Westchester County Publishers.

LEWIS G. J. GREEN, former musician and continuity writer, has been appointed a member of the production directors' staff of BLUE Chicago.

DONT BE A SLAVE TO FREEBORN (Ky.)!

Serfs you right if you've been slaving for business in Freeborn (Ky.)—and not getting much. Because there isn't much there! Emancipate yourself and see how much better you can do in the Louisville Trading Area, where retail sales top the rest of Kentucky combined by 17.1%. . . . Sympathetic to your cause, WAVE offers complete coverage for far less than the cost of any other medium. So don't vassal-ate—use WAVE for Louisville, and get the best of Kentucky at lowest cost.

LOUISVILLE'S WAVE

N. B. C.

FREE & PETERS, INC.,

NATIONAL REPRESENTATIVES

Page 42 • May 3, 1943

BROADCASTING • Broadcast Advertising
Doesn't Dive

JOHN DALY, CBS correspondent in London, discloses to the inhabitants of that city in diving for the ground during an anti-aircraft barrage, CBS reports, quoting Daly's explanation as follows: "Veterans of London blitzes pretty well ignore the antics of Hitler's raiders, but they have a healthy respect for the shrapnel that comes down after the anti-aircraft barrage starts. The sound of the guns is terrifying and my first inclination is to dive for the gutter. The only thing that keeps me on my feet is that it takes about three weeks to get a suit cleaned."

MARTIN SILBURT, program department of CKRN, Rouys, Que., has been moved to CJKL, Kirkland Lake, Ont. George Clemens of CKWS, Kingston, Ont., replaces him at CKRN.

Murray Messner, program director and announcer of WSRF, Flin Fion, Manitoba, has joined the Royal Canadian Air Force.

William E. Webb, of NBC's advertising and promotion department, has been inducted into the Navy as a lieutenant (j.g.), reporting for indoctrination at Quonset, R. I., April 20.

Edmund Dawes has been named program director of WJSF, FM adjunct of WFIL, Philadelphia, succeeding Felix Meyer, who joined the Navy. Mr. Dawes will continue as director of educational programs and activities of WFIL.

Pat Wilson and Irene Bruce, who handled women's programs for WSAZ, Huntington, are now announcing most of the station's daytime programs. They are also at home in the control room.

Alice Wismer, continuity director of WRL, Columbus, Ga., was married to Lt. G. C. Johnson Jr., of the parachute infantry, Fort Benning, Ga.

Mrs. Barbara Johnston, new radio, has been named traffic manager at CJKL, Kirkland Lake, Ont.

Alex Dreier Talks at NAB Breakfast

Alex Dreier, NBC commentator, spoke off-the-record on Germany as the highlight of the breakfast session of the Chicago Radio Management Club Wednesday at the War Conference. Former NBC commentator in Berlin and London, Dreier gave intimate anecdotes on war conditions abroad. Buckingham Gunn, J. Walter Thompson, Chicago, president of the club, welcomed the guests. Lt. Paul Holman, Faust, Navy Public Relations, Chicago, explained the objectives of the club.


Certificate of merit will be awarded Women's Press Club program now off the air, by the New Jersey Women's Press Club, in Newark.

A 250-watt local non-network station holds more day-time listeners than 3 network outlets!

WHERE? IN KANSAS CITY!

THE STATION? KCKN!

PROOF? HOOPER*

"Hooper shows what Kansas City knows"—KCKN is programmed entirely and exclusively for Kansas City's 725,000 "city" listeners.

No other Kansas City station is programmed exclusively for the metropolitan city audience. No other Kansas City station offers national advertisers a low "local" rate.

*Hooper, October 1942 thru February 1943

KCKN

Capper Publications, Inc.
In N. Y. C. — 420 Lexington — Mahawk 4-3280
In Chicago — 180 North Michigan — Central 5977

Broadcasting • Broadcast Advertising

May 3, 1943 • Page 43
Poultry Ups Farm Income to New High

IN 1943, farmers will make more money from poultry than ever before, comments Earl May, pioneer broadcaster and KMA president shown below with his White Leghorn hen, Sarah, who laid 316 eggs in 1942.

"The 1943 farm goal," May said, "is $4,780,000,000 dozen eggs. That's enough to make a solid band 10 feet wide around the equator. We must also produce 4 billion pounds of dressed chicken—over 30 pounds for every man, woman and child in the United States."

In Iowa, greatest poultry and egg producing state in the nation, hatchery bookings to farmers are 40% higher than a year ago, May stated. By the end of this year, 125 million chickens will populate Iowa farms to meet the state quota of 330 million dozen eggs.

But, May pointed out, this is only one of many reasons why the No. 1 Farm Market has more buying power today than ever before—will continue to have more buying power in the years ahead.

"I'd like every advertising man to have the details I have collected about the new farm market," Earl May said. "We have a Market Data Brochure for every alert advertiser anxious to get his share of the record-breaking buying power of America's first farm market."

NOTE: Better write—right now!

KMA
Blue Network
The No. 1 Farm Station in the No. 1 Farm Market
151 COUNTIES AROUND SHENANDOAH, IA.

News to Troops, Begun at OWI
Now Handled by Army Section

NEWS MATERIAL for broadcasts to U. S. troops at home and abroad will be prepared and disseminated through the Orientation Section, Special Service Division of the War Dept., by the end of this week. Handled in the past by OWI, this function has been changing hands recently as the Orientation Section has taken over circuit by circuit.

According to Lt. Col. S. L. A. Marshall, in charge of the Orientation Section, OWI has expected to have the Army take over the work ever since last September when the news reports to troops were started. At that time, the Army was not equipped to write and forward news to all of the widely scattered parts of the globe where American troops are stationed. It was more expeditious to utilize OWI's personnel and facilities than to delay operation until the Army could set up an additional news bureau.

Invaluable Service

OWI thus performed an invaluable stop-gap service for the fighting forces, it was said. Now the Army has the necessary organization and personnel, a forward-publishing facilities—cable and wireless—of the Signal Corps, and personnel at every military post and outpost to distribute news of the war and the home front to the men in uniform.

In addition, Col. Marshall explained, the Army has certain facilities not available to OWI, such as the Research Branch of the Special Service Division, which acts as a kind of "Gallup Poll" of servicemen's interests. Thus the Orientation Section is prepared to supply not only general news but news of particular interest to soldiers whose likes and dislikes have been polled.

OWI's world-wide transmitting and receiving facilities will not be used by the War Dept., although an extensive OWI news service is in operation. OWI has cable facilities to every point where troops have been sent and has arranged new outlets for local radio. Where no radio equipment was available, sending and receiving equipment has been shipped in many cases. OWI also has men on duty at all these points, with full news bureaus in some locations and missions of only one or two men at others.

Not to Be Wasted

However, none of these facilities will be wasted. OWI Overseas Branch will continue to use them in its work of propagandizing occupied and enemy territory and in other OWI functions. Moreover, OWI men at the various stations will continue to aid the Army in getting news to troops where Army facilities are inadequate and will help solve any problems which may come up. OWI will also go on handling the "News From Home" recordings, feature material short-waved to troops.

Capt. William S. Gill heads the SSD News Service. Under Capt. Gill are Capt. Royce D. Howes, editor of the report sent to troops within the country, known as the "Daily News Summary"; and Capt. Thomas A. MacMahon, editor of the overseas report, called "Overseas News Service."

Both news briefs, the reports differ radically. Troops at home, who have access to newspapers and radio, get a daily digest of war news from all parts of the world, a "military account of military operations." Written by former newspapermen with military experience, the reports are a summary, somewhat like news accounts of baseball games, but weighted heavily with full news of war and battle information. Troops overseas don't want to hear war news. They want sports information, general gossip, stories on Hollywood figures. Scandal is extremely popular; the Errol Flynn case was a universal favorite with troops abroad.

Though the boys show no affinity for information on the changing social and political scene, they get it, because, as Col. Marshall explained, "Significant changes in American life are occurring while the men are away. If they are not kept in touch with social, economic and political developments, there will be a difficult readjustment to make when they return."

The domestic report is presented in finished form, but the overseas report, though not reduced to "Cabelesee," must be rounded out before it can be used. Overseas, the material is broadcast to posts and stations where it is put on loud-speakers, tacked up on bulletin boards or walls, or printed in camp newspapers.

Changes will probably be made in the overseas report as interests of army personnel change, Col. Marshall indicated. Members of the Research Branch are constantly sampling opinions and desires of troops actually going to posts to conduct personal interviews, and using approved survey techniques.

"Probably no other publisher in history has had the benefit of this kind of constant survey," observed Col. Marshall.

SEASAC May bulletin reports that a compilation of the current phonograph recordings of SEASAC music, listed by title, recording company, record number and name of recording artist, is contained in the 1943 SEASAC Music Guide, just off the press.

RAYMER'S RENDEZVOUS atop one of Chicago's lakeside dwellings was the locale for this formal group. Seated (1 to r): Mark Woods, BLUE president; Mrs. Harry C. Wilder, WSYR, Syracuse; Standing, E. E. Hill, WTAG, Worcester; Fred Brokaw, Raymer partner, New York, and Paul H. Raymer.

BROADCASTING • Broadcast Advertising
FRANK WEATHER, formerly technical\ncabinet of Stockton, Cal., has joined\nKSAE, San Francisco.

CARL SCHWARZ, engineer of KYA,\nSan Francisco, has been commissioned\na lieutenant in the Army, James R.\nHillman, formerly of KGO, San\nFrancisco, has taken over the KHYA\nduties.

ELMORE BATTLE, formerly engineer of\nWOC, Des Moines, has joined\nKFTC, Fresno, as has Bob Shacklet, of\nFresno.

TROY BARK, formerly engineer of\nKRO, San Jose, has joined the\nArmy as chief of engineering staff.

ELDON RAUCH, former studio\nproducer in Los Angeles, has\nbeen joined by Robert Smith who\nresigned to devote full time to his\nradio service shop.

LESLIE CARE, technician of KXA,\nSeattle, has joined the Army.

TED BINDER, formerly technician of\nKRO, Oakland, Cal., has joined\nthe Army as a lieutenant. His duties\nhave been assumed by Marvin Carlin.

LLOYD R. AMO, former chief\ngineer of KAG, Jamestown, N. D.,\nhas joined KGDM, Stockton, Cal.,\nreplacing Milton Cooper, now in the\nArmy.

KENNETH GRENDE, formerly\ngineer of KOMO, Seattle, has joined\nthe Army as a lieutenant. His duties\nhave been assumed by Robert B. Miller.

ROY JENSEN, technician of KFBK,\nSacramento, Cal., has joined the\nOffice of the Coordinator of Inter-American\nAffairs, San Francisco. Lew Heinzman, also of that station, has\njoined the Army. Their former duties have\nhave been assumed by Howard Voegli, who has been associated with KFBK\nin another capacity, and Robert Weis, formerly of Orego.

FRANK BARTOL, former studio super-
inspector of WHDH, Boston, has\njoined the staff of WEEI, Boston.

JIMMY WIDNER, George Tech's\nc-coop in WSB's control room, has\nbeen inducted into the Army at Ft.\nMcPherson.

ELDON RAUCH has been added to\nthe KKF, Coffeyville, Kan., engineer-
ing staff.

ROGER W. LOVE, engineer of\nBLUE, Hollywood, has been\ncommissioned a second lieutenant in the\nArmy Signal Corps.

HARRY FRENCH, engineer at\nWTAG, Worcester, Mass., is the\nfather of a girl, born recently. The\nchild is his son.

VERNON FULTON, of the engineer-
ing department of WLS, Chicago, is the\nfather of a baby girl, Bill Keller,\nengineer, is the father of a boy.

RUSSELL McCLAIN, engineer of\nWPEN, Philadelphia, left May 1 for\nFort Monmouth, N. J., to join the\nArmy Signal Corps as a first lieuten-
ant.

CHARLES WRIGHT, of Jenkintown, Pa., has joined WPEC, Phila-
delphia.

LOUIS ONOFRE, apprentice engi-
nee of NBC, Hollywood, has taken\nover duties of Albert Capstaff, former\nengineer on the weekly NBC\nCollege of Musical Knowledge, spon-
sored by American Tobacco Co. (Lucky\nStrike cigarettes). Mr. Capstaff has\nbeen transferred to NBC production\nstaff.

OGDEN LINDQUIST, of the engi-
neeing staff of WBNX, New York,\nhas returned to the Army Air Force.

MARY HALL and Beverly Dunn\nhave joined the engineering staff of\nWXAN, Sioux City-Yankton.

IVY CALVERLEY, operator at\nCKGB, Timmins, Ont., has been trans-
ferred to CRWS, Kingston, Ont.

KSO-KRNT Scrap Towers

THE TEN-year-old towers of KSO-
KRNT, Des Moines, yielded 55 tons of steel scrap for salvage, and\n60,000 feet of copper wire, which\nwent to the OI for war uses.\nThe stations are now operating on\ntheir new towers under an\narrangement devised by Paul\nHuntsinger, chief engineer, whose\nplan is now used by several other\ncombination stations. KSO-KRNT\nbelong to the Cowles chain, which\nincludes WMT and WNAX.

Coca-Cola Co. is sponsoring this\nseason's broadcasts of the Atlanta\nCracker ball games on WAGA, At-
tlanta. Lee Bennett is handling the\nplay-by-play discipions. D'Arcy Adv.\nCo., St. Louis, is agency.

Diathermy Claims Hit

FOLLOWING its recent complaint\nagainst the Domestic Diathermy\nCo., New York, the Federal Trade\nCommission last week cited United\nDiathermy Inc., Philadelphia, for\nuse of allegedly false advertise-
ments in the air and other media\nfor a device called United Short\nWave Diathermy. The machine\nmay produce dangerous or fatal\nresults when used without proper\ndiagnosis and instruction in use\nof the machine, the FTC claims.
Fly Urges Post-War Study
(Continued from page 14)
change in advance, and in particular the importance of laying a sound and spacious foundation for new services, so that progress will not be handicapped more than necessary by the dead hand of obsolescence. During the early 1920's, standard band radio broadcasting developed without any sound foundation plans, and old-timers in the industry still remember the chaos which resulted. Since then we have learned much... So the FM or frequency modulation band was opened up, pursuant to an allocations plan which, whatever its imperfections in detail, nevertheless made orderly progress possible.
Television was similarly well-planned before the war, though the war has, of course, delayed fruition of those plans. Simultaneously, however, the war has hastened technical developments which may in fact revolutionize television. I am confident that post-war television will be developed with all the foresight and care that human ingenuity can afford.

Planning Board
It is to prepare solutions for just such problems that the radio industry itself is establishing a radio technical planning board, which will draw upon the services of the scientists and technicians best qualified in the various radio and related fields. The details of this board are just now being worked out, and I understand that the Federal Communications Commission and other agencies will accept invitations to have their technical people sit in on the board and panel discussions, though of course such Government people will not vote on issues. By making sound technical recommendations to the FCC, to other governmental agencies and to the industry itself, such a planning board can be of the greatest assistance in solving post-war problems soundly and in facilitating the tremendous radio advances which lie ahead.

When this war is over, vast numbers of skilled communication technicians trained by or for the armed forces will be available to devote their war-acquired skills to civilian pursuits. Will there be jobs for them? Certainly the expansion of radio, television and related arts offers the highest hopes for achieving immediate, secure and permanent employment for these trained technicians and for others. Conversely, the availability of these men will serve to speed the expansion of radio and related services which will surely come. Not only men, but equipment and the capacity to manufacture equipment will be available in unprecedented quan-

STATISTICAL SLEUTHS in quest of new business vistas—NAB's research committee in a pre-conference huddle. Seated (1 to r): Roger W. Clipp, WFIL, Philadelphia; Paul F. Peter, NAB research director; Arthur W. Church, KMBC, Kansas City. Standing, Barry Rumpel, NBC, New York; John McCormack, KWKH-KTBS, Shreveport.

Daytime Sets-in-use Up 14%, More Sponsors
DAYTIME sets-in-use showed an increase in April over the same month of last year, according to C. E. Hooper Inc., reversing the previous months' figures, which were consistently lower than those of comparable periods of 1942. April daytime Hooper ratings also show that the average rating of daytime sponsored network programs is up to 5,6, an increase of 14% over a year ago, while the number of sponsored daytime shows reported on in April was 76, an increase of 11 from April, 1942. Top program in the daytime field in April was Romance of Helen Trent, followed by Kate Smith Speaks and with Big Sister in third place. Best of the "Top Ten" for the month are: Ma Perkins, Life Can Be Beautiful, When a Man Marries, Portia Faces Life, Our Gal Sunday, Stella Dallas, The Goldbergs. Top weekend programs, not included in the weekday list, are Those We Love and Family Hour.

Capt. O'Brien III
CAPT. DAN O'BRIEN, a member of NBC press department before enlisting last year in the Marines, is recovering from malaria in a Navy Hospital, after service in Guadalcanal. He has been recommended for the Navy Cross for his one-man battle against a party of Japanese.

Page 46 • May 3, 1943

BROADCASTING • Broadcast Advertising
WP1D Permitted To Leave the Air

Becomes War Casualty, Citing Loss of Revenue, Personnel

WP1D, Petersburg, Va., was given permission by the FCC last week to delete the call signal and cease the record of the station. Pending application for renewal of the license was also dismissed, and WP1D became the first war casualty since the FCC's policy ruling of March 9, which refuses to allow a station to suspend operation for the duration without prejudice.

The licensee had notified the Commission last March 2 that it would have to cease operation April 1, 1943, the expiration date of its outstanding license, in view of the denial of its petition to suspend operation for the duration [BROADCASTING, March 29].

Reasons given for the decision to quit the air were financial losses, which amounted to $2,874 in 1941 and $4,025 in 1942, due to loss of advertising revenue because of rationing and disappearance from the market of many unrationed products; and inability to keep sufficient trained personnel to enable the station to give the necessary quality of service. Frederick Lewis Jr., chairman of the board of WP1D said in a letter to the FCC that they expect to maintain the studio and transmitter equipment in condition and to apply for license again after the war.

PA Dallas Bureau

TO PROVIDE more regional radio news for stations in the Southwest, Press Assn. has opened a news bureau in Dallas, according to an announcement by Oliver Granling, assistant general manager of the AP radio subsidiary. Justin Anderson, for the past several months on the PA's New York staff, and formerly with AP offices in Kansas City, Jefferson City, Louisville, and Lexington, will be in charge of the Dallas bureau.

ON RECOMMENDATION of the National Safety Council, the Liberty Bell for excellent safety record in 1942 was awarded to RCA Victor's Camden plant (N. J.). The presentation, which was made at the plant's record of 22% reduction of time lost through accidents last year, was made on the Ghost Shift network program. RCA departments received similar awards in 1937, 1938, 1940 and 1941. More than 2,000 plants compete in this New Jersey contest.

Fish Story

FISH FANS flooded phones in Greenville, S. C., after Charlie Davis of WFBC on his afternoon Ballads, Bargains & Booty offered five free fish to the first five persons calling a local market. When an increase of over 2,000 calls brought students and supervisors to exchange boards, telephone officials asked Charlie to refrain.

