STANDOUT

SERVICE TO COLORADO

The public service activities of KLZ are invaluable to the people of Colorado. Always giving time and effort in the interest of the public, KLZ is a vital part of our daily community life.

RALPH L. CARR
Governor of Colorado

KLZ Denver

5,000 WATTS — 560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO. AND WKY, OKLAHOMA CITY & REPRESENTED BY THE KATZ AGENCY, INC.
To broadcast all the important news as fast and accurately as possible, WLS has three news services: United Press, Transradio Press and Press Association. We have two experienced and competent news editors: Julian Bentley and Ervin Lewis. We have twelve regular news periods daily, plus special bulletins as the occasion warrants.

With such complete news coverage, with two competent news editors selecting the best material from three leased wire services, WLS listeners are assured of fast and accurate information ... an additional reason why people in Chicago and the Middle West listen to WLS.

**ERVIN LEWIS**

Ervin Lewis, Associate News Editor of WLS, is a graduate of the College of Journalism, University of Oklahoma. He formerly served as news editor of a Tulsa radio station, worked on newspapers in Oklahoma and in Carlsbad, New Mexico.

**JULIAN BENTLEY**

Julian Bentley, News Editor of WLS and Prairie Farmer for the past eight years, came to the station from the United Press. A graduate of Knox College, he is a linguist and writer of national reputation ... moderator of "Ask Young America" on the Blue Network.
"I'm THREE Years Old This Month"

...and Growing Bigger Every Day

JUST LIKE THE

"920 CLUB" Program

One of America's Greatest Local Programs

A Participating Program... Write for Availabilities

at WORL

BOSTON, MASSACHUSETTS

Notes from New Zealand

Sales for you right here...

You get both with:

WWL
NEW ORLEANS

50,000 watts - clear channel

You won't find WWL on many radio push-buttons in New Zealand or Cuba or Alaska, though we have received letters from listeners in all of these places — and throughout the United States.

But in the Deep South this 50,000-watt, clear-channel station is not only first on the push-buttons but first in the hearts of its millions of friends. That means real results for every user of . . .

The greatest selling POWER
in the South's greatest city

ALL OUT FOR VICTORY!

Radio is ready. Before the first shot resounded over Pearl Harbor, Radio had prepared itself in army maneuvers and was ready.

Twenty-one years ago, it was a mere baby founded on the principle that a thought is conveyed quicker, more clearly and more poignantly when it is spoken.

Today, like every other valiant and patriotic 21-year-old serving our country, Radio, as we know it today, has enlisted in its first war. There can be no question as to its course or its determination to see it through until the war and the peace that follows is won.

Our duty is clear. There is time now for nothing but winning the war, and we face the task with the full knowledge and experience of 21 years growth unequalled by any other medium of communication.

In times like these when smaller gains must be sacrificed for a greater cause, Radio, fully realizing that modern warfare cannot be conducted without it, is throwing over commercial gains when they interfere with the common good. is waiving news scoops when such information is valuable to the enemy, and has imposed a rigid censorship.

By providing entertainment and relaxation, it is bolstering both army and civilian morale. By keeping America the best informed nation in the world, unified action is instantly possible, eliminating costly delays, and carrying with it all important public opinion.

Thus, Radio, the great Fifth Estate, is all out for Victory. And Americans, realizing its vital importance and responsibility, look to it as never before in history for help and courage, and the Victory which, God willing, is sure to come.

WSM is proud to be a part of the American system of broadcasting... the great Fifth Estate.
Another favorite of New York listeners joins the WHN staff ... and America's most powerful independent station scores another great program scoop.

Gilbert's the guy who, on another station, built a terrific show and a great audience out of just popular recordings delightfully seasoned with Gilbert ad-lib chatter. Now master of the WHN turntables each afternoon from one to two-thirty, his popularity is growing stronger than ever.

Remember too that starting next month Gilbert will immediately precede Red Barber's exclusive broadcasts of the Brooklyn Dodgers' baseball games—a combination that will sew up a healthy slice of the New York audience for WHN's afternoon advertisers.

Better let us show you right away how little it costs to participate in the Gilbert show.

1540 Broadway • New York • Bryant 9-7800
Chicago Office • 360 N. Michigan • Randolph 5254

50,000 WATTS
1050 KILOCYCLES

AMERICA'S MOST POWERFUL INDEPENDENT STATION
FOUR OFF THE LIST...

but the same 11 great markets!

To WJZ, New York, WENR, Chicago, WMAL, Washington, and KGO, San Francisco, the NBC National Spot and Local Sales Department bids an affectionate farewell. For these stations are now part of the newly-formed Blue Network Company, Inc., and will no longer be represented by us.

Frankly, we are sorry to see them go. Nevertheless, we are glad to be able to point out that NBC Spot Sales continues to offer you the same great 11 markets it has always offered — and the top stations in those markets, too!

Year after year, the eleven markets represented by NBC Spot Sales have been exceptionally resultful for advertisers — success story after success story has proved it again and again. And today, more than ever — with America digging in with a will — tremendous things are happening in those markets. Retail sales for many months now have skyrocketed upward...at a rate far higher than the national average. Up, too, have gone payrolls and employment — and all the indices of income and purchasing power.

Completely streamlined, NBC Spot Sales is better than ever equipped to handle your sales problems...and get action! For the complete story — call your nearest NBC Spot Sales Office right now.
—now meet P. V. (Jack) ROSS, our West Coast Manager!

Far be it from us to suggest that our own Jack Ross is a larger historic figure than Paul Revere—but, at least, Jack once undertook a longer ride. Actually, he once rode horseback all the way from Los Angeles to New York! And now, as Manager of our Los Angeles Sonovox Studio, Jack Ross is helping us to "carry the news" to every "village and farm"—and radio advertiser—in America.

And what news!—the news that now Sonovox enables you agencies and advertisers to make real entertainment features out of even your humblest commercial plugs!—the news that radio listeners can now be made to "follow" your commercial with closer attention than they accord to your program itself!

Yes, that's the news about Sonovox. If you're in the Los Angeles area, get in touch with Jack Ross. If you're anywhere else, write to the nearest Free & Peters office, shown below. We'll send you the facts, or arrange an audition. After that, you'll want to do the rest!

WRIGHT-SONOVOX, INC.

CHICAGO . . . NEW YORK . . . HOLLYWOOD

FREE & PETERS, INC., Exclusive National Representatives

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Page 8 • February 16, 1942

BROADCASTING • Broadcast Advertising
DCB Issues Proposal to Freeze Facilities

Prompt Approval By WPB and FCC Seen

LEAVING only limited discretionary power to the FCC in the granting of new stations or improved facilities, the Defense Communications Board last Thursday adopted recommendations to the War Production Board and the FCC which will result in freezing standard broadcast assignments substantially as they now exist.

While formal action of both WPB and DCB must be taken before the procedure becomes operative, the fact that both of these agencies already have considered the war emergency issue portends prompt approval—probably this week.

Projects Blocked

The recommendations are carefully drawn, leaving few opportunities for new station construction except where "substantial" new service either in area or population is provided. Even modifications of existing assignments are blocked, because of the scarcity of critical materials, unless service will be provided to a definite area now not receiving primary service from at least one station.

Upon adoption of the recommendations by WPB and the FCC, the effect will be:

1. No new stations will be authorized where all or a substantial part of the proposed primary service area is already provided with primary service from at least one station.

2. No priorities will be granted for equipment for modification of an existing station unless the change will result in a substantial new primary service area being covered.

3. Under outstanding construction permits, where the permittee has not acquired essential equipment, no materials will be allocated for a new station if the area already receives primary coverage.

4. Under outstanding construction permits, no critical materials will be allocated to alter existing station facilities unless it will result in a "substantial new primary service area" not now being served.

5. Existing construction permittees who already have procured priorities for their equipment previously will be permitted to complete construction, since the regulation does not touch upon licenses covering construction permits.

Service Requirements

The recommendations are construed to mean that any station which already has equipment on hand but which has not yet procured a construction permit for the installation, automatically will be denied a construction permit unless the requirements relative to lack of primary service are met. Similarly, applications for new stations automatically will be set for hearing, but most of these hearings probably never will be held, since denial would be automatic if primary service is available in the area.

There is no clear-cut definition of what constitutes "primary service," though it is explained by footnote that "in general" the FCC Standards of Good Engineering Practice will be used as a guide in the determination of primary service. The qualification "in general" is presumed to give the FCC some leeway in borderline cases.

Under existing standards, primary service is regarded as a signal of from 10 to 60 watts per meter in city or downtown areas; 2 to 10 watts per meter in city residential areas; and 25 to 60 watts per meter in rural areas, depending upon the season of the year, noise level and similar technical factors.

Throughout its recommendations, DCB specifies that existing "adequate service" will be the yardstick in determining new or modified authorizations. Generous use of the term "substantial new primary service" is indicative of the board's determination to leave as few loopholes as possible in handling future grants.

Existing stations are in no way affected, at least at this writing. That means that spare parts and replacements will be taken care of under existing repair, maintenance and replacement priorities, labeled P-100 by WPB.

The 150 outstanding construction permits come into focus by virtue of the recommendations. If an applicant, whether a new station CP holder or an existing station holding a CP for modification, has materials on hand, with no priority rating required, it is assumed he can proceed on his construction without regard for the substantial new service requirement. The recommendations do not cover issuance of licenses as such, which are virtually automatic after procurement of a construction permit.

Even Frequency Shifts

Even cases involving shifts to a new frequency—where very little additional material would be required under ordinary circumstances—would be frozen out unless the primary service stipulation is met. As small an item as a new crystal, ground to the proposed new frequency, is on the critical materials list and would block the grant.

It was suggested, however, that in all such cases, applicants should contact WPB regarding availability of materials. The critical materials list, while it now covers such items as aluminum, copper, steel, zinc, crystals, and ingot, is variable. The list may change next week, for example, and the precise material sought might be available.

The fact that the Priorities Liaison Committee of DCB, headed by Lieut. Gen. R. J. Cole, of WPB, already had considered the recommendations of DCB, infers virtually automatic approval. But the

TEXT OF DCB "FREEZE ORDER"

The Defense Communications Board last Thursday adopted "freeze order" recommendations to the War Production Board and Federal Communications Commission, relating to new construction for standard broadcast stations. The full text of the DCB statement follows:

The Defense Communications Board has recommended to the War Production Board and the Federal Communications Commission that, effective immediately, all new construction for standard broadcast facilities be limited in accordance with the following:

1. No critical materials shall be allocated by the War Production Board or further authorizations issued by the Federal Communications Commission for the construction of any new standard broadcast station where all or a substantial part of the proposed primary service area is already provided with primary service from one or more standard broadcast stations.

2. No critical materials shall be allocated by the War Production Board or further authorizations issued by the Federal Communications Commission for construction in order to change the transmitting facilities of any existing standard broadcast station unless the change will result in a substantial new primary service area no substantial part of which is already provided with primary service from one or more standard broadcast stations.

3. No critical materials shall be allocated by the War Production Board for the construction, under outstanding authorizations of the Federal Communications Commission:

(a) Of any new standard broadcast station where all or a substantial part of the proposed primary service area is already provided with primary service from one or more standard broadcast stations; or

(b) In order to change the transmitting facilities of any existing standard broadcast station unless the change will result in a substantial new primary service area no substantial part of which is already provided with primary service from one or more standard broadcast stations.

It is understood that this matter has already received consideration by the FCC as evidenced in that Commission's public statement of Jan. 30, and by representatives of the War Production Board in conferences with the Priorities Liaison Committee of the Defense Communications Board.

In general, the FCC's Standards of Good Engineering Practice will be used as a guide in the determination of primary service.

In general, the FCC's Standards of Good Engineering Practice will be used as a guide in the determination of primary service.
Radio Manufacturing Industry Is Slated for War Conversion

DEFINITE word that the radio receiver manufacturing industry is next in line for conversion to production of war materials was given last Thursday by War Production Board officials. With civilian receiver output already cut some 40% from last year’s record production total, it was indicated that WPB within a few days will order a virtually complete stoppage of receiver production April 25, when WPB’s original three-month reduction order expires [Broadcasting, Jan. 26].

Transmitters, Too

In the transmitter and tube manufacture field, it was indicated to Broadcasting last Friday by Leighton H. Peebles, chief of WPB’s Communications Branch, a similar situation may come about. When the Defense Communications Board’s recommendation of last week, virtually freezing station al-locations [see page 9], is adopted by WPB, it was pointed out that a logical development would be a sharp curtailment in production of transmitting equipment production, with a trickle remaining to satisfy whatever needs of commercial broadcasters are approved by DCB and WPB.

Mr. Peebles pointed out that a situation similar to the one just described exists in the transmitter and tube manufacturing field. With defense orders actually exceeding productive capacity of transmitting equipment manufacturers, it was indicated that WPB must step up demand for apparatus held down by virtue of the freeze-order controls, manufacturing facilities would automatically turn to almost full-time production of the specialized equipment needed for the war effort.

As Rapidly as Possible

Speaking before representatives of 55 set manufacturers at a meeting of the WPB Radio Industry Advisory Committee last Thursday, R. B. Getchell, assistant chief of WPB’s Bureau of Industry Branches, declared that radio manufacturers must convert their plants to war use as rapidly as possible.

Units not adaptable to production (Continued on page 50)

Cal Aspirin Spots

STERLING PRODUCTS, Wheeling (Cal Aspirin), on Feb. 9 started 78 live spot announcements on WMAQ, Chicago, for 13 weeks. Agency is Blackett-Sample-Hum- nert, New York.

SUGAR PLAN FAILS TO HALT SPONSORS

ALTHOUGH the Government’s sugar rationing program meant a curtailed supply for commercial as well as for home consumption, little if any enrollment of radio advertising by the manufacturers of candy and soft drinks is expected. No changes have been promulgated in the plans for national ads for Coca, Pepsi Cola or the Nehi beverages, according to the agencies in charge of those accounts, even though the products have already been limited in the number of bottles which may be purchased by any consumer. All statements, however, were predicated on the possibility of changed orders from Washington, which of course, might result in alterations in advertising.

Much the same situation applies to the candy field. As a spokesman for Assn. of Manufacturers of Confectionery & Chocolate expressed it: “We do not expect the present sugar situation to have any effect on the volume of advertising in the confectionery field.

“Any manufacturer who can- cept the situation as it is would be ex- tremely short-sighted. Most radio advertisers in the field have produc- tion commitments which are very acceptable to their advertisers and trade names too valuable to be let die. In many candies, the formu- las can be changed so as to reduce the amount of sugar, without in any way decreasing the purity, food value or flavor of the candy.”

Stromberg Set Plan

FACED with limited production of radios and phonographs, Stromberg-Carlson Tel. Mfg. Co., Roches- ter, has a plan whereby each field representative will follow up the sale of every Stromberg Carl- son instrument from the dealer to the consumer. The sales- man will check installation, appraise service difficulties, teach the confectioners of the operation of the com- partment. The campaign was an- nounced by Clifford J. Hunt, radio sales manager of the Chicago office. The 1942 advertising and sales program was outlined by A. B. Harns, sales promo- tion manager.

Coffee Spanish Campaign

WITH the appointment of Wesley Assoc., New York, to handle ad- vertising for Puerto Rico coffee, the Dept. of Agriculture and Com- merce of Puerto Rico has an- nounced a Spanish-English cam- paign of musical programs on t h r e e foreign-language stations, WBYN, Brooklyn; WHOM, Jersey City; and WOV, New York. Commercial will be divided between Cafe Rico, 100 per cent Puerto Rican blend, and Puerto Rico coffee. Programs, to start in March, will all be quarter-hour spots with special emphasis on ament of Spanish music on WOV five times a week and seven times on each of the other stations.

WITH THE addition last week of the Danish Hour, NBC’s international di- vision was able to send out its programming daily to 70 stations in ten different languages on its short- wave WRCA and WBNI, and the FBI with WRBC, Emerson, and the WBCO, KDKA, SCA, WOR, WMCA, KLON, WOR, and WNYC. RKO, American citizen of Danish birth, has been appointed as head of the Danish section of NBC.

Camels ‘Gaspipe’ Renewal

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on Feb. 2 signed a renewal contract with Stanley Stiles, Inc., for its sponsorship, started last fall, of quarter-hour, three-weekly pro- gram on the college radio stations of 10 lending collegiate members of IBS. Agency is Wm. E. Co. and Co.
Main Radio Accounts Surviving Priorities

War Curtailments Not Reducing Air Time

RADIO’S ANCHOR accounts such as food, drugs, toilet goods and tobacco, which make up about 80% of the industry’s advertising revenue, are not seriously threatened by existing or impending war production restrictions.

An analysis of the war effect upon basic commodities supplying the bulk of this national business, at this writing in any event, yields anything but a pessimistic outlook. Contrary to general belief, cosmetics and drugs have a definite place in the total war economy. Except where shortages may occur in essential ingredients or containers, there does not appear to be any serious curtailment of production.

While the prohibition against new auto production, and the outright tire sales ban for civil users have had a definite effect upon radio advertising, they were not large volume time-users. Automotive, for example, represented only 2.9% of industry volume in 1941, and 3.7% in 1940.

Other restrictions, curtailing radio sets, refrigerators, and similar household articles using vital metals will naturally have some effect upon radio volume. Here again, however, household equipment and supplies accounted for only 1.9% of 1941 gross.

Largest Users of Time

On the other hand, of radio’s gross billings in 1941, aggregating $257,000,000 [see Broadcasting Yearbook, 1942] drugs and tobacco goods accounted for 29.6%; grocery and food products, 24.1%; tobacco products, 14.4%; and soaps and kitchen supplies, 12.5%. In that order they were the largest users of radio time.

Thus far, neither the War Production Board nor any of the other Governmental war agencies have taken steps affecting such items as tobacco and drugs. Proprietaries, as a matter of fact, probably will be strengthened. Items packed in collapsible tubes made of tin may suffer, and toothpaste falls in that category. But substitutes appear in the offering.

In its survey of the effect of priorities on radio-advertised products, Broadcasting asked Wallace Wrble, editor of Food, Drug & Cosmetics Reports and an expert in these fields, to explore the outlook. He reported that as the war effect cuts deeper into distribution of civilian goods, the food and drug industries probably will be the last to feel the pinch of radio advertising revenue to be drastically curtailed. His findings follow:

- Food, cocoa, and biscuits, but distributors of these products have been forewarned and have substitutes available. Tin for canned goods will be curtailed for all products except the four major vegetables—canned tomatoes, peas, corn, and string beans—but even if major manufacturers will use glass, or try to move into the dehydrated and frozen food fields.

- Use of Sugar Cut

Use of sugar for the manufacture of food products already has been cut to 80% of the amount used by each company in 1941. This means that production of products using large amounts of sugar, such as soft drinks, candy, or sweet bakery goods, will be limited to less than the 1941 output.

- However, owners of the nationally advertised brands in these fields are looking for partial substitutes for sugar and are discarding unprofitable products to make the sugar savings go even further. It is possible in the form of their most popular items. Sugar itself will be rationed to the ultimate consumer, but sugar is a commodity that has not been a profitable one for radio advertising revenue.

- The most pessimistic view of the U.S. food picture is this—there will be shortages of certain items.

Advertisers Urged to Count Investment, Build Morale by Continuing in Wartime

SIX REASONS for continuance of advertising in England after two years of war are listed by Lord & Thomas in a brochure just issued by the agency, Advertising is a Public Service. The book offers these reasons:

- [i.e.,] Mirrors the commercial enterprise of a country remaining British, even in the third year of war.
- Protects the advertisers’ investment in stable products. It is long in interval between pre-war and post-war activity.
- Keeps contact with the changing habits of the public (particularly war-time).
- Keeps contact with the new market growing up during the war.
- Upholds Morale

- Fulfils its responsibility of maintaining the freedom of the press, non-Government support, the only public instrument left.
- Plays an important role in upholding the morale of the people.

In its concise report continues, “you can see clearly why the British Government and the British people find nothing ‘un-patriotic’ in hard-hitting advertising campaigns during the war, even when it is not necessary or unavailable. The Government invariably has stopped practices it considers prejudicial to the national interest. It has issued no rulings against commercial advertising.”

With the title “What is life like with the enemy less than 20 minutes away” and the subtitle “A report to American Business on life in England in the third year of war,” the volume is made up of 32 pages, 12x17 inches, in whose copy, layout and typography the Ratner touch is evident.

- Continuing reproductions of many English advertisements of past years, including many of advertising placed by the British Government, the book, says Lord & Thomas, has been prepared for “a United States now facing the full, brutal impact of war” and to serve its purpose if it shows one thing: “That not war—only defeat—destroys the ways of democracy; destroys the spirit, the humor, the enterprise of a free people.”

Big Swift Campaign

SWIFT & Co., Chicago (Allawell margarine), has placed one-minute live and transcribed announcements three to six times weekly on a group of stations by J. Walter Thompson, N. Y. Three-weekly participations are being continued by KDKA, KJH, XEWA, KNBN.

WBT WKY WMJ WLOL WDATE WAVE WZAP WXXN WOOL WTAG WDAY WTAM WGGF WFAA KRTS KXYY KXRG YWVW YWCA YQCA WVB GBDK Kargas KKBG KQCR KRRY KQGR WTBW-WZGA WCAZ WJAR WTAG WTBG WTAG WTBZ WEDG WEDP

Later on there is a possibility that drugs will get all the alcohol they can use, but it is certainly that they

(Continued on page 48)
Canadian Broadcasters Face War Issues

Standardized Rate Plan Deferred

At Session

WAR and its effect on broadcasting was brought home to Canadian broadcasters with telling force at every session of the eighth annual convention of the Canadian Assn. of Broadcasters at the Windsor Hotel, Montreal, Feb. 9-12.

Government officials told the industry it must have accredited representatives in Ottawa just as newspapers. Wartime Prices & Trade Board officials discussed how broadcasters could aid in keeping the government's price and wage ceiling policy in operation, while public relations officials told broadcasters they had not yet reached the top in the work they could do in ridding the public mind of its complacency.

Internal Problems, Too

Broadcasters dealt with the need for price mention in view of wartime curtailment of national spot business which looms as high as 75% on many Canadian stations, with the need for conserving their equipment, with the use of paid government time on radio stations, as well as with the annual question of rate structure standardization and other internal problems.

