"YESSIR!—MAIL FROM 46 STATES TODAY!"

Every 50,000-watt station, we suppose, gets mail from a very wide area. So, here at WHO, we don’t get exactly excited even when we receive letters from such distant places as Timbuctoo and the Antipodes.

But it does seem significant to us that WHO draws a good deal of mail—regularly—from practically every State in the Union.

What’s the significance, you say? Well, for one thing, it indicates on a grand scale the overwhelming preference that our power and personality MUST give us in Iowa Plus. Since we compete favorably with other 50,000 watters, hundreds and, yes, thousands of miles away, it’s a cinch that we’re competing even more favorably with other stations a few dozens of miles away!

Power and personality. That’s a hard combination to beat. And nobody does beat it in Iowa Plus—either singly or with any other kind of "combination"! Let us prove it with actual figures!

WHO + FOR IOWA PLUS! +

DES MOINES ... 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives
In a world at war

So that our next generation will not be born to a world of violence, shortages, rationing and sacrifice . . . a world wherein advancements are distorted into mechanics of destruction . . . a world in which peace-time economies are harnessed to the maintenance of colossal war machines . . . we pledge ourselves and our facilities.

Our nation is engaged in WAR, and our products, transmitting and rectifying tubes, are employed in the establishment and maintenance of vital communications lines. These same tubes, which serve in our broadcasting stations to bring us laughter, music and culture; in research—and in electro-medical apparatus to alleviate suffering and disease; and in many industrial applications; must NOW, more than ever, serve in the protection of our shores. To this end, we cooperate willingly.

We must therefore ask your cooperation in anticipating essential, normal requirements so that we may continue to serve both you and our country to the best of our ability.
IN GREATER ST. LOUIS

KSD Scores Again!
Another Sweeping Popularity Victory

For the NBC Red Network and Radio Station KSD

In the Annual Poll of the Radio Editors of more than 600 leading daily newspapers in the United States and Canada recently completed by the Motion Picture Daily, the various groups show:

KSD Carried 16 Firsts — 12 Seconds — 11 Thirds

Champions of the Champions
The FIRST THREE
Are on Station KSD

Outstanding New Stars
The FIRST THREE
Are on Station KSD

In five of the Groups N. B. C.-KSD took all three places—first, second and third most popular. In four of the groups, N. B. C.-KSD took both first and second places. In three groups N. B. C.-KSD took both first and third places.

A Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch

Applause from Alaska

Sales for you right here...

You get both with:

WWL
NEW ORLEANS

50,000 watts - clear channel

Fan mail from Alaska, Canada and every state in the Union demonstrates the strength of WWL's 50,000-watt clear-channel signal. We love those foreign postmarks!

Fan mail from advertisers who concentrate their New Orleans market money with WWL is our real thrill-bringer, however. Each new success story underlines the fact that WWL is...

The greatest selling POWER
in the South's greatest city


CONTENTS
CENSORSHIP—
War Code Brings Program Changes.................. 10
Trade Group Opposes Quiz Ban....................... 10
Full Text of Code.................................. 11
Depts. Name Censorship Board....................... 44
Nets See Little Trouble From Code.................. 55
Freezing of Assignments to Come Soon............. 9
Daylight Time to Begin in February............... 9
Affiliates Endorse New Blue......................... 12
Radio Vital To Stores, Says Shumaker............... 14
Net Time Sales 107 Million in 1941................ 18
Radio Found Superior To Other Media............... 20
Fate of Network Rules in Court's Hands............ 22
MBS Suit Seen Delayed.............................. 24
Television Seen As Defense Aid..................... 26
Press-Radio Probe Resumes Jan. 21.................. 45
Selective Service Officials Study Radio Problem.. 46
Fight Begun on Benny Renewal....................... 50
Sponsors Advised to Stay on the Air............... 50
Radio's War Role Recited to IRE................... 55
OFF to Clear Federal Programs..................... 58
Ford Sunday Hour to Suspend....................... 58

DEPARTMENTS
Agencies .................................. 40 Merchandising ................. 38
Agency Appointments ....................... 37 Network Accounts .......... 56
Behind the Mike .......................... 34 Personal Notes ............. 33
Buyers of Time ............................ 29 Purely Programs .......... 41
Classified Advertisements ............... 37 Radio Advertisers .......... 43
Control Room ............................. 39 Radio Bookshelf .......... 32
Editorials ................................ 32 Station Accounts .......... 42
FCC Actions .............................. 36 Studio Notes ............... 36
Meet the Ladies ........................... 35 We Pay Respects .......... 33
Hix Cartoon ................................ 58

Ps-St! Want a New Automobile?

KFAB's a better vehicle. Covers more area in the wink of an eye, than a car in a month of Sundays. More powerful, too! Carries the heaviest sales load over the peak in high.

KFAB does all its driving in a fertile farm region, there's plenty of money, and KFAB listeners are spending it. That's why advertisers are concentrating on the farm markets of Nebraska and her neighbors, and using KFAB to deliver their sales messages.

KFAB isn't rationing its time to clients. Yet...but you'd better wire today.

DON SEARLE—Gen'l Mgr.

Don Searle
Lincoln

Page 4 • January 19, 1942
They're both violins, but many important advantages make the Stradivarius a masterpiece
AND MANY IMPORTANT ADVANTAGES MAKE WSM A SELLING FORCE

No one thing accounts for the success of WSM programs. This advertiser says, "It's their 50,000 watts that blasts my message all over the South." Another says: "WSM's unusually low frequency strengthens their power and gives my message greater coverage." Still another says: "It was WSM talent... talent that feeds NBC seven night-time productions that gave me listeners... and buyers." All these clients are right. Yet they're all wrong. For it is the combination of many important advantages that makes WSM the South's dominant station. 50,000 watts... a clear channel... 650 kilocycles... a fast growing, defense-booming market... and one of radio's largest talent staffs... all these combine to make WSM the radio station for sales. Be critical... ask about our fan mail, our production, facilities, our coverage, or anything you want in a radio station. You'll find we have the answers.

HARRY L. STONE, Gen'l. Mgr. NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.
Mr. E. E. Hill, Managing Director
Radio Station WTAG

December 31, 1941

As 1941 draws to a close, the WTAG plant in Boston

Dear Mr. Hill:

As 1941 draws to a close, I wish to acknowledge the cooperation of the entire WTAG staff in the production of the Filene's radio programs during the past year. Without the excellent facilities and personnel of WTAG, these programs could not have been carried out.

Our sales results have been more than satisfactory - in some cases almost fantastic - and it is production, such results could be obtained only from a broad and well-established audience such as WTAG commands.

Call for increased use of radio.

Very truly yours,

Brooks Shumaker
General Manager - Worcester Store

Wm. Filene's Sons Company
Main and Federal Streets

December 31, 1941

Broadcasting Advertising

Page 9
Here are words which bear enlarging

"...such results could be obtained only from a broad and well-established radio audience such as WTAG commands"

That statement, to our ears, Mr. Shumaker, is music of the sweetest kind. May we also point out the heading on the Filene story in BROADCASTING of December 1."Filene's Discovers the Power of Radio." We made some pleasant discoveries too while we have been working with you, because your radio advertising was truly labeled experimental. Your willingness to try suggestions made the job easier. Thanks to your cooperation, the programs took full advantage of WTAG's listener influence.

The Filene story of radio advertising on WTAG has echoed throughout the membership of the National Retail Dry Goods Association, even to a whole morning's discussion at their annual convention held last week. If the results of the Filene experiment were any less startling, one might pass this story unnoticed, except for the moral. WTAG holds first position in Central New England and delivers every bit of it to the advertiser—experimental or experienced.

WTAG

WORCESTER

COVERS CENTRAL NEW ENGLAND

NBC BASIC RED AND YANKEE NETWORKS

EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

BROADCASTING • Broadcast Advertising

January 19, 1942 • Page 7
WANTED—
TWO MORE TOP-NOTCH SOUND ENGINEERS!

Since its radio introduction only a few short months ago, Sonovox’s talking and singing sound has met with an unexpectedly quick demand. Buick, Colgate-Palmolive-Peet, and Lever Bros. are already Sonovox users. Things have moved so fast that our engineers have not been able to keep up with our need for experimental and development work, either for our regular broadcasting applications or for various new defense uses.

Hence we are now seeking two more highly-qualified radio engineers. Please read every word of this advertisement. If you feel that you answer the description, get in touch with us at once.

THE MEN—Must be top-notch radio engineers with experience in experimental or development work. Must have a good educational background in electric or radio engineering. Must have at least five years’ experience in broadcasting-station or network engineering. Should have some experience in instantaneous recording. Should have both theoretical and practical knowledge of loud-speaker design and operation.

THE OPPORTUNITY—Virtually unlimited. The possibilities of various defense applications now in development are such as to make Sonovox a high-priority wartime project. As to future peace-time opportunities, Sonovox is a new acoustical development destined to become as standard in radio as “talkies” are in the movies. Sonovox engineers have the opportunity to share in the establishment of a new and revolutionary art.

WRITE IMMEDIATELY—If you want further information about Sonovox, please drop me a line at once. Applications must be submitted by letter—not by personal calls. Write today, giving all qualifications, plus age, dependents, and selective service classification. Your letter will be held in strictest confidence.

Address: James L. Free, President

WRIGHT—SONOVox, INC.
180 N. MICHIGAN AVE... CHICAGO

FREE & PETERS, INC., Exclusive National Representatives

Page 8 • January 19, 1942
Freezing of Assignments Expected Soon

Only Grants Vital To War Will Be Issued

FREEZING of broadcast assignments, along with stoppage of new grants and construction permits except where deemed essential in the war operation, will come in a few weeks, the Office of Production Management, in collaboration with the Defense Communications Board, is expected to establish the new policy which will govern future licensing operations of the FCC.

Long anticipated, the policy is being forced by peak operation of all radio manufacturing plants, both transmitting and receiving, on nearly two billion dollars in war production, with civilian manufacture to be sharply curtailed and possibly eventually terminated, save for replacement and repairs and for new essential installations. OPM disclosed last Wednesday that civilian radio receiving set production shortly would be cut approximately 30% and that it might be stopped entirely later on.

Preliminary Action

FCC Chairman James Lawrence Fly told Broadcasting last week that definite policy would have to be established and that conditions now had approached the point where curtailments are essential. He said OPM and DCB would act shortly—possibly within a month.

Preliminary work already has been undertaken on curtailments. The problem transcends public broadcast transmitter and receiver manufacture, however. To be evaluated also are other extensive radio services such as point-to-point police, aviation and the numerous other secondary operations licensed through the FCC.

Before the integrated order can be promulgated, something in the nature of established ratings and priorities to cover possible contingencies will be evolved. This work, as a matter of fact, now is understood to be in progress. The curtailment order, when it comes, probably will be based on specific classifications of service in each category.

Mr. Fly felt a “little latitude must be allowed” so essential operations can continue. In the broadcast field, any affirmative showings of need for additional facilities for the war effort will be favorably considered, he indicated. Under the new priorities procedure to be established by OPM, with the advice of the DCB, adequate provision would be made for necessary new constructions or modifications, it was made clear. Existing construction permits, Mr. Fly said, “will be protected within reasonable limitations”, but he saw no basis for issuance of additional permits for new or improved facilities if the equipment would not be procurable and if the operations are not deemed essential.

Outstanding C P’s

While the detailed plans have not yet been formulated, it has been obvious for some time that steps must be taken, and it is “outside the field of debate”, the chairman said. Once the specific policy is enunciated, the FCC will revise its policies to conform with the over-all war picture.

According to FCC records 35 construction permits for new broadcast stations are outstanding. FM construction permits outstanding total 59. There are 210 applications for new stations pending, of which 160 are for standard broadcast and 50 for FM outlets. In addition there are pending several hundred applications for modification of existing facilities, at various stages of consideration.

It is likely some construction permits already issued will be held in abeyance. If the areas affected have adequate broadcast service, this probably will be the case. Where inadequate service exists, however, the DCB, in conjunction (Continued on page 45)

Daylight Time Begins in Mid-February

Compulsory Change for All Nation Passed By Congress

BROADCASTING’s semi-yearly headache, partial daylight saving time, will disappear in mid-February it was indicated in Washington last week as both Houses of Congress completed action on a daylight saving time saving measure providing for universal “fast” time 20 days after the first is signed by President Roosevelt. It appeared last Friday that barring unforeseen delays daylight time would become effective between Feb. 10 and 15.

Because of a parliamentary technicality in the House last Thursday, when the body approved the bill, it did not go to the White House immediately but was held over to Monday for Speaker Rayburn’s signature. The Senate agreed to the conference report on the measure Wednesday.

Aids Radio Industry

Conferences after meeting once agreed to the House bill, most favorable to radio. The Senate version would have given the President discretionary power to advance clocks not more than two hours during continuance of the present war and not more than six months thereafter. Senator Wheeler (D-Mont.) pointed out the President had no such authority and introduced the Senate bill while the chairmanship was held by Senator James B. McCarthy (R-Wis.) of the Commerce Committee, introduced the Senate bill while the House bill was introduced by Chairman Lea (D-Cal.) of the Interstate and Foreign Commerce Committee who sponsored the House measure.

The bill as passed by both Houses inadvertently fulfills an industry campaign favoring “fast” time on a universal basis, preferably year-round.

Full text of the final bill follows: Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That beginning at 2 o’clock antemeridian of the 15th day after the date of enactment of this Act, the standard time of each zone established pursuant to the Act entitled “An Act to save daylight and to provide standard time for the United States”, approved March 19, 1918, as amended, shall be advanced one hour. Sec. 2. This Act shall cease to be in effect six months after the termination of the present war or at such earlier date as the Congress shall by concurrent resolution designate, and at 2 o’clock antemeridian of the last Sunday in the calendar month following the calendar month during which this Act ceases to be in effect the standard time of each zone shall be returned to the mean solar time of the declination of the degree of longitude governing the standard time for such zone as provided in subsection (a) of section 190 of Title 39, United States Code, as amended.

Trade Approval

A uniform, nationwide system of daylight saving time, becoming effective simultaneously for the entire country, was hailed as a boon to broadcasting by station and network officials, agency timebuyers and station representatives queried by Broadcasting.

Without a dissenting voice, representative members of each group stated such a national plan would relieve the industry of the annual problems incurred when part of the country goes on DST while the remaining cities stay on standard time, disrupting program schedules across the map and causing a major rearrangement of programs that affects not only the networks and their sponsors, but also the spot or local advertisers using time on stations which are affiliated with the networks.

Executives questioned were unanimous in stating that universal DST will leave radio schedules unchanged, each program continuing to be broadcast at its scheduled time on the clock, which would of course be one hour earlier by the sun.

This, it was agreed, is a most happy situation, especially in contrast to the final Sundays in April and September which in previous years ushered DST in and out. Preceding each of these fatal Sundays was a period of several weeks, or in some cases months, of intense activity trying to adjust their schedules to fit cities with both kinds of time.

The consensus seemed to be that of all the sacrifices the broadcasting industry has been and will be asked to make as part of the all-out war program, giving up the disintegrated, local option plan of DST will be by all odds the least painful for everyone concerned.
War Code Brings Program Changes

Ad Lib, Interview and Quiz Types Are Restricted

FAR-REACHING changes in normal programming operations of all broadcast stations are the result of the continuing threat of a continuance of certain types of ad lib programs such as man-on-the-street, airport, train terminal and other "open mike" interviews and reporting of events. The Order also prohibits the coverage of program emanations, requiring rigid mal programming operations. "open mike" programs.

Weather broadcasts, already banned by Army mandate, are restricted in number and type over a program of ad lib interviews. With regard to handling of news programs, the Code in general parallels that issued last Wednesday, covering wartime practices for newspapers, magazines, and other periodicals.

News falling in specified categories should be kept off the air. The Code states, except in cases where the release has been authorized by appropriate authorities. In addition to weather reports, these cover road conditions, troop movements, ships, dispositions of planes, mined waters, war contract production, casualty lists, release of figures on selective enrollments, unconfirmed reports having a military aspect, information concerning establishment of international communications, and movements of material or public officials.

99.9% Pure

At a press conference last Thursday, prior to release of the Censorship Code, the Mr. Price said that radio "because of its international aspects" necessarily is placed under stricter censorship than newspapers. He pointed out the industry was fully cognizant of the fact that its restrictions would be heavy. But he praised radio for its voluntary cooperation and its appreciation of the war problem.

Asked regarding forms of restrictions or punishment for violations of either Code, Mr. Price said thus far there had been no need for serious consideration of this aspect. Voluntary adherence to the wishes of the President and the Office of Censorship thus far has been "99.9% pure".

Advisory Plan

"I have great confidence in the common sense of the broadcasters," Mr. Ryan declared. He pointed out that unquestionably inconveniences would be experienced but emphasized that any restriction affected the entire economy.

The Advisory Council of Broadcasters will be appointed within a fortnight. Mr. Ryan already has designated Stanley P. Richardson, as newspaperman and consultant of international broadcasting, as his chief assistant. He was to report Jan. 19.

Handling of the ad lib type of program proved most troublesome of the problems in writing the code.

Complaints already have been received. But the code is left sufficiently flexible so that changes can be made in the Code when certain changes are found. "As experience dictates the need of changes, they will be made and all stations notified," the code states.

As regards request programs, the Code requests that no telephoned or telegraphed requests for musical selections be accepted "for the duration of the emergency".

It also asks that all mail bearing requests be held for an unspecified time before honored on the air. It was suggested that broadcasters stagger replies to requests. Care should be exercised in guarding against honoring a given request at a specified time.

Personal Items

Emphasis was given the handling of "lost and found" announcements and broadcast material of a similar nature. Broadcasters were asked to refuse material when it is not expedited. Telegrams or telegraph by a private individual. The broadcaster was advised to demand written notice involving a lost person, lost dog, or other property.

Confimation of the source of emergency announcements was urgently suggested.

Requests for mass meetings, unless they come from accredited Governmental or civilian representatives, should be rejected.

Interpreted as banning some Town Hall and general audience participation forums as now presented is the restriction on quiz programs. The code requests that all audience participations originating from remote points, either by wire, transcription or short-wave, be discontinued except under specified conditions. The greatest danger lies in informal interviews conducted in a small group. In larger groups, where participants are selected from a theatre audience, "the danger is not so great".

Avoidance of "guaranteed participation" in studio audience type quiz shows was urged.

In forums and interviews where the subject is of public interest and of permanent or temporary appeal, the Code is non-committal on the subject of audience participation. It is assumed that most listeners have already heard the speakers, or that the speakers are well known to most listeners.

Radio Trade Group Notes Code Flaws

Loss of Revenues Is Seen if Quiz Ban Is Enforced

CONTENDING that provisions of the new war-time code of the Office of Censorship will mean the loss of "millions in revenue to small and large stations alike," the Radio Coordinating Committee, representing industry trade groups, at a special meeting in Chicago last Friday decided to initiate steps to effect changes.

Banning of remote quiz programs, it was held, would cut sharply into basic station revenue.

The committee, created at the instance of George B. Storer, president of the Fort Industry Co. and interim head of NIB, met primarily to consider appointment of Walter J. Damm, managing director of WTMJ, Milwaukee, as industry liaison officer in Washington, to contact Governmental officials. He has been identified with the war effort from the radio standpoint. Action, however, had not been taken late Friday night.

Discussed with Fly

FCC Chairman James Lawrence Fly was never with the committee and presumably discussed the Damm appointment. He had stated previously that it would be desirable to have a liaison man, but that he was not in a position to designate the individual. Because Mr. Damm is not a member of the NAB, controversy had developed over his appointment [Broadcasting, Dec. 29].

Attending the meeting, in addition to Chairman Fly were Neville Miller, NAB president; James D. Shouse, WLW-WSAI, Cincinnati, representing the Clear Channel Broadcasting Service, and an NAB director; John Shepard, Yankee Network, president of PM Broadcasters Inc.; Eugene C. Pulliam, WRE, Indianapolis, president of Network Affiliates Inc., and John E. Fetzner, WKZO, Kalamazoo, NAB director. Mr. Damm also sat in.

The Censorship Office said it may find it necessary to issue further orders which will either interpret certain existing requests, amend or delete them, establish new ones, or cover special emergency conditions. These will go to managers of stations and networks. They will have preferential handling and alternate executives should be named to examine them in the absence of the regularly constituted authority.
Herewith is the text of the war-time code of practices for broadcast stations issued Jan. 16 by the Office of Censorship. Drafted by Director Byron Price and Assistant Director J. Harold Ryan, after conferences with the War Department, beginning in December, the code (see Paragraph II (b) covering banning of certain ad lib programs), which is delayed until Feb. 1, to permit changes in format and alteration of commercial contracts.

THE OFFICE of Censorship issued the code in wartime it is the responsibility of everyone to help prevent the enemy, through the news media, from obtaining war, navy, air or economic intelligence which might aid the enemy and hinder us to our national effort.

The broadcasting industry has enlisted with enthusiasm in the endeavor, and the following is intended to be the first of a series of publications on a voluntary basis during the period of the emergency.

Two possibilities exist:
1. Enemy exploitation of stations hostile only within our borders, to expedite the work of saboteurs, and
2. Enemy exploitation of stations hostile to us abroad and the suggestions contained in this statement of conduct.

NEWS PROGRAM
It must be remembered that all newspapers, magazines and periodicals are open to exploitation by the enemy. The Office of Censorship stresses the need for radio to assist in the source, with which certain requests are set down by the press. All station managers should ask themselves the question, "Would this information be to me if I were the enemy?" Certain material which may appear on the news services wires may not be appropriate for radio.

It is requested that news falling into any of the following classifications be kept off the radio as far as possible in the interest of national security. When the release has been authorized by appropriate authorities.

Weather Reports
1. Weather reports. This category includes temperature readings, barometric pressures, wind directions, forecasts and all other data relating to weather conditions. The use of these reports for weather bulletins or weather reports for radio will be authorized by the United States Weather Bureau only when absolutely essential. Confirmation should be obtained that the report actually came from the United States Weather Bureau. Special care should be taken against inad- vertent use of data from unauthorized sources during spot broadcasts, special events and similar projects.

b. Casualty lists. Total or round figures issued by the Government may be broadcast, but only if it is worthwhile in the use of an individual name, such as that attending the report is to the public interest, and it is permissible material. Stations should be on the lookout for names of important persons from their own area killed in action. The President or the Secretary of War or any authorized military officers are responsible for the release of casualty's name is released to the press.

(9) Release of figures on selective service enrollments.

Unconfirmed Reports
(10) Unconfirmed reports. Reports based on news or current events sources as to ship sinkings or land transportation, loss or success, should not be used. In the event enemy claims have been neither confirmed nor denied by official broadcast, the situation should be handled without influence or comment. It should be because no mention of ship's name—only its classification; there should be no comment except to report just its general description (tank, artillery, infantry, etc.). Commentators, directors and newsmen should guard against seeing enemy origins, stressing the obvious failure, can do much to correct any false impressions which might be created.

(11) Communications. Information concerning the establishment of new international arrangements should be withheld until officially released by an appropriate federal authority.

(12) General. Information disclosing new locations, names, addresses, archives, art treasures, and so on, which have been moved for safetykeeping; channels and methods, and objects, including docks, railroads, or commercial airports, resulting from the war, such information must prove there are no other war materials, including ships, cars, trains, planes, cars or trains of the President of the United States, or official military or diplomatic representatives, or of any other nation opposing the United States and its allies, and their destination, within or without the continental limits of the United States; locations of nation's armies, officers and staffs on official business; any news of war contracts under special orders of the army, navy or State Department should be emphasized that there is no objection to any of these topics if officially released. These restrictions are suggested:

(a) Full and prompt obedience to all naval vessels, magan's, radio and TV stations, especially should exercise skill and caution in the use of information regarding the troops of friendly nations.

(b) Troop movements. The general character and movements of units of the armed forces, the United States Marine Corps, or their personnel, within or without the continental limits of the United States; their location, identity or exact composition, unless specifically authorized by the military authorities, may be discussed only if they destination, routes and schedules; their assembly for embarkation or actual embarkation. Any such information regarding the troops of friendly nations is of utmost importance.

(c) Plans. The disposition, movements and strength of army and navy vessels, and of our official military, should be avoided.

(13) Fortifications. Any information regarding existing or projected forti- fications of the United States or arrangement regarding coastal defense emplacements or bomb shelters; location, number, strength, methods of construction and dimensions.

(14) Production. Specific information about war contracts, such as the exact type of production, production plant, method of delivery, or presence of production; estimated supplies of strategic and critical materials available; or nationwide "round-ups" of locally-published procurement data except when such complete information is officially approved for publication.

(15) Specific information about the location of, or other information about, sites of atomic energy plants and other activities, which might aid saboteurs in our national security.

(16) Special or unusual notices. This classifies any notice which might aid saboteurs in their work in the interest of our national security.

(17) Good news. Special news of those who have volunteered for war service or are attending service training, or similar nature. Broadcasters are requested to exercise caution in the use of information regarding against honoring a given request at a specified time.

Special note is made here of "lost and found" announcements and broadcasted mailing orders. Broadcasters are asked to refuse acceptance of such material when it is a matter of importance. The request to find a graph by a private individual. If the case is urgent and the chance of property or similar matter, the broadcaster is advised to demand written notice, which is suggested that the graph by the enemy is enhanced. The greatest care must be taken to prevent the broadcast consumption, and similar material may be accepted by telephone or written notice.

The first of a series of announcements bearing official authorization seeking blood donors, blood plasma and similar materials. Such requests should only be accepted when telephoned or written notice is submitted.

(b) Quiz program. It is requested that all audience-participation type quiz programs be limited to questions of a public interest, either by wire, transcription or shortwave, be discontinued, except in emergency.

An audience-participation type quiz program, in which the public is not only permitted access to the microphone but an opportunity to score for a prize, is enhanced. The great danger is that information in the event conducted in a small group—10 to 25 people, in larger groups, with special care required in preparation of theatre audience for example, the danger is far greater.

Care of Small Crows
Generally speaking, any quiz program originating remotely, wherein the group is small, and wherein no arrangement exists for investigating the background of participants, should be discontinued, included border is suggested for non-classification as news-on-the-street, interviews, airport interviews and minicentral terminal interviews, and so forth.

In all studio-audience type quiz shows, the group source of the interviewers are to be selected numbers less. Also programs in which con- ductors are asked to exercise special care. They should make a method whereby the audience may decide what information can be GUARANTEED PAR- TIALLY.

(c) Forums and interviews. This refers specifically to forums in which the general public is permitted an opportunity to make a temporary comment; to panel dis- cussions in which more than two persons are to participate on a subject. When conducted by authorized employees of the broadcast company. Although the likelihood of exploitation here is slight, there are certain forums during which the "guest from the floor," or audience, that demand caution.

(d) Commentaries and interviews. (Ad lib) Special events reporters are advised to question carefully the location or structure of materials on programs. In the minds of the public and from the floor, and audience, that demand caution.

(Continued on page 44)
Affiliates Endorse Blue Network Operation

Fund of 2 Million Is Provided
By RCA

OPERATION of the new Blue Network as a vigorous competitive entity in broadcasting was enthusiastically endorsed last Thursday at a meeting of more than 100 of the 113 stations affiliated with the reorganized network. Working capital of $2,000,000 has been placed at the disposal of the Blue by its parent, RCA, the affiliates were told by Mark Woods, president and chairman of the board of Blue Network Co. Inc.