Sound on Steel Wire, Used by Army, Is Demonstrated to NAB by Kirby

THE MILITARY APPLICATION of a compact transcription device for recording sound on a steel wire was explained by Lt. Col. E. M. Kirby, head of the radio branch of the War Department Public Relations Bureau, at the War Conference Tuesday afternoon.

In extolling the work of the War Department correspondents, Col. Kirby pointed out that the Southwest Pacific fighting front is 1,500 miles from the nearest transmitter and that this geographical spread presented a problem of on-the-scene war coverage.

Compact Recorder

The new compact wire recorder with an overall weight of only 44 pounds and about a cubic foot in size can be used in battle maneuvers for a transcribed record of actual combat. A steel thread 4/1000ths of an inch thick, (as thin as a human hair) uncoils from one spool to another through a magnetic field. One spool can hold three to eight hours of continuous broadcasting. This device, chiefly the work of 26-year-old Marvin Cunnaus, staff research associate of the Armour Foundation, was first described in BROADCASTING June 29, 1942.

As the wire passes over the field it is charged with magnetic impulses and the sound is recorded through the principle of electromagnetic molecular rearrangement. The wire can be calibrated in terms of minutes or seconds and therefore be very easily censored by merely splitting the wire in a way similar to the same operation in films. The recording can be played back instantaneously and the wire can be re-used by demagnetizing.

It is possible, Col. Kirby pointed out, to keep a running account of what was said on a bombing mission. The recorder is so light it can be used with 20 pounds of batteries enabling three continuous hours of recording. The recorder could be used anywhere in the world, he said, and has a number of military possibilities.

Col. Kirby spoke into an amplifier attached to the machine and then played back his remarks which were clearly audible to the audience.

Shipyard Spots

BETHLEHEM - ALAMEDA SHIPYARDS, Alameda, Cal., an employment campaign tie-up, is sponsoring Sunday 1943 baseball schedule of Oakland (Col.) team on KROW, in latter city. Home games are released direct from the ball park with out-of-town games being rebroadcast. Hal Parke is sportscaster. Placement is direct.
EUGENE L. GAREY, general counsel of the box Select Committee investigating the FCC, last day demanded that Commissioner C. J. Durr comply with the Committee's request for full information on his personal financial affairs. Mr. Garey, responding to the Commissioner's refusal to file a questionnaire submitted by the investigators, said the Committee had no other way to obtain the information, and that it only remains up to Commissioner Durr "to determine the procedure."

The Garey letter roundly scolded the FCC Commissioner for a "designedly discourteous" action in making his refusal public before it was in the hands of the Cox Committee. "This is not the first instance where you have seem fit to advise this Committee as to how to proceed with its work," Mr. Garey wrote. "In this attitude you occupy the unique position of being the only Commissioner who has chosen so to do."

Durr Answers

Commissioner Durr said he had answered the Garey letter, but refused to make his reply public, declaring that "it is designed to prolong the controversy. The Commissioner is understood to have asserted his willingness to appear before the Committee, explaining that he did not wish to withhold information from Congress, but that he objected to certain Committee procedures which he said unfairly hampered the Commission.

Mr. Garey said the Committee had no desire to hamper the Commissioner in the performance of his duties, and had adopted this informal method of gathering information for the advantage of the Committee. Commissioner Durr had defied Mr. Garey, advising that the Committee refer to the Dept. of Justice any material in its possession justifying an investigation of his personal affairs. [BROADCASTING, April 26.]

Text of Letter

Following is the text of the Garey letter:

My dear Mr. Commissioner: It is to be regretted that your "reply" to my letter to you, dated April 17th, 1943, had been rejected by you as a vehicle for public advice to this Committee, and its companion formal complaint in which it shall perform the duties and responsibilities entrusted to it by the statute. Your action was evidently designedly discourteous in its manner and its contents, and must have been designed public (through the facilities of press agents employed by the Commission) in its effect. This is not the first instance where you have seen fit to advise this Committee as to how it shall proceed with its work. In this attitude you occupy the unique position of being the only Commissioner who has chosen so to do. You are also the only Commissioner who has "defied" the Committee. Every other commissioner has fully cooperated with the Committee and supplied all data and other information which it asked for by it.

Conserves Time

I reiterate what I have heretofore advised you: that I have adopted the procedure of seeking certain information from the Commissioners by letter instead of by examination before the Committee in order to conserve their time and minimize the burden upon them which this investigation might otherwise place upon them.

This Committee has no desire to unduly hamper the Commissioners in the performance of their duties. The practice adopted has this added advantage to you: the information thus sought could not be analyzed and sifted through by the Committee's staff so that no unfair or unjustified suspicions may arise or any error be drawn from questions publicly asked which might indicate the possession of information by the Committee which prompted the questions.

The sole intent of this Committee is to have impartially performed the work assigned to it; that not only shall it continue to be its purpose and notwithstanding consistent efforts to make the contrary publicly appear.

Quotes FDR

Section 4(b) of the Communications Act provides, among other things, that:

"No member of the Commission or person or corporation shall be interested, financially or otherwise, in any manufacturing or sale of apparatus for wire or radio communication; in communication by wire or radio or in the transmission of energy; in any company furnishing services or such apparatus to any company engaged in commerce, or in such corporation, association or corporation, or in any such manufacturing or transmitting company, or in any such corporation, association or corporation, or in any other corporation, association or corporation, financial or otherwise, of any such company; nor be interested in any ownership, lease, appraisal or sale of any plant or securities of any such company; nor be interested in employing any person subject to any of the restrictions or declaration of conflict of interest, or any beneficial interest in such securities; nor act in any capacity as related to the Corporation, nor engage in any employment or business as a professional person or otherwise, or as an employee or agent of such Corporation.

Some of the questions which I have put to you (and which your press release did not mention) but which your letter does not) are designed to elicit information in respect of whether you have violated any of these provisions of law. Others are designed to determine whether you meet the standards of stewardship laid down for public officers by President Franklin D. Roosevelt (when Governor of the State of New York) on Feb. 24, 1932, and by the Supreme Court of the United States.

I quote from Mr. Roosevelt's memorandum of that day as follows:

"The stewardship of public officers is a serious and sacred trust. They are so close to the heart of our private affairs in a sense not at all true of private corporations in which, although vested with a public importance in the event that their ownership is questioned, none of their deep obligations is to recognition, not reluctantly or at all, but freely. It is in the true spirit of the public trustee, who is personally called upon, public proof of the nature, source, extent, and character of their trust and fiduciary relations. The public policy thus so clearly stated was accepted by the people of the State of New York and has been a provision embodying that principle was incorporated in the Bill of Rights of that State in November, 1938, following a proposal submitted in that year by the Constitutional Convention. That provision (Art. I, Sec. 6) reads, as follows:

"No person shall be subject to be twice put in jeopardy for the same offense; nor shall he be compelled in any criminal case to be a witness against himself, providing, that any public officer who upon being called before a grand jury to testify concerning the conduct of his office or the performance of his public duties, refuses to sign a waiver of immunity against subsequent criminal prosecution, or to withdraw his request for immunity, in any relevant question concerning such matters before such grand jury, shall be removed from office by the appropriate tribunal of the State, without the right of appeal.

"The philosophy enunciated by Mr. Roosevelt, there by the Judicial and Fundamental law of the State of New York, is a like requirement was approved by the Supreme Court of California in the case of People vs. Police Commission of San Francisco, 92 Cal. App. 873; 268 P. 1410.

Fails Test

I commend the entire text of President Roosevelt's admirable statement to your favorable consideration. I invite you to occupy your position as stated in your "press release" that you had "refused to respond to a questionnaire from the staff of the Cox Committee covering (your) personal and private financial affairs", with the best laudation by President Roosevelt in his memorandum. This rule has greeted a spirit of unanimous public acclaim and approval. This comparison will demonstrate even to you the fruitful failure to meet the accepted test of your stewardship thus established.

I neither have nor desire to have a personal controversy with you. I would present the same way. We each have our allotted tasks to perform. I much prefer to believe that your action was entirely to a mistaken and misguided judgment and that the purpose which motivated your action was the purpose of seeking for yourself the available statute which might give you in the event that because of your refusal the Committee, in the exercise of its powers, compelled you to give such testimony before it under oath and thereby discovers evidence of untruthfulness.

This Committee has ample lawful power to obtain the information requested and it intends to and will obtain the same. Hence I invite you to reconsider and hastily decision. It now remains only for you to determine the procedure which shall be followed. You are compelled to adopt the desired course or for public or in any event for public policy. Such commissioners shall not engage in any employment or business as a professional person or otherwise, or as an employee or agent of such Corporation.

Since you have seen fit to make public the information which the Committee desires within a short day, failing which your position would bring about that end will be instituted.

Reilly Joins Staff

HUGH REILLY, former assistant attorney general of New York State and the last staff member of the Cox Select Committee investigating the FCC, Eugene L. Garey, has gone to New York last week. Mr. Reilly served with the New York attorney general for 14 years, the last nine in the illustrious Bureau of the Dept. of Law. A member of the New York bar since 1912, Mr. Reilly was a captain of artillery in the First World War. He was chief of the Board of War Dept. and a member of the Claims Board before returning to private practice at Albany, N. Y., and will be a senior attorney with the Cox Committee.
Rosenbaum Letter Praises Philadelphia Union-Management Engineer Training

A LETTER from Samuel R. Rosenbaum, chairman of Philadelphia Radio Station Managements, describing the workings of the joint union-management broadcast-technical training plan, was made public last week by Chairman James Lawrence Fly of the FCC. It revealed that nearly two thirds of the men trained in the first trial of the plan are already employed.

Explaining that the plan owes its structure, successful beginning and practical achievements largely to the ingenuity and persistence of Charles C. Smith, a member of American Communications Assoc. (CIO), Eastern branch, Broadcast Local No. 1, Mr. Rosenbaum described it in general as consisting of two departments, the practical and the theoretical.

The practical department is open to applicants who hold licenses from the FCC of a type which permits their employment as technicians in broadcast radio stations, but who lack practical experience. Men selected were allocated among the eight Philadelphia stations participating in the experiment so that "they received one week of practical training in each of the eight stations in turn, or 120 hours of practical training over the eight week course." Of the first group of eight so assigned, four have been placed in Philadelphia stations and the others in allied industries.

Draft Exempts Used

Selection of candidates for this department was on the basis of employment in non-essential industries and of draft classifications making them ineligible for Selective Service call. Applicants for the theory training were selected on the same basis, plus their adaptability to the work of broadcast technicians and willingness to accept employment if proffered upon successful completion of the course, and holding no FCC licenses of any kind.

The first theory classes began on Jan. 4, 1943, and ended fourteen weeks later with a group of 26 completing the sessions, which consisted of two hours' laboratory and two hours' lecture work five nights a week. About one third of these men are already employed, eight of them in Philadelphia stations. Remains of the original 29 students are now eligible to take examinations for an FCC license and become eligible for the practical department of the course.

Local and Federal authorities and the broadcast stations cooperated in making the theory classes possible by combining to make available the necessary physical facilities, including equipment, books and instructors. The course, in Mr. Rosenbaum's opinion, is producing results in 22 to 24 weeks comparable to results shown by many other war training courses in one to two years.

New Zenith Officers

FOUR new officers of the Zenith Radio Corp., Chicago, were elected at the last meeting of the board of directors, it was announced by Com. E. F. McDonald, Zenith president. G. E. Gustafson, chief engineer and assistant vice-president, has been elected vice-president in charge of engineering; R. D. Burnet, controller and assistant treasurer, has been elected secretary. Carl E. Hassel, engineering executive, and J. E. Brown, engineering specialist in television and frequency modulation, have been elected assistant vice-presidents.

Agency's 10th Anniversary

MURRAY REESE Associates of New York, among the first agencies to see the medical and ethical drug field as a separate market, celebrates its tenth anniversary. Agency, which has offices in St. Louis and Chicago, stresses valid advertising claims and leans toward conservatism in addressing the medical field. Professional accounts serviced include Parkie Davis & Co., Ciba Pharmaceutical Products Inc., Bristol-Myers Co., William R. Warner & Co., Mallinckrodt Chemical Works, Singer Sewing Machine Co. and Cocomalt.
Paley Urges Better Programs
(Continued from page 11)

patronage of national advertising when we speak, rather 48
perhaps, of general management closely supporting and working with program management.

They may point out that with them general manager, program manager, sales manager and sometimes chief engineer are one and the same man. However, the plight of certain of these small stations is a separate industry problem which in no way should lessen our
general concern about programs.

That such interest by top management in programming is on the increase is proven by the discussions of these problems by meetings such as this present NAB War Conference. It is significant I think, that the NAB has this Spring formed its first program manager’s committee.

A year ago, we were told at our Cleveland convention that the United States Government asked of broadcasting not simply a donation of hours and minutes of radio time, but beyond that, the all-out support of the creative energy and brains of the entire industry. We had the benefit of a fairly explicit statement of expectations. In effect, we were told as an industry “Continue the good work. Continue to present programs to keep the American people informed of their problems and responsibilities in global warfare. Continue to provide wholesome entertainment for the American people in a time of travail.”

Mr. MacLeish, then the head of OFF, disavowed any wish of the Government to dictate the content of war-time programs. Mr. Elmer Davis has made this just as clear. The government recognized the effective partnership of broadcasters, sponsors and advertising agencies

and in this recognition most of us clearly understood that the Government had placed upon the radio industry a major responsibility.

Our skills and abilities were acknowledged. Our good will and patriotic zeal were acknowledged. Here was indeed a gigantic challenge to private business. And please note again, it was a challenge in terms of radio programs.

Outstanding Programs

In general, we have a right to feel some gratification with our program achievements in the war. We were still stunned and bewildered by Pearl Harbor early. In December 1941, when Norman Corwin’s now famous program We Hold These Truths gave the whole country a vivid lesson in the power of radio to inspire in the hearts of Americans an almost religious-like re-discovery of the meaning of our Bill of Rights. Since then, thousands of individual broadcasts and scores on networks and local stations alike have been of incalculable assistance to the better understanding and prosecution of the war. There are so many worthy of mention to single out individual stations that have done highly imaginative work in relation to community problems. Suffice it to say, these citizen groups and indeed many government spokesmen have already been generous in their recognition of what local stations have done for the war.

Similarly, many network programs, both sponsored and unsponsored, have attracted high praise. For example, The Murder of Liddle on NBC, the Great Radio United Nations Salutes on the BLUE, The Nature of the Enemy on Mutual, and The Man Behind the Gun on Columbia. I am sure no disparagement of those I do not mention will be implied if I recall that during 1942 such sponsored programs as Fibber McGee & Molly, The Aldrich Family, Kate Smith, Fred Allen, Rea Stout, Etc., Etc., have struck resounding blows for the more efficient working, and the eventual triumph, of democracy.

But we broadcasters are not, I take it, holding this special 1943 War Conference to inventory what we have done in the past year to help the Government and the people of the United States. Rather, we are here to consider what more we can do to help win the war. We are wise to avoid complacency as an industry. Our record is good, but we want to make it better.

Radio Writing

In emphasizing the importance of the radio programs as such, and of the special need at this time for top management to interest itself in programming, I should like to add that I am definitely not suggesting that this is a need that will in any sense end with the war. We cannot know the precise nature of the world or of the United States when the war finally ends and peace is reestablished. How

long the fight lasts, how much it costs in blood and wealth, how intelligent will be the re-organization work which must follow victory are all unknown victory equations. But we do have a right to anticipate many changes. There will be new dynamics in business, culture and politics. Radio writers and radio listeners will certainly need to be far better informed men and women than they needed to be in the past.

It was a sense of this impending challenge that impelled us to set up at Columbia about a year and a half ago a post-war planning division. Every Friday for the past months a group of program, management and execution men met for two hours with our post-war planning staff to saturate themselves in knowledge of what is being said and thought about the future by the best minds in many fields such as science, industry, education and public affairs. I would now like to say a few words about the special importance of radio writing itself. The script is, after all, the basic raw material of a program. Too often in the past, radio writing has been taken for granted. Too little effort has been made to analyze the essence of effective radio writing. The elevation of script standards, the creation of a tradition, and a habit of using the best writing talent should be definite long range objectives of all program departments.

The same striving for perfection should of course, prevail in all other branches of program making. Production, direction, casting, music, program ideas, education, news, are among the important phases of the total program effort. Elevating standards and striving for new fields to conquer in all of them must be the spirit of radio if we are to take advantage of our great
opportunities and discharge our great obligation to the American people.

It has been seriously argued by some that because the overall radio schedule, unlike any other medium of information or entertainment, is filled to a considerable extent by the advertising agent acting for the advertiser, the need for strong program organizations is diminished. That, I state, is a complacent attitude—almost one of resignation. For its own self-respect radio must be ready to do as good a job in creating programs as anyone else. Or a better job.

I think we have taken the easy course too long. I am not advocating that the contribution of the outside advertising producer be reduced. I think we owe, and I here gladly pay generous tribute to, the creative gifts which advertising agency program builders have brought to our medium. They shortened by years the course we would otherwise have had to travel without their skill and showmanship.

What I want to see now is a change in our own stature and prestige as program builders. I want the advertisers, and his agent, to lean on us more than they have and I am convinced that they will, whenever they are invited to do so by a broadcaster with a strong program building organization which has a record of accomplishment behind it.

Let us remember, too, that we are broadcasting programs for at least 16 hours a day. In some cases, large sections of this time are filled with sustaining programs. Every minute of this time is important, and should be filled to the best of our ability and to the limit of what in each case is sound economics. The stronger the program organization, the greater support it gets from top management, the more effective will be the job which it is doing in filling these important periods.

Coming back to the advertiser and his agent, and with full recognition of the important part they have played in the development of radio, I feel we are sometimes persuaded by them to arrangements which will not stand up to what should be the best practices in serving our public.

"Resist Pressure"

The advertiser sees in radio one of the most valuable and effective means of reaching his market. He has no desire to harm radio. However, at times, there may be productive sponsorship, or what may seem like productive sponsorship, may not be compatible with high broadcasting standards.

It may be a commercial which hammers too hard, it may be a program in questionable taste, it may be a spot announcement that is too long and in the wrong place, it may be the wrong time on the schedule for a certain kind of show. I think we all know what is

WAAC RECRUITING program on KARK, Little Rock, Ark., is handled by First Officer Martha Rector (left), recruiting officer for the Arkansas district, and Auxiliary Glenna Curry. Both girls have background in radio dramatics. Heard daily 9:05-9:10 a.m. and for a quarter-hour Saturday afternoons. A Word for the WAACs has been credited with heavy enlistments.

good broadcasting and what is obviously bad broadcasting.

Broadcasters should not seek or encourage business of the wrong kind. They should resist the pressure which is often put on them to accept it. In doing so, they will also be serving the large majority of advertisers whose own interests would be damaged if our medium suffered.