The growth of broadcasting in Canada was noted by the presence of more agency executives than at any past convention, including practically the entire board of directors of the Canadian Advertising Agencies and a number from the board of directors of the Assn. of Canadian Advertisers.

The convention went on record unanimously to present a brief at an early meeting of the Board of Governors of the CBC to ask reversal of its policy forbidding price mention in commercials. Ken Soble, youthful manager of CHML, Hamilton, Ont., said at the Wednesday afternoon session that now was the time to ask that price mention restrictions be lifted.

He pointed out that the government was endeavoring to curtail manufacture of consumer goods through curtailment of advertising, direct or institutional; that already there had been a drop in national spot business, and that even an optimistic view presented a drop in such business of at least 25% in the next six months or a year.

Directors Named

Price mention would keep many stations in business which may otherwise have to drop out as national business receded, he added. Canadian stations, he pointed out, use far more national spot business than stations in the United States, many of whom have large local business due to price mention.

The election of a directorate increased from 7 to 11 members brought many new faces to the CAB board for the first time. Elected to the board were Harry Sedgwick, CFRB, Toronto; Ed Sandell, CKTB, St. Catharines, Ont.; Col. Keith Rogers, CFYC, Charlottetown, P. E. I.; Narcisse Thivierge, CHRC, Quebec; James Brown, CKOV, Kelowna, B. C.; A. A. Murphy, CFQC, Saskatoon, Sask.; Harold Carson, CFAC, Calgary, Alta.; George Chandler, CJOB, Vancouver; Phil Lalonde, CKAC, Montreal; N. Nathanson, CJCJ, Sydney, N. B.; Jack Cooke, CKGB, Timmins, Ont. At the election Lloyd Egner, NBC, New York, and John J. Gillin, WOW, Omaha, were scrutineers for American broadcasters. Glen Bannerman remains as president and general manager, and Arthur Evans, as secretary-treasurer.

The CAB financial statement showed total receipts from fees of $42,498, expenditures of $31,902, with total surplus after all deductions added to the previous surplus amounting to $18,403 at end of 1941.

Man Needed in Ottawa

The broadcasters were urged in strong language by Frank Ryan, formerly manager of CKLW, Windsor, Ont., and now with the Wartime Prices & Trade Board, and Herbert Lash, Director of Public Information, to have a representative in Ottawa.

"My recommendation, and I can't make it too strong," said Mr. Ryan at the Tuesday luncheon, "is that you get the best man that you can lay your hands on and put him in Ottawa permanently to contact government departments to decide what additional services you should be getting—to write proper interpretative releases for all stations—to do this regionally where necessary—to see to it that on all occasions radio gets the recognition which its influence deserves and this can only be done with a practical shirtsleeve man who not only knows the requirements of radio but also how to work effectively with harassed, frightfully overworked men.

CBC's Liaison

"I have no hesitation in making the statement that if you don't do something about it, it is going to be most unfortunate for radio. The Canadian Broadcasting Corp. is doing yeoman service—I have had the utmost in cooperation from them—and more than one suggestion that private radio stations should get more consideration commercially. The CBC has splendid liaison coordination among various government departments, but it can't be expected to fight your battles, either for more commercial consideration, or even for recognition as an essential medium of informing the public of Canada. That's something you have to do for yourselves, if you want to make a struggle to put radio where it belongs, and if you are prepared to make some sacrifices to carry out the idea."

Mr. Lash said it would be in their interest to appoint a correspondent in Ottawa who would be able to attend the "off the record" press conferences of cabinet ministers. At present radio stations depend only on the news services for the news. Such an observer, Mr. Lash pointed out, would be able to report and allow the stations to use such material as background or "editorial" policy. He praised stations for their cooperation in planning special programs originating in his office and for their accuracy in news broadcasting. He felt that station operators, however, did not as yet understand the importance of news broadcasting as an influence on the public mind. He warned that radio must play its part in preventing complacency in public thinking.

Bannerman's Report

In his annual report Glen Bannerman, CAB fulltime president and general manager, pointed out that because of the work done by radio stations for government agencies practically no government advertising campaign is planned without taking broadcasting into consideration on a paid-for basis. For the first time since broadcasting became an industry, the government has recognized it as an advertising medium worthy of being paid for its services along with other media. He mentioned that in addition to such paid time, Canadian broadcasters had contributed during the 1941 calendar year a total of $760,921 in free broadcast time for public service, not including such time as given without charge by the 25 independent stations linked in the CBC national commercial network.

Reviewing the year's work, he told of the numerous wartime committees and meetings on which he served as a CAB representative, of the help given by NAB officers in Washington and by network and agency executives in New York.

Discussing the increasingly friendly relations between the board of governors of the CBC and the CAB, he mentioned that at the next CAB convention in March it is hoped to have final changes made in current transcription regulations which would benefit the smaller stations; that the recent CBC regulations restricting an advertiser from using more than one station in any given center will be discussed; that change may be made in the CBC fee collection formula for business which comes to its network through the work of station representatives. On the subject of priorities Mr.
Bannerman reported that only a few days ago arrangements had been made whereby Canadian broadcasters would be placed in the same category as American broadcasters in obtaining equipment for repairs and replacements.

It was reported the Churchill Fund started at the last convention with the issue of a booklet on the life of Winston Churchill and sold through stations, had netted $2,000 of which $1,000 had already been sent to Mr. Churchill and turned over to the Lord Mayor's Fund, and that another check for an equal amount would be sent shortly. Stations were asked to continue the sale of booklets.

Sees Bright Prospects
Looking to the future, Mr. Bannerman declared, "No matter how trying necessary restrictions may be, it is my opinion that we shall not have as tough a time as during the depression years. To a large extent this is a testing time for every station. We can still work out our own destiny. We can still put our house in order. Advertising revenue may be restricted but not to the extent some of us think. Total national revenues are not likely to be greatly reduced. Many new products will come on the market. We can and should secure our share of promoting them to the public. We will have to work harder. We will have to render greater service to our local communities, but such service will ultimately pay dividends."

The convention was the largest attended in the history of the CAB, with some 150 registered and 52 stations represented out of a membership of 62 from all parts of Canada. More American broadcasters and allied industry representatives took part than ever before, headed by a delegation from the NAB and the networks.

In the discussion on rate structure standardization, William S. Hedges, NBC station relations vice-president, and John J. Gillin, manager directors. A sum of $5,000 was voted for the work.

The convention decided the directorate should be increased from 7 to 11, with 5 making a quorum. The constitution was revised, and it was decided that the fees would be the same as last year, twice the peak half-hourly rate per month.

At the Tuesday morning breakfast session for engineers, Lynne S. Smeby, NAB engineering director, discussed priorities, personnel, availability of equipment and what American broadcasters are doing. A. B. Hunt of the Northern Electric Co. (Western Electric in Canada) and Edmund Laport, chief engineer of RCA Victor, spoke on the Canadian developments, Mr. Laport urged them to conserve equipment to the utmost and to check junk boxes.

Agencies Ask Boost
Meeting with representatives of advertising agencies on Wednesday morning, the broadcasters were given facts and figures on an increase in the present 15 percent agency commission asked by the Canadian agencies, which were represented by A. J. Denne, of A. J. Denne Ltd., Toronto; E. W. Reynolds, of E. W. Reynolds Co., Toronto, and president of the CAAA; Adrian Head, of J. Walter Thompson Co., Toronto. No decision was reached at the following closed session of the CAB members, but it was decided to study the situation. A meeting was held with John Atkins, of the Wartime Prices & Trade Board, at which was discussed the questionnaire the board had asked from stations in order to be in a position to meet problems arising from manufacturers and merchants covering their advertising costs and the costs of advertising media which are not at present under the price ceiling.

The study, which would be assembled by the CAB from briefs submitted by each station, would include data on economies which each station could make in operations and services, its taxation costs and import tax costs on equipment of all types and library services.

Joseph Clark, public relations director in the Department of National Defense for the Army and Air Force, told broadcasters how public relations were being handled, new steps now being inaugurated to give better service to radio stations, and praised cooperation given by the stations for local programs.

Government Campaigns
At the closing session Thursday, free time for government campaigns was discussed, and it was unanimously resolved that "where space in other media is purchased for such campaigns, it shall be a requirement of the CAB that their members stations shall receive like treatment in the use of the broadcasting medium... and shall give all possible additional support in free time comparable to the free support given in the editorial columns of other media." It was reported that Canadian broadcasters had thus far in the war given 125% free time for every paid campaign in which they had participated.

The annual question of bulk purchase of time was again aired, and the convention resolved such time should be restricted to programs in which only one product was advertised, or if more than one product, then only if it is owned or controlled by the same advertiser.

For list of registrants at CAB convention see page 53.

Stricken III at Convention
PHILLIP MORRIS, of CPYT, London, Ont., attended at the Wednesday afternoon session of the CAB Convention at Montreal, and was taken to the hospital. Due to his sudden illness the session was adjourned and the convention went into its fourth day on Thursday.

Broadcasters and Engineers in Session at CAB Montreal Convention

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NYC Is Refused Plea for Fulltime
WCCO Interference Cited by FCC in Denial of Grant

MAYOR F. H. LaGuardia's quest for a fulltime assignment on a clear channel for New York City's municipal station, WNYC, collided with FCC technical regulations last week, resulting in a proposed denial of the WNYC application for fulltime operation on 830 kc., the clear channel occupied by CBS-owned WCCO, Minneapolis.

Basing its proposed findings of fact and conclusions on interference detrimental to both stations, the FCC last Wednesday said granting of the application would not serve public interest. The proposed decision terminated a heated controversy which came to hearing in March 1940.

In effect, the Commission held that the proposed operation of WNYC on 830 kc. would cause interference to WCCO's secondary service and at the same time would not be an adequate station in the New York metropolitan area. Mayor LaGuardia himself had appeared at the hearing and had hurled charges of monopoly against CBS and WCCO.

Violation of Rules

The FCC mentioned its rules governing Class I station operations citing that granting of the application would violate these rules. This was not regarded as a clear-cut determination by the FCC that it did not propose to break down further clear channels, as it did in the case of the 850 kc. channel occupied by KOA, Denver, on which WHDH, Boston has been assigned fulltime. Last month the FCC authorized a third station on this channel—WJW, Akron [BROADCASTING, Jan. 26].

The Commission's proposed opinion was drafted by Commissioner George H. Payne, who said, after reviewing the matter, that it would serve only 31% of the total area normally protected for a Class II station. The population served would be only 37% to 41% of the New York metropolitan district or 58% to 60% of the population of New York City.

WCCO, on the other hand, would receive interference throughout a substantial portion of its secondary service area. As an average condition impairment in relation would extend to 32% of this area having an estimated population of 7,500,000.

In its conclusions the Commission said that operation of WNYC on 830 kc. with 1,000 watts simultaneously with WCCO, using 5,000 watts, would be inconsistent with Section 325(a) of its rules providing that only one fulltime station may be assigned to 830 kc. Then the interference factors were cited.

WBS, AMP Add ASCAP to Libraries; Addition of Standard Is Slated March 1

WORLD Broadcasting System and Associated Music Publishers have joined NBC in making arrangements with ASCAP enabling stations subscribing to their library services to use ASCAP music included in the library releases on the air, even if the stations do not have ASCAP licensees at present.

As in the case of the NBC Thesaurus [BROADCASTING, Feb. 9], the subscribers to the World and AMP libraries may use ASCAP music only on sustaining programs and not for commercially sponsored broadcasts.

Standard to Start

Standard Radio transcription library service will start to release music of some ASCAP publishers March 1. M. M. Blinks, co-owner of Standard, announced last week. Non-ASCAP stations except those in Nebraska, Florida and Wisconsin, can now play Standard transcription broadcasts using ASCAP music on sustaining programs.

By dealing individually with a number of the publishers Standard has been able to do away with the 26- and 50-cent fees on use of music for programs other than local commercials.

Don Allen, Standard production manager, stated the industry is indebted to BMI, SESAC and the hundreds of small independent publishers for providing a quantity of good music at a reasonable fee. The release of ASCAP music, it was stated, is to provide service to those stations with ASCAP licenses who have demanded ASCAP music. But the company intends to continue releasing large quantities of music to the non-ASCAP stations.

John Paine, general manager of ASCAP, said he had also received a letter from Standard Radio regarding a similar arrangement for that company's transcription library, and that presumably this would go through shortly. He explained these arrangements were made for a "very limited period," which is understood to be about three months, and that ASCAP agreed to them only because it does not want to be in the position of enabling the broadcasters to say they are being forced to take out ASCAP licenses.

"With ASCAP music back on the networks and again the most popular music," Mr. Paine stated, "stations with ASCAP licenses are demanding these tunes from their transcription library services. To enable the services to meet this demand without recording two sets of releases, one with ASCAP music for these stations and another with no ASCAP tunes for stations which have not as yet taken out our licenses, we have agreed to this temporary procedure."

Emphasizing the temporary nature of the arrangements, he added that in his opinion clearance-at-the-source would not work out well for transcription library services as a permanent arrangement. Unlike NBC, which is securing its recording rights from individual ASCAP publishers, World and AMP have made their recording arrangements with Harry Fox, agent and trustee for the majority of ASCAP publishers.

Dispute of AGMA And AFM Settled

Recognize Each Other Under Pact and Suit Is Dropped

SETTLING an interunion jurisdictional dispute of nearly two years' duration, William C. Pettit, president of the American Federation of Musicians, and Lawrence Tibbals, president of the American Guild of Musical Artists, last week signed an agreement providing that:

"The jurisdiction of the AFM over concert solo instrumentalists and accompanists in all fields is recognized by AGMA. However, AGMA recognizes AGMA's position and authority as the exclusive bargaining agency for all solo concert artists including solo instrumentalists for the purpose of their activities in the concert field and in their dealings with their managers in such concert field."

Suit to be Dropped

"AGMA does not object to the right of the AFM to deal with solo instrumentalists as members of AFM, and AFM does not object to the right of AGMA to deal with solo concert artists, above described, as members of AGMA."

AGMA waives jurisdiction over accompanying instrumentalists, composers, arrangers, instrumental groups and orchestras, as these groups are in the AGMA's sole jurisdiction, according to the agreement, which also states that the people who belong to both AGMA and AFM, now pending in the Supreme Court of New York, shall be recognized as the property of the union to which they may now be required to belong to both unions, but the agreement states that "AGMA and AFM agree that the above arrangement and initiation of fees paid by such artists shall be reasonable."

CBS NET IN 1941

ABOUT $4,800,000

CBS in 1941 had net earnings of approximately $4,800,000, equivalent to preliminary figures released last week by the network's treasurer, Frank K. White, with a statement that the annual financial report will be mailed to stockholders about April 1, after the audit is completed. Net earnings in 1940 totaled $5,066,600, or $2.91 per share.

The 1941 figures, the report states, are after deduction of $5,800,000 for estimated Federal income and excess profits taxes, an increase of $1,075,000 over the previous year. After the net profit of approximately $220,000 from the sale of stock in the subsidiary, Armstrong, was transferred to the CBS reserve for contingencies.

The CBS board of directors last week declared a cash dividend of 30 cents per share on the Class A and Class B stock of $.50 per value. Dividend is payable in March to stockholders of record Feb. 20.
The Test—Can the Enemy Utilize It?

Radio Censor Suggests Formula to Gauge All Programs

Because of the widespread interest in Federal radio censorship and the difficulties experienced in enforcing the restrictions,Broadcasting has asked J. Harold Ryan, Assistant Director of Censorship, broadcasting headquarters, to give an account of his stewardship and to discuss some of the problems that have arisen. Mr. Ryan praises broadcasters for their cooperation, but warns of unsuspected dangers that lurk in every day's program schedule.

By J. HAROLD RYAN  
Assistant Director of Censorship

THE Office of Censorship is entering its seventh week of operation. During the six weeks past, the Radio Division of the Office has turned out about 2,000 new programs, some 80% of them opinions on specific programs presented by radio broadcasters.

These letters were written in response to queries which flowed into the Office following issuance of the Code of Wartime Practices for American Broadcasters.

Most of the requests sought clearance for programs of the man-on-the-street type. Thus word came to the Office on specific request programs.

Need Recognized

The radio division has not had a difficult job, for most broadcasters realized the necessity for certain controls long before the Office was established. But what was in the minds of those who sought the Office's interpretation on specific request programs?

This evident alertness of broadcasters and newspapermen to the need for caution justified Byron Price, Director of Censorship, in his determination to keep the codes of both divisions strictly voluntary in application. Perhaps the most significant statement in the 2,500 words of the Code of Wartime Practices for American Broadcasters is in the second paragraph of the document:

"The broadcasting industry has enlisted with enthusiasm in the endeavor, and the following is intended to be helpful in systematizing cooperation on a voluntary basis during the period of the emergency."

The Code is a springboard—

John Harold Ryan

only five people, every broadcaster who speaks on the air or supervises the work of those who do perform before microphones is a censor. His conduct during the difficult days ahead should be considered in light of the question, "Will I be helping the fellow who's hurting me?"

The industry's acceptance of suggested restrictions set down in the code has evidenced the broadcaster's thorough understanding of his wartime responsibility. Some there were who didn't picture the quiz program section of the code in the same way that we in Censorship saw it. Certain compromises were suggested for the salvation of the man-on-the-street type of program. But it has been our basis of interpretation in considering these proposals that no informal, catch-as-catch-can interview type of program is free of danger if a given individual can enjoy reasonable assurance of his own participation.

The same general interpretation applies in the case of request programs. Any request program which, because of its pattern, lends itself to the machinations of the enemy should be changed or taken off the air. The determinant is, "Can the enemy utilize it?"

Danger of Sabotage

It requires little ingenuity to enforce your participation on programs which fall into either of these categories.

The man who operates a small station in some area far from national boundaries might think that such regulation works an unnecessary hardship on him. He must remember that this is an all-out war effort. Although he may not know it, there might be a half-dozen pins in his area manufacturing defense material. Those plants are potential victims of saboteurs, and such agents as these must have methods of communicating with each other as well as with their superiors who may be located miles away. Maybe such a plant manufactures only firing pins for 77 mm. guns. But should the enemy succeed in destroying 10,000 of those pins, 10,000 desperately needed artillery pieces would be shelved until new ones could be toolied and new pins turned out.

Remember, too, that you do not know the power of your 250 or 1,000 or 5,000 watts. A manager of a 250-watt Coast radio station was in my office the other day. Eight years ago he was a telegrapher on a ship operating in China waters. At night-time, when standard broadcast channels were cleared, he could pick up 287 United States broadcasting stations across those thousands of miles. And his receiver was a one-tube unit. That was eight years ago, and modern transmitters are much more efficient.

Matter of Authority

The questions put to us in Censorship by broadcasters indicate their awareness to the dangers. We are fearful, nevertheless, that many stations are carrying on now programs which unfortunately lend themselves to the aid of the enemy. If we could speak personally to each broadcaster and ask him again to read his code, to digest the precautions it outlines and then to re-scrutinize his programs.

The far, the Radio Division of Censorship has issued two confidential reports pursuant to that section of the code which provides that certain general communications will be directed to broadcasters as experience dictates the need of deletions or enlargements. There has been evidence that some broadcasters are having difficulty establishing the probabilities of the "state authorities" in observing the news section of the code. The Office of Censorship is bending all efforts toward an early clarification of this problem.

But, in the last analysis, the purpose of Censorship is as much an assignment for the broadcaster as it is for the constituted officers in the censorship division of the Government. Only in this nation of all nations, free or enslaved, is the broadcaster a free agent in determining the programs his listeners will hear.

No broadcaster's coverage map describes his audience completely. Within range of his station's sign there are thousands and thousands of loyal, liberty-loving Americans but, listening to— and be certain you believe this—are those who would throttle the institutions and the thought we believe in. That's what the war's all about. And that's what censorship is all about.

ADDITION OF WJHO. Opelika, Ala., brings the total of MBS stations to 105. WJHO operates on 1490 kc, with 250 w. day, 100. night.

Fisticuffs' Enliven FCC Georgia Case

Witness and State Officials Find Words Are Inadequate

CLIMAXING in a threatened physical brush and fists between a witness and a special attorney general for the State of Georgia, the FCC on Feb. 7 virtually conceded the legality of the license renewal application of WGST, Atlanta.

The final session of the hearing has been set for Feb. 15, when consideration of the right of the station's leasees of the station, Arthur Lucas, is to testify. His previous appearance on the stand was cut short because of ill health, and the postponement was granted to allow convalescence.

Chairs and Fists

The physical outburst came in the closing minutes of the proceedings after six consecutive days of hearings through the week of Feb. 2. Since its start early in December, tension has run high in the hearing, with Georgia politics playing a featured role in heated pro and con discussions revolving around the leasing of the station.

Chairman J. Douglas Hostetter, Federal Communications Commission, last week urged Southern Broadcasting Stations, Inc., headed by Clarence C. Calhoun, Atlanta attorney, and Sam Pickard, former Special Broadcasting Commissioner and former CBS vice-president, also figuring in the case in a prospective lease arrangement between the licensee school and a company headed by Mr. Lucas and William Jenkins, both Georgia chain theatre operators and owners of a group of Georgia stations [Broadcasting, Jan. 12].

The hearing reached its highest of many high points in the closing minutes, during testimony of Mr. Calhoun. Hearing one of his attorneys branded as a "lie" by John E. McClure, Washington attorney who was named a special attorney to represent Georgia in the case by Gov. Eugene Talmadge, Mr. Calhoun jumped to his feet, brandishing a chair, with Mr. McClure meantime countering with a fist poked in his direction. The outburst was immediately quelled by Reed T. Rollo, one of the Georgia counsel, and others, followed by an apology by Mr. Calhoun.

The outburst was extreme example of the hard feelings shown by the long string of parties interested in the WGST matter.

Witnesses during the six-day hearing session included Messrs. Pickard and Mr. Calhoun, Paula Whitlow, bookkeeper of WGST; R. Donald Harvey, member of the board of regents of the University System of Georgia; Victor Rehark, Atlanta accountant; L. W. (Chip) Robert Jr., member of the radio committee of the board of regents and former treasurer of the Democratic National Committee.