From FCC Chairman James Lawrence Fly the meeting heard official approval of the corporate formation of the separate network. In closed sessions the affiliates discussed registration of affiliation contracts and heard officials of the network outline operations of the "streamlined network, new in scope, experience, technique and personnel, and dedicated solely to the interests of an America at war."

Predict a Profit

Both President Woods and Executive Vice-President Edgar Kobak predicted the Blue would show a profit during the first half-year of operation. Mr. Woods said the network is for sale, subject to finding interests capable of paying the price and competent to operate it to suit the affiliates. But he added it would be some time before it is sold.

More than 30 stations not hitherto affiliated with NBC had expressed interest in becoming Blue outlets. Mr. Woods declared, "The Blue will operate WJZ, New York; WENN, Chicago, and KGO, San Francisco, as owned stations."

In his address to the affiliates at the luncheon meeting Chairman Fly remarked, "There has been much difference of opinion about the impact of various network practices upon listeners and upon stations, but there has been no difference of opinion whatever on the fundamental point that the Blue Network, like other great networks of this country, is an indispensable part of our broadcasting system. The future of the Blue Network must be assured."

"I have no quarrel with RCA or NBC," he said. "The monopoly regulations are before a New York court today. That is perfectly proper. On the various regulations and position of policy, as a matter of actual fact, and practice, we have today only a limited area of disagreement."

Commenting on his desire to rend all help possible in the reorganization plan of the Blue Network, Chairman Fly asserted that certain principles of mutual agreement predominate: (1) Unbroken continuity in the splendid national service; (2) protection of all contracts and affiliated station personnel, program sources, advertisers; (2) the preservation of the Blue as a unit; (4) the maintenance of comprehensive and mutually satisfactory station affiliations and relations.

Bona-Fide Separation

At the Commission, he said, "we have been concerned from the very beginning that the necessary disengagement of the Red and Blue should be carried through without dislocation of the functions, and the same policy, if I may conjecture, apparently underlies the antitrust suit brought by the Department of Justice."

As to the eventual sale of the Blue, Chairman Fly remarked that there had been some criticism in certain quarters to the effect that the present step was a "mere token acknowledgement of the need for separation, that it was in effect merely making something without pocket, and putting it in another". To this Chairman Fly replied, "we have been assured the present corporate change is merely preludary to the actual bona-fide separation of Red and Blue control, and management. Viewed in this light, the change is a step, and not an unimportant step, in the right direction, and as such, I welcome it."

The chairman read a congratulatory wire of the formation of the Blue from M. H. (Deac) Aylesworth addressed to Niles Trammell, Chicago, and chairman of Blue Executive Committee. Mr. Aylesworth was NBC's first president and now is radio head of the Rockefeller Committee on Inter-American Affairs.

Howard Lane, KFPB, Sacramento, chairman of the Blue Advisory Committee, inquired of Mr. Chicago and San Francisco of the members of the advisory committee regarding the assignment of contracts by affiliated stations to the new Blue Network. He replied, the monopoly regulations have been in effect since the April 28, 1942, which has provided that for the time being, those regulations will not be enforced by the Commission in any way; therefore from that point of view, I see no obstacle to the assignment of contracts of present affiliation contracts."

The assignment of contracts was discussed at the Blue Advisory Committee meeting Wednesday which elected Mr. Lane, chairman. The committee comprised Harry Wilder, WSYR, Syracuse; Allen Campbell, WXYZ, Detroit; Earl May, KMA, Shenandoah, Ia.; Harry P. Johnston, WSGN, Birmingham; Harold Hough, KGKO, Fort Worth; and Tracy McCraken, KFBC, Cheyenne.

Gilman Blue V-P

DON E. GILMAN, formerly NBC vice-president in charge of public relations on the Pacific Coast and previously vice-president in charge of NBC's Pacific Division, has been appointed vice-president in charge of the Western Division of the Blue Network Co. The son of a newspaperman, Gilman showed an early interest in printing and started his business career as a printer's devil on the Indianapolis Sentinel, shortly advanced to plant superintendent. Continuing in the newspaper field in the West, he became interested in radio and in 1927 joined NBC as western manager.

NEW BLUE AND WHITE mike plates of the new Blue Network are examined at the affiliates meeting in which the members of the network's advisory committee (1 to r) : Harold Hough, KGKO, Fort Worth; Mr. Johnston, WSGN, Birmingham; Howard Lane, KFPB, Sacramento, chairman; Harry Wilder, WSYR, Syracuse; Earl May, KMA, Shenandoah, Ia.; Tracy McCraken, KFBC, Cheyenne.

Some Also Have Red

Under the new Blue arrangement, some 56 stations which heretofore have been optional Red and Blue outlets under NBC will continue as affiliates of NBC's Red Network. But they also will continue to receive Blue commercials and sustaining on the same basis as before, according to an announcement to stations by William S. Hodges, NBC vice-president in charge of stations. The present flow of service "will not be disrupted as a result of separation of the networks," he advised.

Stations falling in this category are:

KANS KELO KFAM KFYR KGAX KGHK KGDL KGSD KGMD KMET KKEV KKBW KBBQ KBFF KFSD KFRA KFRE KFRO KFSD

WBFB WCFL WCOL WDAY WOOD WBAZ WBBN WBEA WEBC WCGA WCOB WCTH WCVL KPAR KFME WIBA WIBB WIBK WIBZ WLMG.

At the afternoon session resolutions were adopted opposing linking of the four nationwide networks for simultaneous broadcasts except in the case of a presidental speech of a national emergency; urging the unity and loyalty of all affiliates to the management of the network; expressing confidence in its own officials; commending the present system of affiliating stations. The present system of the network, while cautioning economy in technical operation, and recommending that a representative of the station advisory committee be elected to the board of directors of the Blue Network Co. to serve for one year, and ineligible for re-election.

An additional resolution was passed providing, in event the network was sold, that contracts would not be transferred without the consent of the affiliates. Considerable legal confusion centered around this resolution.

A. L. Ashby, NBC general counsel, maintained that if the network were sold, the contracts could not be reassigned with the permission of the individual. However, it was agreed to include the provision in the contracts which were distributed at the meeting. New contracts with affiliated stations held NBC Blue documents, and must be returned before March 1.

Operating Plans

The closed morning session of the affiliates was occupied with addresses by Messrs. Trammell, Woods and Kobak. Department heads outlined plans for the operation of their respective departments. The meeting was attended by the entire executive personnel of the Blue [Broadcasting, Jan. 21].

Throughout the two-day sessions there was considerable speculation, in and out of the meetings, as to when the Blue will be sold, to whom, and for how much.

At a press interview Wednesday, Mr. Woods emphasized that there were three points of consideration in the sale of the Blue, (1) finding the right party, (2) obtaining the stations' agreement to the transfer, and (3) securing the right price. "However, I believe it will be some time before the network is sold," he

(Continued on page 54)
At Gilpin’s, Too
(Drug Wholesalers Since 1845)

Luther C. Dawson, City Department Manager, and Leroy Suehs, Manager of the Out-of-City Department, of the Henry B. Gilpin Co., Baltimore, are neither statisticians nor trade experts. But they know when business is better in Baltimore. Orders are bigger, stocks turn faster. And right now, like hundreds of thousands of other Baltimoreans, they’re talking about better business in Baltimore.

J. O. Robinson, President
The Henry B. Gilpin Company

At Henry B. Gilpin’s they should know about Business in Baltimore. For they’ve seen business cycles come and go for nearly one hundred years! In the past few years they’ve seen 100,000 new persons move into the Baltimore area, seen millions of dollars in Defense Contracts flow into this rich territory.

Better Business in Baltimore is obvious. For it has affected every person in this busy area, with its many and varied Defense industries.

Equally obvious, too, is the change in Baltimore’s Radio listening habits brought about by WBAL’s 50,000 watt station, plus the tremendous audience of the Basic NBC Red Network programs. This combination gives you one of the country’s most powerful sales mediums, in one of your most prosperous markets.
Radio Vital to Stores, Says Shumaker

NRDGA Hears Story of Filene's Experiment In Worcester

"THE DEPARTMENT" store publicity budget for 1942 which does not provide for radio may appear in retrospect like an army or navy without air power," Brooks Shumaker, manager of the Worcester store of William Filene's Sons Co., told the sales promotion division of the National Retail Dry Goods Association Wednesday at the departmental meeting of the NRDGA's 31st annual convention, held at the Hotel Pennsylvania, New York, Jan. 12-16.

Dedicated to the theme "Radio in a Wartime Market!", the meeting was held in cooperation with the NAB department of broadcast advertising, and director, Frank Pellegrin, acted as chairman. Opening the session, which was attended by about 100 NRDGA members, Mr. Pellegrin outlined American radio's services to the country since Dec. 7, "reporting, instructing, persuading, warning, mobilizing, reassuring."

What Radio Offers

Stating that American radio has been able to sell its country in time of need because of its freedom, which is based on its history of paying its own way by serving as an effective advertising medium for American industries and institutions, including department stores, Mr. Pellegrin cited case histories of a few of the more than 500 department stores using radio successfully and urged other stores that now is the time to follow suit.

"Radio has much to offer you," he told his audience of department store executives. "Specifically, it will cut your advertising and your distribution costs. It will explain your services and your problems. It will sell your merchandise. It will sell your institution. It will carry you into 80% of all the homes in your market. You will go there by invitation, in such a manner that your message cannot be overlooked. Your story will be told in person, by the understanding, warm, compelling human voice, just as you yourself would tell it. For a fraction of your advertising budget you will be able to reach an amazingly high percentage of your customers. Because radio, already the nation's most economical medium of mass communication, since the outbreak of war is continually reaching more listeners, more hours per day, than ever."

"All national indices prove this, with measurements of actual listening audiences ranging up to 32% above the normal averages. That you should take advantage of this opportunity seems to me to be beyond question. It seems apparent that never before, in the entire history of merchandising, has the department store industry been afforded such an opportunity."

Explaining that radio offers no "magic formula" for success, he advised the store advertising men to consult with their local broadcasters as to how best to plan a radio campaign that will decrease costs and increase effectiveness.

In planning these campaigns, he suggested they follow a four-point method of procedure: 1. Carefully survey and study your problems. 2. Determine specifically your objectives. 3. Decide definitely upon your own particular long-range and adequate radio campaign. 4. Carry out this integrated, coordinated campaign completely.

Shumaker's Talk

Reviewing the radio experience of Filene's Worcester [which he described in detail in a by-line article in Broadcasting, Dec. 1, 1941], Mr. Shumaker reported a series of programs, which, in conjunction with his store's usual newspaper advertising, had greatly increased sales and lowered the cost of advertising expenditure per sale.

Transcriptions of a one-minute announcement for women's shoes, a five-minute morning shopper's program and a quarter-hour drama depicting the creation of a shirt under wartime conditions, from the cotton growing in Egypt to the mills in war torn England and across dangerous seas to American factories (a program which resulted in a record breaking sale of men's shirts), were played following Mr. Shumaker's talk.

AFRA Maestros?

LOS ANGELES Chapter of Radio Artists is considering a proposal to require orchestra leaders who read radio scripts to enroll in that organization. Although board of director members met on Jan. 12 to discuss the plan, they declined a statement of policy would be issued at a later date.

"Frankly," he stated, "we have considered radio as an auxiliary to newspaper advertising. Frankly, up to now we haven't had the nerve to run a major promotion on radio alone—but we are planning one. We are experimenting with radio alone on smaller promotions—in fact a 100-word announcement of a daily radio special in our bay gain basement has demonstrated over a period of two months its ability to meet and beat the cost of moving goods by newspaper advertising."

In the question period that followed the talks, Messrs. Pellegrin and Shumaker; E. E. Hill, manager, and G. H. Jaspert, commercial manager of WTAG, Worcester, used by Mr. Shumaker in his radio experiments; and the seven members of the NAB sales managers executive committee: Eugene Carr, WGAJ, John Butler, WSB; E. Y. Flanagan, WSPD; Dietrich Dirks, KTRI; George Frey, NBC; Arthur Hull Hayes, CBS; Linus Travers, Yankee Network, served as a panel of experts to answer questions from the floor.

The board was stumped, however, when Walter E. Anderson of the J. N. Adams store in Buffalo, asked a set of criteria for judging radio programs and stations. Stating that with newspapers he could depend on the ABC figures, he said that in radio each station had presented him with surveys showing that it has the best coverage and largest audience, all apparently dependable, with the exception of one more confused than informed. What figures should he believe, he asked.

Stumped the Experts

Is a 50-kw station necessarily better than one with 5 kw., or the network affiliates better than the local independent with 250 watts? How much better? And on the program side, he said that although his store had used an afternoon musical program for almost a year, as well as some 1,600 spot announcements, he still has no definite knowledge as to whether he should continue that schedule or change to some other type of program or, in fact, stay on the air at all. Stating that he was sure that radio offered something for a department store, he said that so far no one had told him what it was or how to use it.

Answering such a many-sided question in a few minutes was impossible, even for such a board of experts, but, as Frank Pellegrin put it, the experts did tell the department store men how to use radio and left with them showing us how to sell them on using it."

Y. & R. Changes

YOUNG & RUBICAM, New York, that has greatly L. LaRoche, chairman, last week announced an amplification of the agency's public relations facilities. J. H. Johns, president of the Bureau of Industrial Service, Inc., publicity subsidiary of Y. & R., has been made director of the agency's new public relations and publicity department. Fred Smith, formerly a partner in the public relations firm of Selvage & Smith, New York, will manage the public relations activities and Torrey B. Stearns, of the publicity staff, will manage publicity operation.

Bristol-Myers Renewal

MARK WOODS — President
Mark Woods has an unusually broad background in Radio. A network broadcasting executive even before the formation of the National Broadcasting Company, he played an important part in NBC's financial and operative policies from its inception, as administrative officer, vice president, and treasurer.

EDGAR KOBAK — Executive Vice President
Edgar Kobak takes office with a unique record of executive experience behind him, both in radio and in other fields. When not yet thirty he had become vice president of McGraw-Hill, and since then has served as NBC sales vice president, advertising agency executive, and vice president in charge of Blue Network sales.
ON THE BLUE

Key people who will direct advertising and sales services of the Blue Network Company, Inc.

A COMPANY is people. And we are proud of the people who make up the newly formed Blue Network Company—some 500 men and women, young in years but nearly all of them old in radio. We wish we had room to let them all take a bow on these pages, for it is on their teamwork that our new Company’s service to you will depend.

But at least, and without false modesty, we'd like to present to you the key people who are most directly concerned with the sales and advertising services of the Blue. We'd like you to know them better, because they are the ones who will be calling on you, and working with you to reach more ears per dollar, to make “sales thru the air with the greatest of ease.”

The Blue is now commencing its sixteenth year. The new Company will own and operate stations WJZ in New York, WENR in Chicago and KGO in San Francisco. Blue Network programs will also be heard over more than 100 independently owned stations affiliated with the network—stations whose public-spirited service to their communities has been a major factor in the success of the Blue in the past.

For fifteen years, the Blue Network's advertisers have presented a diversified schedule of popular programs, and the Blue has supported and balanced these commercially-sponsored programs with radio’s greatest roster of cultural, news and public-service features. The Metropolitan Opera broadcasts (now sponsored), America’s Town Meeting of the Air, the National Farm and Home Hour, the Music Appreciation Hour, the Symphony, National Vespers, Great Plays, the Breakfast Club, Club Matinee, and many of the country’s leading dance orchestras are examples. To maintain and improve such high program standards, the Blue Network will be counselled by an Advisory Committee elected by the network’s independent affiliated stations.

To advertisers, the Blue will continue to offer a nationwide medium which means lower distribution costs. To Radio Row and advertisers alike, the ability and wide experience of the men and women of the Blue Network, and the new enthusiasm with which they approach their jobs, mean that America's second oldest network has taken a great step forward. Today, more than ever, “It's easy to do business with the Blue!”

BLUE NETWORK COMPANY, INC. A Radio Corporation of America Service
Network Sales of 107 Million Shown in Estimates for 1941

NATIONAL network business during 1941 totaled approximately $107,000,000—nearly 10% in excess of the preceding year—for a net gain of $10,000,000 according to both official and unofficial data released last week. CBS and MBS totals are official, but those of NABC are estimated, since it has adhered faithfully to its policy of invoking last year of withholding vital statistics.

Computations of Dr. Frank Stanton, director of research of CBS, revealed an aggregate gross business of $106,855,000 for 1941 on CBS, NBC-Red, and the Blue and MBS. All showed increases, ranging from 5% for the Blue to 53.2% for MBS over the preceding year. And all were all-time records for each individual network entity.

Following is a table showing gross sales of network time from 1935 through 1941, with the Red and Blue figures estimated for the year, compiled by Dr. Stanton:

<table>
<thead>
<tr>
<th>Year</th>
<th>CBS</th>
<th>NBC</th>
<th>MBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1935</td>
<td>$2,193,000</td>
<td>$13,085,000</td>
<td>$17,872,000</td>
</tr>
<tr>
<td>1936</td>
<td>$2,239,000</td>
<td>$22,040,000</td>
<td>$21,872,000</td>
</tr>
<tr>
<td>1937</td>
<td>$2,230,000</td>
<td>$27,172,000</td>
<td>$21,472,000</td>
</tr>
<tr>
<td>1938</td>
<td>$3,300,000</td>
<td>$34,300,000</td>
<td>$29,300,000</td>
</tr>
<tr>
<td>1939</td>
<td>$4,107,000</td>
<td>$35,800,000</td>
<td>$32,225,000</td>
</tr>
</tbody>
</table>

The MBS increases in gross time sales in 1941 over 1940 was given as 53.2%; NBC-Red at 10.3%; CBS at 8.7%; Blue at 3%. These calculations were contained in an article published in the chain-monopoly proceedings.

The CBS breakdown of billings by accounts and agencies revealed that Ruthrauff & Ryan, with $5,040,000 was top agency for the network. Food accounts, aggregating only $140,000, rivaled the leading revenue source.

<table>
<thead>
<tr>
<th>Agency</th>
<th>1941 Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kraft</td>
<td>$91,806.25</td>
</tr>
<tr>
<td>Brown &amp; Williamson Tobacco Corp.</td>
<td>$45,360</td>
</tr>
<tr>
<td>Lipton Bros. &amp; Co.-Silver Dust</td>
<td>$8,929.00</td>
</tr>
<tr>
<td>Taylor Co.</td>
<td>$4,102</td>
</tr>
<tr>
<td>BENTON &amp; BOWLES</td>
<td>$204,415</td>
</tr>
<tr>
<td>General Foods Corp.—Fort Trusties</td>
<td>$698,571</td>
</tr>
<tr>
<td>Post 40% Bran Flakes</td>
<td>$295,926</td>
</tr>
<tr>
<td>Diamond Salt</td>
<td>$98,328</td>
</tr>
<tr>
<td>Colgate-Toilet Soap</td>
<td>$28,416</td>
</tr>
<tr>
<td>Richard Hudnut</td>
<td>$3,908.50</td>
</tr>
<tr>
<td>Pomona</td>
<td>$7,845.00</td>
</tr>
<tr>
<td>Foote &amp; Gamble Co.—Ivy Snow</td>
<td>$150,000.00</td>
</tr>
<tr>
<td>Smith &amp; Co.</td>
<td>$1,513,075</td>
</tr>
<tr>
<td>CBS 1941 BILLINGS BY AGENCIES, SPONSORS</td>
<td></td>
</tr>
</tbody>
</table>

*Handled by More Than One Agency*

<table>
<thead>
<tr>
<th>Agency</th>
<th>1941 Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANDERSON, DAVIS &amp; PLATTE</td>
<td>$10,659</td>
</tr>
<tr>
<td>Moeller Bros. &amp; Sons Co.—Moeller Bros.</td>
<td>$13,151</td>
</tr>
<tr>
<td>LEE ANDERSON ADV. AGENCY</td>
<td>$37,288</td>
</tr>
<tr>
<td>AUBREY, MOORE &amp; WALLACE</td>
<td>$27,188</td>
</tr>
<tr>
<td>Campana Sales Co.</td>
<td>$11,355</td>
</tr>
<tr>
<td>FOR FAYE RAY &amp; HERSHEY</td>
<td>$30,208</td>
</tr>
<tr>
<td>Atlantic Refining Co.</td>
<td>$56,056</td>
</tr>
<tr>
<td>BADER, BARNES, BROWN &amp; HERSHEY</td>
<td>$1,701,589</td>
</tr>
<tr>
<td>American Chicle Co.</td>
<td>$40,632</td>
</tr>
<tr>
<td>Cereal Sales</td>
<td>$41,952.00</td>
</tr>
<tr>
<td>Crystal White</td>
<td>$98,560</td>
</tr>
<tr>
<td>Continental</td>
<td>$48,685</td>
</tr>
<tr>
<td>BBDO</td>
<td>$729,840</td>
</tr>
<tr>
<td>Armstrong Cork</td>
<td>$91,861</td>
</tr>
<tr>
<td>Brown &amp; Williamson Tobacco Corp.</td>
<td>$45,360</td>
</tr>
<tr>
<td>Lipton Bros. &amp; Co.—Silver Dust</td>
<td>$8,929.00</td>
</tr>
<tr>
<td>Taylor Co.</td>
<td>$4,102</td>
</tr>
</tbody>
</table>

Page 18 • January 19, 1942

BROADCASTING • Broadcast Advertising

1941 CBS BILLINGS, by Industries

<table>
<thead>
<tr>
<th>Industry</th>
<th>1941 Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automotive</td>
<td>$2,054,609</td>
</tr>
<tr>
<td>Building Materials</td>
<td>$1,035,858</td>
</tr>
<tr>
<td>Cigarettes, Tobacco</td>
<td>$6,195,386</td>
</tr>
<tr>
<td>Confectionery &amp; Sweets</td>
<td>$4,485.51</td>
</tr>
<tr>
<td>Drugs, Toilet Goods</td>
<td>$1,913,107</td>
</tr>
<tr>
<td>Food, Beverages, &amp; Tobacco</td>
<td>$15,460,491</td>
</tr>
<tr>
<td>House Furnishings</td>
<td>$100,758</td>
</tr>
<tr>
<td>Jewelry &amp; Watches</td>
<td>$2,545,514</td>
</tr>
<tr>
<td>Lubricants, Fuel</td>
<td>$3,015,644</td>
</tr>
<tr>
<td>Shoes, Leather Goods</td>
<td>$4,413</td>
</tr>
</tbody>
</table>

The CBS 1941 Bi...
Who can say what lies ahead for us in 1942? What seer can envision the changes in our lives, habits, customs and business routines which the coming year will bring?

The answers to most of our questions concerning the new year can only be guesses. But there is one thing certain: WKY will dominate Oklahoma in 1942.

This certainty is based upon the longtime predominant position which WKY has occupied in this state. For 21 years WKY has maintained leadership in facilities, listenership and advertising results by its deliberate, aggressive, pace-setting program of alert radio service on every front.

Because its position in this market means something to WKY, it means to maintain this position with everything it possesses, with all its resources, skill and determination. And that's why it is as certain as anything can be that WKY will continue to dominate Oklahoma in 1942.
Radio Is Found Superior to Other Media

"Overwhelmingly" Better as a Force to Impel Sales, Kent College Finds

RADIO completely overwhelms magazines and newspapers among paid forms of advertising in influencing consumer purchases, according to results of an extensive survey just completed by Kent State U, Kent, O.

Analyzing the study, titled "A Survey of Brand Consciousness and Brand Usage in Northeastern Ohio" (50 cents), Dr. Harry Dean Wolfe, director of Kent's Bureau of Business Research, drew this conclusion after an exhaustive analysis of results from 2,410 samples (2,007 urban, 405 rural) taken in 20 cities and towns and rural areas in 11 counties in Northeastern Ohio:

Radio Leads All Others

"This writer feels that the evidence points strongly in the direction of the sales-impelling force of radio. The vote favoring radio over other media is so overwhelming that its power cannot be too strongly emphasized. Of course it must be admitted that one study cannot be taken as the last word, and that further research must be undertaken. However, the increasing use of radio by advertisers attests to the significance of these findings."

"Granted women do not know precisely what influences outside the product itself affect their choices. Is it pure coincidence, is it error of sampling, or is there some basis in fact that, for every one of the products under study, radio led all the rest!"

The survey was independently conceived and carried out by the Kent research staff under Dr. Wolfe's direction. "A random sample of middle-income households was taken," says Dr. Wolfe. "The representativeness of the sample was attained by interviewing urban and rural residents in cities and towns of varying sizes. The respondents were of all age groups above 21 years, and included families from representative occupational groups."

"Urban middle-income families were defined as those owning homes valued at from $3,000 to $7,500, or having a monthly rental of from $50 to $75. Middle-income farm families were selected on the basis of an annual income estimated at about $1,500. The personal interviews were carried out by graduate students; interviewers were carefully instructed and trained. The adequacy of the sample was checked for stability or consistency."

"There is no reason to believe that there is a relationship between brain-consciousness and brand usage is now available. To the information on this subject (which is scant) this survey is added. Subject to the limitations of any sampling procedure, it may be stated that:"

"1. Users of a product are able to identify correctly advertising slogans and radio programs to a greater degree than non-users; 2. Urban users rank slightly higher than rural users in correct identification."

Furthermore, it is apparent that there is a reverberatory effect of advertising. Further analysis reveals that correct identification by non-users is not much lower than that of users.

"The additional conclusions from this finding are:

"(1) More effective advertising appeals may possibly alienate certain users of other brands because much spade work has already been done.

Stock Control

"(2) Sizeable sales increases are possible through the inauguration or installation of some simple stock control device.

"Brand usage was determined from the question, "What brand of the following products do you use regularly?" The door-step method rather than the pantry-count-survey was used. Usually, interviewees can more easily and more accurately delineate the products they regularly use than they can report the brand in the pantry at the time of interview. Furthermore, pantry counts may disclose brands not used regularly but which happen to be on the shelf because of (1) substitutions made by retailers, and (2) goods purchased the use of which has been discontinued for various reasons.

Why They Bought

"After the brand used regularly was stated, respondents were asked one of two questions: Question 1, What influence do you buy this Brand?" or, Question 2, "Why do you use this Brand?" Question 1 dealt with influences such as radio, magazines, etc. Question 2 was concerned with attributes of the product itself, such as size, speed, taste, etc.

"A check list was provided and respondents were asked to check all reasons that might have played a role in their purchases of the particular brand."

Mr. Stuht

The Kent study showed that advertising slogans are recognized by a larger percentage of housewives than are radio shows and radio personalities. Slogans, on the average, were recognized by approximately 60% more women then were the radio shows advertising the same products.

"This finding demonstrates (if any proof was necessary) the advisability of using a slogan which contains an idea—a selling idea," the survey concludes.

"For slogans, good slogans at least, touch a responsive chord in the consumer. And since the sales message must be brief on the air, slogans that are simple, concise and apt may more easily crystallize sales arguments into sales than any other device."

"A further conclusion reached is that more attention to slogan-building may further increase the effectiveness of magazine and newspaper advertising where advertisers use these media in combination with radio. Some claim the middle-income group is more susceptible to the combination of radio and printed advertising than either the high or low income groups."

"If this claim can be substantiated, a much greater effect from the combined use of media is attained through a sales-impelling slogan than by adhering to a policy which does not recognize the true sales-building value of such an expedient."

Acceptance of Serials

"Further evidence that some daytime radio serials have good acceptance, while others lag behind, is shown in a comparison of Ma Perkins with Young Dr. Malone. While Ma Perkins received a total program-product association of 6%, the urban users, Young Dr. Malone received only 11.8% correct recognition from this group. As was shown in a previous study, radio programs which have a large listening audience show high correlation between listnership and brand-consciousness."

