You're right, Mr. Riddle. That amazing WOR show “Here’s Morgan” snags more than 15% of the listeners when 30% of the sets are being used.*

You see, Charlie . . . that’s why I told your father to buy “Here’s Morgan.” Other reasons, of course, are the amazing jobs the show has done for Adler Shoes, Trommer’s Beer and many other things.

*From the WOR Continuing Study of Radio Listening

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

FEBRUARY 9, 1942
Vol. 22 • No. 6
WASHINGTON, D. C.

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*From the WOR Continuing Study of Radio Listening

WOR
at 1440 Broadway, in New York where Henry Morgan stands in front of the cigar store and laughs people into spending cash
Radio station WLS is one of few—perhaps the only one—to employ an ordained minister as full-time staff pastor—Dr. John W. Holland. WLS religious broadcasts are not confined to any one denomination or creed. They have been enriched by the helpful words of Protestant ministers, Catholic priests and Jewish rabbis, as well as by prominent laymen of all faiths.

Principal religious activity at WLS is the "Little Brown Church," a 45-minute Sunday morning service, now in its seventeenth year, conducted by Dr. Holland. Its chief purpose is to bring the old-fashioned hymns and a Gospel message to the thousands of shut-ins who cannot attend church. "Morning Devotions" is a daily 15-minute program of helpful and inspirational philosophy. Another daily feature concludes "Dinnerbell"—"Five Minutes of Meditation," a short, inspirational message by Dr. Holland.

These regular programs, plus special features at Easter and Christmas time, give WLS a yearly schedule of 890 religious programs. Here is another WLS activity that makes us "part of the life" in Mid-West America.
This hammer is presented with our compliments to the time buyers who have hammered home this essential fact to their clients: When you advertise in Connecticut's Major Market, use WDRC in Hartford. You get all three on WDRC—coverage, programs, rate!

**basic CBS hartford**

WDRC

CONNECTICUT'S PIONEER BROADCASTER
CHICKENS:
Giddy, feathered nitwits, which is why Nebraska farmers don't mind selling them at today's record high prices.

EGGS:
Oval objects which are delectable fried, boiled or scrambled. Sell wholesale for 21c a dozen, more than twice the price Nebraska farmers got last year!

MONEY
Defined as coin, currency, wealth.
Nebraska farmers are trading their products for an enormous quantity of money.
And they'll trade their money for your products, if you tell them what you have.
Tell them over KFAB! You need KFAB, to reach the farm areas of Nebraska and her neighbors.

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Broadcasting
The Weekly Newsmagazine of Radio
Broadcast Advertising

February 9, 1942

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Broadcasting • Broadcast Advertising
Put Your 1942 Sales Money on a WINNER

For more than ten years, listener-interest surveys of the Detroit radio audience show WWJ far out front.

Member NBC Basic Red Network

George P. Hollingbery Company
New York Chicago Atlanta
San Francisco Los Angeles

Associate Station W4SD—FM

Owned and Operated by The Detroit News
NOW DO YOU REACH WESTERN MICHIGAN?

If you are planning on reaching Grand Rapids, Kalamazoo, and all the rest of the rich Western Michigan with your advertising, your best bet is radio—and your best bet in radio is Station WKZO!

Why? Because, in the first place, WKZO with 5000 watts at 590 K.C. covers a territory in which you would literally need twenty newspapers to do an equivalent job! . . . And WKZO, with its exclusive Columbia coverage of that territory, gets an audience that is unmatched by any other station in the neighborhood. In Kalamazoo, for instance, a 30-day survey reveals that WKZO has a higher daytime listening rating than all other stations combined!

WKZO has a primary daytime coverage of 252,170 radio homes in a region which is nationally famous for its high standards of living. . . . Enough said? Write for availabilities!

WKZO
C.B.S. • 5000 Watts
Kalamazoo—Grand Rapids

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932
FCC Tries to Halt Imminent House Probe

FlyReappointment
Becomes Live
Issue

AMID CHARGES of "maladministration of a good law", levied against the FCC and its chairman, James Lawrence Fly, and of counter-charges of purported industry domination by "two New York corporations", predictions were made last week that the House shortly would institute its long-heralded inquiry into FCC affairs.

Desperate efforts by the FCC majority to thwart a proposed select committee investigation of the FCC were reported. This probe was advocated by Rep. E. E. Cox (D-Ga.), though the Administration apparently leans toward formal legislative hearings before the House Interstate & Foreign Commerce Committee. Rep. Cox, ranking member of the Rules Committee and one of the strongest men in the House, confidently predicted favorable action on his resolution this week by the committee, with House approval shortly thereafter.

Fly Is Target

The air was full of reports about dire things to come, with Chairman Fly's stewardship subject to sharp criticism. Mr. Fly's term expires June 30 and this adds significance to the projected legislative inquiry.

One of the reports was that Chairman Fly looks with favor upon creation of the post of Coordinator of Communications, parallelizing the position in the transportation field held by ICC Commissioner Joseph B. Eastman.

In other quarters, however, the reaction was that there appeared to be no reason for such an organization, inasmuch as the Defense Communications Board, also headed by Chairman Fly, for more than a year has achieved outstanding success in planning war communications activities. This board, made up of the representatives of the five Government departments identified with communications, functions under Presidential mandate and its work represents the pooling of ideas of these five agencies.

Yet another report, lacking confirmation, was that Chairman Fly might be relieved of his duties on the FCC to allow him to devote full-time to DCB. He recently testified before a House committee that perhaps 90% of his time now is given over to war activity.

Whether the House inquiry will be held by the proposed Cox select committee or the Interstate & Foreign Commerce Committee, the latter already having decided on hearings within a few weeks, is problematical. In the efforts of the FCC majority to block the Cox proposal, it is understood that members have looked sympathetically upon the formal proceedings before the regular committee on the Sanders Bill (H.R.-5497).

Rep. Cox, in introducing his resolution (HRes-426) in the House Feb. 2, warned fellow members that Chairman Fly had dispatched agents of the Commission in an effort to defeat the measure. He said the House leadership looked upon his resolution favorably, pointing out that the plan is to probe the policies of Chairman Fly and of the FCC law department, which he charged is seeking to "Federalize communications and broadcasting".

Rankin Praises Fly

Whereas the Cox inquiry, which would be conducted by a five-man committee with special counsel and investigators, would deal largely with personnel and policies, the Sanders Bill proposes reorganization of the FCC and writing of any needed revisions to the statutes.

Answering Rep. Cox's two blasts, Rep. John E. Rankin (D-Miss.) on Feb. 3 highly commended Chairman Fly and held that 90% of the criticism against the Commission had come from the "powerful radio monopoly". He talked of "a Wall Street hiring" and a "Philadelphia cigar maker", without mentioning RCA President David Sarnoff or CBS President William S. Paley by name, alleging they were trying to dictate the broadcasting policy of the nation.

An ardent foe of the power trust and acquainted with Mr. Fly during the latter's incumbency as general counsel of TVA, Rep. Rankin said that he had known Chairman Fly for many years and regarded him as "a most valuable public servant".

The Cox Committee probe, for which a special fund would be provided, would instead of mere months Unquestionably, it would go into the most controverted phases of FCC regulation, including the newspaper-ownership inquiry, network monopoly regulations, and purported Communistic leanings of certain FCC employees, particularly Dr. Goodwin Watson, senior analyst of the FCC Foreign Broadcast Monitoring Service and former Columbia U professor.

Senate Hearing

The House, in passing the Independent Offices Appropriation Bill last month, withheld any compensation for Dr. Watson, a virtually unprecedented act. It was reported that commitments had been made to the House committee in executive session that Dr. Watson would be released, and when this did not occur the committee decided to withhold compensation.

The Senate Appropriations subcommittee handling independent offices, at an executive session last Wednesday, heard Chairman Fly, Communications Director Durr, FRMS Director Lloyd A. Free and Dr. Watson, questioning the latter for more than a half-hour.

Dr. Watson was said to have deleted daily charges of affiliation with Communist-front organizations and declared he was not an advocate of overthrowing the democratic form of Government, according to reports of observers. Inserted in the record were a number of letters from former associates and well-known educators, attesting to Dr. Watson's character.

"No Witch Hunt"

Rep. Cox emphasized, in an interview with BROADCASTING last Tuesday, "the main objective of the resolution is to stop bad administration of a good law". In this statement he echoed a previous comment by Speaker Sam Rayburn, who in 1934 was chairman of the House Interstate & Foreign Commerce Committee when the (Continued on page 58)

TEXT OF THE COX RESOLUTION

The committee shall report to the House (or to the clerk of the House if the House is not in session) at the earliest practicable date during the present Congress the results of its investigation, together with such recommendations as it deems desirable.

For the purposes of this resolution the committee is authorized to sit and act during the present Congress at such times and places within the United States, whether or not the House is sitting, has recessed, or has adjourned, to hold such hearings, to acquire the attendance of such witnesses and the production of such books, papers, and documents, and to take such testimony, as it deems necessary. Subpoenas may be issued under the signature of the chairman of the committee or any member designated by him, and may be served by any person designated by such chairman or member.

The committee shall require any witnesses to produce and give testimony in writing, and such testimony may be taken under oath, and the committee may receive in evidence any documents, papers, and other tangible things which seem relevant to the matters under consideration.

The committee shall have the power to compel the attendance of witnesses, the production of books, papers, and other tangible things, and the issuance of subpoenas, and to administer oaths.

The committee shall have power to examine in public such witnesses as it shall desire, and to hold such hearings as it shall find necessary to a full and complete investigation of the matters under consideration.

The committee shall have power to report findings and recommendations to both Houses of Congress, and to file the same with the Clerk of the House, and to take such other action as the committee may deem necessary to carry out the purposes of this resolution.
Thesaurus Using ASCAP Numbers For Disc Library

Music of Some Publishers Used Under Interim Plan

NBC Thesaurus, transcription library service, will begin immediately to release the music of some 50 ASCAP publishers to its station subscribers. C. Lloyd Egner, vice-president in charge of the radio recording division, announced last Friday.

In addition to obtaining the recording rights directly from a number of individual ASCAP publishers, NBC has also made an interim arrangement with ASCAP permitting subscribers to broadcast Thesaurus transcriptions of ASCAP music for sustaining programs, even if they have not taken out ASCAP licenses.

Mr. Egner declined to release the names of the publishers from whom NBC has secured recording rights, stating only that a detailed bulletin concerning the ASCAP selections now available will be issued by the end of the week. Herman Starr, in charge of the music publishing interests controlled by Warner Brothers, Pictures, including Harry Fox Inc., Remick Music Corp. and M. Witmark & Sons, told Broadcast- ing that NBC had been granted the rights to all music in the catalogs of these publishers, which rights were withdrawn from the management of Harry Fox, agent and trustee for most ASCAP publishers.

Fees Eliminated

Explaining that NBC was determined to avoid "the unsatisfactory arrangements that prevailed prior to 1940-41" and that the recording problem could not be solved together with the ASCAP negotiations with stations since ASCAP controls performing but not recording rights to the music of certain ASCAP members, Mr. Egner stated that it had been necessary "to continue negotiations until we could obtain ASCAP music on a basis satisfactory to our customers as well as ourselves and the publishers.

"Herefore we were required to pay publishers and to charge our subscribers 25 cents and in some cases 50 cents, per use per selection on certain sustaining programs using Thesaurus. These fees were charged in addition to the broadcast license for which the station paid directly to ASCAP. These extra copyright fees are now eliminated.

"Herefore, our recording right licenses were limited to either six months or a year, thus making it very hazardous to invest in costly recordings in the knowledge of the standard tunes. Our arrangements are now on a long-term basis, thus permitting us to resume recording of the standard favorites. "These arrangements have been

DISPOSITION of some 150 outstanding construction permits for standard broadcast stations, covering new installations, power increases, and direct-use arrangements prepared without immediate problem confronting the FCC as a result of its preliminary "freeze announcement" of Jan. 30, which foreclosed all new station construction in areas now receiving primary service from at least one station. Careful study is being given the language of the order to be issued freezing existing assignments, with no indication as to when public announcement will be made. The War Production Board, headed by Donald M. Nelson, actually will promulgate the decree, as it has done in the case of automotive, tire, radio receiving set and other manufactures involving critical materials banned or curtailed for civil use.

Material Shortages

The preliminary order on new broadcast grants does not affect existing broadcast service such as FM and television, though these services are expected to be covered in subsequent decrees. Shortages of vital materials are expected to remain unalleviated in virtually similar restrictions.

Under the freeze procedure, all applications for new broadcast stations automatically are to be set aside. "Proof of no primary service, from at least one station, must be established before a grant will be made, and the priorities' road cleared for the necessary execution.

The construction permit program is being given intensive study by the FCC. The Commission will ascertain promptness in installation, how many of the station building projects involve critical material and whether adequate service is ready is available in the area involved. Formulation of a sound policy, with sufficient latitude to take care of underserved areas, is the goal.

Thought has been given, it is understood, to diversion of transmitters, tower steel and other materials already on order or in production from what may constitute as non-essential installations to the more urgent ones in underserved areas. This, however, is regarded as a rather extreme approach.

More than likely installations nearing completion, whatever the area, will be carried through. Others, which have been held in abeyance, will not be permitted to remain outstanding for the duration, and probably will be rescinded.

Whether the FCC will seek to ascertain the status of all outstanding construction permits by questionnaire or through examination of information already on file remains to be determined. Similarly, availability of the"freeze" for other material work authorized will figure prominently in ultimate disposition of each case.

The Defense Communications Board, policy-making body which recommended the preliminary freeze notice, met at the FCC last Thursday. It took no action on the standard broadcast situation. However. Aside from broadcast services, freeze orders relating to other services licensed by the Government, such as aviation, police, marine and point-to-point, are under consideration.

McNeil Appointed As WJZ Manager

New Sales Staff Announced By New York Blue Key

FOR THE FIRST time since it joined NBC in 1927, WJZ, key outlet in New York of the Blue Network, has its own local management which will devote its time to building up WJZ as a local station with local content as a primary interest.

In the newly-created position, manager of WJZ is John H. McNeil, who joined Mr. McNeil the NBC sales force in 1936 after several years in advertising agency work, and a period of sales and promotion with Liberty Magazine. He has been handling sales for the Blue Network since it set up its own sales group in 1940.

New Sales Personnel

The WJZ new sales staff will include Robert Garver, formerly of WOR, New York; Gordon Lloyd, formerly of WNEW, and Luellen Stearns, formerly of the Reinhold Publishing Corp. WJZ will be represented in the national spot field by the Blue Network's national spot sales organization under Murray B. Grabhorn.

The entire program structure of WJZ is currently under revision to conform with the needs and wishes of New York listeners, the first series to be set up having started last Feb. in 1926 in a recorded five-weekly program titled Strike Up the Band. Featuring recordings by different orchestras each day, the series has as m.c. Ray Nelson, who formed the famed Mid-West Jamboree program on WEVD, New York, and also handles the WJZ Show Shop program, sponsored by Anacin Co., and The Spice of Life, heard daily on WEAF, New York, and also sponsored by Old Dutch Mills, New York (coffee).

It is understood that one-minute commercials will be sold on the show, with four announcements set as the maximum, although no exact sales policy for the show has yet been announced.

Trenmill Improves

NILES TRAMMELL, president of NBC, was reported last week to be selling his duties temporarily in Frank Mullen, vice-president and general manager.

FRANK W. WOZENCHIT, vice-president and general counsel of RCA Communications Inc., was called Feb. 7 into NBC as the firm's vice-president and general counsel. Significance attaches to the Field acquisition, since the million-marcher is also publisher of the new Chicago Sun.

FCC Studies Outstanding CPs

As WPB Freeze Order Pends

INTEREST IN WHIP

SOLD FOR $75,000

AN EXPENDITURE of $75,000 for acquisition of 45% of WHIP,Hammond, Ind., was made by Marshall Field 3d, Chicago merchant-publisher and his associate, John W. Clarke, investment broker, seconded by a period last week. Mr. Field acquired 30% of the station and Mr. Clarke 15%. The latter has elected vice-president and treasurer of the Hammond Calumet Broadcasting Corp., which operates the station [BROADCASTING, Feb. 21].

WHIP operates on 1520 kc. with 5,000 watts daytime, but holds a construction permit for nighttime. Since acquisition of control is not involved in the transaction, FCC approval is not required. A report covering transfers of control will be filed along with the application for license renewal next month.

Dr. George H. Courrier, Catholic bishop, remains as president and Doris Keane as vice-president and manager of the Connecticut Radio Co., Inc., which operates the station.

BROADCASTING • Broadcast Advertising
Dean Pound Raps Press Ownership Ban

Sees Threat to Free Speech as Hearing Nears End; Stahlman May Be Called

WITH a thumping academic-legal case against any ban on newspaper-ownership of broadcasting facilities delivered as a climax by Roscoe Pound, dean emeritus of Harvard Law School, the Newspaper-Radio Committee last Friday noon concluded its affirmative presentation in the FCC’s long-drawn newspaper-ownership inquiry.

To all intents and purposes, finally called after nearly a year, Chairman James Lawrence Fly left the door open for further sessions by receding the inquiry without setting a resumption date.

May Call Stahlman

Pointing to continuation of the hearings, it was indicated Friday that the FCC would call James G. Stahlman to testify.

Conrad Stahlman, publisher of the Nashville Banner and former president of ANPA, now on active duty with the Navy Department, last week emerged as the “lost soldier” of the anti-newspaper-ownership fight when the U. S. Court of Appeals for the District of Columbia held that his commission had the power to require his appearance under subpoena.

The court, however, at the same time, stated that the heart of the move against Stahlman’s testimony by holding that the FCC was entirely without power to enforce any general rule precluding newspapers, or any other class of applicant, from holding station licenses [BROADCASTING, Feb. 2].

With Elisha Hanson, ANPA general counsel, apparently satisfied at having “lost a soldier, but won the war”, and not intending to appeal the subpoena suit to the Supreme Court, the decision lay with the FCC whether to call Conrad Stahlman to the stand.

Although it was indicated he would be called, no date was set for his appearance.

Dr. Hettinger Testifies

It is believed also that the FCC may offer several more exhibits in the newspaper-inquiry record, and may call for additional expert testimony along their line, but won out to be the case, the Newspaper-Radio Committee in all likehood will counter such testimony with expert testimony of its own.

Appearing as Newspaper-Radio Committee witnesses at the windup sessions last Thursday and Friday were Dr. Herman S. Hettinger, associate professor of marketing and chairman of the marketing department of the Wharton School of Finance & Commerce, U. of Pennsylvania; Ernest Angell, New York lawyer and former president of the Council for Democracy since July 1, 1941; Dr. Roscoe Pound, dean emeritus of the Harvard Law School.

Direct examination was handled by Sydney M. Kaye, NBC attorney, although still far behind the half-million-dollar overall cost figure of the 1938-39 network-monopoly hearing, the newspaper-radio inquiry, which rolled into its close last Thursday afternoon, is estimated to have cost nearly a quarter-million dollars. This figure, at best an approximation, was arrived at without appeal by members, reckoning the total cost on a basis covering salaries, travel, printing, advertising, and other costs other expenses that can be charged, directly and indirectly, to the conduct of the inquiry.

The chief mechanics of the press-ownership investigation:

The record of the proceedings (Docket 6051) now includes almost 3,500 pages of testimony, gathered in 24 hearing days from a total of 52 witnesses—42 appearing during the FCC presentation and 10 during the Newspaper-Radio Committee affirmative presentation. The hearings started July 23, 1941, continuing in fits and starts, with a record of 15 days of sessions, until the last session on Feb. 6. Also included in the record are 407 exhibits.

Dr. Angell, associate counsel, with Donald Harris, of the FCC legal department, for the Commission.

Mr. Angell declared that the question of whether newspaper-ownership should be banned, or whether to have discriminatory regulation of any kind, was "tremendously important" to democracy. He pointed out that freedom of speech and press is one of the imperatives of democracy, and any restriction becomes an danger to the democratic ideal.

Discrimination against one group, like newspapers in the radio field, leads to discrimination against other groups, such as churches, schools and labor groups, he observed, maintaining that Government control over lines of communication to the marketplace of opinion was "undemocratic".

Calling on the FCC to examine each case on its merits, subjecting applicants only to rules applicable to every applicant, Mr. Angell held that an administrative agency like the FCC should treat no differently from any other applicant one individual or entity happening to enjoy close contact or influence with the public.

Commented by Counsel Harris, Mr. Angell declared that diversity of ownership was desirable, and although the fact that an applicant for radio facilities owns a newspaper should be considered, that fact should carry no more weight than his religion or race.

Asked by Commissioner Durr if he would object to a Congressional order to the FCC to avoid lodging undue control in any single social, political or economic groups, Mr. Angell answered that this would be less objectionable than a general rule or flat order against newspaper-ownership.

Explain Data

Dr. Hettinger explained a series of eight exhibits, interpreting certain elements of statistical data presented by Dr. L. D. H. Weld, director of research of McCann-Erickson, during the early days of the hearing last August. In explaining the exhibits, Dr. Hettinger cautioned against making "wrong interpretations" of Dr. Weld’s statistics on the relative incomes and revenues of radio, newspaper, and magazines.

One table, as described by Dr. Hettinger, giving a breakdown of radio’s total time sales from 1935 to 1940, showed an increase of 95.5% in total net time sales during the period, a rise from $79,600,000 in 1935 to $155,700,000 in 1946.

According to Dr. Hettinger’s breakdown, network advertising time sales increased 85.7% during the period; national and regional non-network time sales, 169%; local time sales, 318%; newspaper six-year span, national time sales rose 107.3%, the table indicated, although the general trend in comparing sales between competing media was a deceleration in the increase in radio time sales.

Another exhibit, covering newspaper and magazine advertising revenues from 1929 to 1939, showed a 285% increase in newspaper revenues, from $128,600,000 to $599,500,000, along with a 318% increase in magazine and periodical advertising, from $24,115,000 to $76,310,000.

Pointing out that more than 90% of radio’s operating revenues derive from commercial time sales, Dr. Hettinger pointed out that of a total operating revenue of $1,395,400,000 for radio, magazines and newspapers, radio revenues accounted for only about 10% of this amount; local exhibits, he emphasized that while total revenues from broadcast operations during 1939 amounted to $141,700,000, in the same year newspapers had revenue totaling $845,700,000, and magazines, $400,000,000.

He pointed out, in this regard, that the Weld exhibits, introduced on behalf of the FCC, indicated an amount of $408,000,000 in local accounts and $161,000,000 in national accounts. With radio’s national time sales amounting to $110,900,000 in 1940, comprising about 75% of its revenue, he said this indicated that radio’s greatest competition with newspapers lies in the national advertising field.

Another exhibit, comparing 1929 and 1939 conditions, showed that during the decade the decade had dropped 14.5%, from $49,115,000,000 in 1929 to $42,039,000,000 in 1939; local retail advertising meaning one-third, from $600,000,000 to $400,000,000; and the ratio of advertising expenditures to retail sales had declined from 12.2% to 9.6%, a drop of 22.1%.