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Two Investigations of FCC At Once by House Foreseen

Both Cox and Sanders Measures Are Pushed by Backers Though FCC Opposes Former Plan

PROBABILITY of concurrent hearings on both the Cox Resolution (HRES. 428), to investigate the FCC from stem to stern, and the Sanders Bill (HR-5497), zipper measure to rewrite all existing Communications Act, was foreseen by mid-March in the face of efforts of the FCC majority to frustrate the Cox inquiry.

While no formal steps were taken last week either by the House Interstate & Foreign Commerce Committee or the all-powerful Rules Committee on the two legislative moves, it nevertheless was confidently predicted that action would be forthcoming shortly. It was expected the Rules Committee, meeting early this week, would report out the Cox Resolution for appointment of a select committee of five to conduct an investigation.

Fly Main Target

While the FCC majority, headed by Chairman Fly, has made no bones about its opposition to the Cox proposal, the Rules Committee nevertheless appeared disposed to act favorably (D-D.Ca.), has made Chairman Fly his main target, as has Rep. Dies (D-Tex.), who has charged Communist influence in the FCC's Foreign Broadcast Monitoring Service and its law department.

The House Interstate & Foreign Commerce Committee, headed by Rep. Lea (D-Cal.), made known last week that it would carry forward plans made two months ago for hearings on the Sanders Bill. Rep. Lea conferred with former FCC Chairman Philo T. Farnsworth last week, as president of the Federal Communications Bar Assn., which already has gone on record in favor of the measures. The Sanders Bill, introduced by Rep. Jared Y. Sanders (D-La.), after consultation with industry representatives.

Initially, the FCC was strenuously opposed to the Sanders Bill, but since the introduction of the Cox Resolution sentiment has shifted in favor of the rules provisions. The Sanders Bill, introduced by Rep. Jared Y. Sanders (D-La.) after consultation with industry representatives.

In some quarters it was thought that the FCC majority's view was that the Sanders Bill is the lesser of two evils. Besides, if the Cox Resolution is killed, if it is throttled, it would be a chance of stymieing the Sanders Bill before the House, in the Senate, or in conference between the two houses.

At the House Commerce Committee, it was stated that a date would be set for the hearing within the next ten days or two weeks. The committee would allow parties at least two weeks to prepare presentation of their testimony. Since the committee already has voted favorably for the hearings, there is little chance of a reversal, it was expected.

Meanwhile, the Rules Committee is expected to act on the Cox proposal. It was reporting on a bill now has been forwarded to the Senate leadership on the Cox proposal, largely on the ground that the FCC has improperly administered a "good law." Rep. Cox has charged Chairman Fly with efforts to "federalize communications including broadcasting.

May Run Together

There were counter-thrusts on both of the FCC issues highlighted by the Feb. 3 statement of Rep. John E. Rankin (D-Miss.) commending Congressmen Sanders and Cox for their efforts to reform the FCC.

Additional Fund for FCC Sets Record; Provision Made for 408 New Employees

BRINGING the FCC's total 1942 appropriation to a record-breaking $5,658,924, the House last Monday approved a supplementary appropriation of $875,199 for the FCC's primary monitoring, and other staff and personnel necessary to expanding defense work.

Broken down, the $875,199 total includes $80,048 for personnel for an enlarged 24-hour watch at 11 primary monitoring stations operating under the National Defense Operations Section; $224,470 for receiving units for 24-hour watches at 80 secondary monitoring stations and mobile units; $13,550 for additional NDOS personnel at Washington headquarters; $114,375 for cooperation with the Air Corps combat force at interceptor commands and coastal information centers in air-raid activity; $97,162 for property protection at primary stations; $3,795 for clerical and administrative assistance to the Defense Communications Board; $13,305 to the Safety & Special Services Division for a survey of commercial communications facilities, for experimental problems and for operator examinations, etc.; $10,715 for the Common Carrier Division for priorities work; $4,035 to the Broadcast Division for priorities work; $16,740 for the FCC Law Department.

The 408 new employees provided for in the supplementary grant include 384 in the field and 54 in departmental service in Washington. Included in this number, most of which are engineers, are eight attorneys and eight clerks to work in the field with FCC inspectors in connection with the prosecution of illegal radio activities.

Warning to FCC

The FCC has no business meddling around in radio frequencies and assigning them to broadcast outlets, it has been notified by a Texas inventor. In a recent letter to the Commission, the Brooklynite explained that he held a patent "covering the use of electrical potential sources" and served notice on the Commission "to cease and desist in ratifying your wave-lengths for national, mutual and independent broadcasting and other purposes." In defense of the FCC, Secretary T. J. Slowie cited Section 301 of the Communications Act of 1934.

Chairman Fly [Broadcasting, Feb. 9].

If action is taken by both committees according to schedule, there is no hope Congress can approve that legislation before the House passes the Cox resolution in the Independent Offices Bill banning payment of the salary of Dr. Goodwin Watson, chief analyst of Foreign Broadcast Monitoring Service, out of the funds contained in the bill for operation of the FCC during fiscal year 1943. It is thought that in the Conference, Chairman Fly or Dr. Watson, or both, may be subpoenaed to appear before the Dies Committee.

Mixed emotions reflected in the industry prior to the introduction of the Cox Resolution have tapered off somewhat. The general view is that no one can dispute the right of Congress to inquire into the activities of one of its creatures. Since the preponderant House view appears to be that "wrong men" are administering a "right law," the industry feels the matter is one for Congress to decide in the way it sees fit. Its case probably would be presented before the Interstate Commerce Committee, which has jurisdiction over provisions of the statute which may have been improperly applied or which need change or pointing up.

Arguments that there should be no mud-slinging during the war emergency apparently have not impressed many members of the House Rules Committee. While in interest, of course, centers around the war effort, Congress nevertheless has not seen fit to relax civil statutes and regulatory agencies, to enable the FCC to proceed as it did in the pre-war era, it was pointed out.

Coca-Cola Dises

Coca-COLA Co., Atlanta Beverage, about April 1 will start a campaign on 44 stations, using the services of music by Mexican, Venezuelan, Colombian and Cuban talent. Al Steele of the radio department of D'Arcy Adv. Co., New York, Coca-Cola agency, is currently in Mexico city lining up the talent for the series which consists of some 156 discs to be recorded there.
For many years it's been an old gag that Iowa people ("school-teachers!") are always traveling, always sight-seeing, always turning up in select and expensive places. It's an old gag, and a true one! But it's true only because the rich Iowa land produces an enormous excess of income, over and above the bare requirements of living (75% of all the Grade A land in America is within 250 miles of the center of Iowa).

This year, Iowa people are going to have more spendable income than in 1929. This year, farm prices are such as to yield all farmers a real profit. And Iowa farmers actually produce one-twelfth of all the food in America!

So how can you get your share of the record 1942 Iowa income? Radio of course offers the greatest coverage at the lowest cost. And despite the 17 commercial stations in the State, plus all the various outside stations heard here, more than one-half of all Iowa families report spending more than 70% of their listening time with WHO!

Incidentally, you can buy 13 daytime quarter-hours on WHO for as little as $76 apiece. Doesn't that suggest something to you? Write us direct—or just ask Free & Peters!

MUST BE A BUNCH OF IOWA SCHOOL-TEACHERS!

WHO for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives
Stahlman Testimony Ends Press Hearing

Traces History of Radio News in Decade

SOUNDING a different note on an old theme, the FCC's newspaper-ownership inquiry came to life for a few hours last Thursday, with a brief appearance on the witness stand by Comdr. James G. Stahlman, publisher of the Nash-ville Tennessean and ANPA president, now on active duty with the Navy Department. Although the proceeding was recessed “to a date to be set,” there seems little doubt that the two or three-month proceeding is all but over.

More FCC Exhibits

It is understood the FCC still is to offer some revised exhibits, and possibly will call another witness or two in connection with them, but the interest apparently has com- pletely lost its momentum. FCC Chair- man James Lawrence Fly has made only two or three appearances at the proceedings during the last several months.

Judge Thomas D. Thacher, chief counsel of the Newspaper-Radio Committee, also has been absent for several weeks because of the press of other duties, one of them of an important defense nature.

Committee Chairman Harold V. Hough and A. M. Herman, associate counsel of the Committee, have returned temporarily to their homes and businesses in Fort Worth. Syd- ney M. Kaye, associate counsel of the committee, who handled the Committee’s affirmative presenta- tion, was present for the Stahlman appearance only as an observer, asking no questions.

FCC Power Stymied

Although Comdr. Stahlman’s ap- pearance under subpoena repre- sented a very different step for the FCC, most of the stink was taken from the Commission’s success when Elisha Hanson, counsel for ANPA and Comdr. Stahlman, rem-inded the bench that while the Court of Appeals had upheld the FCC’s authority to require his ap- pearance, it also had indicated unequivocally that the Commission was without power to preclude newspapers from owning and oper- ating radio stations or to engage in a fishing expedition “in hope something will turn up.”

On the stand for about 30 minutes, Comdr. Stahlman was ques- tioned only briefly by FCC Counsel Marcus Cohn, since most of the questions to the former adm. addressed to him when he was originally to ap- pear in the opening days of the newspaper inquiry have been an- swered by other FCC witnesses.

Indicative of mere pro forma inter- view in Comdr. Stahlman’s appear- ance was the action of Chairman Fly in leaving the bench after brief introductory statements by Counsel Hanson and Cohn and before the actual examination of Comdr. Stahlman had fairly started.

July Inquiry Recalled

The Stahlman appearance rec- called the first hours of the inquiry, in late July, when Counsel Hanson arose and heatedly argued with Chairman Fly the FCC authority to conduct the inquiry, climaxing his argument by serving notice that he had advised Comdr. Stahlman and three other witnesses to ignore the FCC subpoena, tearing them “nearly in the eyes of the law.”

Bringing the matter to court, after Comdr. Stahlman had fol- lowed advice of counsel and refused to appear and testify, the FCC subsequently won a U. S. District Court ruling that the subpoena was valid and enforceable. This opinion later was appealed to the U. S. Court of Appeals by Comdr. Stahl- man, with that court on Jan. 26 again upholding the FCC’s sub- poena powers, but with two of its three members, Chief Justice D. Lawrence Groner and Associate Justice Fred M. Vinson, inserting a dicta in the opinion that struck at the heart of the whole move against newspaper ownership [Broadc- cast 2, Feb. 2].

In the light of the appeal decision, the Stahlman appearance was plainly anti-climax. In introducing the witness, Counsel Hanson re- viewed the various phases of the Stahlman case, tracing its course during the opening day of the news- paper hearing, July 25, 1942, through the Court of Appeals de- cision and dictum.

“In view of its unequivocal lan- guage on the chief point of contro- versy,” Mr. Hanson said, he explained he had advised that no further appeal should be made and that Comdr. Stahlman should appear if the FCC still wished him to do so.

“Pilfered” News

When he noted that a copy of the recent decision might well be in- corporated in the record, Chairman Fly commented that this would not be necessary, since the opinion was a matter of public record which the FCC law department doubtless already had read.

“I hope they have,” Mr. Hanson replied quickly. “And I hope they understand it and enjoyed it as much as I did.”

Taking the witness stand, Comdr. Stahlman briefly reviewed his in- terests in the radio news picture, both in his own capacity as a newspaper publisher and as an officer of several publisher organizations, chief among them ANPA. He indi- cated that he opposed “the theft of news” by stations in the early ’30s first aroused his interest in develop- ing an acceptable news broadcast policy.

Continuing, he reviewed the current movement toward supplying news service to radio stations and publishers’ moves against “pilfering” of news, along with the developments of the short-lived Press-Radio Bureau.

Cross-examined by Mr. Hanson, Comdr. Stahlman commented brief- ly on the Nashvillian situation, cen- tering on the NPTM’s effort to secure United Press service for Eso- Reporter broadcasts. Pointing out that he opposed this move spe- cifically, he said he did not take this position just because he thought the Banner should be protected in its UP franchise, but because he was opposed to sponsored news reports.

“I don’t sell news on my front page, and I don’t think a radio station should.”

‘Tavern’ For Sanka

GENERAL FOODS Corp., New York, sponsor of We, The People for Sanka Coffee on CBS since the fall of 1937, on March 17 will place it in the Tuesday 9-9:30 p.m. period with the comedy program, If I Were President, which has replaced CBS March 12 for Schick Injector Razor Co. Sponsoring the latter series Thursdays 9-9:45 p.m., is Magazine Repeating Razor Co., New York, forced to cancel the program because of priorities. Star Weekly, sponsor of Archie for young Adults, which also writes and produces the series. According to Young & Rubicam, New York, sponsor of Sanka Coffee, plans are being made for continuing We, The People, but are not yet complete.

Ontario on Blue

DESPITE wartime restrictions on ad and other markets which might deter American from this summer’s usual amount of travel, the Ontario Tourist Bureau, Toronto, will definitely sponsor a 16-week series of half-hour variety programs on the Blue Network to attract U. S. troops in Canada vacations [Broadc- asting, Nov. 24, 1941].

Starting March 20, the series will be heard Fridays at 7:30 p.m., starring Colonel Holdforth’s Double, and music by Canadian singers and or- chestra. Agency is Walsh Adv. Co., Toronto.

Jacques Resumes

JACQUES MFG. Co., Chicago (K-broadcasters), has resumed its schedule of minute and half- minute transcribed announcements on the two radio stations. An ac- count is placed direct under supervision of Charles Hendrickson, ad- vertising manager. Discs were cut by WBS.

WNEW and New York Daily News Tieup Covers 24-Hour News Report Schedule

AS A PUBLIC service feature, not available commercially, WNEW, New York, and the New York Daily News have made arrange- ments whereby the newspaper sup- plies WNEW with daily five-minute- news periods, every hour on the half-hour, 24 hours a day, ef- fective Feb. 15, 12:30 a.m.

The news periods, designed by a staff of Daily News editors, sum- marize up-to-the-minute war news, developments in the home front lo- cally, nationally and on the social- fields as sports or the theatre. Gathered by AP, the Chicago Tri- bunke Press Service and News re- porters, the bulletins are condensed for broadcast each hour and sent to WNEW studios via teletype.

Revamp Schedule

Under the new setup, WNEW has discontinued its 11 quarter- hour news periods daily except for commentaries by John B. Kennedy, Charles Hodges and JK. ven. The mutually cooperative pact was effected by Roy C. Hollis of the News; Milton H. Biow, and Bernice Judis, manager of WNEW.

According to the Daily News, the new news report system provides are “within earshot of 80% of the newspaper’s 1,950,000 daily readers, and about 80% of the 3,900,000 Sunday readers.”

In celebration of the news tie-up between WNEW and the New York Daily News, which started yesterday as a daily fea-
Michael Joffe, president of Joffe Bros., is speaking:

"Yes, we're glad to talk about 'Business in Baltimore'—particularly the business which WBAL helps us to get.

"We handle a general line of nationally advertised goods within a 50-mile radius of Baltimore and have exclusive distribution on a line of Kosher (Jewish) Food Products from Pennsylvania to Florida.

"Our eleven salesmen find dealers definitely interested in food products advertised over Station WBAL which, with its increased power and Red Network affiliation, really covers the million and a half consumers in this field."
Plan for Child Research Study Discussed by Educator Group

Resolution Passed to Consider Project Designed To Start Cooperative Fact-Finding Service

ALTHOUGH failing to set affirmatively on a proposal to set up a cooperative research and service agency for children's radio programs, a group of 76 broadcast educators in the juvenile field, meeting in Washington last Monday, decided to appoint a "committee of exploration" to make studies to determine whether such an agency should be established.

It is expected Dr. Studebaker, U. S. Commissioner of Education and chairman of the conference, shortly will announce committee members.

Hinging on a suggested plan to establish a children's program organization, developed by the Evaluation of School Broadcast staff of Ohio State U., discussion at the day-long session mirrored conflicting views on how best to deal with juvenile program problems.

Shepard's Views

After several speakers had questioned the need for further studies during the war emergency, W. W. Charters, director of the Bureau of Educational Research, Ohio State U., introduced the resolution calling for the appointment of a special committee to further examine the idea of a full-time children's program research and service agency.

Speaking as a practical broadcaster, John Shepard 3d, president of Yankee-Colonial Networks and chairman of Broadcasters' Victory Council, pointed out that with the country on a war basis, it did not appear that any far-reaching, expensive study of children's programs was sufficiently important to take precedence in war time.

He observed that if educators were worried about blood-and-thunder programs, they only had to look to the grim story of the war itself to realize that at present there is no substantial problem on children's features.

Belmont Farley, director of public relations of the National Education Assn., told the conference that educators should not try to adapt programs to the listening habit of children—a job for writers—adding that instead children might become adapted to proper radio listening methods—a job for teachers in impressing on students an appreciation of radio.

Harold A. Safford, of WLS, Chicago, observed that he saw no reason for "more research" contending that children's programs already have been oriented to accord with research during the last few years.

Other speakers at the meeting, which became a general forum session before it concluded, included Judith Waller, Midwest educational director of NBC; Mrs. Dorothy Lewis, of the Radio Council on Children's Programs; Davidson Taylor, CBS assistant director of broadcasts; Mrs. Sidonia Grunberg, Child Study Assn.; Josette Frank, Superman Inc.; Paul Peter, NAB director of research.

A highlight of the Ohio U pro-

(Continued on page 44)

FRIDAY THE 13TH marked the 13th episode of the Dark Fantasy series of weird dramas produced by WKY, Oklahoma City, and fed to NBC. Both superstitious, Scott Bishop (at typewriter), author, and John I. Prosser (observing script), decided the double 13ths would neutralize each other and prepared to challenge every myth in the book. Here they are with Muir Rite (reaching for cat), and Eleanor Naylor Caughron and Charles Purcell (both on ladder), all perching under open umbrella and ladder, smashing mirrors and catching black cats for the 13th episode, titled "W is for Werewolf."

FCC Simplifies Form

For Renewal Applicants

APPROVAL of a revised draft of Form 303, covering applications for renewal of standard broadcast station licenses, was announced last Tuesday by the FCC. Action followed complaints from licensees that the renewal application required more detail than any previous forms and that it was in many respects ambiguous, inconsistent and burdensome [BROADCASTING, Feb. 9].

The Commission announced that the form had been shortened from ten pages to one page and that it had been simplified in other ways. "to meet the cooperative suggestions made by various licensees." It said that the simplification was designed to relieve the amount of paper work required for renewal of standard broadcast station licenses.

Murrow Discs Sought

COPIES of the transcribed version of Edward R. Murrow's recent lecture in the Northwest for the Red Cross have been requested of KIRO, Seattle, by four stations—KOM, Honolulu; KFAR, Fairbanks, Alaska; CJOR, Vancouver, B. C.; KVOS, Bellingham, Wash. Austin C. Taylor, head of the British Columbia and Yukon division of the National War Finance Committee, Canada, had also asked for recordings of the CBS European chief's talk. KIRO broadcast the talk after thousands of contributors had been turned away from the Seattle lecture due to the large attendance.
Duff's Gingerbread Mix gets Results . . .

January 20, 1942

"Our sales of Duff's Gingerbread Mix in the Pittsburgh market were always good (we thought), but in 1941 we added a modest spot announcement campaign over WCAE.

"With the help of this spot campaign—plus—a bang-up WCAE merchandising job in grocery stores, our sales soared 74% for the year. December sales jumped 141% over December 1940. No wonder we've renewed for 1942."

P. DUFF & SONS, INC.

Write or Phone
THE KATZ AGENCY
NEW YORK · CHICAGO · DETROIT · ATLANTA · KANSAS CITY · DALLAS · SAN FRANCISCO

... For Results ...
WCAE PITTSBURGH

5000 WATTS · 1250 K. C.
MUTUAL BROADCASTING SYSTEM
Industry Offering Time For Marine Recruiting

IN CONJUNCTION with the release to stations of scripts by the Marine Corps to be used for recruiting, Arthur Stringer, secretary to the National Defense Committee of the NAB, has released a letter to station executives calling attention to the means the Marines use in carrying the fighting to the enemy and urging every cooperation in the recruiting drive.

In his letter, which was released by Maj. George T. Van Der Hoef, U. S. Marine Corps, Division of Public Relations, Mr. Stringer cites the part radio is playing in the recruiting for the armed forces and relays the appreciation expressed by the heads of the armed units for the work being done by stations all over the country.

CARROLL CARROLL Hollywood script writer of J. Walter Thompson Co., on the NBC Kraft Music Hall, and John Scott Trotter, musical director of that program, have collaborated on a new song, "Only for Tomorrow".

Stations, Networks In Annual Peabody Award Competition

STATIONS throughout the United States have entered competition for the George Foster Peabody Radio Awards for meritorious public service, cosponsored by the U. of Georgia and the NAB.

Entries are divided into five classes, news reporting, drama, music, education, and the best innovation of the year. From three to eight entries in each class will be sent from the U. of Georgia to the members of the advisory board where the winners will be chosen in March. This year the committee will give special attention to non-network programs.

Judging is done on the basis of objectivity and consistency. Medals are given to perpetuate the memory of George Foster Peabody, benefactor and life trustee of the University of Georgia, and friend of educational progress everywhere.

Entries made to the committee are not necessarily the only ones considered by the judges. If some other program is deemed outstanding it may receive the award without having made formal entry.

Members of the board who will choose the winners in the 1941 contest are: Jonathan Daniels, editor, Raleigh (N. C.) News & Observer; Bruce Barton, president BBDO; Norman H. Davis, chairman, American Red Cross; Edward Weeks, editor, Atlantic Monthly; Alfred A. Knopf, publisher; Virginia Dabney, editor, Richmond (Va.) Times-Dispatch; Mark F. Ethridge, vice president, Louisville Courier-Journal and Times; Grace Moore, Metropolitan Opera Assn.; Mrs. Marjorie Peabody Waite, president "Yaddo" and daughter of George Foster Peabody; Weldemer Kauffert, science editor, New York Times; John E. Drewry, dean, Henry W. Grady School of Journalism, U. of Georgia; John H. Benson, president, American Assn. of Advertising Agencies; John W. Studebaker, U. S. Commissioner of Education and chairman of Federal Radio Education Commission; Dr. S. V. Sanford, chancellor, University System of Georgia, ex-officio.