Mr. Stuht

NAMING of W. B. (Bud) Stuht as commercial manager of KOMO-KJR, Seattle, replacing Hugo Felits, who has joined the Chicago headquarters of the new B l u e network, has been announced by the stations' manager, Birt Fisher, effective immediately.

Mr. Stuht has been employed by Foster & Kleiser Co., Seattle, Pacific Railways advertising representative since 1938, and joined the Tacoma & Spokane and in 1936 joined the sales staff of KOMO-KJR. He is the father of two children, a boy and girl, aged 10 and 8 respectively.

Return of Nathan David

To The FCC Is Expected

RETURN of Nathan David, radio liaison officer with the Office of the Coordinator of Information, headed by Col. William J. Donovan, to a legal executive post with the FCC, was reported likely in Washington radio circles last week.

Mr. David joined the FCC in latter 1939 as secretary to FCC Chairman James Lawerence G. A year later he was appointed to the law department as a broadcast attorney. Several months ago he joined the Donovan Committee as radio liaison officer.

His reported return to the FCC, it is understood, will be in connection with legal, investigatory and possible defense operations. The FCC is expected to act on the appointment this week.

Stromberg-Carlson Shifts

APPOINTMENT of Stanley H. Hanson as chairman of the cabinet committee in addition to his duties as sales promotion manager, was announced recently by Dr. Ray H. Hanson, general manager of Stromberg-Carlson Tel. Mfg. Co., Rochester.
Mr. Earl Abbott
General Electric Company
600 South Canal Street
Chicago, Illinois

Dear Mr. Abbott:

We have been operating W5IC Zenith’s Frequency-Modulated Radio Station in Chicago and its predecessor WUER for almost two years. Early in October we raised the power of this station to fifty thousand watts in accordance with the terms of our Construction Permit.

The original installation was planned more than a year ago on the basis of ultimately using two GL-880’s in the final stage. These plans were based on the fact that the GL-880’s appeared to us to be the most efficient transmitting tubes for high power operation on the high frequencies. It seemed very evident to us at the time that these tubes would permit the best circuit design and should, therefore, be most practical in a high-power frequency-modulation transmitter. Even though these tubes had not seen any commercial field service at the time of our original planning, we believed their use was logical and would represent a forward step.

We are glad to say that we have been very happy with their performance, and feel that we have without doubt made the correct choice. We have found them easy to drive, easy to neutralize, and have found no problem of any kind. We believe they are likely to receive excellent service from them.

Yours very truly,

Zenith Radio Corporation
E. G. Gustafson, Asst.
Vice President in Charge of Engineering

(Left) G. E. Gustafson, Asst. Vice President in Charge of Engineering
(right) J. E. Brown, Executive Engineer

This tube, although developed primarily for FM and television, has unusual efficiency at international and standard broadcast frequencies, and as a modulator. A pair will give a 50-kw plate-modulated carrier at 25 mc.

The GL-880 is just one tube in General Electric’s complete line of top performers. Specify “G-E” on your next tube order, and measure the difference yourself. Ask your nearby G-E representative or dealer for your copy of our transmitting-tube bulletin (GEA-3315C), or write General Electric, Schenectady, N. Y.

“the most efficient tubes ... for high frequencies”

The GL-880’s ingenious “folded” anode reduces internal lead lengths by 10 inches without sacrificing cooling surface.

“easy to drive”

Two GL-880’s with only 1500 watts driving power will deliver an easy 50 kw of FM at 30 mc.

“easy to neutralize”

Dual grid leads for separation of excitation and neutralizing minimize neutralizing problems.

“no cooling problems”

FOR YOUR FM NEEDS

FM Broadcast Transmitters 250 to 50,000 Watts
S-T Transmitters
Measuring & Testing Equipment
Receivers for Home and S-T Service
FM Police and Emergency Transmitters and Receivers
Tubes

GENERAL ELECTRIC
Fate of Network Rules in Court's Hands

Two-Day Session Finds Federal Tribunal Going Deeply Into Industry Problems; Decision in 3 to 6 Weeks

AFTER HEARING 8½ hours of argument last Monday and Tuesday on the pros and cons of the FCC's far-reaching network-monopoly regulations, with dire consequences predicted either way, the statutory tribunal - the United States Circuit Court in New York took under advisement the all-embracing question of its jurisdiction in the proceedings.

An opinion, either granting the NBC-CBS pleas for a temporary injunction restraining the FCC from making its orders effective, or dismissing them in their entirety for lack of jurisdiction, is expected within three to six weeks.

Notice already has been served by both sides that they intend to carry the jurisdictional question to the Supreme Court, however the statutory tribunal may act. The appeal is automatic to the highest tribunal.

May Lose Band Series

Grave injury to operations of NBC and CBS and their ability to perform maximum public service was predicted by counsel for these networks if the rules, now in abeyance pending the court's opinion, are made effective. Conversely, MBS contended it would suffer irreparable injury and even now is threatened with the loss of the Coca-Cola Spotlight Bands program, an account which returns to it one-third of its gross revenues, to the Blue Network, because of existing time options.

The FCC argued that it had ample authority to issue the regulations; that the court was without jurisdiction at this time, and that injury would not result to the older networks but that public good would result.

The basic Commission contention projected by General Counsel Telford Taylor and Assistant General Counsel Thomas E. Harris was that the petitions to enjoin the regulations were premature and that not until the FCC had refused to renew licenses of affiliated stations or had resorted to revocation proceedings could the court properly assume jurisdiction.

Efforts by both the FCC and MBS to procure prompt dismissal of the NBC-CBS injunction pleas proved futile. Following the conclusion of argument, Federal Judge Learned Hand, presiding, and District Judges Henry W. Goddard and John Bright, took the entire case under advisement. Briefs, affidavits, counter-affidavits and other documents filed in the proceedings were checked by the court and the argument adjourned.

The court has before it, in addition to the CBS-NBC pleas for preliminary injunction, the FCC motion for dismissal or for summary judgment, which is tantamount to dismissal, and the supporting petitions of MBS as intervenor.

NBC's two-hour argument was presented by John T. Cahill, chief counsel for the network, in opening the proceedings. He was followed by Charles Evans Hughes Jr., for CBS. Mr. Taylor argued the main Government case for approximately two hours, with Mr. Harris handling the jurisdictional phase. Louis G. Caldwell, chief counsel for MBS, concluded the argument Tuesday, delving deeply into the competitive network picture.

Court to Make Study

The court, in repeated questions, sought to ascertain injury that would result to the respective networks in event the rules became effective. At the outset Judge Hand said the court attached considerable significance to the proceedings and therefore had set aside two days for the argument.

It was presumed the court would make an exhaustive study of the proceedings and probably delve into the massive record, covering the chain-monopoly inquiry before the FCC which began in 1938, the proceedings before the Senate Interstate Commerce Committee on the White resolution to suspend the regulations until Congress could act on the new statute, and the subsequent developments, resulting in postponement of the regulations until such time as the court settles the jurisdictional phase.

Reference was made in the arguments to the anti-trust suits filed by the Department of Justice against RCA-NBC and CBS, alleging monopoly and covering virtually the same issues projected in the FCC regulations themselves. Answers to these charges are due Jan. 20, but additional time will be sought. Because of the preoccupation of the networks with the New York proceedings, it is thought additional time will be obtained without difficulty.

Similarly, cognizance was taken of the MBS triple-damage suit against RCA-NBC seeking $10,275,000 in damages under the anti-trust laws, filed Jan. 10 in Chicago. These proceedings likewise are expected to be deferred.

Stock Ownership

Before the arguments got underway, some question was raised about the qualifications of members of the court to sit by virtue of stock ownership in companies which might be involved in the proceedings. Judge Goddard pointed out that he owned General Electric stock and inquired whether that company was involved in the case.

After a discussion of the remote relationship of GE in the proceedings, based on its ownership of stations affiliated with or operated by NBC, it was concluded that the court could hear the arguments. Judge Hand observed jocularly that if the court was called to act on imprisonment proceedings, "we will expect all of you to come forward."

Mr. Cahill in opening the argument charged that the FCC was usurping the functions of the Department of Justice, the courts and Congress in attempting to decide monopoly. He challenged its power all down the line to issue the regulations, which he said would result in cancellation of existing contracts between NBC and some 200 affiliated stations. If the Commission can issue such regulations, he said, it is but a short haul to exercise of direct censorship. This precipitated questions from the bench which threaded throughout the subsequent argument.

NBC voluntarily has segregated the argument, said, Mr. Cahill, but pointed out that the network still challenged the FCC's authority to order the separation. The difference in operations of NBC as contrasted to the MBS cooperative structure was cited by the attorney.

He called the option time clause the heart of the network affiliation contract and said the FCC's regulations are a "non-negotiable option" actually made no provision for options at all. Without time options, he said, it is impossible for the network to acquaint the prospective advertiser with the facilities available.

Must Have Options

NBC's firm business judgment, he said, is that network broadcasting as it is known today cannot continue without firm option time. A dynamic business such as radio, operating on a split-second schedule, would be unable to function without them, he said.

Mr. Cahill relied on Congressional debates to bolster his contention that the FCC was never delegated power to regulate business aspects of broadcasting in the manner provided under the far-reaching regulations. Section 303-i of the Communications Act of 1934, under which the Commission relies to issue the regulations, he said, clearly relates only to technical problems. He cited the Supreme Court opinion in the Sanders case on this point, as well as comments of former Senator Dill, who was floor manager and co-author of the Radio Act of 1927.

Charging that the FCC is attempting to apply the "common carrier concept to broadcasting", he contended the language in the Sanders case that the Commission shall not "interfere with the business, technical and operating operations of the broadcasters", was proof that the FCC had exceeded its authority.

Should the Commission invoke the existing regulations by purported usurpation of powers, he said, there is no reason why tomorrow it should not decide to take into account the Securities Exchange Act and other statutes, despite creation by Congress of other agencies to administer the

CLAIM. WITH JUSTIFICATION, is made by H. K. Carpenter, general manager of WHK-WCLE, Cleveland, to one of the loveliest radio station reception crews in the country. Nicely grouped for study of Carpenter claim are (1 to r): Lenore Steppke, Carol Decker, Elma Kendall and Alice Brady. Misses Steppke and Kendall also are professional models. (Continued on page 48)
The story of TVA is the story of the industrial development of 40,600 square miles of territory in 7 states. Harnessing the violent Tennessee River has resulted in more than 1,000,000 kilowatts of power - power that has attracted both defense and permanent industries to the Tennessee Valley.

This is the listening area of WLAC, the station that covers "The Valley" with power where power counts most.

WLAC
Nashville, Tennessee

going to
50,000 WATTS

TOP CBS PROGRAMS
SPECIAL EVENTS AND FEATURES

THE STATION OF THE GREAT TENNESSEE VALLEY

BROADCASTING • Broadcast Advertising
Long Delay Foreseen in Trial Of MBS Action Against NBC

Anti-Trust Violation For Triple Damages, Also Involving RCA

CHARGING violation of the anti-trust laws, MBS, on Jan. 10, formally filed a long and amending suit against RCA-NBC asking triple damages based on $3,425,000 or a total of $10,275,000. The complaint filed in the U. S. District Court of Chicago, charges the Department of Justice action against both RCA-NBC and CBS filed ten days previously in the same court.

MBS is joined in the action by six affiliates, WOR, New York; WGN, Chicago; WHBF, Rock Island; KWK, St. Louis; WOL, Washington, and WGRG, Louisville. Of the six affiliates, WOR and WGN are stockholders of Mutual, each holding 25 shares out of a total 99.

Option Complaint

The suit has been assigned to Federal District Judge John P. Barnes, to whom the previous suit against CBS has also been assigned. As in the Government suit, NBC has 20 days to reply to the complaint filed on Jan. 10. Dilatory pleadings to be entered, however, by NBC for more time in which to reply, particularly in view of the pendency of the Barnes case.

Essentially, the MBS charges against RCA-NBC of "unlawful combination and conspiracy to injure the plaintiff" are based on the time-option provisions of the NBC affiliation contracts. These provisions of the affiliation contracts of the Blue network, according to Mutual, tie up large blocks of time in which they are entirely utilized by the network, but prevent MBS from clearing programs on those stations. MBS charges that the time-option provisions of the four securing outlets for Mutual programs in cities having less than four stations because existing station facilities are contracted by NBC and CBS.

"Many large national advertising agencies," states the Mutual complaint, "have refused to contract with Mutual, . . . and some have transferred their programs from the Mutual network to other national networks, solely by reason of the fact that Mutual was unable . . . to furnish outlets to such advertising agencies in many key cities on a basis of equality with defendant, NBC." On this basis, MBS charges the network and affiliates of the suit, to which are added the NBC network, through loss of additional revenue.

The suit drew immediate comment from Niles Trammell, president of NBC, who stated that, "It should now be revealed that about two years ago the dominant interest in Mutual was Parnell, Wray & Co., and the Chicago Tribune, sought to purchase the Blue network from us, which would have destroyed the Blue as a coast-to-coast network. The motivation of the Blue these interests sought to diminish rather than increase network competition. There would have been three nationwide networks instead of four.

"The issues in this suit," Mr. Trammell continued, "are the same as those in the two earlier suits now in litigation with the Government. The first of these suits, of which MBS is a participant, is being heard at present in New York. This new suit by MBS provides an opportunity to expose the motives behind the campaign to break down the networks of NBC.""}

Census Bureau Ceases Distribution Releases

GENERAL distribution of census publications and other releases has been discontinued by the U. S. Census Bureau to make more funds and material available for war purposes. In the future, reports will be sent, when available, only in response to specific written requests. After pending distribution has been completed, general releases will cease.

The bureau will continue to supply certain libraries with complete files of census publications and a list of such publications may be obtained from the bureau. Most final published census reports may be purchased from the Superintendent of Documents, Government Printing Office, Washington. Price lists of publications may be obtained from the bureau.

Marlin Adds

MARLIN FIREARMS Co., New Haven, Conn. (razor blades), has added the government of the Philippines as a customer to the list of 120 cities with less than four stations.

It's HARDLY necessary to say that smiles were in evidence recently at the signing of Rogers Jewelry for the fourth consecutive year of news sponsorship on KFWK, Denver. Witnessing important personnel change of Rogers is Forrest Means (standing), KZL sales representative, and Ted Levy whose agency placed the account.

KROY CBS Basic

KROY, Sacramento, became a basic station of the CBS Pacific Network Jan. 1, according to Arthur J. Kehoe, president. Made possible by the purchase of CBS. The move was part of a general realignment of CBS Coast Stations in the brotherhood which saw KQW, San Francisco, become a CBS affiliate, and an increase in power for KARM, Fresno, going from 250 to 5,000 watts. Current advertisers will get all three stations for the same rate as they are now paying for San Francisco and Fresno alone.

Soft Drink Curtails

SUGAR RATIONING for soft-drink bottlers has caused Seven-Up to cut back production. The company has sold its Philadelphia, Pa., bottling plant to I. G. Farbenindustrie, which is taking o over 12-2 a.m. record show on WFIL, Philadelphia, effective Jan. 10. As a result, WFIL now goes off the air during the time period, 11 p.m. to 1 a.m. with an hour of network dance remotes. A heavy user of radio time in the area, Philo Klein Adv. Agencies, has taken the account, does not contemplate any further curtailing in present radio schedules and continues its spot announcement campaign on WFIL.
"Radio?...It's Terrific Out Here!"

1. "Radio? . . . it's terrific out here on the Pacific Coast, Joe! It's more popular than ever."
   "I guess at a time like this, radio IS the people's best medium of entertainment . . . eh?"
   "You bet, it's also their best news medium. Radio gives it to them constantly and instantly. On the Pacific Coast they're eating the news up. Lots of the war news out here even has LOCAL significance."

2. "I guess that means DON LEE. Aren't they the ONLY network that ALL the listeners on the Coast can hear?"
   "That's right, Joe, the mountains out here make long distance reception impossible. DON LEE has a local outlet in each of the 32 important Coast markets. This setup enables DON LEE to be right on the spot when and where things happen."

3. "For instance, for three successive days when the Japs were shelling ships off the California Coast, DON LEE was right on hand to bring listeners the first exclusive interviews with the ships' captains immediately after they were brought ashore. Furthermore, DON LEE has the most comprehensive news coverage of any Pacific Coast network."

4. "DON LEE has the world-wide services of both A.P. and I.N.S. in addition to the regular local newsgathering agencies."
   "This DON LEE sure sounds like the best bet on the Pacific Coast."
   "It IS the best bet as plenty of advertisers will agree, for DON LEE carries twice as much Pacific Coast business as the other three networks combined."

THOMAS S. LEE, Pres.  •  LEWIS ALLEN WEISS, Vice-Pres. & Gen. Mgr.
5515 Melrose Ave., Hollywood, Calif.

Mutual DON LEE
KSFO Is Denied Plea Against Grant to KPQ

The FCC at a meeting Tuesday denied the petition of KSFO, San Francisco, protesting the Aug. 22 grant, without hearing of a construction permit to KPQ, Wenatchee, to operate on 560 kc. in lieu of 1490 kc. and increase power from 250 to 500 watts night, 1,000 day. On its own motion the FCC modified the KPQ authorization to permit use of 560 kc. with 5,000 watts fulltime, employing a directional antenna day and night to protect KVI, Tacoma, KSFO, and KLZ, Denver, within certain limitations.

The grant was made contingent upon filing with the Commission by KPQ within 60 days of a modification of construction permit. The action was without prejudice to KPQ filing a request for special service authorization to operate on 560 kc. with 1,000 watts day, 500 night, pending construction of the 5,000-watt transmitter and antenna.

Radio Figures Present At Poor Richard Club

Radio personages were in prominence at the annual Poor Richard Club banquet Jan. 16 at the Bellevue-Stratford Hotel, Philadelphia. Headed by Neville Miller, NAB president, the radio contingent at the speaker's table included Niles Tammler, president of NBC; Ed Kobak, vice-president of Blue Network Co.; William S. Paley, president of CBS; Chester Streibert, vice-president of MBS; and Will E. Dunville, sales manager of WLW, Cincinnati.

NAB president Neville Miller made a broadcast presentation of the annual Achievement Award, which went to Walter M. Dear, president of the American Newspaper Publishers Assn. Roger W. Clipp, vice-president and general manager of WFIL, Philadelphia, was chairman of the entertain-ment committee.

Canadian Session

NEVILLE MILLER, president of NAB, will be luncheon guest speaker at the Annual Convention of Broadcasters at the Windsor Hotel, Montreal, it was announced by the CAB office at Toronto. Lynne C. Smeby, NAB director of engineering, with address the breakfast meeting Feb. 10, on technical and wartime engineering problems. Donald Gordon, chairman of the Canadian Wartime Prices and Transit Board and wage ceiling czar, or one of his associates will be guest speaker at the Feb. 10 luncheon. Guest speaker at the banquet Feb. 10 will be William L. Shirer, CBS commentator.

SAC18 QUALITY FURNITURE. New York, on Jan. 16 will renew for the 16th consecutive year its "Give Van Review program on WMAA, New York, which has been confidentially renewed by the FCC Jan. 4. The program was first broadcast on Aug. 21, 1924, in its original format but with numerous personnel changes. One of the old programs in the series featured the original "Three Little Sacks, which went are made up of a City Personnel, "WMX." An answer Don Douglas, supported by Joe Rine's Orchestra.

THESE DISTINGUISHED members of the Advisory Board will select the 1942 winners of the George Foster Peabody Radio Awards for Outstanding Meritorious Public Service. They are—Top row (l to r), Jonathan Daniels, editor Raleigh (N. C.) News & Observer; Bruce Barton, president, BBDO, New York; Norman H. Davis, chairman, American Red Cross; Edward Weeks, editor, Atlantic Monthly. Second from top, Alfred A. Knopf, publisher, New York; the medal itself; Virginia Dabney, editor, Richmond (Va.) Times-Dispatch. Third row, Mark F. Ethridge, vice-president, Louisville (Ky.) Courier-Journal and Times; Grace Moore, opera singer; Mrs. Marjorie Peabody Waite, president of "Yaddod daughter of George Foster Peabody; Waldemar Kaempfert, science editor in New York Times. Bottom row, John E. Drewry, dean, Henry W. Grady School of Journalism, U of Georgia, responsible in conjunction with the NAB for the awards; John H. Benson, president AAAA; John W. Studebaker, U. S. Commissioner of Education; Dr. S. V. Sanford, chancellor, University System of Georgia, ex-officio.

Plans for Use of Television to Teach New York Air Raid Wardens Described

TELEVISION was described as a factor in training 300,000 New York City air raid wardens by Norman E. Kersta, manager of the television department of NBC, in a talk before the winter convention of the Institute of Radio Engineers at the Hotel Commodore, New York. Plans under way, Mr. Kersta said, would shortly result in the installation of one or more television receivers in police department classrooms in each of the city's air raid zones.

"Preliminary work in acquiring these television receivers for New York City," Mr. Kersta added, "has met with such cooperation from manufacturers of radio equipment that it seems certain that this plan for organizing the training of various defense groups such as the air raid wardens and Red Cross workers, will shortly be realized."

Telecasts by NBC and CBS instructing citizens in approved methods of dealing with incendiary bombs have aroused wide comment in many quarters. Office of Civilian Defense officials in Washington expressed great interest in the experiments, stating that the unique method of instruction should play a substantial part in OCD efforts to get widespread dissemination of civilian defense information.

Officials of the British Press Service also expressed interest in utilization of television in the war effort but stated that British television has been discontinued due to the enemy's use of the frequency waves in the location of key points in London and other large British cities. British efforts in television had made great advances prior to the war, they said.

Enthusiastic response to the NBC and CBS experiments resulted in the setting up of a regular schedule of programs of this type. American Television Society, independent organization, which is attempting to function as a clearing house for Government agencies, teders and public in the war effort, announced it is proceeding with its plans for estabishing "defense units of television."

Public reaction to the NBC showing of "Fighting the Fire Bomb" [BROADCASTING, Dec. 12] relayed to WPTZ, Philadelphia and the initial CBS series on first aid has been highly favorable, it was stated.

Officials of General Electric Co., Schenectady, which picked up the NBC telecast at its Heldeberg Mountain transmitter, also have prepared experiments for the present. "Fighting the Fire Bomb" will be show simultaneously by the city's air raid instruction to every ward in New York State.

To assist in the presentation of more telecasts of this nature, AT&T engineers are working on the development of a "defense talent pool" whose services are available for any defense telecasts. In addition, the society has prepared several package video shows which it is offering to Government defense agencies. Norman D. Waters, New York agency head who is president of AFU, has joined the station.

Shirt at KHJ

SHIFT in KHJ, Hollywood personnel, has been necessitated by the emergency 24-hour broadcasting schedule, now in effect, according to Vic. C. Newkirk, program director of Don Lee Broadcasting System, operating th at station. Stuart (Stu) Wingman, m.c., of the six-weekly half-hour participat- ing program, Rite & Shine, has been appointed night supervisor. His for- mer duties have been taken by Hal Moan, announcer. Tony LaFaro, announcer, has been made weekend supervisor, formerly in charge of C. Newkirk, program director of KMO, Tacoma, has joined the station as an- nouncer and weekend supervisor. Norman Rogers has been transferred from the news room writing staff to announcing.

PLANTERS NUTS & CHOCOLATE Co., Wilkes Barre, Pa., (pea- nut and chocolate products), has purchased five-minute early morn- ing position on WCCO, this week. Fifth minutes weekly on WCCO, Minneapolis; six times weekly on WBBM, Chica- go; once weekly on WBBM and WSPD, Norfolk, Va.; twice weekly on WCOL, and WTAR, Norfolk. Agency is Goodkind, Joice & Morgan, Chicago.
Following the last World War a bronze and marble group was placed in the lobby of the American Telephone and Telegraph Company building in New York. On it are inscribed these words, “Service to the nation in peace and war.”

They are more than words. They are the very spirit of the entire Bell System organization. In these stirring days, we pledge ourselves again to the service of the nation... so that “Government of the people, by the people, for the people, shall not perish from the earth.”
PERSONNEL of 115 stations have volunteered 100% cooperation in the Payroll Allotment Plan for the purchase of Defense Bonds and Stamps. The Treasury Department announced last week.

Individual plans for payroll deductions have been worked out by stations participating in the drive for bonds and stamps but the essentials of the payroll allotment plan have been retained. In addition to employ purchases many stations have carried programs to promote purchase of bonds among listeners. Typical of stations' efforts was the drive conducted by WXYZ, Detroit, whose Dec. 30 show resulted in pledging by Detroit listeners of $155,835 for Bonds. Taking advantage of the audience built up through the Treasury Hour show, the King-Trendle station assembled a cast of over 100 for a one-hour musical and variety program titled Buy Bond — Tonight! — Right Now! Plugging for bonds was conducted by telephone during the run of the show.

Sale of $75,000 in Bonds and Stamps was reported after the recent Buy a Bond show conducted over WCBW, CBS television outlet, New York. Audience appeals were made by Robert Sparr, director of the Treasury, who explained the features of the bonds and stamps.

Presentation of bonuses in the form of bonds and stamps has been widespread among station owners. At KHQ and KGA, Spokane, Louis Wamer, owner presented employees with a total of $22,000 in bonds in lieu of the usual Christmas checks.

Dried Fruit Series

CALIFORNIA PRUNE & Apricot Growers Assn., San Jose Cal. (dried fruit), through Long Adv. Service, that city, for its fifth consecutive season in a Southern California campaign has started for 13 weeks sponsoring daily participation in the combined Sunrise Salute and Housewives Protective League programs on KNX, Hollywood. Other current participating sponsors include Par Soap Co., Oakland, Cal. (granulated soap), through Tomaschke-Elliot, Oakland; Pillsbury Flour Mills Co., Minneapolis, through McCann, Erickson, Los Angeles; Lindsay Ripe Olive Co., Lindsay, Cal. (bottled olives), through Lord & Thomas, San Francisco; Hecker Products Corp., New York (H.O. Oats), through Mason Inc., New York; Prudence Foods Inc., Boston (Prudence rash), through Chambers & Wiswell, Boston; Bay Products, Huntington Park, Cal. (water softener and bluing combination), through Glaser-Galley & Co., Los Angeles.

Hams Put Off Air COMPLETE and immediate cessation of all amateur radio operations was ordered suddenly last Friday by the FCC at the request of the Defense Communications Board. A Commission order of Dec. 8 suspended amateur activities save for those authorized by DCA upon recommendation of Federal, state, or local officials in connection with defense. While many such requests have been approved, it was stated that "subsequent events and military requirements" resulted in the blanket suspension, with all special designations granted since Dec. 8 now cancelled.

WINS, New York, starting the sale of defense savings bonds and stamps. Jan. 15 will start a monthly contest among its 51 employes, the winner each month to receive a $25 defense bond or postage stamps. More WINS on behalf of himself, his family or friends the largest amount of bonds or bonds in proportion to his own salary.
HERB RINGOLD

LITTLE WONDER that Herb Ringold, radio timebuyer for Philip Klein Adv. Agency, Philadelphia, has earned the sobriquet, "Radio's Boy Wonder". Still at the tender age of 25, Herb already has five years of agency experience under his belt. He landed his first agency job while still a student at Temple U, Philadelphia, writing copy after school hours.