Asked for his opinion on the effect of radio in bringing about this change, Dr. Hettinger pointed to these figures and commented, "Obviously, factors other than radio advertising have been responsible for the relative decrease of newspaper advertising revenue".

In response to further questioning, he observed that as a matter of economics, it was pointed out that a newspaper owner, whether or not he owns a station, or a radio station owns a newspaper, in the present state of the arts, the he enjoyed no benefits that might come with further development of television and facsimile.

Dean Pound Testifies

With FCC Chairman James Lawrence Fly making his first appearance at the hearings in several weeks, Dean Pound reviewed and analyzed the history and development of the “common law rights of man”. Using no notes, he presented an exhaustive historical survey of the legal background of the concepts of the speech and press, maintaining that there is no valid “new interpretation” of these principles, as has been argued on occasion by FCC counsel.

It is the duty of an administrative agency, such as the FCC, to "clear the way before the exigency of the case", rather than to attempt short-cut-by establishing general or arbitrary standards or rules, Dean Pound commented. He declared also that administration of the law is (Continued on page 18)
Shepard Proposals Aimed to Stop Criticism

CONSISTENT with the industry war policy of self-regulation, the NAB Code Compliance Committee, at an all-day session last Friday opposed a number of suggestions to control broadcasting of war news to insure maximum good taste in the handling of war news.

Be it proposed by John Shepard 3d, Yankee Network president and chairman of the newly-created Broadcasters’ Victory Council, were adopted. Additional suggestions, relating to middle commercials and banning of sponsorship of individual and sporadic news bulletins, were adopted by the committee with the sanction of Mr. Shepard.

Efficient Handling

The special meeting was called by NAB President Neville Miller and Committee Chairman Earl J. Glade, KSL, Salt Lake City, following a meeting Thursday afternoon (Jan. 31) with Archibald MacLeish, director of the Office of Facts & Figures; William B. Lewis, associate director of OF in charge of radio, and Douglas Meservey, Mr. Lewis’ chief aide.

Some criticism of handling of commercials in news programs, in the light of the war, had been voiced. The suggestions adopted, it was felt, can be observed without any substantial loss of revenue for any station, while at the same time resulting in more efficient handling of news.

Messrs. Lewis and Meservey attended a luncheon session of the code committee that day and indicated the suggestion go a long way toward meeting criticism, F. M. Russell, NBC Washington president, and Fred Weber, MBS general manager, also attended the session.

The committee decided to undertake a survey of news broadcasts to ascertain the precise effect of the suggestions advanced. Further recommendations will be made to the industry in accordance with the survey results, it was stated.

Elimination of the middle commercial was the salient topic. It was agreed, however, that with the exercise of extreme care, such commercials could be handled [see text of the way below]. The keynote was the deep responsibility of broadcasters in handling of news in such manner as will satisfy the listener without resorting to production techniques that dramatize or excite. Commercial copy should conform to this objective pattern of simplicity in presentation and carry the message desired.

Proposals that the middle commercial be eliminated in all newscasts, that different announcers handle commercials from those who read the news, and that commercial time on newscasts be cut by 25 per cent were rejected by the committee after full consideration.

Code committee members who attended the session included Edgar L. Bill, WMBD, Peoria; Gilson Gray, CBS, New York; Hugh A. L. Hallo, WOAI, San Antonio; Sumner B. Brant, WMT, Cedar Rapids; Leonard MacNeil, WABC, New York; Edward Ridge, WBIG, Greensboro; Calvín J. Smith, KFAC, Los Angeles. NAB staff members present, in addition to President Miller, were Russell Place, counsel; Joseph L. Miller, labor relations director; Frank Pellegrin, director of broadcasting advertising regulations, and George C. Davis, general manager of WOL, Washington, represented MBS, with the NAB represented by President Miller and Mr. Pellegen.

New War Committee

Mr. MacLeish also is chairman of the newly-formed Committee on War Information of the Government Executives. Its members include James Dunn, Assistant Secretary of State; Ferdinand Kuhn Jr., Assistant Secretary of the Treasury; and Mr. Lewis, special assistant to the Attorney General; Wayne Cox, Office for Emergency Management; Lowell Mellett, director of the Office of Government Reports and assistant to the President; John McCoy, Assistant Coordinator of Information, and Edward Stevenson, Assistant Secretary of the Navy; Capt. Robert E. Kintner, OFF; Robert Sherwood, Office of the Coordinator of Information.

It was pointed out that the War Time Guide for Broadcasters, drafted Dec. 19 by the NAB Code Committee, stressed that news should never be used as a “springboard” for commercials and that “news” and “news任何人都" should be used only in their legitimate functions.

NAB Code Committee's News Control Suggestions...

Following are the suggestions for handling news broadcasts by Broadcasters’ Victory Council, adopted by the NAB Code Committee, as the committee recommends.

a. The opening commercial identification should be as short as possible. Get into the news rapidly without attention. The listener take a solid commercial first.

b. “See me copy” or copy based on “fear of what will happen” should be avoided.

c. Any attempt to write into the commercial, to accept “news phrases,” such as “flash,” “bulletin,” “headlines from,” “good news for,” “today all over the world,” ect., should be avoided.

d. The use of transcribed jingles, material, introductions to commercials, sound effects, etc, should be discouraged and made possible by the use of tape broadcasting. Such a news item of sports or human interest—definitely not a war or peacetime news item—should precede their use. They should be placed close to the end of the news broadcast in order not to interrupt the news pattern.

e. Commercials should not contain copy praising the sponsor for bringing the news or commending the client for bringing it “first” or “at great expense” or “through the resourcefulness of.”

f. All copy should be to conform to the general theme of news broadcasting outlined above in the interests of eliminating the disasters of criticism. Hence, the theme, the use of verbiage should be in keeping with calmness, discipline and good taste in approach.

Manner of Presentation

1. All production techniques which foster excitement should be avoided.

2. All announcements and commercials must deliver with calmness and restraint.

3. The use of inflection to suggest the importance of the “exclusive” news should be avoided.

Suggestions

It has been suggested that the present method of identifying sponsors of news broadcasts be adjusted so as to eliminate the practice of giving the name, the name of the country of: “is made possible by”: “is brought to you by.”

In order to do so perhaps the following method could be adopted:—“a daily service of the XYZ Company,” “the ABC Company,” or conclude the news with a service note.” “A special 10 minute broadcast for the armed forces.” “A special news bulletin,” etc.

These suggestions were adopted by the Committee and accepted by BFO.

1. Network or station should reserve to itself the right on any newspaper network to carry its own news commercial, or to insist upon its coming later in the program, when its use earlier interrupts a continuing description of a single situation. For example, if 15-minute or 10-minute news broadcasts were devoted to the Roberts Report, the news of that report should not be interrupted by a commercial. Similarly should some transcendental situation take up the entire news, the sponsor’s message should not be permitted at all.

2. Sponsorship of individual and sporadic news bulletins which results in single news items or two or three bulletins should be published to give the audience under commercial sponsorship should not be permitted. Such as the sponsor of a news bulletin in a station break announcement.

Bakeries Campaign

INTERSTATE BAKERIES Corp., Kansas City (Log Cabin bread), and Los Angeles radio stations KEXA, KEKA, KRMK, and KEKA KRKD. Agency is Dan B. Miner Co., Los Angeles.

SELENA ROYCE, radio actress, who plays, among other parts, the title role in the CBS serial "Katie Hepburn," has been signed by General Foods Corp. has joined Sesame Magazine as radio editor.
The SUN rises in the EAST

YOU CAN DEPEND ON THAT

YOU CAN ALSO DEPEND ON

dependable

WEED

AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO
A VIRTUAL subsidy for the improved mechanical operation of the nation’s 11 operating shortwave transmitters, and others already authorized to be projected, is foreseen in a plan now in its tentative stages at the Office of the Coordinator of Information headed by William J. Donovan.

The plan contemplates leasing by the OCI of all the time on the stations, but continued operation by their present owners, with both the OCI and private operators providing programs designed for reception in foreign countries, particularly in enemy territory.

All Time Controlled

It is proposed that OCI shall control all of the time on the stations with the exception of 4 p.m. to 12 midnight, which would be allocated to the Coordinator of Inter-American Affairs (Rockefeller Committee) whose communications division is headed by Don Francisco and whose radio branch is headed by M. H. Ayersworth.

The plan of arrangement have not yet been decided upon, though it was pointed out that the OCI has authority and funds to pay the private operators for use of the facilities.

Conversations are already under way with the operators, and it is reported that all but a few of the operators are in virtual accord.

The OCI, whose radio activities are headed by Nelson Poynter, editor of the St. Petersburg Times and owner of WTSP, in that city, proposes that the funds it provides shall be used to increase the powers of the stations so that their total wattage will exceed 2,500,000. It will also be decided upon whether the erection of more such stations, preferably by private operators.

All programs, including news, would clear through the New York office of OCI, which is connected with all of the existing shortwave stations by broadcast linesand with the exception of General Electric’s KGEI at Belmont, near San Francisco. The present hookup is known as the Bronze Network, and over it the OCI is already feeding news reports processed in its own news room in Washington.

To Avoid Propaganda

That the over-all plan virtually means Government operation of the American shortwave system, was the conclusion in some industry circles. Many believe that they declare that they intend to retain the best programs now on the shortwave stations and put on many additional programs. It is their contention that the business is not associated with so many other problems and deriving little or no revenue from shortwave broadcasting, has not turned over its "best brains" to international broadcasting, and that much remains to be done both in technical construction and in a program way.

News, it was said, will be handled on a factual basis, with some of the present foreign-language newscasters retained and others added, but with more complete and more frequent news reports offered by reason of the availability to OCI not only of the press association reports but the vast Governmental founts of information. Any semblance of "propagandizing" is to be avoided in order to maintain the American high reputation for credibility now enjoyed in practically all foreign lands.

The OCI’s field of activity embraces all foreign territories outside of the Western Hemisphere.

The latter domain being left to the Rockefeller Committee which is handling its own radio liaison with the shortwave stations, OCI latterly has been particularly active in getting out radio reports to the American forces overseas, but its prime effort has been to get reports from the United Nations and allied enemy countries to acquaint them with the activities of the United States in the war.

With only one shortwave broadcasting station on the West Coast, OCI took the initiative in purchasing a transmitter from GE several months ago and securing necessary priorities thereon so that they could install a San Francisco radio for operation by Wesley I. Dunn, owner of KSFO, San Francisco, who is to repay OCI for the outlay and who is also reporting that he is also about to place another such transmitter in Los Angeles.

Shortwave Outlets

The 11 American shortwave broadcasting stations now licensed and operating are Wrupted as follows:

Wayne, N. J., 10,000 watts, owned by CBS and holding a CP for 50,000-watt operation from a new site at Brentwood, Long island; progressively increased to 100,000 watts, owned by the Crosley Corp.; KGEI, Belmont, Cal., 50,000 watts, owned by General Electric Co.; WGEA, Wayne, N. J., 10,000 watts, owned by General Electric Co.; WSGA, Bound Brook, N. J., 50,000 watts, owned by General Electric; WUSB, Bound Brook, 50,000 watts with special authorization for 100,000 watts on one frequency, owned by NBC; WCAB, Newtown Square, Pa., 10,000 watts, owned by WCAU, Philadelphia; WBOS, Hull, Mass., 50,000 watts, owned by Westinghouse; WRUL, Scituate, Mass., 50,000 watts, owned by World Wide Broadcasting Corp.; WRUW, Scituate, Mass., 20,000 watts (with CP for 50,000) owned by World Wide.

In addition, construction permits are outstanding for a new 50,000-watt outlet being built by CBS at Brentwood, L. I., which is designed to replace WCAB near Philadelphia; for Mr. Dunn’s KWID, San Francisco, which will operate with 100,000 watts; and for World Wide’s WRUS, to operate with 50,000 to 100,000 watts.

Trained Radio Personnel

Sought for Latin Agency

TO SUPPLY specialized personnel for spot broadcast over stations of the Committee on Inter-American Affairs, in connection with international broadcast programs, the Committee has Administrative Positions in the Government, of the Civil Service Commission, in seeking a score of program and production men having a full cultural knowledge of South America or who are literate in Spanish, it was learned last week.

Expansion of the activities of the committee, popularly known as the Rockefeller Committee, will necessitate the present staff of 100 new positions. Highly specialized knowledge of South America, in addition to programming or newspaper experience, is pre-requisites, it was reported. The positions will be filled at annual salaries ranging from approximately $2,000 to $5,600 per year, it was said. In addition to international broadcast phases, it is understood the programming work will include preparation of transcriptions in Spanish for transmission in the Latin American countries.

Radio’s Role in Hawaii

BROADCASTERS Took Prominent Role in Mustering Personnel and Clearing Phone Lines

There’s a crying need of programs—good ones in Hawaii, where about all they can do these blacked-out evenings is listen to the radio. That’s what Webley Edwards, manager of KGMB, Honolulu, writes. Besides telling how nobly radio came to the rescue Dec. 7, he pleads for short-wave disc programs. Here is an example: "Why were we delayed a good deal in transit:"

OUR COPY of the Jan. 5 BROADCASTING has just arrived. I have no way of knowing how soon this letter can get out, but for obvious reasons, our mail schedules are somewhat irregular.

I am writing in answer to a story that appeared on page 33 of that issue, concerning Army approval of a plan for radio stations to transcribe programs that are sent outside of the continental United States for Army personnel. I am writing a short letter to Capt. Gordon Hittenmark, of the War Department’s Morale Branch, in Washington, D. C. but would greatly appreciate your stoutest efforts to get some action.

I am not breaking any rules of censorship, but there are as many, many troops here in the Hawaiian Islands from all parts of the nation. Radio plays a tremendous part in maintaining the high morale of these armed forces, as well as the civilian defense workers and the general population of the Territory.

Will you call in an article your publication saying that KGMB in Honolulu will broadcast all transcriptions programs that are sent to us by mainland stations. We will set up a regular broadcast schedule so that Army and Navy and civilian workers may know when to tune in.

The Awful Day

The radio industry may well be proud of the part played by Hawaiian broadcasting stations during the Dec. 7 bombing, and thereafter. Almost immediately after the first bombs fell, KGMB and KWID were put on the air, issuing calls for off-duty Army and Navy personnel to report to once to their positions.

(Continued on page 44)
Yes sir! Audience mail has more than doubled since WOWO began full time operation six months ago. That's double audience response! ...Twenty-five new network commercials have been added. National spot business has jumped 77.9 percent...

With rates unchanged, WOWO's value to the mid-West advertiser has doubled. Yes sir!
Industry Accepts War Labor Policy

‘No Strike’ Plan Has Long Been Basis Of Operation

By JOSEPH L. MILLER, Labor Relations Director, NAB

THE broadcasting industry gladly accepts the country’s new wartime labor policy.

As a matter of fact, this “no strike” policy has been the keystone of the industry’s labor relations program throughout the 21 years of the industry’s existence.

Good pay, good working conditions, scrupulous compliance with all labor laws, and an honest effort to be more than just fair in all respects with employees, have kept the industry’s labor relations on a high plane. Strikes have been few and far between.

Direct Negotiation

The new “no strike” labor policy places new obligations on both employers and employee organizations. As agreed to by representatives of both management and labor, it provides that all disputes shall be settled by peaceful means. These peaceful means, President Roosevelt says, shall include (1) direct negotiation between labor and management, (2) mediation or conciliation if direct negotiation fails, and (3) arbitration if mediation or conciliation is unsuccessful.

In other words, both labor and management shall make every effort to settle any disputes by direct negotiation before other settlement procedures are brought into action. The importance of this step cannot be over-emphasized. Unless an overwhelming majority of disputes are settled in this way, there will inevitably grow governmental regulation of wages and other working conditions which will be as abhorrent to labor as to management.

However, in case direct negotiation fails to adjust differences, the employer and labor are obligated to arbitrate. For this help in radio include the national offices of the unions involved, the NAB labor relations department, other labor relations experts, or state or federal conciliation services. The important thing is to get the detached views and suggestions of an outsider. In this step, these views and suggestions are not binding. But often they can be of the greatest help.

The final step, if mediation or conciliation fails, is arbitration. Both sides, if a dispute reaches this stage, must agree to let an outsider settle the dispute for them. Whatever this outsider says is final judgment.

Often arbitration is desirable. If there has been a sincere effort to reach an agreement by direct negotiation, and if the advice of impartial experts has failed to produce a settlement, it may be the best way to end a dispute. If, on the other hand, one or both of the parties to a dispute start negotiations with the fixed idea that eventually it will go to arbitration, by a government agency, then direct negotiations and mediation may as well be dispensed with. We might as well dispense with collective bargaining, and let a governmental agency fix wages, hours and working conditions.

Split the Difference

Another factor, too, is the tendency of arbitrators to “split the difference.”

If a labor union is asking for $1 more than the employer wants to give, an arbitrator is inclined, it seems, to make it 50 cents. And there is no appeal from an arbitrator. The parties have agreed in advance to accept his award. Hence, if a labor leader really wants 50 cents and knows that the dispute will eventually go to arbitration, he usually will hold out for $1 through the periods of direct negotiation and mediation—hoping that the arbitrator will “split the difference” or an employer may use the same tactics, in reverse.

The new war labor board set up by President Roosevelt to handle outstanding disputes in war industries has not yet formalized its procedure. It appears doubtful that it will find time to take care of disputes involving so few men as do the ordinary broadcast disputes.

By following the industry’s long successful progress in labor policy, however, disputes should be held to a minimum. In the event they do arise, it certainly would be advisable for the parties to make every effort to settle them around the conference table.

Thermometers

W L O L, Minneapolis, has found an answer to the ban on WLOL call letters with a line of copy tying in the broadcast ban. The initial supply was snapped up.

SALES CONFAB COMBINATION and dinner at Chicago’s Ambassador Hotel was a feature of two-day sales clinic held recently by WBBM, Chicago, Jan. 23-25 during which station officials conferred with representatives of CBS Radio Sales in New York and St. Louis on WBBM programming, sales, merchandising aids, and station operation. Seated (l to r): Stuart Dawson, WBBM assistant program manager; Carter Ringlet, CBS Radio Sales, St. Louis; Harry Eldred, WBBM program coordinator; Ernie Sohno, WBBM local salesman; Frank McDonnell and Howard Meighan, CBS Radio Sales, New York; John Lamson, CBS personnel manager; Charles Garland, assistant commercial manager; Stan Levey, WBBM local salesman; Bevo Middleton, CBS Radio Sales, New York. Standing: Walter Preston, WBBM program manager; King Park, promotion manager; and George Grant, local salesman. Climax of the two-day meeting was a pre-arranged show with the entire talent of WBBM participating.

Kfar, KDB Deals Approved by FCC

CONSENT to transfer control of KFQD, Anchorage, Alaska, and permission for a routine transfer of KDB, Santa Barbara, Cal., were granted last Tuesday by the FCC. The KFQD authorization allows R. E. McDonald and his wife, Barbara, holders of 334 shares of stock representing a two-third interest in the station, to sell to William J. Wagner, manager of KFQD as well as one-third owner. Deal, involving a consideration of $20,000,000, was engineered the entire 500 shares. Earlier last year the McDonalds had sought to sell to Cosmo, leading Chicago and Alaska industrialist and founder of KFAR, Fairbanks, but the deal did not materialize. KFQD operates with 250 watts on 75 kc.

The KDB grant permits the transfer of control of Santa Barbara Broadcasters Ltd., Station KDB, from Thomas S. Lee and R. D. Merrill, executors of the estate of Don Lee, deceased, to the Don Lee Broadcasting Co. Transferee is controlled by the Don Lee Holding Co., of which Thomas S. Lee, Don Lee’s son, holds 1,000 shares representing 100% of the common stock issued is sold for $125,000 under the deal.

Flagg-Quirt Programs To Brown & Williamson

FOLLOWING the trouble Brown & Williamson Tobacco Co., Louisville, experienced last December in trying to get into the format of NBC-Red program Wings of Destiny for fear of disclosing information on airports to the enemy (Broadcasting, Dec. 29), the company has decided to replace the program Feb. 13 with Capt. Flagg & Sergt. Quirt, program currently heard sustaining on the Blue Network, Sundays, 7:30-8 p.m. After the third date, the program will be heard Fridays at 10 p.m. on 83 NBC stations.

The new series for Wings King Size cigarettes is sponsored on the Blue through Feb. 1 by Mennen Co., New York, but was canceled because of priority restrictions on alcohol and tin, which affected Mennen products advertised on the show. Agency for Brown & Williamson is Russel M. Seeds Co., Chicago.

Wax Firm to Stay

DENIAL that S. C. Johnson & Son, Racine, Wis., will discontinue its weekly half-hour NBC Fibber McGee & Molly show because of priorities has been made by John J. Louis, Chicago vice-president in charge of radio for Needham, Louis & Broby, agency servicing the account. In a wire to Cecil Underwood, Hollywood manager of the agency and program producer, he stated that the firm’s container supply is not affected under the present Government tin restrictions, but that all programs for the showing of approximately 6,000,000 glass containers has been placed in Toledo. Underwood said the agency is looking for a summer replacement for that show.

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Broadcasting • Broadcast Advertising
100 years ago the famous Smith Brothers knew how greatly weather affects cough syrup sales...yet how short the season often is and how fast cough weather jumps from market to market. It's just as true today. That's why Smith Brothers, Inc. depends so heavily on fast-moving, flexible Spot Radio...to hit cold markets quick and hard anywhere...to avoid wasted effort in markets turned suddenly warm. The results are proved by increased Spot Radio budgets year after year!

- Should you know more about fast, flexible Spot Broadcasting...more about what it will do for your own advertising? Ask a John Blair man!

**BROADCASTING • Broadcast Advertising**
Four Nets Merge For War Program

‘This War’ Contributed to Government; Begins Feb. 14

DRAMATIZING and interpreting the wartime activities and resources of the United States, the first four-hour transcontinental programs in history is scheduled to start Feb. 14 for 13 weeks. Arranged through collaboration with the Office of Facts & Figures, the new series has been titled This Is War, and will heard Saturdays, 7:7-30 p.m. (EWT), on NBC, CBS, MBS and the Blue Network, at 12:45-1:15 a.m. West Coast repeat.

The White House announced Jan. 31 that the U.S. Government had "graciously accepted" the network’s plan to produce and broadcast the programs at no cost to the Government. Described as one of the broadcasting industry’s major contributions to the war effort, the programs are to be carried on some 600 stations and will be shortwaveed to listeners all over the world.

Serving the Nation

"This is welcome evidence of the desire of one of this nation’s great industries, working in complete cooperation with the Government, to render useful and constructive service," the White House announcement said.

"While maintaining the competitive spirit of American broadcasting in all other matters, including their individual efforts to serve the country in time of war, the networks have mobilized and combined their resources and talents for this particular program series.