Winners in the 1941 contest were: WLC, Cincinnati, for large station; WGA, Cleveland, for medium stations, and KFRO, Columbus, Mo., for small stations. CBS won the award for networks and Elmer Davis was rewarded for outstanding service in high-class news reporting.

Those sending entries this year include: NBC, CBS, U. S. Department of the Interior, and these stations of the Institute:

WOR WXR KSD WNYN KFRO WCMY WHK RNK WWB WCAP WSM etc.

W55M, MILWAUKEE, JUMPS TO 50 KW.

HERALDING its increase from 3,000 to 50,000-watt operation, W55M, Milwaukee FM station, last Sunday formally dedicated the new operation with special programs. W55M is operated by the Milwaukee Journal and its standard AM station, WTMJ.

The first of the two inaugural shows was a parade of W55M's 49 regular live talent shows, with WTMJ also carrying the program. The second feature was an original radio production of the opera, "Aida". Opera was re-written by Warren Mead, program director of W55M, with original music retained but with the dialogue in English.

Wisconsin: Radio Distributors, dealer association, cooperated by urging those dealers in the W55M service area to stay open for the inaugural Sunday and by setting up FM demonstrations in shops.

W55M sent a letter to each dealer in the area, explaining fully the value of tying in with the 50,000-watt promotion.

P. & G. Swap Series

LISTENERS' want ads—buy, sell, or exchange—are broadcast on the Bargain Counter of the Air sponsored by Procter & Gamble Co., Cincinnati, on WGN, Chicago, for American Family soap. The new program is heard every weekday morning at 8:15-8:30. Want ad receivers are on duty during the program and for a half-hour before and after, but to conform to the censorship regulations no listener is told if or when his ad will be broadcast. Don Gordon is the H. W. Kastor & Sons, Chicago, handles the account.

REL Enlarges Plant

RADIO Engineering Laboratories Inc., manufacturer of FM equipment, is enlarging its plant at Long Island City, where it has purchased a one-story industrial building at 36-40 Thirty-Seventh St. on a plot 100 feet square. Consideration was reported to be cash above a $25,000 mortgage.
POWER + PROGRAMS EQUALS RESULTS!

WLAC
NASHVILLE, TENN.
THE STATION OF THE GREAT TENNESSEE VALLEY going soon to 50,000 WATTS

J. T. WARD, OWNER * F. C. SOWELL, MANAGER * PAUL H. RAYMER COMPANY, NATIONAL REPRESENTATIVES

—NOT ONLY Power WHERE POWER COUNTS MOST
—BUT Programs THAT PLEASE MOST, TOO!
R EPLACING its former Man-on-the-Street program, ruled out by the censorship rules, WKRC, Cincinnati, has developed Mike's Luncheon Party heard Mondays through Saturdays at 12:15 p.m., under sponsorship of Dot Food Stores. Mike Hunnicutt conducts the program which brings five or six women participants into the studio chosen from a list of those writing in. All types of picture games, such as sentence building, are played. Persons failing to answer correctly or to do what they are called on to do, must pay a laugh-provoking forfeit. Each participant is given a pound of Dot Coffee and the winner receives a valuable grocery order. Account through Joseph Adv. Agency, Cincinnati.

Tales of a Roamer MYSTERY intrigue aboard a giant luxury liner run rampant on the Sunday night series Three Sheets to the Wind, produced for NBC by Tay Garnett, Hollywood film producer who recently formed his own company in that city. Material for the story was gathered by Mr. Garnett on a seven-month world cruise made several years ago to countries of the Far East.

How to Help HELPFUL hints to U. S. citizens on how they can aid in the war effort through conservation of materials and otherwise are featured on the new five-weekly Remember Pearl Harbor quarter-hour started recently by WMFB, Peoria, Ill. Jack Sherman, of the WMFB special events staff, handles the programs, with assistance of Announcer Fred Lee.

Shop Talk RADIO PROGRAM and personality chatter provide the theme of Mr. Kilroy, five-minute series heard over KQW, San Jose-San Francisco, Mondays through Fridays at 10 a.m. Sponsored by Philco through Sherman Clay & Co., San Francisco, the show is produced by Ira Blue, of the KQW staff.

Rosemary’s Scrapbook REPORTS on women’s activities in current news for the first quarter-hour followed by a quarter-hour of household hints is the format of Chats & Chuckles From Rosemary’s Scrapbook of KPOW, Powell, Wyo. Conductor is Rosemary Meyer, KPOW program director.

Ask The Professors EDUCATIONAL program with the quiz format is the Ask The Scientist show of WSB, Atlanta, aired from Emory U. Broadcast is built around questions on science submitted by listeners to a panel of five professors in chemistry, geology, astronomy, physics and biology.

Health in Wartime COOPERATING with the Nutrition Division of the Defense Health & Welfare Service, WFMJ, Youngstown, is carrying a weekly half-hour feature, Prologue to Victory, built around questions and answers relating to nutrition, health and welfare problems during wartime. Questions, asked by the studio audience, are answered by a board of experts. The show is produced by George Beebout, WFMJ, and is supervised by Betty Barton Greco, of the Office for Emergency Management in Washington.

Bland Promotion DEFENSE savings purchases are urged on Buy Bonds Today show of WTOL, Toledo, O., which combines music and informative facts about local merchants and sponsors a contest with contestants winning defense savings stamps for completing “I’m glad to be an American because ...” Format is a mythical auto tour to local merchants who urge the purchase of defense bonds and stamps.

Wartime Ideas PART OF each Modern Kitchen program conducted by Mildred Bailey on WTAG, Worcester, Mass., is devoted to a Bright Idea contest to obtain metal-saving ideas and sugar-saving recipes which call for sweetening other than sugar. A $1 defense stamp goes to each winner with four honorable mentions receiving 25-cent stamps, each broadcast.

Movie Impressions BASED ON a wide knowledge of the theatre and personal impressions of its people, Helen Treetrees Goes to the Movies, a series of Monday afternoon quarter-hour programs will start Feb. 16 on WMCA, New York, with Miss Treetrees herself commenting on the human interest angle of movie-going.

Letters Back Home REPLACING his Man In The Street program, banned under the censorship regulations, Ty Tyson, sports commentator of WWJ, Detroit, presents a broadcast reading letters obtained by listeners from men in the service. The show, titled Man In The Service, attracts an average of 40 letters daily.

Cadet Serenade ENTIRE Tuesday night broadcast of the thrice-weekly 25-minute Soldier’s Serenade on KOT, Phoenix, is given over to aviation cadet personnel. Besides writing dramatizations which stress enlistment in the Air Corps, cadets produce the entire program.

Ohio in the War WOSU, Columbus, has started two new programs—Ohio at War, daily news-background, and a weekly dramatic series, Ohio Builds a Nation. Margaret Cary Tyler prepares scripts for the dramatic series.
One Out of Every 17 Wrote in for This Offer

Our mail carrier isn’t speaking to us these days... but our listeners certainly are! And in mass! Within 5 days, one out of every 17 radio owners in our regular Daytime Listening Area wrote to us.

Here’s how it happened. For five days, on regular news periods, WNAX announcers offered a Pacific War Map to listeners. These brief announcements brought 46,853 requests for the map.

The home folks did the bulk of the asking. Yes, we got out some distance... letters came from 21 states and 4 Canadian provinces... but of the total mail 45,590 letters came from WNAX’s Five-State primary area in Minnesota, Iowa, Nebraska and the two Dakotas. And that’s over 5.9% of all Radio Homes in our daytime listening area... one out of every 17!

Figure it any way you like. If you’re conservative and estimate that one out of ten who hear an offer respond to it, then you’ll decide that WNAX must do a thorough job of reaching just about every home in the area.

You should see our mail. The list of letterheads received among our requests reads like a combination Who’s Who and Farm Bureau directory. Doctors, bankers, lawyers, governmental officers, schools, and farmers... all had their dials set to WNAX. That’s the result of programming that pleases.

To you this can mean but one thing. An assured audience in the Billion Dollar Market, peopled by nearly 4,000,000—a listening audience that is quick to respond and quick to buy... with money to spend!

Let us send you the complete story of this mail map offer with the actual county by county results. Call or write WNAX or your nearest KATZ AGENCY.

IT’S Economical TO BUY THE Big Station

AFFILIATED WITH CBS

A BILLION DOLLAR MARKET

WNAX

570 KC.

A COWLES STATION

Represented by the KATZ AGENCY

BROADCASTING • Broadcast Advertising
COMMEMORATING the 15th anniversary of City Service Concerts as the oldest, continuously-sponsored series in radio, NBC has released a four-page news sheet, NBC Extra. Contained are pictures and biographies of the show’s stars, news of the Feb. 20 anniversary and a history of the program since its inception Feb. 18, 1927 as well as Cities Service’s first radio venture Dec. 29, 1925.

Dr. Christian’s Contest

TOTAL of 17,760 requests for the rules of the Dr. Christian script contest had been received last week, according to officials of McCann-Erickson, New York, agency handling the Chesebrough Mfg. Co. account, which sponsors the series of the same name on CBS. Most of the replies to the announcement, made only two weeks ago, were requests for the contest rules, but some contestants have already submitted scripts. Winner will receive $2,000 for best script submitted before May 1.

Mardi Gras Time

NEW ORLEANS famed Mardi Gras has been canceled this winter due to the war, but WWL in collaboration with the local Association of Commerce will send stations all over the country a special carnival broadcast on Feb. 17, the original date scheduled. Show with music and drama will tell the story of Mardi Gras and will be written by Lyle Saxton, author of “Fabulous Old New Orleans” and “Lafitte the Pirate”.

Sponsor Stars

SPONSORS-ANNOUNCED and written commercials are used by WCBS, Springfield, Ill. to give local clients a chance for personal participation in their radio advertising. Advertisers are invited to prepare and announce their own copy for transcription. The copy is edited first by the continuity and production departments of WCBS. Upon completion of a spot campaign, the advertiser receives his recording as a souvenir.

Prof. Briggs’ Potion

AN EMPTY bottle purportedly containing Invisible Sin-Gro, has been distributed by WJSV, Washington, to promote its Professor Rhinelander Briggs program. An inner wrapper contains complete directions for application of the substance, which is described as efficacious in slowing down the growing speed of hair and thus saving money on haircuts.

Farmer Testimonials

BROCHURE, depicting farmers from northwest communities telling why they like the daily Sunrise Roundup and the Saturday night Sunset Valley Barn Dance, are being released by KSTP, St. Paul, as the first of a series promoting the station’s farm programs.

SUCCESS

Van Camp’s Improved Pork and Beans became an exclusive KWK advertiser six months ago. Today, this product occupies a selling position more closely consistent with its fine quality. Still better months are ahead!
All up and down eastern New England—day and night—it’s “good gunning” for WEEI advertisers. It’s not enough for us to tell you that... it’s up to us to keep bringing home the game. So a while ago, when the season really opened up, we went in for a “flock of surveys”—by telephone, by personal interview from early morning to late at night, from end to end of WEEI-land.

A new brochure rolling off the presses—called “A Flock of Surveys”—contains five convincing proofs that WEEI is first, inside and outside Boston. There’s not a lame duck in the lot. Write for your copy.

COLUMBIA'S FRIENDLY VOICE IN BOSTON WEEI

Operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, San Francisco, Los Angeles, Charlotte, St. Louis
Installation is easy when you choose a G-E FM broadcast transmitter. All parts of each unit are fully assembled at the factory. Only a few of the heavier components are disassembled for shipment. All you need to do is set the transmitter in place and attach power lines, controls, audio input, and antenna transmission line. The 50-kw transmitter proper (shown above) takes only 63.6 sq ft of floor space; the 1-kw, only 9.3 sq ft. Our complete line of matched transmitters includes ratings of 250 watts, and 1, 3, 10, and 50 kw.

You can relay programs from studio to main transmitter with practically no loss of original brilliance with this General Electric 25-watt S-T transmitter (for use in the 330-344 mc band). Frequency swing, ±75 kc for 100% modulation, meets F.C.C. requirements.

High-fidelity S-T reception is assured with this rack-mounted S-T receiver. It uses a double-conversion, crystal-controlled superheterodyne circuit specially designed for this type of FM service. It's the companion to our 25-watt FM S-T transmitter shown at the left.

ROVED AT OUR STATION FOR USE AT YOURS
FM station monitoring is made easy with this multi-purpose unit. It provides: direct reading of center-frequency deviation (with or without modulation); direct reading of modulation percentage; instant calibration against a precision crystal standard; adjustable modulation-limit flasher; high-fidelity output for audio monitor.

For life-like aural monitoring of your FM programs use the General Electric JCP-10 monitoring speaker.

As in selecting apparatus for other types of commercial broadcasting, the foremost considerations in choosing FM equipment are dependability (continuity of service), economical operation, ease of operation, low maintenance expense, and a high standard of performance.

All of these are provided by General Electric FM transmitters and associated equipment. General Electric, Schenectady, N.Y.

Tubes developed especially for FM are another G-E contribution to FM's progress. A pair of GL-880's provide the ideal method of attaining 50 kw of FM at 50 mc. General Electric offers a complete line of top performers for standard broadcasting, FM, television, or international broadcast service.

General Electric and its employees are proud of the Navy award of Excellence made to its Erie Works for the manufacture of naval ordnance.
Censorship Loopholes

A MONTH has elapsed since the broadcasting industry began operating under the Wartime Censorship Code. The result has brought no wild acclaim from Washington officials, the public or the industry. It really hasn't meant material change, save for the loss of some business by some stations which can ill afford it, and perhaps the sloughing off of listener interest in some early-morning or late-night requests. The shock has not been too severe.

But there are other aspects of the censorship picture that do cause concern, raising the question whether the Office of Censorship is running the show or whether the military goes its own way and the Office of Facts & Figures yet another way.

The Office of Censorship, under the able direction of Byron Price and J. Harold Ryan, his radio lieutenant, has not been unreasonable, though complaints may be heard in isolated instances. The rub has come in orders from the military, usually from a subordinate in the field whose edicts must be honored but who nevertheless may not have the authority to establish policy. That, in any event, has been the experience thus far.

There was the case, immediately following Pearl Harbor, of the Army Major on the Pacific Coast who banned all testimonials and all request programs as possible purveyors of aid and comfort to the enemy. His orders were countermanded by Washington afterward, and he was "relieved" of his assignment.

There is the instance of a Midwestern station advised by a local public relations officer to cease a popular commercial dealing with war industry, under threatened on violation of the espionage laws punishable in the extreme by death! Then last week there was the case of WMCA, New York, relating to a commentator's observation that the Normandie fire might be the work of a Vichy-minded saboteur, which brought a rebuke from the Naval Commandant and a court-martial demand by a New York newspaper.

All these may be ascribed to inexperience, lack of coordination and possibly hysteria. They certainly don't help morale.

Yet another incident, which causes some wonder as to whether newspapers are being favored over radio, is reported from St. Louis.

There a live-wire station executive and commentator learned that a St. Louis boy who was at Pearl Harbor during the attack was back home on leave. The local Naval public relations officer authorized an interview, with the script to be checked. But before clearance came for the air, the same story broke in a St. Louis newspaper—the result of an interview evidently arranged by Naval Intelligence. The whole episode, we are told, was "shot through with preferential treatment for the press".

This is only one of a number of instances of suppression by radio of material cleared for newspapers. Several radio people have commented that radio is being played for a sucker, while the harder-boiled press is being treated with deference.

Then there is what appears to be the futility of the censorship code because of the border station situation. Neither Mexico nor Canada has a code of the scope and magnitude of ours, though several of the Canadian border stations voluntarily are observing our restrictions. The big loophole is Mexico, which has a half-dozen superpower border stations booming into the Southwest and Midwest, all still operating without restraint as to requests, program content, etc. They are catering to the American rather than the Mexican audience.

All these instances are cited, not because we have despaired of equitable treatment under wartime censorship but in the hope that remedies can be found. Radio is anxious and willing to help to the utmost in the war effort. It realizes, however, that the effort may be futile unless there is effective centralization of control, and unless the border situation is adjusted.

Technical Tension

IN WARTIME many thankless but essential tasks must be performed by men of unquestioned character and strong will. One of the assignments close to the top is that of Director of Selective Service, held down effectively and commendably by Brig. Gen. Lewis B. Hershey.

All sorts of pressures, from this industry or that, are brought upon selective service officials for draft exemptions and deferments. Gen. Hershey shrewdly has adopted the policy of leaving the decisions to local boards and appeals agencies. But in given instances he has found it expedient to observe informally that certain pursuits are essential in the war effort and that draft boards can take such observations into account in considering deferments.

The last such observation came in the case of the motion picture industry. Gen. Hershey ruled that the film industry is an activity in certain instances essential to national interests. This promptly brought down the wrath of certain members of Congress, notably those identified with the pre-Pearl Harbor inquiry into objectionable propaganda, who was to have embraced radio. With the war's outbreak, the isolationist philosophy evaporated overnight and that inquiry died.

Till now Gen. Hershey has not seen fit to rule on the status of broadcasting in the war effort beyond his general observation that sympathetic attention is being given to the problem of induction of station personnel, notably technicians [Broadcasting, Dec. 19]. To us, it seems self-evident that if the motion picture industry, or any phase of it, warrants classification as an "essential industry", then radio automatically is in the preferred status. The movies, to be sure, have an entertainment and morale-building function. But by no stretch can they compare with the nation's broadcasting structure which has been mustered into service as the Fourth Arm of Defense.

Radio does not seek an overall exemption. It is not attempting to get deferments for its artists or high-salaried personnel (comparable to the movies' glamour boys and the directors and producers). It seeks recognition of its engineers, operators and technicians, however. They are much in demand in war operations.

The military services want over 100,000 of them, and radio's technical man-power is heartily pitching into the task of training such men and women.

 Signs are plentiful that many stations, particularly the smaller ones in outlying areas, are feeling the pinch. In some instances operations definitely have been impaired. The outlook is worse because radio generally, and the technical end particularly, in a young man's field and the young men are enlisting or being called up.

There has been no concerted effort by radio to pressure the Selective Service Office for special treatment. Gen. Hershey has not gone as far for radio as he has for the motion picture industry in advising local draft boards.

We think he should recommend that they go slowly in drafting technical personnel lest a vital war operation be seriously undermined. And it's up to every station manager to take an appeal to his local board in such cases until adequate replacements are available.
UNCLE SAM'S gain was also a break for the radio listener and the radio industry when, a few weeks ago, a directive by President Roosevelt designated the War Office for Facts & Figures as clearing house for Government broadcasts, with William Bennett Lewis, ex-CBS program vice-president, as coordinator.

Such a traffic control for the plethora of prefabricated programs, amateur and professional, with which just about every department and bureau in Washington has been flooding stations and networks, was badly needed even before the war began.

Since Pearl Harbor, the flood has become a deluge; expanded and zealous public relations staffs in the Federal agencies have enlarged their radio activities; the wavelengths have more than often been cluttered with uncoordinated war appeals that frequently defeat their own ends by poor preparation, bad timing, repetition and sheer boredom; station and network managers have been driven to distraction by endless requests and downright demands for time in the name of patriotism and the war effort.

Someone had to step in and take a directing hand. President Roosevelt himself designated Bill Lewis, a practical broadcaster and advertising man of recognized capability who was persona grata not only to the broadcasting industry but to the Government men with whom he would have to do, and particularly with Archibald MacLeish, the Librarian of Congress and poet who had been named chief of the OFF. Born off Facts & Figures as well, for the CBS v. p. had been first to produce his several verse epics for broadcasting. Who does not remember the great stirs created in radio and listener circles a few years ago by MacLeish's splendid Fall of the City, Air Raid and The States Talking, all written especially for the microphone?

Bill Lewis is no long-haired Rialto or Hollywood impresario. He is one of those personable young men of radio who came up by his own efforts and who likes to regard himself an idea man who knows how to execute his own as well as other people's ideas. Actually, he is 20-year-old present of the new school of "public relations" created by this still new thing called radio. He never had been an amateur actor, director or producer, and he never had worked in a radio station; yet in the short span between 1933 and 1937 he had risen by sheer ability to be CBS vice-president in charge of all broadcasts, the post he held until he resigned last Jan. 3 to become assistant director of OFF. The OFF radio division is assigned to him, among other functions, in association with Douglas Meservey, former assistant to the program vice-president of NBC.

Born in Lakewood, O., Aug. 12, 1914, Bill Lewis attended primary school in Cleveland and was attending Cleveland's Lincoln High when his father, an advertising man, was transferred to St. Louis. Dad Norman Lewis is still president of The Ridgeway Co., St. Louis agency.

After graduation from Seldon High, St. Louis, Bill attended the U of Missouri, intending to matriculate in its famed School of Journalism. After two years, however, though he packed in plenty of activity with the campus daily, comic paper and yearbook, he saw greener pastures in New York whither he went in 1924 with the idea of getting a job as a writer. His father had worked with Stanley Resor, then as now president of J. Walter Thompson Co., and the agency manager had been first to that executive. He got a job as an apprentice copywriter.

In 1926 he moved to the Joseph Richards Agency (now Richards & Alley) as a full-fledged copywriter; in 1928 William B. Remington Inc., Springfield agency, offered more attraction; and in 1931 he shifted to Badger & Browning, Boston agency.

That firm transferred him in 1933 to its New York office, into which Badger, Browning & Hersey, to work on creative production, chiefly copy and art. During all this time Bill had been devoting his little spare time to radio, taking a turn for the latter agency's Literary Digest account only for a short span in 1934 when he wrote a sports column for delivery over the air by Graham MacNamee.

Shortly after he married Sarah Johnson, stylist for Am. Broadcasting, the noted commercial photographer, on Jan. 1, 1935, both he and his bride resigned their jobs to freelance. Bill says his first real interest in radio was stimulated by an article in Fortune that year covering the growth of CBS. "Sounds like a good place to be and these fellers good to work for," he recalls saying to himself. He wrote a letter to William S. Paley, sent it to Paley's home to be sure he read it, and awaited results. Ten days later the Columbia Broadcasting System Edward Klauber's office called him for an interview.

Ed Klauber was looking over a file when Lewis entered; he asked a few perfunctory questions and then, making up his mind, "What makes you think you can handle this job?" "What job?" asked Lewis. "Didn't you know we were looking for a man?" "Sure I did," he replied. "Yes, but I didn't apply for that job," said Lewis. Klauber thereupon engaged him as commercial program director despite his lack of radio experience—on a hunch, the CBS general manager later confessed, that this was good timber. "If it worked, perhaps what the job needed was a fresh viewpoint unbullied by past radio experience."