One of his first programs for radio, Songs, an audience participation show for Nevins Drug Stores, Philadelphia, heard on WIP, Philadelphia, is said to be holder of a local record for the greatest listener response of any Philadelphia radio show. To play the game, the listener had to go to a Nevins store for a card. An average of 100,000 cards were distributed each week. Multiplying each card by a couple of listeners, the wide popularity of the show was most apparent.

For three years, he has been in complete charge of the radio department of the Philip Klein agency. He writes his own radio copy, produces his own program and buys his own time. And in all that time the agency has not lost a single account that has used radio.

Apart from his agency chores, he is teaching a course in Writing for Radio at the Junto School, new adult school started in Philadelphia. Oddly enough, one of the pupils in his class in his high school English teacher.

His hobby is listening to the radio. He claims to play the world's worst game of golf and the best game of gin rummy, and is ever ready to challenge anybody on either of those two claims.

At present, Herb is unmarried. But not for long, he hints.

GARDEN CITY PUBLISHING Co., New York, has stipulated with the Federal Trade Commission to stop certain representations for various books published by the company, according to a Jan. 11 FTC announcement.

LISTENERS in THIRTY-TWO representative cities were polled to prove the comparative ratings of the nation's program preferences. The first FOUR of the FIFTEEN leaders are regular KTAR releases...EIGHT of the first TEN are regular KTAR favorites...NINE of the entire FIFTEEN are regularly heard from KTAR. Follow the leaders! Buy KTAR...

For MORE of the BEST in RADIO!

KTAR
PHOENIX, ARIZONA
Key Station of the
Arizona BROADCASTING CO., INC.
Represented Nationally by
PAUL H. RAYMER COMPANY

New York Chicago Cleveland Detroit San Francisco Los Angeles

AFFILIATED WITH THE PHOENIX REPUBLIC AND GAZETTE
IN SEVEN YEARS of service to radio stations and their clients—from Portland, Maine, to Portland, Oregon, and from Alaska to the Gulf—NBC Thesaurus has proved over and over again that it is the complete musical program service... Thesaurus provides seven keys to successful programming and sales to sponsors:

THESAURUS "NAMES"
Names such as Allen Roth, Sammy Kaye, Horace Heidt, Carson Robison, Harry Horlick, The Jesters, Golden Gate Quartet, Rosario Bourdon, Richard Leibert, Thomas L. Thomas, John Seagle and the host of others in NBC Thesaurus give you the top-ranking stars sponsors go for!

THESAURUS SCOPE
From swing and sweet, military band, symphonic, cowboy and hill-billy, sacred, concert and novelty selections—from all of these are built balanced, unified musical programs of every variety—with smooth, professional continuity worthy of any sponsor's identification.

THESAURUS RANGE
More than 2500 selections in the basic library... with new releases adding 75 to 80 selections monthly... help the most modest budget blossom into a full and highly-rated static schedule.

THESAURUS ECONOMY
Best of all, these topnotch programs may be made available to sponsors at a cost so low that your prospect will not shy at the dotted line!
TO UNLOCK A SPONSOR'S HEART...
(and pocketbook!)

THESAURUS PRODUCTION
Each of the 70 program periods (approximately 25 hours) each week, making up 25 outstanding shows for which weekly continuity is provided, is produced with every facility that modern radio technique affords...by skilled directors who know broadcasting and the needs of the individual station!

THESAURUS SALES HELPS
To help your salesmen sell these features, Thesaurus provides a colorful, dramatic presentation in portfolio form for each of them—a sales manual and a complete publicity kit of photos, mats and news stories!

THESAURUS RECORDING
NBC Orthacoustic—is tops...puts your shows on the air with all the flavor and character of live sound. Evidence:...Thesaurus artists are among the top mail-pullers on many stations where they are heard.

Write today for the complete Thesaurus story— including information on rates, availability, presentation and audition samples.

RESULTS LIKE THESE!

Midnight Sun Broadcasting Company
Fairbanks, Alaska
1000 Watts
450 Kilowatts

On the recording end of our Thesaurus broadcasts, WAPL listened, for the tremendous mail response, are more than satisfied. Sponsor are contracts called for.

K-5-0-0
K-E-L-0

Thesaurus Falls Broadcast Association Inc.
Sierra Fells, S.D.

...our willingness to continue with your work organization and check itself on the quality of service we are receiving from you.

Keno
Ne...Vada Broadcasting Company
Las Vegas, Nevada

...we have been highly pleased. We believe that it would be impossible for a station of our type to obtain a service at more complete value of the library.

Broadcasting Station
Hamilton Ontario

I happen to be just repeating what other stations have told you. But I feel we may just as well let you understand that we at CBC think a lot of THESAURUS. May it continue to lead the field.

Mny mornings as to us, as the Orthacoustic recording.

Radio Broadcasting Station

As...Only R.C.A. Station

...we have used THESAURUS as our primary Library Service and it has filled our bill admirably... The quality of reproduction attained by the Orthacoustic recordings is always listenable, and we have received many compliments as to the high quality of our prerecorded programs.

WOPI

W.O.P.I. "United Shortest Broadcasting System"

...we have LISTEN TO LISTEN approved by A Radio Industry Product...Comply R.A.P. approved by A Radio Industry Product.

As...Only R.C.A. Station

...in effort of our part, THESAURUS sells itself because of the high quality recording, outstanding talent and wide variety of programs.

NBC THESAURUS
"A Treasure House of Recorded Programs"

Radio Recording Division—National Broadcasting Company

A Radio Corporation of America Service


—pay for Thesaurus on your station many times over...
Freezing Out

THE INEVITABLE is about to happen to radio. Broadcast station assignments are going to be frozen, in effect, as a sequel to the impending ban on radio receiver production so that the entire capacity of the radio manufacturing industry can be diverted to war production.

The assignment of new or improved facilities except where there is a definite need having a war aspect, should not result in deterioration of broadcast service. Nor will the receiving set production curtailment, and eventual ban, mean that listening will diminish or circulation suffer.

Because broadcasting is a fundamentally essential instrumentality in the war time economy, it is reasonable to suppose there will be sufficient latitude in whatever regulations are issued to provide replacements, tubes and parts for transmitting as well as the receiving operations. Where additional facilities may be needed in specified areas for war purposes, the ban will also apply.

There are today nearly 900 stations licensed or under construction. There are 57,000,000 receiving sets in use. Save for certain remote areas, the nation is saturated with reliable broadcast service. Not all of the outstanding construction permits will be transformed into operating units under the policy being enumerated by the Defense Communications Board in collaboration with the Office of Production Management, it is likely that all new construction, in areas adequately served, will be barred.

Of necessity, the radio manufacturing ban will hurt that billion-dollar industry, just as the automotive and tire embargoes have all but disrupted thousands of dealers in those lines. That is the grim but essential result of all-out war.

New competition goes out the window in the broadcasting field, with the advent of the freezing order. But stations and networks do not yet realize the staggering load they must carry as the war-time operation intensifies. And, as things stand now, the FCC's myriad social reforms, the Department of Justice anti-trust suits, go forward apace.

For radio to render peak service during the nation's greatest crisis, it must be released from the shackles and restraints of crusading peace time campaigns. Now, more than ever, the futility, wastefulness and utter triviality of all these reforms are evident.

The freezing process should go beyond licensing and priorities. It should enshroud the whole regulatory field. It should preserve for radio its essential employes so that stations, particularly the smaller remote units, will not be stripped of minimum operating personnel. Government lawyers, engineers and accountants shouldn't be devoting their energies to far-away chain-monopoly or other visionary and experimental changes when all communications are so vital in the over-all war effort.

It's going down any phase of it, no matter how remote from the firing line, with artificial or non-essential diversions?

Forced Listening

JUST ABOUT the most difficult thing to do these days is to convince a Government official that he shouldn't have his speech carried on all four networks, hooked up universally. This programming development, which had its onset with the national emergency, has reached the proportions of abuse, inflicting punishment not only upon stations, but upon listeners as well. It's bad radio and bad public relations.

There can be no question that the President of the United States, when he speaks, should reach the ears of all available listeners. Similarly, reports incident to a national emergency should have universal coverage. That's good radio, because the public automatically is attracted, and stations that do not carry such events are virtually listener-less anyway.

Action of the Red Network Planning and Advisory Committee a few days ago in adopting a resolution disapproving the linking of all networks for other than Presidential or emergency broadcasts, is timely and important. Networks, and their affiliated stations, must maintain independent operation and independent programming if they are to provide maximum service. To schedule every address of an official over all networks would drive a big portion of the audience from their radios, stifle competitive programming, and in some cases probably provoke ill-will against the very speakers seeking to promote understanding and good-will.

Regimentation of this character should be avoided by the Government, which is interested in maintaining public morale at highest level in the war effort. An overdose of talk, however meritorious the cause, weakens, rather than encourage listening. The war effort, via the air, must be consistent with good radio if maximum results are to be gained. Coercive listening, which results from indiscriminate tandem network broadcasts, is certain to boomerang.

The RADIO BOOK SHELF

HOW radio "in the few years since the Nazis' rise to power, has become the most important single instrument of political warfare that the world has ever known" is told in Radio Goes to War, by Charles J. Rolo, an original staff member of the Princeton U Listening Center [G. P. Putnam's Sons, New York, $2.75]. Drawing upon his experience in monitoring and analyzing foreign broadcasts, Mr. Rolo traces the functions of radio on World War II's "fourth front", going into such matters as Germany's notorious Lord Haw-Haw, Axis broadcasts to Latin America, America's "Foreign Legion" of multi-lingual radio announcers and programmers and the "Hundred Million Allies" of democracy—Europe's army of bootleg listeners who "have the death penalty to tune in to British and American stations."


'Overwhelming'

RADIO as a sales-impelling force stands in a class by itself. Every station and network executive, every salesmen knows that!

But its encouraging now and then to hear new and unbiased affirmation of the power of the broadcast medium. Such affirmation comes from the Bureau of Business Research at Kent University, Kent, O. The Bureau has just completed a thorough and carefully planned survey of middle class housewives, with Dr. Harry J. Wolfe, bureau director, in charge (see story on page 20).

As in all such independent surveys, conducted impartially with absolutely no business or media tieups of any sort, the conclusions are carefully drawn and factually recited in the prosaic language of the economist and statistician. So it comes as a startling and pleasant surprise to the broadcaster when Dr. Wolfe describes as "overwhelming" the superiority shown by radio over magazines and newspapers as a sales-impelling force. Let Dr. Wolfe's own words sink in:

"This writer feels that the evidence points strongly in the direction of the sales-impelling force of radio. The vote favoring radio over other media is so overwhelming that its power cannot be too strongly emphasized."

Every person interested in the sale of products to the consuming public should make a careful study of the Kent survey. It is a notable contribution to the available knowledge on the subject of salesmanship and advertising.
ROLAND MARTINI

WHICH way does the Wang Poo River flow, anyway? a asked a handsome young pulp magazine writer of Chinese adventure, holding a letter from a perplexed reader. No one knew, so in the next installment, the Chinese bandits were plying their plundering trade on another river and the Wang Poo was left to flow its way in peace. That young author was Roland Martini, now vice-president in charge of radio advertising for Broadcast Advertising Agency, New York, whose pulp magazine career, strangely enough, led him into radio.

Just 11 years ago, in 1931, E. F. Hummert, vice-president of Blackett-Sample-Hummert, was looking for someone to write a three-a-week kid detective strip. He called in several known writers in the field, among them, Roland Martini, who, with Chinese bandits long forgotten, was gaining a reputation as a writer of detective thrillers. Roland got the job, and within two weeks was writing 6 to 15 scripts weekly—on a freelance basis—for three network shows: A radio adaptation of Booth Tarkington's Penrod & Sam for Phillips Milk of Magnesia; Secret Three for Three-Minute Oat Flakes and Inspector Stevens & Son for Chocolate Flavored Cascarets.

Gardner Adv. Agency at this time had several clients whose radio advertising was handled by other agencies, since Gardner had no radio department. In 1932 a merger was effected between Gardner and B-E-H, and, when the agencies separated less than a year later, H. S. Gardner, now chairman of the board of Gardner Adv., asked Roland to join him and form a radio department.

There was an immediate task to be done.Ralston Purina Co., a client of Gardner for more than 30 years, whose radio was being handled by another agency, promised Gardner the radio end if the agency could find good programs for Ralston and Ry-Crisp.

Rolland went to work. Within a few weeks both shows were in production. One, Tom Mix & His Ralston Straight Shooters is still a children's favorite. The other, Madam Sylvia, featured a former Hollywood massuese who used to make up stars used by Ralston to reduce.

In 1935 Roland was made vice-president in charge of radio. That year he started his third network show, Saturday Night Serenade for Pet Milk, which is still on the air in the same spot after six years. It was one of the first big Saturday evening network shows and helped displace the idea then prevalent that Saturday was not a good evening for listening.

Roland was born in New Haven, Conn., April 1, 1903, entered Yale in 1922, intending to be a journalist. During his college years he worked on the New Haven Evening Register. In 1926 the year he was graduated from Yale, Roland, with a few dollars he had saved, headed for New York to get a job writing. For some time Roland had been sending stories to a certain pulp magazine and he noted that while his stories were not bought, neither were they returned. One day he went over to the magazine's headquarters and was told by a friendly editor that she could not make up her mind about some of his stories. His stuff was good, she said, but she feared it might be too good for their class of readers. If he would only alter his style to fit the magazine's pattern he would have no trouble. Roland left the office; then suddenly he got the idea that if he was as good as she said, why not try to get a job with the magazine. He rushed back upstairs to the editor—Linda von Kettler—and got the job.

Progress was rapid after that. Roland went through the love-story magazine period, wrote for war-story magazines, passed through the Wang Poo stage to detective stories. In 1929, one of his short stories, written for War Stories, was mentioned for a Pulitzer Prize.

LIEUT. BARRY BINGHAM, publisher of the Louisville Courier-Journal and Times, operating WIKS, has arrived in London to be attached to the U. S. Embassy. He will make a study of English journalism. Captain Bingham is Navy Liaison to the Office of Civilian Defense.

J. LEONARD REINSCH, manager of WJBL, has been appointed chairman of the Radio Communications Division of the Citizens Defense Committee.


ARTUR SIMON, general manager of WPEN, Philadelphia, was tendered a hearty goodbye by the station staff on Jan. 9.

WILLIAM A. BACHER has resigned as program director of WGN, Chicago, and is in New York conferring with the William Morris agency on future plans.

JUDITH CORTADA, formerly of the editorial staff of Advertising Age, has been appointed trade news editor of the Blue Network.

EL JONES, salesman at WJIK, Kirkwood, Mo., has been placed in charge of former WJIK salesman Gerry Monsees's department.

F. A. WANGEL, for two years senior television supervisor of NBC, has been appointed New York Division Engineer for the network, succeeding G. O. SIEGEL, who is going into the chief engineer of the Blue Network.

RALPH SAYRES, former sales manager of KYW, Philadelphia, and radio advertising agent and salesman, has returned to the Navy as instructor in radio at Ford Bennett Field.


WILLIAM T. CALEY, promotion manager of WHT, Charlotte, is recovering from a brain hemorrhage. He will be a hospital for about a month.

GAPT. CARL HOLGEN, who has been serving in naval communications assignments since 1920 and who was promoted to commander to captain Jan. 1, has been appointed communications officer to Adm. Ernest J. King commander in chief of the U. S. Fleet.

That was an eventful year in Roland's life for it also marked his marriage to Wanda von Kettler, the same editor who had helped him get his start.

In 1930 Roland quit to freelance, but shortly afterwards became associate editor of Argosy and was in this capacity when Mr. Hummert called.

Roland says that if he ever retires, he will probably get out his old package and go back to writing. It is still one of his hobbies, together with music and amateur photography, in which he specializes in character studies. He resides in Lake Forest, Ill., with his family which includes one daughter, Mimi-Lou, aged 11.

EARL POLLOCK, formerly manager of KDY, Santa Barbara, Calif., has joined staff of Homer Owen Griffin, Hollywood station representatives, as account executive. Firm has been appointed Southern California representatives for KSFO, San Francisco.

PAUL J. SEXTON, formerly of HRDO, has joined the New York staff of George G. Hallberg, station representatives.

CHARLES O'MALLEY, formerly of the Chicago sales staff of Walker Corp., has been named sales staff of KHMO, Hannibal, Mo.

TOM LARSON, salesman of WDAY, Fargo, N. D., has been named company vice-president and Bob Dukin, former farm and continuity editor of WDAY, has been enlisted in the Army Air Force. Tom Barnes will take over Dukin's farm chores.

ERNST POPE, author of This Week in Radio, has been named assistant editor of the reports section of the Federal Broadcast Monitoring Service.

GEORGE F. ROOT, owner of WTMJ, Westboro, Mass., has been appointed by Gov. Saltonstall to the Massachusetts State Tire Rationing Board.

EVERETTE L. THOMSON, formerly of WPED, Reading, Pa., has joined the local sales staff of WKXK, York, Pa.

DAN E. JAYNE, manager of WFLI, Battle Creek, Mich., has been named coordinating chairman of the Battle Creek Citizens Defense Committee.

HOWARD L. TULLIS, formerly commercial manager of KDY, Santa Barbara, Calif., has been named sales manager of the station.

H. A. EVANS, general manager of WLMX, Wilkes-Barre, Pa., has resigned and has taken a trip to Florida.

JACK MOHLER, of the sales promotion department of WOR, New York, served as the principal researcher on "Uncle Sam's War." In fact, Charles J. Roos published last week by G. P. Putnam Sons, New York. Two of the chapters in the book are also based directly on "Uncle Sam, Radio Propagandist," which Mr. Mohler wrote as his senior thesis at Princeton U.

JOHN J. KAROL, CBS market research director, announced Feb. 11 the beginning of a 12-week lecture series on the broadcasting business in the radio Workshop course of New York U.

Joseph F. Rutherford

JOSEPH FRANKLIN RUTHERFORD, 72, founder of Jehovah's Witnesses, and head of the Watch Tower Bible & Tract Society, which operates WBBR, Brooklyn, died Jan. 9 at home in San Diego. Known as Judge Rutherford, he founded the anti-war, anti-Fascist group in 1918, and for the past 20 years has conducted an anti-war campaign in the United States and abroad. He is survived by his wife and a son.

Macklin Heads WMAM

JOSEPH MACKIN, former commercial manager, has been named manager of WMAM, Milwaukee, Wis., replacing M. F. Chapin. Succeeding Mr. Mackin as commercial manager is who has collected in the past several years made numerous radio talks through the Watch Tower Society, which is based on as much as 160 stations throughout the country. He is survived by his wife and a son.

BROADCASTING • Broadcast Advertising
January 19, 1942 • Page 33
LEO FREMONTE, promotion director of KSTP, St. Paul, is confined to the hospital for an appendectomy. Ben Leighten, newscaster, has been added to KSTP's announcing staff, Dolf Kitchen, sportsmaster, has left for Washington to work for a Federal agency and Greg O'Brien, newspaper columnist, has joined the sports announcing staff.

WILFRED (Doe) LINDSEY, formerly with Metropolitan Broadcasting Service, Toronto, and prior to that with CJBC, Stratford, Ont., and CKY, Kitchener, Ont., has joined Northern Broadcasting & Publishing Co., Timmins, Ont., as production chief of the seven stations operated by that organization.

HELEN Young, announcer of WTOP, Toledo, was to leave Jan. 15 to join the Marine Corps.

ST. PILOT BRIAN HOUGHKIN-SON, former staff announcer at CKY, Winnipeg, and now a private in war, in a letter to his parents in Winnipeg, states that he "came out second best in a dog fight and was burnt up pretty badly but will be okay." 

DAVE ROBBINS, news editor at CKOC, Hamilton, Ont., has joined the Royal Canadian Active Service Force. He is replaced by Perc Leesner.

JACK HELMKEN, formerly of WRAT, Miami Beach; WPTL, Fort Lauderdale, and WAXY, West Palm, Ga., has joined the announcing staff of WGOV, Valdosta, Ga.

In radio, too, it's Better to be Lower

"Thank your lucky star, skier number 1. If you weren't lower you wouldn't have that pleased look on your face either."

Let's stick to facts. Whenever a radio station feels a chance to go to a lower frequency it goes. Radio engineers know that a lower frequency means a longer wave and a longer wave results in a stronger signal. WMCA has New York's lowest frequency (570) — down near the four network stations. A smart buy! More so today than ever.

WMCA
FIRST ON NEW YORK'S DIAL

In radio, too, it's Better to be Lower

WASHINGTON OPINION
WASHINGTON OPINION
IS
BIG NEWS

"Thank your lucky star, skier number 1. If you weren't lower you wouldn't have that pleased look on your face either."

Let's stick to facts. Whenever a radio station feels a chance to go to a lower frequency it goes. Radio engineers know that a lower frequency means a longer wave and a longer wave results in a stronger signal. WMCA has New York's lowest frequency (570) — down near the four network stations. A smart buy! More so today than ever.

Ladies Next

In preparation against a possible shortage of men announcers and control operators, WCBS, Springfield, Ill., is training women staff members in Mike duty and control operation. Jane Abrey, former woman commentator on WCBS has been picked by Manager Jack Heinz as the first student and Louise Etter, station receptionist, is next in line for this instruction.

ERNEST H. TAUB has joined WPTZ, radio station television in Philadelphia, where he will join the RCA.

David Evans, formerly a freelance announcer in New York, has joined WAAP, Chicago.

John Martin, formerly on the program staff of WGN, Chicago, has been drafted into the Army.

Paul Dempsey, WGN and WSOO, Chicago, continuity writer; has entered the U. S. Naval Academy, Annapolis, for six weeks training as a line officer with naval engineers.

Frank Burke, merchandising manager at CKLW, Windsor, Ont., has been appointed publicity director.

Mac C. Matheson, formerly program manager of CHUN, has been appointed KIOY, Phoenix, traffic manager. Elia Levy, announcer for Northwestern U. has joined the station as continuity writer.

Harry Kronman, Hollywood radio writer and actress, was married Jan. 7 in Beverly Hills, Calif.

Frank Hemingway, announcer of KOIN-KALE, Portland, recently became the father of a girl, his fourth child.


Huddy Lynne, announcer of CKLW, Detroit-Windsor, recently left for active service with the Canadian Army as a lieutenant. Hal Lawrence, formerly of Hamilton and Toronto, has joined the CKLW announcing staff and will handle the Brown & Williamson newscast in addition to regular announcing duties.

Gene Zacher, formerly a musical arranger, has been named musical director of WHAM. Rochester, taking over the duties of Charles Silverston, now program director of WHAM and WGE, FM, at night.

Al Fitzgerald, Toronto, has joined the announcing staff of CFCF, North Bay, Ont.

Carl Ruff, on leave from the press department of WOR, New York, to serve as a private in the public relations section of the First Army, has been selected for the Signal Corps Officers' Candidate School at Ft. Montmouth, N. J., entering there in March.

Jan Wythe Williams, son of the Commentator Wythe Williams, has joined NBC's international division as an announcer in the French section. Mr. Williams has spent the past year in the unoccupied zones of France and prior to the war was on the staff of the U. S. Embassy in Paris.

Elskine Chene, formerly free lance radio and national magazine writer, has joined the continuity staff of WGN, Chicago. He was formerly an announcer at WNYW, New York, and is now assistant to the manager of WBEN, Buffalo; commercial manager of WYFD, West Virginia.

STUART NOVINS, staff announcer of WEEI, Boston, has been appointed news editor, succeeding Howell Cullinan, now a Lient.-Commander in the Navy.

Bill Winter, formerly announcer of KOUA, Siloam Springs, Ark., is now at Fort Leonard Wood, near Bells, Mo., in the radio school while Jim Hendrick, also a former announcer of KOUA has left for Canada where he will join the RCA.

Bob Provence, news editor of WKN, Youngstown, has returned from a homemaker trip with his bride the former Elizabeth Switzer, society editor of the Register, Beckley, W. Va.

Harold Baker, former WP employee in Omaha, has joined the news staff of WOAI, Horace Hussame, former announcer, has joined the Coast Guard.

Jack Wyatt, formerly of the NBC production staff, has joined WNEW, New York, as assistant to William Metzfirm, director of programs and production.

Sterling V. Couch, educational director of WJRG, Hartford, has been named a member of the Victory Book campaign committee for Connecticut. Mr. Couch will be in charge of radio publicity for the committee, which is Distributing books for distribution to men in the armed services.

Harry Bright, formerly chief announcer-producer, has been named manager of WGR, Golden, N. C., replacing Irene Morris, who has been transferred to the sales force.

Cliff Holman, formerly of WLNH, Laconia, N. H., and WHDH, Boston, has joined the announcing staff of WFCU, Pawtucket, R. I. He replaces John Gibbons, who has become a flying cadet in the Army Air Forces.

Dr. Sol Balsam, travel, author and lecturer, formerly instructor at Columbia U., has been appointed foreign news analyst of WCNW, New York.

Gilbert Canfield, announcer of WHX, Holyoke, Mass., on Jan. 28 is to marry Betty Lane of the copy service.

Henry Stambaugh, formerly of WLOK, Lima, O., and Toledo's winner of "Gateway to Hollywood," has joined the announcing staff of WTOP, Toledo.

John Dillon, sports chief and director of promotions at WAKS, White Plains, N. Y., was married Rita Brennan, New York, on Jan. 17.

Charles Spears, former producer of WDS, Spartanburg, S. C., has joined the announcing staff of WPSC, same city.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

The "Newly-Rich"
Get Up Early

To reach more than 200,000 early-rising individual householders in the WABC radio listening area, 6 to 7 a.m., WDRC has now programmed radio time. This is in keeping with prime time's practice of blocks of awake time at 4-7 a.m., WDRC, Hourly, Bobo, CBS for Connecticu\tsection.
At its piano-like keyboard your staff pianist can create dozens of musical effects that sell.

Brilliant effects of orchestral instruments... both solo and ensemble... are at your command for every program with the wonderfully versatile Hammond Novachord. Whatever the musical requirement may be, your many-voiced Novachord stands ready to solve the problem perfectly. It provides you with colorful fills... distinctive themes and signatures... melodic transitions... or rich, beautiful music that is complete entertainment in itself.

Easily played by any pianist... conveniently movable... the Novachord has proved itself a practical, economical investment for radio stations both large and small. Find your nearest Hammond dealer in the classified telephone directory. Let him demonstrate the profit possibilities of the Novachord for your own station. Let him show you how the Novachord makes program music “sparkle.”

Anyone familiar with the piano keyboard can play the Novachord with its brilliant array of instrumental effects, as of:

PIANO • VIOLIN • FLUTE • TROMBONE • CELLO
ENGLISH HORN • BASSOON • GUITAR
HARMONIUM • HARPSCIDOR • CORNET
BRASS ENSEMBLE • SLEIGH BELLS • CHIMES
TRUMPET • CELESTE • OBOE • SAXOPHONE
BASS VIOL • FRENCH HORN • PICCOLO
BANJO • CLAVICORD • VIBRAPHONE • MUSIC BOX • STRING ENSEMBLE • HAWAIIAN GUITAR
CLARINET • and many more

Your fingers touch the piano-like keyboard... and as you turn the Tone Selectors you color your music with effects of orchestral instruments.