I know that such resistance is not always easy, especially when the competitive forces between rival broadcasters are at play, or when a broadcasting organization is having difficulty making both ends meet. However, the resistance to lowering standards and the maintenance of policies aimed to serve the radio audience effectively and in good taste are bound to bring their rewards. I do not know of a single broadcaster who has stood his ground well, or a single advertiser whose use of our medium has been far-sighted, who will not testify to that statement.

The life blood of American radio is an awareness on the part of the radio broadcaster that his first duty is to serve the best interests of the people and the nation. That awareness is a springboard for action and the action consists of programs designed to inform, to entertain and to educate the people of this country. We, by this definition, have served them better than radio has served any other people in the world.

But our people expect this—and why shouldn't they? In no other place has radio the degree of freedom or the scope of incentive, nor has it faced the critical demands of so vast a and so vital an audience as here in our country.

And because our public has taken for granted what they so far have received, they will demand constant improvement. We must stand in the light of our past achievements, become smug or self-satisfied. In our short history, we have perfected many of the tools, we have gained valuable experience. We have gone far toward building a sound economic base. It is up to us now to concentrate on and to develop to its fullest possibilities the art of broadcasting—that is, the radio program. Our future freedom, our future rewards, our future satisfaction, will depend on how well we do this.

Street for KCKN

Gabby Street (The Old Sarge), former major league catcher and manager, will handle the baseball broadcasts of the Kansas City Blues on KCKN, Kansas City, according to Ellis Atteberry, manager. Games are sponsored this year by Stephano Bros., Philadelphia (Marvel cigarettes). through Atkinson-Kynett, Philadelphia.
Tatham to N. Y.

ARTHUR E. TATHAM, vice-president and manager of the Chicago office of Young & Rubicam, New York, about May 1, will become vice-president and contact supervisor in the New York office. John F. Wheden, formerly executive vice-president in charge of the Chicago office of Lord & Thomas, and previously head of that agency’s San Francisco office, will take over Mr. Tatham’s duties in Chicago.

INTERESTS IN COMMON were many when this Foote, Cone & Belding executive quartet gathered for Hollywood conferences during West Coast visit of Emerson Foote, president of the agency, in late April. Five-of-a-kind (1 to r) are William J. Pringle, Los Angeles vice-president; Mr. Foote; Don Belding, Los Angeles manager of the board; Eugene L. Harrington, New York V.P.; Robert Freeman, Los Angeles V.P.

Joins Donahue & Coe

EDWARD J. FITZGERALD, vice-president and director of radio of Erwin, Wasey & Co., New York, will join Donahue & Coe, New York, in a similar capacity June 1. He replaces Bert Dr. Prager, who resigned over a month ago, and was scheduled for induction in the Army May 1 (Broadcasting, April 26). Prior to joining Erwin, Wasey & Co., Mr. Fitzgerald spent three years in Washington as director of the NAB bureau of copyrights. He was for- merly New York general manager of WLW, Cincinnati.

Mr. Fitzgerald

B & B’s Free Course

TO ENABLE its women employees in non-skilled work to take on more advanced and better paid work within the organization, Benton & Bowles, New York, is offering them a complete six- to eight-months’ secretarial course at the Delehanty Institute, New York. The course, employed in clerk and similar non-secretarial positions have taken advantage of the offer and will spend two evenings a week learning typing and shorthand at the agency’s expense.

DON BERNARD, Hollywood producer of the weekly CBS Blondie program, sponsored by R. L. Reynolds Tobacco Co. (Cameo), has taken over duties of William R. Moore, West Coast manager and radio director of William Esty & Co. Moore has been commissioned a lieutenant (j.g.) in the Naval Reserve.

WILLIAM ROWLAND MOORE, West Coast manager of William Esty & Co., Hollywood, has been commissioned a lieutenant (j.g.) in the Naval Reserve and will be assigned to the aviation division.

WILLIAM M. PRICE recently was appointed production manager and space buyer of Barnes-Chase Co., San Diego. Before coming to the West Coast he was associated with Auspits & Lee, Chicago agency.

DAVE BOTSFORD recently took leave of absence from the San Francisco offices of Botsford, Constantine & Gardner, advertising agency, to join the San Francisco office of the Overseas Branch of OWI.

TOWN HALL TOPIC

AROUSES PROTEST

GEORGE A. BLACKMORE, chairman of Westinghouse Air Brake Co., resigned as head of the Pittsburgh “Town Meeting” Committee in protest over the subject chosen for last week’s discussion on America’s Town Meeting of the Air, broadcast last Thursday on the Blue from Syria Mosque in Pittsburgh.

Feeling that the topic, “Should the President of the United States Have a Fourth Term?” was a trial balloon by advocates of another term for President Roosevelt led to the resignations of Mr. Blackmore and Dr. James H. Greene, executive vice-president of the Pittsburgh Chamber of Commerce, according to reports reaching Pittsburgh.

In resigning, these committee men withdrew the funds they had collected for the meeting, but the remainder of the committee carried on under the leadership of Mrs. U. Grant Miller, raising the money necessary to cover the local expenses, including the rent of the hall, line charges to the network and advertising expenses, the total estimated by George V. Denny Jr., president of Town Hall and moderator of the program, at “considerably over $800.” Original committee had raised $1,000, which Mr. Blackmore is reported to have turned over to the USO.

WHAM on NBC Basic

WHAM, Rochester, N. Y., became a member of NBC’s basic network on May 1. Owned by Stromberg-Carlson Mfg. Co., WHAM operates on 1150 kc., a clear channel, with 50,000 watts, NBC’s 25th 50 kw. affiliate. A member of the BLUE from the time that network was owned by NBC, WHAM has been available to NBC advertisers subject to a 28-day recapture clause. It now becomes immediately available on a permanent basis to all NBC clients presently using it and will be made available as soon as possible to the remaining NBC advertisers.
Radio Advertisers

Foster, Miller & Bierly, Philadelphia (Goodrich tire dealers), has given its six-year-old news program because of tire rationing, has returned to the air now that needed tires are available. Carrying on where it left off last year, the firm has scheduled a daily quarter-hour news program at 8 a.m. on WFIL, Philadelphia. Agency is Philip K. Boyle, Philadelphia.

Four midwestern stations, KSO, Des Moines; WMT, Cedar Rapids; WNX, Yankton, and KOWH, Omaha, are broadcasting American and National League baseball on Saturdays only this year instead of daily. Scores will be reported daily, however, under sponsorship of Supreme Baking Co.

WEEI, Boston, adds Sudbury Laboratories (Soil Tester) to the participation, Farmers' Almanac of the Air, three times weekly. Agency is Bresnick & Solomon, Boston.


Imperial Tobacco Sales Co. of Canada, Montreal (Vogue cigarette tobacco), has started twice-weekly quarter-hour transcribed comedy program Crosstown Service on 13 Canadian stations. Account was placed by Whitehall Broadcasting, Montreal.

Empire Wall Papers, Toronto, has announced the end of its four Canadian sales retrospective count was placed by A. McKim Ltd., Toronto.

MirIELLE Inc., Montreal (beauty products), has started Beauty Countdown three-weekly on CFRB, Toronto. Account was placed by General Broadcasting, Montreal.

P. F. Petersen Bakeries, Omaha, is playing one-minute transcribed announcements on stations in Nebraska and Iowa. Announcements were cut by Chicago studios of Columbia Recording Corp., and produced by E. L. Long Co., Chicago. Agency is Allen Reynolds, Omaha.

WCKY, Cincinnati, has sold the OGW series Uncle Sam to the Norfolk & Western R. I., which has bought the program on 11 other stations in Ohio, West Virginia, Virginia, and North Carolina.

Turco Products, Los Angeles (cleaner), in a two-month campaign starting early in April, is sponsoring a daily quarter-hour morning newscast to KPMB, San Diego, Cal., and three-weekly participation in The Good Neighbor on KGO, Long Beach, Calif. Both contracts are for 8 weeks. First is also concluding a four-week schedule of daily announcements on KPRO, Riverside, Calif. In addition, the company of May 12 reserved for 13 weeks the thrice-weekly quarter-hour transcribed musical program, Smile in the Morning, Mark Twain as Lender, on KECA, Los Angeles. Other Southern California radio is contemplated.

Manufacturers Trust Co., New York, has added announcements on WOR, New York, to its schedule on WJZ and WMCA, New York, promoting its banking services. Contract is for 26 weeks starting May 1 and was handled by McCann-Erickson Inc., New York.

Schraffenberger Heads Boyle, Midway Chemical

Streider Schraffenberger, formerly vice-president and general manager of A. S. Boyle Co. and Midway Chemical Co., subsidiaries of American Home Products Corp., in the household products field, has been elected president of the two companies, according to Alvin C. Brush, chairman of the corporation. Mr. Schraffenberger succeeds Walter F. Silbersack, president of the two companies for years, who has been elected to the newly created post of chairman of both Boyle and Midway. Mr. Silbersack is also vice-president of American Home Products in charge of all advertising products, most of which are advertised extensively on the air, using both network and spot radio.

Other promotions announced by Mr. Brush included the election of Ralph J. Hartman, Chicago division manager, as a vice-president of Midway, and of Louis G. Feitarg, Cincinnati division manager, as a vice-president of Boyle, Ross Covert, Pacific Coast manager for both companies, was also elected a vice-president of Boyle.

Electrical Counting

A MONOGRAPH on electrical counting, with particular attention to the alpha and beta particles, is available through the Macmillan Co., Cambridge University Press Dept., New York. Written by W. B. Lewis of Cavendish Labs., the book was originally published in England. Called Electrical Counting, it treats ionization, amplification, circuits, energy determinations among other topics. ($2.30).

Keep Them Straight by Direct Recording

Air Checks—A Few Cents An Hour...Up to Two Hours On a Record

The CGS Portable Reference Recorder, widely used by the Army, Navy, and Air Forces in control towers, training programs and for administration, also meets the needs of radio stations, for—

• Air Checks • Listening • Research • Auditions
• Rehearsals • Conferences • Wire line conversations

It records 62 minutes on each side of a paper-thin plastic disc, which may be played back several hundred times. Discs may be filed like letters, or transcribed into the written word.

One radio station, mindful of the frequent demands of the FCC, uses CGS to make round-the-clock reference records of all its operations. Wire or write for full information.

Frank Lieder, Inc.

11916 West Pico Boulevard • Los Angeles, Calif.
THE Business of Broadcasting

STATION ACCOUNTS

wsGN, Birmingham

Platers Nut & Chocolate Co., Wilkes-
Sharp, Pa., 6 mo. weekly, thru Goodkind.
W. B. S. Co., Chicago, 6 mo. weekly.

Pillsbury, Inc., Minneapolis (St. Joseph Aspirin,
Co., Minneapolis, 6 mo. weekly, thru Lake-Spiro-

Smurh, Memphis.

Lever Brothers, Bridgeport, Mass. (Riso-

Vimme), 10 to 15 weeks, thru Ruthrauff &

Ryan, N. Y.

J. Strickland Co., Memphis (hair dressing)

Ss. 3 to 4 weeks, thru O'Callahan

Adv., Memphis.

U. E. Tobacco Co., New York (Rooftop

Snuff), 15 to 20 weeks, thru Arthur Kud-

ka, N. Y.

Wilson & Co., Chicago (meat), 5 to 6 weeks, thru


Allied Drug Products, Chattanooga (Tri-

cena), 3 to 4 weeks, thru Little booklet.

American Home Products Co., New York

(Anacin), 15 to 20 weeks, thru Black-Et-

Sample-Hummert, Chicago.

EC Remedy Co., Duchanu, N. C., 12 to

weekly, thru Harvey-Messengel Co., At-

lanta.

Carter Products, New York (Arrid), 4 to

weekly, thru Small & Saffer, N. Y.

Chattanooga Medicine Co., Chattanooga

(Yzorne, Cardii & Black, Drue), 6 to

9 weeks, thru Nelson Chasman, Chan-

tta.

Plough Inc., Memphis (Penetro), 3 to 6

weeks, thru Lake-Spiro-Smurh, Mem-

phis.

Plough Inc., Memphis (St. Joseph Aspi-

rin), 4 to 6 weeks, thru Lake-Spiro-

Smurh, Memphis.

Protex & Gamble Co., Cincinnati (Irvy

Plask), 2 to 5 weeks, thru Compton

Adv., N. Y.

Ronald's, Mac, Philadelphia (insencloder),

2 mo. weekly, thru N. Y.

Martin Rosenberger Washington, Kalamazoo,

4 to 12 weeks, thru Harry Atkinson, Chi-

cago.

Murphy Products, Burlington, Ia. (feed),

10 to 13 weeks, thru Wad Adv., Chicago.

Northern Mutual Casualty, Chicago, 5 to

25 weeks, thru New York.

Pillsbury Flour Mills, Minneapolis, 6 to 13

weeks, thru Compton Adv., Chicago.

Plough Inc., Memphis (Penetro), 3 to 6

weeks, thru Lake-Spiro-Smurh, Mem-

phis.

Carlinich Co., Battle Creek (Penelope), 5 to 6

weeks, thru Kenyon & Eckhardt, N. Y.

Lafe Erickson (Services), 4 to 9 weeks, thru

Harry Atkinson, Chicago.

Rohm & Haas, Philadelphia (insecticide),

2 mo. weekly, thru New York.

Martin Rosenberger Washington, Kalamazoo,

4 to 12 weeks, thru Harry Atkinson.

Dr. Sanbilsch's Labs, Charles City, Ia. (Pit-

chur), 6 weeks, thru N. A. Winter Adv.,

Des Moines.

Stillwater Oil, Stillwater, Minn., 26 to

28 weeks, thru McCann-Erickson, Chicago.

United Biscuits, Inc., Chicago, 5 to 6

weeks, thru J. B. Stewart, Agency, Chi-

cago.

Terre Haute Brewing Co., Terre Haute

(beer), 11 to 15 weeks, thru Poyles Adv.,

Terre Haute.

KECA, Los Angeles

Southern California Telephone Co., Los

Angeles (communication), 52 to 85

weeks, thru The Makers, Co., Los

Angeles.

Fireman's Life & Casualty Insurance Co., Los

Angeles (insurance), 52 to 85 weeks, thru

Donald A. Rose Agency, Beverly Hills, Cal.

52 Products Inc., Los Angeles (toiletries),

weekly, thru Missippet, Beverly Hills, Cal.

Van de Kamp Holland-Dutch Bakers, Los

Angeles (bakery products), 6 to 8 weeks, thru


Langendorf United Bakers, San Fran-

cisco, 6 to 8 weeks, thru Ruth-

rauff Ryan, San Francisco.

McFadden Publications Inc., New York

(True Story), 52 to 85 weeks, thru Ray-

mond Specter Co., N. Y.

wJZ, New York

Select Theatres Corp., New York (playa,

3 to 6 weeks, thru Blaine-

nesson, New York.

Excelsior Co., Chicago (Cone-cites), 19 to

6 weeks, thru Schwimmer & Scott, Chi-

cago.

Larue & Bros. Co., Richmond (Edgeworth

pipe tobacoo), 3 to 6 weeks, thru

Warwick & Legler, N. Y.

Foster-Millburn Co., Buffalo (Dunn's pipe),

3 to 6 weeks, thru Street & Finney, N. Y.

AT&T Adds More Spots To Curtail Toll Phoning

IN COOPERATION with the Long Lines Dept. of the American Telephone & Telegraph Co., New York, various associated companies of AT&T will soon expand the spot announcement schedules to urge the public not to make unessential calls to centers of war activity, according to the company's house organ, Long Lines.

Details of the campaign are expected to be available in a few weeks. Bell companies in a number of states started using spot radio last summer for a similar purpose, buying time on approximately 50 stations [Broadcasting, July 20, Aug. 10]. N. W. Ayer & Sons, New York, handles the Illinois and Michigan company accounts, and other agencies handle advertising for the associate companies.

NBC Hollywood Discs

UNDER CONTRACT signed with Special Service Division, War Dept., the Radio-Recording Divi-

sion of NBC, Hollywood, on April 20 started to transcribe all West Coast shows produced by that organization for the armed forces overseas. List of approximately 50 programs includes Command Rep-pearance, Mail Call and Jubilee.

New dubbing studio, lines ampli-

fiers, air conditioning and other equipment constructed at Hollywood Radio City by Jack Richardson, manager of the recording division, and staff, that city, with George Stewart, New

York chief engineer of the network, on hand to supervise installation.

Ayer staff includes Silvio Caranchini, formerly en-

gineer of NBC, New York, and now head of the dubbing unit, and Robert Jenson, shifted from the network's Chicago engineering per-sonnel.
McDonald Urges Editorial Page
Of Air to Offset Criticism
NAB's First President Believes Defense Needed Since Some Public Protests Are Justified

AN EDITORIAL page of the air comparable to editorial pages of newspapers was urged by Com. Eugene F. McDonald, Jr., president of Zenith Radio Corp., Chicago, who spoke informally at the annual dinner of past and present NAB directors at the Palmer House, Chicago, last Monday night.

"Radio should lift its own voice in self-defense against the rising tide of protest and hostile criticism which is appearing all too frequently in magazines and newspapers," said Com. McDonald. "We should all be disturbed by the published jabs against certain phases of broadcast practice which have appeared with increasing frequency since publication of the Reader's Digest article on 'Plug-Uglies' last summer," he said. "This multiplicity of protest indicates a rising tide of public protest and indignation which should be stopped before people lose all faith in radio.

Take Whiskers Off

"I believe that some of these jabs are justified," continued Com. McDonald, "but the majority come from people who do not understand the economics of broadcasting. The public has been lead to believe that radio is a public service sponsored by the broadcasting companies. Why don't we take the whiskers off? Quit posing as public benefactors, and let people know that they owe their thanks to American advertisers and consumers for everything that goes out over the air, including sustaining programs, important public announcements, Presidential speeches and all the rest. Let them know that the commercials to which they object are part and parcel of the American system of free broadcasting which gives people in this country the finest radio in the world.

"And why don't we use our own vehicle, radio, to defend ourselves against attack and tell the public the full story of radio broadcasting in the United States? We have the greatest sales medium the world has ever known," Com. McDonald said. "We have done a marvelous job of selling the other fellow's products but we have done a poor job of selling ourselves and our industry.

"What radio needs and has needed for many years," said Com. McDonald, "is an editorial page of the air, sponsored by broadcasters, and comparable in many respects to editorial pages of newspapers. Here we could answer criticism with full, frank discussions of radio's problems in which we take our listeners behind the scenes. We could develop editorial talent of caliber equal to the famous names in journalism. Most important, perhaps, would be our Voice of the People section where the public could have its say."

Com. McDonald predicted that a Voice of the People on the air would quickly become one of radio's most popular features, pointing out that Vox Pop sections in newspapers rank near the top among all features in reader interest. It would include letters from listeners, limited in subject matter only by reasonable standards of good taste, selected impartially so that there could be no charge of favoritism, political or otherwise.

"Think of what this means for the preservation of free speech," continued Com. McDonald. "It would give the public a chance to express itself on any subject of general interest, to criticize or praise radio practices and radio's advertiser, to give open answer to pundits who today have only their consciences to govern how much publicity they will give to adverse criticism.