It seems that CBS had placed full-page blind ads in the advertising trade papers offering an exclusive post to a man with highly particularized qualifications. Bill Lewis had seen the ad, had heard through the grapevine that it had been placed by Paley, had given no thought to applying for such an exalted post, and indeed had urged another qualified chap of his acquaintance to apply. His letter to Paley was developed into a sheen accident—possibly Paley had simply dropped it on Ed Klauber's desk—had become mingled in the file with the six culled from others replying to the ad, and he thus hap-

(Continued on page 38)
WHEB Elevates Georges

VOICING praise for the excellent work of Bert Georges and his staff since the new corporation eight months ago took over the control of WHEB, Portsmouth, N. H., the first annual stockholders meeting of the board of directors meeting of WHEB Inc. named the general manager as an executive vice-president. Other officers elected were: R. G. LeTourneau, named president and chairman of the board of directors; Dr. Harold Streathorn, vice-president and secretary; Martin Gumther, assistant treasurer, secretary and clerk. Mr. Georges recently was named state industry coordinator for the ESMDT technician drive.

Faulkner in Washington

GEORGE PAULKXX, New York radio playwright currently writing the CBS Andre Kostolany show for Coca-Cola, formerly handling the Reddy Valee show for J. Walter Thompson, is spending three days a week in Washington as consultant for the Office of Facts and Figures. He is attached to the radio division under William B. Lewis, for whom he wrote part of the Forecast series when Lewis was program vice-president of CBS.

WLS Speakers Bureau

NEW ADDITION, a speakers bureau, has been made to WLS Promotions Inc., booking agency for outside appearances of the Cincinnati station's talent. The bureau will fill demand for lecturers. Speakers include Gregory Bateson, Carroll D. Levis, Hugh Hefner, Marcella Wheeler, Elizabeth Remis, Dick Brak and Roger Inshe.

Radio Blackout Baby

Henry Putnam Fails to Beat

--Stork in Night Dash--

FIRST radio blackout baby was born at 1:15 on the morning of Jan. 24 to Henry C. Putnam, national sales manager of KGBM, Honolulu. When signs of the storm's approach were indicated, Putnam packed Mrs. Putnam in the family car at 3:30 a.m. and drove to Kapioiian hospital. His KGBM pass got him past the guards on blacked-out streets, and into the hospital grounds.

Going into the hospital for assistance, he returned to the car with a doctor and nurse only to find that a baby daughter had already arrived, weighing 6 pounds, 6 ounces. Mrs. Putnam and daughter are getting along nicely—"much better than Mr. Putnam," says KGBM.

William B. Lewis

(Continued from page 31)

...pened to be one of seven men to be interviewed for the big job. Ed Klauber's bunch apparently was the one, for within a period of weeks, Bill Lewis was promoted to program director; by November, 1937, he was vice-president in charge of all CBS broadcasting.

Probably it was his success early in 1935 in selling Kate Smith, then a sustainer, to A&P which first fixed his talents in the minds of his superiors. But through the seven years with CBS his executive capacity and his peculiar feel for audience reactions were probably better exemplified by his launching of the Forecast series, professor Quiz, People's Platform, Invitation to Learning, Pursuit of Happiness, The Fair Company, Raymond Paige's 88 Men & a Girl, Orson Welles' Mercury Theatre, the Columbia Workshop, Ellery Queen, the Gay Nineties Revue and Brewster Morgan's satirical cycle, among many others.

Not all of these were his own ideas, he frankly admits; Irving Reis first suggested the Columbia Workshop to him, George Zachary the Ellery Queen shows, Bill Paley the Gay Nineties Revue. But he knew a good idea when it came forth, and he knew what to do with it. His own personal discoveries were Norman Corwin, the beaver who took out of 20th Century Fox's publicity department, and the crank producers, Bill Robson and Charles Van Enger.

His first call to the Federal service came last September when Mayor LaGuardia asked him to come down to Washington with the newly forming OFF, and he took leave of absence from CBS to become a dollar-a-year man. When Chief MacLeish took over OFF, the radio became more clearly delineated. The OFF setup has no dollar-a-year men, and in keeping with policy he resigned his CBS post for the comparatively modest Government salary that the assistant directorship pays.

Enlisting for the duration, he and Mrs. Lewis, and their two children, Lawrence Johnson, 5, and Sarah Ragan, 3, have substituted a leased country house on the outskirts of Washington for the farm home they own in Connecticut.

Though his Government duties are arduous, Bill Lewis still hopes he can find time for reading and music, his home relaxation; for photography, a favorite hobby, and for deep-sea fishing, the sport he loves most. But he doubts very much whether the N.S.C.'s tuna, Cuba's tarpon, Bimini's bonefish or the Florida Key's magnificent variety of fishing will see him in action again for a long time. Like most wise historians and detailed information of How You Can Use Poster Stamps Effectively—at Low Unit Cost. No obligation.

Poster Stamps A Timely Answer

FOR AN EFFECTIVE PREMIUM PROGRAM

Replaces plastics or metal. Investigate this proven quick action premium program. Exclusive applications can tie-in with products, travel and resort, interesting and appealing. Sold for long. Like most wise historians and detailed information of How You Can Use Poster Stamps Effectively—at Low Unit Cost. No obligation.

Mid-States Gummed Paper Co.
2319 S. Damen Avenue, Chicago, Ill.

Segments

WAR SERIES GIVEN TO INDEPENDENTS

FIRST four-network series in history, This Is War!, broadcast Saturdays at 7 p.m. on behalf of the U. S. Government, is available to all independent American radio stations, it was announced last week by H. L. McClinton, head of the production unit for the series. Officials of the Blue Network, CBS, MBS and NBC companies bearing the operating costs of the series, "feel that the importance of these networks the mobilization of the industry's resources so that the programs will be available to every U. S. listener."

Mr. McClinton stated, adding that any station desiring to broadcast the series has only to request one of the networks to feed the programs to it.

The opening broadcast Feb. 14 featured Robert Montgomery, lieutenant in the Navy and screen star, an all-star cast, and Archibald MacLeish, head of the OFF, delivering a message from President Roosevelt.

Harold See Appointed

HAROLD P. SPREE, engineer who has worked in the television division since 1936, has been appointed senior television supervisor of all field and studio engineering activities of NBC television, assisted by A. E. Jackson, also an NBC engineer, Mr. See succeeds F. A. Wankel, recently named New York division engineer of NBC.

Broadcast Advertising
Boulder Dam, the highest structure of its kind in the world, stands in a class by itself as an example of engineering effort and creative genius.

WTIC, too, is in a class by itself as the No. 1 medium for reaching the great Southern New England market . . . a market where buying income is far above the national average. *

Sell your product to the people in this prosperous area through friendly and dependable WTIC. The results will convince you that

**THERE’S NOT ANOTHER LIKE IT!**

*Sales Management, December 1, 1941.
Tommy Velotta, former assistant to Phillip Carlin when he was director of programs for NBC Red, which capacity he now holds with the Blue Network, has joined the Blue as assistant to G. W. (Johnny) Johnstone, head of the news and special features division of the Blue.

Ray Forrest, first regular announcer on NBC's television station, WNBT, who in the past two years has served as commentator for all types of programs presented in the studio and by the mobile unit, on Feb. 19 reports for duty as a lieutenant in the Army Signal Corps at Ft. Monmouth, N. J., where he has been assigned to a film production unit.

Jack Lescolie, one of the originators of the early morning "grouch club" idea, has joined WNBR, New York, as associate with Blue Shaw of the Milestones Matinee program. Replacing John Porsa, who has resigned to join the Army, Mr. Lescolie handles the program Sundays and Mondays, assisting Shaw the other five weekdays.

Winthrop Parkhurst, former radio and music editor of Newsweek, has joined the sales promotion department of the Goldbergh Publishing House, New York, which publishes Yourer Program Magazines.

Howard Nussbaum, formerly an NBC production director, has been named assistant to Harry Frazee, production manager of the Blue Network.

William Fifefield, one-time CBS Chicago announcer and freelance magazine writer, has joined NBC Hollywood continuity staff.

Paul Masterson and John M. Kennedy, formerly announcers of KMPR, Beverly Hills, Calif., and KPAC, Los Angeles, respectively and Hank Weaver, who handled remote broadcasts from The Palladium, Hollywood, have joined the Blue Network announcing staff in the latter city.

Don Quinn, Hollywood writer on the weekly NBC Fibber McGee & Molly show, has been placed in charge of the music clearance department of WEEY, Boston, succeeding Dorothy Mitchell, who in honor of John Louis, vice-president of Needham, Louis & Trooby, Chicago agency servicing that account.

Robert Mosher, New York writer of J. Walter Thompson Co., has been transferred to Hollywood to work with Joe Bigelow on scripts of the weekly NBC Chase & Sanborn Show.

Reita Brown, recent graduate of Boston U., has been placed in charge of the music clearance department of WEEY, Boston, succeeding Dorothy Mitchell, who has resigned due to poor health. Mrs. John Parish joins the department as Miss Brown's assistant.

Baskett Mosse, of the special events department of NBC Chicago, has resigned.

Fred Taylor, KSL, Salt Lake City, studio supervisor who recently enlisted in the Army, has been assigned to the morale and recreational department at Fort Logan.

Bill Ward, KOL, Seattle, continuity writer and transcription librarian, has moved to California. Bill Ounning replaces him.

James Boozer, reporter of the Washington News, and Edward Wallace, of the South American department of the AP New York, have joined the NBC news and special events staff, replacing Bob Eisenbach and Hess, respectively. They have both been called to military duty.

James Weldon, script writer of WIGC, New Haven, has been engaged by Elizabeth Smith, of Milford, Conn.

Velma McHenry, continuity editor of KDZ, Denver, has returned to work after a two-week illness.

John Ames, announcer of WSBD, Toledo, has enlisted in the Army Air Corps.

James Roberton has been appointed program manager of WLMJ, Mamaroneck, N. Y.

Ken Meyer, chief announcer of WATN, Watertown, N. Y., who broadcasts local baseball games for Atlantic Refining Co., has resigned to join the Royal Canadian Air Force.

Harry Adams, former m.c. of a weekly quiz program of WWLL, New York, has resigned to join WATX, Watertown, N. Y., as announcer and salesman.

Joseph Littau, former NBC studio director who recently has been director of the New York World's Fair orchestra and the Roxy Theatre orchestra, has been appointed director of NBC's international division musical library.

Mrs. Doris Corwith, assistant to Dr. James Rowland Angell, NBC public service counsel, last week started a series of speaking engagements on the subject "Radio in a Democracy."

Frank Butler, formerly of KSTP, St. Paul, and Bill Galbraith and Ed Wegener, from WLMJ, Minneapolis, have joined the announcing staff of WCCO, Minneapolis.

Harry Mize, U. of North Carolina graduate, who joined the program department of WPTF, Raleigh, N. C.

Charles Freed, formerly of WLBG, Peoria, Ill., has joined the announcing staff of WITB, Glenwood, Pa.
CBS, Hollywood, Gives 25 to Military Forces

INROADS on CBS Hollywood personnel since start of war Dec. 7 have affected all departments with more than 25 having resigned to serve in some branch of the armed forces. Among those in service are: Ernest Jarvis, Norman McDonnell and Glenn Middleton, production staff; Robert Hogan and Donald Sanford, transcription department; Jack Clinton, Earle Frady, Clark George, Paul England, Robert Hall, James Lewis and Grant Theis, guest relations; Richard Haysel, Alden C. Packard and Ed Paine, engineering department; George Carter, publicity; Peter Robek, continuity; William Shaw and Henry Flynn, account executives; Maurie Webster, announcer; Jack Feldman and George Reel, mail department; Richard Kobler, actor; Bob Bradley, vocalist. Carrying out policy of giving each man one month's pay for each year he has been on the staff, network executives are also holding open positions for employees upon their return from active duty.

AL EVANS, formerly of WTOC, Savannah, has joined the announcing staff of WROL, Knoxville. E. Ford, announcer, has joined the Army Air Corps as an aviation cadet.

FRANK HALL, formerly of NBC Hollywood, has joined J. Walter Thompson Co. as special writer for Warner Bros., comedian-pianist on the NBC Kraft Music Hall.

PAUL CLARKE, former announcer of WHBF, Rock Island, III., has joined the production department of KOA, Denver.

CARLTON BECK, announcer of KOMA, Oklahoma City on Feb. 2 married Pearl Shaw of Fort Worth, Tex. Bing Gilmore, actor-announcer of KOMA, on March 7 is to marry Jean Novelli of Oklahoma City.

MILDRED WILLIAMS, continuity editor of WDNC, Durham, N. C., has resigned to accept a Washington government position.

FRANKLIN EVANS, announcer of WNGC, Durham, N. C., is the father of a son born recently.

JOHN BRADFORD, formerly of WBAM, WHDL, WEBC and WEEU, has joined the production department of WFMJ, Youngstown, O.

ED WHITNER, formerly of WCRS, Greenwood, S. C., has joined the announcing staff of WGRS, Charleston, S. C.

MRS. EARL FREDERICKS, of the continuity staff of KIRO, Seattle, suffered a knee injury in an auto accident. She was returning from her honeymoon.

HUGH TURNER, announcer, formerly of KLS, Oakland, has joined KTO, San Francisco.

BERTON BENNETT, announcer of NBC San Francisco, has been appointed chief announcer of KFO.

MARTIN DUNNING, former announcer of KSFO and KFRC, has been appointed production manager of KFO, San Francisco.

ROBERT EDWARDS has been added to the news staff of KFCO, San Francisco.

HILDA MURPHY and Ed Belin, Hollywood writers on the NBC Jack Benny Show, have been signed to play the roles of producers and writers in the writing of the 20th Century Fox film, "Tales of Manhattan."

CARLTON ALSOP, Hollywood announcer, is the father of a baby born Feb. 5. Mrs. Alsop is Martha Scott, film star.

The Dayton Station

WING

The combination that sells in Dayton and Springfield, Ohio.

Paul H. Raymer, Representative

BROADCASTING • Broadcast Advertising  February 16, 1942 • Page 35
HOOPER-HOLMES popped these questions to 900 key agency executives and radio advertisers-

1. What trade publication do you consider #1 for your authentic radio news? #2? #3?

2. What trade publication do you consider the #1 advertising medium for radio stations and networks? #2? #3?

3. What YEARBOOK, ANNUAL, etc., do you refer to for accurate radio information?

AND UP POPPED THESE ANSWERS . . .

TRADE PUBLICATIONS CONSIDERED TO GIVE MOST AUTHENTIC RADIO NEWS

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TRADE PUBLICATION CONSIDERED BEST ADVERTISING MEDIUM FOR RADIO STATIONS AND NETWORKS

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So...we pop this suggestion, BROADCASTING for tip-top promotion results!
HENRY J. TAYLOR, correspondent for the North American Newspaper Alliance, who recently returned from Europe, on Feb. 7 started a two- weekly program of war analysis on WBN, New York, making that station's sixth regular news commentator. A book 'Time Runs Out,' detailing the history of his European trip, is now on the presses of Doubleday, Doran & Co.

JACK HOLMES and Ron Deacon, formerly the announcing staff of CKY, Brandon, Man., are now with the Royal Canadian Artillery, Holmes with rank of bombardier and Deacon as adjutant of the instructional staff. TILLIE JANE BEED, of Pittsburgh, has joined the news department of WHK-WCLE, Cleveland. O h e r W-HK-WCLE additions are Dorothy Ann Bohan, receptionist, and Kay Davis, ccey.

JAMES EBENSTEIN, announcer, has been promoted to program supervisor of WJW, Detroit, Charles Gussman, of Chicago, succeeds Mr. Eberstein in the announcing staff of WJW. Detroit. Mr. Slade has gone to WIKW, Wheeling.

GEORGE AMBERG has been named director of continuity and publicity of KROD, El Paso.

LOU LIVINGSTON, KHQ-KGA, Spokane, continuity writer, has resigned to take a defense job on the West Coast. Thelma Sprague, formerly with the Associated Country Newspapers of Spokane, takes his place.

JACK DAUB, formerly of WDOJ and WAPO, Chattanooga; WSPD, Sarasota, Fla.; WCOA, Pensacola, and WJBY, Gadsden, Ala., has joined the announcing staff of WNNC, Asheville, N. C.

TOM MCKNIGHT, Hollywood producer of the CBS 'Blonde' program, has recovered from a minor operation.

PHIL MACMURRAY, announcer of KFI-KCDA, Los Angeles, has resigned to join the Army Signal Corps. Succeeding him is Rollie Thomas who moved over from KFI, Hollywood. Bill Kennedy, formerly WWJ, Detroit newscaster, has taken over Thomas' KFI announcing duties. Jim Barry, KFWB, Hollywood announcer, has joined KFI-KCDA, taking assignments formerly handled by Tom Frandson, now a Navy ensign.

LORIN MYERS, merchandising director of WSB, Atlanta, and Charles McClure, of the same department, have absorbed the publicity work of Ralph Williams who resigned to join the Marines.

JOHN CARLSON, formerly of the Chicago staff of Gills' WGN, has joined the publicity staff of CBS Chicago, succeeding Don Danielson, drafted.

ALLAN PAGE, announcer and publicity director of KVOO, Tulsa, is the father of a baby girl, Patricia Ann, born recently.

JOE MATHews, program and sports director of WGBK, Charleston, W. Va., is the father of a boy, born recently.

KAY KANIX, Hollywood writer, has been assigned to a new weekly quarter-hour defense program, 'The Women's Angle,' on NBC Pacific stations.

JAMES COVERT, advance man for Hal Matelson Productions, producers of 'Service With a Smile' and 'Jill, Eloise Shows of New Orleans were married recently in the studios of WCOA, Pensacola, Fla.

JACK BAILEY, formerly chief announcer of KGB, San Diego, Calif., has joined the KJIH, Hollywood, announcing staff.

Sargent Named to Head WIL Specialty Sales

LOU E. SARGENT, formerly with Harold P. Ritchie & Co., has been named head of Specialty Sales Inc., new division of WIL, Cincinnati, created to provide a selling service for manufacturers. Sargent is organizing a sales force that will be prepared to offer its services either to supplement a manufacturer's regular sales organization, or to supply a short-term sales group for some particular intensive selling campaign.

Robert E. Dunville, general sales manager of the broadcasting division of Crosley Corp., said contracts with manufacturers will be offered for a minimum of one week and for a maximum of 90 days, either on a "flat rate" or "per call" basis. A manufacturer needs not be an WIL client, he said.
WPER, in DeLand, Fla., construction permittee for a new local since Nov. 28, 1940, has been formally enacted by the FCC following a notice from the holders surrendering their construction permit. The letter, under date of Jan. 27, stated certain expected changes in ownership within the company had failed to materialize so that under present conditions it was not possible to build.

WPER had been granted 250 watts on 1310 kc., later shifted to 1340 under NARBA, to Tropical Broadcasting Co. Principals were eight local businessmen, each with approximately a 12% interest and headed by Carl E. Raymond, dean of the Law School, Stetson U., as president. The CP had expired last Jan. 1 at which time the Commission signified intention of deleting due to WPER's failure to ask an extension.

G. Washington Quiz


Hungry Tar

WHILE enjoying a box of candy from home, Paul Bressard, formerly of the traffic department of WING, Dayton, O., and now a recruiter at the Great Lakes Naval Training Station, noticed a nearby sailor hungrily eyeing the box. Bressard immediately offered to share and in the following conversation learned that the other, was Fred Bradshaw, formerly of the engineering staff of WING's sister station, WIZE, Springfield, O. Although they had never met, each recalled seeing the other's name on production sheets exchanged by the stations.

Norfolk Grant Denied; Portsmouth Probe Set

DIRECTING a further hearing in light of the existing situation and the availability of materials, the FCC last Wednesday denied a petition of Portsmouth Radio Co. for a grant of a new local in Portsmouth, Va., without hearing. Portsmouth Radio Co. is headed by R. G. Hoffheimer, Norfolk theater operator, president, and 33 1/3% stockholder. Other principals are Herbert Gerst, local laundry owner, secretary-treasurer, 26 2/3%; A. J. Hoffheimer, attorney, 20%; Prettlow Davids, auto dealer, 20%; Alex H. Bell, insurance agent and Virginia representative of Dill Parking Meter Co., vice-president, 6 2/3%; E. J. Brickhouse, auto accessory dealer, 3 1/3%.

At the same time the Commission denied the application of E. N. Wallace, chief engineer of WOLS, Florence, S. C., and G. E. Schnibben, Florence theater operator, seeking facilities in Norfolk. Norfolk and Portsmouth are adjacent cities.

A third application by Tidewater Broadcasting Co., also for a Norfolk station, had originally been set for joint hearing with the aforementioned applicants, but later withdrew of its own accord.

E. Ogden Driggs, commercial manager and engineer of WINC, Winchester, Va., and his wife, Louise Rose Driggs, have applied to the FCC for a new 250-watt station on 1310 kc. in Frankfort, Ky., under name of Frankfort Broadcasting Co.

Meet the LADIES

DISTINCTION of being the only young woman who is a regular announcer on a CBS program belongs to pretty Marjorie Anderson who handles the Bright Horizon serial (Lever Bros. for Silver Dust, Mon. thru Fri., 11:30-11:45 a.m.). Marjorie broke into announcing by a trick of fate.

Some years ago when she was on the Ed Wynn show, Harry von Zell, the regular announcer, became grounded in a snow storm on route to the studio, and Marjorie took over the first show. She got such a kick out of doing the job that she decided to take up announcing more seriously.

Marjorie leads a rather busy life. Some time ago in addition to filling a heavy radio schedule of dramatic roles on CBS, she was energetically organizing Understudy Clubs for women to learn the rudiments of men's jobs for wartime emergency. During that same period she was commuting from Philadelphia where she lived with her husband, a defense construction engineer, and her young daughter.

A native of Spokane, Wash., Marjorie has traveled extensively, managed a charity day nursery in New York for two years, operated a linen store, modeled for commercial photography, and sold subscriptions for a magazine. Her soft voice and convincing delivery both speak an understanding of her audience.