RAY CLARK, newscaster of WOW, Omaha, is the father of an 8-pound girl born Jan. 3.
VERNOR ANDERSON, of the audience mail department of KDEL, Split Lake City, left Jan. 8 to join the Marines.
J. LLOYD ANDERSON, former announcer of KMOX, St. Louis, now an Army lieutenant, on Dec. 27 married Mary Lucille Ashworth, Dayton.
CHUCK SIMPSON, formerly chief announcer of WDOO, Chattanooga, has joined the announcing staff of WKRN, Youngstown, O.
P.AUL RIDGELEY, employe of the House of Representatives, has been named assistant to Robert Menoah, superintendent of the House Radio Gallery.
SIDNEY B. TREMBLE, program director of KSAI, Salina, Kan., has resigned to enter the Army.
JOEL CHESNEY, announcer of WATW, Jersey City, recently became the father of a boy, Ronald.
Studio Notes

WTMT, E. St. Louis, since the Japanese attack on Pearl Harbor has revamped its announcements of cut letters with special emphasis on the “You are listening to the Home Folks’ station in East St. Louis. WTM... Y for Victory. Now in the time to insure Victory by buying defense bonds.”

WWO, Omaha, has installed a complete set of floodlights, similar to those used for night baseball, at its transmitter site as protection against sabotage.

SECOND SEMESTER of the Junior High School, Pittsburg, Pa., will include two radio courses. Herbert H. Ringold, radio director of Philip Klein Ad. Agency, will conduct a course in the practical art of announcing, writing and producing radio programs. Donald Martin, production manager of WPHL, will conduct a course in announcing and acting for radio.

WHK, Pittsfield, Mass., cooperates with the Berkshire County schools in presenting a high school news feature every Saturday. A student from each school takes a turn at the “micro” each week giving news gathered by student reporters.

ALL EMPLOYEES of WDNC, Durham, N. C., were given Christmas bonus checks of three weeks salary.

KNXOK, St. Louis recently aired the 500th presentation of Goodwill Decrees, sponsored by Goodwill Industries, non-profit welfare organization, which presented the first program on KNXOK’s first day of operation in 1936.

KLZ, Denver, recently presented two programs of musical events by which Bishop Urban J. Vehr was made an Archbishop of the Catholic Church. Denver, was raised to the rank of an archdiocese, and Pacific, Col., was made a diocese.

CJA, Edmonton, Alta., aided the province’s recruiting drive, recently described a triple parachute jump by members of the RCAP. Announcer Paul Guy and Chief Engineer Gordon Millihan, went up in a twin-motor aircraft and were cannibled in the air. A recruiting talk followed the description.

AS A WAR service, CKLW, Windsor, Ont., has started Sunday evening half-hour broadcasts from a local theater with the Windsor Federation of Musicians. 25-piece philharmonic orchestra and guest artists. Proceeds of these concerts are turned over each week to a different branch of the armed forces.

WGKY, Charleston, W. Va., formerly in the West Virginia Network Bldg., has moved to the top floor of the Empire Bldg., Charleston, where new studios, offices and additional facilities for radio have been set up.

WSAL, Cincinnati, has added 13 newscasts each week. Titled Eagle of the Empire, the series features Robert Bentley, recently named radio editor of the Cincinnati Enquirer music and Sunday editions. Newscasts are heard seven days weekly.

FREE & PETERS, Inc., National Representatives

Page 36 • January 19, 1942

BROADCASTING • Broadcast Advertising
Auto Dealers Promote Service in Radio Drive

Despite inability to get new cars because of Government restrictions, Ford Dealers Advertising Fund of Southern California, Los Angeles, through McCann-Erickson, that city, has renewed for 15 weeks, effective Feb. 2, the six-weekly quarter-hour late evening newscast, Bob Garded, Reporting, on KNX, Hollywood. Spending around $1,100 weekly for station time and talent, dealers will concentrate on auto service in its radio advertising campaign.

Organization has been sponsoring the 10 p.m. news period since May 10, 1941, having started on a twice-weekly basis with gradual increase to its present six-weekly schedule. Richfield Oil Co., Los Angeles, sponsors the six-weekly quarter-hour Richfield Reporter at a similar time on NBC-Pacific Coast stations, with release in the Los Angeles area over KFI. News listening at 10 p.m. in Southern California has increased from 22.5 to 28.8 within two weeks following declaration of war, according to a coincidental survey made by Jessie L. Moffet, Los Angeles representative of Crosley Inc.

Tacoma Hookup

For simultaneous release of programs geared to morale building, defense precaution information and other matters of civilian nature, a three-station network, giving blanket coverage on short notice of the Tacoma area, has been organized by KMO, KVI and KTBI officials. Besides that special hookup, stations are also units of the Victory Network composed of all Washington stations releasing the Sunday program originated by the State Defense Council.

John Gambling, veteran WOR, New York, early morning announcer and m.c. who has conducted Gambling's Musical Clock for over 17 years, on Jan. 11 started a new Monday-through-Saturday show, 6-10 p.m., titled Rebounding With Gambling. Semi-classical renditions, amiable chatter, and jokes of ancient vintage are featured.

FT. WORTH-DALLAS

FORM WAR HOOKUP

A cooperative network has been formed by Fort Worth and Dallas stations to provide simultaneous broadcasts of programs of interest to the war effort. Stations in San Diego announced formation of a Victory Network for the same purpose three weeks ago [Broadcasting, Dec. 29, Jan. 5]. The new Texas network differs from the Victory network inasmuch as it links two cities.

The Fort Worth-Dallas hookup consists of six full-time stations in both cities and according to Charles B. Meade of the Texas State Network, will be available whenever required.

Program and engineering departments of the six stations—WFBA, KRLD, WRR, KGKO-WBAP, Dallas, and KFJZ, and KGKO-WBAP, Fort Worth—working together have made arrangements whereby any message concerned with the war or civilian defense may be instantly carried over all the cooperating stations using any one outlet as an origination point. A committee comprising chief engineers of all the stations supervises the technical operations. There are no officers other than a committee of executives from the stations participating which supervises general operations. The network got its first test Jan. 10 when a blackout was held in the two cities.

WTAG Living Cost Plan

Patterned after the so-called Canadian Plan, “Cost of Living” pay increases have been awarded employees of WTAG, Worcester, in accordance with a new bonus plan announced by George F. Booth, station owner. Using figures of the Division of the Necessaries of Life, Massachusetts Department of Labor, index for Oct. 1941, as a base from which to determine increases, the policy provides for an addition to the employees’ pay commensurate with the monthly increase in the cost of living. Employees earning up to $25 weekly receive 1% of their salary for each 1% increase in the cost of living over that of October, 1941. Higher salary groups receive a lower percentage. A minimum bonus of $1 weekly is provided in the plan.

In choosing the birthday of Robert E. Lee as the date of its debut as a 5,000-watt station, WRNL pays tribute to an ideal of leadership . . . to a code of living that has stood the test of time as a goal for all those who would be honorable and faithful public servants.

As a radio station WRNL is a public servant. On January 19th, 1942, it assumes a new responsibility of leadership in the broadened area it serves. It will endeavor to uphold that obligation according to the highest traditions of service . . . to its listeners, and to those who make possible the wealth of entertainment, of information and culture which is radio.

Like the Virginian we honor, WRNL assumes its larger responsibility in a time of crisis. WRNL pledges itself to the task with the realization of its duty now and in the days of peace to come.
I N A N A D V E R T I S I N G tie-up effected by Paramount Picture
*Inc. with Bowey Inc. (Dari-Rich chocolate milk-
drink), starting Feb. 14 for four
weeks, the Cecil B. DeMille pro-
duction, "Reap the Wild Wind," will
receive extensive free plugs on
the weekly half-hour program, Stars
Over Hollywood, sponsored by
the latter firm on 45 CBS sta-
 tions, Saturday, 12:30-1 p.m. (EST)
Now and Paulette Goddard in a
"Reap the Wild Wind" scene will
be given program listeners upon
sending in 10 cents and a bottle
top. Tie-ins have also been made
on all newspaper and magazine ad-
v ertising, street car cards in 32
cities, posters and bottleneck hang-
 ers as well as local dealer displays
from coast-to-coast. Paramount
plans an extensive independent
exploitation campaign, including
radio along with other media.

** Maps
KLZ, Denver, cooperating with the
Colorado Winter Sports Commit-
tee, is offering listeners a free fold-
 ing illustrated map of the state
showing ski areas; also instruc-
tions on facilities in each local-
ity plus action shots taken at lead-
skiers, percentage of ski sales
and reports from a Skier's Assn.
by Maj. Don Goddard, Director of
Baird Whittaker Insurance
Agency, has mailed special letters to
card holders, adding the items in
or omitting advising them of the insur-
ance company's broadcasts dealing
with policies designed to pay fun-
eral expenses.

** Preview Stunt
KDYL, Salt Lake City, invited all
salesmen, executives and other in-
t erested parties of the Sweet Candy
Co. of Salt Lake City, sponsors of the
Superman program on the
station, to its studios recently for
a special preview. A disc made by
KDYL announcers was a feature
of the preview. It described in de-
tail the entire merchandising set-
up for the program, together with sug-
gestions on sales personnel and
arguments for obtaining greater
distribution.

** Grand Forks Affiliation
AFFILIATION of KILO, Grand
Forks, N. D., with MBS, Jan. 4,
was observed by a special local sec-
tion of the local newspaper, The
Grand Forks Herald, which gave
news of Mutual features on KILO
and included tributes by local ad-
v ertisers.

Merchandising & Promotion
Paramount & Bowey's—Snow Charts—Meet the
Sponsor—Desk Maps—Scrap Iron

TRIBUTE to WTAG
EIGHT-PAGE radio supplement to
the magazine section of the Wore-
cster Daily Herald, which was
dedicated to WTAG, Worcester, and
W1XTG, FM affiliate, on the occa-
sion of the stations' time-
time power increase to 5,000 watts. Tribute presented stations' leading
personalities with description of top local shows as well as NBC-
Red network stars and programs.
Another feature was the WTAG
time schedule designed for use as a
reference manual, giving a complete
list of programs with broadcast
times.

** Meeting Sponsors
PAYING TRIBUTE each week to
the sponsor of a program, WSAI,
Cincinnati, has started Meet the
Sponsor, Mondays, 9 p.m. Intended
as a good-will gesture by the WSAI
management, the format of the
program is changed each week and
adapted to the sponsor being hon-
ered. An outstanding individual or
group ordinarily identified with the
sponsor's show is featured on the
program.

** KYW Movie Tieup
KYW, Philadelphia, has a tie-up
with a local movie house to provide
regular news service. Linking with the
Trans-Lux Theatre, KYW pro-
vides regular newscasts during the
day which are flashed upon the
theater screen. The program is
also pitched direct to offices and
businesses in the Greater Philadel-
phia area.

Greensboro Globes
STRIKING promotion stunt is the
desk-sized globe sent to the trade
by Maj. Edney Ridge, operator of
WBIG, Greensboro, N. C. The
globe has a WBIG legend on the base.
Revised map sections are to be sent
by the map firm with boundaries are
changed after the war.

** News of Schools
SO STUDENTS can read the latest
news on their lunch hour, WSYR,
Syracuse, has extended its news
service by sending new bulletins to
be placed on display boards in the
hallways of schools.

How to Bring Home the Bacon
For 15 years WWNC has done a real job of "bring-
ing home the sales." Located in a good, moderate-
sized market, WWNC oftentimes delivers sales far
in excess of what those-who- don't know this-
great station might expect. Why?—WWNC does
a top-notch job of promoting its advertisement
that results in much plus business!

Get Results! Use ....

KYW Uses Space
IN A SERIES of newspaper ad-
v ertisements, KYW, Philadelphia,
is reaching the public that Uncle
San, when he gives out the facts,
deals in "facts not fantasies". The
station calls upon all citizens to be-
eive what they read in American
newspapers or hear on American
stations and discount all rumors.

Entitled, Your Government Will Give You—
the advertisement was written by Harold
Coulter, KYW sales promotion
manager, and is being run in all
Philadelphia newspapers with the
full approval of Byron Price, Fed-
eral Director of Censorship. The
station reminds readers that
KYW's newroom, has five United
Press wires, one Associated Press and
one Reuters wire.

Stamps for Scrap Iron
TO ASSIST in the nationwide cam-
paign sponsored by the Department of Agriculture Defense Board drive
for scrap iron, WHO, Des Moines,
has announced it will give defense
bonds and a public with Iowa farm
boys and girls assisting in the
drive. Directed by Herb Plambeck
and Mai Hansen, WHO farm news
editors, the contest offers a $26
defense bond plus an expense-paid
trip to Des Moines for the boy or
girl who correctly identifies the
greater number of pounds of scrap
iron during the campaign which
starts Jan. 3.

Another awards of defense stamps will be
made.

** Affiliation Plugged
NEWSPAPER space reaching into
every home and community in the
Bay Area has been placed by KQW,
San Francisco, announcing its affili-
tion with CBS. Three fullpage and
three quarter-page were scheduled to run in 25 papers dur-
ing the first week of January. Win-
dow cards in radio dealers windows
and bulletins to be placed in the
being used to supplement the
newspaper campaign.

** Defense Service
IN RECOGNITION of the out-
standing civilian service of the
week in national defense, John A.
Belley, manager of KBY, Phoenix,
has started a citation program dur-
ing which the event or occurrence is
dramatized, with the award be-
ing made.

"You see, WFDL Flint Michigen is my wife's favorite station."
RCA Restores Traffic
To Philippine Islands
DIRECT commercial radiotelegraph communication between the U.S. and the Philippines, broken since the Army demolished all radio and cable installations at Manila Dec. 31 (BROADCASTING, Jan. 5), was reestablished Jan. 9 by RCA with the opening of a circuit between San Francisco and Cebu on the island of that name, lying about half way between Manila and Davao, in Mindanao.

RCA stated that message traffic to and from Visayas and Mindanao—also in the Philippine Archipelago—may be handled through Cebu facilities. The Philippines Bureau of Posts operates an inter-island cable system and it is believed that the links between Cebu and the other two islands may still be open. ROAC officials Jan. 8 requested permission of the FCC to make the effort. Prior to Dec. 31, all radio circuits, both telephone and telegraph, between the U.S. and the Philippines had Manila for their western terminal.

OPINIONS NEEDED
Signal Corps Makes Appeal
To All Amateurs

IN A RADIO address originating over WMAL, Washington, and fed to NBC-Blue, Col. O. K. Sadler, Chief of Army Communications Branch in the Signal Corps, pointing out the importance of radio communication in the war effort, made an appeal for radio operators in the Air Corps, Infantry, Field Artillery, Coast Artillery and especially in the Signal Corps.

Col. Sadler stated that members of the Army Amateur Radio System are especially needed. Amateurs who are ineligible for active military duty are also desired to serve in a civilian capacity under Civil Service.

WWHL, New York, widening the scope of its special feature broadcasts, has installed wires into WOR and the Mutual network to permit fuller coverage of all nationally important public service events.

New DuMont CP
ALLEN B. DUMONT LABS., has been granted construction permit for a commercial television station, following about six months of experimental operation as W2XWV. Transmitter, located in midtown New York, is already completely installed and operating, except for the permanent antenna which has not yet been delivered although promised for Aug. 1, 1941. Test programs have been telecast one or two evenings weekly in addition to experimentation with television technical problems, from a temporary antenna and these will continue until the permanent antenna can be installed, at which time the station will join those of NBC and CBS in supplying a minimum of 15 hours weekly programs for set owners in the metropolitan area.

WALKER Co. has been named exclusive national representative of KXL, Portland, Ore. Station operates with 10,000 watts power on 750 kc.

If you want to know Ohio’s reaction to your advertising campaign, test it on the Buckeye State’s pace-setting community radio station—WLOK in Lima. A city of 44,711 population, Lima is diversified in industry. It has its quota of thriving businesses and manufacturers, small and large. It's a typical Ohio Market. WLOK, Lima's radio station, is heard and respected in 126,685 radio-equipped homes. Try your campaign in Ohio's Test Market No. 1.

MARKET GUIDE TO OHIO

Drive for New Ale
TERRE HAUTE BREWING Co., Terre Haute, Ind., has introduced a new product, '76 Ale, and is using a schedule of spot announcements in four markets. Add: Jan. 1, Augusta, Ga.; Jackson, Mich.; Decatur, Ill. Original plans included distribution in Midwest. For local information, contact Kelly Adv., Terre Haute, is agency.
The BIG NEWS IN BUFFALO

WKBW goes to 50,000 WATTS blanketing 11 states and 12 million people

New $350,000 Transmitter Plant

WKBW 1520 K.C.
BUFFALO'S 50,000 WATT COLUMBIA NETWORK STATION

BUFFALO BROADCASTING CORPORATION
National Representatives
FREE & PETERS, Inc.

WBNX NEW YORK
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS Directional OVER METROPOLITAN NEW YORK

BROADCASTING • Broadcast Advertising

Page 40 • January 19, 1942

Borton Outlines Power Of Advertising in War

SPEAKING at a luncheon of the Advertising Club, Boston, Elon G. Borton, Chicago, chairman of the Board of the Advertising Federation of America, stated that the U. S. has the machinery with which to put into operation, “the most stupendous dissemination of propaganda ever known, if that is what is needed to win this war.”

Claiming U. S. advertisers to be the masters of publicity and sales long before the German Propaganda Ministry came into being, Mr. Borton said that when his organization held its international convention in Berlin in 1929 at the “urgent” solicitation of the Germans “they naively said ... they wanted to learn from our master salesmen-in-print how to use advertising and publicity more effectively.”

Mr. Borton went on to claim that with our radio, newspapers, periodicals and understanding of the technique and psychology of mass sales through advertising and promotion the propaganda equipment of the U. S. is in every way equivalent to the capacity of U. S. industrial plants that are producing war materials.

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

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

Headley-Reed Co.
National Representatives
Purely PROGRAMS

Research in Industry
INTERVIEWS, dramatizing activities in industrial research, has been started by KDKA, Pittsburgh. Titled, Adventures in Research, the program features an interview with a leading engineer or scientist from the Westinghouse Research Labs. When on the job by means of transcription. First interview presented R. E. Peterson, manager of the Mechanics Division of WRL, and future programs will present Dr. E. Bruce Ashcraft, developer of the "Tom Thumb" tools, Dr. Gilbert D. McCann, lighting expert and others.

Citizens in Defense
FEATURING national defense announcements and civilian defense committee information, a five-week quarter-hour public service program, You & Uncle Sam Inc., has been started on KIO, Phoenix. Emphasizing the part citizens play in national defense, the series gives blackout and other emergency information as well as information for enrollment in volunteer work.

Intimate Problems
PROBLEMS of the listener pertaining to heart and home are answered during the new program Listen to Reason conducted three times weekly by Bob Rason on KROW, Oakland, Calif.

In Kansas City, KCMO is the "buy."

KCIO has the audience—an audience that's getting bigger and bigger.
And, now you can buy this basic blue station at no increase in rates.
Wire or write about available time and KCMO's merchandising service.

John E. Pearson
Representative

In the Intermountain Market people prefer the lively Showmanship of

KDPY
The Popular Station
The POPULAR STATION KDPY

In the Intermountain Market people prefer the lively Showmanship of

KDPY
The Popular Station
The POPULAR STATION KDPY
WSN, Columbia, S. C.

Lehn & Fink Products Corp., New York (Hindred Cream), 10 a.m., thru Bill Williams Co., Toronto.

Protcor & Gamble Co., Cincinnati (Dust & Dye), 8 a.m., thru Compton Adv., N. Y.

Metcro Co., New York, 5 a.m., thru Young & Rubicam, N. Y.

General Foods Co., New York (Grape nuts) thru West Side Ad., N. Y.

Carnation Co., New York, 2 a.m., thru Erwin, Sasse & Co., N. Y.

Mills Bros. & Eldridge, Inc. (Alka-Seltzer), 4 a.m., thru Wade Ad. Agency, N. Y.


Goyer & Harlan, Inc., San Francisco (Kraft), thru Young & Rubicam, N. Y.

Ralston Purina Co., St. Louis, 3 a.m., thru St. Louis Ad. Agency, N. Y.

Kellogg Co., Battle Creek, Mich. (Aller-All), thru Kenyon & Eckhardt, N. Y.


CFCO, Chatham

Dodd Medicine Co., 25a ft., thru All-Canada Radio Facilitites, Toronto.


National Drug & Chemical (CBQ Bromo Screene) thru Toomey, San Francisco.

Western Canada Flour Mills (Pioneer Foods) thru A. McKein, Ltd., Montreal.

Canadian Growers, New York (Arrid) thru Stuart Broadcasting, N. Y.

Department of National Registration (village campaign), 72 a.m., thru R. C. Smith & Sons, Toronto.

Swift Canadian Co., Toronto (concentrates), thru W. B. Adams, Toronto.

Standard Brands, Montreal (Magic Baking Powder), 2 daily thru J. Walter Thompson, Montreal.

Standard Brands, Montreal (Fleischmann’s Yeast), 3 daily thru J. Walter Thompson, Montreal.

Thos. J. Lincoln Ltd., Toronto (tea), 25a ft., thru Voden & Benson, Toronto.

Thos. J. Lincoln Ltd., Toronto, (taup), thru Voden & Benson, Toronto.

WDRC, Hartford


La Touraine Coffee Co., Boston, 4 weekly, thru Ingrid-Marsh Co., Boston.

Emarketers, New York (gas & oil), 9 daily, thru Marshak & Pratt, Chicago.


KMPC, Beverly Hills, Calif.

Sunway Vitamin Co., Chicago (vitamin tablets), 3 weekly thru Sorenson & McColgan, N. Y.

Day & Page, St. Louis, thru Joseph Katz Co., N. Y.

THE BUSINESS OF BROADCASTING

Station Accounts

- transcription
- spot announcements
- transcription announcements

SECOND CBC NET HAS 3 SPONSORS

LONE OCCUPANT of the Canadian Broadcasting Corp.'s second national network, started last summer to accommodate the MBS fight broadcasts, the Gillette Safety Razor show has been jolted out of its rut with the opening of 1942 by two other sponsors—J. B. Williams Co., Toronto (shave creams), with the NBC show "True or False and Carter Products Inc., New York (liver pills) with a show "Surprising Sontum Mysteries." CBC, a public-owned organization, has sold out its evening hours. The second network now is carrying another group of primarily-owned stations and three CBC stations spread across the nation. The network, for eight years, is involved in daytime commercial broadcasts.

The second network does not function as an identity with sustaining programs, is only organized for commercial broadcasts. As the number of sponsors grows it is expected to become a full-time set-up with sustaining feature presentations and regular programs. While there continues to be talk of a national network outside CBC supervision, the Canadian Radio Act gives only the CBC the right to operate a national network. This means that all network programs, whether or not CBC stations are involved, must be routed through the CBC.

Zemier for Kremli

R. B. SEMLER Co., N. Y. (Kremli hair tonic), has signed with WNL, Cincinnati, for three-15 minute shows weekly for 52 weeks featuring Greenfield, author, lecturer and world traveler, recently returned to the United States after a 12-month world cruise. Zemier replaces Gabriel Heatter, who was heard via transcribed play-back, and Eastman-Kodak Co. on Wednesdays and Fridays, 7:15 p.m. Erwin, Sasse & Co., New York, is agency.

Kramar Heads WKGV

WORTH KRAMER, formerly program director of WAGF, Cleveland, and more recently producer-manager of the Negro chorus “The Five” of WCKG, Columbus, Ohio, has taken over WKGV, Charleston, W. Va., as general manager. Starting in radio while a student at Ohio Wesleyan U., Kramer later joined WTM, Cleveland, with the “Collegians” trio and then became associated with WAGF as a singer-announcer, later becoming program director.

War Sponsors

THE WAR has had a definite effect on radio advertising—a good effect in the case of WNYE, New York, reports four new sponsors each advertising civilian defense materials. Using spot announcements, Mead is Mead & Co., Transconcrete Co. (bomb shelters), Picone Bros. (sandbags); Beiber Bros. (steel shelves) and Jiffy Blinds (out Screen Co. (blackout shades).
MUSTEROLE Co., Cleveland (proprietary), on Jan. 12 became the first participating sponsor five times weekly on Rumbling With Gambling, new Monday-through-Thursday and Saturday program which started on WOR, New York on that date. Series, made up of recordings, chatter and comedy, is aired 3:30-4 p.m. Agency is Erwin, Wymer & Co., New York.

WITH the addition last week of three new participating sponsors, Dear Imogene, Monday through Saturday 9:15 a.m. program on WBC, New York, now has a total of 13. Additions include: R. B. Davis & Co., Hoboken, N. J. (Coomalite), through Murray Breeze & Assoc., New York; O. & C. Potato Sticks, New York, through Fuller, Smith & Ross, New York, and Joseph Burneutt Co., Boston, through H. B. Humphrey Co., that city.

WM. STONE SONS, Ingersoll, Ont. (fertilizer), has started Big National Barn Dance eight times weekly on four Ontario stations. Account was placed by Ardriel Adv. Agency, Oakville, Ont.

SONTAG DRUG STORES, Los Angeles (chain stores), has announced its annual Victory sale which ends Jan. 24, is running from fire transcribed, one-minute announcements daily on 19 Southern California stations. List includes KFWB, KFOX, KIDGE, KECA, KECA, KHJ, K器X, KTLA, KFOX, KGFJ, KFOX, KVEW. Account is handled by Mirror-Weinberg Adv. Co., Los Angeles.

DR. A. W. CHASE MEDICINE Co., Oakville, Ont., is scheduled to start soon a spot announcement campaign on 34 Canadian stations. Account is handled by Ardriel Adv. Agency, Oakville, Ont.

TUCKETT TOBACCO Co., Hamilton, Ont. (Wing cigarettes, tobacco), has started daily flash announcements on 11 western Canadian stations. Account was placed by MacLaren Adv. Co., Toronto.

RETURNING to WBB-WBZA, Boston-Springfield, is Keep Guessing, quiz show, which is heard Sundays at 6 p.m. with Fred B. Cole again as quizmaster. Program offers cash prizes to both studio listeners and radio listeners. Keep Guessing replaces Barrel of Fun and is sponsored by the Andy Boy Vegetable Products Co.

AGNEW & RUPP SHOE STORES, Bradfordin, Ont. (chain stores), has started weekly half-hour transcribed program Port of Call on CJKL, Kirkland Lake, Ont., and CGB, Timmins, Ont. Account was placed direct.

BARNEY’S, New York (clothing), to prevent possible confusion during the emergency has modified its “Calling All Men” slogan which for the past eight years has been used a total of 200,000 times on up to 30 stations in the New York area. A new version has set the slogan to a musical theme signature, using the familiar four- note musical auto horn. Emil Mogul Co., New York, handles the account.

FLYING CADETS TRAINING CORPS, Los Angeles (ground training school), a division of Aeronautics Technical Institute, is in a test campaign, is sponsoring five-week participation in Rite & Shine on KJH, Hollywood, with daily spot announcements on KFIF, Glendale, Calif. If test is successful, radio schedule will be expanded to include stations nationally, according to John R. West, executive of West-Marquis, Los Angeles agency.

CANADIAN CHEWING GUM SALES, Toronto, has renewed daily spot announcements on 10 Canadian stations. Account was placed by Hasken Adv. Agency, Toronto.

CALIFORNIA PACKING Co., San Francisco (food products), on Jan. 12 started William Winter, News Analyst, five times weekly on 14 CBS stations in the West. Account is handled by McCann-Erickson, San Francisco.

CHR. HANSEN CANADIAN LAB., Toronto (Junket), on Jan. 12 added CHNS, Halfax; CBHJ, St. John, N. B.; CKTR, St. Catharines, Ont.; to a three-weekly transcribed spot announcement campaign which now totals 25 stations. Account was placed by A. McKinnon Ltd., Toronto.