"Make your editorial page of the air the frank, open feature that it should be and we will not only protect ourselves against unfair attack and bring better general entertainment to the public but we will also give America the greatest forum of free speech and free discussion the world has ever seen."

As founder and first president of NAB, Com. McDonald touched briefly on the early days of the Association, when Powel Crosley was perennial treasurer because, according to Com. McDonald, he "had more money than anybody else and could always be depended upon to be an angel" for the struggling organization.

the "Boss" has gone to War but we're carrying on

WLAP Lexington, Ky.
Ted Grizzard, Manager

WCMR Ashland, Ky. and Huntington, W. Va.
Warren Davis, Manager
L. D. Newman, Station Director, Huntington

KFDA Amarillo, Texas
Howard Robertson, Mgr.

Gilmore N. Nunn, (in the Army) President
`Fortune' Cites FCC and Chairman Fly In Case Study of Bureaucracy in Action

A CASE STUDY of bureaucracy in action, based on Chairman James Lawrence Fly and the FCC, is offered in the May issue of Fortune. Taking up the five-year legal and propaganda battle between the FCC and the broadcasting companies over the network and monopoly rules, the Fortune article reviews the history of Federal commissions from the California Land Commission set up in 1851 through the FCC.

"War has necessarily brought Government regulation to a peak, and the end of the war will probably see a strong reaction against it from people sick of death of directives, questionnaires, and rationing," says Fortune.

"Already Congress is up in arms against the bureaucrats. After a period of postwar readjustment, wartime controls will almost certainly be relaxed. But the long-range prospect, especially if people demand that their Government guarantee them cradle-to-grave security, is for more rather than less peacetime Government regulation. The great issue, then, is: Where and how shall the line be drawn between regulation and tyranny?"

Dislike of Laws

"At the outset, it should be stated that much of the furor over the newer Government agencies in recent years has undoubtedly resulted from simple dislike of the laws they were set up to administer. For propaganda purposes it has been much easier and more effective for employers or brokers, for example, to charge the members of the National Labor Relations Board or Securities & Exchange Commission with socialist bias than to argue the merits of the Wagner or Securities Exchange Act.

"But, with full allowance for such tactics, there have been grounds for honest alarm about the agencies. The principal one is that by their very nature they violate one of the fundamentals of the American system of Government—Separation of powers. Though they have been called a 'fourth branch' of the Government, the administrative agencies technically belong to the executive branch, which has the duty of administering all laws.

Yet they act in a legislative capacity when they issue regulations that have the force of law. And they act in a judicial capacity, often as prosecutor-judge-jury combined, when they apply those regulations."

Disputed Points

Controversies that have reached around the FCC have made it an excellent study in administrative law and procedure. First of these: In March, the FCC, following its long-standing claim that the network monopoly regulations will destroy them and their broadcasting as currently practiced.

After a review of early broadcast regulations from the mid-20's the Fortune article specifies several disputed points in administrative law and procedure. First of these was the matter of hearing. A favorite charge against the bureaucrats," says Fortune, "is that they too often act without giving people who will be affected by their rules and decisions a voice in the case. This charge was made against FCC in the monopoly case.

"Actually, the preliminary proceedings before the rules were issued covered a three-year period. At the instigation of Congress, the Commission adopted an order for an investigation of the subject in March, 1938. After notice to all interested parties, three Commissioners sat for six months listening to everything the broadcasters wanted to say ...."

"A second major administrative issue raised by the FCC network regulations is that of vagueness in the Acts of Congress by which agencies are created and given their authority. Certainly public interest and special regulations applicable to radio stations engaged in chain broadcasting could hardly be broader. Yet everybody, including Congressmen, recognizes that the Congress cannot possibly write laws that would cover all the million and one problems with which the administrative agencies deal. Broadcasters have pleaded frequently, however, that Congress can at least define the FCC's powers more clearly, setting the limits of those powers, saying as precisely as possible what Congress means by public interest.

"Chairman Fly has said that if the Supreme Court uphold FCC in its network regulations, it will be entirely satisfied with the Communications Act as it is. But if the court turns him down, he intends to ask Congress for specific monopoly legislation. This would seem to bear out the common contention that as long as they can get away with what they now do, administrators generally like to have their enabling acts as vague as possible, in order to give them the broadest possible power and discretion.

Judicial Confusion

"A third great administrative issue that is taken up with a detailed description of the Walter-Logan bill and the matter of judicial review of administrative decisions. Fortune concludes that, "Government of law retains its validity as a guiding concept but term this an attitude of mind rather than a rigid rule."

"If Americans are to remain free they must while granting their governors wide discretion, continue to insist that those governors be themselves governed by the laws they make and administer. They must continue to demand better men in office and to demand higher standards from those men. But there is no fixed, firm line that can be drawn between regulation and tyranny. In the field of administrative law as in all affairs of government, eternal vigilance remains the price of liberty."

WALTER LANNAN, of the WEEL, Boston, engineering staff, and Sherwood L. White, announcer, did the voice work of the armed forces. They make 28 of the staff to leave for war service.

RADIO LADY IN WHITE. An emergency appendectomy didn't prevent Lillian Jaffe, announcer of WHBQ, Memphis, from filling her spots on the schedule. Here she is making one of her three daily broadcasts from her bed in the hospital at Memphis, with W. M. Roy at the controls.

WEEI on 'Answer' List

WEEI, Boston, has been added to the schedule of Do You Know the Answer, syndicated live cash giveaway program owned by the W. E. Long Co. Chicago. The program, five minutes to a half-hour in length, is sponsored three to six times a week on 20 stations by the following advertisers: Curtis Publishing Co., Philadelphia (Saturday Evening Post), WOV; Braun Baking Co., Pittsburgh, WCAE WHJB WISR WMBB WIPA WJPA; Ward Baking Co., Chicago, WBBM; Town Talk Bakers, Denver, KLZ KVOR KGHF; Sunlite Bakers San Jose, KKW KDON; Newman's Baking Co., KFJZ; Well Baking Co., New Orleans, WDSU; Town Talk Bakers, Louisi-ana. The program is also on WJPA, Sacramento, KROY, Holsum Bakers, Tucson, KVOA; Mootz Bakery, Huntington, W. Va., WSAS; Toastmaster Bakers, Mansfield, O., WMAN.

Two Join KLO

INTER-MOUNTAIN network, grouped around KLO, Ogden, Utah added two outlets recently, making a total of five outlets in the organization. In addition to KLO, using studios in Ogden and Salt Lake City, the network now has KOVO, Provo; KEUB, Price; KLVN, Logan; KSUB, Cedar City.

FRANK J. NOVAK Jr., musical director of Mr. & Mrs. North, is composer and Marion Noel, of the radio staff of Lennen & Mitchell, New York, is lyricist of a song to be published under the title "To You, My Darling." Tune is the theme song of the program, sponsored on NBC by Andrew Jergens Co., Cincinnati, for Woodbury Face Cream and Powder, an L & M account.

WHAT HAS JOHN TAYLOR'S DONE? SEE BACK INSIDE COVER

10 Years on Radio This Month! SEE BACK INSIDE COVER

BROADCASTING • Broadcast Advertising
Met. Opera Wins WNRC Award for Aiding War Cause

Blue Series Is Sponsored by The Texas Company

WOMEN'S NATIONAL Radio Committee, in its ninth annual poll of members organized to best broadcasts of the year, has chosen the Metropolitan Opera series on the BLUE, as the musical program which has best served the war effort. Announcement was made unexpectedly during the program, April 24, by Madame Yolanda Mero-Irion, founder and chairman of the committee. Awards for programs in other classifications are to be made public at the committee's annual luncheon at the Waldorf-Astoria Hotel, New York, May 6. Announcement of Opera series award was made at the earlier date since the program was going off the air for the season at that time.

‘Victory Rally’ Cited

Sponsored by the Texas Co., New York, since Dec. 7, 1940, and heard on NBC BLUE since 1931 under other sponsors, the Metropolitan Opera broadcasts this past season instituted a “Victory Rally” feature in which distinguished representatives of United Nations countries discussed various phases of the war effort during the intermission. In addition to calling the rallies as a contribution to the war programs, Mme. Mero-Irion said: “It per- manently beautiful music to millions of Americans far distant from music centers, for familiarizing those who cannot attend opera with the operatic names who are contributing to American morale, the Texas Company has definitely furthered the war effort.” W. S. S. Rogers, Texas Co. president, ac- knowledge the award, Texas agency is Buchanan & Co., New York.

While the official announcement of other awards will not be forthcoming until the annual luncheon, advance entertainment plans for the occasion identify the winning programs, chosen according to how effectively they have served the war effort. Announcements of the following programs will be re- ducated by radio figures featured in them:

Metropolitan Opera Co., BLUE, Texas Co. (local programs); Cascadia of America, NBC, E. I. Du Pont de Nemours Co. (The Perfect Tribute—drama); Let's Pretend, with Nila Mack, CBS, surnaming children's Raymond Gram Swing, BLUE, Socony-Vacuum Oil Co. (news analyst); America's Town Meeting of the Air, BLUE, sustaining (forum).

George V. Denny Jr., moderator of America's Town Meeting of the Air, will serve as m.c. at the luncheon. Keynote address will be deliv- ered by Mrs. Ruth Bryan Rodeh, former U. S. Minister to Denmark.

FCC Votes to Disregard House Group Charges Against Two FBIS Employees

A MAJORITY of the FCC voted last Monday to resist efforts of the House Committee to force dismissal of two employees of the Foreign Broadcast Intellig- ence Service accused of membership in so-called “Un-American” groups [BROADCASTING, April 26].

FCC's action followed adoption by the full Appropriations Committee of a report prepared by a special subcommittee under Rep. Kerr (D-Texas), sustaining charges made by Rep. Dies (D-Tex.), and labeling Dr. Goodwin Watson, chief of the FBIS analysis section, and Dr. William E. Dodd Jr., editor- nal assistant, as “unfit to continue in Government service.” At the same time, the Kerr group found insuffi- cient evidence against Dr. Freder- ick L. Schuman, principal politi- cal analyst.

The fight over Goodwin Watson has lasted over a year, and a similar recommendation that he be cut from the public payroll had been approved by his own agency last year. The proposal was later eliminated in the Senate.

No Proof

FCC rose to the defense of its three employees in adopting a re- port Monday which asserted the Commission's right to do its own hiring in accordance with legally imposed restrictions. The report said that the Kerr Committee had produced no proof that the men were not qualified to continue in their work, and insisted that their dismissal would violate their constit- utional right of free speech, and the guarantees of due process.

The Commission said the records of the three men had been care- fully considered before they were employed, and even more carefully investigated since their employ- ment. “Their citizenship and the legality of their conduct have not been brought into question in any court of law,” the FCC said. “We are confident that Congress desires to assure the maintenance of our legal processes.

“As Commissioners, we are sworn to uphold the Constitution and the laws of the United States,” the report continued. “We are obligated to preserve our orderly processes. We cannot in good conscience take a course of action which, however possibly and easy, may violate that constitutional guarantee of due process of law and of free speech.”

Constantly Watched

The report pointed out that the men had been constantly under observation of high civilian and military officials, and that no question had been raised concern- ing their competence, accuracy and ob- jectivity.

Their close contact with world affairs had made these men apprehensive of the dangers from Nazi- sm, Fascism and Japanese mili- tary, the FCC explained, and they had sought to awaken the country to its danger. “We do not expect every word these men have uttered or every action they have taken,” the FCC said, “but we believe that the right of free- dom of speech which the Constitution guarantees embraces even those with whom we disagree.”

Turning to the Kerr Committee report, the FCC declared that neither Watson nor Dodd had been convicted by a proper court. The Constitution establishes legislative, executive and judicial branches of the Government, each with its own powers, and guarantees to all per- sons due process of law,” the Com- mission said. “Nowhere does the Constitution sanction trials before the so-called ‘court of public opinion’ by which the Committee has found Watson unfit.”

Officials Mentioned

The FCC report discussed sev- eral of the groups branded by the Kerr subcommittee as “front” or- ganizations or “questionable.” There is good reason to believe, the FCC said, that public opinion cannot not in fact passed judgment on all these organizations. It listed many prominent Government of- ficials, including Vice-President Wallace, Secretary Harold L. Ikes and Gov. Thomas E. Dewey of New York among those who have held memberships similar to Watson's in some of the groups.

The report reviewed the careers of all three FCC men, explaining that each was a university pro- fessor and that each had come highly recommended. Dr. Watson had taught for 16 years at Colum- bia U., and is an ordained Method- ical minister; Dr. Dodd is the son of the former U. S. ambassador to Germany; Dr. Schuman since 1926 has been Woodrow Wilson professor of government at Williams College. Included were quotations from letters of com- mendation from Army intelligence, and other responsible officials re- ceiving reports from FBIS.

Census Reports Provide Data on Local Markets

BREAKDOWN of the 1940 Cen- sus was released by the Dept. of Commerce last week, giving local characteristics of the population as revealed by the 16th census. Report gives details on various occupations, education, nativity, education of the population in urban and rural areas.

Charts included in the 200-page book present a complete break- down which may provide a useful basis for market surveys. The report was prepared under super- vision of Dr. Leon E. Truesdell, chief statistician for population, and is available from the Superin- tendent of Documents, Washing- ton (40c).

Exercise Program

OPENING OF a physical fitness program, Keep Fit With Andy Hansen, on KBO, Des Moines, was accomplished with a few teaser announce- ments asking listeners if they wanted an exercise program. When program hit the air, the thank cards were mailed to requestees as well as to 1,100 additional per- sons on mail list of the sponsor, Campbell’s Health Foods. Postals asked mention of program to five friends. Window displays in the health food store, air announce- ments, newspaper and billboard publicity were used. Program ties up wartime demands and physical fitness.
Windup of War Bond Drive Finds Radio Active in Increasing Nationwide Sales

WITH PROMOTION of the Second War Loan now tapering off as the drive nears its close, radio continues to promote the sale of war securities. The campaign to raise 13 billion dollars in three weeks has reached its finale, accompanied by special network and station shows, many of which will continue when the drive is officially over May 8.

In order that the heavy volume of War Savings Bonds which are being sold may be reflected in the totals,” said Treasury Secretary Morgenthau, “all sales processed through Federal Reserve Banks by May 8 will be included in final figures.” These figures are expected to show the loan well oversubscribed, due in considerable measure to the recent news of Japanese executions of a number of flyers of the Doolittle raid.

Stars Sought

The Motion Picture & Special Events Section of the Treasury reports that every big name radio star has been sought by state administration and local committee for rallies. Schedule for “I Am An American Day”, bond rally to be held May 16 at Soldier’s Field, Chicago, calls for several top radio artists.

BLUE Network aired a special War Bond broadcast last Monday night, April 26, 10:35-11 p.m., of ceremonies at the Washington premiere of Norman Rockwell’s paintings, “The Four Freedoms”. Talent on the show included Leo Reisman’s orchestra, and Anna Kaskas and Lanade Hatfield of the Metropolitan Opera House. Norman Rockwell, Lowell Thomas and Associate Justice William O. Douglas spoke, and Undersecretary of the Treasury Daniel Bell presented a citation to the artist. No commercials or credit plugs accompanied the Rockwell exhibition, which was arranged by Treasury and the Saturday Evening Post and first shown in the Hecht Co. department store. WEAF, New York, presented a three-hour broadcast May 1 of a War Bond Rally on Central Park’s Mall, featuring ten name bands. Each orchestra played a half-hour, the leader then moving to a booth to receive bond pledges. Government officials and stars of the entertainment and sports world participated.

P & G’s Truth or Consequences raised $6,118,129 at the recent NBC broadcast from KOA, Denver, bringing the show’s total bond sales to $25,985,608. G & G’s tour opened May 1 from Spokane and continues its tour on behalf of Treasury savings through Seattle, Portland, Salt Lake City and the West Coast. More than $10,000,000 in bonds were purchased by ticketholders to the Easter Sunday Treasury Dept. concert of Arturo Toscanini and the NBC Symphonic Orchestra. During the broadcast portion over NBC, Robert St. John, war correspondent, offered the original manuscript of Toscanini’s arrangement of “The Star Spangled Banner” to the highest bidder in bonds.

Midwest Auction

“Last Birthday” party-auction for Hitler, aired by CBS from St. Louis, April 20, with Quizzmaster Bob Hawk as auctioneer, brought $829,995 in bonds through the sale of seats to the broadcast. Auctioned items included Edgar Bergen’s tie and collar, which brought $2,000; Gracie Allen’s handbag, $5,000; and Kate Smith’s autographed recording of “God Bless America”.

WCOV, Montgomery, Ala., which also gave Hitler a birthday celebration and raised $463,846 for the Treasury, gave another “party” to the German Fuehrer.

Other good auction items used to put the loan over were an “Equip the Columbus Commandos” program on WRL, Columbus, Ga., which raised $7,500; the John May Garden auction where RCA sweepstakes prizes were among the items sold. Other good auction items used to put the loan over were an “Equip the Columbus Commandos” program on WRL, Columbus, Ga., which raised $7,500; the John May Garden auction where RCA sweepstakes prizes were among the items sold.

Yankee Network Holds Meeting of Affiliates

THE YANKEE NETWORK held a meeting of its affiliated stations April 21 at the Keystone Hotel, Boston. Miller McIntloch, president of Mutual, and Jesse Barnes, also of Mutual, attended the meeting of the Yankee Network which attended were:

William O’Neil, president of the network and General Tire and Rubber Co.; John Shepard 3d, chairman of the board; Field, vice-president; Robert Bartley, vice-president; Samuel Smith Poor, vice-president of General Tire and Rubber Co., and member of the network board of directors; George Gerty, member of the network executive committee and General Tire Co.; Lorenzo Jones, manager of the network board of directors and sales manager.

Others from the Yankee Network who attended were: Gerald Harrison, George Steffy, James W. Powers, Robert Wilson, Gertrude Lanza, Barbara Sprague.

Yankee Network stations were represented by Norman Whitaker, WICT; Al Horns, WABA; Don Moss, WYAN; William Morey, WRSR; Arthur Oweang, WRKO; C. Glover DeLaney, WITF; Gerald J. Morey and Iven Stevens, WML; David Shurtleff, WPEA; Martin Averly and Sherwin Green, WLNE; Thomas and William Rines, WCHS; Earl Clement, WMTR; Montgomery, Arthur Gardner, and Thomas Humphrey; WHY; Harold Thomas, WATR

EIGHT MEN of WDBJ, Roanoke, Va., are now in the armed forces. Bob Youse, sports announcer; Paul Reynolds, studio director; and Charles McNulty, salesman, are all second lieutenants in the Army. John Hardaker of the station’s sales staff is now ensign in the Navy Air Corps. Control Operator Keith Webber is technical sergeant in the Marines. Frank Hoskins, announcer, is in officers’ training school, and Announcer Donald Brown is a turnkey operator. Basil Johnson are privates.

Replacing the men who are off to war, William M. Taylor, who has joined the station’s sales staff, and Dillard Campbell, the control room operating staff. Announcer Dorothy Brown joins nine other women on WDBJ whose staff includes one girl studio control operator, Margaret Anne Bunting.