Responsibility and operating expenses are being borne by the four networks. A writing and production staff has been working closely with OFF, the War and Navy Departments and other Federal agencies.

The series is under supervision of a production unit headed by H. M. Clinton, N. Lyman, and Son vice-president on leave. Direction is being handled by Norman Corwin, who recently won plaudits for his direction of the multi-network, 21-episode program celebrating the 150th anniversary of the Bill of Rights.

Also on the staff is John Driscoll, on loan from BBDO, as assistant director; Allan Meltzer, of the CBS publicity staff; Robert P. Heller, head of the research staff for the series. A group of about 10 well-known radio writers and authors will participate.

Plans are being perfected with the Coordinator of Inter-American Affairs and the Office of Information to shortwave the programs all over the world in many languages. In a number of English-speaking countries, the programs also will be carried by their domestic stations through

MIRROPHONE GIVES QUICK PLAYBACK

Magnetic Tape Recording Method, Tried Out by WHO, Proves a Boon to Announcers

MIRROPHONE, new device for quick recordings, is given the once-over by Col. B. J. Palmer (left), president of Central Broadcasting Co., while Bobby Griffin, announcer of WHO, Des Moines, explains mechanism to the Colonel and Harold Fair, WHO program director.

DESIGNED for quick playback of recordings, the Mirrophone, designed by Bell Laboratories and built by Western Electric Co., has received practice try-outs in the studios of WHO, Des Moines. Mirrophone consists of a microphone which plugs into a cabinet that houses a magnetic tape recording and playback device, an amplifier, speaker and associated controls.

In practice, controls are set for recording and words or music are input for maximum of one minute. Controls are then switched to playback and the one-minute recording may be replayed many times, it is claimed. When a new recording is desired, the controls are reset on recording and a de-magnetizing device cleans the tape of the previous recording, just ahead of the new recording.

In actual work at WHO, it was said, each announcer, as he comes on duty, goes through all his commercial copy and records it on the Mirrophone, playing it back before going on the air. The Mirrophone microphone is then set beside the broadcasting microphone in broadcast. It was claimed that the Mirrophone enables announcers greatly to improve their work since it gives them an opportunity to listen to and criticize their own work.

HANDLING BIG SHOW

Mr. Corwin Mr. McClinton

shortwave telephone circuits, the White House indicates.

With radio, stage and screen personalities contributing their services in dramatic episodes, the initial broadcast of This Is War! will be a general introductory program to lay the foundation for the rest of the series. Individual program titles, in order, are "America at War," "The White House and the War," "Your Army," "Your Navy," "America in the Air," "The War of Economy," "No Danger: Men at Work," "Exit Inflation," "The Curbside Colonel," "A Day in the Life of a Defense Bond," "On Our Side," "United We Stand," and "After Victory.

AIR CORPS ENDING RADIO CADET DRIVE

A PRECEDENT-shattering radio development of last week was the voluntary turning back of time by a Government agency because it had "fulfilled its mission".

Three weeks ago Secretary of War Stimson announced the need for pilots to man the 65,000 war planes to be produced this year and the 125,000 output of next year. The radio branch of the War Department’s Public Relations immediately devised a recruiting campaign that the Air Corps here and there had been to be completed in one day instead of several weeks.

On Jan. 22-23, news commentators pitched in on the drive. Thereafter, through the Bureau’s agency contacts, the recruiting plea was included in commercials on numerous network programs, as well as by spot announcements on individual stations.

Last Wednesday recruiting offices and the Air Corps reported they were so swamped with applications that it was all they could do to handle them. No other medium was used.

Ed Kirby, chief of the radio branch, and his agency contacts, Robert C. Coleson and Lou Cowan (the "radio man" fame), and Mr. Cullom, promptly notified all broadcast connections that since the mission had been completed, time devoted to the campaign could be used for other purposes for which a greater need existed. Gratification was expressed not only by the Air Corps and the radio branch, but by program sponsors and stations who contributed the time.

WCSC Deal Opposed

ANNOUNCEMENT of its intention to deny proposed transfer of WCSC, Charleston, S. C., from the Liberty Life Insurance Co., to John M. Rivers, its president and general manager, was disclosed last Thursday by the FCC. The Commission said in its proposed findings, subject to confirmation, that under the arrangement Liberty Life would retain "substantial financial control of the licensee corporation" while Mr. Rivers "assumes no personal financial obligation". With control so divided, it said, only a partial transfer would be permitted, and neither the transferor nor transferee "would have the control over the license requisite for the operation of station WCSC in the public interest".

Irene Kuhn to Mexico

IN CONJUNCTION with a new series of NBC Public Service programs, suggested by Vice-President Henry A. Wallace, Irene Kuhn of NBC’s social action department departed last week to fly to Mexico City to start a tour of the country to gather material for lectures before unions and the Coordination of American Labor. Upon her return she will meet with the women’s organizations to organize social action. American Labor Mondays, when NBC plans to present Down Mexico Way, a series "to make this country more Latin American conscious.

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BROADCASTING • Broadcast Advertising
War-time Advertising Demands Executive Decision

You can contact the many responsible executives through promotion in Printers' Ink

War is changing many advertising policies. A company facing limited production debates the question of continuing or curtailing advertising. The president of the firm may want to maintain present schedules, changing only the message. His vice-president in charge of sales votes for continuing only in certain markets, on certain stations. The advertising manager and agency account executive may advise a trade promotion on product maintenance to keep dealers active.

And, when all the opinions, ideas and facts are chipped into the hopper, out will come one decision. It will say: "Your station is on the list," or "Sorry, next time, maybe."

Contacting the many executives who influence advertising decisions is as important to the sale of time as your coverage of all members of the consumer-family is to the sale of a sponsor's merchandise. Advertisers buy like families buy. Their decisions call for a merging of opinions.

If you are to hold your present business and attract new accounts, your story must be told quickly, inexpensively and with force to the executives who are now making time-buying decisions. You can do this in Printers' Ink, the magazine offering truly balanced representation among advertising, management, sales and agency executives who are charged with advertising responsibilities.

Your story will ride in on the acceptance of Printers' Ink, because it is the one magazine welcomed in all industries for its help in moving products and services to consumers in the mass.

Start a campaign in Printers' Ink now to strengthen your grasp on today's active accounts and to lay the groundwork for tomorrow's business.

Free Report for Media Men with Sales Responsibilities

"Who determines selection of media"

134 advertisers tell who and how many executives sit in on buying decisions — how buying is shared by agency and advertiser.

You may have thought of making this broad field report yourself. Contains useful facts for checking your own sales and sales promotion activities. Are your contacts adequate? Here's convincing information for aggressive media executives to use in plans coming up for their management's approval. Write now for P. I. Jury of Marketing Opinion Report No. 6b, Address Adv. Dept., Printers' Ink.

Printers' Ink
The Weekly Magazine of Advertising, Management and Sales
185 Madison Avenue • New York, N.Y.
A FEW WORDS FROM CITIES SERVICE...

*In renewing for our 16th year on the NBC Red Network, we cannot let the occasion pass without a few words telling you how much we've enjoyed our mutually profitable association. The Cities Service Program holds a warm place in the affections of our dealers and the listening public alike. Down through the years it has been the good right arm of all our advertising and promotional efforts. Our annual renewals, we feel, are concrete evidence of its sales effectiveness as well as of its institutional value.*

—CITIES SERVICE
THE best testimonial ever invented is the satisfied customer.

We point proudly to one of our long list, Cities Service, as an interesting example of NBC Red Network effectiveness.

For fifteen years of Friday nights, Cities Service has employed the facilities of the Red to spread fine music—and the fine points of fine gasoline—to millions upon millions of American families. That the combination works, and works well, is amply attested by the fact that Cities Service has renewed its Red Network contract not once or three or five or eight times, but fifteen—and is now starting its sixteenth year of doing business at the same old Friday night stand on NBC Red.

Dwell on that for a moment, when you think about radio in general, or the Red Network in particular. Or consider how consistently other leading American business organizations use the Red.

Of all the Red's 1941 clients, a summary reveals, ninety-five per cent were renewals. Seventy-five per cent of our present advertisers can look back to five or more years on the Red Network—an even third of them to ten or more years.

The best testimonial ever invented is the satisfied customer. The Red Network specializes in them.

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
Priorities and War Feature Canadian Broadcasting Issues

WARTIME PROBLEMS of Canadian broadcasters will be discussed at the eighth annual convention of the Canadian Assn. of Broadcasters at the Windsor Hotel, Montreal, Feb. 9-11. With priorities and shortages developing in equipment, and an increasing amount of wartime programs on the air, the CAB has asked government wartime officials to address sessions of the convention.

A large delegation will attend from the American networks and the NAB. Among those who have accepted the CAB's invitation and will address the convention on his first year as CAB paid president and general manager, and a report by CAB counsel, Jos. Sedgwick, W. B. Egner, Fred Klauber, W. B. Parsons, NBC; L. C. Smey, NAB; Keith Kiggins, Blue; William L. Shimer. CBS.

Open Meeting

Opening meeting of the convention at 10 a.m. Monday, Feb. 9, with Harry Sedgwick, CFRB. Toronto, and CAB chairman of the board presiding, will include a report from the CAB's invitation and Sedgwick. William L. Sedgwick, with convention in the Department of National Defense, Nile Miller, NAB president. is the luncheon speaker.

The afternoon session of the first day will discuss standardization of rate structures, the setting up of an organization to measure listenership, the whole question of public relations, and the work of the National War Finance Radio Committee in aiding the government in the raising of war revenue.

The Second Day

The second day starts with a breakfast session for program executives presided over by George Chandler, of CJOR, Vancouver, CAB director and chairman of its technical committee. Guest speaker is Lynne C. Sedgwick, whose station on this day is due to be named. A round table discussion of wartime and engineering problems will follow.

The Tuesday afternoon session, open to members only, will deal with bulk buying practices; policy to be set up for free time for commercially sponsored programs; agency franchise revision and the pending national franchise committee; the replacement of the Fact Finding Committee; establishment of a school where announcers can be trained; a report on the Churchill Fund established at the last convention to raise money through union contributions for England's war victims. At the dinner broadcasters will be welcomed by Mayor Renault of Montreal, and Mr. Shirer will be guest speaker.

Joint Meetings

A closed session with members of the Canadian Assn. of Advertising Agencies will start the business meeting of Tuesday afternoon. A report of the joint sessions of the CAB and CAAA committees on franchise requirements, simplification and standardization of rate structures, use of standard contracts, commission arrangements, and payment of invoices and other problems. CAB members then will discuss these problems during a closed session. The morning session will also take up developments brought about by the prices and wage ceiling regulations, and nominate and elect officials.

The afternoon meeting will be divided into two parts, one for stations affiliated with the Canadian Broadcasting Corp. network, and the other for stations affiliated with the CBC network. Problems of mutual interest will be discussed and CBC executives are to be present. A meeting of new board of directors is to be held on Thursday morning to line up work for the year.

Canada Tax Ruling

A SPECIAL ruling has recently been made by the Canadian Government to stimulate and encourage the contribution by corporations of paid advertising to aid Government war finance drives. It is recognized by the commissioner of income tax, reports the on which the tax, contributed advertising on this sort will be recognized as an expense to the extent of 10% of the cost of the advertising. The taxpayer during the period 1938-39 inclusive. Of this advertising cost is at least 80% of the time and space given over to supporting some phase of Canada's war effort.

Ken Soble's Amateurs

THE program Ken Soble's Amateurs, after an absence of several months from Canadian stations, resumed Sunday, Feb. 8. Soble s program was formerly broadcast from the Toronto Railway. The Canadian adaptation of Maj. Bowes' program will tour military training camps and the larger cities of the country. There will be no commercial use during the month of February. The program will continue to be broadcast from military training camps. On March 8 Royal Canadian Air Force stations supplement the program again for a new product on CHML, Hamilton, Ont.; CFRB, Toronto; CFCF, Kingston, Ont.; CFRT, Windsor, Ont.; CCGC, Kellogg's. The program was received with enthusiasm by the Canadian Housewives' Association. As in the past Ken Soble, manager of CHML, Vancouver, has a good advertising account with Metropolitan Broadcasting Service, Toronto.

G. ALEC PHARE

COMMERCE for Canada's war financing campaigns and become the No. 1 job for G. Alec Phare, timebuyer at R. C. Smith & Co. of Toronto. Phare has been in the advertising business for 15 years, and is a member of the Canadian Advertising Broadcasters Association, and has spent short periods in newspapers in the United States and England.

When not engaged on war financing work, Alec attends to the radio needs of his agency's clients, including Radio College of Canada, Toronto; Hewittson Shoes, Brampton, Ont., and Gilson Mfg. Co., Guelph.

Alec has been in radio a long time. Born in London, England, of French Huguenot descent, he came to Canada in 1911 and before the First World War started had a spark transmitter on the air in Toronto. Joining CJOE, Toronto, he moved to Toronto office, and was sent to Winnipeg, where in 1926 he made his first microphone appearance on CJHC. He returned to Toronto to join Rapid Grip Ltd.

Radio called again and he formed the Canadian eastern official office at Toronto for Dawson Richard broadcast advertising, then operated by the Department of National Defense. In 1930 he became radio director at R. C. Som, Toronto, appointed vice-chairman of the Canadian Broadcasting Corp.

When Alec placed some of the first 33 rpm recordings in Toronto for one of his clients, he had to persuade him that the radio equipment investment would be worthwhile. He handled some of the early radio programs placed in the Dominion for Lever Bros., Boarden Co., and Kellogg's.

He also has his own program, F C C Considering Simplified Forms

FCC NEEDS Stations' Complaints By Revising Questions

STEPS toward simplification of FCC forms and questionnaires, notably those having to do with license renewal applications, which requires the full attention of the FCC and its predecessors. Moreover, broadcasters have called attention to inconsistencies in this form, with some of the questions so ambiguous that precise response is regarded as impossible.

Chairman Fly, it was learned, has instructed the FCC rules committee to line up of division heads, at once to undertake simplification of the form.

Years of Complaints

The rules committee, presided over by General Counsel Telford Taylor, is expected this week to submit their report on the Commission for approval. Relief for licensees of the burden of ferreting out greatly detailed information within the pricing data essential to the Commission's work is sought by the move.

Virtually since the FCC four years ago began the questionnaire method of listing station information on every phase of operation, there has been persistent complaint about the tremendous detail required. Many stations are understood to have found it necessary, during certain times of the year, to put on additional help to compile the data.

WNOE Seeks 50 kw.

AN INCREASE from 250 to 5000 watts will be applied for with the FCC last week by WNOE, New Orleans, which also seeks authority to shift from 1450 kc. to 1690 kc., the clear channel of KYW, Philadelphia. WNOE was acquired as WNBO in the spring of 1939 from the Coliseum Place Baptist Church by James A. Noe, oil operator and former lieutenant-governor of Louisiana. The application proposes a directional antenna and the removal of the transmitter from New Orleans to approximately two miles northeast of Ama, La.

Queer Quirks, which has been used as a sustainer and commercially sponsored for the past 11 years, is to be offered on the air on Toronto stations. Queer Quirks has been a hobby of Phare's since boyhood, when he started collecting queer information on radio on Toronto stations. Queer Quirks has a record of being both law-abiding and commercially sponsored for the past 11 years, and is to be offered on the air on Toronto stations. Queer Quirks has been a hobby of Phare's since boyhood, when he started collecting queer information on radio on Toronto stations. Queer Quirks has a record of being both law-abiding and commercially sponsored for the past 11 years, and is to be offered on the air.
Here is Indianapolis' **ONLY** full-time radio Farm Editor

![Henry Wood](image)

**HENRY WOOD**
WFMB Farm Editor  
since 1930

Henry Wood is more important NOW than ever before . . . because *the farmer is in the money these days* and because Henry Wood can reach more Hoosier farm homes in the great Indiana agricultural market.

Henry Wood, conductor of WFBM’s “Hoosier Farm Circle”, has the most familiar voice entering Hoosier farm homes and, probably, is known personally by more Indiana farm folks than any individual on the air today.

**WFBM'S "HOOSIER FARM CIRCLE" 12:30 P. M. Monday thru Saturday**

---

To Reach the HOOSIER Market — in Indianapolis USE

**WFBM**  
THE HOOSIER STATION

---

**National Sales Representative**  
THE KATZ AGENCY, Inc.
NAB Planning for
Regional Meetings
To Elect Directors,
Study War Effort

PURSUANT to NAB by-laws requiring election of district directors in advance of each year’s annual convention, NAB has scheduled meetings in 8 of the 17 districts, to be held between Feb. 18 and March 10. Representatives of the Office of Censorship, Office of Facts & Figures, Army, Navy and Marine Corps have been invited to attend the sessions for discussion of broadcasting activities in the war effort.

C. E. Arney Jr., assistant to NAB President Neville Miller and acting secretary-treasurer, will attend all of the sessions, along with other staff members. Spokesmen for BMI, SESAC and ASCAP also are expected to attend.

Schedule of Meetings

Following are the meetings scheduled, with incumbent directors whose terms expire at the NAB convention in Cleveland May 11-14:

District 1
February 18 (Ark., La., Miss., Tenn.), Edwin W. Craig, WSM, Nashville, director; Hotel Roosevelt, New Orleans.

District 2
March 6, date tentative (New York-New Jersey), Clarence Wheeler, WHEC, Rochester, director; place to be selected.

District 4
March 11, date tentative (D.C., Md., Va., N.C., S.C., W.), John Kennedy, WCHS, Charleston, director; membership being polled on time and place.

FM FEEDS GASPIPE
College Stations Picking Up Hartford Programs

GASPIPE networks of Yale, Wesleyan and Connecticut universities have been granted permission to rewebroadcast programs of WSH, Hartford, by Franklin M. Doolittle, general manager of the FM station.

The three Connecticut universities have a combined listening audience of about 7,500 students and faculty. The Connecticut U station is UCBS, known as the Husky network; the Wesleyan unit is WES, Cardinal network; and the Yale System is WOCD, Yale Broadcasting System.

“It is a step in the right direction,” said President Albert N. Dodge, who will extend the opportunity to hear programs which are among the best anywhere, and which they could not hear otherwise.”

Book Disc Series
CONSOLIDATED Book Publishers, Chicago, to promote a new cookbook, it is publishing has worked out a syndicated half-hour series, now in preparation by World Broadcasting, titled The Meal of Your Life. To be offered for local sponsorship when completed, series will feature David Ross as announcer, and guest hosts interviewing prominent personalities at imaginary dinners at the Waldorf-Astoria, who describe their most memorable meal. Kermit-Ramond Corp., New York, is agency.

DEFENSE POOL instituted recently by staff of WOR, Boston, and its 889 Club requires each staff member to buy a 25-cent defense stamp each week. Names are written on slips of paper which are put into a hat from which is drawn the name of the winner who gets all the stamps. Here smiling girl member of the staff is shown in the first pool drawing (1 to 30): Mildred Ham, Helen Perry, Gertrude Richmond, Estelle Broderick.

New UP Clients
MARKING the greatest expansion of new clients subscribing to United Press service in one month, 51 stations have become UP clients since Jan. 1, 1942, according to A. F. Harrison, UP radio sales manager, who attributes the growth to increased listener interest in the news since America entered the war, and mounting importance to broadcasters of thorough news coverage. Of the total new business, 35 stations have been added in Latin America, 12 in Canada, and the following 34 in this country:

KFFA KTHS KHSL KFFR KFBG KFWS KYVC KYCV KDYI WRCO KDOM WHIP WVPN WPAD WWHH WFOK KPVF KEXY WTMX WMDO WHMS WHIT WIZE KCBC KWRC KQV WMSB WJSA KSUR WCAX WWSR WPID KEV.

West and Corwin Given Ad Awards
Young & Rubicam honored at Annual Event in New York
NORMAN CORWIN, radio writer and producer, and four advertising agencies received bronze medal awards for their achievements in radio at the Annual Advertising Awards dinner held last Thursday at the Waldorf-Astoria, New York. The gold medal award for distinguished services to advertising was presented to Paul West, president of the Assn. of National Advertisers, and 13 other bronze medals were also awarded to advertisers and agencies for superior performances in other media.

Mr. West

Other Awards
The medal for "outstanding skill in commercial program production" went to Young & Rubicam for The Aldrich Family, sponsored by General Foods Corp. Newell-Emmett Co. and Ruthrauff & Ryan each received a medal for "excellence of commercial announce- ments", the former for the Pepsi-Cola jingles, the latter for the Pall Mall cigarette "modern design" announcements. The medal for "a commercially sponsored program which contributes most to the advancement of radio advertising as a social force" was awarded by Buchanan & Co. for the Metropolitan Opera broadcasts, sponsored by Connecticut U.

In other classifications, CBS received an honorable mention for its "CBS Listening Areas" as one of the year's research developments used to promote an advertising medium which has contributed to the knowledge of advertising, and WOR, New York, received an honorable mention for "technical excellence of visual presentation (layout, art, typography)."

Speakers at the dinner included: Thomas E. Dewey, Gordon E. Cole, Sir Gerald Campbell, William L. Batt, Chester La Roche. Mark O'Dea, of O'Dea, Sheldon & Canada, and chairman of the administrative board governing the awards, presided.

Based on the weekly half-hour Blue Network program, Gang Busters, Universal Pictures Co., Hollywood, is framing a two-reel serial.
NEW BRANCH SETUP STARTED BY ASCAP

ASCAP has revised its branch office organization, eliminating the former lawyer-representatives and substituting 20 branch offices directly managed by the home office under the supervision of John G. Paine, general manager, the Society announced last week. New setup includes four district offices, each with its branch offices, as follows:

1. Western District: R. J. Powers, supervisor and also manager of the Hollywood branch; Harry O. Bergkamp, Denver branch manager; Herman Kenin, Portland branch manager, and Harry A. Leninson, San Francisco branch manager.

2. Midwestern District: R. W. Rome, supervisor and manager of the Chicago office; Dwain M. Ewing, Minneapolis manager; Grosner and Burak, Detroit; Frank E. Hembly, St. Louis; Edward A. Sherwood, Cleveland, and John C. Wooden, Des Moines.


NAPA Drops Suit

ANNOUNCEMENT was made last week by Philip Werner Amram, counsel for WPEN, Philadelphia, that the suit against the station by the National Assn. of Performing Artists, seeking to restrain the station and sponsors from using phonograph records made by its membership, has been dropped. NAPA asked WPEN's agreement to permit the case to be voluntarily discontinued without costs. The station agreed to permit such a discontinuance, provided WPEN was making no commitments or agreements to its future conduct. Maurice J. Speiser, NAPA general counsel, explained that the suit was based largely on records made by the late Hal Kemp and since Kemp's testimony was to have been an essential part of the proof, there is no particular point in continuing this suit.