NATIONAL DRUG Co., Montreal (gin pills), has started a spot announcement campaign on a number of Canadian stations. Account was placed by A. McKinnon Ltd., Montreal.
UP IN THE AIR ABOUT KITE (Ky.)?

If you're all confused about the sales possibilities in Kite (Ky.), and all the other little towns in this State, just remember this one important, down-to-earth fact: The Louisville Trading Area makes 17.6% more retail purchases than the rest of Kentucky combined! And don't forget that, with WAVE, it costs less to cover the whole area than with any other medium! Use WAVE, and watch your sales soar higher than a kite!

**Louisville’s WAVE**
5000 Watts...970 K.C.W.R. Red FREE & PETERS, INC. National Representatives

**THE VOICE OF MISSISSIPPI**

**JACKSON SALES CONTINUE GAIN**
18% increase in retail sales authoritatively predicted for Jackson for year ending Feb. 28, 1942.

Invest your advertising dollars with WJDX—Dominant radio station in the growing Mississippi Market.

Member of Southcentral Quality Network

WJDX - WMC - WSMB - KARK - KWKH - KTB

**War Code**
(Continued from page 11)

SENTATIVE IS NOT IN FULL CONTROL OF THE PROGRAM.

III

FOREIGN LANGUAGE PROGRAMS

It is requested that full transcripts of this one important, down-to-earth fact: The Louisville Trading Area makes 17.6% more retail purchases than the rest of Kentucky combined! And don't forget that, with WAVE, it costs less to cover the whole area than with any other medium! Use WAVE, and watch your sales soar higher than a kite!

MISCELLANEOUS

From time to time, the Office of Censorship may find it necessary to issue further communications, which will either interpret certain existing regulations, amend or delete them, estab-

lish new ones or cover special emergency conditions.

These communications will be ad-

dressed to managers of radio stations and agencies. Those who now receive preferential handling and it is therefore ad-

visable that certain alternate execu-

tives be appointed to exercise them in the absence of the regularly con-

stituted authority. All such communi-

cations will be coded in numerical order, i.e.; R-1; R-2; R-3; etc. Stations are advised to keep them in careful

filing order.

The American broadcasting indus-

try in general and the foreign language program in particular, is ever more and more a specialized activity, in which each station should have its own unique approach to the problem of foreign language. The voice of the foreign language program is the one

language that will be the use of good common sense. Too frequently radio in general instead of the individual offensiveness, is blamed for even the most minor dereliction. It is important that we cooperate in maintaining our own high standards. We should be closer to the home front, and cooperate in maintaining our own high standards. We should be closer to the home front, and cooperate in

maintaining our own high standards.

Again, it should be remembered that the American broadcasting industry is not only a business enterprise, it is also a cultural institution, which makes our radio the freest in the world.

Censors are asked to exercise restraint in the handling of news that might be damaging. For the Army behind the Army repre-

sents a great force in the war effort. Radio is advised to steer clear of dra-

matic proverbs which attempt to por-

tray the horrors of combat; to avoid sound effects which might be mistaken for actual enemy action; to give up the field of the greatest lidion officers between the fighting front and the people. In short, radio is endorsed with a rich opportunity to keep America well in-

formed and interested, and that op-

portunity should be pursued with vigor.

THE OFFICE OF CENSORSHIP.

BRYON PRICE, Director.

**WJDX**

**330,570 RADIO HOMES**
(Certified Mail Count)
In Our Primary Located in a Boom Area!

RADIO REPRESENTATIVES, Tri-Cities, announces that they now repre-
sent CKMO, Vancouver, and CKLQ, Edmonton, and that as of Feb. 1 their will represent CKQJ, Toronto, and Montreal.

DURING BLACKOUTS in the Dallas-Fort Worth area Jan. 19 under the direction of the Army, stations of the twin cities plans cover the event from both land and air. All stations are to be fed the same program through the master copy of WFAA in Dallas. Here is the group of representatives of five stations who are coordinating the activi-

ties. Clockwise, they are Hal Thompson, director of special events, WPAA, Dallas; Dale Drake, WRR, Dallas; Russ Lab, KPJJ/ Fort Worth; Charles Meade, Texas State Network; John Hicks, KGKO, Fort Worth-Dallas; Roy Flynn, KRLD, Dallas; Charles Jordan, WRR, Dallas; Clyde Rembert, KRLD, Dallas; Ken McClure, WBAP, Fort Worth, and J. W. Crocker, KRLD, Dallas.

**FEDERAL BUREAUS ON CENSOR BOARD**

APPOINTMENT of 16 representa-

tives of Government departments and agencies in the Censorship Operating Board, which will utilize the specialized activities of the Governmental divisions repre-

sented, was announced Jan. 11 by Byron Price, Director of Censorship.

Those appointed were: State De-

partment, Michael J. McDermott, chief of division of current information; Treasury, Herbert A. Gaston, assistant secretary; War Department, Major W. Preston Cor-

derman, chief postal censor; Justice Department, Inspector L. A. Hince, FBI; Postoffice Department, In-

spector William A. Kenyon; Navy Department, Capt. H. R. Penn, chief cable censor; Commerce De-

partment, Norman Baxter, assistant to the secretary; Board of Economic Warfare, Allen Peyser, consultant; Board of Governors of the Federal Reserve System, Ernest G. Draper, board member; FCC, E. K. Jett, chief engineer; Federal Loan Agency, W. C. Costello, assistant to the Federal Ad-

ministrator; Library of Congress, Luther H. Evans, chief assistant librarian; Maritime Commission, Mark O'Dea, director division of maritime promotion and informa-

tion; Office of Coordinator of Inter-American Af-

airs, Francis A. Jamieson, chief of press division; Office of Government

Reports, Lowell Mellett, di-

rector.

**WMA MAKES SHIFTS AS ARMY REDUCES STAFF**

DONALD S. SHAW, general man-

ager of WMCMA, New York, an-

nounced last week a number of staff promotions and changes at the station because of Army in-

duction orders or resignations. Alun Williams, staff announcer, has been promoted to night pro-

gram manager; Bob Bach, director of WMCA's Playtime program, becomes director of recorded music, replacing Paul Scheiner who has been inducted into the Army Air Corps. Bob White of the music de-

partment was inducted last week.

Other changes include the resigna-

tion of Robert Goldstein as di-

rector of the artists bureau, and Hal Janis as director of sports and news to join the Rockefeller Com-

mittee coordinating defense broadcast-

casts to South America. The WMA news department is being consolidated with the publicity de-

partment and special features under the direction of Leon Gold-

stein, while Pague Schulman pro-

duced assistant director of public-

ity and special features.

New MBS Affiliates

WJZM, Clarksville, Tenn., has been WBJ's 39th affiliate. Operating on 1400 kc with 250 watts, WJZM is owned by W. D. Hudson. Effective Feb. 1, WAYS becomes the Charlotte, N.C., affiliate of MBS, replacing WSCO. WAYS owned by Inter-City Adv. Co., operates on 610 kc, 1,000 w.

**NBC's 1941 Mail**

THE YEAR 1941 was NBC's lau-

ger year in mail response, the network reports, estimating that more than 6,375,000 pieces of mail were received, making the total 18,438 persons writing to XBC each day in the year.

**WOC for Tri-Cities**

DAVENPORT • ROCK ISLAND • MOLINE

Ask your Agency to ask the Colonel!

**FREE & PETERS, INC., National Representatives**

BROADCASTING • Broadcast Advertising
Frozen Assignments (Continued from page 9)

with OPM, will issue high priority ratings for equipment procurement. In the receiving end field, curtailment and the indicated complete stoppage of production would seriously affect thousands of radio dealers. But it is not expected to disturb listening or radio circulation, since there are some 57,000,000 receivers in use. Moreover, large inventories are held by dealers and the plan provides for an adequate supply of repair and maintenance parts and tubes.

The entire capacity of manufacturing plants, both receiving and transmitting, will be utilized for war production under existing plans. A greater part of two billion dollars in orders for Army and Navy radio equipment are being placed through 1942 and 1943.

Radio Manufacturers Assn. was quick to refute published reports that OPM would shut down radio production altogether. Bond Geddes, executive vice-president, said the industry is already widely engaged in military work and that reduced manufacture of civilian radio obviously is involved and an OPM order is expected shortly "curtailing civilian radio by about 30% during the first three months of this year, but not a complete shutdown". Further reduction later in 1942 is expected as the industry becomes more extensively engaged in the military program, he said. The official policy, Mr. Geddes declared, is understood to contemplate supplies of tubes and other replacements and repair parts for sets and "we are not advised of any official plans for 'rationing' of radio. The average production has been about a million sets per month. Last year 13,100,000 sets were produced, or 2,000,000 more than the preceding year. The retail value of these sets was $460,000,000.

PRESS-RADIO PROBE TO RESUME JAN. 21
WITH THE reopening of the newspaper-radio inquiry next Wednesday, the Newspaper-Radio Committee will begin presentation of its affirmative case, with appearances scheduled for three of the nation's foremost journalistic professors. They are Dr. Ralph D. Casey, director of the School of Journalism; Frank Luther Mott, director of the School of Journalism, U of Iowa; and Dr. Frederick S. Siebert, director of the School of Journalism, U of Illinois.

The three witnesses probably will consume the time of the first week's session Jan. 21-22-23. They will be followed by other journalists and radio witnesses, with the presentation of financial and economic data, to offset FCC analysis, likely to be the thrust of the attacks.

The proceedings have been postponed three days a week by the FCC toward the goal of bringing them to a speedy conclusion. Proposals by the Newspaper-Radio Committee that the inquiry be dropped for the duration was rejected by the FCC Dec. 30 [Broad-casting, Jan. 5].

FACTS about the radio industry were included at the bottom of several pages of HBO-Red network releases dated Jan. 8, whenever data on programs or talent did not quite fill the page.

Receiving set plants, as well as the transmitter manufacturing plants, will be employed to produce sets for tanks, parachute troops, ground troops, mobile communication systems and other military pursuits. Large-scale production for the establishment of intercommunication systems in coastal areas, as civilian defense needs warrant, also is contemplated.

While the radio manufacturing business has a volume of around a half-billion dollars a year, the diversion to war production, with orders totaling in excess of a billion dollars, will not necessarily mean greater production profits. In business circles it was said the profit will not be as great on a dollar percentage basis but will aggregate more in volume by virtue of the more than doubled production ratio.

"US RED RIVER VALLEY FOLKS CUT FANCY FIGURES ON SALES CHARTS, TOO! FOR YOUR INFORMATION, WDAY IS OUR STATION—THE ONE STATION SERVING THE WHOLE VALLEY!"

Mennen CANCELS CURTAILMENT of raw-material ingredients, especially alcohol, has led Mennen Co. of Newark to cancel Capt. Flagg & Sgt. Quirt on 92 NBC-Blue stations, Sundays, 7:30-8 p.m. after the Jan. 25 broadcast. Starring Victor McLaglen and Edmund Lowe in title roles, program written for radio by John P. Medbury, started Sept. 25. [Broadcasting, August 18]. Agency is Russell M. Seeds Co., New York.

VICK KNIGHT, producer of the Fred Allen Texaco Star Theatre program, who wrote the song "We've Got a Job to Do" for the Dec. 19 broadcast, received so many requests for permission to use the song that he had it published, and has assigned royalties to the Red Cross.

WJNO Plays Capul SWEETHEART'S birthday message to a British flying cadet training at Clewiston, Fla., was delivered Jan. 10 through the cooperation of WJNO, West Palm Beach. Marjorie T. Irman, East Croyden, Surrey, England, made the request and specified the song, "Yours." Mary Helen Shelton of the WJNO staff sang "Yours" to Cadet John E. Cowan. Station later presented Cowan with a transcription of the complete birthday message and program.

Ask us about the recent impartial survey of wire services by an important radio station showing "INS leading by wide margin".

INTERNATIONAL NEWS SERVICE

BROADCASTING • Broadcast Advertising

January 19, 1942 • Page 45
Radio Problem Receives Study
By Selective Service System

SYMPATHETIC attention to the problem of induction of broadcast station personnel, especially technical
icians, with a possibility that definite rules will be established, is being devoted by Selective Service
officials, it was indicated last Thursday by Brig. Gen. Lewis B. Hershey, Director of Selective Service.

"The subject of deferment of radio station employees has created much discussion in selective service
official circles," the general stated, "and deep consideration has been given the problem of inducting
radio station personnel, especially those engaged in technical operations."

Young Employees

"One of the difficulties encountered in laying down specific rules or regulations regarding this type of
civilian employment," he added, "is due to the fact that most of the employees have been found to be young and in the desirable age group for induction into the armed forces."

"However," Gen. Hershey continued, "I feel that there is justification in station employees requesting deferment, especially so if the induction of the employees would result in serious disruption or cessation of the operation of the station affected."

In amplifying this statement, Gen. Hershey stated that stations perform an essential duty in the war effort, pointing out the use of radio in the dissemination of war information and maintenance of morale.

The selective service head indicated that because of the difficulty of making blanket rules for civilian employment classifications, the matter of station employee draft status would necessarily have to be handled by local boards with discretion in each specific case being a local consideration.

P. & G. Buys Classic

PROCTOR & GAMBLE, Cincinnati (Drene shampoo), starting Jan. 24 will feature "Abie's Irish Rose" for an indefinite run on Knickerbocker Playhouse heard on 30 NBC-Red stations Sat., 8-8:30 p.m. Anne Nichols, author-producer-director of the legitimate show which ran for five years on Broadway, will write the script and direct the radio version. With the start of the series Knickerbocker Playhouse, which now originates in Chicago, and is handled by that office of H. W. Kastor & Sons, New York, with the agency's New York office taking over.

String Orchestra on FM

NEWLY-ORGANIZED Boston String Orchestra made its debut over WGBH, FM adjunct of the Yankee Network, Boston, Jan. 11. In addition the program was relayed to W3OB, Mt. Washington, N.H.; W63H, Hartford and W47A, Schenectady. Other concerts of the season will be broadcast by the Yankee stations.

ASSISTANT TO PRESIDENT of RCA is new title of Dr. Charles B. Jolliffe (left), a post he holds in addition to that of chief engineer of RCA Laboratories. Moreover he is a member of several committees of the Defense Board and has been aiding the Office of Scientific Research & Development. David Sarnoff, RCA president, announced the appointment. Here is Dr. Jolliffe as he talked last week with Senator Adolfo T. Cosentino, Argentine director of radio communications, at the Waldorf-Astoria. Other RCA and NBC officials were present at a dinner for Senator Cosentino.

New Phila. FM

PHILADELPHIA's sixth commercial FM station was authorized last Tuesday when the FCC issued its first construction permit of the year for high-frequency facilities to the William Penn Broadcasting Co., also licensee of standard station WPEN. Grant specified operation on 470 mc, to cover 400 square miles and call letters of the new outlet will be W73PH. Total commercial FM stations to date number 61. The five other FM stations in the Quaker City are also affiliated with standard AM stations. They are: W49PH (WIP); W58PH (WIL); W69PH (KYY); W69PH (WCAU); and W81PH (WIBG).

Writers Organize Chicago War Unit

Meeting Called for Defense Becomes Union Project

CHICAGO radio writers and producers at a meeting at the Drake Hotel in Chicago last Tuesday selected an advisory committee to organize the Midwest Radio Writers War Effort Committee under chairmanship of Henry Carlton, New York, national president of the Radio Writers Guild, associated with the Authors League of America.

Formed at the request of the OEM, the writers group plans to disseminate vital Government information and at the same time maintain entertainment values. Discussion centered around the importance of daytime serials in conveying the civilian defense aims for economy in the home.

Advisory Group

Members of the Chicago advisory committee are: Mel Williamson, producer of NBC-Red Wings of Destiny, chairman; Max Wyle, vice-president and radio director of Blackpool-Emment, Chicago; George Steelman, continuity director of WBBM; Jack Payne, WGN continuity; Jim Peas and Leslie J. Edgley, NBC news; George Roosan, CBS producer; Pauline Hopkins, author of NBC-Red That Breitbart Boy; Bill Costello, WBBM news; Clifton Utley, WGN commentator; Orin Tovrov, author of NBC-Red Ma Perkins.

Second meeting of the War Effort Committee will be held the last week of January, according to plans announced by Williamson, and at that time lists of volunteers will be selected for defense programs.

Discussion of organization of a Chicago Radio Writers Guild followed appointment of members for the War Effort Committee. This aspect of the sessions had immediate repercussions, with complaints reaching the showmen. These protests were against use of a wartime venture for what were described as union springboard purposes.

RICHARD HUDNUT Co., New York (cosmetics), last week announced it will shift its account to a new agency, Benton & Bowles, New York, now handling the account, continuing until the new agency is selected.
NOT TOO LITTLE - - - NOT TOO LATE

These four words are the epitaph written for the people of so many countries in Europe! "Too Little . . . Too Late" to save France, to succor Holland, to help Belgium and Greece.

WE WILL NOT HAVE THAT HERE IN AMERICA

We will not do too little. We will not be too late. One hundred and thirty million Americans are today united in their determination that the rising sun of aggression must set. WE ARE AT WAR. We are just beginning. We are fighting the Japanese. We are fighting Hitler. We are fighting Mussolini.

WE WILL NOT DO TOO LITTLE . . . WE WILL NOT BE TOO LATE

THERE IS STILL ANOTHER WAR

We have been fighting it here in the United States every year, all year, for nine years. It is a war led by our Peace-and-War Leader—President Franklin D. Roosevelt.

IT IS OUR NEVER-CEASING WAR AGAINST INFANTILE PARALYSIS

WE WILL NOT DO TOO LITTLE. WE WILL NOT BE TOO LATE.

January 12 officially opened the annual Appeal of the Committee for the Celebration of the President's Birthday for the National Foundation for Infantile Paralysis. On January 30, the entire nation will honor President Roosevelt with a Diamond Jubilee Birthday Celebration.

Stars of the stage, screen and radio have already contributed their talents to the most noble cause of current times.

Scores of radio stations have already volunteered their facilities and cleared their time.

BUT, NOT ENOUGH ** WE ARE APPELING TO THOSE OF THE ENTERTAINMENT WORLD . . . WE ARE APPELING TO THE RADIO STATION OWNER, MANAGER, ANNOUNCER, AND ADVERTISING EXECUTIVE . . . TO HELP US

FIGHT INFANTILE PARALYSIS

DO NOT DO TOO LITTLE. DO NOT BE TOO LATE.

THE COMMITTEE FOR THE CELEBRATION OF THE PRESIDENT'S BIRTHDAY FOR THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS

50 East 42nd Street, New York City

G. W. JOHNSTONE KEITH MORGAN J. H. KNOX
Chairman, Radio Division National Chairman Radio Director
Network Rules Up To Court
(Continued from page 28)
ter these acts. Mr. Cahill attacked the "purely selfish interest" of MBS, which he charged was operated by "big stations and regional networks".

Holding that the order was reviewable and that serious injury would result to NBC, Mr. Hughes said that notice of cancellation of contracts had been received from some 50 stations since the issuance of the regulations last May 2. He asked that the decision be reserved at least until all evidence is taken on the question of the court's jurisdiction.

The FCC has admitted the regulations are "experimental" and he concluded that in his judgment there never had been a stronger showing made for a temporary injunction.

Death Blow, Says Hughes
Mr. Hughes, appearing for the first time as CBS counsel, contended the regulations, instead of promoting competition, would seriously lessen it. A death blow would be struck network advertising as it is known today, he asserted.

"The whole business of a national radio network depends on its ability to sell the time of its stations to a national advertiser," he explained. "To negotiate successfully the network must be able to state concretely what it has to offer. It sometimes requires months of market study and research, program planning and negotiations before an advertiser can decide whether or not to use network broadcasting, and if so, what stations and program to utilize. Under the regulations the network would be in no position to make a firm offer of any definite program during this period of negotiations."

Reviewing the six FCC rules being challenged, Mr. Hughes said that practically all contracts of CBS with stations have five-year terms. He called these necessary because of long-term commitments for buildings, studios and other essential obligations.

The effect of the rule banning ownership of stations by networks in cities having less than four full-time outlets will immediately be felt on WBT, Charlotte, he said, wherein only two stations are licensed. Notice already has been served, he said, that the station license will not be renewed. He said he had been told also that there was a "very strong possibility" that the licenses of WCCO, Minneapolis, and WJSV, Washington, likewise would not be renewed.

Loss of exclusive affiliation, Mr. Hughes said, would reverse the whole broadcasting structure. It would result in outlawing the very features of network broadcasting that have resulted in radio's meteoric development. The cancellation of the very factors praised by the FCC in its report on its network monopoly inquiry.

The FCC, Mr. Hughes says, is laboring under a misapprehension as to its duties under the Act. He also cited the Sanders case, declaring that the highest tribunal said that Congress "intended to leave competition where it found it!" Any attempt by the Commission to strip networks of program material is interference with competition, he declared.

"Exerts Compulsion"
The Commission's action, he said, is the antithesis of the proper application of the standard of public interest, convenience and necessity. He called it a "flagrant misuse of its licensing powers", since it would cut off the program supply of networks to some 300 stations. Because the FCC order "exerts compulsion", he declared, it is reviewable by the court.

Stations have indicated they would not contest the rules, he said, because they do not want to "incur the displeasure of the Commission".

Mr. Taylor, in a forceful argument that won praise of observers, contended the Government has ample legislative authority for the issuance of the rules. Rules of this type have never been challenged before, he declared, calling them "mere declarations of policy". Seeking court action on his contention to dismiss and denial of the plea for temporary injunction, Mr. Taylor argued the regulations were necessary to preserve and promote competition between stations and to insure the fullest use of radio facilities for the public service.

Taylor's Argument
There are only 35 cities with four or more stations, he declared, and unless exclusive affiliations and time options are eliminated, as proposed in the rules, competition among networks is restricted. He said that dual network operation was no longer involved in the case, since NBC had segregated the Blue from the Red.

Challenging arguments of the networks that valuable sustaining service is provided, Mr. Taylor said stations make "very substantial indirect payments" for such service in free time and in other ways.

Whereas Messrs. Cahill and Hughes had cited Senator Dill as authority for their contention that the Commission was never empowered to regulate business practices, Mr. Taylor quoted from other comments by Senator Dill to prove that the authority had been vested in the Commission.

When Judge Hand asked why the FCC had not exercised its right to revoke a license and thereby bring the rules into direct litigation, Mr. Taylor said this was a "very cumbersome process".

Regarding exclusive affiliation, Mr. Taylor said some 30 stations are affiliated both with NBC and MBS, and as to these outlets, the exclusive contracts do not exist. If it can function in that manner for those stations, he said, it could be applied universally without serious repercussions.

Works Only One Way
By increasing the time option call period from 28 to 56 days, Mr. Taylor said, it would make possible the sale of more local and spot time by affiliates. He also relied upon the Sanders case to buttress his contention that the FCC had jurisdiction. He quoted an excerpt from this important decision that Congress had not "abandoned the principle of free competition" in radio.

Insisting that freedom of speech was in no wise involved and declaring that the rules were reasonable, Mr. Taylor called upon the court to decide the question on what was before it. He contended the Commission could have issued

NINTH CONSECUTIVE annual contract for a schedule on WSJS, Winston-Salem, N. C., was signed by W. P. Covington Jr. (right), manager of Anchor Co., department store. Anchor has found radio a good investment, according to Mr. Covington. "Radio has done an excellent job for us and I believe that it can do the same for other department stores if given the opportunity," Watching the ceremony is Bob Lambe, WSJS salesman.

Page 48 • January 19, 1942 • BROADCASTING • Broadcast Advertising
the regulations without hearing, but by "grace and favor" it had held protracted hearings.

Judge Goddard inquired why it was advisable to permit a station to have first call on the time of the network but "not the other way around". He said as he understood it, the station actually acquires a firm option on network time, but the network is not permitted to acquire an option on the station's time, except on a non-exclusive basis.

"It seems to me that you won't allow a station to do this indirectly what you allow it to do directly," he commented.

When Judge Hand began to propound a question, an FCC attorney passed a note to Mr. Taylor. A moment later Judge Hand clipped his question short. Afterward he said that he "resented the deflection of attention".

Mr. Taylor commented on the intervention of WOW, Omaha, and WHAM, Rochester, in the proceedings on behalf of NBC. He pointed out that WOW was paying an average rate of $380, whereas the second station has a rate of $180. While the WOW rate is $340 for one minute an hour, the second rate is $260. He called them the largest stations in their respective cities and said that if business would gravitate to bigger stations, as the network had contended, then these stations would stand to benefit.

Licenses To Expire

Attacking the court's jurisdiction, Mr. Harris contended the regulations are not reviewable at this time by any court but that if any court has jurisdiction "it is this court". He said the FCC had adopted a minute last October which provides the method by which a station can raise the jurisdictional question. He said he felt the question could be better litigated after further administrative proceedings before the Commission, involving those proceedings against affiliates who have not abided by the regulations.

The court, however, did not appear to get along with Mr. Harris' contention. Judge Hand observed the networks had contended they are helpless unless they have some relief in equity because their affiliates would stop off.

Mr. Harris said many stations will have their licenses expire Feb. 1. The only thing that had prevented the Commission from setting these applications for renewal is the restraining order holding the rules in abeyance. He added that nothing would ever happen to these stations until the proceedings had ended and that they would be given renewals of licenses anyway if they agreed to comply with the regulations.

Although the regulations have no legal effect, Mr. Harris said, he has encouraged affiliates to "assert themselves" and procure better contracts from the networks.

Answering the contention of impairment of freedom of speech, Mr. Harris said the American Civil Liberties Union has supported the regulations and takes the position that they would promote freedom of speech.

In opening his argument, with only 43 minutes of time remaining, Mr. Caldwell sought additional time. This was denied him by Judge Hand at the end of a stiff colloquy but afterward an additional half-hour was allowed in two 15-minute blocks. He contended the FCC had ample jurisdiction as reflected in the history of the original Radio Act of 1927 and in subsequent expression in Congress and the courts.

MBS Argument

Challenging the NBC-CBS contentions that option time is essential, Mr. Caldwell said these networks use only a small fraction of time for programs. He cited the inability of MBS to procure outlets in important markets, such as Des Moines, Iowa, when the network is unable to provide such outlets, it stands to lose an account entirely. MBS' main competition, he said, is with the Blue. In 26 important cities, he declared, MBS is on the least desirable stations and in 20 others it can't get in at all because of the exclusive option.

Mr. Caldwell recited the recent Ballentine Age experience, which shifted from MBS to the Blue after the Blue correctly exercised its option. Loss of this unusually popular program, which had added a great deal of prestige to MBS, was a serious blow, he said.

Then he revealed that the Coca Cola program now on MBS six nights a week and which accounts for 2 1/4 million dollars in annual revenue or one-third of the network's gross, is in question.

"NBC is trying to get that away," he said. He charged that NBC is seeking to exercise its option on Blue stations which also carry this program for MBS. Some of the Blue stations have been "holding out on NBC," he said, because of the prospect of the FCC rules becoming effective. If they do not go into effect, he said MBS may lose the business.

Moreover, Mr. Caldwell charged the Blue Network changed its policy to get the Ballentine program, since it had not accepted beer advertising for several years. It is still banned by the Red Network but it is "O.K. on the Blue," he said.

When Mr. Caldwell began analyzing the returns of the major networks, Judge Hand interposed that he did not regard the argument as "very material". Mr. Caldwell said the gravity of the situation was such that if a temporary injunction is issued, "it would be almost fatal to us". He expressed the hope that the court would be disposed to act immediately but Judge Hand said he would be disappointed on that score.