NO DUMMY is Charlie McCarthy, soldier who here takes advantage of opportunity during the broadcast of the Prince Albert Grand Ole Opry, aired Saturday 9:30-10 p.m. (CWT)

Eight of WDBJ Staff Now in Armed Services

Broadcast Advertising

New Philadelphia Study Announced by Crosley

CROSLEY Inc. announced last week that the cooperative study of Metropolitan Philadelphia’s radio audience will be expanded and will operate continuously in 1943. Study employs the new technique of personal door-to-door interviews exclusively. Believed to be the first use of the true radio audience cross-section in which competing stations have cooperated, the survey will be based on interviews allocated in ratio to population in its various breakdowns. Three major and two independent stations in the area are participating in the Philadelphia Plan, as the study is known.

LOUIS P. LOCHNER, head of AP’s Berlin Bureau from 1924-1941, will join NBC as a commentator, and will be heard on six West Coast stations Monday through Friday, 9:15 a.m. starting May 3.
this audience with sound information and sound inspiration."

Col. Kirby concluded his talk with a demonstration of on-the-spot recording of eye witness accounts from the front lines, possible with a wire recording instrument now being tested (see story on page 47).

**Largest Registration Of Broadcasters**

With the convening of the Wednesday morning session, President Miller announced that registrations had reached the surprising total of 1,750, which he characterized as the "biggest registration of broadcasters we have ever had." He pointed out that there were some 1,250 registrations at the St. Louis convention two years ago, but that these included many wives of broadcasters, exhibitors and other groups associated with the industry but not actually engaged in broadcasting.

Mr. Price, in his hard-punching address (see text in this issue) left no room for doubt about the dangers still inherent in voluntary censorship, as an uncompleted experiment. He admonished broadcasters not to be smug about it and pointed out this is no time for over-confidence. He called on broadcasters to make the code a "living, vibrant part of your daily life."

"What a tragedy it would be if a few irresponsible broadcasters among many should accomplish the collapse of a patriotic endeavor which means so much to all of you!"

"$

"While voluntary censorship has worked, when many thought it was impossible, Mr. Price admonished broadcasters to remember foreign language stations, to exercise a great degree of caution. "Carelessness and irresponsibility in foreign language broadcasting cannot be tolerated by a responsible Government," he said, reiterating what he had told the foreign language broadcasters at a breakfast session earlier in the day.

Neighbor nation broadcasters attending the sessions were saluted by President Miller. Among those named were Emilio Azcarraga, president of the Mexican Assn. of Broadcasters and owner of XEW, Mexico City; Glen Bannerman, president, Canadian Assn. of Broadcasters; Charles Shearer, chief censor of radio in Canada; Harry Sedgwick, chairman of the board of the Canadian Assn. of Broadcasters; Donald Manson, of CBC, and Maj. Ralph Forster, of the British Army.

Donald D. Stauffer, former vice-president in charge of radio of Ruthrauff & Ryan, drafted as head of OWI's radio bureau, disclosed that while he had been "in the radio business practically all my life, this is the first time I have ever talked out of it."

Though praise had been metered out to radio on all sides, he said he thought he had a different approach, suggested indirectly by Leo J. Fitzpatrick, general manager of WJR, Detroit, and an OWI radio consultant. At a recent meeting, Mr. Fitzpatrick raised the question about what had been accomplished by radio's participation in the war effort. So Mr. Stauffer detailed to the audience the "success story" of radio's cooperation with Government in prosecuting the war. He enumerated 65 major campaigns undertaken by radio and told results.

Highlighting some of the war campaigns put over by radio, Mr. Stauffer pointed out that in December, 1941, only 700,000 individuals had adopted the payroll savings plan. Fifteen months later, he said, there were 30 million. Point rationing was put over without question, as revealed by Gal- lup surveys taken before, during and after, he said.

Daytime programs, Mr. Stauffer declared, have performed "a tremendous job." Point rationing and similar war undertakings have been worked into the serial stories and have imparted to housewives an understanding of the problem in a most effective way.

Mr. Stauffer cited many campaigns to prove results of radio in the war effort. For example, he said he had heard of one needed 500,000 nurses. In a three-week drive the enrollment went up 100%. "You put on a campaign for 19,000 badly needed student nurses," he said, "and got us 23,000 applicants of which more than 19,000 were eligible. And this year we will ask you to do the job for us again, only we will need 65,000 nurses."

**Victory Garden Drive Succeeds**

"Victory Gardens is another assignment you more than adequately accepted. We thought we might get 13,000,000 gardens. You got us, according to a Gallup survey, 21,000,000. Similarly was the job done for the Coast Guard. After the radio campaign enlistment was up 45%.

"Last spring we wanted people to buy coal. The records show that after the air campaign spring coal purchases were up 70% over the preceding year. The CAA needed non-combat pilots. Every previous effort to get them had failed. Your campaign brought 104,000 applicants.

Mr. Stauffer also cited the Signal Corps, whose manpower requirements were materially aided through an increase of ten times; huge increases in salvage of fats and grease, rationing benefits, etc.

"The Nation is better informed than in all its history," he concluded. "You gentlemen deserve the gratitude of your Government."

**Program Problems Discussed by Paley**

Mr. Paley's plea to broadcasters to be more mindful of their basic resource—programming—was preceded by his reference to three other "important challenges which broadcasters looking toward the future face today." He enumerated these as:

1. The continuing change in our relationship with Government;
2. Our own public relations in the broadest sense of informing the public about the importance of broadcasting, having in mind that we have informed the public expertly about almost everything under the sun except broadcasting itself; (3) The challenge of technical change which lies ahead, including FM, television and probably facsimile. The fourth he mentioned as radio programming itself.

Mr. Paley called upon broadcasters to avoid complacency as an industry, pointing out that while our record is good, "we want to make it better." He urged the industry "for its own self-respect" to do as good a job in creating programs as any one else, or a better job.

"Advocating a change in "our own stature and prestige as program builders," Mr. Paley said that the advertiser and agent at times may develop programs not compatible with high broadcasting standards. It may be a commercial which "hammers too hard," a program in questionable taste, a spot announcement too long or wrongly placed. Broadcasters, he said, should not seek or encourage business of the wrong kind. They should resist the pressure which is often put on them to accept it. (See text of Mr. Paley's address on page 11.)

**Dr. Angell 'Dishes It out'**

In a talk which ranged from more solid "belly laughs" than usually are written into Hope or Allen scripts through a grim warning that the industry will have to mind its obligations to the public on public service programming, Dr. James R. Angell, NBC public service councilor, enthusiastically gave broadcasting its well earned due and slashed out at its deficiencies.

He referred in a semi-facetious way to daytime serials as depraved, quiz shows as featuring moronic answers, and cited the groan that goes up as the commercial plug is given, the protest that follows occasional salacious programs and the disgusting effect of reading announcements "concerning bodily processes while the listener is eating his meals." Treatment of such deficiencies is the duty of the expert program director, Dr. Angell said, and said he did not intend to provide a cure for such shortcomings or outline a device for betterment.

"So long as broadcasting is a highly competitive business, mak-

---

**FIVE WHO WERE LINED UP along a wall for a quick 'shot' just before Elmer Davis addressed the conference were (1 to r): Michael Jefferson, WOAC, Hahuc; Hal Meyen, WBC, Hartford; Leo Doolittle, WDBC, Hartford; Leo Fitzpatrick, WJR, Detroit; I. R. Lounsbury, WGR-WKWB, Buffalo.**

---

**Baltimore's Blue Network Outlet**

---

**Spot Sales, Inc.**

---

**New York — Chicago — San Francisco**

---

**May 3, 1943 • Page 59**
OPEN HOUSE was held by the Chicago Radio Management Club during the NAB War Conference last week in the Palmer House, Chicago. Chicago's leading agencies were represented by (seated, l to r): Aleta Mack, H. W. Kastor & Sons; June Rollinson, Russell M. Seeds Co; Evelyn Stark, MacFarland, Avegard & Co.; Sierle Myers, Virginia Smith, H. W. Kastor. Standing, Lewis Goodkind, Goodkind, Joice & Morgan; James Shelby, McCann-Erickson; Bert Kavanaugh, Roche, Williams & Cunnyngham; Harlow Roberts, Goodkind, Joice & Morgan; Jack North, Au- tol, peach; J. Guma, Buck & Thompson Co.; John Gordon, Needham, Louis & Broby; Stuart Dawson, Young & Rubicam; George Duram, H. W. Kastor.

ing money will be the first consideration," he said. "The industry operates on the theory that the stockholder is the owner of the station and the advertising agency buys the time and naturally the voice of the church and the school will sound distinctly in the station's ears.

"The consequences then will have to be dealt with," he added. He said that American broadcasters try to serve two masters. Radio, true, is infected with deep public interest responsibilities, in fact is so licensed. But it must also pay dividends. He stressed that the two are not necessarily incompatible. But as matters now stand, he said, when they clash today, which one will prevail is easily known.

"Some stations will sell anything, anytime," Dr. Angell said. Some correction to this attitude has been noted, due to the requirements of the war, he added. "The industry has made a serious and sincere effort to go all out," he said, "and the very important consideration is the post-war study and that is being undertaken already by NBC and Mr. Paley's organization."

In conclusion, Dr. Angell said that the present form of broadcasting is to be continued, without Government interference, it must attempt to reach all types of audiences and personal gain must in the final analysis be relegated to secondary place. He added that he spoke as a hard-boiled realist and not as a romantist.

In conclusion, Dr. Angell said that the future of broadcasting will depend on giving a reasonable part of the station's time to public service programs which will appeal to lesser units of the audience. Not as mere publicity stunts, he said, to be charged off to promotion; but as well-produced programs at the same high standards as other programs and at comparable costs. Competitive yardsticks of today must not interfere with this, he said.

"Stations must not snub or slight their public interest responsibilities," he concluded. "When blessed peace comes let us see the industry continue as a free American enterprise—which accepts its full responsibility."

The luncheon session Wednesday opened with a brief pageant depicting typical war news pickups by the four networks. Commentators for each network was shown reading their scripts, in tableaux suggesting the war theatres. Presented by Lt. Col. Kirby, he closed with the announcement: "This is the American system of broadcasting."

**Fly Brief on Post-War Planning**

Mr. Fly mentioned only briefly his project for post-war planning through a Radio Technical Planning Board, in which the Radio Manufacturers Assn., Institute of Radio Engineers and the FCC would collaborate. He recalled the pre-war National Television Systems Committee, which he said had done a "monumental work."

This new planning board, he said, as he raced against time to make a scheduled CBS broadcast (text in this issue), "sit on top" of the vast work being done in the radio field to bring "optimum results to the public after the war."

Describing the science of radio as having barely passed the "horse and buggy stage," Mr. Fly said that while there had been and would continue to be conflicts, radio "will ever stand in our democracy."

In opening his address to the Conference, which duplicated in part his CBS speech, Mr. Fly said that in these grave times it was very right that the "regulators and the regulated" should sit down to talk about their problems. He discussed intimately the manpower, equipment, receiving set, battery, and small station problems, citing figures based on a recent FCC survey.

He said he thought that radio listeners would agree that the "American system of broadcasting has met its first great crisis and has met it successfully." He described private broadcasting "in war as in peace" as a "main bulwark of American democracy."

To alleviate the technical shortage, Mr. Fly offered full-scale cooperation of the FCC. The Commission's files of licensed technical personnel, many of whom may be working in other industries, he said, could be re-opened to the industry for follow-up. Moreover, he said a monthly list of operators licensed by the Commission could be made available so that stations might find "in their own back yards" men and women qualified to man technical facilities.

Smaller operators have complained about the drift of personnel to larger stations and have contended that they were only "way stations on the road to employment in big cities." He suggested that perhaps the "job is there for them" but he did not help that situation. He commented, however, that the only station owner really sitting pretty is the one staffed with women.

While the equipment picture is not bright, he said a "swell job" had been done by WPB and Mr. McIntosh. Regarding the farm battery situation, he said that because of the importance of farm listening, he felt confident it would be cared for.

**168 Lost Money in 1942, FCC Figures Show**

Speaking on the small stations' problem, Mr. Fly said it was grave in many cases, though he said a small loss. He added that the figures he cited did not appear to indicate it was as serious as originally portrayed both at the FCC and in other quarters.

Income data for 1942, broken down by the FCC, he said, showed that the net income of the industry was $34,000,000 as against $32,000,000 the year preceding. The average station earning was $45,000 in 1942. Of aggregate number of stations, 168 lost money, while 118 earned less than $2,500. Whereas the average loss in 1941 for the "loser stations" was $770, this rose to approximately $1,100 in 1942.

Losing money is not a "wasteful phenomenon," Mr. Fly said, since most of the small stations, though not all, were losers the preceding year. On the other hand there were 63 stations which lost in 1941 but earned in excess of $2,500 in 1942. The 168 stations lost a total of $1,100,000, Mr. Fly said.

Covering the various suggestions made for relief of small stations because their service is necessary, Mr. Fly discarded all of them with the exception of his proposal that national advertisers use these outlets. He contended that they constituted hitherto untapped markets and would bring good returns. If only two-thirds of the available stations were fumigated, he said, it would more than offset these losses.

**Constructive Steps Already Taken**

Several constructive steps already have been taken, he said. These include an increase in the number of stations on the national networks—three since the war began—the full network plan encouraging advertisers to take smaller stations; deduction in rate changes effected through FCC investigation of T & T saving some $2,000,000 for radio, which permits addition of smaller stations and other steps. He did not describe them as cure-alls, however.

Regarding suggestions that there be a remission of income tax, he said this failed to hit the target since the smaller stations pay no tax. The RFC loan proposition, he said, likewise was objectionable because it would constitute only a shot in the arm since the losing stations would continue to lose. He described it as possibly the "quickest way of putting the Government in the broadcasting business" and commented "none of us want that."

At the present purchase of farm space, he said it was plainly evident that newspapers and radio should get equal treatment, but that he had grave doubts whether it would stand this time. It might be interpreted as a subsidy and radio would be "trading its freedom for a mess of pottage—a small mess at that."

If any large segment of the industry were to disappear substantially because of loss of revenue, he said Government advertising might take on a different complexion. The best possibility for a real
solution, Mr. Fly said, is seen in the use of smaller stations and secondary markets by national advertisers. He pointed out that local advertisers, who customarily patronize these stations, have little reason for institutional promotion and that with very little on their shelves to sell, they do not represent latent prospects.

Because the industry generally has fared so well, he said it should not be blinded by these conditions. He called the small station problem a real one.

**Morency Praised for Retail Promotion Plan**

The retail promotion plan occupied the business session Wednesday afternoon. President Miller, in opening the meeting, paid tribute to the work of Paul W. Morency, WTWI, Hartford, chairman of the Retail Promotion Plan Committee, for his time and energy in effectuating the retail plan.

Mr. Morency revealed that the promotion plan will be in actual operation in the fall and that financial commitments for its presentation have already been made. Mr. Morency reviewed the background of the plan, which was proposed to the NAB board at the Cleveland convention last year by Eugene Carr, WGAR, Cleveland, now with the Office of Censorship, and Capt. Frank Pellegrin, then director of broadcast advertising of the NAB.

Mr. Morency introduced the 10 members of the committee who are serving with him, C. L. McCarthy, KQW, San Jose, and William Crawford, WOR, New York, were unable to attend. Mr. Morency in introducing Sheldon Coons, advertising consultant, gave a short resume of Mr. Coons' 30-year career in the retailing and advertising field.

After presentation of the detailed retail sales plan by Mr. Coons, which were enthusiastically received, Lew Avery, director of the department of advertising of the NAB, defined the status of the campaign, launched last fall. The retiring NAB board, at its April 26 meeting, agreed to implement the fund of some $84,000, already pledged, and guaranteed the total of $125,000. A number of stations, however, promptly signed up for project following the session, with strong likelihood that the entire budget would be met without the necessity of drawing directly from NAB funds.

Mr. Coons brought home the fact that radio depends upon too few accounts and that the retail field, representing the largest single advertising source, is a latent one for radio. He warned that the war may bring new advertising media and that radio must cushion itself for any contingency.

Because the department stores and general stores, constituting the largest potential users of radio, are not on the air in great numbers, radio does not have the prestige it might gain if the reverse were true. If important re-tailers used the medium it would improve horizontally, he predicted.

Moreover, he said the retailers themselves, as reflected in comments from NRDGA, are enthusiastic about the survey and are anxious for the results [see separate story on retail advertising plan in this issue].

**John Butler, Jr., commercial manager of WSB, Atlanta, and chairman of the sales managers executive committee, whooped things up with a plea to those not yet at the front to quit talking and sign up.** He commented that the delinquents who might want to get on the bandwagon later would find the cost going up.

**Petrillo Ban History Covered in Detail**

The Petrillo recording ban, slated for discussion on the closing day, Thursday, was moved up on the agenda for the Wednesday afternoon session. President Miller recounted the steps leading up to the current situation, and stemming from the Aug. 1 ban on recordings of any character. He pointed out that not a transcription or record had been made since Aug. 1 because of the arbitrary AFM ban, which was premised on seeking tribute from the broadcasting industry along with the phonograph, transcription and other groups employing records. The net result, thus far, he said, is that AFM members have lost millions in revenue from recordings.

It is interesting to note, he said, that in the formal demands made by Petrillo, he made no claim for tribute from the industry. He said he was convinced this was the result of action of the NAB in procuring detailed and established facts to refute Petrillo's claim of unemployment and otherwise demolish his claims for payment.

Mr. Miller said, however, that Petrillo is still aiming at the broadcasting industry even if indirectly. His effort is to throw mud.

---

**THE BEST PROOF IS PERFORMANCE**

**LEHIGH VERTICAL RADIATORS**

Coverage, Efficiency and economy are but a few of the reasons for the increasing preference for Lehigh Vertical Radiators by Broadcasting Stations everywhere. Their outstanding performance continues to satisfy many leading stations throughout the nation. Those interested in towers for supporting FM or Television Antennas are invited to write us. Our engineers can be of assistance in planning your requirements.

---

**RADIO DIVISION**

**LEHIGH STRUCTURAL STEEL CO.**

17 BATTERY PLACE, NEW YORK, N.Y.

PLANT AT ALLENTOWN, PA.

OFFICES IN PRINCIPAL CITIES
sic back to the “pre-horse and buggy days,” he contended.

In behalf of the transcribers, Gerald King, of Standard Radio, told the conference of the current status of negotiations with AFM, now deferred until May 10. He spoke in behalf of Associated, Lang-Worth, NBC Thesaurus, Standard and World, and not the phonograph manufacturing companies. The transcribers, Mr. King said, would have preferred postponing a statement until later because of the current conversations. He pointed out that when Petrillo originally asked for a contribution direct to the Federation of “unspecified percentage of our gross income” the transcribers concluded that they could not accept such a proposition.