New Studios for WTSP

NEW STUDIOS in the Hillsborough Hotel, Tampa, were inaugurated Feb. 2 by WTSP, St. Petersburg. Salutes by various organizations and a musical program featured the dedicatory program. Marvin A. Best was named to manage the new studios. WTSP is an affiliate of the St. Petersburg Times and MBS.

8-A Revamped

BECAUSE of the success with studio audiences of Radio City's new 8-A and 8-B studios, NBC has decided to redecorate its largest studio 8-A by erecting a special sound-reflecting stage, sharpening the acoustical qualities, and installing comfortable chairs on the main floor of the hall. Engineers and workmen started Feb. 9 under direction of O. B. Hanson, NBC vice-president and chief engineer.

YOU CAN DOMINATE THIS RICHER, WELL-BALANCED MARKET USING WOW ALONE

Four million hard-working Americans, whose 1941 spending money exceeded TWO BILLION DOLLARS, live in WOW-LAND, producing Food for Freedom and War Materiel

WOW-LAND'S farmers produced record crops in 1941 ... should produce still more in '42. Farm prices are high. WOW-LAND'S workers are getting record high wages. And thousands more of them soon will be employed in 100 million dollars' worth of new war plants.

WOW-LAND is centrally located. Its people suffer less from war-jangled nerves. On all counts it is the soundest spot in the nation in which to invest advertising dollars.

276 Rich Counties Hear WOW

There are 276 rich counties in WOW-LAND. The strong signal of WOW is heard in all of them — and WOW's basic Red Network affiliation makes it the most listened-to station in this territory. That's why, in WOW-LAND, you can do the job with WOW alone.

Radio Station WOW

OMAHA

NBC RED NETWORK

590 KC. * 5000 WATTS

Owned and Operated by Woodmen of the World Life Insurance Society

JOHN J. GILLIN, JR., GEN'L MGR.
JOHN BLAIR CO., REPRESENTATIVES

Write for this Book of MARKET FACTS AND FIGURES

BROADCASTING • Broadcast Advertising  February 9, 1942 • Page 23
WHEN YOU SEE THIS...

NO SUH! AH NEVER TETCHES IT!!

Only then YOU’LL SEE A LOWER COST THAN WTAM’S $0.000073 per FAMILY

WTAM, with its 50,000 Watt Coverage of over a million and a quarter families, not only reaches more families but costs less per family.

Here’s how to figure it: Divide the 15 minute Daytime Rate of each Cleveland Station by the number of families each claims in its Primary Area. Then Compare Costs. But don’t stop there. Look at the Surveys. All the surveys. Compare the number of listeners each station has... morning, afternoon and evening.

More listeners. That’s why W T A M is first choice in Cleveland with all smart time buyers... coast to coast.

0 5,000 WATTS
NBC RED NETWORK
OWNED AND OPERATED BY NBC

REPRESENTED NATIONALLY BY SPOT SALES OFFICES

 Merchandising & Promotion

Swap With Paper—Atlas With Sets—Net Clip Sheet—In Hotel Rooms—Special to Shoppers

RADIO - NEWSPAPER co-operative deal has been arranged between WMCA, New York, and the New York Post, whereby the newspaper will sponsor a food program on WMCA, Saturdays 9:15-9:45 p.m., and WMCA will take advertising space in the Post equal to the cost of the radio series. Starting date of the radio series is expected within two weeks, while WMCA has already begun a weekly ad plugging its features.

Crosley Atlas

WITH radio broadcasts coming from places all over the world and with newscasters employing geographical names strange to the average listener, Crosley Corp., Cincinnati, is distributing 1942 Hammond New Era Atlases with all radio receiving sets sold. Book contains 48 foreign maps along with 160 pages of information.

Blue Clip Sheet

PUBLICITY department of the Blue Network last week revived the printed clip sheet with mats formerly used by both NBC networks as a daily news feature. The Blue Feature News sheet, however, will be issued weekly as supplementary to the daily mimeographed releases, and, according to the department, is an experiment.

Cards in Rooms

WCAE, Pittsburgh, has placed in the hotel rooms of the William Penn Hotel over 1,200 place-cards calling attention to the news coverage and commentators on the station. These attractive two-tone brown, 3½ cards are attached to the radio knobs and suggest to the listener to dial WCAE, "Your Mutual Friend..."

News for Shoppers

CONTAINING a huge visual map, United Press teletype, news bulletin board and direct lines to news rooms, a news post has been established by KMOX, St. Louis, in the display window of Famous Barr in downtown St. Louis to give shoppers the latest news from the war fronts.

Morning Pull

DISCOVERY that hours usually not regarded as "choice" can draw swarms of listeners was made by researchers of WOR, New York, in analyzing mail response to 31 announcements for "The WOR International News Map", made from Dec. 25-29 on the 6:25-6:30 p.m. Saturday Program Preview.

Service Flags

FREE red, white and blue service flags as gummed stickers are being offered by KLZ, Denver, to listeners with one or more family members in the service. Stickers contain no advertising matters.

LIKE GOVERNORS and other political pooh-bahs, W. R. Griffin, program director of KFYR, Bismarck, N. D., has received a set of "select" auto tags which display the station's 550 frequency.

United Press Coverage

In Latin Nations Grows

APPROXIMATELY 96% of all South and Central Americans who own radio sets can hear its dispatches, it was estimated by United Press since addition of the first of the year of its service on Radio Belgrano, Argentine network and Esso Reporter on stations in Havana, Panama, Managua, San Juan, Bogota, Caracas, Guatemala City, San Jose, Trujillo City and San Salvador.

The UP report commenting on news presentation in general in Latin America stated: "Within less than a year, Latin American radio had made the jump from irregular, overlong newscasts, largely drawn from newspaper columns or from subsidized foreign news agencies, to a well-ordered carefully developed program of news reports due to the fact with which U. S. listeners are familiar". UP in the past year also increased the flow of news from the Latin American countries to North America to meet a growing demand in this country of news of our "Good Neighbors", the report said. The program recently inaugurated by International Telephone & Telegraph Co. (Broadcasting, Dec. 22) was given as an example in point.

Army Appoints Reis

APPOINTMENT of Joseph Reis, former director of public services programs of the Crosley stations, WLW, WSAI and WLUW, as college training director of the Cincinnati Ordinance District, War Department, has been announced by Maj. F. L. Leonard, public relations officer. The district embraces Kentucky and Tennessee, southern Ohio and southern Indiana. He will be liaison officer between the Cincinnati office and colleges and universities in the district offering defense training courses. Since the beginning of the war, Mr. Reis has been city and regional news director for WKRC and before that was with Crosley.

WILLIAM SPIER, director of the CBS script department, has been named to succeed Davidson Taylor as producer of the Columbia Workshop programs.
Last of 50-Watters Gives Up the Ghost

BUFFALO OUTLET, WSVS, ASKS TO CANCEL ITS LICENSE

LAST of the country's 50 watters, and one of radio's pioneer educational broadcasting stations, gave up the ghost when the Board of Education of the City of Buffalo in a letter to the FCC Jan. 29 requested the cancellation of the license of its non-commercial outlet, WSVS. The petition came on the heels of a grant two days earlier to the Buffalo Board of Education for a non-commercial FM educational station [BROADCASTING, Feb. 2]. The new station will take over the old WSVS studios in Seneca High School.

Too Much Silence

WSVS was established in 1925 and has been operating on 1400 kc., using specified hours with WBNY, Buffalo. In recent years WSVS operators have shown little interest in radio, asking frequently for long periods of silence during school vacations. This year, however, even when the school term began, the station still asked for a silent period. From time to time the FCC has reminded the station that a minimum of 100 watts power was required and has requested WSVS to file an application for increased power, but to no avail. WBNY has been using the specified hours of WSVS each morning from 8:30 to 10 a.m. under special temporary authorizations of the FCC.

The action adds another to the list of non-commercial stations retiring from the standard broadcast band. Last year WCAD, licensed to St. Lawrence U in Canton, N. Y., quit the air voluntarily while KDPY, South Dakota U station at Brookings, decreased its operation to two specified hours daily. In some quarters, this trend has been regarded favorably since it opens up new and better assignment in the standard band for commercial stations. Several of the remaining non-commercial broadcast stations already have new stations in the educational high frequency band, and have been concentrating their programming efforts there.

New Series in West

BOHEMIAN DISTRIBUTING Co., Los Angeles (Acme beer), on Feb. 2 starts for 13 weeks sponsoring a five-minute transmitted musical-dramatic series, titled Toast to America's Allies, five times per week on Southern California stations, as well as thrice-weekly on Arizona Network stations. List includes KERN, KKO, KFEN, KOF, KDB, KHJ, KFAR, KYO, KUYM. Programs are built around music and traditions of the Allied countries. Agency is Brisch, Davis & Staff, Los Angeles.

Renault Adding

L. N. RENAU, SONS & Co., Egg Harbor, N. J. (Renault wines and champagnes), adding to its radio schedule on WOR, New York, has scheduled three 10-minute periods a week on KYW, Philadelphia, using Norman Jay's Column of the Air. Other local stations in cities throughout Pennsylvania will be added in the near future date. Gray & Rogers, Philadelphia, is agency.

Music for Army

A VALUABLE music library consisting of more than 5,000 scores of popular melodies and marches has been turned over to military authorities for use of Army, Navy and Marine orchestras in Southern California by Harrison Holliday, general manager of KFI-KECA, Los Angeles. Mr. Holliday urged stations to follow that procedure by gathering together duplicate scores and special arrangements from their libraries.

CORNLIKKER may have been anticipated but 375 pennies tumbled out of the Brown Jug being held in traditional style by Foster Brooks, conductor of the Sunrise Special, early morning show on WHAM, Rochester. Pennies were a contribution to the Red Cross.

ENTIRE STAFF of KGNC, Amarillo, Tex., has been finger-printed and photographed for the personnel files of the Federal Bureau of Investigation.

Muzak Raid Warning

MUZAK Corp. has notified the subscribers to its wired radio program service that "for the duration" the service will be extended to 24 hours a day and that it will "bring you official air raid warnings, all clear signals and important news during air raids when radio stations are silent." Many New York apartment houses subscribe to the Muzak service and make it available to all tenants whose radios are connected with the master building aerial system. The Muzak programs are then tuned in at 850 kc., just as if they were coming from a broadcasting station at that frequency.

Drop Program Services

BECAUSE of "threatened depletion of paper stock," both NBC and the Blue Network have discontinued their daily program services to radio editors and in the future will supplement the weekly advance program services with daily mimeographed corrections.

Drop Program Services

BECAUSE of "threatened depletion of paper stock," both NBC and the Blue Network have discontinued their daily program services to radio editors and in the future will supplement the weekly advance program services with daily mimeographed corrections.
FURTHERING a principle of the Army—to keep the American soldier the best informed fighting man in the world—WCOS, Columbia, S. C., twice-weekly originates a half-hour lecture by officers of Fort Jackson, S. C. The discussions, dealing with modern warfare and tracing trends and troop movements of the present conflict, have been made required listening for the 40,000 officers and enlisted men at Fort Jackson.

* * *

Detroit Pledges

RED CROSS programs over WJBK, Detroit, are presenting nationality participations—12 nationality groups having presented appeals for funds so far. Each national group sponsors a weekly program with pledges being requested over the air for both the Red Cross and the War Relief Fund.

Women in War

NEW FEATURE, Women’s Place, show devoted to informing women of how they can aid in the war effort, has been started by KGXK, Portland. Conducted by Peggy Williams and Vere Knee-land, the 15-minute show’s format is divided in three five-minute periods—news of women in defense, in the home and in the news—and the program acts as a clearing house for questions of women wishing to know how they can be of help.

Freedom Broadcasts

AMERICAN Philosophical Society, Philadelphia, on Jan. 31 voted $25,000 for shortwave broadcasts to convey the American story and freedom to Axis-dominated lands. The society’s finance committee on Feb. 3 donated the money to World Wide Broadcasting Foundation, operating WRUL, Boston. Broadcasts, to originate at Independence Hall, will feature American scientists, telling what American freedom has meant to science, especially to scientists from foreign countries. Society’s contribution will bring to $230,000 the amount pledged to the shortwave station for 1942, nearly half the year’s budget.

Americans at War

CBS was to start Feb. 8 a new Sunday evening series, They Live Forever, presenting first hand facts concerning the American heroes who have given their lives in the present war, “a crystallization in dramatic form of the thoughts and feelings and actions of 132,000,000 Americans at war.” Series will be broadcast 10:30-11 p.m. each Sunday and will be produced by Charles Vanda, CBS western program director, who is in New York on special war broadcasting assignment.

Arizona Bands

FEATURING outstanding non-professional bands of the State, and carrying defense bond commercials only, a new weekly half-hour program entitled Arizona Band Stand has been started on the Arizona Network, originating from KOY, Phoenix. Initial broadcast on Feb. 6 featured the 80-piece North Phoenix High School band, with those from the U of Arizona, Temple College and Phoenix Union High School on the schedule to follow.

* * *

Soldier-Sailor Quiz

WAR CENSORSHIP has caused WIBA, Buffalo, to change its theme of Dialogues from the North Station in Boston to the Soldiers’ & Sailors’ Club. Quiz is sponsored by Estabrook and Eaton Cigars. Heard nightly at 5:45 the program’s m.c., Bob Elliott, interviews soldiers and sailors, giving out prizes of money and cigars. Guests on the show include radio stars, writers, and Army and Navy officers.

On the Home Front

ACTIVITIES and observations of the wives of service men are related during the program Navy Wife, launched on KGO, San Francisco, Jan. 30 by Mrs. Richard Walker, wife of a lieutenant in the Navy. She was recently evacuated from Honolulu.

* * *

Hill Patriots

PATRIOTISM of Kentucky hill people is the idea behind RDF, a 5:45-thru-6:30 program starting on WJJD, Chicago, Feb. 9, featuring Hugh Carson as a country mall carrier, and songs by Bob and Bonnie Atcher.

How's the Hair Tonic Business in Baldrock (Ky.)?

Take a look at the 1940 Census, and you'll see why Baldrock (Ky.) buys darn little hair tonic or anything else! The bald truth is that the Louisville Trading Area is Kentucky's only big concentration of population and buying power. With 57.1% of the State's effective buying income, this Area accounts for 17.6% more retail sales than the rest of Kentucky combined! ...To cover this region of riches completely costs far less with WAVY than with any other medium! So why not see what a swell job we can do for you?

LOUISVILLE'S WAVE

5000 Watts
970 K.C. N.B.C. Basic Red

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.

Broadcasting • Broadcast Advertising

Page 26 • February 9, 1942

FIRST AMERICAN DOUGHBOY

to set foot on European soil in the present war, Milbourne (Dink) Hencke, is greeted by his mother and other patriots. Mrs. H. Hencke (center), and girl friend, Lola Christensen. Two-way conversation was arranged by WTCN, Minneapolis, and Blue Network.

* * *

Morale Drama

DEDICATED to civilian morale, dramatic-series, Plays for Americans, written, produced and directed by Arch Oboler, was launched on NBC-Red stations, Sunday, 4:30-5 p.m. (EST). Featuring Olivia De Havilland and Raymond Edward Johnson, first broadcast, titled Johnny Quinn, U.S.N., emigrated from New York. Ensuing shows will originate from NBC Hollywood, featuring film personalities. Series dramatizes freedom that America is now striving to preserve.

* * *

Wartime Women

WOMEN'S part in the war effort is stressed by KOIN, Portland, Ore., in its nightly broadcast, Women in Wartime, by Clare Hays. Miss Hays summarizes current activities of women in defense, giving information on pending meetings and rallies, and in an advisory capacity helps women choose work in the national program to which they are best adapted.

Yesterday’s World

IN FACE of the excitement over the world today, KYW, Philadelphia, recently started a weekly series of programs titled The World of Yesterday. Originating in the university museum, the broadcasts are based on dramatic experiences of members of Penn's famous archaeological expeditions.

Books for Children

TO ASSIST parents in choosing suitable reading for their youngsters, a weekly quarter-hour program, Books That Live, has been started on KECA, Los Angeles, under auspices of the Los Angeles Public Library and Junior League.

Far in the Future

WITH THE setting laid 100 years hence in the year 2042, a new five-weekly serial has started on Mutual entitled In the Future With Big Baker, telling the adventures of two young boys on various planets other than the Earth.

* * *

Pre-Arranged Interviews

TRIANGLE Restaurants, Chicago, started on Jan. 27 What's Cookin'? With Alice, a weekly half-hour remote of pre-arranged interviews on WCFL, Chicago. Agency is C. Wendell Meuch & Co., Chicago.
Radio

"Saturday Business"

...grin has marked to... the manual has been supplied free to each NAB member station. The cost of additional copies includes chapters yet to come.

Opening with a chapter titled "Radio and Salesmen," the book takes up "The Extent of Radio Listening": "The Effectiveness of Radio": "Dealers Prefer Radio": "Radio as a Social Force". For convenience the chapters are marked by file index inserts.

Much Data Obtained

For more than a year Mr. Pellegrin has been pouring up data and success material for the volume. According to Neville Miller, NAB president, "it is a frank recognition of the fact that radio in this country is an integral part of the American system of economy; that individual initiative and private enterprise are at the foundation of our business. We believe these studies will contribute to an improvement in the commercial technique of many stations and in bringing about a better understanding on the part of the radio listening audience of the relations of the commercial aspects of our business to our public service responsibilities."

Yet to come, according to Mr. Pellegrin, are chapters on "Comparative Costs of Radio and Other Media": "Spot Broadcasting": "Radio in Wartime": "Radio for Department Stores": "Radio as a Business": "Children and Radio": "Radio and Education": "Radio Sells High-Priced Goods": "Radio for Institutional Advertising": "Saturday Radio": "Results From Radio": complete index.

Mr. Pellegrin suggests these uses for the manual:

1. To serve as a desk-book for sales managers who want data to use to make radio presentations. When a prospect asks to see this manual, for any purpose, at any time. To this basic data can be added your own particular station story.

2. To prepare station promotions, material. Advertising, sales letters, mailing inserts, posters—anything you find helpful in the manual may be used freely for such purposes.

3. To show to prospects, or current advertisers. Some salesmen will find it effective to carry this manual with them on sales calls. Advertisers and advertising agencies cannot obtain copies of the manual from the NAB. These are available only through member stations if they want a permanent copy they must order it through you. Thus your sales department has one more avenue of approach and one more opportunity to be of service and in this way we know that the manual will be placed only where it might be needed.

4. To serve as the basis for your own station sales manual. Many stations now equip each salesman with a book or portfolio of sales material. Many others do not, but would like to start. This manual can be used as the starting point: to each division you can add (printed, typed or mimeographed—charts or photos) as many pages as you wish of local and personalized sales material and station data. Thus your salesman in presenting his case can go from the general to the particular.

8. To assist in your public relations work. The basic data here may be useful in preparing talks before advertising clubs, women's clubs, civic and businessmen clubs, etc.

WBBM Speakers Course

IN COOPERATION with the speakers bureau of the Treasury Department, WBBM, Chicago, is training laymen volunteer speakers who donate their time to promoting the sale of Defense Bonds and Stamps. Training started Feb. 2 in radio technique, public speaking, writing for radio talks and setting up p.a. systems. The school is held at the station two afternoons a week in charge of George Gwynn, supervisor of announcers of WBBM, and O. J. Neuberth, producer of WBBM.

John Baird Continuing Color Television Study

ALTHOUGH the war has long since halted all television broadcasting in England, research in this newest field of communication continues, according to a release just received in New York from London announcing that John L. Baird, British video inventor, has perfected a system of color television.

Like those already experimentally produced in America, the Baird color system depends on a mechanical color-disc at each end of the process, one at the transmitter and the other at the receiver. But whereas the color discs used by NBC and CBS are three-color affairs, those of Baird are of only two colors. The Baird system is also different at the transmitter, utilizing a flying spot system of color projection onto the television object, in place of the American one-step method of inserting the disc between the object and pick-up tube.

IT'S PERFORMANCE THAT COUNTS!

And in Radio—"Performance" means MAIL PULL. WMMN has no peer in America among 5000 Watt Regional Radio Stations.

WMMN will soon be ready to boost its night-time power to 5000 watts! This added power means a new era for WMMN advertisers. More power PLUS—greater performance—EQUALS—More Mail Response! Set your sales sights on the rich agricultural and mining area of the Monongahela Valley, and reap the benefits of WMMN's new night time power!

Tops among the hill tops of West Virginia is WMMN. The Voice of The Monongahela Valley.

Ask A John Blair Man

"THE VOICE OF THE MONONGAHELA VALLEY"

Member CBS... Blair Represents Us Nationally

BROADCASTING • Broadcast Advertising

February 9, 1942 • Page 27
Time in Wartime

DISTURBANCES of none too mild intensity are evident in radio because of the business outlook for 1942 and thereafter. Jitters are manifest over the cancellation of such programs as the Ford Sunday Evening Hour. The reduction of the Major Bowes Chrysler program from one hour to a half-hour, the depressing effect of the Censorship Code, and the talk about curtailment of commercials in news programs.

From the purely economic standpoint, we believe this defeatist attitude is unwarranted. Certainly there will be a greater turnover of advertising, and less stability as a consequence. But plain logic indicates that radio will not be affected as seriously as other media.

This is radio's first war. World War I was over before the catwhisker era. Printed media survived the torment of World War I. But advertisers who quit for the duration lost out in the post-war seller's market. Recent surveys reveal that in England, after three years of war, newspaper and magazine advertising is continuing and the British Government itself is the largest single advertiser, buying 17% of newspaper space. There isn't any radio advertising in England, but there very likely will be after the war.

Advertising students point out that after the war ends, the "battle of the brands" will be resumed. They recall that Bull Durham was the No. 1 tobacco name before World War I. Its slogan, "roll your own", was on every tongue. The Duke Tobacco Co. quit advertising when its plants were turned over to war activity. It never did come back despite the expenditure of many thousands in the post-war era.

Radio has never faced an out-and-out competitive battle with other media. When advertisers begin pruning, they will concentrate on the most effective media. For most products and services radio stands out.

Even if they have little to sell, brand-name advertisers will use institutional campaigns. That turn is evident already because shrewd advertisers have ascertained that radio is the ideal medium—the cheapest and the most effective—for that purpose.

Many new products inevitably will turn to radio. The experience of Alka-Seltzer, Wheat-ies, and many other lines which were born, nurtured and developed into top-flight distribution via radio, attest to its unexcelled value as a success-builder.

With many raw materials vital for the war effort, substitutes are being developed. Radio is the ideal medium for exploitation. Plastics are coming into their own. Just watch radio do that job!

The automotive and tire and radio receiver bans or curtailments have not hurt radio as much as other media because they have not been as heavily radio-advertised. But the automotive edit is bringing about a transition in trade areas and markets. Farmers who have customarily gone to the trade centers on weekends for bargain purchases, entertainment and change of environment, are mindful of wear and tear on their cars and tires. They are patronizing the nearby stores, and staying home to listen to the radio.