Add to present WJHL market data

- Two NEW TVA Dams
- $50,000,000 Defense Spending
- 5,000 to 10,000 additional laborers
- Only regional station within 75 miles

1000 WATTS . 910 KC . BLUE NET

International Radio Sales Representatives
W. Hanes Lancaster
Manager

Page 38 • February 16, 1942

BROADCASTING • Broadcast Advertising
KSFO Constructs Offices and Studios
Plans Spring Completion of Elaborate New Quarters

KSFO, San Francisco, has contracted for new studios and offices in the Hotel Mark Hopkins, atop Nob Hill in San Francisco.

CBS in San Francisco recently filed proceedings in the Superior Court to eject KSFO from the CBS Palace Hotel studios, charging KSFO overstayed its time in the quarters, which KQW, now CBS affiliate, is waiting to occupy [Broadcasting, Feb. 9].

The Mark Hopkins radio quarters will house both KSFO and KWID, new 100,000-watt international shortwave station, now under construction by the same ownership.

Completion by Spring

Lincoln Dellar, general manager of both stations, said the new quarters are to be completed by early spring. Six studios, master control room and engineering headquarters will be constructed in the main building with an adjoining separate building to house executive offices and office personnel. The new setup will cost approximately $75,000 and will be operated on a long-term lease.

"Remaining in Columbia's headquarters beyond Jan. 1 has been inconvenient for all," Mr. Dellar said, "but their notice of change in network affiliation in this area and their desire for us to vacate the present studios was received only a few weeks before the change was made, leaving little time to find a new location suitable for our expanded needs."

Mr. Dellar has chosen a staff of English-speaking newscasters for KWID. They are Bob Andersen, Austin Fenger, William Winter, Robert W. Desmond and Brooke Temple. Andersen has been KSFO news editor for several years. Fenger is editor of the Farm Journal on that station. Winter is a news analyst, who is also heard on CBS network broadcasts and KGEL. Desmond heads the school of journalism at the U of California. Temple formerly handled news on stations in the East and recently joined the KSFO news staff.

KSFO has filed a demurrer to the suit charges of CBS, which was heard in court Feb. 4. The judge overruled the demurrer and decreed that KSFO must file an answer within three days.

WHO Boxers to Chicago FINALS in the Golden Gloves Tournament sponsored by WHO, Des Moines, were held Feb. 9 with nearly 20,000 attending the four-night series of eliminations which preceded the finals before the 1942 Chicago Tournament in which the Iowa boxers will participate. Team will be accompanied to the Chicago meet by Harold Fair, WHO program director and Bill Brown, WHO sports editor.

NOVACHORD!

Your staff pianist can create hundreds of DIFFERENT musical effects at its piano-like keyboard.

The first time you hear your staff pianist play the magic Novachord, you'll hardly believe your ears. One man ... one instrument ... yet as he plays and turns the Tone Selectors you'll hear an incredible array of vivid instrumental effects—both solo and ensemble.

At a moment's notice the Novachord will provide you with colorful fill-ins ... distinctive themes and signatures ... melodic transitions ... or full, rich music that is complete entertainment in itself. With this remarkably versatile electronic instrument in your studios, you have a ready solution to almost every musical problem.

It's easy to play the Novachord. Any pianist can create many new musical ideas—ideas to magnify your "listener interest" ... ideas you can sell. The Novachord is a practical and economical investment for radio stations both large and small.

Let your nearest Hammond dealer demonstrate the possibilities of the Novachord. Find his name in your classified telephone directory—call him today!

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

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

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

Hammond Novachord

FREE—A special demonstration recording for broadcasters—a half hour sample of Novachord music, all Public Domain for your use. Write on your company letterhead.

Hammond Instrument Company, 2989 N. Western Ave., Chicago

—used by all major networks and by independent stations everywhere

Broadcasting • Broadcast Advertising February 16, 1942 • Page 39
Runyon in Federal Post

JOHN W. RUNYON, former radio director of Ted Bates, Inc., New York, has joined the radio division of the Committee on Inter-America. In April, Mr. Runyon will supervise motion picture and radio talent for live and transcribed broadcasts, specializing on the Latin American side of the radio division as well as working on the division’s programs in this country.

E. W. FRANK, formerly production manager of Lord & Thomas, Chicago, for 20 years and on the advertising staff of Motor Age, has joined MacFarland, Avery and Co., Chicago, as assistant publicity director. Frank was recently elected to the executive committee of the trade publication, which has established himself in the advertising industry.

LAWTON CAMPBELL, vice-president of the Motley Agency, has joined the agency.

JIMMY FRITZ, advertising manager of the Campbell Soup Co., Los Angeles, has joined the agency.

BEATRICE ROUSE, formerly with NBC, has joined the agency as a member of the executive committee.

R. E. MANGAN, formerly advertising manager of George Belsky Co., Los Angeles, is the new president of the agency.

JIMMY FRITZ has joined the agency as a member of the executive committee.

Mr. Runyon

As far back as October, 1934, WMBD was on the specified list for local, regional, and metropolitan advertising. Since then, this advertising has continued on WMBD. New, TWO programs keep WMBD listeners informed about CAMPBELL SOUPS.

"The Man I Married"

Thus, WMBD is SPECIFIED year after year by important advertisers, as an outlet for Network programs.

Here's Why . . .

WMBD speaks effectively at all times to the prosperous urban and rural market of Peoria area—where its 426,000 passenger automobiles . . . carrying 614,103 people . . . to trade in 7,649 retail stores . . . spending $1,000 per annum. WMBD has become a remarkable market to the ears of the rich BUING area. Want to know more about how well WMBD can serve you? Just write or wire.
2% Cash Discount Adopted by Wilder For Three Outlets

Bases Action on Exigencies Of Wartime Operation

ADOPTION of a 2% cash agency discount from rate cards for 10- day payment of bills is announced by Col. Harry C. Wilder, operating WSYR, Syracuse; WTRY, Troy, and WKNE, Keene, N. H., on the ground that buyer and seller con-
troversies should not be carried on during wartime.

No other changes in discounts or rates of the three stations will be affected, said Mr. Wilder, in ex-
plaining that the discount becomes effective April 1. He added that he took the action after long explora-
tion of the subject and described it as a trade practice that deserves industry support.

The discount problem has been discussed from time to time since early days of the broadcast indus-
try. According to NAB sources, only a small percentage of stations have granted a 2% cash discount and these have frequently been newspaper stations bound by a practice more common in that me-
dium.

Gamble’s Plea Rejected

Plea for a 2% cash discount for agencies was made to the NAB board of directors at its Aug. 7, 1941, meeting by Frederic R. Gamble, managing director, Amer-
ican Assn. of Advertising Agencies. The board in effect killed the idea by placing it on the table.

At meetings of the Sales Man-
ger’s Executive Committee of the NAB the project has been discussed briefly but no action has been taken because of the board’s stand.

Mr. Wilder’s announcement of his action follows:

"In war times it is not good judgment to continue controversies between buyer and seller which serve no good purpose. This is the time to defer to agencies and ad-
vertisers on all disputed policies possible to concede. The advertiser has conceded much to us and has been very liberal in supporting our stations. Our business is very healthy today and we have gained more advertisers than we have lost the past two months."

"Because the national advertisers and agencies are so very strong for the cash discount, we have con-
cluded this is the best time to grant it. Starting April 1, WSYR, WTRY and WKNE will add a 2% 10-day cash discount to its current rate cards. No other changes will be made in discounts or rates."

"I have long explored this subject and have at length concluded this is a trade practice that de-
serves our cordial support. I do not feel we can justify longer with-
holding a cash discount from ad-
vertising agencies, who have such compelling reasons for it. It is better to put it on the rate card than to grant it only under pres-
ture to some and thus discrimi-
inate."

Hollywood Horsewomen

COMBINING horsewoman with first aid skill, five CBS Hollywood fem-
ine personnel members have joined the Red Cross cavalry unit and are training to serve communities that may be cut off from motorized as-
sistance during an emergency. They are Carolize McCloskey, public rela-
tions; Alice Magginis, sound effects; Helen Jobe, production; Virginia

Dron, programs and Pat O’Brien, script.

Blair Transfers

R. H. BOLLING, manager of the Detroit office of John Blair & Co., has been transferred to the company’s New York office, managed by his brother, George Bolling. Paul Ray, also of the Detroit office, has been moved to the Blair Chicago office, and no replacements have been designated in Detroit.

WISN MILWAUKEE

5,000 WATTS DAY & NIGHT

COLUMBIA

International Radio Sales - Representatives

AGENCY

Appointments


PIONEER HI-BRED CORN Co., Des Moines (Hybrid Seed Corn), to Wallace Adv. Agency, Des Moines; Ross Wallace, account executive.


MONARCH MPG Co., Milwaukee (men’s jackets), to McCann-Erickson, Chicago; Miller Munson, account executive. Radio.


WATSON Radio Post

WATSON HUMPHREY, producer of Uncle Walter’s Dog House and Plantation Party, has been appointed radio director of Russel M. Seeds Co., Chicago. He will continue as producer of the two programs. Prior to joining the Seeds agency in Chicago in 1939 he was radio di-

- KXOS - KYOS - WATL - WAAB - WFBF - WGH - WGR - KHJ

THE BEST “BUY” SINCE THE DUTCH BOUGHT MANHATTAN!

ON 165 MUTUAL STATIONS

COAST to COAST

FULTON LEWIS, JR. IS AVAILABLE

For Sponsorship in Your City

Here’s the easiest “safe” you ever made! Fulton Lewis, Jr., is the man of the hour with the news of the day.

Now sponsored on 59 Mutual stations from coast to coast and available for sponsorship in your city at a talent charge amounting to your ONE TIME QUARTER HOUR RATE PER WEEK!

Fulton Lewis, Jr.’s popularity is as sensational as the trail of sales successes he has created for advertisers from coast to coast. From bakeries to banks—coffee to coastspons-
ors are selling merchandise and renewing contracts for this outstanding news commentator—broadcasting 5 times a week from the studios of Station WOL in the Nation’s Capital.

For further information—wire, phone or write, WM. B. DOLPH.

- KSAL - KYOS - WATL - WAAB - WFBF - WGH - WGR - KHJ

ORIGINATING FROM WATSON WASHINGTON, D. C.

Affiliated with the MUTUAL BROADCASTING SYSTEM

- WMT - WHBC - WHN - WJEJ - WKRC - WMP - KOL - WOL
STATION ACCOUNTS

WFAA-WRAP, Dallas-Fort Worth

Simmons Co., Chicago, 13 as, thru George H. Hartman Co., Chicago.

Pepsi-Cola Bottling Co., Chicago, 52 thru, thru Lippert & Rogers, Los Angeles (baggage and leather goods, 2 as, thru, thru National advertising agency, agency).


Fleet-Morse Co., New York (Tai Hi- ponal), 3 as, thru Young & Rubicam, New York.

Knox Co., Los Angeles, thru, thru DeJarnette (Roman Cleanser), 52 as, thru DeJarnette (Roman Cleanser).

WMAQ, Chicago, 34t, thru, thru M. E. Gaur, Chicago.

Studebaker, 34t, thru, thru Gaur, Chicago.


Chevrolet, 34t, thru, thru M. E. Gaur, Chicago.

Budweiser, 34t, thru, thru M. E. Gaur, Chicago.

Apache, 52 thru, thru M. E. Gaur, Chicago.

New York World-Times, thru, thru M. E. Gaur, Chicago.

WOR, New York

Pick Brothers, New York, 13 thru, thru, thru M. E. Gaur, Chicago.

George, thru, thru M. E. Gaur, Chicago.

Campbell’s, thru, thru M. E. Gaur, Chicago.

XOR, New York

WOR, New York, thru, thru M. E. Gaur, Chicago.

WOR, New York, thru, thru M. E. Gaur, Chicago.

KKEF, Los Angeles

Cascade Advertising, thru, thru, thru, thru M. E. Gaur, Chicago.

WIND, Gary, Ind.

Drayer’s Limited, South Bend, Ind. (beverages), 3 as, thru, thru, thru M. E. Gaur, Chicago.

MacFadden Publications, New York, (True Detective magazine), 3 as, thru, thru M. E. Gaur, Chicago.

Sunway Vitamin Co., Chicago (vitamin and drug), 1 as, thru, thru M. E. Gaur, Chicago.

WINS, New York

Carter Products, New York (propritory), 5 as, thru, thru M. E. Gaur, Chicago.

Maxwell House, thru, thru M. E. Gaur, Chicago.

Lowe Bros., thru, thru M. E. Gaur, Chicago.

WCAU, Philadelphia

G. Washington Coffee Refining Co., thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, th
FOOD TALK takes the air while Jack Price (1 to r), account executive of Sherman K. Ellis, Chicago; George McLaughlin, head of production and buying of W. F. McLaughlin & Co., Chicago (coffee); and Don Kelly, sales promotion manager of WLS, Chicago, gather for an interview by Jane Tucker, woman commentator of WLS, in the station's booth at the recent National Canners Convention in Chicago.

Radio Advertisers

SHEFFIELD FARMS Co., New York, on Feb. 16 will take over the Monday, Wednesday and Friday 8:30 a.m. period of the Woman's Page of the Air on WABC, New York, for its cottage cheese, the following week shifting to Tuesday and Thursday at the same time. Agency is N. W. Ayer & Son, New York.

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, Pa. (peanuts), is sponsoring David E. Keener's 8:45 a.m. news commentaries on WNEW, New York, on the Tuesday evening spot vacated by De-Keen Waterfilm Boiler Co., New York, because of priorities. Mr. Keener is heard Monday through Friday and Sunday, sponsored by R. C. William Co. New York (Royal Scent stores); 62nd Legion Clu., New York; Simon Ackerman Clothes, New York, Agency for Olsen Co. in O. J. Hartwig Agency, N. Y.

LAURA SEORD Candy Shops, Toronto (chain), has started on CFRP, Toronto, and CHM, Montreal, twice-weekly Race Battle, pinball, with thirty-minute evening program. The campaign will become weekly on March 9 and includes: CKSO, Sudbury, Ont.; CRPC, Kingston, Ont.; CPPL, London, Ont.; CKSO, Ottawa; CFCH, North Bay, Ont. Account was placed by Cockfield Brown & Co., Toronto.

HOD CARMEL KOSher PROVISO Co., New York, is sponsoring Your Happy Saver under sponsorship locally on KBL, Hollywood, with a transcribed version weekly on KPFC, San Francisco, Footleth Adv. Alliance, Los Angeles, is agency.


NESTLE'S MILK PRODUCTS (Canada), Toronto, on CFRB, Toronto, and CKAC, Montreal, has started five-weekly Lucky Listerian, musical quiz show of recorded numbers with cash and credit prizes for correct answers. Account was placed by Cockfield Brown & Co., Toronto.

MAGIC BAKING POWDER Co., Toronto, has started three transcription spot announcements daily on a large number of Canadian stations. Account was placed by J. Walter Thompson Co., Montreal.

Weissman Resigns


MILES LABS, Toronto (Alka-Seltzer) on Feb. 16 starts June 22 Afternoon Monday through Thursday on CKCC, Ottawa; CHSJ, St. John, N. B.; CCQ, Calgary; and will expand later to CKCK, Regina, and CHIC, Hal- fax. Account was placed by Cockfield Brown & Co., Toronto.


ILLINOIS STATE HATCHERIES, Springfield (Big-Boy Baby chicks), has started half-hour daily variety program at noon on WCHS, Springfield. Ill. Merchandising includes gifts for future Farmers of America in the listening area.

Serial on WOR Via Disc

FIVE WEEKLY dramatic series, June's Stories, heard on CBS under sponsorship of Lever Bros. Co., Cambridge, for Spay, is being broad- cast via transcription on WOR, New York, Mondays through Fridays, 8:30-8:45 a.m. Agency is Ruthrauff & Ryan, New York.

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

"Take it easy, son. Mr. Plumbo has never been in a Pullman before. How could he know the lower berth is so much better?"

In radio the lowest frequency is the choicest spot. The lower a station's frequency the longer its wave, the longer

WMCA FIRST ON NEW YORK'S DIAL

BROADCASTING • Broadcast Advertising February 16, 1942 • Page 43
Child Research
(Continued from page 20)

posal was a $65,000 annual budget for the projected research and service agency. The proposal declared that as a general policy, it is recommended that this agency should be financed by commercial interests which profit directly from children's radio programs. One suggested source of these funds was a percentage of the annual gross billings for children's programs on networks, along with a percentage of the annual gross billings by individual stations for commercially sponsored non-network juvenile features.

The $65,000 budget estimate included a $6,000-per-year agency director, $20,000 for five research associates, $10,000 for part-time field representatives, $3,000 for a statistician, $4,500 for three office secretaries, $6,000 for supplies and equipment, $4,000 for office rent, $6,000 for travel and $6,000 for special services.

A key preliminary step to setting up a research agency under the proposed plan would be selection of a "controlling committee," representing the advertisers and commercial sponsors of children's programs, the broadcasting industry, and the Federal Radio Education Committee.

The special conference was called Jan. 21 by Dr. Studebaker, following up a suggestion several months ago that FREC sponsor a permanent self-supporting research and service agency such as that proposed by the Ohio State U group. Assisting Dr. S. research at the conference were William D. Boutwell, chief of the Division of Radio, Publications & Exhibits of the Office of Education, and Mrs. Gertrude Broderick, FREC secretary.

Resolution Adopted

Text of the resolution adopted at the February meeting follows:

Resolved. That a committee of exploration be appointed by Commissioner Studebaker, as chairman of this conference, composed of a small group representative of those interested in children's radio programs, such as educators, representatives of trade organizations, stations, writers, artists, children, and representatives of children, to perform the following functions:

(1) To decide whether or not a research and service agency of the type proposed or of some other type is a practical project to pursue.

(2) If so, to present a plan involving the following and other appropriate proposals:

- Official sponsorship, the managing board, coordination of existing agencies, tentative program of service and research, positions and budget, and the sources of budget, with some promises of support.

Those Attending

At the radio studios of the Interior Department Bldg., were:

Shannon Allen, director, Dept. of Interior Radio Section; Dr. Katherine Bain, Labor Dept.; Mildred Bahler, American Library Assn.; W. D. Boutwell, Office of Education; Florence E. Briggs, Office of Education; Alice Brisbane, American Federation of Labor; Mrs. Gertrude G. Brod- erick, secretary, FRS; Lynam Byram, CBS; Madeline Caplen, Youthbuilders; Gloria Chandler, Assn. of Junior Leagues of America; W. M. Charters, OSU; Lucile Dukes, Girl Scouts of America.

Mrs. Betty Colvin, Youthbuilders; Lou G. Cowles, Women's Natl. Org. of Cathol. Women; James E. Cummings, Dept. of Education; Mary D. Davis, Office of Education; F. D. Doran; Modge Downer, New York Public Schools; Madison Enslow, WOL, Washington; Mrs. Mary C. Erb, AFI; Belmont Farley, NEA; Grant Y. En Ellsworth, Radio Council; Dorothy Finney, KUTB & Ryan; Jo ettie Frank, Child Study Ann.

Walter A. Fries, AAA; Bea Goody- koonts, Office of Education; Dorothy Gorgas, Radio Council; Dr. Arthur G. Graff, Child Study Assn. of America; Mrs. Lenore M. Gross- berg, Child Study Ann., of Baltimore; Sidonia M. Gruenberg, Child Study Assn. of America; Mrs. Leo M. Irion, Woman's Natl. Org. of Cathol. Men; Harriet H. Xeter, WLS, Chicago; Luther L. Hill, Int., Broadcasting Co.; Bertha Herzog, Office of Radio Research; Gilbert Harrison, GCB.

Mme. Yolanda Mero Irgun, Woman's Natl. Radio Council; Arthur T. Jervis, Colum- bia U; Grace M. Johnson, Blue Network; Cecil Lester, Jones, Assn. of Junior Leagues; Olga Jones, Office of Education; Jack E. Joy, War Department Radio Branch; Mrs. Frank Kanten Jr., Child Study Ann.; Major H. W. Kent, War Department Radio Branch; Dana L. Kiwir.

CBS FARM REPORTERS met recently with Secretary of Agriculture, Claude R. Wickard, to discuss problems involved in farm newscasting. Attending the meeting were (1 to r): Earl Williams, KFAB, Lincoln, Neb.; Andy Whitt, KGW, Portland, Ore.; U. S. Department of Agriculture; Charley Stookey, KMOX, St. Louis; Emil Bill, WMBD, Peoria, Ill.; John Merrifield, WHAS, Louisville, and Max, WCCO, Minneapolis.

Office of Education: Ralph Lawton, WOLB, West Yarmouth, Mass.; Katherine F. Leenoot, Labor Department Children's Division.

Mrs. Dorothy Lewis, Radio Council on Children's Programs; Mrs. Roral Little, Rhode Island Radio Committee; B. E. Lowdermilk, Evaluation of School Broadcasts; Dr. Berthold Lowenfeld, American Foundation for the Blind; Margaret T. Lynch, Natl. Council of Catholic Women; Mrs. A. Paul Mentin, Sylvia Milwid, WINR, Washington; M. E. Monroe; Barbara Nolen, Assn. for Arts in Children's Programs; H. Philip Minus, Young & Rubicam; Paul F. Peter, NBF, Florence Reynolds, Howard Rowland, OUS; Leo S. Sack, Brussels-Meyer Co.; Harold A. Safford, WLS, Chicago; John Sheppard 3d, Broadcasters' Victory Council; Rose M. Singer, Radio Council on Children's Programs; Myrtle E. Stahl, WGN, Chicago; Gordon Studebaker, FREC; Dr. John W. Studebaker, U. S. Commissioner of Education; Sabra Hol- brook, Youngbuilders; David Taylor, CBS; L. Keith Tyler, Evaluation of School Broadcast; Laura Vitrav, Labor Dept.; Frank E. Vogel, Benton & Bowles; Judith Woolf, Evaluation of School Broadcasts; Alice Keith, National Academy of Broadcasting.