Whereas prior to the original conversations transcribers sat with the phonograph record industry in conversations which Mr. Petrillo said made it clear, he pointed out that last April 16 the transcription industry had an opportunity to separate its conversations. At these preliminary discussions working out an agreement on terms not inconsistent with the requirements of the individual businesses of the transcription companies were shown.

“So long as that encouraging prospect continued, we were prepared to continue our discussions until a conclusion had been reached,” he said.

At the forthcoming May 10 meeting, he said, it is the intention of both groups to sit “in continuous session until an acceptable conclusion or an impasse, has been reached.” The purpose of the transcribers, he said, is to reach a “satisfactory and lasting understanding with the Federation upon which we can build both commercially sponsored programs, as well as library transcriptions, and dispose of them on terms satisfactory to both parties.”

Pointing out that the very businesses of the transcribers depend upon finding the right answer, he said he was sure the industry would agree and should not prejudice our present negotiations by any premature speculation on details or the final outcome.”

Answering questions regarding the course transcribers will take if the negotiations fail, he said the only answer he could give was that they will go into the new negotiations with “the intention to negotiate in good faith, and we believe that any further statement at this time could very well be construed to our disadvantage and therefore not consistent with the spirit of good-faith bargaining.” He said he hoped that “by the middle of May to have something more concrete to tell you.”

**Petrillo Unemployment Claim Exploded**

Before introducing Sydney M. Kaye, New York attorney and counsel on the AFM matter to the NAB Steering Committee, Mr. Miller observed that contrary to the Petrillo claim, radio actually has increased employment. Musicians are being paid better than any other group in the industry, he said.

Tossing the gauntlet to Petrillo, the NAB president branded the whole issue a “political problem” and one of Petrillo’s own making.” He said many AFM members never expect to make their primary income from music but are in it only as a sideline. Petrillo’s effort is to give them “something extra.”

Alluding to the seriousness of conditions brought about by the war, Mr. Miller said that speakers before the conference had cited the tortuous road ahead, while paying tribute to the service radio had done. Both Elmer Davis and Chairman Fly, he pointed out, had commented that the Petrillo ban was hurting the war effort.

The issue, he declared, is whether the industry proposed to “appease or fight this out.” Petrillo wants tribute, he declared, before he will permit recordings to be made.

Mr. Kaye, in explaining Petrillo’s unemployment claims, said that less than one-third of the AFM members are professional musicians and that practically all of the remainder are engaged in approximately 250 other professions, trades or businesses and callings requiring skills and specialized training. Unemployment is virtually non-existent, he said. Union musicians receive about $20,000,000 a year for their work in radio, nearly equivalent to the total net earnings after taxes of the entire industry. They receive more compensation from radio than any covered by Mr. Petrillo, including all executives, with an average weekly wage of $76.00 for a work week of less than 20 hours.

Less than one-third of the AFM membership consists of professional musicians was established through two surveys, Mr. Kaye said. Other devastating statistics breaking down the Petrillo claims to the Senate sub-committee were enumerated. Mr. Petrillo had testified, Mr. Kaye said, that of 66,355 union members in 29 cities, 45,000 were unemployed. Terming these figures fantastic, Mr. Kaye said that the AFM head’s definition of unemployment was the basis for this statement. By unemployed Petrillo meant “unemployed as musicians,” irrespective of whether these members were otherwise gainfully employed.

In the 29 cities covered, there are 143 commercial stations, all but eight of which have musicians. Of the eight, three are 100-watters, two 250-watters, three are 1,000-watters, and only one is affiliated with a network.

Petrillo’s charge that 201 network stations do not employ musicians also was disproved by the NAB studies. Of the 201 stations studied by Mr. Petrillo and admitted could not be expected to employ musicians. Of the remaining 173, musicians were employed in 68 during the very period 32 had employed them periodically during the very period covered by Mr. Petrillo, while 32 had employed them during the past year and another 32 did not employ musicians. Of the latter, 46 were stations with 250 watts or less, of the type which Petrillo was not a candidate to employ musicians. Of the remaining 18, four have no local union.

All told, Mr. Kaye reported there are 184 stations in communities having no AFM locals with no local claiming jurisdiction asserting that no specific instance had ever been cited in which radio had supplanted live musicians. Mr. Kaye said the results of a survey of an independent organization in Washington disclosed through a door-to-door investigation that of 55 establishments in which there was dancing, not a single one relied on radio.

Following the Petrillo presentation, the Conference unanimously adopted a resolution supporting the NAB War Conference position with respect to the Petrillo ban and strongly condemning the AFM ban as injurious to wartime morale and calling upon the transcribers to prudently proceed to make legal measures deemed necessary to end the ban. [See page 70—ed.]

The membership then adopted three miscellaneous amendments to the bylaws shifting Maryland from the East Coast NAB District to the Mid-North District; eliminating the term “executive committee,” which was abolished a year ago; and a minor change in the method of electing directors-at-large, with nominations from the floor rather than through a nominating committee.

**Directors Named To Fill Vacancies**

In the balloting that followed for election of directors-at-large, Joseph A. Beasley, WCIO, Des Moines; Mr. Hoke and James D. Shouse, WLW, Cincinnati, were elected at-large station directors without opposition. Mr. Shouse succeeds Edwin W. Craig, WSN, Nashville, who was not a candidate for reelection, while Mr. Maland was reelected. In the medium station category, Don Elias, WWNC, Asheville, was reelected, while Mr. Rose was nominated, asked to have his name withdrawn. In the small station class, Herb Hollister, KANS, Wichita, was reelected, and Frank King, WMBR, Jacksonville, was returned to the board. He had been district director for Alabama, Florida, Georgia and Puerto Rico.

Network directors renamed were Paul W. Kesten, CBS vice-president and general manager, and Frank M. Russell, NBC Washington vice-president, and other networks are not members.

In quick succession, the membership then adopted a series of 11 resolutions brought in by its resolutions committee. Aside from the customary committee resolutions, the membership adopted two important proposals. One placed the NAB on record as unalterably opposed to any and all measures, governmental or otherwise “looking to the abolition of broadcasting and trade marks in the marketing of commodities” and endorsing the Halbeck resolution (H Res-98) for a thorough study of these proposals. This resolution took stock at the OPA grade labeling process as a nos forerunner of brand name restrictions.

A second unanimously adopted resolution authorized President Millett to conduct a complete study and report to the board on establishment of an “NAB Bureau of Audience Measurement.”

The concluding business session
Thursday morning was devoted to the role of advertising in wartime, but with emphasis on small station problem, considered initially by the recently appointed Small Station Steering Committee, headed by James W. Woodruff Jr., WBRL, Columbus, Ga.

John M. Outler Jr., WSB, Atlanta, chairman of the NAB Sales Managers Executive Committee, stressed desirability of a study looking toward standardization of station coverage maps. A detailed plan, defining signal strength, audience mail at coverage, and boundaries, evolved jointly by the NAB committee with the Radio Executives Club of New York, and previously suggested to the NAB membership, was adopted by the Convention and will be pursued by NAB.

Roger Clipp, General Manager of WPFL, Philadelphia, chairman of the NAB Research Committee, outlined to the session the scope of the proposed standardized method. He pointed out there had been dissatisfaction on the part of agencies and advertisers with the coverage claims stations have been making because of lack of a consistent definition as to just what coverage means.

The NAB recommendation will cover the method of determining the station coverage area and the manner of handling the calculation on market data used to interpret the coverage area. Also included will be a sample station coverage presentation, with demonstration of maps, titling and copy. The Timebuyers Committee of AAAA has agreed to work with the NAB and to authorize use of the AAAA stamp of approval on the presentation format.

Linnea Nelson, timebuyer for J. Walter Thompson Co., New York, asked by Mr. Outler to comment on the project, said that by getting together such standardized maps, something tangible with which to work, the whole process would be simplified and called it an excellent beginning. Similar comments were made by other agency spokesmen.

**Resolution Adopted Unanimously by Conference**

Dietrich Dirks, KTRI, Sioux City, moved that the membership authorize NAB to carry through on the project as outlined. The motion was adopted unanimously.

Mr. Woodruff, a member of the NAB Board for two years, presided over the small station session—his first appearance before a microphone at an NAB convention.

The special committee named by Mr. Miller to consider the small station problem, devoted considerable time to the task and regarded it as serious, he said. But the inevitable conclusion was reached that it is an overall industry problem, rather than exclusively a small station matter. He pointed out that such speakers as Mears, Davis, Fly and Angell had commented that the plight of the small stations is one to be considered by the entire industry.

**SMALL STATION problems highlighted a get-together of Keystone executives during the NAB War Conference in Chicago (l to r):**

- Marshall Pengra, manager of KRNR, Roseburg, Ore., in an analysis of recent surveys, commented that the small station problem is the small station. He said it was difficult to reach any concrete solution because the problem varies with communities and changed conditions.

- The most serious matter confronting the small station is manpower and particularly technical manpower, he said. This comes down to the problem of whether stations can remain on the air, he said, pointing out that he realized the NAB and FCC and all other organizations were doing everything possible to bring about its solution.

- "But they can't pass any miracles on this manpower thing and have gone as far as they can go," he said.

**Tells of Station Forced Off the Air**

Citing the seriousness of the technical shortage, Mr. Pengra said that he knew of one station that had been off the air for three weeks because it did not have a single first-class operator. It acquired a man for three weeks, but he left, and the station, as far as he knew, was off the air again.

The wage differential comes into the picture for stations in the small market, he said. While many stations are using women and third-class operators, this has tended to allow them to work only in certain areas of the station, as far as he knew, even if the station was small.

Small stations were urged to do a job of public relations with their local draft boards to emphasize the importance of continued service. It is not a question of the station's gain, he said, but the community's and the country's need.

The pending KPAS, Pasadena, test case wherein the union seeks increased payment for technicians on the ground that radio work is worth the same amount of money whatever the size of the station or city, was cited by Mr. Pengra as one having serious potentialities. He commended NAB Labor Relations Director Joseph L. Miller for intervening in this proceeding.

Because local stations are dependent largely on local business, he said they will be in an increasingly tough spot if their business dries up. He held out little hope for national advertising through normal channels, since secondary stations have gotten very little of it anyway. He urged a similarity of plans whereby big name talent would be available to small stations along the lines proposed by the Keystone Broadcasting System, transcription network.

**Urged Government Program Aid**

Because it is an overall industry problem, Mr. Pengra suggested that the industry recognize it as such and see that a "patch is put on the industry's pants," as conditions appear to warrant. Like Chairman Fly, he held that wartime conditions are not wholly responsible for the plight of the 168 stations which lost money last year. The condition could be alleviated in some measure, he said, if the Government, instead of a subsidy, would provide stations with a format of war service programs, just as they provide mat service, to be made available for sponsorship to the newspapers.

APROS placement of Government advertising, Mr. Pengra said small stations resent discrimination, but there is a great deal of over-representation on paid time. He discussed the proposed Bankhead Bill to help small newspapers in a financial run, and said that if such legislation were passed in their behalf, many small stations would want similar treatment.

Looking to the future, Mr. Pengra said that the plight of the small stations will not be alleviated after the war if the FCC pursues its present policy of free competition and indiscriminate licensing of stations. Small stations have a difficult problem, he pointed out, since they usually maintain only one-man departments. The Petrillo ban likewise has hampered the stations tremendously, he said.

Concluding that the problem is too complex to hope for a general cure-all, Mr. Pengra said that he could mention no specific solutions. "The small station is like the dormitory in college, it is small but its tale is enormous."

**Work of Ad Council Described by Thomas**

H. B. Thomas, vice-chairman of the Advertising Council and president of the Centaur Co., substituting for Chester La Roche, Advertising Council chairman, outlined the scope and activities of this voluntary organization's work and exhorted the industry to get behind its new phases. He pointed out that the work of the Council is not entirely philanthropic, but that advertisers who are supporting the war effort really are protecting their identities and brand names.

---

**May 3, 1943 • Page 63**
in which they have invested millions. [See story on page 10].

The Government serves as the "client" of all advertising in this campaign, with the Advertising Council as the NAB Board for med-ia and Government, he said.

Opposition to OWI to Government-paid advertising was expressed by A. Dudley, chief of the NAB Board of Section.

"In the first place," he said, "it would take a staggering sum to buy time and space to do an ef-fective war information job. If the Government paid for advertising on the radio alone last year the bill would amount to over $100,000,000 and space estimates run close to that figure, with an overall figure of close to $300,000,000 in- volved.

The appropriation of that amount of money would add to the present burdening Government paid "client" in which Miller at set up appropriation of Woodruff The 21st war information take amount to Central Broadcasting stations Iowa listeners May 29 for Palmolive soap. A 34-piece orchestra will be led by guest conductors.

Five diamond rings from Tif-feny's New York, will be given each week to women sending in song-requests accompanied by letters. Playing of request numbers will be delayed due to censorship.

Bill Stern's "Sports Newseum of the Air for Colgate Shaving Cream moves May 25 to Friday, 10:30-10:45 p.m., on NBC.

C-P-P is reported contemplating purchase of 7-7:30 p.m. on Saturdays.

Ted Bates Inc., New York, han-dles Palmolive; Sherman & Mar-quette, Chicago, Colgate Shave Cream.

CBS Adds Five Stations In Illinois and Florida FIVE STATIONS will join CBS soon bringing the network's list of affiliated stations to 129. Illinois stations joining May 2 are WSOY, Decatur; WTAX, Springfield; WDS, Champaign, and WDN, Danville.

A new Florida station is WAAC, Ft. Meyers. WSOY will be sold as a package with WTAX. WDWS and WDWB will also be available as a package. All four will be special basic supplementaries of CBS.

WAAC will be a special bonus station to the network's Florida Group.

Centaur Starts Spring Campaign; May Increase CENTAIRE CO., division of Ster-ing Drug Inc., will start its an-nual spring and summer campaign next month and broaden its services with a slight increase in time purchase over last year. Schedule includes twice-weekly participations on all networks. The network's "Page of the Air on WABC, New York, and three-a-week NBC network station "spotter," which will be broad-cast in mid-May on the Texas Quality Network and possibly else-where. Company is considering ex-tending radio of on a regular basis, following its successful use of this medium in exploiting Hit-ler's "children," but has announced no details of its plans as yet.

GEORGE C. BIGGAR, program di-rector of WLW, Cincinnati, started his 20th year in radio May 1.

FM Broadcasters Inc., Gains 17 Members; Damn Reected

ADDITION of 17 new members of the FM Broadcasters Inc. was announced by Walter J. Damm, W5SM (WTMJ), Milwaukee, presi-dent of the FM Broadcasters Inc, trade association Tuesday afternoon at the Ambassador Hotel in Chicago. The membership of the group now totals 41, and includes all but four of the commercial and experimental FM licensees.

In addition to Mr. Damm, Theodore C. Streibert, W71NY (WOR), New York, was re-elected vice president, and Robert T. Helland, Wat-ten, New York, secretary-treasurer. George Lang, chief engineer of W5C and WGN, was elected to the board of directors, replacing Lt. Com. Carl Meyers, formerly chief engineer of those stations and now serving as a lieutenant com-mander in the Navy.

Board Changes

Arthur B. Church, K 49 K KC (KMBC), Kansas City, and Walter C. Evans, vice-president of West-inehouse, were elected to the board, brought the total to five members. Also elected to the board "against appropriation by con-gress of money for paid advertising.

The Committee approved the dis-tribution to all stations by the Treasury Department, the OWI, and other agencies, of program formats that could be sold to local or national sponsors. The commit-tee also directed the NAB Board to set up machinery providing for the pooling of salable ideas and to per-suade Government agencies to make available radio formats sim-ilar to those used by commercial service now pro-vided newspapers.

The 21st annual meeting of the NAB was wound up by President Miller at the conclusion of the Thursday luncheon at which Col.
Radio Promotion Campaign Adopted

AN AGGRESSIVE public relations campaign for the broadcasting industry during the coming year was approved by the newly appointed NAB Public Relations Committee at its organization meeting in Chicago last Monday preparatory to the NAB War Conference sessions.

At a four-hour meeting the Committee, headed by Edgar L. Bill, WMBD, Peoria, outlined policies to guide the association’s activities, directed by Willard D. Egolf, assistant to President Neville Miller and in charge of public relations. Covered were such matters as radio’s role in the war, religious broadcasts, cooperation with trade groups, industry awards, station public relations practices and expanding NAB’s Speakers Bureau.

Make Research Simple

(Continued from Page 9)

dices for morning, afternoon and night time.

I mentioned that such surveys are currently limited to about 50 cities in the United States. I am not going to recommend or oppose their extension but here again I would simply like to stress the value of any such measurements to station management. Research may provide useful ammunition for sales and promotion but it is sometimes just as useful to station management in pointing out weaknesses which may exist in program structure, specific talent appeal, commercial handling, station policy and the like.

Nielsen Index

Some of you may be familiar with the Nielsen Radio Index or Auidimeter which is one of the latest developments in radio research. This is a mechanical device which can be attached to any radio set and records a record of the time of listening and stations tuned in over a period of a week or even a month. Records from these audiometers make possible minute-by-minute analysis of programs and can actually reveal a profile of the advertiser’s program and his commercial announcements. Such information is obviously of value to intelligent program producers and radio writers.

While I have great respect for this method of measuring programs I believe that even an automatic recording device has its limitations and the resulting data must be carefully scrutinized and interpreted. Just to be critical here are some of the questions which occur to me in connection with automatic recording devices:

There seems to be no proof that people are consciously listening to the radio all the time that it is on. The recording device may reveal that the set is in use but there may be no person in the room at the time it is in operation. Similarly, it might be charged that people who have audimeters in their homes may become conscious of the fact that their listening is being measured and this might affect their listening habits. The automatic recording device will not reveal identification or misidentification of program or sponsor.

Extremely Expensive

Automatic recording devices are extremely expensive and we must question value in relation to their cost. I am sure the cost would be prohibitive, for example, to set up an adequate sample of automatic recording devices in every county of the U.S. for the purpose of measuring station coverage. Measuring one section of the country at a time with a constant sample may be subject to criticism and I believe that research authorities could argue at some length on the pros and cons of a constant sample such as Nielsen has set up and a changing sample such as Fortune and Gallup use. Here again, the constant sample may be subject to the criticism that people might be conscious of the fact that their actions are being measured.

A number of advertising agencies have contributed a great deal to radio research. At Young & Rubicam for example, our research department has developed techniques for measuring the component parts of programs in what we call our “radio profile studies”. Radio profile studies may be described as a continuous measurement of the rise and fall of listeners’ interest in a program as that specific program is broadcast. For the purpose of providing such measurements a device which we call a program barometer has been perfected. This barometer or voting machine reveals instantaneously and continuously the average interest of the selected group of listeners to the program as they actually listen to the show. The barometer plots a curve which reveals in summary the minute-by-minute likes and dislikes of the entire listening group.

Automatic recording devices, listener panel surveys, program barometers and the like are, I believe, very significant trends in research because they make possible qualitative as well as quantitative analysis of radio programs. I believe there will be considerably more testing of programs. I believe there will be more analysis of individual programs in terms of their component parts such as comedian versus singer, dramatic versus music, dramatized commercials versus straight commercial, etc. It is reasonable to hope that in the not-too-distant future many of us will have information at hand with which to predict the success or failure, if not the actual rating, of individual programs even before they go on the air.