All these factors are part of the new wartime economy and will have a bearing on the post-war seller's market. There's plenty of tribulation, confusion and excitement ahead. Weighing all of the vicissitudes now foreseeable, however, we believe radio stands to survive the advertising transition with least impact.

The Hill Erupts

THE LEGISLATIVE worm, insofar as the FCC is concerned, has turned. Not one but two well-developed moves toward investigation of radio regulation are on in the House. The Interstate & Foreign Commerce Committee is on record in favor of hearings on the Sanders Bill, looking toward revision of the Communications Act of 1934, to stop the FCC's persistent grab for power. And now the Rules Committee, under the spur of Rep. Cox (D-Ga.), its strongest member, appears set to report out a resolution for a thorough-going investigation of the FCC's personnel, with emphasis on Chairman James Lawrence Fly's tenure.

This, in contrast to the situation just a few months ago, when it appeared impossible to get either side of Congress to act! We have urged for nearly a decade a legislative reappraisal of the antiquated law governing radio. The FCC itself has been divided on the limit of its powers. The industry has suffered thereby and has not been in a position to provide maximum public service.

As between the two avenues, we would prefer to see legislative hearings before the regular House committee rather than an investigation via radio, attest to its unexcelled value as a success-builder.

A LOOK into the present status and future prospect of the American press is provided in the January issue of The Annals, published by the American Academy of Political & Social Science. The January issue, titled The Press in the Contemporary Scene, is edited by Malcolm M. Willey, professor of sociology and university dean, and Ralph D. Casey, director of the School of Journalism, both of the U of Minnesota. The 200-odd-page edition includes articles covering the place of the press in modern life, the newspaper pattern of today, the press and fields of special interests, and responsibilities and reforms. Although no section is devoted to radio, broadcasting receives attention in several of the articles.

SAM CUFF, commentator featured on the NBC Radio-Recording Division programs, The Face of the War, now on more than 60 stations under local sponsorship, has written a book bearing the same title, as his recorded program for spring publication by Julian Messner Inc., New York. Including 40,000 words of text, the book is said to give "a clear, illustrated picture of the development of aggression, 1931-1942, and a key to the strategy of World War II." More than 100 maps by James McNaughton and Peter Barker of the NBC television staff, also are included.

CECIL BROWNS's eyewitness account of the sinking of the British battleships Repulse and Prince of Wales is the lead article in the new issue of Talks, a quarterly digest of CBS broadcasts in the public interest. The current issue includes broadcasts by such celebrities as William S. Paley, CBS president, and Edward R. Murrow, chief of the network's European staff, made at the dinner in honor of Mr. Murrow after his return from London in the early winter.
I N AN ANTICIPATED month with two, West Coast broadcaster who began life as the son of a Methodist minister and has, in turn, an attorney, banker and mortgage and insurance executive, realizes another of many ambitions when he became the operator and owner of the world's mightiest shortwave stations.

Wesley Dumm, as owner of San Francisco’s KWID and an up-and-coming veteran in radio but with characteristic foresight feels that his new shortwave venture, KWID, San Francisco, is only the beginning and that he has a lot to learn in his personal crusade for recognition of shortwave operations to international understanding.

"West" Dumm’s earlier days followed the general pattern into which the youth of almost any white-collar generation is poured. Born in Columbus, O., March 23, 1890, he was educated in the public schools of suburban Toledo and graduated from Ohio Wesleyan U at Delaware, Ohio, Class of ’11. Self-educated in law, he went West to practice law in Green River, Wyo. There he became interested in a bank executive job and then became part owner of a Cheyenne bank. He might still be there had not Eugene Mieyer, now publisher of the Washington Post, scented promise and, in 1917, drafted him for the staff of the War Finance Corp.

With the organization until 1924, Dumm was offered the presidency of a San Francisco building and loan association. Arriving there, he looked into the association’s books more searchingly than was anticipated, and found a sinking ship with no drydock in sight. So he launched one of his own across the bay in Oakland, where building was booming.

In the succeeding years, his mortgage and insurance business prospered and, on the advice of many, including the Tenth Avenue Baptist Church which found him an elephant on its hands in its radio station, KTAB. Dumm simplified that problem; in 1933, he bought the station.

Never loath to spend money on a prospect, Dumm regarded the station in that light and poured into it much of the ample backing he had built up over his previous commercial years. The prospect responded, became KWIO, San Francisco, and enjoyed five years as the San Francisco outlet of CBS. The progress is continuing.

What’s keeping Dumm busy in San Francisco these days is the forthcoming advent upon the Pacific for the first KWID, plus arrangements for elaborate studios for both that station and KSFO in the Mark Hopkins Hotel. KWID is expected to devote its quarter-of-a-million dollar investment and a patriotic gesture on Dumm’s part. It represents a deeply felt faith in the America that gave a small-town minister’s son a chance to get ahead and a vast determination to protect that America.

Actually, KWID was conceived some seven years ago when, in 1935, its original and now outmoded plans and specifications were drawn. In those days, the threat of war and Dumm’s awareness of the nation’s Pacific needs to bring the station to the point of reality, Application to construct the shortwave outlet was made to the FCC Oct. 6, 1941, and the Commission, equally alert to the Government’s need for such an outlet, granted the application exactly eight days later. And Col. William J. Donovan, Federal Coordinator of Information, welcomed the permit in a wire to Dumm that included these words:

"WILL YOU KNOW HOW MUCH WE ALL APPRECIATE YOUR PATRIOTISM IN STARTING A Shortwave Outlet. VICTORY IS EVER THE FAR EAST. THIS OFFICE STANDS READY TO LEND YOU EVERY POSSIBLE ASSISTANCE.

The “Far East” mentioned in the Donovan wire is something of an understatement. KWID will dispatch the messages of democratic liberty in a dozen or more languages to the whole Pacific and the four corners of the world, including the Antarctic thrown in as bonus territory.

It’s all a part of Dumm’s concept of the shortwave of today and the future. He sees shortwave (Continued on page 44)
CBS Appoints Scott
RALPH SCOTT, in radio production work in Hollywood for many years, has been appointed director of production for CBS in San Francisco. Scott has many major broadcast commitments to his credit, including Over Western Skies, White Fires of Inspiration, which won the Carnegie Award in 1938, and Sally of the Stars.

David C. Teague
DAVID C. TEAGUE, 29, a member of the CBS publicity staff for six months, died Feb. 2. It was reported he committed suicide by shooting himself at his New York apartment. Mr. Teague was with the Chicago Times before joining CBS. He is survived by his wife.

George COMTE, newscaster and announcer of WTMJ and WSM, Milwaukee Journal stations, was called to active duty recently as a 2d lieutenant A.R.C. and assigned to the Chicago Recruiting Office where in addition to recruiting he is expected to include radio and speaking work. In addition to his newscasting work with the Milwaukee stations, Comte has also been commentator for Music Under the Stars, outdoor summer concerts which bring nationally known music personalities to Milwaukee.

ROD O'CONNOR, formerly of WLB, Minneapolis, has joined the announcing staff of WCCO, Minneapolis, succeeding William Galbrith who left Feb. 1 to go East.

MOODY McELVEEN, announcer of WCON, Columbus, S. C., has been named farm director.

DON QUINN, Hollywood writer on the NBC Fibber McGee & Molly program, sponsored by S. C. Johnson & Son (floor wax), is recovering from a fractured coccyx bone.

JIM BANNON, Hollywood announcer, has been signed for the NBC Rudy Vallee Show sponsored by National Dairy Products Corp.

JOE A. CALLAWAY, formerly dramatic director of San Diego Community Globe Theatre, has joined the announcing staff of KPSD, San Diego, Calif., replacing Russ Plummer, transferred to the business department.

ROB McCracken, formerly with Benny Goodman’s orchestra, has joined the announcing staff of WDZ, Tuscola, Ill.

JOHNNY PAUL, graduate of Eastern Illinois State Teachers College, has joined the announcing staff of WDJ, Tuscola, Ill.

DOUGLAS MacKINNON, formerly in charge of various serious music programs on WQXR, New York, has been appointed assistant to Dr. Walter Damrosch, music counsel of the Blue Network. Mr. MacKinnon succeeds Lawrence Abbott, who has resigned to become music editor of Time magazine.

HILL, WHITFIELD, formerly of NBC’s station relations department, has been transferred to the NBC traffic department as assistant to J. D. Murphy, commercial traffic manager.

JOHN R. HURLEY, of the CBS press department in New York, has resigned to join the Chicago Sun as assistant to the amusement editor.

Arthur ZIIPER, formerly on the staff of the story editor of Paramount Pictures, has joined the NBC script department, succeeding Kerk Quinn, resigned. Mr. Ziper will work with Barbara Frank, daughter of U. S. Circuit Court Judge Jerome Frank, in stories and program ideas submitted by the public.

MARION E. CRANE, in charge of guest relations of WOY, New York, has resigned following a prolonged illness.

CLETE ROBERTS, formerly KMPC, Beverly Hills, Calif., program director, has joined the Blue Network Hollywood staff as news and special events director.

TRUMAN BRADLEY, Hollywood announcer on the NBC Red Skelton & Co., sponsored by Brown & Williamson Tobacco Co. (Raleigh), has been called to Army duty.

JIMMY MACK, KMTH, Hollywood, news editor, and a reserve officer in the Army Flying Corps, has been called to active service. Lyman Smith has taken his duties.

CONSTANCE FERNALD and Julia Hill have joined WHIR, Portsmouth, N. H., in the business and continuity departments respectively.

JOHN STERBINS, formerly announcer of KRMIC, Jamestown, N. D., has joined the announcing staff of WDAY, Fargo, N. D., who has joined Blue Network, Chicago.

ERNESTINE CROW, formerly in newspaper work, has joined the script department of KUOA, Sioux Falls, S. Dak.

GORDON PHILLIPS, formerly KFXX, San Bernardino, Calif., relief announcer, has joined KKH, Hollywood, as head of the mailing department.

DOUG EVANS, KFJ-KEGA, Los Angeles producer-announcer, did the narrating on the Republic Pictures feature "Affairs of Monte Cristo".

LAYON URBANSKI, head of KJH, Hollywood transcription department, is father of a boy born Jan. 30.

EDGAR WELCH, formerly announcer of WBZ, Bangor, Me., and WQV, New York, has joined WJCA, New York.

DOBE CAREY, son of Henry Carey, stage and screen star, has been appointed to the NBC page staff.

PEGGY FOLEY, private secretary to Bob Dumm, program director of KSFO, San Francisco, and Ralph G. Tiffany Jr., affiliated with a Bay City bank, eloped to Reno and were married.

JOHN ANDREW POTTER, former of Photo & Sound, San Francisco transcription firm and previous to that with KROW, Oakland, has joined the San Francisco office of the Coordinator of Information.

DETROIT'S LEADING INDEPENDENT STATION

Serving an ever-increasing number of exacting national advertisers...because with WJBK they get results...which are with WJBK

250 WATTS...24 HOURS A DAY

Page 32 • February 9, 1942

BROADCASTING • Broadcast Advertising
KATHERINE FOX

WHEN, the Crosley outlets, WLW and WSAI, Cincinnati, many months ago adopted an "all-out" policy for defense programs, the job of coordinating national defense work of these stations was placed in the hands of Katherine Fox.

Some idea of the magnitude of her job may be gathered from the fact that every broadcast originating at the two stations carries some defense announcement and her responsibility is to see that news from 15 different organizations is aired and properly distributed throughout the day. Needless to say that a master schedule is necessary. In addition she serves as liaison officer for WLW-WSAI and many civic, religious, and educational organizations.

Katherine fits smoothly into the vacancy left by Joseph Ries. Her background includes four years' work as private secretary to James D. Shouse, vice-president of the Crosley Corp. in charge of broadcast.

330,570 RADIO HOMES

(Certified Mail Count)

In Our Primary

Located in a Boom Area

WHEB

Portsmouth, New Hampshire

WHEB

Portsmouth, New Hampshire

Eddie Allan

EDDIE ALLAN of the office staff of WLS, Chicago, and formerly of the artists staff, died Jan. 31 in Chicago of a heart attack.

STAFF MEMBERS of WGNR, New York, totaling 56, have signed up 100% for the payroll defense savings plan.

M. SALEY TAYLOR DIES IN HOLLYWOOD


Mr. Taylor, born in Louisville, had intended to take up medicine as a career but an injury to his hands prevented this while attending Pacific U., Portland. An accomplished musician, he composed My Guiding Star, later used as theme song for Voice of Experience broadcasts.

After lecturing on psychology and juvenile delinquency on the Chautauqua Circuit, debuting with William Jennings Bryan on fundamentalism, he became superintendent of a high school in North Bend, O. This led to speaking engagements on child problems over a Spokane station. After favorable response to these broadcasts his discussion of personal problems became broader, graduating to Voice of Experience in 1938.

Agrowsky, Brown Move

NBC and CBS both received word last week that their correspondents in Singapore, Martin Agrowsky and Cecil Brown, respectively, had left that city and were located in Batavia, Dutch East Indies, for the time being. Mr. Brown had been banned from the air during January by British authorities in Singapore for sending out news over the air which "was bad for public morale." [Broadcasting, Jan. 17.]

STATION MANAGERS:

*What Do You Want From Washington?

"Washington Viewpoints"

Revised Each Friday

*"YOUR CONGRESSMAN REPORTS"

Write for Details for Your Area.

*NATIONAL RADIO NEWS REEL*

Three Times a Week Release

Ready Soon.

WE SERVE YOU FROM THE NATION'S CAPITOL

*All transcripts prepared by Broadcast Service Studios will comply with all censorship regulations and suggestions of FCC and the War Department.

What Do You Want From "The Capitol of the World?"*

WRITE, FIRE, OR PHONE

BROADCAST SERVICE STUDIO

ROBERT J. COAR, Director

1113-15 Demitkis Bidg.

WASHINGTON, D. C.

Phone: Republic 6160

New Super Effects

Effect Records, Never Before Released!

New Super Effects and Related Grouping

NEW NUMBERING OF RECORDS AND RELATED GROUPING!

NEW CATALOG CONTAINING COMPLETE CROSS INDEX!

Be sure to write for this

Catalog, listing Standard's
ten sound effects and

tested groupings.

NEW NURSE'S EFFECTS

1942 • Page 33
Melvyn Douglas Named To Civil Defense Position

MELVYN DOUGLAS, film star appointed last week as head of the Arts Council of the Office of Civilian Defense, besides being a frequent guest star on the radio, is also one of the group of stockholders in Pacific Coast Broadcasting Co., authorized by the FCC last August to erect a new 10,000-watt station on 1110 kc. in Pasadena, Cal. The station is now being completed and will shortly make its formal debut.

Prime mover in obtaining the construction permit was J. Frank Burke, operator of KFVD, Los Angeles, who controls the new station. Mr. Douglas' holdings in the station are largely preferred stock; he is listed as owning 13.33% of the preferred and 1.66% of the common.

James M. Landis, executive of OCD, announced that Mr. Douglas will be in charge of relations with the theatre, writers and artists. He is expected to serve as a dollar-a-year man.

A RESOLUTION demanding a ban on the use of alien tongues on the radio was passed Feb. 2 by the Central Lions Club of Philadelphia.

Mr. Dunn and R. V. Howard (left), KSFO-KWID chief engineer, look over model of new 100,000-watt plant.

Wesley Innis Dunn

(Continued from page 81)

as a potent force for eventual world unity and will shake off his customary reticence to discuss those possibilities until someday he may.

At the moment, in addition to his other chores, he's planning a further 50,000-watt shortwave outlet in Los Angeles as a supplement for and a talent-feeder to KWID.

On top of it all, he's a Shriner, a Sigma Chi and a trustee of the First Methodist Church in Pasadena. And how he's found time to realize another lifetime ambition—own and play an accordion—may be due to his Pasa- dena connection. His wife is a superb accompanist and his butler a onetime opera singer, so the Dunn hobby, music, is given a pretty free rein.

Rubber Stamp

TO COMPLY more easily with wartime restrictions on broadcasting, Manager Arden X. Pangborn of KGW-KEX, Portland, has instituted a policy whereby all copy, with the exception of news, must be sent through the hands of E. A. Brown, continuity chief, or Ralph Rogers, program director, and be stamped, "Approved for Broadcasting" and signed. At 3:30 each afternoon, the following day's copy is taken from the files and either approved or rejected. Only in cases of emergency are files opened after being closed for the day and the an- nouncing staff has received instructions that no copy shall go on the air without the rubber stamp approval.

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Wales Joins Kelly-Nason

JAMES ALBERT WALE, president of his own advertising agency, Wale Adv. Co., New York, has joined Kelly-Nason, New York, as vice-president. Author of numerous articles on travel, and a sur- vey on international travel "The Tourist Dollar", Mr. Wales has specialized in travel and hotel ac- counts since he founded his own agency 30 years ago.

Mr. Dunn and R. V. Howard (left), KSFO-KWID chief engineer, look over model of new 100,000-watt plant.

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Mr. Dunn and R. V. Howard (left), KSFO-KWID chief engineer, look over model of new 100,000-watt plant.
Recording Method On Film Perfected
Miller Announces New Fim To Handle Distribution

AFTER SEVERAL YEARS of research, Miller Broadcasting System Inc., Hollywood, has announced perfection of the Miller process of recording on film and also formation of a subsidiary, Miller Radiofilm Corp., to handle sales and distribution. Firms are occupying the entire building at 7600 Santa Monica Blvd., that city.

Process, according to James A. Miller, president of the parent organization, affords an opportunity to produce programs under conditions similar to those used in motion picture production. He expressed belief that radical changes and improvements in radio production will result with introduction of the film usage to the broadcasting industry.

Cut Into Emulsion
"Radiofilm, trade name of the process, is distinguished from the present system of sound-on-film recording," Mr. Miller said. "Engraving is made directly upon the emulsion of the finished film. This is done by engraving into the emulsion instead of by photography on the negative stock. This eliminates the necessity of developing negatives and printing of subsequent positives. Reproduction is by photoelectric eye. Radiofilm has been endorsed by technical experts as making possible greater tone fidelity and much wider frequency range. Film used is based upon our patents and is especially manufactured by Eastman Kodak."

Associated with Miller on the directorate are E. Frank Hummert, vice-president of Blackett-Sample-Hummert; A. H. Diebold, president of Sterling Products, New York; Hunter Marsten, identified as a financier and director of several concerns; Jacques Vinmont, American representative of the Philips Co. of Holland, large European electrical concern, in whose laboratories the Miller system was developed. Loet C. Barnstyn is president and general manager of Miller Radiofilm Corp. with Herbert R. Ebenstein, vice-president in charge of sales. Barnstyn, now living in Hollywood, is identified as a former outstanding figure in the Netherlands amusement field. Ebenstein has had wide experience in the amusement industries.

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AFTER-LUNCHEON good humor prevailed as advertiser and agency executives recently got together in Hollywood for annual discussion of the weekly NBC Kraft Music Hall, sponsored by Kraft Cheese Co. They are (1 to r) J. H. Platt, firm’s Chicago advertising director; Daniel J. Danker, Hollywood vice-president of J. Walter Thompson Co., agency servicing the account; John U. Reber, agency’s New York vice-president in charge of radio; W. F. Lochrige, Chicago agency account executive.

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New Blackout Apparatus Is Invented by DeForest
AN ELECTRONIC switch, described as a "blackouter", by which lights of an entire city can be extinguished instantly and automatically from a central radio or police department station for an air raid alarm, has been perfected by Dr. Lee DeForest, pioneer radio inventor.

He stated that "the simple electronic operated device, controlling through a sensitive relay, a power relay designed to shut off any light which may be connected thereto", is now being installed by New York for a tryout on control switches of Central Park lighting system. The plan includes a receiver for private home use which would automatically sound an alarm. The Army and Navy have also contracted for use of the device, Dr. DeForest said.

KROY, Sacramento, Cal. has applied to the FCC for an increase in power from 100 to 30,000 watts, and a shift in frequency from 1240 kc. to 1030 kc.
Findings of HOOPER-HOLMES Study conducted among 900 key agency executives and radio advertisers to determine which trade publication "gives the most authentic radio news" and is considered "the best advertising medium for radio stations and networks."

December 18, 1941

Dear Sir:

Although we have no regular radio listening service, of course you know we do considerable radio research—almost invariably using the roster aided-recall technique.

Also because of our advertising it is necessary that we know which radio trade papers are most closely followed for news by the radio industry.

When we first considered a survey to determine this, we thought of doing it by personal interview, as most of our market research studies are personal interviews through our 33 Branch Offices.

Finally, however, we decided that a letter to you and other important men in the industry would save your time, and we know how busy you are.

Therefore, we shall greatly appreciate your answering the questions below and mailing this letter to us. No postage is required, nor any signature.

Please do this at once and show us that you really appreciate saving your time.

Yours very truly,

Chester E. Haring
Director
Market Research Division

1. What trade publication do you consider #1 for your authentic radio news? #27 #27 Please number your first three choices below:
   - The Advertiser
   - Advertising Age
   - Broadcasting & Advertising
   - Printers Ink

2. What trade publication do you consider the #1 advertising medium for radio stations and networks? #27 #27 Please number below:
   - The Advertiser
   - Advertising Age
   - Broadcasting & Advertising
   - Printers Ink

3. What YEARBOOK, ANNUAL, etc., do you refer to for accurate radio information? Please check the one you use most:
   - RADIO DAILY
   - BROADCASTING YEARBOOK
   - MARKETS OF AMERICA
   - MARKET DATA BOOK

Position or Title:
### Table 1
**Trade Publications Considered to Give Most Authentic Radio News**

<table>
<thead>
<tr>
<th>Publication</th>
<th>Weighted Total</th>
<th>Weighted Total %</th>
<th>First Choice</th>
<th>Second Choice</th>
<th>Third Choice</th>
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</thead>
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<td>The Advertiser</td>
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<td>1881</td>
<td>324</td>
<td>306</td>
<td>297</td>
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<tr>
<td>Advertising Age</td>
<td>11.4</td>
<td>0.3</td>
<td>8.6</td>
<td>0.7</td>
<td>1.0</td>
</tr>
<tr>
<td>Advertising &amp; Selling</td>
<td>2.2</td>
<td>11.4</td>
<td>6.5</td>
<td>2.0</td>
<td>7.1</td>
</tr>
<tr>
<td>Broadcasting Magazine</td>
<td>31.6</td>
<td>45.4</td>
<td>18.3</td>
<td>13.8</td>
<td></td>
</tr>
<tr>
<td>Printers Ink</td>
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<td>2.2</td>
<td>1.9</td>
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<tr>
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<td>0.8</td>
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<td>1.6</td>
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<tr>
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<td>4.9</td>
<td>11.1</td>
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<td>12.8</td>
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<tr>
<td>Variety</td>
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<td>21.9</td>
<td></td>
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### Table 2
**Trade Publication Considered to Be the Best Advertising Medium for Radio Stations and Networks**

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<th>Weighted Total %</th>
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<td>2.3</td>
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<td>7.3</td>
<td>16.3</td>
<td>13.6</td>
</tr>
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### Table 3
**Yearbook or Annual Preferred for Most Accurate Radio Information**

<table>
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<th>Publication</th>
<th>Weighted Total</th>
<th>Weighted Total %</th>
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<th>Advertisers</th>
<th>Representatives</th>
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<tr>
<td>Market Data Book</td>
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<td>12.9</td>
<td>28.0</td>
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<tr>
<td>Radio Daily Annual</td>
<td>20.2</td>
<td>20.2</td>
<td>20.4</td>
<td>20.0</td>
<td>20.0</td>
</tr>
</tbody>
</table>
CAMPBELL FAIRBANKS ENPOSITIONS, Boston, has scheduled 185 spot announcements, Feb. 7-15. Boston stations to be used include WNBC WAAB WBZ WBAH WMUR WMMN, New England stations on the schedule are WLAB WLBX WESX WRSB WHV WHEB WLBX WFBY WGAN. Campaign may be extended to other cities. Agency is Harry M. Frost Co., Boston.