He asked the court to be on its guard against statements made by Niles Trammell, NBC president in his detailed affidavit "because it does not present a true picture". Mr. Caldwell said there was no mystery about the business aspects of network broadcasting. He said there would be no chaos or confusion under the regulations and no danger of the business "going to another medium. There would be no difficulty in clearing time, he said, because MBS can clear an active network within an hour. The idea that business will gravitate to larger cities is "surprising", Mr. Caldwell said, because that's where it is already. He also disparaged the contention that a "super network" might develop.

Black to Meyerhoff

JOHN H. BLACK, former publisher of the Milwaukee Sentinel and Wisconsin News, has joined the staff of Arthur Meyerhoff & Co., Chicago. A graduate of the U of Wisconsin, Mr. Black was successively a member of the sales staff of the Chicago American, advertising manager of the Wisconsin News, assistant publisher and circulation manager of the Chicago American, before turning to his publishing positions. He was also, until 1938, president of the John H. Black Building Corp., builders and realtors, Houston.

"The Key To 50 Million Dollars!!

What about WOL?

...it originates more Network Programs than any other Washington Station!

Get the facts from WOL - Washington, D.C. Affiliated with MUTUAL BROADCASTING SYSTEM

1260 ON YOUR DIAL

MISSOULA RETAIL TRADE AREA

MBS is on MBS.

MISSOULA - MONTANA

BROADCASTING • Broadcast Advertising

January 19, 1942 • Page 49
Moreing counted all North American networks.

Club FAR -REACHING radio reform BROADCASTING CODE serials

Victoria Calgary Trail British Columbia

First in CBC was made when than of NBC

CBC was accepted and applied to the proposed code when the Canadian Broadcasting

31, which ac-

from the proposed initiative of WCKY, Cincinnati.

First in Canada-It's with your advertising cooperation. AIES

Lor Lusk and other small agencies were meeting on the West Coast for the coming season, under the present contract figure, but turned down the $25,000 per week request.

Although there was no confirmation, Lawton Campbell, New York vice-president and radio director of Rutherfand & Ryan, slated to arrive in Hollywood last Thursday, was also to confer with Benny.

Campbell ostensibly is in Hollywood for program conferences on the Lever Bros. (Lifebuoy) account, recently acquired, Ward Wheelock, head of the Philadelphia agency bearing his name, reportedly made a deal last year with Benny for an unnamed client, but it was called off when the comedian decided to remain with General Foods. It is expected Wheelock will again put in his bid.

When Benny re-signed last year with General Foods at the reported figure of $18,500 it was with provision that the NBC-Red network time revert to his control at close of the current season in January. The agreement also included re-employment of his live West Coast Repeat with a transcribed version of the early broadcast, long opposed by the sponsor.

Benny, following the Jan. 25 broadcast will originate his show from New York for two weeks with a program also to emanate from Great Lakes Training Station at Chicago. Although shift to New York is done a couple times yearly for change of scene, it is generally believed that he'll listen to talk from various agency heads and prospective sponsors before returning to Hollywood.
Our task now is

... to do our part towards contributing to the national morale by assuring that the American people shall continue to be the best informed people in the world.

We have formulated no new policies with regard to the war. It is of the essence of radio broadcasting that it should be swiftly and flexibly responsive to the ever-changing opportunities and ever-changing needs of a democracy.

Many of the patterns of peace will, of course, continue in our broadcasting, but with a new significance. Religious programs will nourish the deepened need for spiritual values in the trying times ahead. Listening to great music will have, for millions, a new and richer meaning in a nation at war. Light and gay music, as well as programs of fun and frolic, will have their place too—perhaps a stronger place than ever, because buoyancy and laughter play a vital part in winning wars.

Columbia will devote itself without stint to this opportunity to serve the nation.

From the annual statement of
William S. Paley, President

THE COLUMBIA BROADCASTING SYSTEM
Serial Renewals

FIVE TIMES weekly serial Betty and Bob, now in its second year as an NBC Radio-Recording Division feature and currently on 20 stations under sponsorship of local and national advertisers, has been renewed for 13 weeks by two of its sponsors, Union Biscuit Co., St. Louis, has renewed the show through its agency Gardner Adv., St. Louis, on RSD WJDX WAML WQBC and WFOS, and has added to the schedule stations WREB WJQF KIWI KMGW and WGTL. Also renewing the serial is A. E. Staley Mfg. Co., Decatur, Ill., through Blackett-Sample & Hume, Chicago, on WTTA WPTF WENE and WKDF.

AFRA cards, but action was deferred until the national officers have talked the matter over in New York.

HOW WE KNOW how they listen was explained by Dr. Frank N. Stanton, CBS director of research and acting director of sales promotion speaking before the Boston Advertising Club. He used charts to illustrate his data.

AFRA Approaches Talking Musicians

Parts Are Mostly Vocal

QUESTION of union status of musicians and orchestra leaders on radio programs chiefly as actors, with extensive speaking parts, will be discussed at a meeting between James S. Petroillo, president of the American Federation of Musicians, and officials of the American Federation of Radio Actors.

Long a point of issue, the matter has never been raised nationally, being settled by the local unions whenever it arose. Recently, however, AFRA executives on the West Coast asked Kay Kyser, conductor of the College of Musical Knowledge for Lucky Strikes on the Red Network; Paul Whiteman on the Burns & Allen show and also on the Red for Swan Soap, and Bob Crosby, on the Ballentine Beer program on the Blue, to take out AFRA memberships since their radio roles are largely speaking rather than playing or conducting.

Refused to Comply

The musicians refused to comply, stating they are already members of AFM, which should have been notified. Question had reached the ultimate state early last week, with AFRA ready to notify the sponsors that its members would not appear on the programs unless Kyser, Whiteman and Crosby took out

<table>
<thead>
<tr>
<th>CBS GROSS SALES BY MONTHS</th>
<th>1941</th>
<th>1940 Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>$3,290,694</td>
<td>$175,939 4.9%</td>
</tr>
<tr>
<td>Feb.</td>
<td>$2,606,187</td>
<td>$133,472 5.4%</td>
</tr>
<tr>
<td>March</td>
<td>$2,336,520</td>
<td>$101,096 4.6%</td>
</tr>
<tr>
<td>April</td>
<td>$2,326,100</td>
<td>$61,196 2.7%</td>
</tr>
<tr>
<td>May.</td>
<td>$2,092,166</td>
<td>$71,009 3.6%</td>
</tr>
<tr>
<td>June</td>
<td>$2,368,989</td>
<td>$74,003 3.3%</td>
</tr>
<tr>
<td>July</td>
<td>$2,468,994</td>
<td>$107,009 4.6%</td>
</tr>
<tr>
<td>Aug.</td>
<td>$2,144,200</td>
<td>$77,809 4.0%</td>
</tr>
<tr>
<td>Sept.</td>
<td>$2,657,260</td>
<td>$98,009 4.0%</td>
</tr>
<tr>
<td>Oct.</td>
<td>$2,999,920</td>
<td>$70,009 4.0%</td>
</tr>
<tr>
<td>Nov.</td>
<td>$2,705,699</td>
<td>$62,009 2.3%</td>
</tr>
<tr>
<td>Dec.</td>
<td>$2,711,694</td>
<td>$68,009 2.3%</td>
</tr>
<tr>
<td>Total</td>
<td>$34,454,778</td>
<td>$1,625,849 5.0%</td>
</tr>
</tbody>
</table>

* Decrease

CBS Billings by Agencies, Accounts

(Continued from page 18)

<table>
<thead>
<tr>
<th>Agency/Account</th>
<th>Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>H. M. Kiesewetter Adv. Agency</td>
<td>$265,176</td>
</tr>
<tr>
<td>Bathsheba Corp.</td>
<td></td>
</tr>
<tr>
<td>Mennen Co.</td>
<td></td>
</tr>
<tr>
<td>Penn Tobacco Co.</td>
<td></td>
</tr>
<tr>
<td>Arthur Ruder Inc.</td>
<td></td>
</tr>
<tr>
<td>Federal Credit Commission</td>
<td></td>
</tr>
<tr>
<td>General Motors Corp.</td>
<td></td>
</tr>
<tr>
<td>United States Tobacco Co.</td>
<td></td>
</tr>
<tr>
<td>LENNEN &amp; MITCHELL, Inc.</td>
<td></td>
</tr>
<tr>
<td>Tower Co.</td>
<td></td>
</tr>
<tr>
<td>Old Gold Cigarettes</td>
<td></td>
</tr>
<tr>
<td>West End Cigarettes</td>
<td></td>
</tr>
<tr>
<td>Sensation Cigarettes</td>
<td></td>
</tr>
<tr>
<td>Leo L. Laron, Inc.</td>
<td></td>
</tr>
<tr>
<td>Nestle's Ice Cream</td>
<td></td>
</tr>
<tr>
<td>LOCKWOOD-BAILEY C. ADV.</td>
<td></td>
</tr>
<tr>
<td>Coast Fund Bicic Co.,</td>
<td></td>
</tr>
<tr>
<td>Lockwood, Inc.</td>
<td></td>
</tr>
<tr>
<td>LORD &amp; THOMAS</td>
<td></td>
</tr>
<tr>
<td>American Tobacco Co.</td>
<td></td>
</tr>
<tr>
<td>Armour &amp; Co.</td>
<td></td>
</tr>
<tr>
<td>California Fruit Growers Exchange</td>
<td></td>
</tr>
<tr>
<td>General-Palermo-Crest. Co.-Denture Cream*</td>
<td></td>
</tr>
<tr>
<td>International Cigarette Products Co.</td>
<td></td>
</tr>
<tr>
<td>Luxor, Ltd.</td>
<td></td>
</tr>
<tr>
<td>Union Oil Co.</td>
<td></td>
</tr>
<tr>
<td>J. M. Matters Inc.</td>
<td></td>
</tr>
<tr>
<td>MAXON, Inc.</td>
<td>$150,105</td>
</tr>
<tr>
<td>C. F. Mueller Co.</td>
<td></td>
</tr>
<tr>
<td>KNAPP-ERICKSON</td>
<td></td>
</tr>
<tr>
<td>Chestnut Hill Mfg. Co.</td>
<td></td>
</tr>
<tr>
<td>Pacific Coast Bicic Co.</td>
<td></td>
</tr>
<tr>
<td>Swift Meat Co.</td>
<td></td>
</tr>
<tr>
<td>Seaside Oil Co.</td>
<td></td>
</tr>
<tr>
<td>ARTHUR MEYERS &amp; Co.</td>
<td></td>
</tr>
<tr>
<td>William Wright Jr. Co.</td>
<td></td>
</tr>
<tr>
<td>C. F. MILLER &amp; Co.</td>
<td></td>
</tr>
<tr>
<td>Curtis Candy Co.</td>
<td></td>
</tr>
<tr>
<td>BRYANT MORGAN Co.</td>
<td></td>
</tr>
<tr>
<td>Los Angeles Soap Co.</td>
<td></td>
</tr>
<tr>
<td>Gardner Nut &amp; Confection Co.</td>
<td></td>
</tr>
<tr>
<td>MORSE INTERNATIONAL</td>
<td></td>
</tr>
<tr>
<td>Vicks Chemical Co.</td>
<td></td>
</tr>
<tr>
<td>NEWELL-EMMITT Co.</td>
<td></td>
</tr>
<tr>
<td>Elliott &amp; Myers Tobacco Co.</td>
<td></td>
</tr>
<tr>
<td>Oxford Tobacco Co.</td>
<td></td>
</tr>
<tr>
<td>O'DEA, SHELDON &amp; CANADY</td>
<td></td>
</tr>
<tr>
<td>C. F. ERIKSON &amp; Co.</td>
<td></td>
</tr>
<tr>
<td>PEDLAR &amp; RYAN</td>
<td></td>
</tr>
<tr>
<td>Fisher Bros. Co.</td>
<td></td>
</tr>
<tr>
<td>Proctor &amp; Gamble Co.</td>
<td></td>
</tr>
<tr>
<td>Chicago, Ill.</td>
<td></td>
</tr>
<tr>
<td>KNOX RIBBON Mfg. Co.</td>
<td></td>
</tr>
<tr>
<td>General Mills &amp; Whaley's</td>
<td></td>
</tr>
<tr>
<td>RUTHRAFF &amp; RYAN</td>
<td></td>
</tr>
<tr>
<td>Campbell Soup Co.</td>
<td></td>
</tr>
<tr>
<td>Franco American Products</td>
<td></td>
</tr>
<tr>
<td>USDA</td>
<td></td>
</tr>
<tr>
<td>Chrysler Corp.</td>
<td></td>
</tr>
<tr>
<td>Emerson Drug Co.</td>
<td></td>
</tr>
<tr>
<td>Lever Bros. Co.</td>
<td></td>
</tr>
<tr>
<td>Pinto Tobacco Co.</td>
<td></td>
</tr>
<tr>
<td>Sterling Products-Ironized Yeast</td>
<td></td>
</tr>
<tr>
<td>Stimson &amp; MacQuarrie</td>
<td></td>
</tr>
<tr>
<td>Colgate-Palmolive &amp; Peet Co.</td>
<td></td>
</tr>
<tr>
<td>Cohn &amp; Son</td>
<td></td>
</tr>
<tr>
<td>Chipman</td>
<td></td>
</tr>
<tr>
<td>General Publicity Bureau of Ont. Gov.</td>
<td></td>
</tr>
<tr>
<td>WARD WHEELCO &amp; CO.</td>
<td></td>
</tr>
<tr>
<td>Campbell Soup Co.</td>
<td></td>
</tr>
<tr>
<td>All Products</td>
<td></td>
</tr>
<tr>
<td>Coffee &amp; Tea</td>
<td></td>
</tr>
<tr>
<td>Colgate-Palmolive &amp; Peet Co.-Palmolive Soap</td>
<td></td>
</tr>
<tr>
<td>YOUNG &amp; RUBICAM</td>
<td></td>
</tr>
<tr>
<td>General Foods Corp.-</td>
<td></td>
</tr>
<tr>
<td>Minute Tapeco</td>
<td></td>
</tr>
<tr>
<td>LeFranc &amp; White</td>
<td></td>
</tr>
<tr>
<td>Postum</td>
<td></td>
</tr>
<tr>
<td>Calumet &amp; Swan</td>
<td></td>
</tr>
<tr>
<td>Grapefruit</td>
<td></td>
</tr>
<tr>
<td>Sanada</td>
<td></td>
</tr>
<tr>
<td>Jello</td>
<td></td>
</tr>
<tr>
<td>Golden Oil Corp.</td>
<td></td>
</tr>
<tr>
<td>International Silver Co.</td>
<td></td>
</tr>
<tr>
<td>Johnson &amp; Johnson</td>
<td></td>
</tr>
<tr>
<td>Thomas J. Lipton Co.</td>
<td></td>
</tr>
<tr>
<td>Lipton's Tea</td>
<td></td>
</tr>
<tr>
<td>Continental Soup</td>
<td></td>
</tr>
<tr>
<td>Grand Total</td>
<td>$4,58,735</td>
</tr>
</tbody>
</table>

BROADCASTING • Broadcast Advertising
BROADCASTING

1941 CBS GROSS Billings by Agencies

Buchrauf & Ryan .................................. $5,046,004
Young & Bagley .................................. 4,284,429
Ward Wheelock Co. ............................... 4,083,400
Brenton & Bowles ................................ 4,064,409
Blackett-Sample-Hummert ........................ 2,607,336
Loes & Thomas .................................. 2,173,257
William E. Ayts .................................. 1,947,049
Ted Bates Inc. .................................... 1,694,353
Brew Co. .......................................... 1,688,785
Newell & Emerick ................................. 1,670,720
McCain-Erickson ................................. 1,639,501
Compton Adv. .................................... 1,605,310
Sherman & Marquette ............................ 1,491,056
J. Walter Thompson Co. ......................... 1,491,750
Buchanan & Co. .................................. 1,110,705
Arthur Meyer & Co. .............................. 1,116,604
Feller & Ryan ..................................... 964,490
Goodfellow Adv. .................................. 913,450
BBDO .............................................. 733,840
Dart & Frey ........................................ 721,105
Geyer, Cornell & Newell .......................... 685,362
D'Oliveira ......................................... 646,481
Knott & Keeves ................................... 606,100
Joseph Katz Co. .................................. 483,105
Ayer, Mooney & Wallace .......................... 372,850
R. H. Koster & Send Adv. Co. ................... 287,193
J. M. Macens Inc. ................................ 276,835
O'Dell, Sheldon & Canaday ....................... 265,747
H. M. Kiewietz Adv. Agency ..................... 217,484
Raymond R. Morgan Co. ......................... 194,161
Soremson & Co. .................................. 185,410
Maxon Inc. ....................................... 172,840
C. L. Miller Co. ................................... 136,872
Walsch Adv. Co. .................................. 88,285
Les Anderson Adv. Co. ........................... 58,383
Morse International ............................... 57,514
Ervin, Wexler & Co. .............................. 56,620
Baldwin, Brooking & Hershey .................... 56,054
Fuller & Smith & Sons ............................ 40,706
Smith & Drum ..................................... 40,706
Lehigh & Miller ................................... 40,011
Bremer, Davis & Staff ............................ 40,011
Cecil & Freseley ................................... 35,974
J. E. Echols ....................................... 17,280
Hillman-Shane Adv. Co. ......................... 20,217
Kenyon & Eckhardt ............................... 17,662
Foster-Adams Adv. ................................ 16,902
Glaze Adv. Agency ............................... 16,054
McPhee Co. ....................................... 15,955
N. W. Ayer & Son ................................ 11,265
American, Davis & Plate ......................... 11,255
Gillham Adv. Co. ................................ 7,835
Brooks & Robin ................................... 7,380
Leon Livingstone Agency ......................... 6,407
Lord & Service ................................... 6,064
General Adv. Agency ............................. 5,850
Vines & Babcock ................................ 5,675
Logan & Arnold ................................... 501

GRAND TOTAL ......................... $44,854,378

1941 MBS Billings by Agencies

Blackett-Sample-Hummert ........................................... $1,445,445.84
Ivey & Ellington ........................................ 854,410.95
R. H. Allyn Co. ...................................... 666,259.76
Erwin, Wexler & Co. .................................. 405,208.64
J. Walter Thompson Co. ............................ 394,189.02
Federal Advertising Agency ....................... 407,576.83
William E. Ayts .................................... 383,343.02
D'Arcy Advertising Co. ............................ 330,317.38
Maxon Inc. ....................................... 251,620.25
Hammon Adv. ...................................... 193,497.54
Kenyon & Keeves Adv. ............................. 82,367.12
Keller, Zabronick, Kelly ........................... 57,390.10
Young & Rubicam .................................. 127,808.32
Crichton & Field ................................... 127,808.32
Ruthrauf & Ryan ................................... 76,644.00
Sherman N. Ellis & Co. ............................ 75,888.44
Redfield-Johntone .................................. 69,659.00
MacFarlan, Aveyard & Co. ....................... 64,320.20
Wells & Geiler ..................................... 56,096.16
Avery & Hirst ...................................... 49,048.20
Bayless-Kerry Co. ................................ 35,613.00
Airens Inc. ...................................... 25,184.18
Birmingham, Castlemere & Pierce .............. 29,066.90
Roche, Williams & Cunningham ................... 22,795.90
Arthur Powerhouse & Co. ......................... 21,408.60
Lee Burnett & Co. .................................. 20,356.00
N. W. Ayer & Son .................................. 20,356.00
Campbell-Mithun .................................. 19,712.72
Lee Anderson Adv. Co. ............................ 14,822.00
Commerical Radio Service Adv. ............... 24,386.16
Platt-Forbes ....................................... 22,725.62
Monton-Bartlett .................................... 17,099.60
Batten, Barton, Durstine & Osborn .............. 17,099.60
Kenyon & Eckhardt ................................ 11,039.57
Buchanan & Co. .................................... 10,595.50
Cesana & Associates ............................... 8,366.40
Crescendo Communications ...................... 8,719.49
Van Sant, Baguley & Co. ......................... 7,416.49
Petersfield & York Adv. ......................... 4,952.20
Singing East-West Football ...................... 3,892.00
H. W. Koster & Ross .............................. 3,217.00
National Fellowship for Peace ................. 2,066.00
Edward J. Long Adv. Co. ......................... 1,247.88
Mithoff & White Adv. ......................... 1,185.94

LOCALLY SPONSORED ..................................... $450,070.64

GRAND TOTAL ......................... $7,300,066.02

ADVERTISING LEFT OUT OF PRICE BILL

ALTHOUGH sharp controversy has developed over the price control bill passed Jan. 10 by the Senate as a result of its farm parity and single administrator provisions, the final draft of the measure which was still being considered by House and Senate conference Friday will contain a provision excepting distribution aids, such as advertising, from price restrictions.

The House had previously passed a bill which, although not as specific as the Senate version and regards distribution aids, in effect, eliminated advertising from the price fixing provisions. It was deemed a certainty this section of the bill will be included in the final draft as there was no opposition to it.

The Senate bill exempts selling of radio time and the selling or distribution of newspapers, periodicals, books or other printed or written material and motion pictures from licensing provisions and definitely excludes broadcasting or newspaper operation from the "commodity" categories subject to price controls.

Pertussis Songs


Air Raid Alert

A DEVICE to inform a radio station automatically of an air raid alert, as developed by Frank Marx, chief engineer of WMCA, New York, is now being installed at WMCA to supplement manual engineering for alert alarms. Attachable to any standard radio receiver, the device is an electronic control system and can be applied to other control uses.

Gypsum Schedule

U. S. GYPSUM Co., Chicago (building materials), has started week-day quarter-hour newscasts on KMA, Shenandoah, WHO, Des Moines, WLO, Cincinnati; daily one-minute announcements on WLS, Chicago; on WCCO, Minneapolis, offers 12-month booklet Planning Your Farm Home. Present schedule follows two-month test campaign of spot announcements on KMA. Agency is Fulton, Horne, Morses Co., Chicago.

Lane Test

CHARLES E. LANE & Co., St. Louis (proprietary), on Jan. 12 started 26-week test campaign of one-minute transmitted announcements thrice-weekly on nine Alabama stations, WGN, WMSI, WJED, WSFA, WBB, WJBO, WJHO, WMDS, Jasper, Lynch & Feige, New York, agency handling the account indicated that "considerable expansion" was contemplated if results proved satisfactory.

* * * * * * * * * * *

PRESIDENT ROOSEVELT SAID:

"The militarists of Berlin and Tokyo started this war, but the massed, angered forces of common humanity will win it.

"We cannot wage this war in a defensive spirit. As our power and resources are fully mobilized we shall carry the attack against the enemy.

"We must keep him far from our shores, for we intend to bring this battle to him on his own home grounds."

* * * * * * * * * * *

Which Transferred to Tin Pan Alley Reads:

"THEY STARTED SOMETHIN' BUT WE'RE GONNA END IT RIGHT IN THEIR OWN BACKYARD!"

BMIS New War Song

INTRODUCED AND RECORDED BY KATE SMITH

MALE QUARTETTE, BRASS BAND AND DANCE ORCHESTRATIONS AVAILABLE

Published by BROADCAST MUSIC, Inc.

580 FIFTH AVENUE, NEW YORK CITY

January 19, 1942 • Page 53
said, "It will take at least three to four months to complete the separation from the Red. In the meantime, our objective is to build the Blue into the country's No. 1 network."

"The plan to separate the Blue was first proposed by Niles Trammell, as far back as 1932, but it was turned down by the RCA board of directors. Mr. Woods said, "It was again proposed and again rejected in 1936. In 1940, the sales departments of the Blue and Red were separated, and Mr. Kobuk rejoined NBC as head of the Blue Sales Division after an absence of four years, during which he served as executive vice-president of Lord & Thomas, New York."

Will Rent Facilities

Mr. Woods stated the Blue would not augment its personnel; that it was necessary to keep the operation streamlined, with an experienced staff working at maximum efficiency. Many of the facilities of the Red will be utilized. The news department and the special events section of the Red will be shared until such time as the Blue can set in motion its own news and special events department.

NBC's domestic radio correspondents will be carried by the Blue, but at different times than the Red. Dr. James Rowland Angell, public service counselor for NBC, will continue in that capacity for both networks.

In response to a query Mr. Trammell remarked that the name, Red Network, will eventually be supplanted entirely by the identification, NBC. Where the two networks have been using the same studios and technical facilities, the Blue will rent those facilities from the Red. Mr. Woods and Mr. Kobuk spent most of last week in Chicago with E. B. Bernoff, Central Division vice-president, completing the organization of the Chicago offices.

Merritt Schoenfeld, NBC, Chicago sales manager, has been named Central Division sales manager. Program Department, under James Horton, includes Leslie J. Eggleston, continuity editor; Maurice Wetzell, chief of productions, and Gene Rouse, chief announcer. Tony Kollar, of the NBC Chicago press department, will head the Blue Central Division press department. Other Chicago appointments will be made within the next few days.

The following attended the session:

EXECUTIVES AND SALESMEN of WLW gathered in Cincinnati over the weekend of Aug. 9-10 when it was announced that 1941 was the most profitable year in the history of the station. Many of the conferences are (1 to 1): Gregor Ziemer, European commentator; Bill Dowdell, editor of the WLW-WSAI-WLWQ network; Carroll D. Allen, Fair East expert; Frank Pento, New York's offer; George Cantain, New York; Warren Jennings, sales manager of New York office; Eldon Pank and Lou Sargent, of New York, trying to get a look at the food; James D. Shouse, vice-president of Crosley Corp. in charge of broadcasting; Dick Garner, of Chicago; Bob Dunville, vice-president and general sales manager for WLW-WSAI-WLWO; and Harry Smith, WLW sales manager. Others attending the semi-annual sales conference from out of town were: Walter Callahan, sales manager of the Chicago office; George Clark, also of Chicago and Bernard Mains of New York.

CBS AWARDS REPLY ON BROWN BANNING

CBS last week was still awaiting the result of its appeal of the decision of British authorities in Singapore to ban Cecil Brown, CBS correspondent, from broadcasting news reports out of that city. Although still in cable contact with Mr. Brown, CBS has not carried broadcasts by him since Jan. 11, when the network cabled word from an unidentified American reporter broadcasting from Singapore saying that Mr. Brown had been barred from the air.

Immediately following this report, the "corrective British authorities." Brown, meanwhile cabled CBS headquarters in New York that Sir George Sansom, director of the British East Bureau of the British Ministry of Information, "admitted that the pessimistic picture painted in some of Brown's broadcasts was justified by the facts and was advantageous in impressing America with the urgency of American help and the recognition of Singapore's importance."

Sir George, however, said that Brown's broadcasts were heard locally in Singapore and although accurate, were bad for public morale. Mr. Brown, who was barred from the air by the Italian Govt last year, has been in Singapore since August. He was one of the last survivors of the sinking of HMS Repulse. Following CBS's display of organizational talent, which was a highlight of the first weeks of the war.

MBS Chicago Meeting

REPRESENTATIVES of some 15 Blue Network stations, which also serve as some of the Blue's most profitable regions generally, at the MBS Chicago last Friday with Fred Weber, MBS general manager, to discuss reactions to the network's appeals generally. Questions regarding clearing of time for MBS, in the light of the new Blue operations, predominated. Mr. Weber called the meeting following issuance of the Blue Network invitations for its general sessions the preceding day.

Harold L. Dewing: WBBR; James D. Carman: WLS; Ewing: WGRB; Joseph E. Schwartz: KOWH; H. Vernon Brown: WBBN.