‘Know Thyself’

And this leads me to the final thought I would like to leave with you, which might well be summed up in the two words “know thyself”. A research point of view on the part of station management is, to my way of thinking, a very desirable and healthy outlook. The only way that improvements can be made is to first discover where and why the improvements should be made. In other words, what are the weaknesses or deficiencies?

I know that I speak for a large group of timebuyers when I tell you that I am more impressed with an honest, straight-forward presentation of facts than by glittering generalities and unsupported claims of leadership. It has been my observation that most surveys either simply confirm what everyone knows anyhow or claim what nobody can believe, and if I were you I wouldn’t be either too proud or too ashamed of their findings. Make good use of the findings but don’t misuse them. And remember also, however much you may doubt it at times that we on the buying side of radio are also human.
BROADCASTING • Broadcast Advertising

FOLLOWING are the official registration lists at the NAB War Conference with the exception of a few late arrivals:

Abbott, Earl G., General Electric Co., Chicago
Abel, Irwin C., WBVA, Richmond
Adelet, George F., FCC, Washington
Adams, Horace B., American Broadcasting Co., Indianapolis, Ind.
Adams, Wm., WMMN, Rochester, N. Y.
Addis, Charles, Weid & Co., Chicago
Alberge, Herb, WAKO, Columbus
Albertson, Ray, WNYE, Buffalo
Alberty, E. A. (Bob), WBMP, Memphis
Albertson, Wm., WINS, New York
Allen, Philip F., WLYC, Lynchburg, Va.
Allison, J., Lincoln, WIBS, Bluefield, W. Va.
Allmuen, Mrs. Oscar, Indiana
Allison, Anderson, Chicago Sun, Chicago
Allison, Dave, Chicago Sun, Chicago
Annenholtz, Milton, NBC, New York
Anson, C., JR., WCG, Chicago
Anson, Davis, Chicago Sun, Chicago
Angel, James P., NBC, New York
Anthony, A. L., WMC, Memphis
Arnaoun, A. N., JR., WJCO, Boston
Arts, C. K., NAB, Washington
Arnow, Campbell, WTM, Norfolk, Va.
Ashby, A. L., Judge, NBC, New York
Astion, E., Howard H. Wilson Co., Chicago
Atkins, Ralph L., WIND, Chicago
Attebury, Ellis, CKCN, Kansas City, Kan.
Atwell, Lyman, WJAI, Tribeca, New York
Avery, Lew, NAB, Washington
Babcock, A. E., WWJW, Detroit
Baird, Mrs. E. W., WLS, Chicago
Bailey, Milford, WTAG, Wooster, Mass.
Baird, Larry, WWL, New Orleans
Baker, Tom, WLAC, Nashville
Baltz, Orm, WVL, Salt Lake City
Bamert, E. L., WDER, Bismarck, N. D.
Bannerman, Glenn, CAB, Toronto
Barber, James A., KYGO, Missoula, Mont.
Bartley, Dorvil A., WEN, Detroit
BatCHELDER, Harold W., WFBM, Baltimore
Batcheler, Harley W., WFBM, Baltimore
Bauman, Robert E., WISH, Indianapolis, Ind.
Bay, Ben B., Jr., WSM, Nashville
Bealer, Harold, WSM, Nashville
Beard, J. D., KDKA, Pittsburgh, Pa.
Beavers, Wallace, WCOL, Columbus
Becker, G. E., WBT, Cincinnati
Becker, John H., KABC, Los Angeles
Bell, Edward, WJCL, Charleston, S. C.
Bell, John, WSB, Atlanta
Bennett, Sam H., KMBC, Kansas City, Mo.
Benson, John, AAA, New York
Benzinger, George E., Chicago
Bentley, Wm. C., Army, Washington
Bergen, Bernice, WJZ, New York
Bergen, R. B., Bernard, Akron
Bergman, E. C., WDRC, New York
Bergkamp, Dick, KZTV, Los Angeles
Bergslie, J. H., WMBD, Chicago
Bergstrom, W. D., WGN, Chicago
Bergstrom, H., WGN, Chicago
Bertleson, John, WINS, New York
Berrie,Harry M., Jr., WFRE, Indianapolis
Bittner, E., WBT, Chicago
Blake, John, WJAR & Co., Chicago
Blair, Milton, Adv. Council
Blatter, Frank, WBAM, Chicago
Blank, Milton, Standard Radio, Chicago
Bliss, Sidney H., WCLQ, Janesville, Wis.
Bliss, Leonard, WCLQ, Janesville, Wis.
Bloch, Harold F., WOR, New York
Blumenstein, George, WSBK, McComb, W. Va.
Boekoven, L. F., Western Electric, New York
Bond, Bently, Radio, New York
Boercy, M. W., MacFarland, Ayrward, Chicago
Boice, Hugh K., WMBD, Peoria, Ill.
Boland, Walter M., General Electric, San Francisco
Bolos, W., NRBC, St. Paul
Bolling, Geo. W., John Blair & Co., New York
Bonington, E. Hale, WHO, Des Moines
Bonid, Robert D., Edward Petry & Co., New York
Boone, Fran H., WDB, Tuscola, Ill.
Booster, H. S., WJS, Washington
Bowden, James L., WKBW, Youngstown
Bowen, Frank, WBZ-WBZU, Boston
Boyton, Stan. G., Stanley G. Boyton, Detroit
Brackett, Quincy A., WSPR, Springfield, New York
Bradshaw, Maddox, WMH, Wallingford, Conn.
Brandenburg, Gustav, KVUO, Tulsa
Bratl, E. L., United Press, Chicago
Brand, Victor, WREX, Lawrence, Kan.
Breen, Edward, KVFL, Fort Dodge, Ia.
Brewster, George, WFPS, Seattle
Brown, Chas. B., NBC, New York
Brown, Erskine, KDKA, Pittsburgh
Brown, Kenyon, KOMA, Oklahoma City
Brown, L. J., WABC, New York
Bruner, Sherwood B., KBSS, San Francisco
Burks, Elmer H., WOOW, Chicago
Burks, Harry D., WOOW, Burbank
Burdick, Carl, WKBW, Buffalo
Burrowes, Don B., WNIB, Chicago
Burton, Don A., WBL, Muncie, Ind.
Buttram, John W., WJMA, Aniasson, Ala.
Cagle, Gene L., Texas State Network, Ft. Worth
Caldwell, Louis C., Washington
Calkins, William D., NAB, New York
Callahan, J., WGN, Chicago
Callaway, J. L., WCI, Los Angeles
Calliwall, L., WSGW, Cleveland
Campbell, David, WPRO, Providence, R. I.
Campbell, E. R., CBS, New York
Campbell, Martin, WFAA-KGKO, Dallas
Campbell, J. W., WBBG, Dubuque
Campbell, WWJ, WJZ, New York
Carpenter, H. K., WHK, Cleveland
Carlson, L. M., WJZ, Columbus
Carr, Robert, WPTF, Raleigh, N. C.
Carr, George, Office of Censorship, Washington, D. C.
Carrigan, Joseph B., WKPD, Wichita Falls
Carroll, A. F., KFWI, Fort Wayne
Casey, T. N., WRC, Washington
Cates, Ben, KXGN, Billings, Mont.
Caudill, T., WAT, Charlotte, N. C.
Cavanagh, N. J., Roche & Cunningham, Chicago
Caughie, Geo. A., WWJ, New York
Chambers, James L., WSM, Nashville
Charlton, J., WJRT, Charleston, S. C.
Charter, Sheppard, WBMP, Chicago
Chiasson, Raymond, WOD, Virginia Network, Charleston, W. Va.
Chilton, Ruth, WSYR, Syracuse, N. Y.
Chilton, W. S., WJS, Kansas City
Church, Arthur B., KMBC, Kansas City
Clark, George W., WLB, Chicago office
Clark, C. H., WLB, Chicago
Clark, Max T., NAB, Memphis
Clark, Mrs. S., KFIF, Wichita, Kan.
Clark, Mrs., WJS, Santa Fe
Clayton, W. L., Warner Bros., Hollywood
Clendenin, E. L., Columbia Recording Corp., New York
Cleary, Edmond, KMST, Minot
Clifford, Merele E., WHFC, Cicero, Ill.
Cl我只是提供了文本的自然语言读取版本，如果你需要针对特定需求的具体帮助，请告诉我。
the OLD ARMY GAME was mo- mentarily forgotten at the War Conference in Chicago as radio pawlows was exchanged by Maj. Ben McGlashan, KGJF, Los Angeles, now commanding an anti- sub patrol base in the Gulf of Mexico,活动中 D. L. Collins, KFH, Wichita, Civilian Air Patrol, Wichita.

BROADCASTING • Broadcasting Audience

in the Heart of New England

WINE KENE, N. H.

Member CBS Network

Represented by Headley-Reed
Harvard Retail Study

(Continued from Page 18)

response to this request has been most excellent.

Another request will be made very soon for additional help. We have prepared a one-page questionnaire which we plan to send to stations in the near future. In this schedule we will ask for specific data concerning local advertising and the manner in which it is handled by agencies. If station management will provide us with this further information we will be able to give to the industry a picture of this phase of the work which has never before been available.

All material submitted will be kept in strictest confidence. Data from individual stations will be combined with data from other stations in such a way that no one will be able to determine the operations of any one station.

We have sought and obtained the personal advice and help of various persons who have held in preparing our approach to this problem. These people have emphasized their delight that this project is being undertaken.

One station manager summarizes the point of view of those with whom we have talked as follows: "I am most happy to know that the Harvard Business School is undertaking a thorough study of retail advertising in connection with local radio programming. Your study should be of great help to radio stations by supplying facts which can be used to promote the proper utilization of radio by local businessmen. I shall look forward to the time when your report will be available some twelve or fifteen months hence. My station is cooperating in your study 100% and I hope that all other stations will do likewise."

Results Available to Industry

The Harvard Business School operations to serve all stations and not less than any individual firm. Any research project conducted by the School is, therefore, made available to the public. Findings of the current study will be of help to any advertiser, radio broadcaster, advertising agency or research agency who wishes to use them. It is expected that the report will be ready within six months.

Many of the values of the study will be found in summarizations made from a careful study of case histories. Other values will be derived from comparisons which radio stations can make of their own operations with those of all stations in the same class. Data will be carefully classified by such factors as wattage of stations, size of community served, size of business, network and non-network affiliation and number of stations per city.

Final values will be dependent in large measure on the degree to which major station managers are capable of supplying information on their own operations and the activities of their local advertisers. It is evident from the response already made that such cooperation will be of a high order.

KEY RADIO JOBS

DEFINED BY USES

OFFICIAL DEFINITIONS of broadcasting jobs listed as essential in Selective Service Occupations Bulletin 27, classifying them among the essential wartime activities, were issued by the War Manpower Commission last week, and distributed to USES offices throughout the country.

The definitions are intended to guide draft boards in ruling on deferment applications of radio employees. According to the theory of War Manpower organizations, draft boards are supposed to consult USES offices to learn the type of work an essential worker is doing, so that decisions on deferment will be more equitable.

Although more than a score of broad Terms of reference in the list, station managers have learned that deferments are to be expected only in unusual cases, and then only for a limited period until replacements can be trained.

The definitions of broadcast jobs were drawn up by the USES in cooperation with WBC. Numbered Committee of WBC submitted tentative definitions of various radio jobs, which were processed by USES for inclusion in a forthcoming edition of the Dictionary of Occupation Titles used in job placement work by USES.

 Skinner on Again

SKINNER Mfg. Co., Kansas City (Raisin-Bran bread), after a temporary layoff due to a market condition on raisins, has resumed a varied schedule of one-minute transcribed announcements on 65 stations. The recent temporary cessation was the first break in Raisin-Bran radio advertising in the last four years. Perry-Hanly Co. is the agency.

 Beg Pardon!

Recently WOW claimed to be the first major broadcast station to originate the Chicago Daily News Foreign Service. This was an error.

Our good friend, Gene O'Valen at KFEL, Denver, purchased this fine service six months ago and made great use of it in the Denver area.

I'm sorry, Gene.

Women Fill BBC Engineering Jobs

Brion Tells NAB Session

They Hold 25% of Posts

THE MANPOWER shortage on radio stations in England is being solved by the employment and training of women and technical jobs, according to William N. Newton, BBC midwestern representative, who addressed a Thursday morning breakfast session on manpower at the NAB War Conference last week in Chicago. Mr. Newton said that 25 percent of the entire staff of BBC are women who have been trained by the BBC.

As a prerequisite to training, the applicants are given an aptitude test, and those selected are given intensive courses equipping them to handle studio control, transmitter, or recording assignments.

Summer Institutes

Judith, C., Fallars, educational director of NBC, Chicago told of the success last year of the NBC Northwestern U. Summer Institute in training announcers and producers. This year similar institutes are being held at Buffalo, Chicago, and Fort S., and in cooperation with NBC, and the courses will be implemented so that the six weeks' summer training courses will qualify the graduate to handle the control panel, make recordings, etc.

G. Richard Shafoto, WIS, Columbia, explained a newly-organized War Labor Board application for pay increases. The wage freeze as applied to radio and individual employment problems was explained at the session which was under the direction of Joseph Miller, NAB director of labor relations.

Add to Tavol List

SOUTHERN COTTON OIL Co., New Orleans, on May 3 adds WOV, New York, and WHOM, New York, to its station list for the Tulip Salad Oil. Account will use three quarter-hours weekly on each station, placed by Tracey-Locke-Dawson, New York.

Easy Pickin' 

WAIR is famous for its quick results. That's because WAIR has the listeners and the listeners' confidence. Add to this the exceptional income of Winchester's work, and you have a golden combination.
WHEREAS, Brand names and trademarks, possess established values of benefit to consumers and producers alike in the marketing of commodities, and

WHEREAS, There appears to be no valid reason why such established values in brand names need to be destroyed or in any degree impaired in order to control the sale of commodities during wartime;

BE IT FURTHER RESOLVED: That the NAB ardently endorses the proposed study of this question authorized under the Hallieck resolution by H. Res. 98, confident that a thorough study will completely sustain our position.

RESOLVED: That the president appoint a committee of three members in association to study and report to the board of directors with respect to the establishment of an NAB Bureau of Audience Measurement.

“Solicitation of Memberships”

RESOLVED: That the code of the NAB be amended by adding at the end thereof the following new section:

“Solicitations of memberships in organizations such as the AFM are incidental to the rendering of commercial services such as an insurance plan either in respect to casualty or life, or for membership in the American Federation of Musicians, has demanded of electrical transcription companies that they pay to the AFM a percentage of the gross receipts received by such companies from transcription services for industry for library transcriptions, and

WHEREAS, The electrical transcription industry has denounced such demands as inherently unsound, destructive of technical progress, in conflict with wartime manpower policy, an attempted evasion of the President’s Wage and Price regulations and otherwise unwise, and

WHEREAS, The electrical transcription industry has now engaged in negotiation with Mr. Petrillo and his union.

NOW THEREFORE

BE IT RESOLVED by the NAB, that the broadcasting industry endorses the position of the electrical transcription industry as defined in its letter of February 23, 1945, addressed to Mr. Petrillo, and

BE IT FURTHER RESOLVED, that the broadcasting industry, in convention assembled, calls upon the electrical transcription companies, in their present negotiations with Mr. Petrillo, to stand firm by the position so taken by them so that they will not give tacit or implicit recognition to Mr. Petrillo’s false and insincere claim of widespread unemployment in his union, or to his equally false claim that the industry owes an obligation to members of his union not employed by it.

BE IT FURTHER RESOLVED, that the broadcasting industry calls upon the electrical transcription industry promptly to take such measures under the law, as shall be necessary to end Mr. Petrillo’s ban against musical recordings, which, in violation of labor’s pledge to the nation, has injured wartime morale, deprived the civilian population and the armed forces of recorded entertainment, and inflicted grievous and unjustified injuries upon the broadcasting and transcription industries.

Government

The NAB expresses its appreciation to the various Government agencies which have cooperated with the Association and the radio broadcasting industry in the solution of the numerous problems which have confronted the industry during the past year. The Association is particularly indebted to their representatives who have attended and taken part in the Association’s 1945 Washington Work Conference.

The NAB expresses its deep appreciation to the representatives of our armed forces, Government agencies and others appearing on the program of the 1945 War Conference, for the recognition they have accorded our industry for the role it is playing in the common interest of victory, and the association pledges its continued efforts in this our primary task.

The association also expresses its appreciation to the Federal agencies here represented which have so materially contributed by their counsel and aid, to make possible these accomplishments of service.

The NAB extends sincere thanks to Gene Carr, author, Lang-Worth Features, Wendell Cox, narrator, and the Columbia Recording Corp. for the services, production, and the recording of the Memorial to Radio’s War Dead.

CHESTERFIELD EYES CBS FOR ARMY HIT

ALTHOUGH the deal had not been officially confirmed last week prior to the broadcast of the Radio version of the Broadway hit, “This is the Army” on CBS for a four-week period, starting May 25. The station had purchased the full U. S. CBS network plus CBS stations in Hilo and Honolulu, Tuesdays, 9:30-10:30 p.m. for Chesterfields. It is not known whether the program will follow the schedule as of April 28, by which is now in production in Hollywood, or will be a variety series similar to the play only in that it will be broadcast from an Army base camp. Newell-Emmett Co., New York, is the agency.

Staufer and Cohen Talk At OWI NAB Breakfast

VARIOUS ways and means to discourage outside and governmental agencies from adding to radio’s confusion were outlined by prominent broadcasters who explained how meaningful campaigns were discussed by broadcasters at a broadcast roundtable session last week during the NAB War Conference. There were no set speeches but problems confronting broadcasters were discussed by Col. W. Don Staufer, OWI chief, Radio Bureau, and Philip H. Cohen, chief, Government liaison division, and assistant chief of the Radio Bureau.

With some Government agencies forcing advance notices of campaign programs on broadcasters, so seeking free time on stations, it was suggested that a simple chart be made a part of the frequency of reference. This would briefly and easily show the various agencies what stations are doing for war effort campaigns. Some 50 broadcasters attended the breakfast roundtable session which was presided over by Mr. Staufer, chief, station relations division, OWI.

NAB GETS FORECAST OF MORE DRAFT WOE

REMINING broadcasters that even tomorrow, Lt.-Col. Ernest M. Culligan and Lt. Com. Patrick H. Winston of Selective Service, are answering a barrage of questions shot at them from the floor during an NAB War Conference roundtable discussion on Manpower and Selective Service, declared that stations must reconcile themselves to losing every available physically fit man.

With key men being drafted and physical standards changing so rapidly, Lt. Culligan pointed out that manpower problems are localized and station managers must look to their respective selective boards for solution. He urged stations to use physically unfit men in engineering and other key posts to help the draft.