SMITH BROS. Co., Poughkeepsie, N. Y. (cough drops), has shifted its afternoon news program on WABC, New York, with George Bryan from Monday, Wednesday, Friday, 3:30-4 p.m., to Tuesday and Thursday, 3:15-3:30 p.m. The company also participates thrice-weekly on Arthur Godfrey's early morning program on WADC. Agency is J. D. Tchercher & Co., New York.

RECORDED six times weekly, program Treasury of Music on WQXR, New York, in new sold for a year's period, effective Feb. 1, with Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y., under its six-week sponsorship of the 7:30-8 p.m. and 8:15-9 p.m. programs. For the remaining three evening sessions Stromberg agency is J. D. Tchercher & Co., New York; and Arthur Kudner, New York, handles the Schonbrun account.

W. T. OTTO STAMP Co., Brooklyn, on Feb. 8 started a 23-week series of Sunday evening stamp programs on WWRL, New York, with Walter Kuen, WWRL publicity director who has conducted a weekly stamp program over the station for the past three years, writing and conducting the shows. Programs feature a stamp expert, as well as high school students, stories about stamps and interviews with philatelists. Account is handled direct.

GRUNOW GROVES, Phoenix, Ariz. (grapefruit), new to radio, in a 23-week Southern California test campaign, is using twice-weekly participation in Norma Young's Happy Hour, on KHJ, Los Angeles, as well as participation once weekly in Miranda's Garden Patch, on KFI, Los Angeles. Agency is Dan B. Miner Co., that city.

INDIANA SERVICE Corp., Fort Wayne (public utility), is sponsoring series of transcribed programs, The American Challenge, Sunday afternoon, half-hour dramatizations of events in American history.

GASPIPE CAMPAIGN
Being Placed by Beechnut
On College Stations

CULMINATING a successful trial campaign of intramural college broadcast advertising last year on WMS, "gaspipe" station of Williams College, the Beechnut Packing Co., Canajoharie, N. Y., has decided on an extensive campaign on all college radio stations, according to Louis M. Bloch Jr., business manager of Intercollegiate Broadcasting System, national representatives of the stations.

The schedule, calling for a total of 4,025 fifteen-second spot announcements on 15 IBS stations, will alternate five daily plugs for Beechone week and for Beechone the following week. Consignments of station specialties will be recorded on the familiar Beechnut jingles on regular stations. Stations include: John York, Yale, Princeton, Brown, Cornell, Columbia, Rhode Island State, Union, Williams, Wesleyan, U. of Connecticut, Knox, Georgetown, Hampton and Hamilton.

Radio Club Aids

RADIO EXECUTIVES CLUB of Chicago will serve as a clearing house for requests for time made by the Office of Civilian Defense for Greater New York under a plan for setting up the Club's regular weekly luncheon last Wednesday by Robert Spafford, radio director of the OCD in New York. President John Hynes appointed Arthur Sinsheimer of Peck Agency chairman of a committee to work with the OCD. Hans Jacob, of WAT, Jersey City, and WRUL, international station in Boston, spoke on radio as an instrument for international propaganda in the local area.

John Hynes is now sold free to radio stations in the metropolitan area.

IMPERIAL LOAN Co., Chicago, on Feb. 20 started Hourly in Your Pocket, quarter-hour five times weekly telephone quiz program on WMFL, Chicago. Account was placed direct.

WM. PETER BREWING Co., Union City, N. J., on March 2 will start a 10-week campaign of 36 one-minute transcribed announcements weekly on WINS, New York, for its beer. Other stations in New York City and vicinity are under consideration, according to Radio House Agency, New York, agency in charge.

PACIFIC STATE LOAN Co., Los Angeles, in a 13-week campaign which started Feb. 2, is using thrice-weekly participation in Knox Evening News on KNX, Hollywood, as well as 36 spot announcements per week on KHEW, Glendale, Cal., Allied Adv. Agencies, Los Angeles, is the agency.

COOK PRODUCTS Co., San Francisco (Girard's salad dressing), on Jan. 21 started for 12 weeks a weekly participation in Noon News on KFRC, San Francisco. Agency is Riddles & Dart, San Francisco.

H. S. BARNEY Co., Selenealteny (department store), is sponsoring for one year the daily 8:35 a.m. newscast on WGBR, Troy, N. Y.
By WM. D. BOUTWELL
Chief, Division of Radio, Publications & Exhibits, U. S. Office of Education

THE JAPANESE attack on Hawaii put the nation’s radio training program on a war basis. In an exceptional sense, this is a war of technicians. It is a war of communications, and radio occupies a strategic position in the modern world of communications.

Branches of both the Army and the Navy have announced that the need for trained men possessing knowledge in radio is a real one. The Army Signal Corps asks the Civil Service Commission to conduct learner aptitude tests throughout the country in order to recruit an adequate number of trained radio personnel. And the Office of Education is planning to expand training under the national defense vocational training program in radio communication.

Meanwhile the radio training program is moving forward on three major fronts:

First, there are regular vocational training courses financed jointly by the Federal Government and various States and administered by the Office of Education in cooperation with State boards for vocational education and local public schools. Radio training is given as a full-day, four-year course. These courses have been given throughout the country for the past ten years. At present, 2,564 are enrolled. As part of the same regular vocational education programs giving instruction in radio, there are the evening trade extension courses. About 1,000 are now taking these classes. Part-time trade extension and trade preparation courses train 2,600 additional persons.

Repair Courses

Second, there are courses in radio maintenance and repair being given in scattered localities under the national defense vocational training program paid for by the Office of Education administered funds.

The courses are of below college level. About 3,000 NYA youth get training in radio theory. This instruction is also financed by Office of Education vocational defense funds. A course in basic radio equipment, given for the same group, is financed by NYA funds.

Third, major radio training front to meet wartime needs in the college level engineering course.

On the day after the Japanese attack on Pearl Harbor, the War Department and Navy Departments asked the National Defense Committee of the NAB to promote and publicize the need for radio training courses at college grade. A course outline for high school graduates has been prepared with the assistance of college professors and broadcasting engineers and is being distributed by the NAB.

Congress appropriated $17,500.000 to the Office of Education to meet the cost of “short courses of college grade provided by degree-granting colleges and universities pursuant to plans submitted to them and approved by the Commissioner of Education, which plans shall be for courses designed to meet the shortage of engineers, chemists, physicists and production supervisors in fields essential to the national defense.”

College-level courses, of which there are now 150, are rapidly increasing. They are devoted chiefly to communication and air defense. College seniors, in 42 electrical engineering schools, are getting instruction in use of ultra-high frequency for airplane detection.

Radio Vital in War

Courses in radio communication are especially vital because it is by means of radio that tanks, trucks and airplanes maintain communication with each other in war time.

Under the law providing funds for defense training, most schools which granting engineering degrees are qualified to give ESMDT engineering courses. Radio instruction may be given in qualified physics departments.

Liberal arts colleges which have good physics departments can also provide this instruction. The assistance of broadcast engineers in the vicinity of the college is necessary. If the capacity of engineering schools is inadequate for mass training.

Other qualified schools are urged to arrange special radio courses. Some colleges and universities are already doing their part. Rutgers University, for example, now sponsors more than 100 courses within its area. The weekly schedule varies; in some places it is three hours a night, three nights a week. Young women with aptitude are eligible to take ESMDT courses and many are now serving in the war effort.

Broad objective of radio technician instruction, of course, is to produce graduates with at least a technical knowledge of the level possessed by the holder of a Grade A amateur’s license, minus code and radio law.

Cooperation in the over-all radio training picture is splendid. For instance, the Case School of Applied Science at Cleveland, is preparing to sponsor radio technician courses at the following institutions: College of Wooster, Hiram College, Oberlin College, Baldwin-Wallace College, Youngstown College, and John Carroll University, and this within a few days after the Army and Navy made clear their needs.

The Army alone needs about 60,000 officers and 100,000 enlisted men, together with several thousand civilian radio technicians of professional grade. It is apparent the largest number of the schools can train will not be too many.

Time is now of the essence. A promising step is moving forward on these fronts to train a vast army of radio technicians.

---

WIS COLUMBIA, S.C.
5000 Watts Day — CP 5000 Watts Night
560 KC • NBC Red

FREE & PETERS, Inc., National Representatives
ENGINEER DRIVE
Launched in the Rockies With
RMRC Cooperation

SETTING in motion the technician drive in Colorado and Wyoming under the ESMDT organization sponsored by the U. S. Office of Education, the Rocky Mountain Radio Council has announced primarily training courses to be launched Feb. 9 and 10. Classes have been organized in Denver, Golden, Leadville, and other cities by U of Colorado, U of Denver and Colorado School of Mines with the assistance of KOA, KLZ, KFEL and KMYR Denver and Colorado Springs, and KGFL, Pueblo.

The Rocky Mountain Radio Council, which is helping to coordinate the move, also announced that similar training is to be given in Northern Colorado and Wyoming by the Colorado State College of Agriculture & Mechanical Arts and U of Wyoming. Sections will be opened in other cities if the demand is sufficient.

Wireless Group to Meet
VETERAN WIRELESS Operators Assn. will hold its 17th annual convention at the Golden Hotel, New York, Feb. 21. A Marconi memorial service award plaque will be presented to the Pan American Union and medallions to the Presidents of the 20 Latin American republics for their contribution to wireless communication in effecting better inter-American understanding. WVOA will also award medals of valor to the wireless operators of the Army, Navy and Marines who rendered heroic service at Corregidor, Pearl Harbor and Wake Island.

More Operators Needed
ANNOUNCEMENTS of examinations for radio operators have been made by the Civil Service Commission, operators being required for regular watch for transmission and reception for the War Department, FCC, Civil Aeronautics Administration, Coast & Geodetic Survey and other Government agencies. No formal experience is required, but ability to transmit and receive messages by radio-telegraph, 30 words per minute is required as well as typing ability of 40 words per minute or teletypewriter, 35 wpm. Age limits are 18-35.

For complete information contact our National Representatives or write
KFDSThe NBC Station
America's fastest growing BIG city
San Diego, California

You cannot reach this rich San Diego market without KFSD. Notwithstanding any claims to the contrary.
Over half of the residents of San Diego depend entirely on local stations for their radio service.

HAS moved thousands more people to SAN DIEGO...

(Yow over 333,000 day residents)
HAS brought KFSD audiences to a new high.

HAS again increased your value of your advertising dollar spent on KFSD.

In CHICAGO
MACHINERY was set in motion last week in Chicago for training broadcast technicians under the U. S. Office of Education nationwide training plan in conjunction with NAB. H. T. Heald, president of Illinois Institute of Technology and regional advisor of the Office of Education, in charge of the project, announced courses start Feb. 23 at Northwestern U of Chicago and Illinois Institute of Technology.

Courses are for 16 weeks with paid instructors, most of whom will be recruited from local stations. In addition, WBDM, Chicago, at its own expense has started a child-free basic course in radio telegraphy open to individuals without previous radio experience.

Chicago stations have been broadcasting announcements and close to 10,000 written inquiries have been received. The following administrative committees were organized to get the project under way—Instructor personnel: Carl Meyers, WGN, chief engineer, chairman; Theodore Schrever, operators supervisor, NBC, Chicago; Charles Warriner in charge of audio. ABTU, Local 1220 and staff engineer of WBBM, Chicago. Applications selection committee: H. E. Lemmon, U of Chicago; A. B. Bronwell, Northwestern U; R. I. Sarachek, Illinois Institute of Technology. Committee in charge of radio department announcements: Al Hollender, WJJD, Chicago; Frank Baker, WLS, Chicago.

BROADCASTING - Broadcast Advertising February 9, 1942 - Page 41
REVEILLE BREAKFAST opened the 1942 Boy Scout campaign in New York, in which a number of industry figures are active publicity committee members. The committee members are (back row, l to r), Allan Hall, Transit Advertisers; Kenneth Groebeck, Ruthrauff & Ryan; L. E. Patrick Dolan, Columbia Recording Co.; Kenneth Collins, Arthur Kudner Inc.; Phillips R. Turnbull, president of Rogers Peet and general campaign chairman; Louis Ruppel, CBS publicity director and campaign publicity chairman; Hal Rorke, assistant CBS publicity director. Scouts are Harris Sarkisian, Nicholas Careddi, W. Robson, E. Freund, G. Louis.

FCC RECONSIDERS WTNJ OPPOSITION

In an unusual action, the FCC last Tuesday on its own motion set aside a previous order dismissing a protest of WTNJ, Trenton, seeking rehearing of a grant of a new regional to Trent Broadcasting Co., to which the latter WTTM have been assigned. WOAX Inc., licensee of WTNJ, had appealed to the U. S. Court of Appeals for the District of Columbia from the new grant.

The Commission announced that WOAIX Inc. will be given 20 days to file additional material or affidavits and the applicant 10 days thereafter to file the answer. “The Commission will then be able to dispose of the matter raised by the petition for rehearing on its merits,” it said.

It is presumed that the FCC will seek to have the court dismiss or remand the appeal, since the issue upon which the appeal was based was purportedly procedural and becomes moot with the reopening of the case. The grant to Trent Broadcasting Co., made July 30, 1941, was for 1,000 watts full time on the 920 kc., using a directional antenna.

Eleven stockholders, each holding 9.09 percent in the company, were listed as the applicants, among them A. Harry Zorg, part owner and manager of WFFP, Atlantic City [Broadcasting, Aug. 4-11].

WCHV Seeks Change

DISSOLUTION of the Community Broadcasting Corp., licensee of WCHV, Charlottesville, Va., is sought in an application to the FCC by Charles Barham Jr., 99.7 percent owner of the station. Mr. Barham, along with his wife, Emma Lou Barham, proposes to reorganize the operations of WCHV as a partnership doing business as Barham & Barham. The FCC reports no consideration is involved.

WHERE BUT SYRACUSE

The WSYR, Syracuse, N. Y., has applied to the FCC for authority to increase its power from 1,000 watts to 10,000 watts and to increase its operating hours from limited time to daytime on 750 kc.

Syracuse

Complete program building facilities

Heiress There

CASE INVESTIGATORS for the CBS Are You a Missing Heir program, sponsored by Ironized Yeast Co., recently spent some four weeks seeking one Agatha Frederick, to claim one-fourth of a $20,000 estate left by her aunt, Ethel Frederick. Imagine the surprise when they finally located her as a scriptwriter in Ruthrauff & Ryan, New York, the agency handling the show. Scriptwriting, incidentally, for The Shadow, MBS program sponsored by D. L. & W. Coal Co. through R&R.

Win WOR Awards

JEANMAE O. FALLON, of the transcription and receiving division of WOR, New York, and Richard Poll of the WOR press department, have been announced grand award winners by the WOR Suggestions Committee for submitting outstanding ideas for the station in the past six months. Current award winners among WOR employes for 1942, in alphabetical order, are: Owen Reddy, reception department; Owen Doherty, repair; James Martin and Robert Graub, mail department; Harold Hadden, engineering department; and Robert I. Garver, general.

Navy Honors RCA

RCA MFG. Co. has been awarded a Navy "E" pennant for "outstanding results in the production of material vital to our war effort," the company reports. Secretary of the Navy Frank Knox sent the following telegram to George K. Throckmorton, president of RCA MFG. Co. : "The splendid achievement of the RCA MFG. Co. of Camden, N. J., its management and its employees in producing an ever growing output of material for the United States Navy is characteristic of the vigor, intelligence and patriotism which have made America great and which have kept her free. On this occasion of public recognition of your accomplishments, please accept my congratulations."

NAVY

IN AGENT

Appointments

KENT KISE PRODUCTS, Kansas City, to Video & Sound Enterprises, Omaha. To use radio almost exclusively.

SCOGIN TURBULATOR Co., Kansas City, to Video & Sound Enterprises, Omaha. Use of radio expected.

ELECTRONIC RADIO-TELEVISION Institute, Omaha (radio and telegraphy school), to Video & Sound Enterprises, Omaha. Radio and other media used.

INTERSTATE BAKERIES Corp., Kansas City, to Dan B. Miner Co., Los Angeles, for Western Division bakery plants only.

CLEVELAND SON Cloth, Cleveland (propriety), to Associated Newspaper Service, Cleveland. Said to use radio.

E. P. DUTTON & Co., New York (publishers), to Schwab & Bosty, N. Y.

J. A. WRIGHT & Co., Keene, N. H. (silver polish), to Charles W. Holt Co. N. Y.

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IN 1942... COVER THE DETROIT AREA BETTER... FOR LESS

CKLW 5000 WATTS

FULL TIME 560 KEC.

BEAUMONT

5000 WATTS DAY and NIGHT

MUTUAL BROADCASTING SYSTEM

Where But WSYR SYRACUSE can you get COMPLETE program building facilities

IN AGENT

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Rising Connolly

RADIO'S famous Family Patt, whose members hold important positions in stations throughout the country, has some competition in the Connollys. James Connolly has just been named general manager of WMED, Muscle Shoals, Ala.; John Connolly serves as manager of WBCR, Birmingham; and the eldest brother, "Dud" Connolly is program director of WWRL, New York.

REPORTS from 218 counties show that 3,500 Texas schools use the Texas Department of the Air line, according to a survey announced by WBAI, Fort Worth. Report also contends that the State-supported feature has grown to be the largest of its type in the United States. WBAI originates the majority of the programs. WFAA, Dallas; WOA, San Antonio; KFPR, Houston; and KGNC, Amarillo, also participate in presenting shows.


WCPO, Cincinnati, has started a new series, Meet the Wavy, designed to give Americans a close-up of the Navy.

WDA, Fargo, presented a number of NBC stars at the annual Jack Frost Winter Carnival. Feb. 9. Scoring was Glyde Snyder and the Winter Carnival cockade, chorus numbers, acrobats and instrumentalists.

KSOO and KELO, Sioux Falls, S. D., will sponsor the South Dakota Golden Gloves Boxing Tournament for Feb. 15-19. Sportscaster Russ Van Dyke is offering a trophy to the contestant displaying the best sportsmanship.

WGKX, Charleston, W. Va., and the Charleston Gazette for the second successive year will co-sponsor the local Golden Gloves Boxing Tournament. WGKX will feature several pre-fight programs.

Lady Esther Music

AS REPLACEMENT for Orson Welles, who leaves shortly for a South American goodwill tour, Lady Esther Co., Chicago, has signed Fredy Martin's Orchestra to start Feb. 9 on CBS in the Mon.

day 10-10:30 p.m. spot [BROADCASTING, Feb. 2]. Agency is Pedlar & Ryan, New York.

Balter to WCPO

SAM BALTER, whose Inside of Sports has been on an MBS coast-to-coast hookup for three years, has been signed to broadcast the 1942 games, home and away, of the Cincinnati Reds, it has been announced by Mortimer C. Watters, general manager of WCPO, Cincinnati. On March 8 Balter will start broadcasting the pre-season games of the Cincinnati Reds' Grapefruit League games and in addition will conduct a nightly sports program.

Famous Firsts

First man who lived in a glass house to throw a stone

SPONSOR SAVED

When KTSU Brings Man on Street into Studios

RESOURCENESS typical of radio was exhibited recently by KTSU, San Antonio, in saving a program banned by the censors. KTSU's Man-on-the-Street, one of the older sponsored features conducted from a pickup point on the street in front of the Gunter Hotel studios, appeared jeopardized recently when the Office of Censorship released its radio code with the open-mike ban.

However, KTSU officials immediately ordered the noon broadcast transferred back into the studio. There, where there are as many as 20 people during the broadcasts, thus providing plenty of interviewees, the program is run off without violating the regulations and without losing a sponsor. Fitting climax is that KTSU has renamed the show Man-OFF-the-Street.

KARK

NBC RED

KARK

Nbc Preferred Station

"Arkansas\n
LITTLE ROCK

in the center of

The Dial...of Arkansas...of U. S. Projects

The Spot to CENTER Your Advertising

The Dial...of Arkansas...of U. S. Projects

KARK - KTBX - KWKH - WJDX - WMC

ABC

National Representative

Edward Petry & Co.

RED NETWORK OF NATIONAL BROADCASTING CO.

Represented Nationally by NBC Sales Offices in Washington - New York - Chicago - San Francisco - Boston - Cleveland - Denver and Hollywood

Famous Firsts

First man who lived in a glass house to throw a stone
Radio in Hawaii

(Continued from page 18)

owed shortly by announcements for all civilians to get off the streets and highways and to take cover. Civilians were ordered to stop using their telephones, and we were told that almost immediately all telephone exchanges, which had been badly overtaxed, were cleared so that important telephone connections could be made.

Greatest of all was the part played by radio in keeping the population calm and orderly, and in assembling emergency medical workers in addition to all available doctors and nurses, truck drivers, motorcycle riders, firemen, police reserves, fire wardens, and many others important to the defense of the island or the care of dead and wounded. Radio broadcasters, although they knew that some bombers were exploding quite near both Honolulu radio stations, but no damage done.

Implicit Faith in Radio

Today, everyone in Hawaii has implicit faith in radio, as a result. The entire Territory is blacked out nightly. No one, except those on officer's messes, is allowed on the streets at night. For the first time, nearly 100% of the population here stays home. There is nothing else to do since all places of amusement or entertainment are, of course, closed after dark because there is no one to patronize them.

The result is that virtually 100% of the population depends on and tunes to the radio stations for entertainment and information. Until you have been home all evening in a blackout room for many weeks in succession, you will never know what it's like. Few people read, because of the dimmed lights. Nobody wants to read much anyhow. So there they sit and listen to the radio, simply aching for good radio entertainment.

For this reason, it is most urgent that radio stations here should have as many high-class programs as possible. Variety shows with some comedy, the good musical programs, both popular and classical, good drama, news, and, in general, anything that radio has to offer. Our gasoline has been sharply restricted, and housewives who used to gal to do their daily shopping and visiting, now do most of their shopping by telephone, and stay home. The daytime serials also thus become a very important part of their lives.