EDUCATION GROUP TO MEET FEB. 23

FIRST annual meeting of the newly-organized Assn. for Education by Radio is to be held Feb. 23, in the NBC Building, San Francisco, in conjunction with the national convention of the American Assn. of Educational Radio Physicians. It was announced early in February by John W. Gunstream, AER national program chairman. Agenda for the education meeting is being developed under direction of Erle A. Kenney, director of the Alameda City School of the Air, of Alameda, Cal., assisted by Joseph Crabb, George Mul- laney, Jennings Pierce and Donald Cherry.

Less than a year old, AER is described as a professional organization for persons working in and for education by radio, and includes in its membership several hundred educators, school administrators and broadcasters.

Featured speakers at the Feb. 23 meeting will be Dr. Walter F. Dexter, California Superintendent of Public Instruction, and Dr. Ray Lyman Wilbur, president of Leland Stanford U. Major Harold W. Kent, of the Radio Branch of the War Department Bureau of Public Relations, will preside at the luncheon session at which Dr. Wil- bur will appear. Also included on the program are eight FM demonstration and a tour of an FM station.
Leak in Confidential Reports Of Monitor Bureau Criticized

Handling of FCC Personnel Also Is Criticized In House and During Committee Hearings

STILL another criticism of the FCC’s administration under Chairman James Lawrence Fly came to light last week when Rep. Martin Dies (D-Tex.), chairman of the special House Committee to Investigate Un-American Activities, intimated there were leaks in the FCC’s confidential reports on foreign propaganda broadcasts, used by Dies Committee opponents in attempts to block allocation of funds to the committee.

Answering Rep. Dies’ request for complete information, made by telegram last Tuesday, Chairman Fly on Wednesday revealed that an unofficial analysis of the Foreign Broadcast Monitoring Service apparently might have been the source of the specific instance cited by the Congressman. He said he did not know how Newsweek magazine found out the substance of the analysis and pointed it out in a news story in the Jan. 5 issue that “the FCC’s shortwave monitoring service has found that Rep. Martin Dies is the American most frequently quoted by the Axis radio in programs beamed to this hemisphere.”

Dr. Watson Cited

To Rep. Dies’ allusion that Dr. Goodwin Watson, chief analyst of FBMS, may have been connected in some way with the purported “leak,” Chairman Fly pointed out that Dr. Watson joined the FBMS staff after the study in question had been made.

Meanwhile other Congressional critics continued to hammer at the FCC by flying to London, on $4,600 a year, with $3,600 for the job of managing the FBMS office in London, on $3,600; Charles A. Gauld, editorial assistant, $2,600; Charles A. Gauld, editorial assistant, $2,600; Mary Johnson, translator, $1,800. The nine former Senate committee employees now with the FCC were listed at Henry M. Barry, Edward M. Brecher, Charles E. Clift, Allen W. Sayler, Edward Cooper, Mrs. Mary D. Donahue, Elsa Gallander, Lucien Hilmer, Telford Taylor.

“I may say incidentally that the Commission reports that five employees in this unit (FBMS) have had their appointments terminated since July 12, last. For other reasons, as a result of findings by investigators of the Civil Service Commission,” he appended.

Commenting on personnel problems to the House Appropriations Committee on Jan. 26, during hearings on a supplemental appropriation of $587,195 for the FCC for the remainder of fiscal year 1942, ending June 30, Chairman Fly and other Commission officials indicated that it was hoped additional increases in personnel, largely in the field force for monitoring operations but also including additional legal talent, are necessary to the continually expanding wartime functions of the FCC.

The hearings were marked by considerable attention to specific personnel already on the FCC rolls, among them the nine cited by Rep. Wigglesworth, with individual queries regarding Allen W. Sayler, chief of the FCC’s newspaper inquiry section, at $3,000 a year, and Nathan H. David, chief of the new inquiry section of the FCC law department, at $6,500 a year.


Atlantic in Chicago

ATLANTIC BREWING Co., Chicago (Tavern Path Paper), will spend an estimated $500,000 within the next six months on chainbreak announcements in the Chicago market. Company has purchased six stations break announcements a week on WBBM, and will place announcements on WGN WIRD WAIT WCFL WGES WSBC WIND. Account is handled through Weiss & Geller; Chicago by Marvin L. Mann, account executive.

Staff Announcer Wanted

50,000 Watt Red Net Station in East wants experienced all-around staff announcer. Apply at once by mail. Our employees know of this advertisement.

BROADCASTING—Box No. 162

KROY—Sacramento

and

KTAR—Phoenix

“EMPERIAL LEADER”

The transcribed story of the life of Winston Churchill.

52 Thrilling Episodes

For information write or wire

Kasper-Gordon, Inc., 140 Bayston St. St. Louis, Mo., or—House of Radio, 6418 Santa Monica Blvd., Hollywood

For outstanding performance - strength to meet severest wind conditions and low initial cost use Wincharger Vertical Radiators.

These superior radiators are already demonstrating their efficiency and economy in over 300 commercial broadcasting and police stations throughout the United States.

Built of uniform triangular cross sections to insure highly efficient radiation - designed and built to withstand 100 mile wind velocity - these towers guarantee you years of low cost service. Complete erection service, including lighting equipment, anchors, base and ground systems is available.

WRITE TODAY FOR FULL DETAILS AND QUOTATIONS

WINCHARGER CORPORATION SIOUX CITY, IOWA

WDCR CONNECTICUT'S PIONEER BROADCASTER

IT'S COLOSSAL

Latest release from Sales Management gives the average Connecticut family $4.76 in Effective Buying $4.76 in Income. No other state even comes close. Add this to your other good reasons for using WDCR in Hartford, and get real! Base CBS for Connecticut.

EQUIPMENT WANTED!

If you have any, or any part of the following, please send specifications and cash price, also date available. Equipment need not be in perfect condition.

1 300-foot towers
1 5 KW Transmitter
W.E. Type 101A Coupling Units
Frequency Monitor
Modulation Monitor
W.E. Type 23A Consoles
W.E. Volume Indicators
W.E. Microphones
Transmitter speech input control
Program Buss Control

BROADCASTING
Box 163

For outstanding performance on

PERFORMANCE
STRENGTH and
LOW COST...

WRITE TODAY FOR FULL DETAILS AND QUOTATIONS
Metals Saved

TO CONSERVE strategic materials and replace them with alternate materials the RCA Mfg. Co.'s development engineers launched many months ago a program affecting every department. To date, nickel plating has been replaced by a lacquer polish, cobalt was eliminated from certain types of magnets, brass has been replaced by wood and certain critical metals have been eliminated from tubes.

WILLIAM HERBERT MURPHY, Inventor

of D.C.B.

Communications Groups Join In Wartime Cooperation

LABOR and management interests of the communications industry have formally pledged full cooperation to the Defense Communications Board, FCC-DCB Chairman James Lawrence announced last Monday in releasing a joint statement by the Labor and Industry Advisory Committees of the Board. He hailed the move toward complete amity as a "very heartening" development in the victory drive.

The voluntary labor-management accord in D.C.B. doings developed formally with recent approval by D.C.B. of an extension of labor's voice in the organization by giving it representation on seven key D.C.B. committees [BROADCASTING, Jan. 12].

Wartime Efficiency

"Recognizing the vital role of the communications industry in winning the war the Industry Advisory and Labor Advisory Committees of D.C.B., at a joint meeting on Feb. 1, 1942, pledged the full cooperation of industry and labor in the communications field in advising and assisting the Board," the joint statement declared.

"The industry and labor representatives present recognize that wartime efficiency of communications requires the special contributions of each group and the closest cooperation with the Government. To this end, these committees will aid the D.C.B. in its important task by the consideration and study of communications problems on which the Board desires assistance."

Commenting on the labor-management pledge, Chairman Fly declared that he was "pleased to hear this weekly press conference last Monday:

"I express my gratification for the constructive and cooperative attitude which was taken both by the management representatives and the union representatives. All of them have been extremely cooperative, and there has been a general tendency to forget differences and move together toward the common good, to shoulder the job, and do a real job. Needless to say, that is very heartening."

Col. William H. Murphy

LIEUT. COL. WILLIAM HERBERT MURPHY, inventor of the radio tube, used by commercial and Army planes, on Feb. 3 was killed in action , it was disclosed last week. Col. Murphy was a communications specialist at the Signal Corps with the Allied high command in the Far East. He is survived by a wife and two children.

Military Speakers For NAB Meetings
Richards to Represent the Office of Censorship

WAR PROBLEMS discussed by military and government representatives will highlight district meetings of the NAB in 8 of the 17 districts. Sessions will begin next Wednesday with definite dates through March 4 and tentative dates later in March for two districts. Agenda will also include the election of district directors, required by the NAB by-laws to be held in advance of each year's annual convention.

Bob Richards, formerly production manager of WSPD, Toledo, and now assistant to Harold R. Richard, chief radio censor of the Office of Censorship, will address the meetings.

Service Spokesmen

For the Army, Robert C. Coulson, administrative executive of the radio branch, bureau of public relations of the War Dept., and Maj. Harold Kent, also of the radio branch of the War Dept., will speak. Navy and Marine officers in the various districts where the meetings are scheduled will appear on behalf of the services.

C. E. Arney Jr., assistant to NAB President Neville Miller and acting secretary-treasurer, will attend all sessions. Spokesmen from ASCAP, SESAC and BMI are also expected to attend.

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

District 6, Feb. 18 (Ark., La., Miss., Tenn.), Edwin W. Craig, WSM, Nash-

WELCOME to Josef Chervinavsky, new musical director of WEEI, Boston, was extended at a reception by Harold E. Fellows, general manager of the station. Among the 50 prominent people present representing newspaper, music, advertising and radio worlds were (to r), Lloyd G. Del Castillo, WEEI program director; Mr. Cherniavsky, and Arthur Friedel, conductor of Boston Symphony Pop Concert.

Coast Staff Additions Announced By Blue Net

KEVIN B. SWEENEY, of the CBS Hollywood sales promotion staff and recently in charge of Pacific Coast network trade news, on Feb. 16 joined the Blue Network as West Coast sales promotion manager. He succeeds David Laasley, who is being called to Army service. Robert J. McAndrews continues as NBC Western Division sales promotion manager.

With separation of the NBC-Red and Blue Network, complete reorganization on the West Coast has been announced by the two companies. In addition to those already announced (BROADCASTING, Feb. 2, 8), Blue Network appointments include Dresser Dahlstedt as western division chief announcer, with Arnold Maguire, Myron Dutton and Leonard Reep, producers and Dorothy Brown in charge of continuity acceptance. Cliff Anderson has been made sales traffic manager and R. G. Denechau, engineering operations supervisor. Marjorie Wright is handling literary rights and dance band remotes.

Heads Women's Division

GRACE JOHNSON, formerly office manager of NBC's public service division, has been named director of women's activities of the Blue Network, handling all women's and religious programs under the supervision of Phillips Carlin, vice-president in charge of programs. Margaret Cuthbert, NBC director of women's activities, continues in that capacity, reporting to G. L. Mnelser, NBC program manager.

Blue Eastern Salesmen

FULL personnel of the Blue Network's eastern sales staff has been announced by George M. Benson, eastern sales manager, with all salesmen having been members of the Blue except Charles Holbrook, former advertising manager of Yankee Magazine, and G. T. C. Fry, formerly of the CBS sales promotion staff. Other five salesmen are D. W. Buckingham, Donald Campbell, Charles E. Phelps, W. D. Roberts and Dudley Rollinson.

NBC Chicago Changes

PROMOTIONS and personnel additions announced by NBC-Chicago last week are as follows: New staff members are Leroy H. Bartram, TWX operator in the communications department; Robert Swift, mailroom; Lionel J. Milin, guide. Ruth Miller has been named editor in the radio recording department and Rosemary Williams succeeds her as secretary to Frank E. Chizinski, manager of the department. Arnold E. Johnson, formerly of the program department, is now assistant auditor of the NBC Central Division. K. R. Christiansen, formerly mailroom superintendent, has been made night program traffic supervisor. S. Elson and Evert H. Janes have been promoted to mailroom superintendent and assistant, respectively.

MORE and MORE PEOPLE LISTEN TO

WCP\d gives Boston for the first time 18 hours of continuous music and news.

NOW—WCP offers you an opportunity to buy hard-to-get premium night time spots at "easy-to-take" prices.

NOW—Before you select radio time in Boston test your campaign on WCP.

MASSACHUSETTS BROADCASTING CORP.
COOLEY-PLAZA HOTEL
BOSTON, MASS.

STAY IN BOSTON—

WHIO listens and sales strength is greater TODAY than ever.
Radio Accounts Surviving Priorities

(Continued from page 11)

will never have to cut production under the record levels of 1941 because of an alcohol famine.

The position of proprietaries will be strengthened even more by a plan now under discussion which would grant a high defense priority rating to all drug manufacturers on the theory that they produce items necessary to the civilian defense. In fact, in England the war boomed the sale of certain types of proprietaries for several reasons: (1) Unhealthy working and living conditions; and (2) shortage of doctors and hospital facilities.

Vital Cosmetics

As indicated by the reduced alcohol quota, cosmetics, dentifrices, and soaps are hit hard by the war program. While some cosmetics are considered essential to civilian morale—chiefly lipstick, face cream, powder, and rouge—the same case cannot be made for other cosmetics such as hair tonics, perfumes, toilet waters, and bubble baths. Metal and plastic containers are gradually being removed from the cosmetic field, but industry leaders feel sure that they can pull through, even if under adverse circumstances which will mean the elimination of certain products.

A shortage of soap is not in prospect, but there is some question whether the present quality of soap will continue. Some of the fats and oils which give distinctive characteristics to the better quality highly advertised soaps came from the Far East, while the necessity to keep glycerin production up to top levels for munitions purposes also might interfere with this industry.

At the present writing, the plight of the toothpaste industry is the blackest of all. Toothpaste is packaged in tin collapsible tubes and the War Production Board is threatening to cut out all tin for such tubes. Shaving creams are packaged in tubes primarily made of lead, but there also is a shortage of lead. However, lead is not as serious as tin, which comes from the Far East and might not be available in quantities to the United Nations until the Japanese are successful in driving the Japanese back to their islands.

Midwestern advertisers and agencies, primarily drug trade accounts, are generally optimistic about the immediate future, although realistically concerned with Government priority orders which affect materials used for packaging as well as in production.

Rumors that have cropped up both in New York and in Chicago that certain Chicago accounts were going to leave the air because of priorities, have in each case, been categorically denied by these accounts. In the case of the few advertisers that have discontinued radio advertising, because, it was claimed, of priorities, it has been found that competing manufacturers have indicated that they have not been affected by priorities and intend to continue radio advertising.

Pepsodent Continues

Stifling rumors that the Pepsodent Co., Chicago, would discontinue sponsorship of Bob Hope, Victor Hunter, president of the company, told Broadcasting that "we do not intend to discontinue sponsorship of Bob Hope unless some unforeseen catastrophe forces us to do so.

"Our present contract with Mr. Hope has three years to run. As far as our packaging problem is concerned, it is a tough one. The position on tin has hit us as it has all manufacturers who are using collapsible tubes. But we have materials to last us several months, and in the meantime we are working on several substitute packages, and I feel sure that we will be able to devise some practical substitute.

L. R. Sammler, advertising and general sales manager of the F. W. Fitch Co., Des Moines, who sponsors the Fitch Bandwagon on 117 NBC-Red stations, stated that although priorities on alcohol, an important material in the manufacture of Fitch products, might seriously curtail production, the company would not withdraw sponsorship of the Bandwagon. "We have discontinued our magazine advertising, but we consider radio an indispensable part of our program."

D. J. O'Callahan, advertising manager of Luxor Ltd., Chicago, subsidiary of Armour & Co., Chicago, stated that the company is discontinuing its Weekly King on CBS effective Feb. 14 because of general uncertainties of production, primarily the difficulties of securing raw materials. Mr. O'Callahan stated, however, that company would probably do some sort of spot advertising in carefully selected markets.

Good Outlook

R. T. Dooley, president of Benson & Dall Co., agency for Consolidated Royal Chemical Corp., Chicago (proprietary), a heavy user of radio, struck a realistic but optimistic note. "We have just doubled our spot schedule on Stuart's tablets. As a matter of fact the general outlook is good. Of course, a number of Consolidated products have been hit by priorities. But the basic fact remains—when people have money, they spend it, and they spend it on themselves."

"Manufacturers who are experiencing various packaging and production problems will, if at all possible, devise some method of getting products to the consuming public. We have found in the past few weeks, that the per inquiry cost of premium offers by Consolidated is the lowest since the account has been on the air. That means that more people are listening to the radio, and that means more prospects for radio-advertised products."

A number of advertising men confirmed the observation that many companies are undergoing a transitional stage in regard to distribution, substitute packaging, and substitute raw materials in production. During this transition, advertising will taper off, but will eventually be stabilized when these companies have adjusted themselves to a wartime economy.

John J. Louis, vice-president and radio director of Needham, Louis & Brophy, stated that "No one of these facts have been affected by priorities to the point where he is contemplating giving up his..."
radio program. The two network shows we have on the air, The Great Gildersleeve, sponsored by the Kraft Cheese Co., Chicago, and Fibber McGee & Molly for S. C. Johnson & Son, Racine, both on NBC-Radio, are not immediately threatened by priorities.

However, no manufacturer can be too certain about the future, because, after all, the country is in a war, and prosecuting the war is the nation's first concern.

It is understood that there is no change contemplated in alignment of network programs of Miles Labs., Elkhart, Ind., manufacturer of Alka-Seltzer and One-a-Day vitamin tabs.

While many business concerns are heavy jawed and down at the mouth because of priorities, leading manufacturers of drugs and toiletries face problems for the next several months with chins up and despite reports to the contrary plan no curtailing of Pacific Coast radio advertising. Such is the current consensus gleaned from Southern California broadcasters, agency executives and product distributors. There have been few bailouts as result of war priorities.

Recognizing importance of the West Coast market, with its added population of emergency defense workers and forces, several manufacturers and distributors indicate continuance of the trend to expand radio advertising campaigns in that area. In some instances projected advertising will be the largest in history. Some will be educational in nature. Others will be straight selling. J. C. Penney dealer tie-in radio also will be utilized.

**Druggist Campaign**

Independent Druggists of Southern California, Los Angeles, placing through W. C. Jeffries Co., that city, under a manufacturers and distributors cooperative deal, is currently sponsoring a five-weekly quarter-hour early morning news-cast on KFWB, Hollywood. Thrifty Drug Co., Los Angeles (Southern California Drug Co., main chain), has a parallel arrangement with drug and toiletries manufacturers, and sponsors the six-weekly quarter-hour commentary, Inside the News, with William Parker, on KFI, having renewed for 52 weeks on Jan. 1.

Firm also sponsors a five-weekly 15-minute news-cast on KECA. Last contract came to an end, having been renewed Dec. 1, through Hillman-Shane-Breyer, that city. Utilizing the 5 a.m. spot, Consolidated Drug, Drug Trade Products Corp., Chicago (Zymole, Trokey's, Kolorbak, Peruna), through Benson & Dall, that city, sponsors a 60-minute early morning recorded musical program six times per week on KNX, Hollywood. Nasabour Bros. Inc., Los Angeles (42 Oil Shampoo), currently sponsoring thrice weekly the quarter-hour commentary, Ross Rodriguez & Sid Sutherland, on KECA, that city, on Feb. 16 expands the schedule to five times per week. Firm on March 3 renews the series for 52 weeks and also includes a new product, 42

**Bottle Appeal**

**COOPERATING with a bottlers' campaign to meet the current glass shortage WSCC, Charleston, S. C., is broadcasting a series to induce the public to clean out all old milk and soft drink bottles from attic and cellar and return them to dealers. The station is contributing 42 announcements.**


With no anticipated schedule cut, Knox Co., Hollywood (Cystex), currently sponsoring quarter-hour newscasts, transcribed programs and spot announcements on 60 stations in the United States and Canada, will add to the list according to William Smith, firm executive. Associated with A. Stebbins Adv., Los Angeles, services the account. Tayton Co. (cosmetics), a subsidiary of Knox Co., contemplates a spring radio campaign although it is only in the talking stage at this time.

**Others Active**

American Home Products Corp., Jersey City (Aspertane), through Blackett - Sample - Hummert, Chicago, continues its sponsorship of News & Views by John B. Hughes (KHHK) Mutual-Dow that stations, Monday through Thursday, 12:15-12:25 p.m. (EST). Firm in the interest of Anacin also sponsors a transcribed version of the serial, Front Page Farrell, on 32 Don Lee Pacific Coast stations, Monday through Friday, 10:30-10:45 a.m.

Marrow's Inc., Los Angeles (Mac-Optil shampoo), placing through Hays MacFarland & Co., Chicago, sponsors Hollywood Whispers on 70 MBS stations, Sunday, 4:45-5:30 p.m. (EST). Health aids, Inc., Jersey City (Serutan), is continuing its transcribed Dr. Lindlahr talks on 2 Don Lee California stations (KJH KFRC), Monday through Friday, 9:15-9:30 a.m. with placement through Raymond Spector Co., New York.

Dr. Miles California Co., Los Angeles (Alka-Seltzer), through Associated Adv., that city, on Feb. 1 renewed for 52 weeks, Alka-Seltzer Newspaper of the Air, on 32 Don Lee Pacific Coast stations, Monday through Saturday, 10-10:16 a.m., Sunday, through Saturday, 9:45-10:15 a.m. (EST).

Plough Inc., Memphis (aspirin, Bolly, etc.), through Lake-Spiron-Sherman, that city, sponsors Rise & Shine on that same list of stations, Monday, Tuesday, Wednesday, Thursday, 7:15-7:30 a.m (FST). Noxema Aromatics Co., Baltimore (Noxema cream), continues its weekly half-hour Quiz of Two Cities on 2 California Don Lee stations (KJH KFRC), Friday, 8-8:30 a.m., with placement through Ray Wilfus Rutherford & Ryan, New York.

Having anticipated and fortified against possible shortage of packaging materials and ingredients, Colonial Dames Inc., Los Angeles (cosmetics), will make no reduction in its present radio advertising, according to H. P. Willats, president. Rather than cut, the present schedule will be expanded, he said. Placing through Glassier-Galey & Co., Los Angeles, besides utilizing spot announcements and participation in newscasts and other types of programs, the firm sponsors a weekly five-minute narrative, Find the Woman, on 8 CBS West Coast stations.