WBBM, Roy Racine; KAGC, Harrison Holladay; KFSB, Thomas E. Sharp; KTXM, Charles A. Cullison; Howard Lane: KEX; Judge Kendall; KJRX, Bert F. Fisher; KGA Judge Kendall.

KSKY, C. P. Ritchie; KUTA, Frank C. German; WMPB, James E. Hauserman; Scottie Howard, Station; Jack Howard; KTHS, Hub Jackson; WDBR, P. K. Ewing; WBBN, Vernon Needham; KTO, Robert Trout.

KNUZ, T. Frank Smith; KONE, John M. Whitney; WBBN, W. V. Leachen.

Wherever there's a telephone there's a Postal Telegraph. For your convenience, charges appear on your phone bill.

Boost Your Sales

Advertise over Central America's most modern stations

190,000 Americans

OF THE CANAL ZONE

BUY AMERICAN

HOK-HP5K

640 Kc. 6,005 Kc.

Colón, Panama

Rep. Melchor Guzman Co., Inc.
9 Rockefeller Plaza, New York City

CBS PHONES

AFFILIATE STATION WLS CHICAGO

550 A

Mail response means sales response—and KFY pulled over 14,000 dollars a month.

JOHN BLAIR & COMPANY

ARIZONA'S FIRST STATION

First on the dial First with listeners First in securing first class advertising

BROADCASTING • Broadcast Advertising
Radio’s War Role Is Recited to IRE
Extension of Inter-American Joint Program Advised

WITH ITS KEYNOTE "Radio’s Expanding Role in the Present Emergency", the Institute of Radio Engineers held its 30th convention at the Hotel Commodore, New York, Jan. 14-15.

Pointing out that the Signal Corps alone will expend over a billion dollars for radio equipment and that expenditures on behalf of the other combat branches will even top that figure, I. S. Coggeshall, convention committee chairman, declared "the recognition of radio in fighting a world war comes not one whit too soon," and "we must get to work to beat the amazing coordination due to radio shown by the enemy in the field of battle."

Color Television
A report on the progress of experimental color television was given by Dr. Peter C. Goldmark, chief television engineer of CBS. Adolphlo T. Cosentino, director of communications of the Argentine and retiring vice-president of the IRE, declared "radio must establish an ample telecommunication network through which our respective national expressions may circulate throughout the whole continent."

Don Francisco, director of communications of the Office of the Coordinator of International Affairs, said his division has adopted "know your neighbor" as its watchword. He reviewed the programs directed to Latin-American countries from the United States, and the facilities American broadcasters have developed to transmit them.

A feature of the dinner was the presentation of the IRE Medal of Honor for 1942 to Dr. A. Hoyt Taylor, superintendent of the radio division of the Naval Research Laboratory, Washington. Engineering fellowships were conferred on W. L. Barlow of Mass. Institute of Technology; George H. Brown, RCA; Geoffrey Builder, Australian engineer; A. B. Chamberlain, CBS; E. D. Cook, General Electric; W. P. Mason and G. E. Southworth, Bell Labs; H. S. Knowles Jenson Mfg. Co.; H. O. Peterson, RCA Communications.

At the opening of the sessions Arthur F. Van Dyke, manager of RCA License Labs., New York, was inducted a 1942 president, succeeding Dr. F. E. Terman of Stanford U.

IF SWORDS COUNT. Larry Bailey (at left), engineer of WBEN, Buffalo, is all set for some anti-Nippon crusading. This emblem of affection was donated to him by members of the technical and production staffs just before he left to join the Naval Reserve as a warrant radio electrician. Presenters are (1 to r) Herbert Korts, Ed Reimers, Pat Hill and Philo Stevens.

Sales Managers Plan for NAB Session In Cleveland; Report on Uniform Rules

PLANS for participation of station sales managers in the next NAB convention at Cleveland in May were discussed by the NAB Sales Managers Executive Committee in New York last Tuesday and Wednesday.

The group listened to a report on the sales managers meetings held during the fall and early winter in the various NAB districts, made by Frank S. Pellegrin, director of the NAB department of broadcast advertising, who spoke both at their private session on Tuesday and at their joint meeting with the time-buyers committee of the American Assn. of Advertising Agencies the following day.

The committee attended the radio session of the National Retail Dry Goods Assn. Wednesday morning and the Radio Executives Club of New York's luncheon that noon.

Managers Cooperate
In general, Mr. Pellegrin reported, station commercial managers have accepted the proposals for standardization of rate cards and of station program schedules advanced by the committee after its initial meeting with the agency timebuyers last August (Broadcasting, Sept. 1, 1941).

Other suggestions of the timebuyers regarding coverage maps, surveys and program interruptions, postponements and failures, have also received station action, he said.

Tentatively scheduled for the NAB convention are a meeting of the committee on Monday, May 11, opening day, with breakfast meetings of the entire sales managers group on the following three days. One or two half-day departmentals are planned, in addition to the Wednesday afternoon session of the general convention to be conducted by the sales managers.

Full committee was in attendance, including: Eugene Carr, WGAR, Cleveland; John Butler, WSB, Atlanta; representing large stations; E. Y. Flanigan, WSPD, Toledo, medium stations; Dietrich Dirks, KTRI, Sioux City, la., small stations; George Frey, NBC Red Network; Arthur Hull Hayes, WABC, New York; representing CBS; Linus Travers, W A A B, Boston, representing Mutual-affiliated stations, although MBS is no longer an NAB member; C. A. Arney Jr., assistant to the NAB president.

At the Wednesday afternoon session were: John Hynes, Lord & Thomas; William Maillefert, Compres- son Adv.; Charles Ayers, Ruthrauff & Ryan; Richard Marvin, Wn. Esty & Co.; Carlos Franco, Young & Rubicam, with George Boling, John Blair & Co., sitting in for station representatives.

CENSORSHIP RULES BRING NET PRAISE
OFFICIALS of the three major networks expressed confidence last Friday that the new radio censorship code (see page 11) released Friday by the Office of Censorship would cause little difficulty in their operations. Digest of the comment follows:

CBS—"After study of the radio censorship code announced today by Byron Price, executives of CBS replied that they regard the rules as both reasonable and intelligent."

NBC — "Clarence L. Wensel, NBC program manager, said: "We do not anticipate that the censorship code will cancel any of the quiz programs now on NBC. Instructions have been issued to producers, announcers, and masters of ceremonies on these shows to veer away from all subjects which the Government regards as taboo."

MBS — Fred Weber, general manager of MBS, stated: "MBS is confident that our affiliated and member radio stations will recognize the practicability and soundness of the newly-issued Government radio censorship instructions and will comply with them in all their programs which are transmitted to the network. None of the quiz or audience participation programs transmitted to Mutual by the stations originate from remote locations."
NAVY RADIO SCHOOL OPENED IN CHICAGO

UTILIZING facilities offered by Balaban & Katz, the Navy has opened a training school in Chicago to train radio technicians in the application of high-fidelity radio used in the detection of enemy aircraft and naval vessels. The school, according to the Navy, is to be under the administration of Lieut. C. Edy, U. S. Navy, retired, director of B&K television operations.

The entire top floor of the State-Lake Bldg. has been outfitted to accommodate the school at an estimated cost of $30,000 to Balaban & Katz, which is providing facilties to the Navy without charge. The course requires approximately two months and is available to all personnel in the Navy who have a high school education. It is a non-credit course.

In the absence of the latter requirement the applicant must be actively engaged in radio repair or service work or must be experienced in high-frequency design, transmission or reception. The television station, W9XKB, which last month applied for a commercial license, will continue as a civilian operation under Lieut. Eddy.

FURTHER postponement of one week has been Col. to James T. Perez, president of the American Federation of Musicians, for his examination before trial in New York Supreme Court in the suit brought against him by the American Guild of Musical Artists to enjoin him from interfering with AGMA members. Originally set for Oct. 6, the examination is now scheduled for Jan. 31.

Raleigh to Australia

JOHN RALEIGH, of the CBS Far Eastern news staff in Batavia, Java, has been transferred to Darwin on the North Coast of Australia in view of the increasing importance of the Antipodes in the war situation and enemy activities in both the Pacific and Indian oceans. William J. Dunn, chief of CBS Far East news staff, remains in Batavia to cover news broadcasts from there and to direct the network's staff in that area.

ASCAP Nebraska Action

ASCAP has announced that in view of its inability "to protect the rights of its members in the State of Nebraska because of a statute making it impossible for the society to function there, the Society has released its members for that State." ASCAP explains that this action permits individual writers and publishers to issue licenses for their copyrighted music in Nebraska and to protect themselves against unauthorized public performances of their works.

COMPLETE TESTING FACILITIES

PERFORMANCE CHARACTERISTICS OF LAPP

LAPP's contributions to radio broadcast engineering are recognized as highly significant in the advance of the science. Because Lapp developments have been wholly pioneering in nature, it has been necessary to maintain complete testing facilities. Equipped with the most up-to-date mechanical and ceramic quality testing, as well as that for determining characteristics of frequency, radio frequency flashover, corona determination and capacitance levels, Lapp is equipped for strength test of new designs, and for proof-test of every insulator before shipment. Lapp Insulator Co., Inc., Lehigh, N. Y.

RENEWAL ACCOUNTS

R. L. WATKINS Co., New York (Dr. Lyons toothpowder), on Feb. 1 renewed its contract. (Space-Go-Round for 52 weeks on 38 NBC-Red stations, Mon., 9-9:30 p.m. Agency: Blakett-Clinton, Inc., New York.)

P. LORILLARD Co., New York (Old Gold cigarettes), on Jan. 30 renewed "New Old Gold Show" on 54 Blue stations, including Chicago, from 9-9:30 p.m. (rebroadcast, 11:15-11:30 p.m.). Agency: Bill. & Tom. Thompson Co., N. Y.


Network Changes


P. LORILLARD Co., New York (Old Goldie), on Jan. 30 shifts "The New Old Gold Show" to Blue stations, Mon., 9-9:30 p.m. to Fri., 8:30-9 p.m. Agency: J. Walter Thompson Co., N. Y.

LEVER BROS., Cambridge (Rinso), on Jan. 22 shifts "Big Toys on 72 CBS and 31 NBC stations from 7:30-8 p.m. (EST), with West Coast repeat 6:30-7 p.m. (PST), to Thurs., 5:30-6 p.m. (EST), eliminating West Coast repeat. Agency: Rutherfurd & Braun, Inc., N. Y.

JOHNSON & JOHNSON New Brunswick, N. J. (Rudd-Aid), on Jan. 15 shifted Dorothy Kilgallen's "Voice of Broadway," 25 Blue stations from Sat., 11:30-11:45 a.m. to Thurs., 6:15-6:30 p.m., continuing the program on 32 CBS stations, Tues., 6:15-6:30 p.m. Agency: Young & Rubicam, N. Y.

SUNNYALE PACKING Co. San Francisco (Rancho soups), on Jan. 5 added "Sunnydale" to 25 CBS stations from Sat., 11:30-11:45 a.m. to Thurs., 6:15-6:30 p.m., continuing the program on 55 CBS stations, Tues., 6:15-6:30 p.m. Agency: Lori & Thomas, Inc., San Francisco.

MENNEN Co. Newark (Mennen products), on Jan. 25 discontinues "Cape Bung & Squirt," on 92 NBC-Red stations, Monday thru Friday, 7-7:30 p.m. Agency: Russel M. Seeds Co., N. Y.
Help Wanted

Leading agency, Portland and Seattle—wants to build up radio billing. Requires young man with experience for selling and writing. Must have had close contact with radio stations as a retail and manufacturer. Fine opportunity to ambitious, hard-working young men. Address Box 36, BROADCASTING.

Chief and Staff Engineer—Southern station, new Western Electric equipment throughout. Address Box 47, BROADCASTING.

New England—market station has permanent position for experienced announcer. Real opportunity. Wire box 45, BROADCASTING.

Program Director—Thoroughly experienced, for 250 watt independent station. State qualifications and good status, salary expected. Address Box 44, BROADCASTING.

Engineer-Announcer—For station in small southern city. Trade rate. Address Box 32, BROADCASTING.

New England Station—needs a chief engineer who is willing to design or supervise long-term projects. Major market, new equipment, college background preferred. Address Box 29, BROADCASTING.

Salesman—with minimum 3 years radio sales experience, in position with large radio audience. Commission with drawee's account. Excellent position for the independent in the business. Address Box 23, BROADCASTING.

Radio Station—needs a young equipment designer with progressive ideas. Good opportunity. Address Box 19, BROADCASTING.

First Class Operator—Draft exempt; N. Y. State; state qualifications fully. Address Box 18, BROADCASTING.

Engineer—Licensed draft exempt engineer. Virginia license preferred. Address Box 17, BROADCASTING.

Situations Wanted


ANNOUNCER—Newly employed as staff announcer and newscaster desires change to progressive station. Control room experience, turntable experience, newscasting, sportscasting, commercials, general station routine. Married—28, Best of references. Harold Collins, RCA, Ogdensburg, New York.

Chief Engineer—Small station. Proved ability and experience for hard work. Experienced design, construction, installation of equipment, desires opportunity with progressive station. Address Box 46, BROADCASTING.

Sales Manager—Commercial manager. Fifteen years executive sales and advertising experience in radio and newspapers, with an extensive knowledge of accomplish- ment. Available January Fifteenth at any point where opportunity exists. Address Box 16, BROADCASTING.

MAN WITH IDEAS—long business and technical experience. Desires position with station, preferably New York City or vicinity. Address Box 41, BROADCASTING.

Situations Wanted (cont'd)

SUPERVISING ENGINEER—Varied business and technical experience. Desires position with major network. Phone number: 52-7123. Address Box 40, BROADCASTING.

ANNOUNCER-LICENSED OPERATOR—Desires position as program director in comparatively new station in South. Experience news casting, commercials, programming and studio positions. Address Box 39, BROADCASTING.

ENTIRE STAFF—Consisting of engineers, announcers and secretaries desires position with progressive station. Present working conditions tolerable. Address Box 38, BROADCASTING.

DRAFT-EXEMPT MAN—qualified as manager, program director and staff engineer. Five years at last position, including 2% yrs. at Asst. Mgr., 4 yrs. as Program Director, 5 yrs. as Staff Musician. Address Box 35, BROADCASTING.

Woman—Program Director, experienced writing, announcing, producing, five years with international shortwave station. Employed in large radio company, wants job with willingness to work and experience. Address Box 37, BROADCASTING.

Technicians—Holding new First Class Telephone license, draft exempt, forty years old, with twenty years experience supervising the public service telephone. Phone operator and technical engineer with large company, wants position. Address Earl Gibbs, Las Vegas, N. M.

JUNIOR ANNOUNCER—Age 20. Continual writing 2 yrs. experience. Prefer connection. Address Box 36, BROADCASTING.

Engineer—1st class license, 7 yrs. experience. 3 yrs. chief, construction, operation, maintenance. Married, draft exempt, new employed & kw. network. Desires immediate start South or East with same employment and possible advancement. Address Box 29, BROADCASTING.

NEWS—CONTINUITY—MERCHANDISING—Experience: 16 years radio, five advertising, promotion, voice: clear, distinctive, Continuity: live, forceful, selling. Merchandising: Practical, tested promotion ideas. Draft exempt. Desires complete or all of above, located in station having considerable local, spot business. Now employed. Address Box 27, BROADCASTING.

Program-production man—16 years experience writer, announcer, currently with 10,000 watt network. Wants to make change. Address Box 26, BROADCASTING.

Chief Engineer—Newman, Olympia, Washington. Desires change to the West Coast. Desires progressive station with best in available equipment. Address Box 25, BROADCASTING.

Combination—Announcer-engineer, first class phone, desirable change, prefer southwest, remotes, recording, special events. Over two years experience, draft exempt. Available within two weeks. Address Box 43, BROADCASTING.

Engineer—Five years high medium frequency experience. First phone, second telegraph, Gates, Western Electric, broadcasting, RCA equipment, draft exempt. Desires position. Address Box 19, BROADCASTING.

HELP WANTED—Station having limited broadcast time desires a librarian or bookkeeper. Address Box 18, BROADCASTING.

Situations Wanted (cont'd)

Sports—special events-program man. Outstanding play by all plays all sports. Now with leading station having limited sports program. Address Box 24, BROADCASTING.

Continuity-Production Man—Local station and network commercial program experience. Create, write, produce all types of copy and programs. Address Box 23, BROADCASTING.

Wanted to Buy

WILL BUY One vertical tower, 170 feet or above. Address Box 21, BROADCASTING.

For Sale

Two practically new—Western Electric H-8 Reproducer Sets. Complete with equalizers, switches, arms and pick-up. Good discount. Address Box 42, BROADCASTING.

Professional Directory

JANSKY & BAILEY

An Organization of Qualified Radio Engineers

Dedicated to the Service of Broadcasting

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

JAMES C. McNARY

Radio Engineer

National Press Bldg., D. I. 1205
Washington, D. C.

PAUL F. GODLEY

Consulting Radio Engineer

Phone: Montair (N. J.) 2-7859

PAGE & DAVIS

Consulting Radio Engineers

Munsey Bldg., District 8456
Washington, D. C.

A. EARL CULLUM, JR.

Consulting Radio Engineers

Highland Park Village
Dallas, Texas

CLIFFORD YEWDAII

Empire State Bldg., NEW YORK CITY

An Accounting Service Particularly Adapted to Radio

Radio Engineering Consultants

Frequency Monitoring

Commercial Radio Equipment Co.
Silver Spring Mgr. (Suburb, Wash., D. C.)

RING & CLARK

Consulting Radio Engineer

WASHINGTON, D. C.

Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE

Consulting Radio Engineer

ES Controlling Interference

Box 609 • WASH., D. C. • DI. 7-2417

CHNS

Halifax, N. S.
The Finest Facilities In the Maritimes

Ask JOE WEEDE
Clearing of Federal Programs Placed Under OFF Direction

Lewis Is Coordinator of Work With Meservy as Chief Assistant; Series of Meetings Called

BY DIRECTION of President Roosevelt, the Division of the war-born Office of Facts & Figures was designated last Friday as the clearing house for Governmental broadcasting, with William B. Lewis, recently resigned vice-president in charge of programs of CBS, as coordinator. Mr. Lewis' chief assistant is Douglas Meservy, former assistant to the vice-president in charge of programs of NBC.

Long under consideration and urgently suggested by the industry as a means of coordinating Government programming, the Division is expected to serve as the radio traffic control for all Government programs. A tug-of-war has been going on for more than a year among Governmental agencies to step up this important function. Selection of Mr. Lewis, a practical broadcaster, as head of the unit, won praise in industry circles.

Announcement of the action was made by Archibald MacLeish, director of OFF, following receipt of a letter from Presidential Secretary Stephen T. Early.

Mr. Lewis said he will seek the "advice and counsel" of both Government and industry in devising a system of operation. Meetings are to be held beginning Monday (Jan. 19) with representatives of Government agencies, networks, independent stations, and sponsors, he added.

The Division does not contemplate engaging in program production, Mr. Lewis asserted. "Work will be done by the people best qualified to do it," he explained.

Early this year Mr. MacLeish said that through Coordinator Lewis, OFF should "give guidance to Government departments and agencies and to the radio industry as a whole concerning inquiries originating within the Government and received by the Government from the broadcasting companies and stations, and to handle Government programs on the networks within the United States."

The White House letter continued: "It is requested that you advise all departments and agencies of the Government, especially those in the office of the Director of Censorship, the FCC and the Coordinator of Information as well as the national networks and the National Defense Committee of the NAB, that this assignment has been given to the Radio Division, OFF."

"It is not intended that the functions of the Radio Division, OFF, shall in any way conflict with the shortwave or foreign broadcasting work now being carried on by the Office of the Coordinator of Information or by the Office of Mr. Nelson Rockefeller. It is recognized, however, that certain programs arranged by the Radio Division, OFF, may, from time to time, be broadcast to the world at large and it is suggested that the Radio Division, OFF, on all such occasions, consult with and arrange broadcasts of this nature in cooperation with the officials of Mr. Rockefeller's office and those in Col. Donovan's office in order to avoid conflict and possible overlapping of radio programs."

The White House action terminates confusion regarding Government programming that has existed practically since the war emergency began. Last September, Mayor F. H. LaGuardia, as director of the Office of Civilian Defense, drafted Mr. Lewis as his radio advisor. Shortly afterward he announced that radio branches of all Federal agencies in Washington would coordinate programs out of OCD. This apparently had been done with Presidential authority.

Both Leave Net Posts

Subsequently, Mr. Lewis transferred to OFF as head of its radio division. Later he was named assistant director of OFF in charge of its bureau of operations, which includes the radio division. He recently resigned his position as vice-president of CBS, after having been borrowed to serve on the Government assignments. Mr. Meservy likewise originally had been given leave from NBC to assist Mr. Lewis. He also has terminated his NBC connection to devote full time to Government work.

JIMMY POWERS, sports editor of The New York Daily News, and sports commentator on WMCA, New York, has signed as sports editor of WMCA for another year to handle nightly quarter-hour sports programs.

75% ASCAP PACTS ON BLANKET BASIS

OF THE 460 stations which had taken out ASCAP licenses as of the end of the year '43, an exact 75 per cent, had taken blanket commercial and sustaining contracts, according to a breakdown made by the Society. This total includes, of course, the 100 or so stations which continued their ASCAP licenses during 1941.

It was learned, however, that after the initial rush of stations for covering new cars and tires, the blanket covering both sustaining and commercial programs—was over, the percentage of per program contracts to blanket contracts has steadily risen, with the probability that by the end of 1942 the figures would be an equal division between blanket and per program licenses.

Complete breakdown follows:

Blanket sustaining and commercial contracts, 144.
Program sustaining and commercial contracts, 34.
Blanket sustaining contracts, 42.
Blanket commercial contracts, 12.
Program commercial contracts, 3.
Blanket sustaining and commercial contracts, 28.
Program sustaining and commercial contracts, 1.

Elliott's New Post

CLINTON ELLIOTT, former vice-president of Birmingham, Castleman & Pierce, New York, and previously with Eastern Adv. Co., New York, has joined Sponsored Radio Programs Inc., New York, as president. SRP, which conducts an advertising feature for the radio program pages of newspapers, has introduced a cartoon continuity called "News on the Twisters," to appear on radio pages as special promotion for five to seven programs daily.

JOSEPHINE TUMMINI, Metropolitan Opera performer, has been selected as permanent star on the new Coltr Products series, "Privacy Hour of Romance" which started Jan. 16 on 23 MHS stations. Friday, 8:30-10 p.m. (Broadcasting, Dec. 29, 1941). Birmingham, Castleman & Pierce, New York, handles the account.

Sunday Evening Series Is Suspended by Ford

FORD MOTOR Co. announced last Friday that it was indefinitely suspending its Sunday Evening Hour on CBS after the March 1 broadcast. No reason was given by Ford officials at Detroit and at CBS in New York. It was merely stated that the program was cancelling at the end of its present 15-week contract. The series, which has been on the air seven years, is heard on 88 stations, 9-10 p.m.

While all concerned refused to comment, it was generally assumed in industry circles that it was caused by Government's ban on selling new cars and tires. However, it was pointed out that practically the same conditions face Firestone Tire & Rubber Co., sponsors of the Firestone Hour on NBC, and that officials of the latter company had announced the program would continue, stressing the war effort activities of the company.

Page 58 • January 19, 1942  •  BROADCASTING • Broadcast Advertising
He is one of WLW's field representatives who call on retailers every week in the major cities of WLW Land.
What he found out is contained in WLW's latest book:

"28,037 calls on the Men Who Move Your Merchandise"

It's mighty interesting reading!
If you haven't received your copy write WLW or call one of our sales offices.

New York — Transamerican Broadcasting & Television Corp.
Chicago—WLW, 360 N. Michigan Avenue
San Francisco—International Radio Sales
HOW TO START A STATION

Right!

Here's the RCA Transmitter chosen by 84 American Broadcasting Stations!

Starting a new station? Whether your construction permit has already been granted, or your application is still to be filed, choose the transmitter that is America's first choice by an impressive margin—the RCA Type 250-K, for efficient, economical, dependable operation at 100/250 watts.

84 stations, built or being built, have purchased this outstanding broadcast transmitter. Foreign purchasers account for nine more. The 250-K has been on the market less than two years!

The reasons for such unequalled acceptance are inherent in the 250-K itself. Flat within 1½ db. from 30 to 10,000 cycles, it delivers program-quality difficult to match even at a higher price. High-level Class B Modulation, and efficient RCA-engineered circuits, keep operating costs low. It draws only 1625 watts from your power-line while operating at average program modulation on a 250-watt carrier. Installation is simple and inexpensive; operation is simplicity itself.

And—a thought for the future—the 250-K is easily adapted to 1,000-watt operation at any time, by the simple addition of the RCA amplifier unit, Type MI-7185 and suitable power-supply. Write for complete data today.

American Broadcasting Stations Equipped with the 250-K

including 1,000-watt stations using it as a 250-watt exciter unit

<table>
<thead>
<tr>
<th>KANA</th>
<th>KBIK</th>
<th>KBWD</th>
<th>KBUR</th>
<th>KFBG</th>
<th>KFIZ</th>
<th>KGLO</th>
<th>KFMB</th>
<th>KFIO</th>
<th>KFPW</th>
</tr>
</thead>
<tbody>
<tr>
<td>KFXM</td>
<td>KRAS</td>
<td>KHOH</td>
<td>KLS</td>
<td>KLUF</td>
<td>KRJF</td>
<td>KROD</td>
<td>KSKY</td>
<td>KSMO</td>
<td>KUJ</td>
</tr>
<tr>
<td>KVAD</td>
<td>KPVE</td>
<td>KWIL</td>
<td>KJRC</td>
<td>KYCA</td>
<td>KYOS</td>
<td>WAIJ</td>
<td>WARM</td>
<td>WATN</td>
<td>WDIR</td>
</tr>
<tr>
<td>WBTA</td>
<td>WCED</td>
<td>WBQ</td>
<td>WAAS</td>
<td>WDIF</td>
<td>WGBI</td>
<td>WGRS</td>
<td>WDBK</td>
<td>WDFD</td>
<td>WHKY</td>
</tr>
<tr>
<td>WFIG</td>
<td>WIGC</td>
<td>WIBQ</td>
<td>WGOV</td>
<td>WSRS</td>
<td>EWUB</td>
<td>WPFG</td>
<td>WIX</td>
<td>WIZE</td>
<td>WHYN</td>
</tr>
<tr>
<td>WGC</td>
<td>WLBJ</td>
<td>WKIP</td>
<td>WKMO</td>
<td>WJKK</td>
<td>WFPK</td>
<td>WLLV</td>
<td>WLDK</td>
<td>WMJM</td>
<td>WMRN</td>
</tr>
<tr>
<td>WM08</td>
<td>WM0G</td>
<td>WOSH</td>
<td>WORD</td>
<td>WSAV</td>
<td>WSGN</td>
<td>WSDO</td>
<td>WSRB</td>
<td>WSLB</td>
<td>WSDC</td>
</tr>
<tr>
<td>WTHT</td>
<td>WTMA</td>
<td>WTJS</td>
<td>WWNY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

...plus still others to foreign countries, American police installations, and for stations now under construction!

RCA 250-WATT
TYPE 250-K

FOR FINER PERFORMANCE
GO RCA ALL THE WAY

Microphones
Speech Input Systems
Associated Equipment
Transmitters

RCA Broadcast Equipment

In Canada: RCA Victor Co., Ltd., Montreal