A Patriotic Service

We are appealing to the networks, the network sponsors, and all those companies and agencies which place spot radio, to do everything in their power to send us good programs. Radio stations have got to stay on the air down here to maintain morale. We have been hung, whether financially, and if we are to continue to operate properly, we must keep our heads above water.

But, above all, we need good programs, and whoever sends them down here, either over the networks by shortwave or by electrical

KOF

WICHITA KANSAS

Call Any Edward Petry Office

Columbia's Station for the SOUTHWEST

Page 44 • February 9, 1942

BROADCASTING • Broadcast Advertising
Mr. Harris

Mr. Harris

Mr. Bartlett

Mr. Bartlett

WHILE Adolf Schleigergruber was observing the anniversary of the Nazi party by declaring to a Berlin assembly, Bob Eastman, news editor of WKY, Oklahoma City, warily listened at the station's shortwave post, with his 11 a.m. newscast due in 10 minutes.

As the Fuehrer went into his second hour, Eastman rapidly summarized the speech and then warned the WKY control room they might have a surprise on the newscast.

Opening the program with a brief review of the address, Eastman continued, "While we have been giving this summary, we have been listening to the Berlin speech by headphones. Hitler is still going strong and to prove it, listen!" The shortwave pickup was then fed into the news line just as Hitler unloosed one of his most fervent passages. The pickup was for only 45 seconds because that was all Oklahomans wanted to hear.

Video Sets Converted

CONVERSION of all of its television sets to the new standards set by the National Television Systems Committee, has been completed according to Hamilton Hoge, president of U. S. Television Mfg.

All outstanding sets are now adjusted to pick up present telecasts from NBC, CBS and DuMont in New York, plus one channel already tuned for MBS, he stated. In all, sets tune to five channels. Mr. Hoge stated his company has no more sets in stock and is devoting its entire efforts to the defense program.

Santa Ana Regional Asked

NEW 10,000-watt station on 830 kc. in Santa Ana, Cal., is sought in an application to the FCC by J. C. Horton, local furniture dealer. Station would operate limited time to WCCO, Minneapolis, the dominant 1-A station on that frequency. Santa Ana, about 35 miles southeast of Los Angeles, at present has a local outlet, KVOE.

MEASURES for the protection of its special events staff when covering fires have been taken by WTAG, Worcester, Mass., with the purchase of firemen's outfits, complete with rubber coat, special boots and debris helmets.

New Sustaining Features Are Begun by the Blue

AMONG the first of the new Blue Network sustaining shows set up last week was the Meet the Navy program, to be heard Tuesdays at 8:30 p.m. from the Great Lakes Training Station near Chicago. A similar program, providing good entertainment as well as "selling" the armed forces of the United States, is under consideration to promote the Army, according to Phillips Carlin, Blue vice-president in charge of programs.

Two shows built by the Blue's program department will start this month also, Mr. Carlin announced, including Swap Nite Program on Feb. 14, and Cab Callaway's Quizzical on Feb. 18. The first is similar to the Yankee Network series heard in New England, and has been worked out in cooperation with Yankee Magazine so that a "swop list" can be issued, and the most interesting "swops" appear on the air as guests Saturdays at 9:30 p.m. The Callaway program, to be heard Wednesdays at 9:30 p.m., will feature an all-negro cast answering questions sent in by listeners for cash prizes of $1 to $5.

Victor J. Andrew Co., Chicago, has moved to 363 E. 75th St., Chicago.

In Philadelphia

Friends influence listeners

Sell through WFL

National Representatives: J. P. McKinney & Son

BROADCASTING • Broadcast Advertising
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KYW Sells Radio to Philadelphians

Art Contest Brings Works by Many Students

By LESLIE JOY
General Manager, KYW, Philadelphia

TO ANYONE who has watched radio and its relations with the public over the days of its growth, it must have been apparent that something was lacking. Rather, a complacency—a "take-it-for-granted" attitude has been and is present in the way the listeners of the nation look at radio.

Because this is understandable—because every product or idea ever created has had to be sold, resold, and sold all over again—KYW today is sharpening up all the tools at its command to sell the American System of Broadcasting to every listening family in the Philadelphia area.

How It Works

Naturally, all of radio's blessings and benefits are too long a story to tell at once. Even the full tale of radio's significance in the present war emergency is a volume in itself. But KYW, through promotions and public relations campaigns of various types, does intend to paint this complete picture of American Radio. Not as an industry patting itself on the back, but by explaining simply and eloquently how the American System of Broadcasting works, what it brings and what it means to the family of today, and by what right it exists.

But where to start? This beginning must tie in with today's thinking, which is concerned first and last with the raging threat to democracy. It seemed to us that so long as men can hear, speak, and think as they please, they will be free. So the theme, "Radio: Sentinel of Freedom" came into use.

And so, there we were faced with the problem of producing and delivering an important live radio program that in some way could be exclusively sponsored by a local or regional advertiser in any given market or markets. After 6 months study we found the answer, and nationally syndicated live network radio programs were born.

Strange enough the answer was simple—for it was exactly that used for years by the national radio advertiser—who built a network show at great expense and amortized its cost against results in individual markets on his network, bringing his cost per city down to about the price of a good local show.

So we, too, decided to create either in New York or Hollywood, a live network radio program at a talent cost ranging from $5,000 to $7,000 per broadcast, and feed it by direct wire, to affiliated stations of MBS from coast-to-coast, making it available for exclusive local sponsorship in any market or markets of the Mutual network, the local or regional advertiser paying only his pro-rated share of the total talent cost, and since his pro-rated share was based on the actual potential of the market or markets involved, big name, in person network radio could fit immediately into the budget of the small-town merchant or the big-town manufacturer.

Our plan met with immediate success, both for ourselves and our participating sponsors. Let's take a look at the record! In 1935 as our first syndicated program we produced Morning Matinee, heard Thursday morning 9-9:45, and presented by the leading department stores in America. In 1936 by popular demand we repeated Morning Matinee and enjoyed a 90% renewal from our original advertisers. To this group we added additional furniture stores and grocery chains in an effort to diversify our sponsorship.

During these two seasons we established several pertinent facts. First—that even Morning Matinee, the most pretentious, live, daytime radio program ever presented in the commercial history of broadcasting—could not deliver to the advertiser, that vast army of career women—bookkeepers, stenographers, waitresses, sales women etc.—who, in themselves, during staggered luncheon periods, represent an important part of the store traffic, of the retail merchant in any community.

Adapting the Ideas

How to use it? Many ideas were proposed, and our final decision rested on an art contest, from which we could gain eloquent picture expressions of the central thought, and at the same time see for ourselves just what and how seriously young Philadelphians think of radio.

Students of six Philadelphia art schools evidenced interest in the KYW Art Competition, but no greater than that of their instructors, who in many cases made participation a part of their class curriculum for the month of November. KYW, in turn, made every effort to acquaint them thoroughly with the subject which they were to put on canvas.

Members of the staff conducted an inaugural meeting, and followed this up with almost daily tours of KYW for young artists who wanted to sketch, see, and learn about the things that make radio tick.

An excellent board of judges was chosen, including Walter K. Nield, vice-president and art director of the Westinghouse agency, Young & Rubicam; Edward Warwick, dean, Philadelphia Museum School of Industrial Art; Joseph T. Fraser, dean, Pennsylvania Academy of the Fine Arts; and Walter Antrim, city architect, Philadelphia. Selection of three prize-winning posters and an additional "special mention"
Radio: Sentinel of Freedom

I am the genie that Mankind has called
Into his service, I am perfected by Man
Yet I am greater than he, for even as he
Creates me, I would, changing his thought
His customs, his habits, his very life itself
With the magic of my voice. At his bidding
I traverse the eternal hills. The surging seas
I overlap. For me no distances too great
For me there are no walls to hold, no barriers
Of Time or space—for I am Radio.
Above all this, I am the Voice, the Sentinel
Of everlasting Freedom, for I speak the truths
That nurture Freedom, and I speak without restraint
Opposing Tyranny and the imposed silences
That foster tyranny. There are hopes, aspirations and ideals
Deep in the heart of humankind and these I speak—
I am their unstrained voice—Liberty
Justice
Fraternity
Human Decency
The goodly things of Peace.
For I am Radio, the strong articulate Sentinel of Freedom!
—GORDON HAWKINS

was made one month after the start of the contest.
It has been extremely gratifying to us that art critics without excep-
tion have praised the general high excellence of the hundred
posters and art interpretations entered in the KYW "Radio: Sentinel of Freedom" competition. A wide
variety of both colors and idea treatment resulted, and, as context rules prohibited the use of captions, slogans, or other wording, sym-
bolism became the predominant type of expression. Every conceivable "school" of art thought and expression was represented, with the outstanding feature being an abundance of individual ideas and interpretations.

At Franklin Institute

KYW secured Philadelphia's nationally known showplace, the Franklin Institute, for its "Radio: Sentinel of Freedom" art exhibit, Dec. 14-21. This was run in con-
junction with the NBC-Red Net-
work photographic exhibit, "Star Gazing", through which KYW hoped to draw the added attendance of camera fans in the Philadelphia area. While a count of attendance at the showing is not yet available, it is known that many thousands viewed young Philadelphia's impres-
sion of radio's unique place and service in the Democratic way of life.

All promotion facilities of KYW were bent toward publicizing the art exhibit, including: station an-
nouncements; a special inaugural program on Sunday, Dec. 14; streamers on over 300 public serv-
ance buses; 5,000 "flyer" handouts in clubs, hotels, etc.; newspaper public-
licity and nearly 2,000 lines of newspaper advertising; and 200

large easel signs placed in shops and windows in downtown Phila-
daphia.

In short, the KYW, "Radio: Sentinel of Freedom" campaign has been a success. We who sponsored it have gained a sincere and new-
found realization of radio's high
place as a vigilant guardian of freedom of expression—keeper of the immortal Bill of Rights, as several young artists painted it. We learned, too, that today's youth is sincere, searching, and deep-

Thinking. And, most important, we have confidence that a great segment of the listening public, too, is cogniz-

ant of a deeper appreciation of radio, be it KYW's or not. We be-
lieve there is an underlying awareness of the services rendered by radio, as summed up by Gordon Hawkins, program supervisor of Westinghouse Radio Stations, as reprinted above.

Admiracion Starts

ADMIRACION LABS., Harrison, N. J. (shampoo), during the last week in January started a cam-
paign of one-minute transcribed an-
nouncements on a varying weekly schedule in about six markets. Agency is Charles Dallas Reach Co., Newark.

NBC Appoints Greene As Rumble's Assistant

KENNETH E. GREENE, an as-
sistant in the NBC research de-
partment, last week was appointed
NBC assistant director of research, reporting to Barry Rumble, recently
named director of research re-
placing H. M. Beville Jr., called to
active duty in the Signal Corps
Reserve [BROADCASTING, Jan. 26].
Mr. Greene joined NBC in 1934, coming from the New York Tele-
phone Co. where he was a commer-
cial engineer. More recently he was assistant to Ed Evans, who was
named research director for the Blue Network Co.

Mr. Greene will be head of the NBC re-
search division, has been promoted and transferred to the office of Nor-
man K. Kersta, NBC director of television. Mr. Williams will con-
tinue to conduct search and surveys of television programs.

TAY GARNETT, Hollywood film pro-
ducer, in a collaboration with Jon Slott,
writer-producer, is entering the radio
field, having formed Tay Garnett Pro-
ductions, with headquarters at 1680 N. Vine St., that city. Firm will concentrate on live package deals, furnishing scripts and talent.

PEARSON APPOINTS HATCHETT IN N. Y.

Mr. Pearson Mr. Hatchett

which has its headquarters in Chi-

cago, will open a New York office
that day, the announcement stated.

Entering radio from the news-
paper field, Mr. Hatchett joined
WGal, Lancaster, Pa., in 1930 and for four years served as gen-
eral manager. Leaving to go to New
York in 1935, he joined the Perry
organization after two years in agency and representative work.

He will leave his present position Feb. 14 for a two-week trip visiting stations represented by Pearson.

Another newspaper veteran, Mr. Pearson came to radio with KWTO and KBX, Springfield, Mo., and after several years in various cap-

acities concentrated on getting spot business for these stations.

Two years ago he set up his Chi-

cago representative office.

WOSH

The Voice of Winnebago Land

is now on the air, ready to do an outstanding selling job in the rich, densely populated farm and industrial area of Central Wisconsin.

HERE'S WHY THEY LISTEN:

Blue Network

AP News

STANDARD Library

18 Hour Operation

250,000 Population in Primary Area

Diversified, Year-round Payrolls

BUT MOST IMPORTANT is that WOSH is operated by old-time radio men who once sat on your side of the desk and know your problems.

Let us show you how we can solve them.

WOSH

Blue Network

OSHKOSH, WISCONSIN

Represented by Howard H. Wilson Co.
WAYS, Charlotte, N. C., Makes Its Formal Debut
WAYS, Charlotte, N. C., was formally dedicated as a daytime regional AM station Feb. 1 with Harold Thoms, owner of WSE, Asheville, as general manager. Ron Jenkins has been named program director and Robert H. Rigby chief engineer. MBS and the Blue Network are being carried with INS news.

WAYS was authorized last year to Inter-City Broadcasting Co., headed by George W. Dowdy, manager of Douglas Department Store and president of the North Carolina Retail Merchants Assn., as president. Other officers are B. T. (Bevo) Whitmire, manager of WFBG, Greenville, S. C., vice-president, and Horton Doogton, merchant, farmer and cattle-rancher of Statesville, N. C., secretary-treasurer. Mr. Doogton is the son of Rep. Doogton (D-N. C.). Mr. Whitmire will continue as manager of WFBG. WAYS is on 610 kc. with 1,000 watts.

New 'Time' Technique
COINCIDENT with the change on Feb. 13 from Thursday to Friday evenings, The March of Time, sponsored by Time magazine on the Blue Network, will change its program technique. Before the war, the program dramatized highlights of the week's news as they were received from various parts of the world, but after Feb. 13 the program will be devoted to a single outstanding event or phase of the news. You & Rubicon, New York, is the agency.

WAY, WINN Unionized
NEGOTIATIONS between Local 1256 of ABTU, IBEW, and WAY and WINN, Louisville, have been completed, bringing to four the number of Louisville stations now under the union's jurisdiction, according to Russ Rennaker, international representative of IBEW, based on a report received last week from Bill Blanton, president of Local 1256. The Louisville contracts were handled by Mr. Rennaker.

Old-Timers
OLD, OLD TIMES were revived during recently the Friday morning newspaper-ownership hearing by Commissioner Norman S. Case and Roscoe Pound, famed dean emeritus of the Harvard U Law School, who was appearing before the Radio Committee. It was in 1910 and 1911 when Gov. Case, as making a round-the-world tour, turned up among Dean Pound's select stable of legal students. "I have seen each other since, they found plenty to talk about—Dean Pound had long since become one of America's great legal minds, and Mr. Case has gone on in public service to hold the Governorship of Rhode Island for five years and an FCC commissionership for almost eight years, to date."

The principle of general rules that fit most of the cases."

As asked by Commissioner Craven if he saw any logic in the FCC denying an applicant a broadcasting license because it might result in monopoly, Dean Pound commented, "Sometimes I think monopoly is something you throw at someone to give him a bad name."

Continuing along this line, and answering a query by Chairman Fly, he said the 1-1 situation appeared to be "exactly the kind of case calling for individually considered treatment by an administrative agency." "It is pretty hard to make any general rule for a country as large as this," he added. "As a general proposition, these cases should be considered as individual situations.”

Throckmorton, Shannon
Given New RCA Posts
GEORGE K. THROCKMORTON, president of RCA Mfg. Co., Canada, has been elected chairman of the executive committee of that company, newly created governing board to expedite decisions on wartime production between meetings of the board of directors, of which David Sarnoff is chairman. Membership of the executive committee, as announced by Mr. Sarnoff at a meeting in New York, is composed of the following members of the board: Gane Dunn, Gen. James G. Harford, Dr. John W. Wilhauser, David Sarnoff, O. S. Schairer and Robert Shannon. Mr. Shannon, former executive vice-chairman of the RCA Mfg. Co., was elected president of RCA Mfg. Co., succeeding Mr. Throckmorton.

FCC Assignment Is Given Farnham
Chicago Attorney May Aid in Press Ownership Probe
JOHN F. FARNHAM, well-known Chicago attorney, joined the FCC last Monday as special counsel. The nature of his assignment was not announced, though it was presumed it would be in connection with broadcast activities, possibly the handling of final phases of the newspaper-ownership inquiry.

A classmate of FCC Chairman James Lawrence Fly at Harvard in 1920, Mr. Farnham, formerly with the Securities & Exchange Commission, is now a special associate in the law firm of Pope & Ballard, Chicago, which maintains Washington offices. He was a member of the SEC legal staff from 1934 until 1937 and supervising attorney from 1936 until 1937.

May Aid in Report
Mr. Farnham expects to be with the FCC for not more than six months. He observed hearings incident to the license renewal of WGST, Atlanta, last week, whether he will participate in these proceedings, involving the policy issue of station leases, was not indicated. With the newspaper-ownership inquiry about to draw to a close, following completion of affirmative testimony last Friday, it was thought in some quarters Mr. Farnham might participate in the drafting of the FCC’s report.

Born in St. Paul in 1901, Mr. Farnham was admitted to the New York Bar in 1936 and the Illinois Bar in 1935. He received his B.A. from Harvard in 1923 and his legal degree from Harvard Law School in 1926, as classmate of Mr. Fly.

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

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

FREE & FETERS INC. National Representatives

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Broadcasting • Broadcast Advertising
BMI Acts to Curtail Budget, Splits Licensing, Publishing

Functions Segregated as Broadcasters' Fees Are Reduced Under Eight-Year Contracts

TWO-DAY session of the BMI board of directors, held in New York last Tuesday and Wednesday, was devoted chiefly to the task of revamping and curtailing the organization's operating budget for the coming year, in line with the reduction in income anticipated with the issuance of the eight-year BMI licenses to stations next month.

As a part of this realignment, the board announced that BMI's publishing activities will be segregated within the organization from the licensing functions.

Reduction in Rates

New BMI licenses, which will run from March 12, 1942, to March 11, 1950, overlapping the expiration of the industry's agreements with ASCAP by two months and 11 days, offer to the broadcasters accepting them a 25% reduction in payments to BMI.

Blanket license fees, which now range from 1% for Class A stations (with annual incomes of less than $15,000) to 1.6% for Class S stations (with annual incomes of more than $100,000), will be reduced to 0.75% for Class A and 1.2% for Class S stations. Network license fees are the same as the maximum station fees, or 1.2%. These network fees are the same for both national and regional hookups and all network licenses include clearance at the source.

Per-program licenses offered by BMI follow the same sliding scale as the blanket licenses, ranging from 3.33% for Class A stations to 5.5% for Class S stations. This plan contrasts with that of ASCAP, which calls for flat $250 annual payments on all commercial programs, regardless of the size of station. All percentages are calculated on the basis of gross income less frequency discounts, agency commissions and a 15% sales expense item. Network contracts also allow deduction of line costs and an extra 10% for network expenses.

NABC and CBS have already agreed to accept the BMI blanket licenses, subject to the stipulation that most of their affiliated stations agree to rebate to the networks 1.2% of the money they receive from the networks for broadcasting network commercial programs, the same condition which NBC and CBS also placed on their acceptances of the ASCAP blanket licenses last fall. BMI has offered the same terms to MBS as to the other networks. BMI blanket licenses, incidentally, cover both commercial and training programs, unlike the ASCAP licenses.

Separation of Functions

In announcing the separation of the publishing and licensing functions of BMI, the board stated that the intention was to run the publishing end as an independent department on the same basis as any other commercial publishing house. Initially, the board pointed out, BMI was compelled to turn out a great volume of music for the benefit of its stations, the government of BMI's war was dependent on BMI.

Now, however, with BMI arrangements of more than 1,000 of the most popular public domain composers and arrangers printed and distributed to stations, with ASCAP music available on a new basis and already back on the air on many stations, and, above all, with BMI's affiliated publishers having proved their ability to produce good new music, the board expressed the feeling that there is no longer any necessity for BMI to continue to publish a large volume of music.

Under the new set-up, the publishing side of BMI will be expected to function largely as a self-supporting operation, with the station licensees paying only for what they need and receive. This separation, the board stated, marks the final step in fulfilling a plan designed to put BMI on a permanent sound economic basis. Already this plan has resulted in a reduction of license fees from approximately 3% for the first contracts to an average of less than 1% under the new eight-year plan.

Higher Payments

Furthermore, these economies have been effected in the face of an increased scale of payments to BMI's composers and affiliated publishers, the board commented, adding that the proposed plan will tend to increase, rather than diminish, BMI's support of its composers and affiliated publishers.

The two-day meeting was attended by Neville Miller, president of the NAB and BMI; Edward Klauber, Merriod Ruyon and Joseph Ream of CBS; Robert P. Myers Jr. of NBC, representing Niles Trimell; Walter Damm, WTMJ; Paul Morency, WTIC; John Elmer, WCBM; Theodore Streibert of MBS, representing John Shepard; M. E. Tompkins, Sydney Kaye, Carl Haverlin of the BMI executive staff.

SURVEYS SHOW

More people listen to CJOR morning, afternoon and evening. This nothing new — CJOR's leadership is long established.

CJOR

Vancouver — B. C.

Nat. Rep.: J. H. McGillivra (US)

H. N. Stovin (Canada)

600 KC

1000 Watts

WHAM

ROCHESTER, N. Y.

50,000 Watts... Clear Channel... Fall Time... Blue Network and NBC Red

"The Stromberg-Carlson Station"

February 9, 1942 • Page 49

N. Y. LOCAL DROPS REBROADCAST PLAN

NEW YORK local (802) of the American Federation of Musicians has dropped its plan of canceling the clause in its network contracts permitting delayed broadcasts of musical programs on off-the-air recordings and has referred the matter to the executive board of the national union, following a conference with network executives.

Union had argued that in such cases as the Jell-O program, where the entire Pacific Coast is served with such a transcribed broadcast, the networks have abused the privilege offered in the present contract, and that if this is allowed to continue all network advertisers will be encouraged to discontinue live repeat broadcasts to the disadvantage of musicians employed on the programs.

The networks pointed out that in these times it would be unwise to do anything to discourage advertisers from continuing their current programs, stating that plans for rate increases had been dropped for this reason, as if advertisers cancel everybody loses, broadcasters and musicians alike.
LEHIGH VERTICAL RADIATORS
GIVE OUTSTANDING PERFORMANCE

Help Wanted

Help Wanted

Experience News-Announcer—Also operator with license. KGNF, North Platte, Neb.

Transmission engineer—On maintenance and BGA 2D. Please state experience. Draft status and salary expected.


ANNOUNCER POSITIONS OPEN—At Virginia station. Apply Box 124, BROADCASTING.