Although an agency change is anticipated, having probable effect on 1942 advertising plans, Richard Hudnut Inc. (cosmetics), has indicated no halt to its radio promotional efforts. Designed as a test of network radio, the firm, through Benton & Bowles, on a contract ending March 31 sponsors the weekly half-hour Hollywood Showcase on 7 CBS West Coast stations.

Expressing belief that the show will be extended transcontinentally, Shrubrit, Pacific Coast manager of Hudnut Sales Co., stated that the firm has enjoyed remarkable sales increase through the weekly broadcast. Paccini Inc., New York (hand cream), through Wm. Esty & Co., that city, sponsors the twice weekly quarter-hour Speaking of Glamour with Frances Scully on 17 West Coast Blue Network stations, Sunday, 10:30-10:45 a.m.; Thursday, 4:30-4:45 p.m. (FST), and indicates no change in plans because of shortages caused by priorities.

**In CANADA — It's the 'All-Canada' Stations**

**ROUND UP WESTERN CANADA WITH THE 'ALL-Canada' STATIONS**

Listener preference stations spotted throughout Western Canada enable you to contact the exact market and corral them for your products, by spotting your radio programmes on the 'All-Canada' stations. Local programmes and merchandising service in each locality plus full market cut-in for the asking, too.

Check with your advertising agency or All-Canada representative

**THE ALL-CANADA WESTERN GROUP**

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**Exclusive Representatives**

**U.S.A., WEED and COMPANY**

**CANADA — All-Canada Radio Facilities Limited**
Wilson Spot Series

'WILSON & Co., Chicago (Mor prepared meat), has started a varied schedule of early morning one-minute announcements, musical clock participations, and news programs on KYW, Philadelphia: WGY, Schenectady; WOW, Omaha; WICO, Bridgeport; WMAQ, Chicago; WADC, Akron. Agency is United Adv. Corp., Chicago.

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

IT'S OUR BIRTHDAY
22 MARKS WDZ'S
22ND YEAR
OF BROADCASTING

TYPICAL WDZ Sales
Results
10,119 box fronts for Win's Green Mountain Coffee Syrup with 39 quarter hour programs
4,402 orders for Poultry Tribune with 43 participating announcements
21,061 replies to Household Magazine Contest with 57 quarter hour programs
5,203 Kitchen Klenta labels with 18 3-minute programs

Yes WDZ Folks are the Salt of the Earth
They Work With Their Hand and Buy With WDZ

Howard H. Wilson Co.
New York
Chicago
Kansas City
St. Louis

War Conversion
(Continued from page 10)
of Communications equipment for the armed forces will be converted to production of other types of essential war materials, not necessarily related to radio, Mr. Guthrie indicated, calling upon manufacturers to do their "utmost" in bringing about full-scale war production.

Although no definite deadline was set, Mr. Guthrie declared the plants are to be converted as "rapidly as is technically possible", with the major part of the job to be accomplished within three months. Industry representatives at the meeting were told that receiving set production generally would be stopped on April 22, except in cases where individual companies could expedite conversion to military production through limited extended operation. Appeals from the expected stoppage order are to be considered only on a basis of facilitating war production, with inventories only a secondary factor.

It was stated also that civilian production of larger companies, with heavy military contracts and facilities particularly needed for war production, would be closed down April 22 although temporary exemptions based entirely on prospective war work would be given, with limited extensions on civilian production.

Full Conversions

Voicing WPB's views that full conversion of plants to a wartime basis is essential to the war effort, and serving notice that it will be done, Mr. Guthrie told the set manufacturers:

"The problems of your industry in the war effort are at once difficult and pressing. The objectives, and the broad dimensions of the task before you, are clear. We are demanding the utmost of your industry, and of every other industry now. That utmost will mean for some of you a substantial but not entirely unfamiliar task of converting your production to the production of radio, Signal Corps, detection and similar equipment needed in enormous volume for the demands of war. This conversion will be accomplished as rapidly as is technically possible.

"But for very many others in the industry the nature of the present production process appears to make conversion of this kind impracticable. This does not mean that conversion to war products must not be accomplished. You must, without help, find some other products, for which there is a need quite unrelated, it may be, to your present products, for which there is a need in the war economy."

"If, three or four months from now, conversion to war products is still not accomplished, it will be impossible to assume any longer that some kind of conversion of the type of organization of plant, equipment, labor and management which constitutes a radio factory is feasible. It would be a frightful loss, a great cost to the nation, if this were to happen, because we should then have to take steps to break down the organization of the unconverted plants, and shift their labor and equipment to other parts of the economy where they could be mobilized for war production."

Extension Urged

At the meeting some manufacturers urged a 60-day extension beyond April 22 on grounds that delayed military contracts are not yet available to manufacturers and that manufacturers could use up their inventories without any additional supplies of critical metals. Countering, WPB officials suggested as a possible aid the transfer by some manufacturers of their inventories of materials, including fabricated parts, to others. They stated flatly there were no prospects of any further allocations of aluminum, nickel and other critical metals, except only for radio replacement parts. In some cases, it was added, materials may be made available to keep a certain plant operating on a full-scale preparatory to taking over military manufactures.

W81PH Shifts Frequency

W81PH, commercial FM station recently authorized to Seaboard Radio Broadcasting Corp., licensee of W81PH, Philadelphia, last Tuesday was granted a modification of its construction permit to change frequency from 48.1 mc. to 46.5 mc. to serve an area of 5,000 square miles. Accordingly call letters will be changed to W66PH.

George Bryan, CBS newsreader and sailboat enthusiast, is offering a Defense Bond to any boy under 15 years who can make an exact model of his sloop "The Banana".

Medal for FDR

REWARDED for his interest in and service to radio, President Roosevelt last Thursday was presented a gold medal, on behalf of the Veteran Wireless Operators Asso., by a delegation of honorary WAVO members led by FCC Chairman James Lawrence Fly. Calling at the White House to participate in the presentation were Chairman Fly, Rear Admiral Leigh Noyes, Maj. Gen. Dawson Olmstead, Comdr. E. M. Webster, William D. Terrell, George W. Bailey, Neville Miller, E. H. Rietzke, and F. T. Guthrie.

Broadcasting • Broadcast Advertising
Tax Proposal Is Revived Again
But Treasury Disclaims Any Such Revenue Proposal

REPORTS continued to fly last week that the Treasury Department is developing recommendations for the 1942 tax bill which will bring a substantial increase, in the form of new levies, in the tax load of the broadcasting industry. The latest report, discounted by Treasury officials, has it that a 15% horizontal tax is to be levied on advertising in all media.

Meanwhile, murmurs still are heard of other proposals such as a franchise tax or a special impost on radio's net income, something along lines of the controverted 5 - 15% tax on net time sales thrown out by Congress last year.

Disclaimed by Treasury

According to reports, the 15% advertising tax might yield about $100,000,000 in additional Federal tax revenue. Just how this figure was arrived at remains a mystery, although it is presumed substantial exemptions are provided, since a total advertising bill for all media of almost 1 1/2 billion dollars annually would yield far in excess of this sum on a straight 15% basis.

John L. Sullivan, Assistant Secretary of the Treasury, commenting on the report to Broadcasting last Friday, indicated he knew of no such proposal on the part of the Treasury. It is understood, however, that Treasury officials have given more than passing attention to the advertising tax proposition as it is also the case with a franchise tax for radio facilities.

Although the new tax bill is expected before many more weeks, everything about it is hush-hush. The Ways & Means Committee, busy with hearings on other fiscal legislation, has not met to set a date for the beginning of public hearings on the tax bill. It is not thought the date will be set before late February.

N. Y. Exchange Plans
1943 Promotion Drive

PLANS for an educational advertising campaign to instruct the public concerning the services and functions of the New York Stock Exchange are being prepared by the Assn. of Stock Exchange Firms, James F. Burns Jr., president of the association, announced at the first of a series of regional meetings held Feb. 12 in St. Louis.

ASEF, reorganized as an industry body last fall, will devote itself to internal activities this year, it was explained with the general advertising campaign, now being worked out with Gardner Adv. Co., St. Louis, breaking in 1943. Radio, newspapers and magazines will be used, according to present plans.

Lever's Vimms Spots

LEVER BROS. Co., Cambridge, Mass., which last fall started a test campaign for its new vitamin product, Vimms, using live and transcribed announcements on three Providence stations (Broadcasting, Oct. 13), has extended the drive to 34 stations in 20 markets since that time. Five stations will be added Feb. 17, three in Baltimore and two in Syracuse, to bring the total to 34. One-minute transcribed daytime announcements and evening chain breaks are used on varying schedules. Agency is BBDO, New York.

Fibber's CAB Record

HIGHEST rating ever recorded by the Cooperative Analysis of Broadcasting for an evening weekday half-hour program was announced last week in the CAB's report No. 23 for the Fibber McGee & Molly show, which showed a rating of 40.8, and Charlie McCarthy with 40.2.

458 TONS OF SCRAP
WHO Campagn Yields Vital
Defense Metal

ENOUGH vital scrap metal to build 57 light tanks was contributed by Iowa's farm boys and girls to the defense effort through a campaign sponsored by WHO, Des Moines, according to Joe Maland, general manager. Representing 30 counties throughout the State, the children collected 917,286 pounds of scrap.

Thirteen-year-old Jack Youker, State Center, Iowa, won the $25 defense bond offered to the boy or girl supervising the movement of the greatest amount of metal. He assisted in the sale of 113,000 pounds of scrap. Second-place winner was a girl who supervised the sale of 80,570 pounds of idle metal. Lesser prizes amounted to $17 in defense stamps.

Herb Plambeck, WHO farm editor, supervised the contest in cooperation with the drive to move idle metal from farms into factories.

Joe Maland Gives Bond to Winner

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

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

Headley-Reed Co.
National Representatives

WCBM
The Blue Network
BALTIMORE, MARYLAND

Penny Hits Target!
Your budget scores a bull's-eye over WCBM! We concentrate on Baltimore— all of it—because that's where business is concentrated! Best coverage...per capita...per Penny! Rates that welcome comparison.

Len Riley covers the Field of Sports
WCKY
50,000 WATTS CBS PROGRAMS

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

WE HAVE THE PEAK SOIL CONDUCTIVITY IN THE U. S.
... plus the Joe Louis "punch" of a 580 kc frequency. The result is

RESULTS!

5000 WATTS Directional
OVER METROPOLITAN NEW YORK

CHNS
Halifax, N. S.
First choice for results in the
maritimes

Ask JOE WEED

“A bird in the hand is worth two in the bush. Try KXOK St. Louis.”

630 kc. 5000 WATTS
BLUE NETWORK

We the Voice of Kansas in TOPEKA

BROADCASTING • Broadcast Advertising February 16, 1942 • Page 51
Cuba Announces Station Changes

Frequency shifts and power increases recently authorized by the Cuban government for Cuban stations were announced Jan. 21 by the Inter-American Radio Office, Havana.

Leaving 740 kc. are CMK, Havana 250-watt station, which moved to 1420 kc. and CMJN, Camaguey, which changed Feb. 1 to 1000 kc.

NEW, HKL, Havana, to Reham, Mich.-Amend appl. CP new station 500 watts.

NEW, BND, Havana, to Cleveland, Tenn.-Amend appl. CP new station install directional N. equipment changes.

NEW, DPM, Havana, to Columbia, S.C.-Amend appl. CP new station 1440 kc. omit request WSIX facilities.

Applications

February 7

WFS, Savannah, Ga.-CP change 1270 kc. increase 1 kw new transmitter directional N.

February 12

WFCL, Providence, R. I.-CP new transmitter increase 5 kw directional.

NEW, HMR, Ranch, near Novi, Mich.-Amend appl. CP new station 250 watts.

NEW, BO, Johnsville, Cleveland, Tenn.-Amend appl. CP new station install directional N. equipment changes.

NEW, DPM, Havana, to Columbia, S.C.-Amend appl. CP new station 1440 kc. omit request WSIX facilities.

BMY States Response of Contracts Gratifying

NEW BMY licenses, running from March 12, 1942, to March 11, 1950, were mailed out to all stations last week and by the weekend a considerable number of acceptances had been received at the BMY headquarters in New York, where executives described the response, as "gratifying but not surprising."

Mentioning that the license of WHEC, Hartford, was to be returned, Cari Haverlin, BMY manager of station relations, said that licenses already received from all types of station classes indicate that the pledges of loyalty to BMY voted by broadcasters throughout the nation during the fall and winter would be lived up to 100%.

In a letter accompanying the licenses, Mr. Haverlin wrote: "Much of the credit for the license is due the industry. We discussed both its generalities and formula with as many broadcasters as we could during the last four months. In essence it was approved unanimously by over 600 broadcasters who attended the NAB, NIB and NAI meetings in recent months. Many broadcasters' suggestions have been incorporated in the final draft it is truly an industry contract."

Cincinnati, CBS Pacts Are Signed by IBEW

Contract between CBS and all M & O stations with the International Brotherhood of Electrical Workers provides for an average wage increase of 7%, 8% it was stated last week by Washington officials of the union. The rate increase, varying in amount according to the length of individual service, applies to employees hired on or before Oct. 1, 1941.

One new contract and a boost in wages in another was announced last week by Howard Hayes, president of Local 1224, IBEW. The last of the Cincinnati stations to sign with the union, WCKY has contracted for substantial ABTU - IBEW working conditions, with wage increases retroactive to Jan. 1, it was included: Arch Subcommittee.

A wage boost in the contract covering the technicians of the Crosley Corp. has also been negotiated it was said. Some 50 technicians of WLW, WSAI and WVLW will be affected. The beginning wage and the new contract has been raised as well as increases in intermediate brackets. Negotiations were conducted through the standard-ABTU - IBEW formalities.

BMM States Response of Contracts Gratifying

Club Honors WNEW

As THE FIRST in a series of luncheons in honor of New York Radio Executives Club was held at the Hotel Lexington, New York, on March 12, 1942, bringing together some of the station and station from its various programs entertained the club members. Of out town guests

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Help Wanted

Announcer-Engineer—Wanted for local sta-
tion routine. Box 139. KQUB, Watertown, Calif.

Engineers—Openings for two experi-
ced men and junior. Will prove to present.
Statesmen in excellent market.
 box 127, BROADCASTING.

Announcer—Experienced, good ad-lib.
Draft deferred, wanted by large eastern
metropolitan city station with 19,000
watts C.F. All replies confidential.
Box 168, BROADCASTING.

Engineer—Wanted immediately—250-
 watt station—permanent—good salary—
good working conditions. New equipment.
Wire collect, KDRD, Sedalia, Missouri.

Situations Wanted

Announcer-Continuity Writer—Nebraska
employed. Desires change—smaller station.
Box 19, BROADCASTING.

Chief Engineer—14 years' experience.
Draft exempt—throughicr all phases.
Box 167, BROADCASTING.

Gentlemen—A bargain with fine back-
ground, light radio training, good station.
Desires new location in West. Must
Box 168, BROADCASTING.

Commercial Manager—Experienced back-
ground. Draft exempt, marrier, sober and
reliable. Desires to work. Will prove
Box 169, BROADCASTING.

Licensed radio engineer—Experienced in
all phases broadcasting, desires change.
Nine years experience, college training
in studio and transmitter WE and RCA
equipment. Class A. Box 164, BROADCASTING.

Commercial Manager—Productive 2 year
experience, desires change by 9 years general radio
and local stations. Box 165, BROADCASTING.

Wanted to Buy

Immediate—1000 Watts transmitter
or 250 transmitter with 1000 ampli-
face. Give FCC approval numbers.
Box 159, BROADCASTING.

Classification

Help wanted and Situations Wanted, 7c per word. All other classi-
fications, 12c per word. Bold faces, double. BOLD FACE CAPS,
triple. Minimum charge $1.00. Payable in advance. Count three
words for box address. Forms close one week preceding issue.

ANNYS & BAILEY
An Organization of Qualified Radio Engineers
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SERVICE OF BROADCASTING
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Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adaptable to Radio

Radio Engineering Consultants
Frequency Monitoring
Elyria, Ohio

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Consulting Radio Engineer
Highland Park Village
Dallas, Texas

RING & CLARK
Consulting Radio Engineer
WASHINGTON, D. C.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

BROADCASTING • Broadcast Advertising
February 16, 1942 • Page 53
DCB to Advise Draft Release
For Radio in Essential Cases

AWARE of the plight of many broadcast stations because of the shortage of experienced technical employees, the Defense Communications Board is initiating steps to advise Selective Service authorities of the necessity of procuring draft deferments in essential cases.

At its meeting last Thursday, it was understood, reports of the Domestic Broadcast Committee and of the Industry and Labor Advisory Committees relating to engineering technician shortage were considered and appropriate action was advised.

The Domestic Broadcast Committee has ascertained it takes from nine to ten months to train operators but that requirements of stations, because of the rigid qualifications imposed by the FCC, make it difficult to procure replacements.

Selective Service officials, it was indicated, are advising that deferment of broadcast operators should be allowed in individual cases with reasonable time permitted for procurement of replacements, last broadcasting, as an essential war operation, be impeded.

No over-all deferment is being urged, however. Rather, reasonable deferments were construed essential, varying in individual cases, and depending upon the availability of licensed operators in the particular area. In larger cities, where men might be available, the deferment could be for only a limited time, while in other cases, notably smaller stations in remote areas, nine months or a year might be entailed. DCB definitely concerns broadcasting as "important in national defense".

It was felt by the DCB advisory committees that station licensees are entitled to "reasonable notice" before men are drafted, and that therefore temporary deferment is desirable. Where temporary deferment of 60 days might be given, it was pointed out, if replacements are not found available, the deferments could be extended.

Action of the committees came after representatives of the industry had brought to their attention the serious plight of many stations over the draft and enlistment situation. Moreover, many station engineers were reservists and have been called to active duty, without deferment recourse. DCB, it was reported, took cognizance of these situations.

Further Delay Granted
RCA-NBC by Tribunal

A SECOND postponement of date for the filing of complaints to the Anti-Trust suits of the Department of Justice against RCA-NBC from Feb. 27 until March 27 has been agreed to by the parties at the request of NBC Counsel John T. Cahill. The court was expected to approve the stipulation shortly.

The CBS answer to the complaint filed against it is due Feb. 27, but it was learned last week that this network also will seek a month's postponement. The suits were filed in the Chicago Federal District Court on Dec. 31 by the Anti-Trust Division. Originally, a one-month postponement was agreed upon in each instance by stipulation.

Relief to the triple-damage suit of MBS against RCA-NBC, filed Jan. 10, has been extended until April 3. MBS and six of its affiliates have filed suit for $10,576,000 in purported damages [BROADCASTING, Feb. 9].

HARRY FOX, general manager of the Music Publishers Protective Assn., will leave New York late this week for a flying visit to Hollywood to confer with that city's music publishers.
Announcing:

A NEW SALES SERVICE

EXTENSIVE study of the movement of consumer goods in both the food and drug fields, over a long period of time, has brought to light the need for a new type of sales service. These studies reveal that—whether a manufacturer sells through jobbers, sales agencies, brokers, or direct—there are times when there is a decided need for short, intensive selling campaigns.

However, a manufacturer who decides on such a course is faced with the problem of securing capable sales personnel, at prohibitive cost. Hence, Specialty Sales has been organized as a sales service agency available, eventually, to manufacturers operating in Ohio, Indiana, Kentucky and West Virginia.

Heading Specialty Sales is Lou E. Sargent, a veteran of twenty-five years in the specialty drug and grocery selling field—fifteen years with Harold F. Ritchie and Company, Inc., later with one of the major national drug manufacturers; and with a ranking manufacturer of a food product sold in both drug and grocery stores. Mr. Sargent's experience fits him admirably for leadership of this new type of sales organization.

Specialty Sales has no resemblance to sales agencies as they have been known in the past. Neither is it intended to replace the established sales organization of any manufacturer. Rather, its purpose is to supplement regular sales efforts or supply a short-term sales organization for intensive selling efforts on new packages... new products... special deals... sales support for special campaigns or seasonal drives... or any other sales, distribution, or dealer relations campaigns.

Specialty Sales will employ only men with proven sales records, high type men who can secure and keep better salary jobs. Its services can be bought at one-half or less the usual man power cost, and it offers the additional flexibility of having a one week to 90 day contract. Specialty Sales will not handle more than four non-competing accounts at one time, and costs can be computed on a per call or weekly flat rate.

Furthermore, Specialty Sales will have full access to the findings of a large research department on the movement of drug and food products and the attitude of dealers toward manufacturers.

Specialty Sales will function as a separate organization but will work in cooperation with WLW, The Nation's Station, with financial security guaranteed by The Crosley Corporation.

Initial operation of Specialty Sales will cover the trading area of Greater Cincinnati. As sound expansion is made, nine major markets of the four-state area will be added.

Opportunities for your profitable use of Specialty Sales are many. For details of its operation, or a suggestion as to how you might use our services, call or wire...

SPECIALTY SALES 1329 Arlington St., CINCINNATI, OHIO
Is Your time BIG-TIME?

★ IT CAN BE . . . WITH THE RIGHT PROGRAM MATERIAL

No block of time on any station is productive in itself. It's what goes into that time that sells goods . . . it's the program that counts. And the feature you can recommend with confidence to advertisers—present with pride to listeners—is THE TEXAS RANGERS LIBRARY! More than 300 different selections—western, Latin, hill-billy, novelty, vocal and instrumental numbers, brilliantly produced and recorded in Hollywood by America's most versatile eight-man musical organization! At a new low cost, The Texas Rangers Library can make your time BIG-TIME any time!

The TEXAS RANGERS of CBS and Hollywood

Nationally famous Men of Music, who have built a loyal following of millions, coast to coast. Veterans of network commercials and sustainers—stars of outstanding transcribed spot successes for Old Gold, Socony-Vacuum, Mid-Continent Petroleum and others—featured in a whole string of big westerns . . . The Texas Rangers are ready now to appear on your station exclusively in your market!

SORRY BUT...

Kellogg's have sewed up the entire Texas market and Carey Salt has done likewise in the Kansas City area. All other markets are wide open . . . First come, first served!

The TEXAS RANGERS LIBRARY
★ AN ARTHUR B. CHURCH PRODUCTION ★
HOTEL PICKWICK 10th & McGee Kansas City, Mo.