“All stations are important and radio as a means of communications must be maintained, but success in delayed individual problems depend upon the type of selling job made to local selective boards,” Lt. Culligan said, “Essentiality of men is the thing.”
NAB Prepares (Continued from Page 8) with high broadcasting standards. Commercials which hammer too hard, programs of questionable taste, spot announcements that are too long or wrongly placed should be reckoned with, he held.

He called upon broadcasters to avoid complicity as industry and urged "for its own self-respect" that it do as good a job at creating programs as any one else, or a better job.

Along the same line, Lt. Col. E. Kirby, chief of the Army Radio Branch and former NAB public relations director, deprecate some program building and urged avoidance of "showmanship" that will "short-change" the public. The competition among cigarette companies for awards of thousands of cigarettes to war heroes, he held, is out of step with good war programming. What used to be good special events now is bad war programming, he said.

The small station problem came in for detailed discussion, with a virtually unrelenting expression of opposition to Government subsidy along any line. A report brought in by a special committee named by President Miller recommended that the Government process proceeds available for sponsorship in the same way it makes mats available to newspapers. The committee requested the set up a machinery for the pooling of salable ideas to persuade Government agencies to follow the "available for local sponsorship" plan.

Fly Opposes Subsidy

Chairman Fly also had hit on the plight of the small stations, but depreciated any subsidy plan, direct or indirect. He urged all national advertisers to divert 2 or 3% of their budgets for institutional advertising on small stations, contending they would reap worthwhile results.

At a press conference last Thursday he criticized the Advertising Council as "big shots", who want "big shows, big names, big figures and they don't like small stations."

He said he was disappointed with the leadership of the Council, but with the advertisers themselves. They saw NAB's national desire to cooperate, but I am beginning to wonder if they are not impeding the effort," he said.

Commenting at a press conference on the record ban, Mr. Fly called it a sort of "creeping paralysis". While the impact had not been felt at first, it is beginning to be a substantial factor, he said [See running story].

Spots for Book

RODALE PRESS, Emmaus, Pa., using radio for the first time, on April 26 started a test campaign of spot announcements on four stations, including WHIN, New York, for Organic Gardening Book, one of several magazines published by the firm. Agency is Huber, Hoge & Sons, New York.

BROADCASTING's photographer got out of an elevator just as this group was preparing to enter. So he caught (l to r): Harold Essex, WSJS, Winston-Salem, North Carolina; Charles Smithgall, WAGA, Atlanta; Herb Hollister, KANS, Wichita; Paul Morency, WTIC, Hartford.

Radio's 21 Eternal Heroes

War Conference Honors Dead in Impressive Opening Day Memorial Ceremony

SERIOUSNESS of the NAB's conference was mirrored at the opening day luncheon when radio's 21 Eternal Heroes were honored in an impressive tribute. Neville Miller, NAB president, said at the ceremony: "War means sacrifice and death. If we as an industry are to keep faith with those who have laid down their lives, we should adopt the spirit of this memorial service as the keynote of the War Conference."

Tribute featured mood transcriptions of "Call to the Colours," bugle solo, a narrator explaining in measured tones the sacrifices of the men honored, lowering of the conference flags to half-mast and a hymn.


2150 requests in four weeks for photographs of Dude Martin

During his ten years on the air, Dude Martin, cowboy entertainer, has mailed over 100,000 photographs of himself and his "Round-Up-Gang" in response to requests. Yearly he makes personal appearances before the same number. His average radio sponsorship has been two and a half years. His new half-hour show on KGO, "Cowboy Hit Revue," appeals directly to war workers who have requested 2150 photos in the past four weeks.

Contact your Blue Spot Representative or wire direct for complete information.
650 Attend Ohio State Session
On Use of Radio in Education

Network, Government, Education Leaders on Hand
For Education, Peabody Award Ceremonies

OHIO STATE U.'s fourteenth annual! Institute for Education by Radio opened Friday at the Den- ler Wallick Hotel in Columbus, with approximately 650 persons on hand to discuss the general theme, "Radio in the War and After" during four evening sessions.

Delegates included high school and college teachers from all points of the country, network personali- ties and officials, a heavier than usual number of middle-class represen- tatives and, for the first time, key men in the public relations branches of the armed forces.

An early highlight of the Insti- tute was the bestowing of the Pea- body awards—"Pullitzer prizes of radio"—presented at a sectional meeting of the NAB Saturday night.

Awards went to the NBC Pacific Coast network; CBS network; Charles Collingwood, CBS news correspondent; Station WCHS, Charleston, W. Va.; Station WHA, Madison, Wisc.; and Station ROAC, Corvallis, Ore.

Institute's own awards were:
Regional Net, regional or clear-channel station, or national or regional organisa- tions—Religious, honorable mention, The Church by the Side of the Road, WITM, Cleveland, OH; agricultural, honorable mention, Tom Wheeler's Daily News Letter, WJNO, women's programs, first, Wartime Women, KOIN; cultural, first award, Let's Learn Spanish, Time Inc.; first award, Civilians in Service, WHA; public discussion, first award, Labor Arbitration, WMCA; per- sonal and daily life, first award, Abe An- drews, WOR; news interception, Out- land Speaks, KLL, and honorable mention to Samuel Greif, WBBR; war effort, first award, We Refuse to Die, WNEW; chil- dren's, first award, Children's Hour, WBBF, KDRA; programs for use in school, pri- vate, A Study in Light, WMCA; first award, WHA, and honorable mention, Play Time, WOR; primary elementary children's honorable mention, Children of the World, WOR; programs for school use, junior-senior high school, Special Edition of the War Broad- cast, KPO, and honorable mention, What Used to Be, WOR.

Local station or organizations—Cul- tural, honorable mention, All About Books.

FROM ALL SECTIONS of the country came these industry executives to Chicago for the NAB War Conference in Chicago, April 27-28. (1 to r.) Tom Slater, Mutual, New York; Clarence G. Cosby, KXOK, St. Louis; Gus Hagenah, SESAC, New York; M. P. "Chick" Allison, WLW, Cincinnati; Howard

TEN TOP TUNES

The ten top tunes from the stand- point of network audience coverage during the week ended April 29, according to the copyright Aud- ience Coverage index survey of the Office of Research Radio-Division, New York, are as follows:

That Old Black Magic
A Time Gone By
It Can't Be Wrong
Don't Get Around Much Ano
I've Heard That Song Before
Taking a Chance On Love
Brasil
Cry
Let's Get Lost

Many More Women Engineers Likely

More and more women in the technical end of radio broadcasting were foreseen by engineers attending the NAB Engineering Commit- tee meeting at a pre-War Confer- ence session April 26.

This was apparent from reports made by individual engineers who predicted that the movement of women into the operation division of radio is in full swing. Various chief engineers who attacked the problem of women in technical equipment. In line with bringing women into the technical end of radio, Roy C. Corderman, assistant chief Bureau Communications Facilities, OWI, informed the chief engineers that the OWI has started an "on the job" training course.

Means of maintaining home radios were discussed by Frank McIntosh, Radio & Radar Division of the WPB, in charge of domestic and foreign radio. He assured those attending the meeting that there will be plenty of tubes for home radios to maintain them efficiently.

Arthur Stringer, secretary of the NAB War Committee, reported on manufacture and distribution of farm radio batteries based on fig- ures provided by the WPB.

Music Groups Fraternize
At Conference Breakfast

FOR THE FIRST time since the end of the war, musical groups including ASCAP, BMI, SESAC and AMP sat around a conference table, the occasion be- ing a War Conference breakfast session last Wednesday. Merritt E. Tompkins, BMI vice-president and general manager, who presided over the meeting, characterized the session as representative of a new era in relations between the music publishing groups and stations. Sydney Kaye, BMI execu- tive vice-president, described BMI as a "catalytic agent" in the music publishing field with the result that all licensing groups were pro- viding services to BMI.

John G. Paine, general manager of ASCAP, said that the ASCAP cor- porate service re- leased to member stations was designed to aid station program- ming. D. Callahan, SESAC, spoke on station relations while Robert Kelleher, AMP, com- mented on the increased listener interest in classical and semi-classical music. Program de- partment problems such as cata- loguing, release of new song and decline of ratings were discussed.

New Business


PRINCE MATCHBESSEI, New York (Strawberry Perfumes), on Sun., May 2, 4:15-4:30 p.m., sponsors Mother's Day program on 117 CBS stations. Agency: Morse International, N. Y.


BROADCASTING • Broadcast Advertising
Kerr Participating
KERR'S BUTTERSCOTCH, Inc., Jamesburg, N. J., on May 3 starts three-weekly participation in Arthur Godfrey's morning program on WABC, New York, and three 10-minute spots on Allen Courtney's 1890 Club on WOV, New York.

WILLIAM S. SHEPHERD, Chicago, freelance writer, director and radio producer, has been appointed assistant to James C. Shelby, radio director of McCann-Erickson, Chicago.

Foreign Language Control Is Planned
BEARING the approval of the Office of Censorship, a new plan to establish closer and tighter supervision over foreign language programs will be undertaken by members of the Foreign Language Radio Wartime Control Committee which met at breakfast Tuesday at the War Conference.

Arthur Simon, chairman of the group, will soon appoint a committee or corps to serve as sectional and/or state supervisors of enforcement of the foreign language broadcasters code of wartime practices.

Price Is Speaker
Byron Price, director of the Office of Censorship, addressed the breakfast, and with Harold Ryan, assistant director in charge of radio, and Robert Richards, foreign language under Mr. Ryan, approved the proposal of the broadcasters. Twenty-eight tongues are represented in the programs of 128 stations.

New supervisors will first attempt to correct code violations themselves in their areas and if repeated violations occur the cases will be reported to the Washington office of the Control. Attempt then will be made to persuade the violator to correct the abuse and if this failing the case will go to the Office of Censorship.

Mr. Simon was voted to continue as chairman of the Control, forming

MUTUAL THREESOME during the network's annual meetings in Chicago last week (1 to 7): Frank F. Schreiber, manager, WGN, Chicago; Miller McClintock, MBS president; Henry Weber, WGN music director.

in Cleveland in 1942. Mr. Simon is general manager of WPN, Philadelphia. James F. Hopkins, WJBK, Detroit, is vice-chairman; Joseph Lang, WHOM, New York, treasurer; Gene Dyer, WSBC and WGES, Chicago, secretary.

Directors include Howard W. Davis, KMAC, San Antonio, and KPAB, Laredo; S. H. Patterson, KSAN, San Francisco, and Marie Clifford, WHFC, Cicero.

PROFESSIONAL DIRECTORY
JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

PAUL F GODLEY
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. Republic 2347

Celanese Argument
MOTION of the Celanese Corp. of America for dismissal of the stockholders' suit to recover $1,345,000 allocated by the company's directors, will be argued in the New York Supreme Court on May 4. Suit, filed by Seymour Bayer, chairman of the directors, spent $1,000,000 for the sponsorship of Great Moments in Music, "to further the fame and subsidize the career" of Jean Tennyson, star of the program and wife of Camille Ducoing, president of Celanese Corp. [BROADCASTING, March 15].

CLASSIFIED ADVERTISEMENTS

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Abbreviations for words box address, forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.
Second AFM Suit By D. J. Dismissed

Difficulty in Proof of Damage So Action Is Dropped

WITH the dismissal in Chicago last Wednesday by the Dept. of Justice of its second anti-trust suit against James C. Petrillo and the AFM on the phonograph recording ban, the way is open for the filing of a third, more comprehensive action. Whether the Government plans are not known.

Dismissed on motion of the anti-trust division of the Department, the suit would have gone to trial in May. The Government had not dropped the case last Wednesday. The AFM answer to the suit was scheduled for filing that day. With the dismissal, the Government is in a position to file a new action against AFM at any time. The Government has until 1945 under wartime regulations to prosecute such cases.

First “Labor Dispute”

Federal Judge John P. Barnes dismissed the original suit against AFM last year on the ground that it constituted a labor dispute and therefore was improperly brought. The second suit set up the contention that the Petrillo ban on recordings would have the effect of driving many small stations out of business.

Daniel B. Britt, assistant U. S. attorney in the Chicago anti-trust division office, declared the Government still intended to prosecute the Petrillo action. The original actions were brought under Thurman Arnold, Assistant Attorney General, now on the Court of Appeals bench in Washington. Actively directing the litigation is Holmes Baldrige, chief of the litigation section of the Department. Judge Arnold’s successor, Thomas C. Clark, favors the Arnold policy of curbing wayward labor unions.

It was said the second suit was dropped because of the difficulty the Government would encounter under recent Supreme Court decisions in attempting to prove that the Petrillo ban was invoked “for the purpose” of driving out of business small independent stations.

WALB Hearing Ends

INQUIRY into the application of WALB, Albany, Ga., for renewal of license, voluntary assignment of its license to the Albany Herald Publishing Co. to the Albany Broadcasting Co., and for a construction permit to change frequency has been completed by the FCC in Atlanta, marking the close of a stormy investigation involving purported participation on WALB’s behalf by Rep. E. E. Cox (DGa.), chairman of the House Select Committee to investigate the FCC. Further action now awaits the adoption of proposed findings by the Commission, which may take several months.

PROBLEMS AFFECTING CBS-owned stations held attention of these executives during a meeting preceding NAB War Conference in Chicago, April 26. Present ed by Dr. Frank S. Stanton, vice-president, executives discussed manpower problems, sales promotion plans, special program efforts and also reviewed new coverage maps. This was the regular annual meeting held in conjunction with the NAB convention. Problem solvers (front row, 1 to r): H. Leslie Atlas, vice-president, Chicago; A. E. Joeselyn, WCCO, Minneapolis; Harold E. Fellows, WEEL, Boston; Carl Burkland, WTOP, Washington; J. Kelly Smith, Radio Sales, Chicago; Dr. Stanton.

The second row: Donald W. Thornburg, vice-president, Hollywood; Jerry Sill, New York; Merle Jones, KXK, St. Louis; Jack Van Volkenburg, WBBM, Chicago; Arthur Hall Hayes, WABC, New York; Howard Meighan, 1010 Sal, New York; Wendell Campbell, KXO, St. Louis.

MacDonald, DeRussey, McGill, Webb Receive Promotions at Westinghouse

A SERIES of promotions in the sales organization of Westinghouse Radio Stations Inc., and its stations KYW, Philadelphia, and KDKA, Pittsburgh, was announced last Thursday by Lee B. Wailes, general manager of broadcasting of Westinghouse. The reorganization was entailed by the sudden death, April 16, of William E. Jackson, general sales manager of the stations.

Appointed general sales manager was B. A. MacDonald, sales manager of KYW. Jack DeRussey, sales manager of KDKA, was named to succeed Dr. MacDonald, and Frank V. Webb, assistant advertising manager of WRS Inc., was named Mr. DeRussey’s successor at KDKA.

W. B. McGill, sales promotion manager of KDKA since 1937, was named general advertising manager of WRS, headquartered in Philadelphia. He succeeds George H. Harder, who last December was called to active duty as a captain in the Chemical Warfare Service. Mr. MacDonald, who will report to Mr. Wailes and have offices in Philadelphia, has been engaged in radio sales for 15 years, the last three with KYW. Mr. DeRussey has also been in radio sales for 15 years, the last three with KYW. Mr. DeRussey has also been sales manager of KDKA for the last two years and before that was with NBS spot sales. In 1940 he served on the sales staff of KYW.

Mr. Webb, a veteran in the Westinghouse organization, came to Philadelphia last December from WOWO WGL, Ft. Wayne, Westinghouse stations. He had been sales manager there for 21/2 years.

Joins Buchen Staff

SENIOR A. J. Vargas, formerly assistant export manager of the International Collicot Products Co., has joined the overseas advertising unit of The Buchen Co., Chicago, which is headed by Harold L. Orwig. Senior Vargas, a native of Bogota, Columbia, will be responsible for extension of Buchen advertising service to Latin American markets. Part of his experience has been the preparation and announcement of South American broadcasts.

MacDonald, DeRussey, McGill, Webb Receive Promotions at Westinghouse

Program Officials Hold War Session

Rededication to War Effort Promised by NAB Group

WITH local production given an extended analysis and re-dedicating programming to the war effort, the program managers meeting held during the NAB War Conference last week covered many phases of broadcasting essential to a good selling job.

It was revealed that approximately 80% of those attending the meeting were from stations where scheduled sessions of department heads are held regularly. This procedure was recommended to the industry as a progressive step to a solution of many problems arising in programming, sales and management.

Earle Glade, vice-president of KSL, Salt Lake City, and chairman of the NAB Code Committee, outlined as a possible pattern a system utilized by his station in holding department head meetings. Other suggestions, from the floor, were made.

Dorothy Lewis, co-ordinator of listener activities for NAB, presented briefly a report on activities of radio councils, NAB Assn. of Women Directors and women’s clubs.

General session followed a dinner meeting of the program managers executive committee and was presided over by Harold Fair, WHO, Des Moines. Other committee members include William Adams, WCHS, Charleston, W. Va.; J. Robert DeHaven, WTCN, Minneapolis; Robert L. Kennett, WHAS, Louisville; George Coulter, CBS, New York; Herbert C. Rice, WGR, Buffalo; Roy Shannon, KQV, Pittsburgh; Todd Williams, WSPD, Toledo; Clarence Mesner, NBC, New York. Approximately fifty persons attended the program managers general session.

CBS, operating in cooperation with the OWI and the Army Special Service Division, is now sending 331/2 hour programs weekly to 640 American troops overseas, the network’s shortwave department announced last week.

Page 74 • May 3, 1943

BROADCASTING • Broadcast Advertising
JOHN TAYLOR'S 10 YEARS ON THE AIR PROVE IT!

The Same Program Format
— The Same Title —
Same Time, 9:00 A.M. Daily

This month, "Joanne Taylor" marks a memorable milestone in the nation's retail selling. It is the start of the eleventh year for this daily merchandising program over KMBC. Why does a department store use radio so consistently?

Because the voice of "Joanne Taylor" goes into the homes of the rich KMBC market morning after morning, telling the latest fashion and homemaking news from the store... all the while selling merchandise, making new friends and binding closer thousands of customers for the sponsor, John Taylor Dry Goods Co.

KMBC OF KANSAS CITY
Free & Peters, Inc.

SINCE 1928—THE BASIC CBS STATION FOR MISSOURI AND KANSAS
WE'VE GOT YOU COVERED!

Empty-handed coverage—coverage without listeners—is valueless to the radio advertiser conscientiously hunting profitable results.

WKY has Oklahoma City covered and, along with it, WKY has the listeners! WKY has the Oklahoma City market covered, too...the largest portion of Oklahoma covered by any station in the state. And, if listening in Oklahoma City is any criterion, more state listeners are tuned to WKY more of the time than to any other station.

Forty-seven percent of Oklahoma City's morning listeners are listening to WKY—twice as many as listen to the next station; 55.6% of the afternoon audience is listening to WKY—more than three times the audience of the second station; 57.8% of the nighttime audience listens to WKY—more than two-and-a-half times that of the second station. Afternoon and evening, WKY has more listeners than all three other Oklahoma City stations combined. These are February-March, 1943, Hooper indexes.

Do YOU have Oklahoma City covered in the right way...with WKY?

WKY
OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.