Announcer—With minimum three years work and ad. life experience for aggressive talk station. Must be dependable. Salary expected. Box 123, BROADCASTING.

SECRETARY MANAGER WANTED—The position at a well-known broadcasting station in the Denver, Colo. area is available to anyone with experience in radio management. Send resume to Box 125, BROADCASTING.

WANTED—Young, energetic, experienced man or woman for immediate opening. Draft exempt, salary expected. Box 122, BROADCASTING.

WE NEED operators—Combination operator-announcer, and other positions. Good location. Box 126, BROADCASTING.

Situations Wanted

HELP WANTED—Various positions at excellent locations. Box 127, BROADCASTING.

EXPERIENCED ANNONCER—Program continuity director. Capable and energetic. Box 111, BROADCASTING.

ENGINEER-OPERATOR—Desires permanent position with station in city where college degree can be obtained. Two years experience at control room of various stations. Draft exempt, salary expected. Box 128, BROADCASTING.


ANNOUNCER—All round studio sports and special events. Draft deferred. Prefer part-time. Box 141, BROADCASTING.

Bob Hope Replaces Jack Benny at Top Of Annual Balloting by Radio Editors

BOB HOPE is the favorite comedian of the radio listeners of the United States and Canada, according to their votes in the 11th annual poll conducted by Alton Cook, radio editor of the New York World-Telegram.

Hope's program, the Pseudopod Show, was also voted the top program by the 144 editors returning ballots this year, giving him double assurance of his first ranking position, in which he deposes Jack Benny, who had held first favor with the editors for the preceding eight years.

They Like Fun

Comedy is the favorite fare of the radio scribes, whose first six favorite programs are all comedy with the sole exception of Information Please, which ranked third. The Benny program was second, Fred Allen fourth, Bing Crosby fifth and Fibber McGee & Molly sixth. Two comic artists, Artie Shaw, Family and Lux Radio Theatre, ranked seventh and eighth with the editors; the New York Philharmonic orchestra broadcasts were ninth and Rudy Vallee tenth.

Red Skelton was chosen as outstanding new star of the year and Dinah Shore, last year's new star, was voted the best girl pop singer, passing the perennial favorite Kate Smith, who took second place in this classification. Bing Crosby was voted the most popular male singer of current dinettes and Guy Lombardo's orchestra the most popular bar band.

Defense Programs

In a new classification, Defense Programs, the Treasury Hour was given first place by a wide margin. Roosevelt's declaration of war broadcast was voted the outstanding single broadcast of the year.

The following tabulation lists all programs securing ten or more votes. Those classified last week by number following the name of the star or program is its total vote after weighing for first, second or third choice:

Sympathetic Programs-New York Philharmonic Symphony, 11; NBC Symphony, 8; Andre Kostelanets, 7; ABC Symphony, 6; Philharmonia Randan, 6; NBC Symphony, 5; Philharmonia of New York, 5. Philharmonia of New York was given first place by a tiny margin. "Fifties" were excluded.

Quarter-Hour Programs—Fred Waring, Walter Winchell, 28; Bing Crosby, 26; Bob Hope, 22; Eddy Grant, 22; Gracie Allen, 22; frosting; Gypsy Rose Lee, 22; Harry Morgan, 22; all tied. Bing Crosby was given first place by a tie vote. "Fifties" were excluded.

Junior Programs—Mr. Edwards, 33; Tiny Tot, 22; mountains; "Lieder," 22; "King's Hawaiian," 22; "Let's Pretend," 22; "You Can't Take It With You," 22; "Red Skelton," 22; "Punch Line," 22; "Checkers," 22; "The New Colgate Comedy Hour," 22; "The Gallo Show," 22; "The Dobbs Show," 22. "Lieder" was given first place by a tie vote. "Fifties" were excluded.

Radio War Work

There were 34 references to边防 in New York Philharmonic Symphony shows. The New York World-Telegram announced that its "Fifties" were excused, and that it was not to be included in the "Fifties" results. The New York World-Telegram announced that it was not to be included in the "Fifties" results.

A. EARL CULLUM, JR. Consulting Radio Engineer

Highland Park Village

Downtown Texas

FREQUENCY MEASURING SERVICE EXACT MEASUREMENTS ANY HOUR—ANY DAY R.C.A. Communications, Inc.

66 Broadway, New York, N.Y.

CLIFFORD YEWDALE

Empire State Bldg.

NEW YORK CITY

An Accounting Service Particularly Adaptable to Radio

Radio Engineering Consultants

Frequency Monitoring


(Suburb. Wash., D. C.)

Malf "Offices:


RAYMOND M. WILMOTTE

Consulting Radio Engineer

Designing of First Directional Antenna Controlling Interference

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BROADCASTING • Broadcast Advertising

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Dempsey for Piel

PIEL BROS., Brooklyn (beer), on Feb. 14 will start a Saturday 8:30-9 p.m. series of sports quiz programs on WOR, New York, starring Jack Dempsey, former heavyweight champion, and a rotating board of sports authorities. Listeners will be invited to submit questions on all sports and $5 in defense savings stamps will be awarded for each question. Those stump the board win a $25 defense bond for the listener. Titled Dempsey's All-Sports Quiz, the program is the fifth listen-and-answer show sold by WOR during the past few months. Agency is Sherman K. Ellis & Co., New York.
Actions of the FEDERAL COMMUNICATIONS COMMISSION

JAN. 31 TO FEB. 6 INCLUSIVE

Decisions...

FEBRUARY 2

WSBV, Buffalo—Retied to this request silent period WSBV having surrendered this license by letter Jan. 28 asking cancellation.

FEBRUARY 3

KFQD, Anchorage, Alaska—Granted consent transfer control from R. E. Benjamin to Allen D. Miller, representing 332 shares of stock for $15,000.

KFQD, Anchorage—Granted modified license specified hours to un.

KDB, Santa Barbara, Calif.—Granted consent transfer control Santa Barbara Broadcasters Inc., representing 333 shares of stock for $50,000.

WILLIAMSON PRODUCTS, Chicago—Denied renewal application, 240 w. denied permit hearing docket.

LENNY, President, Lee & Company, New York—Denied petition inter *)&kt;WVFH hearing, also in station.

KAFN, Shenandoah, Iowa—Denied continuation hearing to 2-24-42.

NEW, Frequency Broadcasting Corp., Brooklyn—Granted 60 kw. directional station, new FM hearing to 4-14-42.

Applications...

FEBRUARY 3

WHEB, Portsmouth, N. H.—New transmitter directional D increased 10 kw operation D hours.

WCHY, Charleston, S. C.—Proposed denial transfer from The Liberty Life Insurance Co. to John M. Rivers.

NEW, Herman Radzun, Detroit—Granted permit and license, 200 kw. approved, 220 kw. denied permit hearing docket.

MORRIS, President, Radiophone, Inc., Chicago—Granted modification license to The Pan American Broadcasting Co.

BBWD, Brownwood, Texas—Voluntary assignment license to Civilian Broadcasting Corp.

KGO, San Francisco, Calif.—Install new transmitter increase 8 kw directional 10 kw d.

KROY, Sacramento, Calif.—Change 50 kw directional D hours move.

Tentative Calendar...

NGCN, Amarillo, Texas—Operation 150 kw directional D hours move.

FCC War Time Order

CONFORMING with the new war time daylight saving statute, the FCC last Tuesday revised its rules and regulations, adopting an order providing that the times of sunrise and sunset now specified in all existing instruments or authorizations for standard broadcast stations be advanced one hour, effective at the start of war time, 2 a.m. on Feb. 9, as follows:

N. Y. Disc Bill Plans

TAKING UP where they left last spring, a committee of broadcasting attorneys will meet with counsel for the National Assn. of Performing Artists this week to attempt to work out a mutually agreeable measure prohibiting unauthorized off-the-air or off-line recordings for introduction in the New York Legislature. For the past several years NAPA-inspired bills have been introduced by State Sensing Committees (or Manhattan), all of which have died in the Assembly after being passed by the Senate.

FCC Now Slated To Stay in Capital

Obtains Additional Space To Place Monitoring Staff

EFFECTIVELY辟king reports of any immediate plan to move the FCC to Washington, as has been done with numerous other defense agencies, it was learned last Friday that the Commission had procured another downtown office building containing 30,000 square feet of space to accommodate some 300 employees. The space is in the Hutchins Bldg., 10th and D Streets, NW, about three blocks from FCC quarters in the New Post Office Bldg.

Now occupied by the Bureau of Immigration & Naturalization of the Department of Justice, which is being moved to Philadelphia, the Board of Commissioners, will be available to the FCC about March 1. Most of the space will be occupied by the Foreign Broadcast Monitoring Office engaged in war work. This equipment will be removed from a building in Northeast Washington. The amateur branch of the Licensing Division and certain of its services will be moved to the Northeast location, it is understood.

Congestion Eased

With the additional space, congestion in the Post Office headquarters will be alleviated somewhat. The new Priorities Section of some 15 employees, headed by George H. Pfeister, director of the communications branch of the War Production Board, which is handling priorities in conjunction with the Defense Communications Assn., the FCC, will be accommodated at headquarters in the New Post Office Bldg.

The FCC now has some 800 employees in Washington, with at least 50 more to be added under new appropriations. In addition, a supplemental appropriation will be sought for the fiscal year 1943 for the fiscal year 1944.

Sweetheart News


WILLIAM C. KOLOPOVITZ, of the Washington law firm of Dempsey & Kolopovitz, and Mrs. Kolopovitz, became the proud parents of a 7 oz. boy, their first child, on Feb. 6 at St. Luke's Hospital.
FCC Tries to Halt Special Inquiry by House Committee

Fly Reappraisal Becomes An Issue in Proceedings

(Continued from page 7)

present Communications Act was passed.

Rep. Cox also stressed that the proposed inquiry would be “no witch hunt”, although it would effec-
tively cover all aspects of the FCC—organization, activities and personnel.

From its broad, general lan-
guage, it is believed that alleged “liberal” and “pro-Communist” ac-

tivities within the Commission could easily come within the scope of the proposed investiga-
tion along with a penetrating examination of such developments as the network-
monopoly regulations, newspaper-
ownership inquiry, multiple owner-
ships and other FCC projects of recent years.

With nothing specified in the legis-
lation, beyond the naming of the five-man select committee and the general authorization to con-
duct hearings and subpoena wit-
tnesses, it is thought the hearings could go into virtually all phases of FCC operation in which it might become involved.

It is expected the Rules Commit-
tee will consider the resolution dur-
ing the week of Feb. 9. In event of approval of a special rule for the measure, the resolution would be brought to the House floor the follow-

ing week, according to present indica-
tions. In the face of mounting criti-
cism of the FCC in both House and Senate in the last year, it appears to some observers that sufficient support to secure a ma-

jority vote for the measure may come from Republican and Demo-
crats alike. Apart from a handful of Republican opposition, these observers see the bulk of op-

position force centering in strict New Deal ranks.

Committee's Makeup

Proponents of an investigation of the FCC, either under the Cox reso-
lution or the Sanders bill, fore-

see the only serious threat toward preventing such a move in the argu-

ment that investigations of Federal agen-
cies should not be conducted during wartime, on grounds that it would interfere with the war effort.

Although probable membership of the select committee can only be conjectured, it is expected on the basis of custom, that Rep. Cox, as author of the resolution, would be named chairman of the group. It is also expected in most quarters that membership would include Rep. Sanders.

If the House should approve the Cox resolution and authorize the extensive inquiry, Speaker Ray-
burn would name the committee members, and counsel would be hired. Prominently mentioned for this prospective post is Edmund M. Toland, Washington attorney who last year served as general counsel for the special House com-

mittee investigating the National Labor Relations Board, headed by Rep. Smith (D-Va.), and who now is functioning in a similar capacity with the House Naval Affairs Com-

mittee in its investigation of naval contracts.

It is thought that at least sev-

eral weeks would be necessary, after House approval, to set up the committee as an operating unit. Some see April 1 as a possible opening date for hearings, if the cont-

emplated schedule holds. It is also seen possible that the hearings will last from four to five months with a steady hearing program. At any rate, indications are that the investigation, if undertaken, will be completed at the present ses-

sion of Congress.

Debated in House

Meantime, the pros and cons of the FCC picture once more arose briefly but sharply the House floor last week. Prefacing introduction of his resolution last Monday, Rep. Cox again let go at Chairman Fly, charging him with “a mon-

mental contempt for this body (the House) and its members” and de-

claring that “All I am interested in guarding the public against the maladministration of a fine law”.

The following day Rep. Rankin (D-Miss.) took the floor on behalf of Chairman Fly and the FCC in an energetic attack on the “Radio Trust”, whom he charged with regulating the Commission, the advent of Chairman Fly and “the dauntless leadership of this rangy Texan”.

“Last week I made the statement on the floor that I proposed offer-

ing a resolution for a House in-

vestigation of the FCC,” Rep. Cox commented. “The report of the statement reaching Mr. Fly pro-

voked great laughter. Mr. Fly, you know, has a monumental contempt for this body and its members. But later, upon conferring with one or two members of the Commission, he took a more serious attitude toward the suggestion. Agents of the Commission have been assigned

CBS EUROPEAN NEWS CHIEF, Ed Murrow (right), visiting his family in Seattle, meets a happy group consisting of his father, mother and brother Dewey, grouped around the microphone. Other member of the family, not present, was Col. Lacey V. Mur-

row, former Washington State Highway Director, now on active duty with the Army Air Corps.

the duty of contacting members.

“Mr. Fly would tell you there is nothing wrong with the Commis-
sion and that he has no fear of an investigation. Yet he would leave no stone unturned to prevent it. If you have not heard from mem-

bers of the Commission or their agents, you will be hearing.”

A Valuable Servant

Responding the following day, last Tuesday, Rep. Rankin de-

clared:

“In my opinion, James Lawrence Fly is a most valuable public ser-
vant. I have known him for many years. I know there is a great deal of criticism now being inspired from the outside because of his op-

position to the radio monopoly, be-

cause of his opposition to certain big interests monopolizing the ra-

dio business throughout the coun-

try; but I believe if members of the House will investigate the rec-

ord of Mr. Fly they will find that he is one of the most valued servants of the American people at this time.

“At least 90% of all the criti-
cism hurled at Chairman Fly and the FCC has come straight from the powerful radio monopoly. That criticism has come because under Mr. Fly, for the first time in his-
tory, the Commission has regulated the industry instead of the indus-

try regulating the Commission. For the first time in history, the Com-

mission is being run in the interest of all the people of the United States instead of the half-dozen interlocking corporations best known as the Radio Trust.

“It is common knowledge that ever since the FCC, under the dauntless leadership of this rangy Texan, began to administer the law without fear or favor, the Radio Trust has sought to blotkireg him. Every attempt has backfired. Mr. Fly has gone his way undisturbed, confident that honest administra-

tion of the law will bring better radio service to the public, and will eventually end the unholy domi-
nance of the industry by two New York corporations.

“Trust’ Travels

“Nobody can persuade me that a Wall Street hirling or a Phila-
delphia cigarmaker should have the right to dictate what radio pro-

grams the people of Mississippi, Iowa, Texas or Georgia ought to hear. I am sure the worthy gentle-

man (Rep. Cox) introduced his resolution from the very highest motives, but the ones who will now try to use it may not be similarly motivated. No doubt before the ink was dry on the bill, the walking delegates of the Radio Trust were packing their bags and catching the express for Washington.”

WJHO Joins MBS

WJHO, Opelika, Ala., joined MBS Feb. 8. The station, operating on 1400 kc. with 250 watts day and 100 watts nighttime power, is Mutual's 198th affiliate.

ARTHUR SINSHEIMER, radio di-

rector of Peck Adv. Agency, New York, has been named director of radio for the Civilian Defense volun-

teer office of Greater New York.
Fast Return to Buyers Market After End of War Is Foreseen

Prof. Russell, of U of Illinois, Declares Wise Advertisers Will Not 'Blackout' Now

PREDICTING that the nation will revert to a post-war "buyer's market with shocking suddenness", Prof. F. W. Russell, advertising expert of the College of Commerce, U of Illinois, said last week that wise, far-sighted business leaders will not be caught out in their advertising during the war.

"There may be priorities, rationing, outright prohibition of manufacture or sale of some products, shortages, and a definite seller's market during the war," he said, "but when the war ends the nation will have an enormously enlarged capacity for the production of peace-time products.

Never Came Back

"The capacity may be increased 20 or 30 percent in these plants, these machines, these trained workmen, all turning out civilian goods in greater volume than ever before, it is reasonable to expect that we shall revert to a buyer's market with shocking suddenness."

He recalled that many firms which stopped advertising and ceased making a contact with their customers during the seller's market of the last war never were able to come back when a buyer's market was restored after the war. In rating financial firms, advertisers although unable to supply goods, are maintaining customer contact by advertising, and looking forward to peace when the "battle of the brands" will be resumed.

Prof. Russell pointed out a need for continued institutional advertising to people who are not now in the market for a product—automobiles, for instance—that will be in the future. "When these buyers eventually re-enter the market, their thoughts will naturally turn to those brands which have been kept before them.

"Furthermore, in cases where the value of the product is hidden, as with packaged foods or drugs, electrical goods, furniture, etc., the reputation of the maker is one of the trusted guides to the purchaser. To maintain or establish such a reputation is the function of some advertising, even in time of scarcity.

"Calling for advertising also will be new products, some of which are designed to take the place of unobtainable articles," Russell said. "We shall doubtless see a flood of new products pouring into the market.

"Likewise, the war is bringing sudden shifts in population and in buying groups. The rich are the market.

"The increased buying power of farm groups and wage earners and the decreased buying power of salaried workers due to rising prices and taxes—these changes must be studied and the new customers reached."

"Finally," he said, "there is the question of just how much of a shortage there is going to continue to be, even during the war. Anticipated shortages may not materialize, and new developments may ease restrictions. Income available for spending may shrink to such an extent that there will be enough goods to satisfy the decreased demand and restore a buyer's market."

RCA - NBC Given Time To Reply to MBS Suit

A 60-DAY extension in which to reply to the MBS $10,278,000 triple-damage suit against RCA and NBC was granted by the Federal District Court in Chicago last Thursday. The postponement was agreed to in a stipulation signed by both parties, and RCA-NBC now has until April 3 to answer the charges.

The suit has no direct relationship to the anti-trust suits filed in the Chicago court on Dec. 31 by the Anti-Trust Division of the Department of Justice. Replies to these charges are not due until Feb. 24 in the case of CBS, and Feb. 26 for NBC. MBS filed its triple-damage suit on Jan. 10, along with six of its affiliates [BROADCASTING, Jan. 19].

NEW SUBSCRIBERS and renewals to the program library service of Standard Radio are KMV, Merri- ville, Ind.; WAPY, Hermitage, Ill.; WGL, Fort Wayne, Ind.; KGN, Dodge City, Kan.; KLO, Ogden, Utah; CHM, Hamilton, Ohio.

Eaton Spot Plans

FOR ITS first national radio campaign starting March 15, Eaton Paper Corp., New York, has prepared one-minute transmissions dramatizing the magazine advertisements it ran for its stationary last year. Series will be heard thrice-weekly on 28 stations throughout the country, and will emphasize the theme "Any Mail For Me?" with a response by the postman, "To Get A Letter," Agency is Grey Adv. Agency, New York.

NBC, Blue Staffs For Public Service

Dr. Angell Will Serve Both; Other Personnel Listed

EXECUTIVE personnel for the public service divisions of the Blue Network and NBC were announced last week by Mark Woods, president of the Blue, and by Dr. James Rowland Angell, who will serve as public service counselor to the Blue and continue in the same capacity for NBC.

Dr. Angell, former Harvard B. Summers, former director of public service programs for NBC, in charge of educational and religious programs in the network's eastern division, will transfer to the Blue in a similar position, to be assisted by Grace M. Johnson, for the past seven years NBC supervisor of public service programs. Dr. Summers will work mainly with the eastern section in his new capacity on the Blue Network although maintaining overall charge of the national pattern.

Director of Public Service in the Blue central division will be William K. Drip, formerly NBC director of agriculture and supervisor of the National Farm & Home Hour on the Blue.

Under the supervision of Dr. Angell, Thomas D. Rishworth, since May, 1941, assistant director of public service programs in the East, will direct programs in that division for NBC. His assistant will be Dwight B. Herrick, who has been with the NBC public service division for the past seven years.

Judith Waller will head the Chicago office, while Jennings Pierce will be in charge of NBC's public service activities on the West Coast. Mrs. Waller has been retained in her position as assistant to Dr. Angell.

The director of public service in charge of the western division of the Blue Network will be announced shortly by Mr. Woods.

Coast Staff Complete

Completion of reorganization on the West Coast for the separation of NBC and new Blue stations was reported. The Blue work has been announced by the two companies.

Appointments, in addition to those announced [BROADCASTING, Feb. 2], include Paul Gates, formerly supervisor of announcers for San Francisco stations, transferred to Hollywood as night program manager of the western division. The network's new manager, Jennings Pierce, director of public service programs, western division, NBC, retaining that position but moving his base in Hollywood.

Assigned to KPO, San Francisco, have been Byron Mills, continuity director; Hal Sandstrom, assistant program director; Carl Wienering, transcription library; Fay Pattie Smith and Janet Sillig, sales and program traffic; Lolo Hidley, executive assistant; Art. Flagg, assistant to Steve Batt, and Norma De Valo, call girl; Berton Higby, sales manager; Harry Mayhew, continu- ity director; William A. Edelstein, talent director; Don F. Martin, news and special events; Leonard Gross, public service programs.

KGO, San Francisco, will continue Walter Davidson, sales manager; T. B. Palmer, technical supervisor; Joan Peterson, chief auditor; J. B. Meyers, continu- ity director; Forrest Barnes, production manager; Berton Higby, sales representative; and Arthur Camaches and Eleanor Higby, sales and program traffic; Gene Grant, Blue Network and spot sales.

ENTRY blank in the annual contest of the National Board of Fire Underwriters' mailing отдел public relations to the radio station and newspaper which performed the most meritorious public service program transmission during 1941 have been sent out by the NBPU. Entries close Feb. 15.
Are you interested in what your dealers think?

Of course you are, for your dealers make or break your campaigns—at the point of sale.

This WLW representative knows what your dealers think . . . about your advertising . . . and the forces that move merchandise in modern day retailing.

He reports on this all-important subject in a new study just off the press . . . "28,037 calls on the Men Who Move Your Merchandise."

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 No. Michigan Avenue
San Francisco—International Radio Sales

WLW
THE NATION'S MOST MERCHANDISE-ABLE STATION
By the End of 1942

OKLAHOMA CITY'S INDUSTRIAL PAYROLL

will be

QUADRUPLED

from $15,000,000
to $60,000,000!

Gear your
distribution, your
selling, your advertise-
ing in Oklahoma
to keep pace!

WKY
OKLAHOMA CITY